

MOTIVATE

Editorial Note:

Hello everyone! Thank you for bearing with the brief absence of our newsletter over the past two months. There have been so many events which have caught our attention in the past few months-be it in the Indian scenario as well as in the international sense. The most common instruments we have used to gain this information is either the television or the mobile phone.

This month's issue of Motivate would like to celebrate 'World Television Day' which is celebrated on the 21st of November. There seems to be a wide chasm in the opinions held by people in regard to whether television viewing is appropriate or not, especially in the context of children. This issue is dedicated to uncovering

some of the facts in relation to television viewing.

Several surveys, as will be presented below, have indicated that more than half of the



Indian households own a television set and in fact there has been an increase in its viewership from within the last two years itself. Uncovering the reasons as to what makes watching the so-called 'Idiot Box' so important is essential since it

seems that entertainment is not the only reason as to why people are glued to it. This becomes even more pressing when we realize how much we are by television. Do read and write back to us with your comments on the issue.

"Commercial television has underestimated the intelligence of the public"-Jerry Lewis

Television and the People of India:

It is a commonly known piece of information that the people of India are enamoured by their televisions and the shows within. The facts presented below all come from the Broadcast India 2018

survey which was conducted by Broadcast Audience Research Council (BARC).

The survey was



conducted Pan-India across three lakh households from different states. Here are some facts revealed about people in India and their televisions-

1. On average, a viewer spends 3 hours 44 minutes in front of the television on a daily basis
2. In urban Indian homes, the average television viewership goes up to 4 hours 6 minutes
3. About 66% of Indian homes have access to televisions at home i.e. 197 million out of 298 million households have access to TVs.

4. There is a total of 836 million viewers across India in total

5. Out of the 836 million, 429 million people are men and 407 million are women

6. About 95% of homes in South India have televisions

7. 31% of total television viewership in India are in Tamil Nadu, Andhra Pradesh, Telangana,

Karnataka and Kerala

All of these goes to show how television viewing is such a widespread medium of media broadcast and the time we invest in that each day on television viewing is colossally high and therefore the influence it has on it is proportionally on the higher side as well.

(Sourced from <https://economictimes.indiatimes.com/industry/media/entertainment/indians-are-watching-tv-for-3-hour-44-minutes-every-day-barc-india/articleshow/65151371.cms>)

The Craze of 'Reality' Television:

On any entertainment channel in today's times, there will definitely be a minimum of 2 reality shows being broadcast on a daily basis. This attraction to reality shows is somehow that has seen a great upward movement especially in the last decade or so and so has again influenced people to a large extent. While it cannot be denied that these reality shows have a lot of positive effects on the viewers, there is also a flip side to this in terms of the negative aspects of the same-



1. Several studies have showcased the negative impact watching reality shows have on children. One study found that when children viewed high-risk programmes, there was an increase in self-reported risk taking behaviour
2. Several self-reports have also indicated that these shows created a sense of inadequacy in the viewers since exaggerated versions of reality on the show generated a feeling of inferiority among the viewers
3. Some younger audience sometimes lack the maturity to realise that shows are scripted and think that it is the 'reality.' This in turn may lead to imitation of these behaviours in similar situations

4. Behaviours seen on screen often is not a reflection of the true state of things for those involved in the reality shows. This is often not understood by audiences who believe what takes place on the show is the real side of the celebrity
5. Certain extreme behaviours like violence and manipulation are shown to be a normal part of one's life in reality shows. This warped version of reality is taken as a basis for one's own real life situations
6. Since entertainment and ratings are what becomes most important on these reality shows, the kind of morals and values being advocated on these shows are not healthy by nature and maladaptive for the most part

With all these shortcomings associated with reality shows, it is important for viewers to realise the 'reality' of these reality shows and not believe all that they advocate and stand for as well as censor them appropriately especially for younger audiences.

