

POPULAR TELEVISION SHOWS & STUDENTS: An intrinsic analysis on the popularity and preference of television programs among College and University students in Tamil Nadu

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Abstract: Television is a medium that has long been a part of our lives and in the society. Watching Television is prevalent. During its inception TV, was very popular among the masses. TV as a medium reached out to a large variety of masses cutting across age groups. Popularity of TV was said to be on the decline once internet and other newer technologies stepped in the media arena. This research study aims to explore how the students use television as medium and to find out the popularity of various TV programs. The study will also seek answers in finding out about the preference of students in watching TV and TV programs. The researchers have used quantitative research approaches to elicit response from the respondents.

Keywords: Television, students, medium, popularity, preference.

1. INTRODUCTION:

1.1 Television

During the last 50 years, television is considered as one of the greatest inventions of the scientific world that has contributed immensely to the development of mankind. It has brought people of different countries and regions closer to each other, enabling them to learn about the culture and traditions flourishing in different parts of the world. It is perhaps the most powerful means of mass communication for education and entertainment.

The history of television in India started around later fifties. In 1955 a Cabinet decision was taken disallowing any foreign investments in print media which has since been followed religiously for nearly 45 years. Under this circumstances, television in India was introduced on September 15, 1959 in Delhi when UNESCO gave the Indian Government \$20,000 and 180 Philips TV sets. The programs were broadcast twice a week for an hour a day on such topics as community health, citizens' duties and rights, and traffic and road sense. In 1961 the broadcasts were expanded to include a school educational television project.

The first major expansion of television in India began in 1972, when a second television station was opened in Bombay. This was followed by stations in Srinagar and Amritsar (1973), and Calcutta, Madras and Lucknow in 1975. In 1975, the government carried out the first test of the possibilities of satellite based television through the SITE ((Satellite Instructional Television Experiment)) program. For the first 17 years, broadcasting of television spread haltingly and transmission was mainly in black & white. By 1976, the government found itself running a television network of eight television stations covering a population of 45 million spread over 75,000 square kilometres. Faced with the difficulty of administering such an extensive television system television as part of All India Radio, the government constituted Doordarshan, the national television network, as a separate Department under the Ministry of Information and Broadcasting.

1.2 Television Shows in India

With reality TV being so popular, ordinary people are getting chance to show their talents in front of the world. People always want to see sometimes different on television screen. Interesting scripts and creative ideas ensured that reality shows had their fan following. Today there are many kinds of reality shows on Indian TV screen. there are shows for dancer like (*Boogie Woogie, Dance India Dance, Jhalakdikhilaja*) there are shows for housewives like (*Master Chef, Dance India Dance Super Moms, Tolmolkebol*), there are shows for people having interest in acting and film line like (*Cine Star Ki Khoz, India's best Dramebaaz, India's Got Talent*). There are also programme for singers like sa re ga ma pa, Singing superstar, Voice of India.

With the increasing number of reality shows, its impact is also increasing. For maximum TRP and advertisement revenue international channels are now competing with national channels. On an average, every person watches television for more than 6 to 7 hour a day. That's more hours than one spending with book or any other form of work. The audiences are highly entertained by the plight of ordinary people caught in awkward situations. Anything that touches the emotional cord of audience becomes an instant hit in India. People always want to see something different on television screen. Interesting scripts, creative and thrill ideas ensured that reality shows had their fan following. Today there are many kinds of reality shows on Indian TV screen. There are dance reality show, Game shows, celebrity shows, makeover shows, prank shows dating shows, social experiments, Adventure/Fear based shows etc.

1.4 Television programs and Students

Since the inception of televisions in the early 1900s, it has grown to become a very large part of our lives, especially college students. For our generation, watching TV has become more accessible than ever. From streaming TV on our cell phones and tablets to downloading episodes on our computers, TV is an integral part of our everyday lives as college students, and it has become a big source of entertainment, and sometimes procrastination. College is a time in which most students experience the freedom to manage their own lives for the first time. We're faced with managing our own schedules, which are often over booked and tiresome, but we still find time to incorporate procrastination and relaxation by sitting down on the couch and turning on the TV. College students also watch TV as it is a source of entertainment and enhances their social life. The majority of students watch TV because it is entertaining and something to do when they are bored.

