

Television Serials Consumption and Cultural Values: A Study in Kodagu District

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Abstract:

With millions of fans tuning in every day to follow their favorite shows, television serials have become a crucial component of contemporary society. These serials, often known as soap operas or dramas, have a big impact on how people perceive the world and behave. As they frequently depict numerous society norms, customs, and ideas, television serials have generated a great deal of discussion on their impact on cultural values. In the context of the Kodagu district, this study work focuses on examining the connection between watching television serials and cultural values. The southern Indian region of Kodagu is renowned for its rich cultural legacy, which includes unique traditions, celebrations, and social norms. The study's findings will add to the body of knowledge on media influence and cultural values, providing insightful information on the unique setting of the Kodagu district and influencing future talks on media literacy and content development. This research employs a mixed-methods approach using quantitative surveys of 50 respondents and interviews of 5 media professionals, to give a thorough comprehension of the subject.

Keywords: television serials, cultural values, consumption, media influence, Kodagu district

Introduction:

The entertainment media has always had a big impact on how countries' cultural values are shaped. Television is without a doubt the most widely used type of entertainment medium in the modern digital era. In order to escape reality, learn about the world, and have fun, television has become an indispensable component of peoples' lives all around the world. The impact of television on culture and society has been the subject of in-depth research for many years. Researchers, decision-makers, and media professionals all have an interest in how watching television affects the development of cultural values. Unquestionably, the

television industry has an impact on social transformation and cultural norms since it has the power to uphold or contradict conventional values, beliefs, and attitudes. In the southwest of India, there is a region known as Kodagu District that is home to a variety of cultures. The area is well-known for its scenic surroundings, coffee plantations, and the traditional martial techniques." Indigenous communities, like the Kodava people, who have distinctive customs, traditions, and beliefs, make up the majority of the district's population. Globalisation, urbanisation, and the spread of mass media have all had a substantial impact on the region in recent years.

Kodagu District's television viewing habits have significantly changed in recent years as well. Television has become a typical home item in Kodagu District as a result of the expansion of the middle class, as well as the growing availability of television sets and cable connections. Consumers now have a wider choice of viewing options because to the expansion of satellite television channels, which has also expanded the variety and accessibility of television programmes. The huge growth in television viewership in the Kodagu district has raised questions about the potential consequences on the transmission and preservation of traditional cultural values. By conducting a thorough investigation, we hope to get insight into the kind of television series preferred by Kodagu residents and their perceived influence on cultural values.

Understanding the interactions between television serials and cultural values is crucial for determining the risks and advantages of media use in this area. In conclusion, the purpose of this study is to shed light on how television viewing affects cultural values in the Indian district of Kodagu. By analysing viewing habits, determining the most popular TV show genres, and analysing the effects of television series consumption and cultural values in kodagu district

Objectives:

1. To comprehend how television, in particular, plays a role in influencing cultural values in Kodagu District.
2. To look into how watching television affects traditional values, gender roles, and family structures in Kodagu District.
3. To investigate how people view television, their attitudes towards it, and how that affects their cultural values.
4. To determine the variables that affect how much television a person watches and how these variables change with age and social background.

Methodology:

To map the content of cultural values while watching television serials, the researcher employed both qualitative and quantitative approach methods. 50 television viewers and 5 media workers from the Kodagu region participated in an interview through a questionnaire. By employing the aforementioned research methodology, the study methodically studied the research problem. Primary data and secondary data gathering procedures were used.

Literature Review:

The popularity of the Thai soap opera "Oshindrome" and how it uses archetypes to express cultural values and goals are also topics covered in singhal & Udornpim's paper. The authors contend that because of their common themes and narrative frameworks, soap operas have a high degree of cultural shareability. As a successful adaptation of the American soap opera "Dynasty" to the Thai cultural setting, they establish the idea of Oshindrome. The popularity of the show, according to a study by the authors, can be due to its depiction of strong female characters, interpersonal difficulties, and materialistic desires. Overall, the article offers insights into how successful television programming might result from adapting universal soap opera aspects to particular cultural situations.

The cultural values reflected in Chinese and American television ads are explored in Lin's article, "Cultural Values Reflected in Chinese and American Television Advertising". Advertising, according to the author, reflects societal norms and values. To determine the underlying cultural values communicated in a sample of Chinese and American television advertising, the study analyses them. The results show that Chinese commercials frequently emphasise family ties, social harmony, and collectivism, reflecting traditional Chinese beliefs. American commercials, on the other hand, place a higher priority on individualism, personal success, and independence in keeping with Western cultural ideals. The essay offers insightful information on how cultural differences and values are represented in advertising in various nations.

