

# A Cultural Impact of Television Network in the Core of Social Transformation and Development

Mr. Chanakya C. N.<sup>1\*</sup> Dr. Narasimhamurthy N.<sup>2</sup>

<sup>1</sup> Ph.D Research Scholar, Department of Electronic Media, Bangalore University, Bengaluru-560 009, Karnataka

<sup>2</sup> Professor, Department of Electronic Media, Bangalore University, Bengaluru-560 009, Karnataka

**Abstract – In the core of present entertainment scenario, television has occupied an essential factor position in every household. The several experiments, manual modifications and applicable methods have been changed from generation to generation for the technical touch usage television networks. Because of these television networks a huge habitat also been altered in internal and external life! Especially in social transformation and development, majority of the people has become change and exchange their food trend, dress code, language communication and lifestyle at multi stage cultural dimension in the name of western imitations as well as excitements. Hence the moral based television network introduces the mankind culture towards canalizes the valuable development. In that same way; TV classifies the cultural development from very past to present, As well it communicates, relates and correlates all over the world. Even technical change / modification of television network are never ending forever! While discussing this coverage, the study has framed a couple of objectives; ‘study the cultural impacts of television networks for social transformation and development in universal manner’ and ‘identify the top most five Hindi televisions shows in India’. A few hypotheses are too set for the study to meet the objectives; ‘significantly television networks culturally impacts much in several dimensions for social transformation and development activities’ and ‘significantly talent and cricket oriented shows occupied a top most position at Hindi televisions shows in India’. Hence this paper carried both primary and secondary data. The primary data represents the author’s views, thoughts and present ideal issues on the topic. As well secondary data has been gathered from the published articles, books, literatures and reports on the subject. Finally, the passage discussed about the trends, conditions, several pictures and updates of television network under cultural impacts in the way of social transformation and development.**

**Keywords: (TV) Television, Social Transformation, Network, Development, Generation, Impact**

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## INTRODUCTION

Still from an innovative world to present advanced generation television network plays an impact role. Especially in cultural aspect it has been occupied a leading factorial position in all over the universe. In several conduction this same television network has applied / directed for national as well as international news along with channelize about the emergences. Being a social transformation and development is a part and parcel of every nation, the television network visually or invisibly impacts a lot for cultural activities. Fortunately many experiments, imitations, excitements and changes /exchanges have been happened at food trend, dress code, language communication and life style in multi stage cultural dimension. But, at the view point of some particular aspects these impacts made a generation gap.

From the beginning there was very few television networks working in the direction of social transformation and development purposes. But presently there is a huge number of television networks are serving; here it could be divided as national, international, local, commercial, sports concentrated, news oriented and many more.

## REVIEW OF LITERATURE:

There are many related studies on cultural impact of television network in social transformation and development. Some reviews of these studies are discussed as follows.

**Rawls’ Veil of Ignorance (Contractualism (2009)** disclosed that, the standards of justice are chosen behind a veil of ignorance. This ensures that no one is advantaged or disadvantaged in the choice of principles by the outcome of natural impact

chance or the contingency of social circumstances. Here objective is a basic assumption in justice. Hence, all people must experience fair treatment without dread or preference. Thus, the same moral standards should apply to all people, irrespective of rank and consequence.

**Stephen Ward** (2011) observed that, a media revolution is transforming, fundamentally and irrevocably, the nature of journalism and its ethics. Different challenges have arisen in new media due to the fact that anyone with an internet connection or a smart phone can publish content with minimal supervision or expert evaluation.

**Teleological theories in the view of Television,** The term 'teleology' originates from the Greek words 'telos', which means 'end' or 'goal', and 'logos', which means 'logic' or 'reason'. In other words, teleology implies rational thought. From the ethical perspective, it has maintained that the correctness or incorrectness of actions is founded exclusively on the virtue or wickedness of their outcomes. In a precise teleological explanation, an action is considered to be ethically unbiased when contemplated separately from its outcome (Mill & Bentham, 1987).

**CULTURAL IMPACTS OF TELEVISION NETWORKS:**

The cultural impacts of television networks for social transformation and development in universal manner are as follows.