2. REVIEW OF LITERATURE:

2.1 Television Impact and Viewing

Yadava and Reddy (1988) conducted an in-depth interview schedule on Indian families observed two divergent trends in family interaction as a result of the presence of T.V. In some families. There is an increase in the extent and intensity of interaction between members. The reverse is also observed in some other families. Viewers may empathize and identify with characters in programmes and relate more to the programmes than to the members of their family during the course of TV Viewing. Kuo-Yi Wu (1990) studies the role and contribution of television in shaping of social perception such as sex roles, crime and violence, inter-personal relationships and ageing in Taiwan. Aggarwal (1993) made a study in Shimla city about the impact of cable T.V. on social life. The key objective of the study was the popularity and the possible effects of cable T.V. on social life of people in terms of certain demographic variables. The study was conducted through questionnaire technique. Valaskakis (1983) in his study examined television viewing tastes and habits among the Inuit Indians of the Eastern and Central Arctic. The findings revealed that the amount of different types of programming was significantly different among the Inuit Indians. Accordingly, the underlying assumption is that, the Inuit males who are heavily engaged in television's sports fare, would underestimate the mean world of television. Lowery and DeFleur (1988) showed in their research that children tend to watch more television than do adults, prefer to watch adult programs, and usually watch as late into the night as do adults. Despite their emergence from the more limited world of childhood and their increased reliance on peers, adolescents continue to spend a great deal of their time watching television.

Sinichi Shimizu (1993) in her study found that MTV programmes are changing the entire music scene in Asia. Multinational rock music or world music is becoming the mainstream popular music among the students in Asia, while the traditional style is becoming obscure and obsolete. Unnikrishnan and Bajpai (1996) found in their study that about 48% upper class and 62% middle-class Indians watch Television for more than two hours per every day.

Fatima (2000) suggests through research that TV has a long-term effect on people's thinking. Therefore, instead of glamorization, portrayal of crime and commercialization, positive trends need to be introduced on the TV channels in order to save our values. Bukhari (2002) concludes that the students is getting liberated ideas regarding the placement and position of women in the society.

2.2 Popularity Television shows in India

Soap-opera is the most popular form of television programming in the world. A large proportion of television viewers watch and enjoy soap-operas. Soap-operas dominate the national audience ratings over other programs that are telecast. The popularity of soap-opera appears to rest on its undemanding nature and its preoccupation with everyday concerns. This undemanding nature has been seen as one of the contributory factors to the genres popularity. Most significantly, soap operas concern with the everyday lives of everyday people and their problems, big and small, appears to be the other reason for this genre being so popular. Some soaps, like *BalikaVadhu*(Colours) are referred to as being 'realistic' in that they focus on the domestic and personal, and on everyday concern and problematic issues such as death, friendship, marriage, romance and divorce, personal relationship and the role of the female in the marital home.

Soap operas which contain these 'social realist conventions' attract the attention of the soap viewer, who enjoys watching the portrayal of many things that are happening today, including the problems that we face in day to day lives. It can, however, be argued that soap opera owes a part of its popularity to the fact that the viewer even enjoys forming a kind of participatory 'relationship' with the character, and also like to identify themselves with the plots and character. At the same time, they experience the gratification of forming Para - social relation with the character. It is due to this formation of Para - social relations that enables the soap- opera viewers to gain pleasure from being able to understand how a certain character feels or behaves in particular circumstances, due to themselves having been in a similar situation.

3. THEORITICAL FRAMEWORK:

Cultivation Theory

This study engages George Gerbner's Cultivation Theory as the theoretical framework for this study. In this theory Gerbner says that the concept of "cultivation" was used to describe the independent contributions television viewing makes to viewer conceptions of social reality. The use of the term "cultivation" is not just another word for "effects".

The Cultural Indicators Approach involves a three-pronged research strategy. A longitudinal study of adolescents (Gerbner, Gross, Morgan & Signorelli, 1980; Morgan 1982, 1987; Morgan, Alexander, Shanahan, & Harris, 1990) show that television can exert an independent influence on attitudes and behaviours over time, but that belief structures and concrete practices of daily life can also influence subsequent viewing.

Uses and gratifications theory attempts to explain the uses and functions of the media for individuals, groups, and society in general. There are three objectives in developing uses and gratifications theory:

- 1) To explain how individuals use mass communication to gratify their needs. "What do people do with the media".
- 2) To discover underlying motives for individuals' media use.
- 3) To identify the positive and the negative consequences of individual media use.

At the core of uses and gratifications theory lies the assumption that audience members actively seek out the mass media to satisfy individual needs. Statement: A medium will be used more when the existing motives to use the medium leads to more satisfaction.

3.1 Objectives of the Study

The main objectives of the study are

- To find the preferred timing for watching television among youngsters.
- To find what creates and interest for viewers to watch a programs among youngsters.
- To identify the regularity and time spent on watching television by youngsters.
- To find out the kind of television programs that interests the youngsters.

