

## Impact of Television Health Programmes on Women: A Study on Gulbarga Television Viewers

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### Abstract

An attempt has been made to explore and study the consumption pattern in regards to the health programmes on television for women ages above 20. The study also include women's rationale for watching health-related shows, their perception of the situations portrayed on these shows and also the impact on them based on the sample of 120 respondents in selected areas of Gulbarga city of Karnataka state. The results are discussed and have been observed the types of television programmes are viewed, popularity of different channels and their contents among women and the opinion of health programmes among viewers. The objective of research was to understand the relationship between viewer motives for watching television and interpersonal relationship perceptions. The interpersonal relationship perceptions that were examined included: attachment styles, love styles, and Machiavellianism. This research used both quantitative surveys and focus group interviews as data. The quantitative data analysis produced support of genre specific media effects. First, motives were examined in relation to the television. Watching for positive outcomes was positively related to television viewing and watching for interpersonal outcomes was negatively related. Second, the relationship between television exposure and relationship perceptions was examined. Respondents discussed how health programmes on television made them to be aware of their health condition and also how to remedy for common disease including personal health care. Finally, respondents agreed that health programmes are very helpful for providing information and remedies about certain common disease.

**Keywords:** Health programmes; Women health; Social impact; Women development & empowerment; Television; TV Shows

### Introduction

Health is one of the major concerns for every individual as well as the society too. The popular wish, '*Sarve Janah Sukhino Bhavantu*' was served as a dimension in the ancient times. However, it's true that health is necessary for every individual, society or nation to achieve the targeted goal. Despite noticeable differences between men and women-biologically, psychologically and socially-the concept of viewing the totality of women health is different from men health [1]. However, the modern field of women health seeks promoting an understanding of the biological and psychosocial factors affecting women health initiatives, including training of health care providers. Hence, media plays a vital role as the social responsibility point of view. Television is arguably the most pervasive mass medium as it combines sound and pictures and no skills are necessary to watch. However, the theme of this study is to what extent the media is influencing women community of age above 20 in imparting health awareness. As far as the health awareness is concerned, everybody needs proper education and concern for their personal health status. Though educating facilities and various media, which are the tools of awareness, health institutions in the both the Government and public sector have grown considerably, but general public is not much accustomed to utilize them for their cause. Now the issue of health has become very important and several ways and means are being searched to make people to understand the benefit of awareness. In India mass media play a vital role in creating awareness about policies and programmes of development with social responsibility. It helps the people in motivating, to be active partners in nation building endeavor [2]. A skillful synthesis between traditional and folk forms of communication on one hand and modernized audio-visual media including satellite communication on the other is being attempted to general well informed society. India is unique in having numerous, 24X7 broadcasting channels in different languages. Nearly half of the 210 million households have TV sets, which reaches nearly 230 million individuals [3]. In the 21<sup>st</sup> century the world is highly

institutionalized to achieve welfare of mankind. Several countries all over the world are thriving hard to deliver goods to their citizens. World bodies like UNO, WHO, and several continental and sub-continental bodies are working for the cause faced by the world. Since the world is fasten developing in the field of science and technology and in the several issues like environment and health hazards also have grew up. Unfortunately several poor countries have failed to provide basic needs for their citizens. This has resulted into malnutrition lack of health and educational utilities, lack of potable water etc, to those under privilege. These problems need to be addresses immediately. Because as we all know that 'Healthy mind in a healthy body' to achieve smart man power in the country which aspect play a vital role in development of the country, the citizens have to be healthy. Though the concern for the above problems is being shown by respective centuries and the international institutions, lack of awareness is contributing much for the aggravations of these problems which result into persistence of problems [4-8].

