

IMPACT OF CRIME BASED REALITY SHOWS ON YOUNG WOMEN IN KOLAR: A STUDY

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ABSTRACT

Indian Television has enormously grown, and has become an integral part of Indian households. It still dominates the Media landscape as the most preferred choice of entertainment among the common masses in India. Television plays a pivotal role in reconstructing the moulding opinions of audience. With the exponential growth of television there is huge competition among the key players in the market. To keep the audience glued to the television the television channels try to cater the needs of audience with the fresh content. One such show is crime based reality shows which telecasts the dramatised real-life crime cases. The objective of paper is to understand the impact of crime based reality shows on young women in Kolar district. The Present study is looking to critically analyse and understand the effect of watching crime based reality shows on young women. An Ex-post facto research will be employed to understand the impact among these young women. The study is anchored on cultivation theory. The major limitation is the study is based on

Keywords: Women, Television, Crime based reality shows, Crime shows,

INTRODUCTION

The Television medium is often referred to as a ‘woman’s’ medium. The very fact of television being watched at home, it leads to an assumption of women being the principle audience. Hence the majority of content on television is targeted toward women. The other reason of television aspect that leads to the female centric nature of television is advertising. In the present times the upper class women have been considered decision makers and therefore targets of the advertising message, it only follows that the content of the programme must find favour with female viewers. However, this perception of television perhaps also enables a better scrutiny of how women are portrayed on television.

The Entry Private Television in India

The television in India was initially introduced as mode of education. It soon developed into a medium of entertainment. Till the 1990s Doordarshan had monopoly over the India television market, as it was the only channel available to a vast majority of Indians. In India the liberalisation policy of 1990 changed the landscape of Television market. The Indian media markets opened up for the transmission of transnational channels in the country. Prior to liberalisation there used to be general programmes for the whole nation. And these programmes were totally wrapped up with Indian culture and values. But soon after liberalisation, Transnational TV has paved the way for interchange of world views and ideas.

STAR TV owned by Rupert Murdoch began broadcasting at the vanguard of an influx of transnational television networks in India during 1992. It provided plethora choices of programs to the Indian audience. The growing middle class was probably the most important reason that attracted Murdoch into this market. Star Plus was one of the pioneers of private TV channels to be launched in India .Star plus was an English language entertainment television channel broadcasting international television shows and Star plus launched four channels in India and Zee TV was being the Hindi-language counterpart. , In 1999 Star TV took the drastic step of withdrawing a joint venture with its local counterpart Zee TV. Later on STAR TV went full gear into producing hindi programming on its own and Zee TV started telecasting programs as an independent entity. The advent of Satellite television was a boon for cable operators. It motivated them to receive the programs of many foreign channels like Star TV, CNN, ATN, CNBC, Aaj Tak, NDTV 24X7, Headlines Today, BBC, STAR Movies, ZEE TV, SONY, SAHARA ONE, ZEE CINEMA.

The private channels broke the monotony over the program content and came up with the fresh content to cater to the needs of audience. The programming caters to variety of choices for all segments of the audience, including primetime comedy, drama series, television movies, soap operas, theatrical films, special programs, children's programs, daytime dramas, game shows, and late night shows Crime based reality shows. These satellite channels kept expanding their menu of programming and so did the number of channels, keeping pace with audience taste across country.

Crime based Reality shows

The crime based reality shows are very popular among the audience. These shows telecast dramatized versions of crime cases that occurred in country and show how the criminal was captured. At the end they will also have message to avert crimes. The examples f these shows are Crim patrol, Savadhan India Shaithan etc,

REVIEW OF LITERATURE

Dr. Archana Chanuvai Narahari & Ms. Sonali Mukherji, (2010) in his research paper titled 'Effects Of Crime Reality Shows On Indian Viewers - A Study' explained that crime reality shows has an impact on psychology of viewers and images from these shows lead to the construction of social reality. The viewers think that t these kinds of programmes would lead to the more crimes as the crime is clearly picturised. and the male respondents agreed that these shows could satisfy certain hidden psychological pleasures like jealousy, hedonism, intoxication, sexualities

Brian Michael Fedorek (2013) in his study titled 'The Impact Of Crime-Related Television Programs On Students' perceptions of The Criminal Justice System' explain that that students who watched these crime shows had a positive perception towards police and judicial system. He also explained that perceptions towards forscenics are alo framed because of these shows.