4. RESEARCH METHODOLOGY:

The methodology employed in this study is one of a quantitative nature and takes the form of survey method. Hence the researcher confined the research into the quantitative content analysis technique for this study.

Table 4.1 : Respondents age

Age Group	Frequency	Percentage	Percentage	Cumulative Percentage
18 - 21	156	62.4	62.4	62.4
21 - 25	83	33.2	33.2	95.6
25 -30	10	4.0	4.0	99.6
Above - 30	1	.4	.4	100.0
Total	250	100.0	100.0	

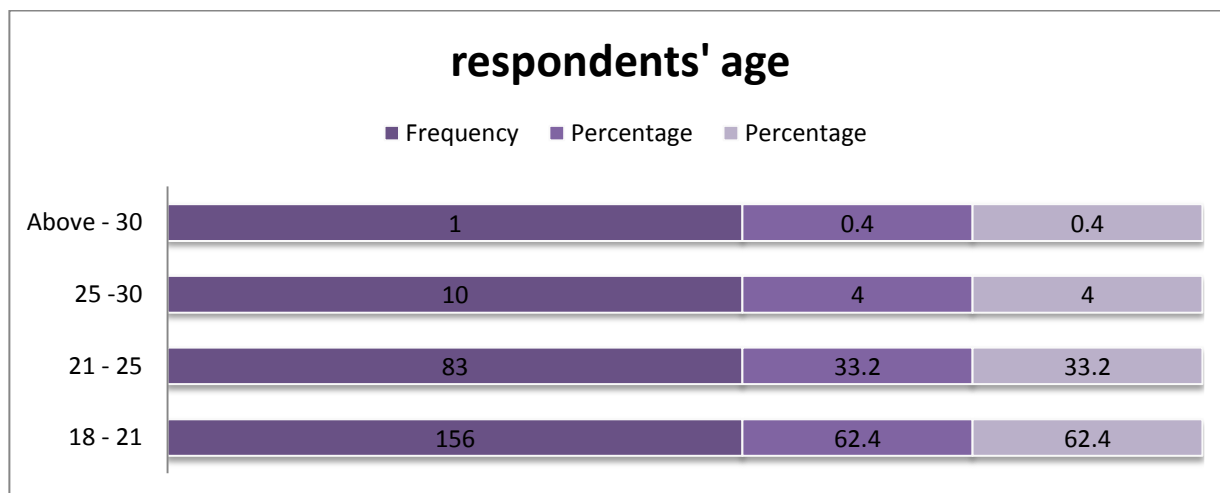


Figure.4.1

Table 4.2 : Gender details of the respondents

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	115	46.0	46.0	46.0
Female	135	54.0	54.0	100.0
Total	250	100.0	100.0	

Table 4.3 : Educational Qualification of the respondents

Educational Qualification	Frequency	Percentage	Valid Percentage	Cumulative Percentage
UG	141	56.4	56.4	56.4
PG	54	21.6	21.6	78.0
M.Phil	30	12.0	12.0	90.0
Ph.D	25	10.0	10.0	100.0
Total	250	100.0	100.0	

Table 4.4 : *Educational Stream of respondents*

Educational Stream	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Arts& Science	49	19.6	19.6	19.6
Engineering	50	20.0	20.0	39.6
Medicine	50	20.0	20.0	59.6
University	101	40.4	40.4	100.0
Total	250	100.0	100.0	

Table 4.5 : *Geographical Area of the Respondents*

Geographical Area	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Urban	99	39.6	39.6	39.6
Suburban	52	20.8	20.8	60.4
Rural	99	39.6	39.6	100.0
Total	250	100.0	100.0	

Table 4.6 : *Preferred Channel of Medium to watch Programs*

Medium	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Cable	158	63.2	63.2	63.2
DTH	56	22.4	22.4	85.6
Internet	30	12.0	12.0	97.6
Mobile Apps	6	2.4	2.4	100.0
Total	250	100.0	100.0	

Table 4.7 : *Preferred timing of watching programs*

Preferred Timing	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Morn 7am-9am	23	9.2	9.2	9.2
Even 6.30pm8.30pm	126	50.4	50.4	59.6
Night8.30pm11.30 pm	101	40.4	40.4	100.0
Total	250	100.0	100.0	

Table 4.8 : *Interested TV programs of the respondents*

Television show	Respondents interests	Percentage
Serials	88	6.21
Song Clips	110	7.77
Comedy Clips	90	6.36
Comedy Show	95	6.71
Game Show	87	6.14
Talk Show	28	1.97
Reality Show	78	5.51