### Significance of the Study

Media analysis is an integral part of understanding society and this is because the media particularly shows are telecasted through television and are bounded to have positive and negative impact on the society. Today, world bodies like UNO, WHO and several continental

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**Received** January 29, 2014; **Accepted** March 27, 2014; **Published** April 02, 2014

**Citation:** Meti V (2014) Impact of Television Health Programmes on Women: A Study on Gulbarga Television Viewers. J Mass Communicat Journalism 4: 187. doi:[10.4172/2165-7912.1000187](https://doi.org/10.4172/2165-7912.1000187)

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and sub-continental non-government bodies are working towards the betterment of the mankind. Hence, the world is developing rapidly in the field of science and technology including several issues such as environment and health has been also grown up.

As far as health awareness is concerned, it requires every individual to be literally educated and also have concern for their personal health status. However, media is considered as the tool for creating awareness about the health and various ways and means have been being discovered, in the form of television shows, to make people understand the benefit and awareness. The fast growing living standard and rapidly changing lifestyle has considerably changed the society, along with this we are facing environmental changes including radiation effects and several epidemic of new kind. Modern unhealthy-lifestyle such as smoking, drinking and having drugs have contributed problems like cancer of several types, various psychological diseases with no barriers of gender [9-13]. All these factors have for the increase in the awareness of health and health care cosmetics. This awareness is partly because of media focus on the health care aspects as part of their social responsibility. This study was conducted by assuming that the women are aware of health program but not majority of respondents refer media for health purpose and they do not use those remedies in their day to day life. However, women with beauty conscious watch television for beautiful and healthy skin tone. They also use these remedies for some extended to gain beauty and it is also in consideration that average respondents are very careful about these tip give on the program.

## Objectives

The main objectives of the study are, to:

- Examine the impact of health-related television shows on women.
- Examine the popularity of different channels and their contents among women.
- Know the opinion of health-related shows among women.
- Explore what women are looking-forward in health-related programmes on television.
- Know whether viewers are applying the remedies in their day to day life, which are suggested by health programmes.

## Limitations of Study

- The geographical area of the study is limited to areas such as like Vidya Nagar, Khuba Plot, Venkateshwar Nagar, Vittal Nagar, Sangameshwar Colony etc in Gulbarga city of Karnataka state.
- Women of age group above 20 to 65 have been considered for data collection according to concept of the study.
- Samples have been taken for the study, 150 questionnaires were distributed to the respondents out of which 120 are duly filled and responded.

## Methodology

The research is important to arouse awareness among people especially among women as they are the most vulnerable group. This research will bring out some unexpected and serious fact of health-related television shows, which will make women to realize the true meaning of health. We expect, after combining and analyzing all of the information we hope to bring out some ideas and solutions to change the impact of health-related television shows on women. The scope of the study comes under the selected area like Vidya Nagar, Khuba Plot,

Venkateshwar Nagar, Vittal Nagar, Sangameshwar Colony, Veerendra Patil Layout, Pooja Colony, Om Nagar and Jayanagar in the Gulbarga city. To conduct a survey selected popular Kannada and Hindi language infotainment channels [14-17]. Survey method has been followed to collect the data from respondents of the study in which 150 questionnaires were distributed to the respondents out of which 120 are duly filled and responded. The study included the random sampling, questionnaire was found to be an apt tool to collect the relevant data. The questionnaire was designed in a regional (Kannada) language to avoid barriers of communication among respondents.