Donovan and Klahm (2015) in their study 'The Role of Entertainment Media in Perceptions of Police Use of Force' examined the portrayal of police misconduct in crime dramas and how exposure to these portrayals affects perceptions of the police. They found that viewers of crime dramas believed in the police and justice in lowering crimes. The faith in police force was increased among the viewers

Lesley Chiou and Mary Lopez.(2010) in their paper 'The Reality of Reality Television: Does Reality TV Influence Local Crime Rates' . The paper suggests that television has a profound

impact on its viewers, these shows will have a negative impact on the viewers, in turn it will also lead to increase the crime rates.

Mudassar Abdullah, and Nik Adzrieman B. Abd Rahman (2017) in their paper 'Effects of TV Crime Shows on Behavioural Development of Children' aimed to analyse the possible negative and positive effects of TV crime shows in Pakistan. They found that these programs telecasts the re-enactments of crime scene, the background of this event, and the what happened to whole event, which may cause harmful behavioural implications in children.

THEORETICAL FRAMEWORK

The present study is anchored on the Cultivation theory. George Gerbner introduced cultivation theory in the 1960's to examine the influence of television on viewers. The basic principle of Cultivation theory is that long-term exposure to media shapes how the consumers of media perceive the world and conduct themselves. The cultivation hypothesis states that the more people watch television, the more likely they are to hold a view of reality that is closer to television's depiction of reality. The high frequency viewers of television are more susceptible to media messages and the belief that they are real and valid.

The theory suggests that television and possesses a small but significant influence on the attitudes and beliefs of society about society. Those who absorb more media are those we are more influenced.

SCOPE OF THE STUDY

The crime based reality shows on Indian television are quite popular among the viewers. These shows narrate the real crimes happened in detail. The Television has a huge potential to influence accentuate the social and cultural images. Being an audio visual media, television can leave long lasting impressions in the minds of the audience. In this regard it becomes important to understand if these shows have any impact on the young women

OBJECTIVES OF THE STUDY

The objectives of this study would be:

1. To find out the impact of crime based reality shows on young women.
2. To identify if young women have fear of victimisation because of these show
3. To understand if these shows has impact on their perception about police personnel

METHODOLOGY

An ex post facto research was adapted for the study. A survey was conducted among 100 young women in Kolar town. People between the ages of 35-55 were selected and the questionnaire was administered. A structured questionnaire was administered to obtain the data.

Sample: The National Youth Policy 2014 defines youth as the people between the age group 15-29 Hence the same age group young women are chosen as respondents for the study.

Locale: The Kolar district is surrounded by the Bangalore Rural district in the west Chikballapur district in the north, Chittoor District of Andhra Pradesh in the east and on the south by Krishnagiri and Vellore district of Tamil Nadu. The Kolar town is home for multilingual populace city. Hence Kolar was chosen as locale of the study.

Limitations

The study is limited only to the Kolar town respondents. Although the census indicated a large number of respondents in Kolar town itself, due to the constraint of resources and time, the study was limited to 100 respondents. Hence the study cannot be generalized. In addition, this is an ex post facto research which provides only percentages. There is further scope for the research to be conducted in other areas as well as with a large sample and statistical influences.

DATA ANALYSIS

The simple statistics are used to interpret data. The data is represented through table and chart

Table 1: Representation of Crime based reality show Viewership

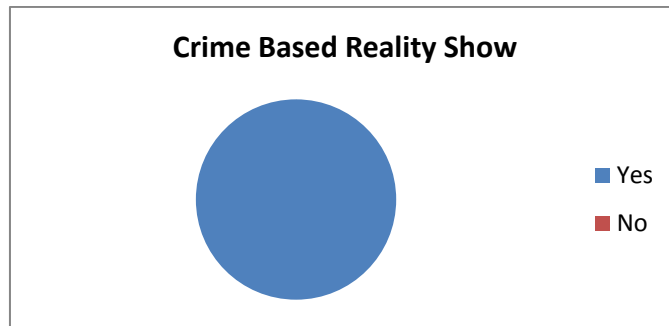


Figure 1: Representation of Television Viewership

The survey was conducted with a total of 100 samples. The data showed that 100% of the respondents watch Crime based reality shows on television.