(Sourced from <https://www.parentcircle.com/article/why-reality-shows-are-bad-for-children/> and <https://www.psychologytoday.com/us/blog/the-power-prime/201101/popular-culture-reality-tv-is-not-reality>)

Being Vigilant in Television Viewing:

With the fact that children these days are so much more tech-savvy than any of the previous generations as well as the fact that they have thousands of channels at their fingertips, it becomes very difficult for parents and guardians to keep a close eye on the television viewing habits of the youth. Here are some of tips and techniques parents can make use of to be aware of what their children are viewing-

1. Do not view inappropriate shows in front of the children- We know kids love to imitate adults, so make sure in the children's waking hours, the kind of programmes we watch are age appropriate

2. Set time limits as with any other fun activity- It is important to set certain limits when it comes to watching television in



terms of the time as well as content

3. Watch the shows with them-Do not assume that just because some content is being shown in a 'for-kids' channel, it will automatically be age appropriate. Sit down and watch a few shows and confirm that it is advocating the right things

4. Encourage activities other than television viewing- Veer the children's attention away to other activities like playing outside or other similar social activities

5. Explain the reality of what they watch on television- Sit down and explain to the children the actuality of what they are watching. Explaining the realities of life without exaggeration is a very important life lesson for children

6. Do not be condescending- Remember that children will do as their peers do and so restricting them on a lot of

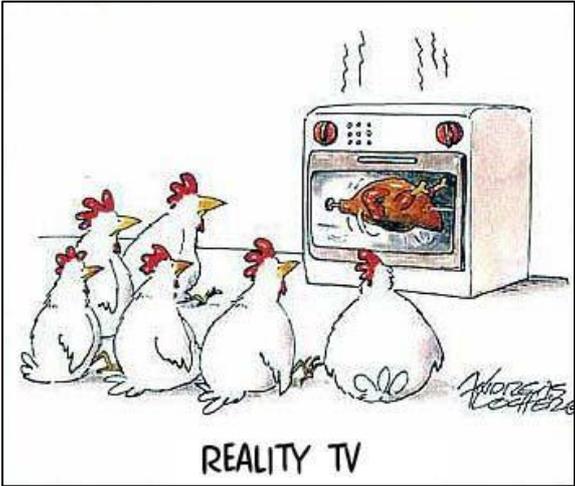
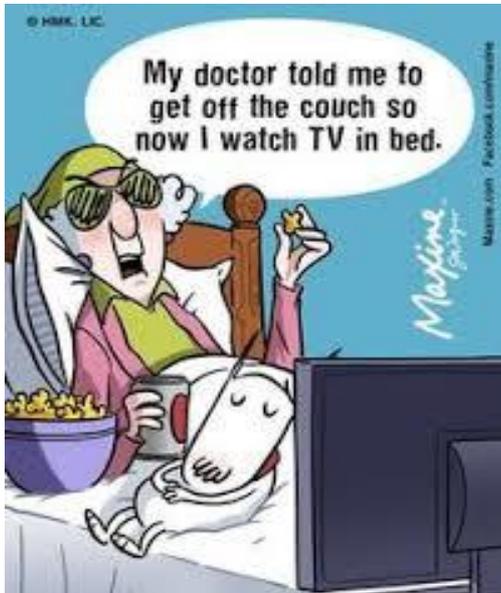
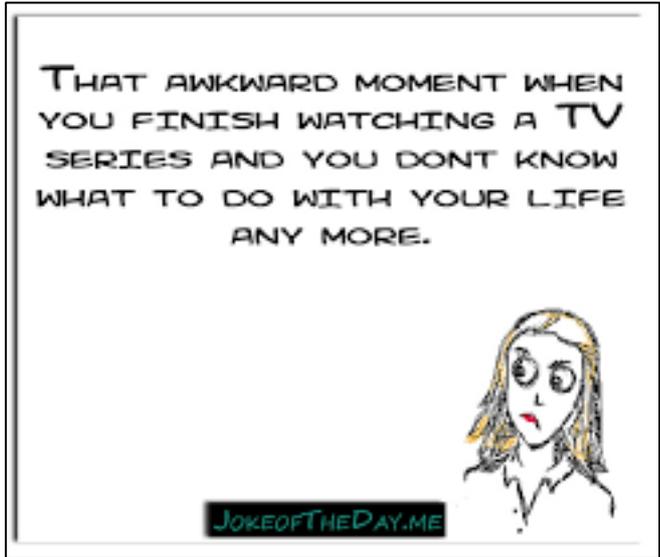
television viewing will make them feel negative and harbour ill-will towards the parents. Do not make them feel bad or be

condescending towards them

Remembering these few tips will be beneficial in developing healthy television viewing habits among children.

(Sourced from <https://www.healthychildren.org/English/family-life/Media/Pages/Tips-for-Parents-Digital-Age.aspx>)

Fun and Funny:



We would love to hear your opinion about this issue and theme. Do write to us at deepti@i-dentitee.com or log on to our Facebook page at fb.me/identiteellp

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