- Attracts the national and international citizens in cultural development activities.
- Visually educates about the different languages, dress patrons, food practice which are existed in all over the world.
- Motivates the generation to follow-up the updated culture / life style in the way of social transformation
- Guide / direct to visit the famous places in worldwide under the social transformation manner.
- Introduces the mankind culture towards canalize the valuable development.
- Provides the brood platform for the constructive social transformation.
- Directs to avoid cultural / social misbehave.
- Inspire to make an experiment about new trend culture and various social transformations in development path.
- Discloses the mistakes / errors / over adaptation about cultural westernization.

- Helpful to classify the cultural development from very past to present.

**OBJECTIVES:**

The main and specific objectives of the present study are:

- To study the cultural impacts of television networks for social transformation and development in universal manner.
- To identify the top most five Hindi televisions shows in India.

**HYPOTHESES:**

The following hypotheses have framed to meet the objectives of the study.

- Significantly television networks culturally impacts much in several dimensions for social transformation and development activities.
- Significantly talent and cricket oriented shows occupied a top most position at Hindi televisions shows in India

**METHODOLOGY**

The Methodology is very essential to prepare an article. Here, both qualitative and quantitative methods were used in the present paper. This paper has carried **Primary** and **Secondary** data. Primary data represents the author's views, thoughts and present ideal issues. A secondary data has been gathered from the published sources such as various articles, books, periodicals, literatures and reports on the subject. For the purpose of gathering the latest information on the topic E-sources also consulted.

**Table No: 1. List of Top five Hindi GEC (Urban+Rural) TV shows in India (Week 28, 2017)**

Rank	Series	Genre	Network	Air date	Air time	Impressions (000s)
1	Sa Re Ga Ma Pa Little Champs	Talent Show	Zee TV	Since 25-February-2017	Sat-Sun 8:00PM IST	12091
2	Kumkum Bhagya	Indian Soap Opera	Zee TV	Since 15-April-2014	Mon-Fri 9:00PM IST	12057
3	Indian cricket team in the West Indies in 2017	Cricket	DD National	23-June-2017 to 09-July-2017	-	10220
4	Kundali Bhagya	Indian Soap Opera	Zee TV	Since 12-July-2017	Mon-Fri 9:30PM IST	9860
5	Naagin Season 2	Indian Soap Opera	Rishtey (TV)	Since 18-June-2017	Sat-Sun 7:00PM IST	9585

Source: Barc India ([https://en.wikipedia.org/wiki/Television\\_in\\_India](https://en.wikipedia.org/wiki/Television_in_India))

## ISSUES AND FINDINGS:

The optimal issues as well as general findings are as follows.

- The development / updated change of television network are never ends forever.
- Still from very past to present television network would be an attractive media for cultural changes / up-graduation.
- Television network is an effective source to communicate, relate and correlate all over the world.
- During emergencies, alerts the citizens as early as possible.
- Directs to compare the national and international development in cultural aspects.
- Covers the entire world in one single broad cost in especially for social transformation and cultural occurrence.

## SUGGESTIONS:

On the scrutiny of our above study, the following suggestions are as follows.

- Make the proper utilization in particular timings for the usage of television networks.
- For the development purposes, only apply minimum limitation oriented / limitation far models for cultural changes.
- Educate the children about what to do and what not to do from television network programs especially in social transformation activities.
- Avoid the young and budding stage generation from the addiction of television watching.

## CONCLUSION:

According to the several aspects, it would be clear; from the history to current television network culturally impacts much for productive factors. In this way the social transformation and development activities follow up the several dimensions in various degrees. Somewhat the cultural changes represent the traditional network of television and non cultural changes generate the advanced sources in the core of social transformation along with development progress. However this television network source provides updated news and present running instances in worldwide as under the direct and

indirect impact for social transformation and development movements in respected sectors.

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**Corresponding Author**

**Mr. Chanakya C. N.\***

Ph.D Research Scholar, Department of Electronic  
Media, Bangalore University, Bengaluru-560 009,  
Karnataka

[chanakya\\_cn@yahoo.com](mailto:chanakya_cn@yahoo.com)