Table 2: Crime based reality shows

Sl No.	Shows	Yes	No
1.	Crime Patrol	89%	11%
2.	Savadhan India	74%	26%
3.	Mauka E Vardaat	12%	88%
4.	Crime stories	23%	77%

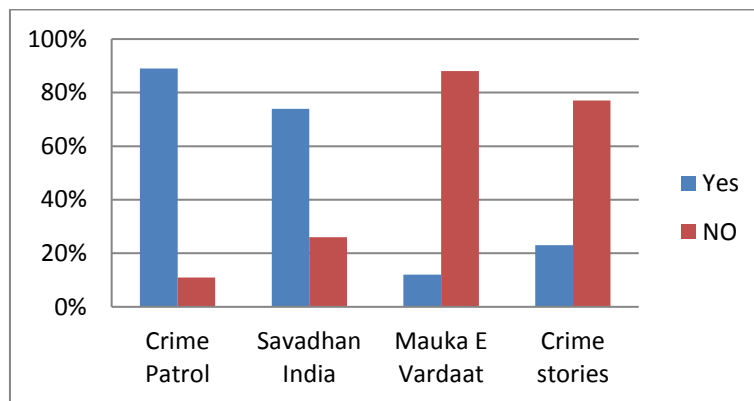


Figure 2. Representation of viewership of crime based reality show

With the above data it could be inferred the majority of respondents watch Crime patrol and Savadhan India.

Table 3: Reasons to watch crime based reality show

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1 I watch Crime based reality shows because					
1 It creates awareness about the situations	54%	27%	2%	7%	10%
2 It tries to promote justice to all	12%	9%	2%	67%	10%
3 It is interesting	65%	11%	7%	15%	2%
4 It guides people for better society and good practices	26%	17%	4%	35%	18%
5 It depicts the real situations	45%	33%	7%	13%	2%

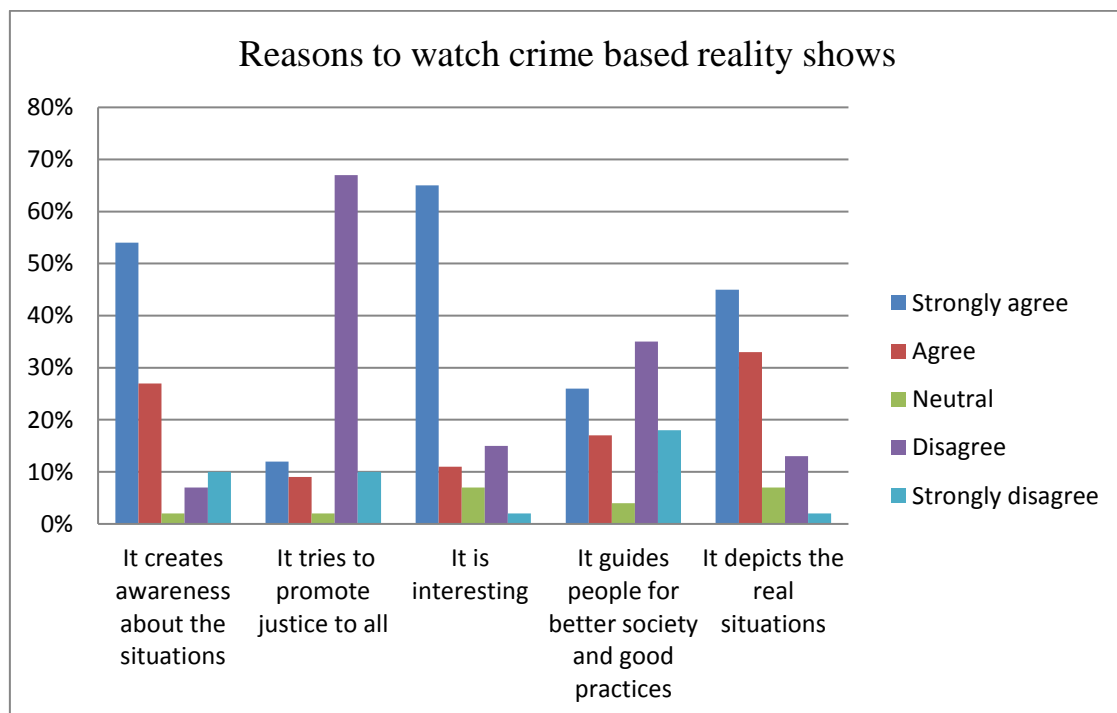


Figure 3. Factors for watching the crime based reality shows

The above table and graph indicates that the:

