

‘Impact of Television upon the Colleges & University Students’

Define media:

Media is a source of empowering people.

1.1 Media is the medium through which the mass can have access to information and also serve the purpose of entertainment.

1.2 Electronic and print media includes internet, television, radio which are used to communicate with the general people.

1.3 Presently media plays a very important role in every day life. Especially television is a widely used medium for mass communication.

1.4 TV is also a source of knowledge and information. Today it is the main source of being informed of the rapid changes of the society and most frequently and effectively used media devices not only for informing the public but also for entertaining people of various classes and ages.

Purposes of the research:

2.1 It can educate the people as well as the students.

2.2 Students are the conscious part of the nation as well as the main viewer of the TV channels also.

2.3 So, their opinions about the TV channels and its effect on them have profound significance on society.

Realizing the importance of TV as a widely used medium of mass communication, Democracywatch conducted a research program on it.

We, the participants of “Gender & Governance Training Program” (GGTP) have taken part in this research program as a part of our training program.

Objectives of the research:

- a. The opinion of the students about various TV channels including satellite channels.
- b. What is their notion about our domestic TV channels & other channels?
- c. Are these channels capable of fulfilling their demand?
- d. To find out the impact of TV media upon them.

Methodology:

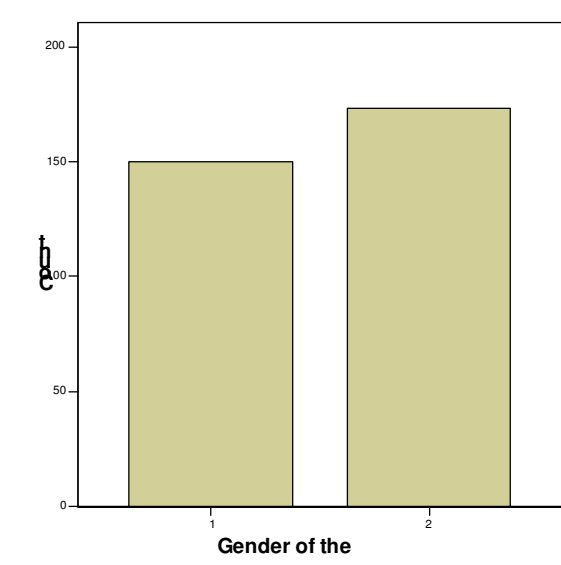
- a) The research was conducted through a face-to-face interview.
- b) A questionnaire was designed to conduct the research. Some demographic question was included in the questionnaire. Some very contemporary & open-ended questions were added in the questionnaire, which reflected the interviewee's notion about TV media.
- c) Six renowned universities & colleges of Dhaka city were selected : Dhaka University, North South University, East West University, BUET, and Dhaka Medical College & Jagannath University.
- d) The target group was mainly the students whose age were around 18 to 25. About **323** interviews were conducted through this process. Five respondents were selected from each year from 1st year to masters in these universities & colleges.

Though some respondents hesitated to respond about their family income but most of the respondents participated with enthusiasm in the interview process.

Profile of the Respondents:

a. Demographic Characteristics:

The interview program was conducted over **323** respondents. Among the 323 respondents the number of male & female is 150 & 173 consecutively.



Note: 1- male 150
2-female 173

The result of the interview result shows that about 79 percent respondents were around 20 to 24 years. And rest of the respondents was about 21 percent. 12% respondents were below 20 year of age. And 7% respondents were between 25 to 28 years of age.

Age of the respondents

Year	Frequency	Percentage
18-19	39	12.1
20-24	245	78.9
25-28	29	9.0
Total	323	100

Percentages of Institutions

Institution	Percentage
Dhaka Medical College	29.7
BUET	23.8
NSU	15.2
DU	14.2
J. University	15.2
EWU	0.3

Education year

Year	Frequency	Percentage
1	73	22.6
2	63	19.5
3	68	21.1
4	55	17.0
5	64	19.8
Total	323	100.0

The data shows that most of the respondents were from Dhaka Medical College. Their number was about 29.7%. The respondents of BUET, NSU, Dhaka University, Jagannath College & East West University was consecutively 23.8%, 15.2%, 14.2%, 15.2%, .3%.