Cookery Show	50	3.53
Adventure Show	50	4.59
Cartoon Show	60	4.24
News	98	6.92
News And Debate	67	4.73
Cinema Based Program	76	5.37
Health And Beauty	50	3.53
Agriculture	45	3.18
Horoscope	20	1.41
Automobile	30	2.12
Real estate	10	0.70
Business	35	2.47
Education	40	2.82
Women Program	60	4.24
Child Program	25	1.76
Law	35	2.47
Environment	42	2.96
Magic Show	31	2.19

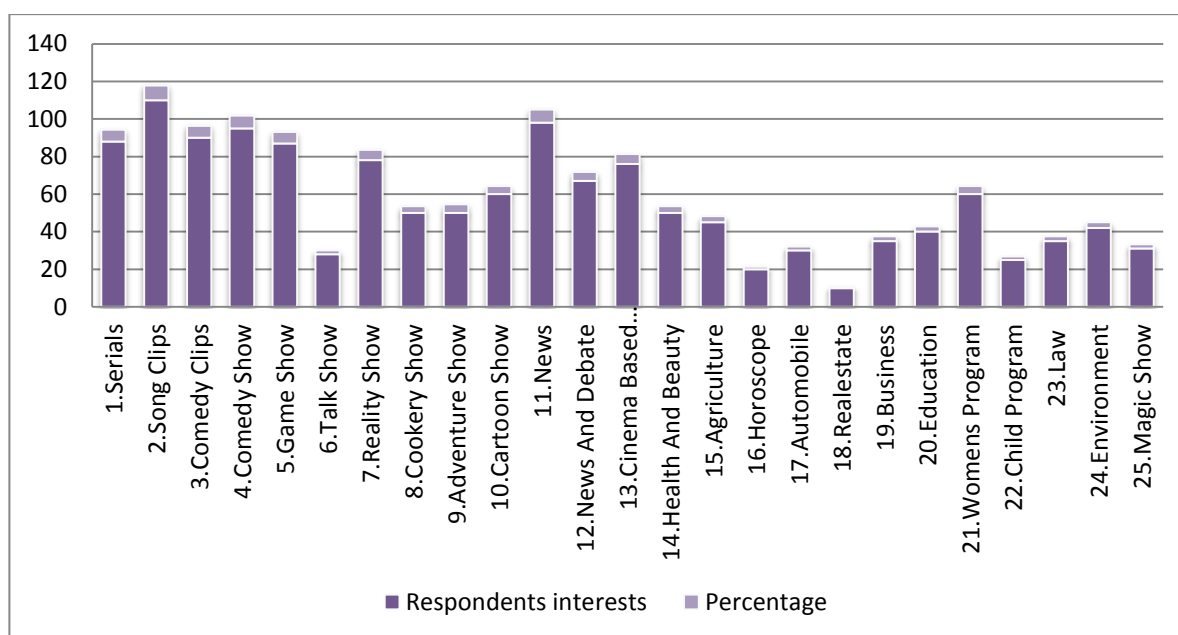


Figure 4.2

Table 4.9 : Popular Television among the respondents

Channels	Respondents interests	Percentage
Vijay TV	155	9.42
Sun TV	165	10.03
Zee Tamizh	140	8.51
Kalaignar TV	110	6.69
Puthiya Thalaimurai TV	130	7.90
Jaya TV	70	4.25
Polimer TV	80	4.86
Adhithiya TV	160	9.73
Sirippoli TV	150	9.12

Sun Music TV	180	10.94
Pothigai TV	45	2.73
Chutti TV	85	5.17
Thanthi TV	115	6.99
Makkal TV	59	3.58