- 54% of respondents strongly agree that they watch crime based reality shows as it creates awareness about the situations, 27% of respondents agreed to the same. It means majority of them feel that these shows create awareness about situations
- 66% & 11% of respondents said that they watch crime based reality shows not because as it promotes justice to all

- 65% & 11% of respondents strongly agreed and agreed respectively that they watch these shows they are interesting
- 65% & 11% of respondents strongly agreed and agreed respectively that they watch these shows they are interesting
- 45% & 33% of respondents strongly agreed and agreed respectively that they watch these shows depict real life situation

Table 4: Perception towards police professional

	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	After Crime based reality shows I					
1	Boosts faith police law and justice	54%	37%	9%	0%	0%
2	Feel Safe around police professional	72%	19%	9%	0%	0%
3	Understand the challenges and stress police professional face	65%	19%	7%	6%	3%
4	I respect Police Professional more than before	66%	27%	7%	0%	0%

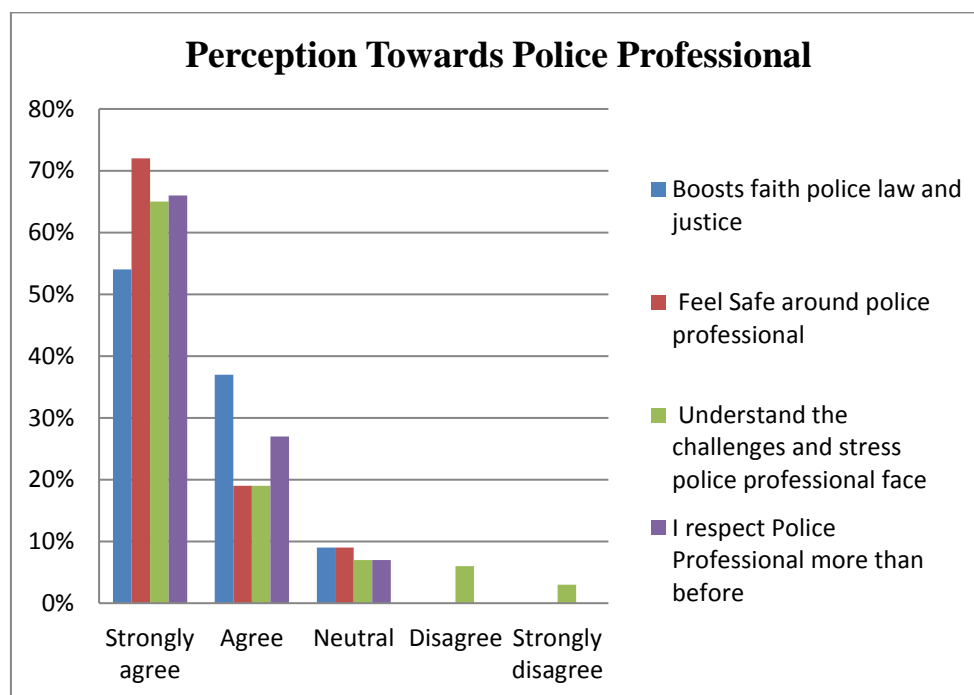


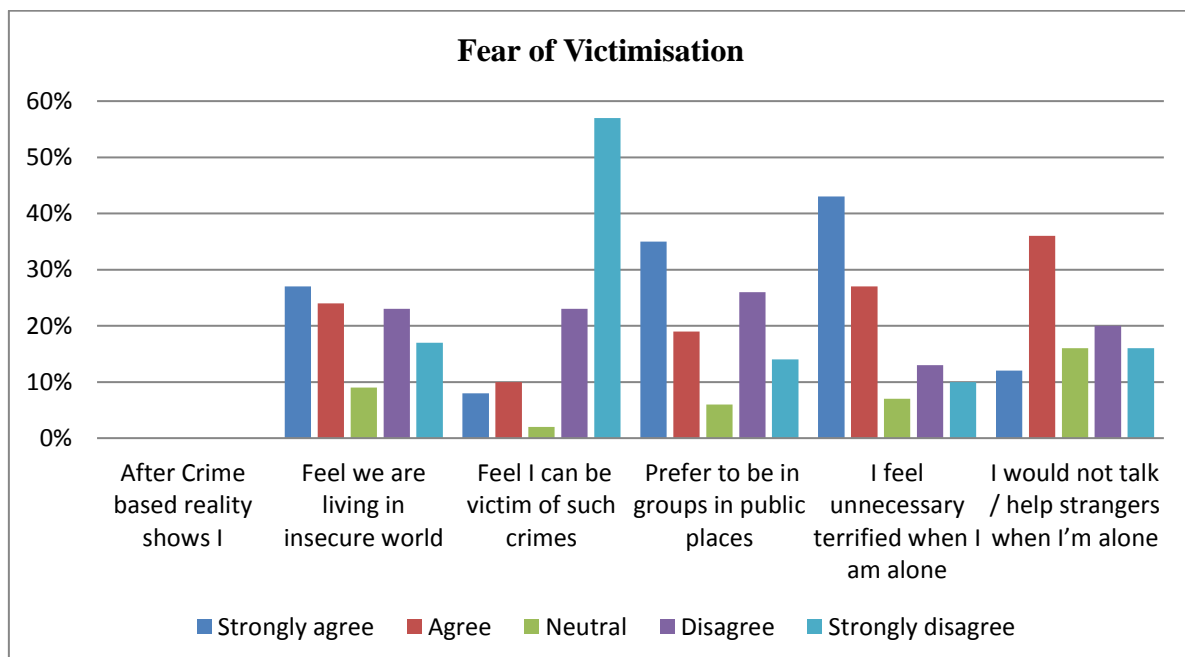
Figure 4. Perceptions towards Police Professional