Most of the respondents were unmarried. The data also presents that most of the parents of the respondents were educated. According to the data about 90% of them were Muslim & rests of them were Hindu & others.

Marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	296	91.6	91.6	91.6
2	27	8.4	8.4	100.0
Total	323	100.0	100.0	

Note: 1- unmarried
2- married

b. Socio economic Characteristics: The research provides data about the socio economic condition of the respondents specially the students who are studying in the prime colleges & universities of Bangladesh.

Monthly family income

Taka	Frequency	Percent	Valid percent	Cumulative frequency
0- 10000	105	32.6	32.6	32.6
10001-20000	127	38.8	38.8	71.4
20001-70000	61	22.9	22.9	94.2
70001-250000	20	5.7	5.7	100.0
Total	323	100.0	100.0	100.0

The research pictures the family income and the social status of some respondents that reveals the social aspect of meritorious students of universities & colleges. It shows that the average income of 14.2% family is about 10,000 taka, the average income of 15.5% people is about 15,000 taka, the average income of 11.8% people is about 20,000 taka, the average income of 5.3% people is about 25,000 taka, the average income of 5% people is about 30,000 taka, the average income of 5.3% people is about 50,000 taka. About 18% family income less than 9000 taka and about 10% people income more than 55,000 taka per month.

Major Findings:

There are some important figures of this research program that reveals some important aspects of the socio economic condition & their notion about TV media. In this research we got that almost every respondents enjoyed the TV programs that indicates about 99.4%. The collected data tells that most of the respondents like to enjoy the Bangladeshi satellite channels that indicate about 19.8%. About 14.6% respondents like to watch the sports channels. A good number of respondents watch English movie channels that indicates about 14.2%. The Hindi channels are also very popular to them because about 11.8% like to enjoy these. About 7.4% & 5% respondents like to watch music channels & educational channels consecutively.

The average time that the respondents spend in watching TV per day

Minutes	X_i	Male students	Female students	No response	Total
0- 60	30	45	45	-	90
61-120	90.5	67	69	-	136
121-180	150.5	23	26	-	49
181-240+	210.5	12	27	4	39
Total	481.5	147	167	4	318
\bar{X}	120.38	46.21%	52.52%	1.26%	

If the TV media has brought any Change in their lifestyle

Institution	Yes			No			No Response	Total
	M	F	M+F	M	F	M+F		
DU	17	11	28	9	5	14	-	
NSU	14	9	23	7	16	23	3	
BUET	25	23	48	20	10	30	1	
DMC	21	17	38	34	26	60	-	
Jagannath	21	10	31	8	10	18	1	
Total	98	70	168	78	77	145	5	318
%	30.81%	22.01%		24.53%	24.21%	45.60%	1.57%	100%

Most of the respondents like to watch Hindi & English movies. Some respondents watch music & news. Usually night is the most favorite time for the respondents to watch the TV program. Among these respondents, about 52% think that TV has brought changes in their lifestyles & rest of 48% respondents think it hasn't brought any changes in their daily life style. Usually this changes has come in their lifestyle through social, life standard, mentality, consciousness, fashion, economical, knowledge etc. **But most of them don't depend on TV media to take an important decision of their life.**

If the TV channels are capable of providing sufficient information making decisions:

Institution	Yes	%	No	%	No response	F + M	Total
DU	F: 5 M: 9	1.57 2.83	F: 11 M: 17	3.46 5.35	-	16 26	42
NSU	F: 10 M: 9	3.14 2.83	F: 15 M: 12	4.72 3.77	3	27 22	49
BUET	F: 12 M: 9	3.77 2.83	F: 33 M: 24	10.38 7.55	1	45 34	79
DMC	F: 22 M: 11	6.92 3.46	F: 34 M: 30	10.69 9.43	1	56 42	98
Jagannath	F: 20 M: 11	6.29 3.46	F: 9 M: 9	2.83 2.83	1	29 21	50
F+M	F: 69 M: 49	21.7 15.4	F: 102 M: 92	32.1 28.9	6	145 173	318
Total	118	37.10%	194	61.00%	1.89%	100%	

