

# Impact of television on culture

## INTRODUCTION:

- TV is a reflection of culture or social reality like music, it is a social ritual in which we all share
  - It is produced for a mass audience which makes it part of 'popular culture'.
    - It transmits cultural values or dominant ideology.
  - It is capable of satisfying the cultural needs of a diverse group of viewers.
- TV is an agent of socialization – we construct our identities based on different representations and role models.

Since the birth of communication, media has been used to convey information to those willing to absorb it. Beginning with publications and simple spoken words, and soaring to new heights in the twentieth century with Television. Television has been made accessible to people in every aspect of their daily lives, and with such a strong hold on modern society, TV media have been able to shape popular culture and often influence public opinion.

Television has profound impact on our society. TV has occupied an important position in homes and therefore, it is bound to make an impact on the individuals and the society. It has changed the life styles of the people and has become a major influence in our culture. Unlike printing, which took hundreds of years to influence the culture, TV's impact was almost instantaneous.

## DISCUSSION:

It goes without saying that television is just like a wonder box which contains many kinds of information. Although television can develop culture by showing classical dance and drama, it can also numb young minds with endless formulaic American sitcoms and mindless chat shows. Television plays an important role in creating new trends. It makes us want to follow the examples of other people. Moreover, the advertisements make people want to buy certain products. Even if we avoid watching them, we are constantly influenced by them.

Television has brought a revolutionary change in the way people receive information and understand the world by shifting them from direct experience of life and environment to the second hand or contrived experiences, which make people feel that they are directly experiencing the events or different places. Research studies have pointed out that perceptions of the television messages, images and ideas shape the entire social system. The present out reach of television has created awareness and appreciation of the socio-cultural ethos of our different regions. Television has contributed to breaking the social barriers and inculcation of the scientific temper in our masses. Studies have shown that exposure to media leads to the appreciation of social and cultural ethos. For any social change to take place flow of information is of prime importance. It increases the understanding of the people regarding the issue and develops common feeling for the need for social change. Information bridges the gap of understanding between the people and helps them to unite for the cause. Television has done this job by contributing to the information explosion.

## Positive aspects:-

Television assumes great significance in building an advanced culture deeply imbued with its national identity. That is to say, with TV programs screening traditional songs people enjoy a chance of

immersing themselves in cultural essences, which reminds them of their root and facilitates their national pride. People, hence, are very likely to lend a hand to preserve cultural heritages. Moreover, adoring customs of dissonant cultures all around the world not only enlighten their mind, but stimulates innovativeness in creative fields like fashion, art also. It is because of the media and television that people from one corner of the world come to know about the culture of the people of the other corner of the world. A third world country like that of ours comes to know what the latest trends are through television. This, in its turn, beautifies culture.

One can have access to different cultures and can learn about them. This promotes mutual understanding, which helps avoid unnecessary cultural conflicts between people of different backgrounds. Second, one can learn more about their local culture, such as their history and customs. For example, in China there is a famous program called "Lecture", which tells its audience of China's history. Third, TV shares the latest cultural phenomena with the public, which helps promote popular culture in society. For instance, everyone learns the latest words or phrases by watching TV series

### Negative aspects:

However, it is reality that advantages and disadvantages are like both sides of a coin, so like other things, television also has some downsides in terms of assimilation and cultural erosion. For example, so forceful are advertisement and idols that in today's world, almost all youngsters wear Levis' jeans, listen to music by iPod, and eat KFC regardless their nationality and religion. Furthermore, in order to meet public's taste and maximize profit, action Hollywood films, romantic Turkish and Russian teledramas are more and more predominant in TV shows, putting traditional artistic types like Reformed Theater, Classical drama at the risk of sinking into oblivion.

I think that television is also partly responsible for cultural homogenization of the world. The cultures are under the strong influence of American culture. People became more similar to each other. We wear the same clothes as people in the USA and in Japan do. We rely on TV. We believe in everything that is said there. The news are edited and announced so as to make certain impression on a viewer and this becomes the cause of the hatred among the different societies of world.

Watching too many different stupid movies and shows, children may think that it is normal that you commit a crime and would not be punished. In the films the murderers can fly away and never be caught. Many bank robbers live happy lives after robbing much money. Wars and other armed conflicts are one of the things that seem to happen every day and they seem to be normal. It also seems very difficult to kill a person. Many heroes survive, even if they were shot with a gun. It may make people want to become criminals. TV creates the very false image of the world and of people.

### CONCLUSION:

There is no doubt in it that television has greatly affected us and altered the very character of human transactions and shaped the way human beings think and behave.

Perhaps most affected of all areas due to watching TV is the cultural changes that have come about over the years. TV dramas and discussion programs have largely influenced the thought process of many on normal living to acculturation by seeing the blaze of exotic life style. That is one reason that intellectuals always campaign to show as much of a local culture on TV broadcast as possible so that

cultural identity of a particular region, tribe, nation or clan be kept in its traditional way. There have been long debates on the influence of other cultures, especially the ones from the west, on the living style of other societies through TV program.

We can't stop the influence of TV on us, on our culture and our society but being a consumer of TV media programs we can at least stop ourselves from consuming such products that are affecting our lives and our culture in wrong manner.