The above data indicates that majority of respondents have positive perception towards the police professional after watching the crimes.

- 54% & 33% of respondents strongly agreed and agreed respectively that after watching crime based reality show it boosts faith in police
- 72% & 19% of respondents strongly agreed and agreed respectively respondents strongly agreed and agreed respectively that after watching crime based reality show they feel safe around police men
- 65% & 19% of respondents strongly agreed and agreed respectively respondents strongly agreed and agreed respectively that after watching crime based reality show they understand challenges of police professional
- 66% & 27% of respondents strongly agreed and agreed respectively that they watch these shows respect the police professional

Table 5: Fear of Victimization

	Statements After Crime based reality shows I	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Feel we are living in insecure world	27%	24%	9%	23%	17%
2	Feel I can be victim of such crimes	8%	10%	2%	23%	57%
3	Prefer to be in groups in public places	35%	19%	6%	26%	14%
4	I feel unnecessary terrified when I am alone	43%	27%	7%	13%	10%
5	I would not talk / help strangers when I'm alone	12%	36%	16%	20%	16%



The above data indicates that there is mixed response to statements under fear of victimisation.

- 27% & 24% of respondents strongly agreed and agreed respectively that after watching crime based reality show they feel world is insecure whereas 23% & 17 % of respondents disagreed and strongly disagreed the same
- 57% & 23% of respondents strongly disagreed and disagreed respectively that after watching crime based reality show they feel that they will victims of such crimes
- 35% & 19% of respondents strongly agreed and agreed respectively that after watching crime based reality show to the statement to prefer to be in groups in public places after watching crime shows whereas 26% & 14 % of respondents disagreed and strongly disagreed the same
- 43% & 27% of respondents strongly agreed and agreed respectively that after watching crime based reality show they feel unnecessarily terrified whereas 13% & 10 % of respondents disagreed and strongly disagreed the same
- 12% & 16% of respondents strongly agreed and agreed respectively that after watching crime based reality show they don't talk or help strangers when they are alone whereas 20% & 16 % of respondents disagreed and strongly disagreed the same

FINDINGS

1. The Crime based reality shows seem quite popular among young women. All the respondents considered for study watch crime based reality show.
2. The majority of respondents watch Crime patrol telecasted on Sony followed by Savadhan India on star bharath
3. The majority of respondents watch crime based reality shows are interesting, create awareness and depict real life situations. The respondents don't watch crime based reality shows as it promotes social justice or guides society.
4. The majority of respondents have positive perception towards the police professional after watching the crimes .They agreed that they understand the challenges faced by police professional..
5. There is mixed response to statements under fear of victimisation.. The half of respondents considered for study indicate fear of victimisation

CONCLUSION

The crime based reality shows popularity has resulted in the production of so many crime shows. Today many crime based reality shows are being produced and telecasted in the national and regional media. The Indian television telecasts many gripping crime shows from cop shows to true crime documentaries and crime dramas. The focus of the present show was to study the impact of crime based reality shows study. The study proved that these shows have a significant impact on young women. As explained earlier, these shows promote the positive perception towards police professional. The research study also provided little evidence that the fear of victimization is prevalent among young women.

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