Information provided by Bangladeshi TV channels are always correct:

Institution	Always	Sometimes	No response	Total
DU	2	40	-	42
NSU	2	42	4	49
BUET	5	72	1	79
DMC	4	85	-	98
Jagannath	17	31	1	50
Total	30	270	6	318
%	9.43%	84.90%	1.89%	100%

A great number of people think that the information of TV is not always correct. It is almost 80% of the interviewees. Sometimes it is misguided also. Some of them think that by including new programs and by developing the quality of those it can be possible to fulfill their demands. According to this research most of the respondents consider that TV media is very helpful to gain knowledge & information and to be entertained. On the other hand, the respondents consider that some programs are very harmful, vulgar, time consuming and related to western culture.

Causes of misleading or wrong information are :

1. Political pressure
2. Administrative complex
3. Different Ideology
4. Mismanagement
5. Lack of willingness of the authority
6. Lack of neutrality or biasness
7. Atiranjita Propaganda

If the TV channels of our country are capable of fulfilling audience demand:

Institution	Always	Sometimes	Never	No response	Total
DU	-	33	9	-	42
NSU	6	28	9	6	49
BUET	12	47	19	1	79
DMC	11	62	23	2	98
Jagannath	13	33	3	1	50
Total	42	203	63	10	318
%	13.21%	63.9%	19.8%	3.14%	100%

There are 4 private TV channels are operating their programs in Bangladesh. These private TV channels are presenting different types of modern programs, which have been attracted people of the country. Especially they have brought a different concept in news telecasting. As nowadays BTV, the only state owned channel is not capable of meeting the demand of people & it has been recognized badly as the news box of government.

Students' notion about the ability and quality of teachers who teach at colleges & universities:

In this research, we find that the largest number of students say that the quality of teachers is good although the second highest says about the bad quality, and the third highest number of students are confused about the teaching qualities.

The chart has been given below

Quality of teaching	No. of respondent
Very good	20
Good	155
Confused	40
Bad	60
Very bad	12
Do not know	08
No Answer	28
Total	323

The above chart shows that out of 323 respondents, only 6.20% respondents told that the quality of teaching is very good. Among the total respondents, 47.98% recommended that the quality of teaching is good. About 12.38% respondents were confused about this matter. Some respondents were not satisfied with the teaching quality of the teachers and their number was 18.57%. Unfortunately some respondents expressed that the present status of teaching quality is extremely bad & their number was 3.71%. Surprisingly about 13.13% didn't show their interest to respond this question.

View of the respondents about the status of the higher education in Bangladesh:

The status of higher education	Percentage of respondents
Medium standard	47%
Good	26%
Bad	13%
Very good	9%
No answer	10%
Very bad	4%
Do not know	1%

This research result reveals that about 47% respondents said that the status of higher education is medium standard. The number of respondents, who said that the status of higher education is good, was 26%. About 13% respondents told that the status of higher education is bad. Surprisingly it has been found that only 9% respondents told that the status of higher education is very good as well as the number of the respondents who told that the status of higher education is very bad was 4%. Among the total respondents 10% respondents didn't show their interest to respond this question.

Conclusion & Recommendation:

Actually this research has been conducted by us to find out the importance of satellite TV channels & its impact on the society of Bangladesh especially on the students of universities & colleges who are the future leaders of the country. It has come out that the basic demands of entertainment & knowledge is quite fulfilled by these channels. But it is very necessary also to fulfill the demands of viewer, to modernize & standardize the programs and to ensure the quality of those. It should be done considering the demands of different ages & classes. We, the participants of this research program are very happy to be part of this research paper.

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