## Results and Discussion

Table 1 In total of 120 samples were taken up for the study, out of which 30 are married and 90 were unmarried. The above table shows that out of 30 married respondents; 16 respondents (13.33 percent) are in the age group of 20-30, while 7 respondents (5.83 percent) come under the age group of 30-40 as well as in the age group of 40-above. Out of 90 unmarried respondents; 85 respondents (70.83 percent) are of 20-30 age, while 4 respondents (3.33 percent) are under 30-40 ages and 1 respondent (0.83 percent) comes under the age group of 40-above. The table also reveals the income of respondents in categories as follows: 16 married respondents (13.33 percent) hold the annual income of 10 to 20,000 rupees. While each 7 married respondents (5.83 percent) had the annual income of 20-30,000 as well as 30,000-above Table 2. The unmarried respondents hold greater annual income; 45 respondents (37.5 percent) has the annual income of 10 to 20,000 rupees, while 20 respondents (16.66 percent) has the annual income of 20 to 30,000 rupees and 25 respondents (20.83 percent) has the annual income of 30,000-above. The above table indicates that newspaper reading activity of (women) respondents. The table clearly shows that 82 out of 120 respondents prefer to read newspaper in the regional language i.e., Kannada newspaper, while rest 38 respondents read English newspaper. Out of 120 respondents; 14.16 percent respondents read Political news, 12.5 percent respondents for Development news, 10.00 percent respondents prefer to read Economic news, 12.33 percent respondents read Education related news, while 30.00 percent respondents read Health related news and articles and 10.00 percent respondents prefer to read other news such as sports and entertainment. Most respondents prefer to read the regional language newspapers i.e., Kannada than English in which their preference is more towards Health related news followed by the educational news. Table 3 indicates the television watching habits of the (women) respondents. Out of 120 respondents 80 respondents watch the regional language TV channels i.e., Kannada channels, while 40 respondents prefer to

Particular	No of Respondents	Age			Annual Income in Rupees		
		20-30	30-40	40-Above	10-20,000	20-30,000	30,000-Above
Married	30	16	7	7	16	7	7
Unmarried	90	85	4	1	45	20	25

Table 1: Age Group and Income of the Respondents.

Medium	No of Respondents	Types of News Read by Respondents in Percentage					
		Political	Development	Economic	Education	Health	Others
Kannada	82	15.83	12.19	7.31	28.04	29.26	7.31
English	38	10.52	13.15	15.78	13.15	31.57	15.78
Total	120	14.16	12.5	10.00	12.33	30.00	10.00

Table 2: Types of News Read by Respondents.

Medium	No of Respondent	Television Watching Habit in Percentage	
		Regular	Occasionally
Kannada	80	58.75	41.25
English	40	50.00	50.00

**Table 3:** Television Watching Habit in Percentage.

Particulars	No of Respondent	Hours Spent On Watching Television in percentage			
		Less than 2 hours	2-3 hours	4-5 hours	More than 5 hours
Married	30	26.66	33.33	23.33	16.66
Unmarried	90	15.55	52.22	11.11	21.11
<b>Total</b>	<b>120</b>	<b>18.33</b>	<b>47.05</b>	<b>14.16</b>	<b>20.00</b>

**Table 4:** Hours Spent On Watching Television.

Particulars	No of Respondent	Types of Programmes Watched by Respondents in Percentage				
		Education	Informative	Serials	Cookery	Health
Married	30	10.00	13.32	33.33	10.00	33.33
Unmarried	90	37.5	21.59	10.22	5.68	27.27
<b>Total</b>	<b>120</b>	<b>30.00</b>	<b>19.16</b>	<b>15.83</b>	<b>6.66</b>	<b>28.33</b>

**Table 5:** Types of Programmes Watched by Respondents.

Particulars	No of Respondent	Doordarshan	Udaya	Aastha	Kasturi	Zee	Zee	Star	Others
			TV	TV	TV	Kannada	TV	Plus	
Married	38	25.00	36.11	8.33	8.33	8.33	00	2.77	11.11
Unmarried	82	26.82	18.29	6.09	00	7.31	8.53	12.19	20.73
<b>Total</b>	<b>120</b>	<b>25.83</b>	<b>25.00</b>	<b>6.66</b>	<b>2.5</b>	<b>7.5</b>	<b>5.83</b>	<b>9.16</b>	<b>17.5</b>

**Table 6:** Health Programmes Watched in Various TV Channels.

Particulars	No of Respondent	More	Better	Fair	Much	Not at all
Married	30	23.33	60.00	10.00	3.33	3.33
Unmarried	90	20.00	54.44	18.88	5.55	1.11
<b>Total</b>	<b>120</b>	<b>20.83</b>	<b>55.83</b>	<b>16.66</b>	<b>5.00</b>	<b>1.66</b>