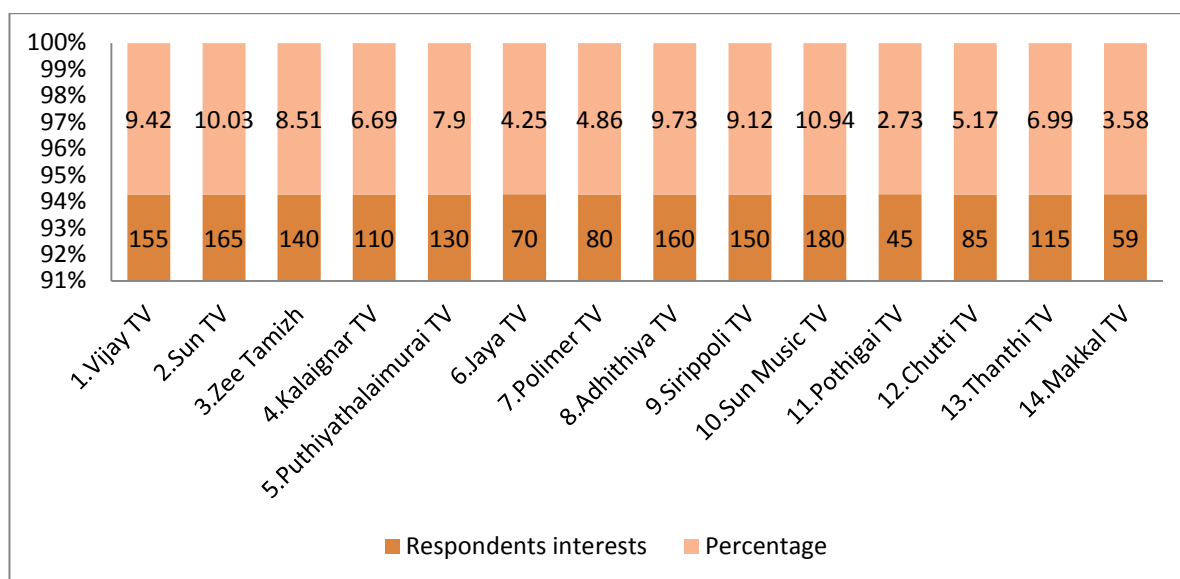


Figure 4.3

Table 4.10 : TV Show Ranking

Television Show	Respondents Interests	Percentage	Rank
Serials	110	5.83	2
Song Clips	122	6.47	1
Comedy Clips	109	5.78	3
Comedy Show	105	5.57	4
Game Show	90	4.77	9
Talk Show	85	4.50	11
Reality Show	98	5.19	6
Cookery Show	96	5.09	7
Adventure Show	78	4.13	12
Cartoon Show	67	3.55	16
News	101	5.35	5
News And Debate	73	3.87	14
Cinema Based Program	89	4.72	10
Health And Beauty	70	3.71	15
Agriculture	94	4.98	8
Horoscope	38	2.01	24
Automobile	45	2.38	22
Real estate	24	1.27	25
Business	43	2.28	23
Education	75	3.97	13
Women's' Program	60	3.18	18
Children Program	48	2.54	21
Law	54	2.86	19
Environment	63	3.34	17
Magic Show	50	2.65	20

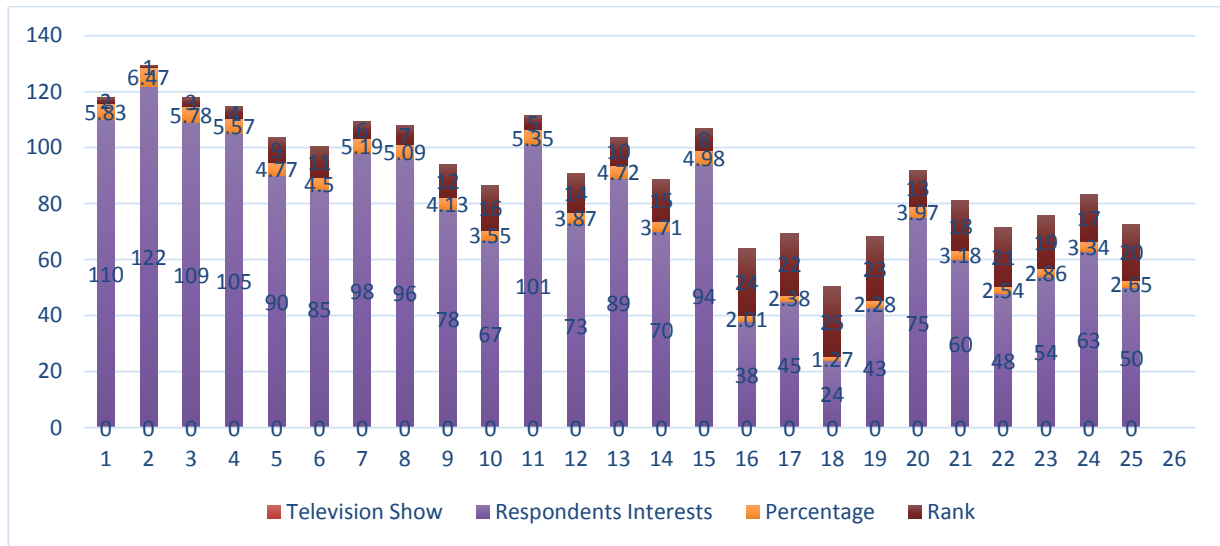


Figure 44

Table 4.11 : Watching same Program Twice on the same day

Watching same program Twice	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	96	38.4	38.4	38.4
No	154	61.6	61.6	100.0
Total	250	100.0	100.0	