Segado-Boj, Martn-Quevedo, and Fernández-Gómez's research from 2021 is mostly concerned with bibliometric analysis of research on television programmes. The study tries to pinpoint the primary traits and developments in the study of television series. The authors use bibliometric techniques to examine a sizable collection of academic books, conference proceedings, and papers linked to television programmes.

According to the data, there has been a large growth in television series research in recent years, with a rise in publications beginning in the early 2000s. The study provides a helpful overview for researchers and academics interested in the study of television series by highlighting the most popular research subjects, methodology, and major contributors in the area.

Statement of the Problem:

In India, watching television is a common practice, and its effects on cultural values have long been the subject of debate. The southern state of Karnataka's Kodagu District is a distinctive area with a strong cultural legacy. However, little is known about how entertainment media, notably television, affect traditional values in Kodagu District. The purpose of this study is to investigate the connection between Kodagu District cultural values and television viewing.

Scope of the Study:

The Kodagu District population, encompassing both urban and rural areas, will be the subject of the study. The sample will consist of people from various age groups and socioeconomic backgrounds, with a focus on studying how television affects conventional views, gender roles, and family values. The most popular television programme genres and the cultural values they uphold will also be determined through the survey.

Research Gap:

There has been little study on this subject in the context of Kodagu District, despite the fact that there have been numerous studies on the effect of entertainment media on cultural values in India. By offering a thorough investigation of the connection between television usage and cultural values in the Kodagu District, this study aims to close this research gap. This research will also add to the body of knowledge on the influence of entertainment media on cultural values in India, with a particular emphasis on a distinctive cultural area that has received scant attention in prior studies.

Data Analysis:

Age group 18-24 38%, 25-34-20%, 35-44 16%, 45-54-12%, 55-64-8%, 65 or older 4%, Under-18-2%.

Gender- Male 70%, Female 28%, Not to say 2%.

Highest level of Education: Bachelor's degree-40%, Master or Higher-44%, College-8%, Less than high school-6%, High school and Diploma-2%.

Occupation: Full time-20%, Part time-6%, self employed-12%, Student-40%, Homemaker-14%, Retired-8%.

Income-Less than 10000-40%, 10-20-18%, 20-30-12%, 30-50-10%, 50-75-14%, 75Above-6%.

100% of the respondents said they watch television.

Majority of 40% of the respondents said more than 4 hours following 30% said 1-2 hours, 20% said 2-3 hours and 10% answered less than 1 hour.

Genres of Television programs: Majority said 40% watch serials, following 20 % news, 10% said sports and 10% movies 6% said others.

Television has an Impact on cultural values: 98% of respondents said yes. 2% of respondents said no.

Impact: Majority of 40% said Promotes traditional values following 36% said shapes popular culture, 14% said reflects popular culture, 10% said challenges traditional values.

Impact on Family values: 96% of the respondents said yes and 4% said no.

Impact: Majority of 88% promotes family values, 10% challenges family values 2% said others.

Impact on gender roles: 98% of the respondents said yes and 2% said no.

Impact: Majority of 96% reinforces traditional gender role, 4% challenges traditional gender roles.

Impact on traditional beliefs: 98% of the respondents said yes and 2% said no

Impact: 90% promotes traditional beliefs, 8% challenges traditional beliefs, 2% others.

Impact on cultural values reflection: 94% said Yes, 6% said no.

Impact: Majority of 92% promotes traditional beliefs,6% challenges traditional beliefs, 2% others.

Positive cultural values: 80% said yes, 20% said no.

Impact: Majority of 96% reinforces negative study, 4% encourages materialism.

Influence consumption habits: 82% family preferences, 10% availability of time, 8% personnel preferences.

Varies across different age and background: 70% varies to some extent, 24% varies significantly, 6% Consistent.

Television service type: Satellite TV-60%, Cable TV-10%, Digital TV-12%, Online streaming-18%.

Satisfaction of affordability of television services in Kodagu District:

Somewhat satisfied-54%, Very satisfied-16%, Neutral-10%, somewhat dissatisfied-14%, Very dissatisfied-6%.

Availability of satisfaction: Very satisfied-30%, somewhat satisfied-10%, Neutral-24%, somewhat dissatisfied-16%, Very dissatisfied-20%.

Conclusion:

This study offers a foundation for understanding how television viewing affects cultural values in the Kodagu District. Particularly, it is discovered that watching television is linked to alterations in gender roles, conventional beliefs, and family values. It emphasizes the significance of conducting additional research in this area and the necessity of producing information that is respectful of local cultural norms. It is critical to understand how television can reinforce and challenge established cultural values and work to promote positive cultural values through its content since television continues to be a major influence on how cultural values are shaped in modern society.

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