**Table 7:** Remedies Used by Watching Health Programmes Telecasted by Various Channels.

watch English channels. However, out of 80 respondents who watch Kannada channels; 58.75 percent watch regularly and 41.25 percent of respondents watch Kannada channels occasionally. Meanwhile, the table also reveals that number of respondents watching English TV channels are comparatively less to the regional language. Out of 40 English Channel watching respondents, 50 percent of them watch regularly and rest 50 percent watch occasionally Table 4. According to the above Table 4, the total of 120 respondents including married and unmarried women; 18.33 percent respondents watch television less than 2 hours in a day, 47.05 percent watch 2-3 hours, while 14.16 percent watch 4-5 hours and 20.00 percent respondents watch television more than 5 hours in a day.

The above table reveals the type of television programmes watched by (women) respondents. Out of 120 respondents 30 respondents are married and rest 90 are unmarried Table 5. The table clearly shows that 10.00 percent of married women prefer watching Educational programmes, 13.32 percent of respondents watch Informative, 33.33 watch television Serials, while 10.00 percent watch Cookery shows and 33.33 percent married respondents prefer Health related shows. Out of 90 unmarried women respondents; 37.5 percent prefer to watch Educational shows, 21.59 percent watch Informative programmes, 10.22 percent watch Serials, while 5.68 percent watch Cookery shows and 27.27 percent prefer to watch Health related shows on television Table 6.

The above table shows the total 120 respondents including married and unmarried women, out of which 25.83 percent respondents watch Doordarshan for health programmes, 25.00 percent watch \*Udaya TV for health programmes, 6.66 percent respondents watch Aastha TV, 2.5 percent, 7.5 percent and 5.83 percent of respondents watch \*Kasturi TV, \*Zee Kannada and Zee TV respectively, while 9.16 percent of respondent watch Star Plus and 17.5 percent watch other channels including regional, national and international television channels Table 7.

The above table contains 120 respondents in which 30 respondents are married and rest 90 respondents are unmarried, who used the remedies which are shown in health programmes telecasted by various channels. The table clearly shows that 20.83 percent of respondents including married and unmarried women use the remedies more in their day-to-day life, 55.83 percent of respondents uses remedies for their better life, 16.66 percent of respondents uses fair amount of remedies in their lives, while 5.00 percent uses remedies much better and 1.66 percent not at all uses remedies.

## Conclusion

The study revealed that the respondents are utilizing the media more than the expectation. Media to a great extent is being used for getting health related information among respondents. Comparatively very few are unaware of the media health program. Women with different age group not only refer newspaper or magazines for health issues but also go through health related books. For instance, some respondents indicated that they read the literature of Dr. C N Chandrasekhar, N Vishwaroopa Charand and also have much interest in interactive columns. Although, most respondents read newspapers and magazines, but very few have participated in interactive columns where they can consult doctors for various health related problems. Most respondent feel television is the convenient medium for providing health awareness compared to other media. However, Radio is lagging behind in attracting listeners towards health related programmes. Meanwhile, young respondents have keen interest on new media such as internet and social media. They are not interested in listening Radio, and think broadcast media and new media is the most reliable compared to Radio. The study has pointed out that large number of respondents exposed themselves to modern media. The study also reveals that the increase in age also increases the awareness towards health. It is interesting to know that most young women are influenced with both traditional media to new media. Interestingly, most respondents prefer watching television for current affairs and not for health awareness. However, they still depend on new media for health concern and not on traditional media. The study shows that television is being the most popular reliable media. Most of the respondents watch the Doordarshan and other private infotainment television channels for health related programmes. While interacting with respondents during data collection, Shailaja Purohit, a housewife, resident at Jayanagar, Gulbarga says that “these health programmes are very helpful for providing more information and remedies about certain common disease such as viral fever, cough, cold and skin related problems.” “Using remedies provided by the doctors, dietitian, nutrition and experts in health programmes keeps me away from doctors,” she added. Health of women always requires care and affection, but it may change from one age to another because of biological difference compared to men. However, women need lot of attention forever for her health.

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