Table 4.12 : Watching Re -Telecast of Missed TV program

Re- Telecast of missed TV program	Frequency	Percentage	Valid Percentage	Cumulative Percent
Yes	175	70.0	70.0	70.0
No	75	30.0	30.0	100.0
Total	250	100.0	100.0	

Table 4.13: Watched missed episodes of favourite Program over Internet

Watched missed episodes of favourite Program over Internet	Frequency	Percentage	Valid Percentage	Cumulative Percentage
All times	53	21.2	21.2	21.2
Sometimes	60	24.0	24.0	45.2
Rarely	120	48.0	48.0	93.2
Never	17	6.8	6.8	100.0
Total	250	100.0	100.0	

Table 4.14 : Programs recommended by the respondents

Recommendation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	217	86.8	86.8	86.8
No	33	13.2	13.2	100.0
Total	250	100.0	100.0	

Table 4.15 : Recommendation of liked programs by the respondents

Liked Recommendation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	214	85.6	85.6	85.6
No	36	14.4	14.4	100.0
Total	250	100.0	100.0	

Table 4.16n : Respondents' reaction for TV Program watched - Like

Reaction	Percentage of respondents				
	Strongly agree	Agree	Neither agree nor disagree	Disagree	strongly disagree
Will discuss with my close friend (s) regarding the program	34.0	51.6	8.0	5.6	.8
Will post a positive feedback in social media	12.8	34.8	22.4	26.4	3.6
Will upload the program videos in YouTube	8.8	21.2	24.8	38.4	6.8
Will share the videos in SNS (Social Networking sites)	10.4	22.0	20.8	38.4	8.4
Will just watch, never tell anyone , anything regarding the TV program	10.8	23.2	26.4	24.8	14.8

Table 4.17 : Respondents' reaction for TV Program watched - Dislike

Reaction	Percentage of respondents				
	Strongly agree	Agree	Neither agree nor disagree	Disagree	strongly disagree
1. Will discuss bad about the program with my friend(s) or relative or parents	18.0	36.8	16.0	18.0	11.2
2. Will post a negative feedback/comments in Face book	6.8	19.2	20.8	45.5	7.6
3. Will post bad comments about the program in YouTube	5.6	14.4	24.0	41.6	14.4
4. Will never watch the program	16.0	30.8	30.8	16.8	5.6
5. Will tell others not to watch the program	13.2	31.2	24.0	24.0	7.6

5. FINDINGS:

- The majority of respondents are between (18-21) years with 62.4%. The second majority of respondents belong to age groups(21-25) years with 33.2% Respondents between (21-30)years of age groups seem to be very less of just 4.0% and respondents of age groups above 30 are also very less with 0.4% comparatively (Table 4.1 and Figure 4.1).

- Female respondents were maximum with 135 numbers among the total 250 respondents with 54.0% male respondents seem to be comparatively less with 115 members among 250 respondents with 46.0% (Table 4.2 and Figure 4.2).
- The educational qualification of majority of respondents were under graduation with 56.4%. The second majority of respondent's educational qualification is post-graduation with 21.6%. Following this M. Phil degree seems to be qualification of next majority of respondents with 12.0%. The qualification of the least majority of respondents is Ph.D. with 10.0% (Table 4.3 and Figure 4.3).
- The educational stream of maximum number of respondents were from University with 40.4%. The next maximum educational stream of respondents' were from medicine and from Engineering with 20.0%. The Educational stream which had least respondents were from Arts and Science with 19.6% comparatively (Table 4.4 and Figure 4.4)
- Majority of the respondents equally belongs to urban and rural with 39.6%. Following this the next majority of respondents belongs to suburban area with 20.8% (Table 4.5 and Figure 4.5).
- The preferred channel of medium by maximum respondents is cable television with 63.2%. The second most channel of medium preferred by respondents is DTH with 22.4%. 12.0% respondents prefer Internet as channel of medium, the least preferred channel of medium by respondents were mobile applications with just 2.4% (Table 4.6 and Figure 4.6).
- Maximum of 50.4% of respondents consider (6.30 - 8.30) PM as the most preferable time for watching TV programs. Following this maximum respondents of 40.4% consider (8.30 - 11.30) PM as preferred timing for watching TV programs. (7 - 9) AM is considered as the least preferred timing for TV programs by 9.2% of the respondents (Table 4.7 and Figure 4.7).
- The most interested TV shows preferred by respondents is Song clips with 7.77%. The next most interested TV shows preferred by respondents is news with 6.92%. Following this Comedy Shows occupies major interest among respondents with 6.71%. Comedy clips stands next to comedy shows with about 6.36% respondents interest. The study reveals that song clips and news shows are the most preferred TV shows among the respondents over the other TV shows. Followed by comedy clips, serials occupies major interest among respondents with 6.21%. Game shows take away 6.14% of respondents interest, following the major shows. Other television shows like reality shows, cinema based programs, news and debate, adventure, woman programs seems to be gradually decreases respondents interest with 5.51%, 5.37%, 4.37% , 5.59% and 4.24%. Following this magic shows has least interest among respondents with 2.19%. Automobile shows ends up as the least preferred TV show with 2.12% respondents showing interest. Child programs are also given least preference with 1.76% by the respondents. Among the 25 various TV shows, horoscope and real estate shows occupies the maximum least preferred show among the respondents with 1.4% and 0.70% comparatively (Table 4.8 and Figure 4.8).
- Most popular television show among students are comedy shows, game shows, reality shows, cinema based programs, women programs, whereas the least popular television programmes among students are education show , adventure show, agriculture show, business show and child program. The peak interested television shows of students are Song clips and News and most least interested show of students are Magic show and horoscope. Students show more interest in watching songs show and also news, as they prefer television for entertainment and also for information. Though male students show more interest in watching television shows equivalent to female students , automobile based shows didn't attract them much as songs and comedy shows.

- As far as the popularity of various TV channels are concerned, Sun Music is the most popular TV channel with 10.94% respondents preferring it followed by Sun TV with 10.03%. Adithya TV comes next with 9.73% followed by Vijay TV with 9.42%. Sirippoli comes next with 9.12% followed by Zee Tamizh with 8.51%. Puthiya Thalaimurai comes next with 7.90% followed by Thanthi TV with 6.99%. Kalaignar TV comes next with 6.69% followed by Chutti TV with 5.17%. Other channels like Polimer TV, Jaya TV and Makkal TV have decreased interest among respondents with less than 5.0%. Pothigai TV was the least preferred TV channel among respondents with 2.73% (Table 4.9 and Figure 4.9).
- When the respondents were asked to rank their favourite program, Song clips ranks 1st among respondents with 6.47% followed by Serials which was ranked 2nd by 5.83% respondents. Comedy Clips comes next with 5.78% respondents giving it the 3rd rank followed by Comedy Shows with 5.54% respondents giving it the 4th rank. News was the next with 5.35% respondents giving it the 5th rank and Reality shows comes next with 5.19% respondents giving it the 6th rank. The study shows that song clips and serials are the most ranked TV shows by the respondents than the others.
- Cookery shows comes next in the list with 5.09% respondents giving it rank 7 and agriculture shows comes next with 4.98% respondents giving it the 8th rank. Compared to the programs listed above, Game shows ranks 9th among respondents with 4.77%. Cinema based programs comes next with 4.72% respondents giving it the 10th rank and Talk Shows comes next with 4.50% respondents giving it the 11th rank. Adventure shows is ranked 12th by 4.13% respondents. Education programs comes next with 3.92% respondents giving it the 13th rank. News and Debate comes occupies the 14th rank by 3.87% respondents. Health and Beauty is ranked 15th by 3.71% respondents. Carton shows occupies the 16th rank by virtue of 3.55% respondents.
- Environment shows were ranked 17th by 3.34% respondents. Women's Program were ranked 18th by 3.18% respondents. Law Programs took the 19th rank by virtue of 2.96% respondents. 2.65% respondents gave Magic show the 20th rank. Compared with other ranking of programs, Child program has the 21st rank courtesy of 2.54% respondents. 2.38% respondents gave Automobile programs the 22nd rank and compared to it, Business programs comes next with 2.28% respondents giving it the 23rd rank. Horoscope programs and Real estate programs are the least preferred programs among the respondents with 2.01% and 1.27% respectively and were ranked 24th and 25th(Table 4.10 and Figure 4.10).
- When respondents were enquired whether they watch the same program in TV, it was found out that that 61.6% respondents responded negatively that they do not watch the same TV program twice on the same day. 38.4% respondents responded positively that they watch the same TV program twice on the same day. Students doesn't show keen interest to watch same television programs twice (Table 4.11 and Figure 4.11).
- When respondents were probed whether they watch the re- telecast of missed program in TV, 70 % of the respondents replied in the affirmative that they watch the re- telecast of the missed TV programs. 30% of the respondents replied in the negative that they do not watch the re- telecast of the missed TV programs. Maximum Students prefer to watch re-telecast of missed TV Program, students show more interest in television shows, that they never miss their program at any cause (Table 4.12 and Figure 4.12).
- When questioned about watching missed episodes of TV programs over Internet to the respondents, it was found out that 48% of the respondents replied that they rarely watch the missed episodes of their favourite TV program over internet. 24% of the respondents said that

they sometimes watch the missed episodes through internet. Students very rarely prefer to watched missed program through internet, they rarely use internet to watch television program

- 21.4% of the respondents replied in the affirmative that they watch the missed episodes all times over the internet. The least were 6.8% of the respondents who said that they never watch the missed episodes over internet (Table 4.13 and Figure 4.13).
- When queried regarding recommendation of programs of interest to the respondents, it was found out that 86.8% of the respondents will recommend their interested program to their friends and family. 13.2% of the respondents responded negatively that they will not recommend their interested programs to their friends and family. Maximum students recommend a television program to their friends, family and others if they like (Table 4.14 and Figure 4.14).
- When investigated whether the respondents will recommend their favourite TV programs, 85.6% of the respondents replied in the affirmative that they are highly likely to recommend their liked programs to their friends and family. 14.4% of the respondents replied in the negative that they are unlikely to recommend their liked programs to their friends and family (Table 4.15 and Figure 4.15).
- When questioned about the reactions of the respondents when they like a TV program, it was found that 51.6% of the respondents agreed to the statement that they will discuss about the TV program with their close friend(s) regarding the program and 34.0% strongly agreed to the above statement.
- 8.0% percent of the respondents neither agreed nor disagreed to the above statement. 0.8% of the respondents strongly disagreed to the above statement. 34.8% of the respondents agreed that they will post a positive feedback in social media and 12.8% of the respondents strongly agreed to the above statement. 22.4% of the respondents neither agreed nor disagreed to the above statement.
- 38.4% of the respondents disagreed that they will upload the program videos in YouTube and 21.2% of the respondents agreed to the above statement. 24.8% of the respondents neither agreed nor disagreed to the above statement. 38.4% of the respondents disagreed that they will share the videos in SNS (Social Networking Sites) and 22.0% of the respondents agreed to the above statement.
- 20.8% of the respondents neither agreed nor disagreed to the above statement. 24.8% of the respondents disagreed that they will just watch, never tell anyone, anything regarding the TV program and 23.2% of the respondents agreed to the above statement. 10.8% of the respondents strongly agreed to the above statement. Students who likes a program, discuss about the program with close friends, will post a positive feedback in social media and they less prefer to upload the program videos in YouTube and share the videos in Social networking sites even if they like the program (Table 4.16).
- When asked about the reaction of the respondents when they do not like a TV program, it was found out that 36.8% of the respondents agreed that they will discuss badly about the program with their friend(s) or relative or parents and 18.0% of the respondents strongly agreed and disagreed to the same statement. 11.2% of the respondents strongly disagreed to the same statement. 45.5% of the respondents disagreed that they will post a negative feedback/ comment in Facebook and 20.8% of the respondents neither agreed nor disagreed to the same statement.
- 19.2% of the respondents agreed to the same statement. 41.6% of the respondents disagreed that they will post bad comments about the program in YouTube and 24.0% of the respondents neither agreed nor disagreed to the same statement. 14.4% of the respondents agreed and strongly disagreed to the same statement. 30.8% of the respondents agreed and neither agreed

nor disagreed that they will never watch the program and 16.8% of the respondents disagreed to the same statement.

- 16.0% of the respondents strongly agreed to the same statement. 31.2% of the respondents agreed that they will tell others not to watch the program and 24.0% of the respondents disagreed and neither agreed nor disagreed to the same statement. 13.2% of the respondents strongly agreed to the same statement. Students who dislikes a program, gives a negative feedback to their friends or relative or parents will never shows interest to watch program and will never recommend that television program to others. Though students dislikes a program, maximum students disagree to post negative feedback or comments in face book and also in YouTube (Table 4.17).

6. CONCLUSION:

From the above study, it can be inferred that there is wide popularity among students in watching television shows. Comedy, reality shows, cinema based shows are among the most preferred TV shows among students. Also, students have claimed that the anchoring of the program, the background music and the theme of the program and their knowledge about the program host creates an interest to watch TV program. Also, it has been found from the study that students share about the program which they like among friends and family. They would also discuss about it with their close friends. Posting positive things about the program they watch like is also something that is done by the students nowadays affirming the fact that they use social media as a tool to communicate to a wider audience to show an indication of their preference in watching TV programs.

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