

Addictive Behaviour among Women Viewers of Indian Soap Opera

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Abstract

Media is an integral part of society and it plays vital role for inculcating information. In the course of accomplishing its duties and functions, media, especially television influence on society relatively depending on the audience it reaches. Soaps have a predominant female audience. Some soaps do include men viewers but some social researchers pointed, women are considering most peculiar viewers. They are emotionally attached and value particular soaps in their personal and domestic life. Today people are leading a fast life. People should have some kind of recreation in their get relation of their physical and psychological balances of life. So, different people have different activities to spend their leisure. Based on the present study, most of the women are getting involved with the soap opera and were emotionally attached and curiously waiting for next episodes as it is effecting social, family and occupational life. So the present study tried to come out with fact of effects of soap operas' on women's behaviour in the aspects of socio- cultural aspects, economic aspects, psychological aspects, physiological aspects and functional aspects.

Keywords

Media, Behaviour, Addiction, Soap Opera.

Introduction

Media is considered to be a mode of socialization process and it is having a long term effect on its audience as the channel of communication. Media and society are largely interdependent and interrelated, in sense of television, radio, social network and newspaper are playing a vital role. TV series or saying drama is a unique instrument to explore and convey human actions, thoughts, and emotions. Nowadays Indian drama serials are getting more popularity among its viewers and a good percentage of Indians are watching soap operas. There is also an appetite of women, young people, old and even children to watch it. Any house that does not regularly display these series is not found. The viewers

maintain a constant connection with self-related characters, and these characters assist viewers discover their own inner self.. Soap operas are considering the integral part of daily habits of their viewers. They successfully presenting every day lthe happenings and also pave a way to cultural exchange which personal and professional life of viewers. These dramas are linked with the events of daily life, that is felt directly by the audience and also reported. The success of soap opera relies on its alien existence and its commitment to everyday concerns (Livingstone, 1990; 56). This may be reason responsible for immense popularity among the other television programmes. In most of the traditional families insist for the hard core gender roles, televisions are tend to reinforce the same. The viewer has the choice of embracing or disregarding, defining or refusing roles in their own way. TV has a variety of functions to play. Several commentators assume that they have more discrimination than ordinary mortals and can accept gender images without question. Not all men, women and children are passive stereotypes. While there is no doubt that TV overwhelmingly portrays traditional gender roles, there is a mixed picture of the effect of such representations on viewers ' actions and attitudes. The role of television is hard to isolate, as viewers are affected by their entire system, although there is relatively common consensus that television seems likely to affect people's thoughts over time. The above discussion induces the researcher to draw an introspective analysis on the influence of Indian soap operas on the behaviour of women, which in turn motivated the researcher to conduct an empirical study.

Review of Literature

The review is an evaluative report of studies related to the study area. It helps the researcher to be acquainted with the trends of research in the concerned discipline and enable the researcher to check out further research studies. There are number of studies related to the soap operas and its addictive behaviour among women viewers. Jim Cox (2010) observed that the popularity of radio soap operas made them suitable for the new television format, where soaps soon became a favourite audience. The level of sophistication in delivery, writing and development did the same as television soap operas grew. Even with technical difficulties, challenging actor egos and hasty production schedules, television managed to corral a massive viewers for the on going storyline, mixing the novelty of the new visual medium with the old-fashioned pleasures of a well-told story. This history made a wide popularity of soaps starts with a summary of earlier serialized entertainment that set the stage for the daytime soap on television.

Based on the findings of Usha T.V. (2004) gender stereotyping of women in television series as dutiful wives, sisters, mothers, housewives and underpaid domestic workers

abounded and the submissive portrayal of women was perpetuated by television characters considered role models. Most of the female audience, whether educated employed or housewives, tend to be obedient and self-effacing to fit in with ideal mother, daughter, aunt, wife or in-law frame.

There is imposingly large amount of literature available on soap opera audience research. There have been numerous studies conducted internationally and locally to research the effect of soap operas on various categories and age groups. All of the studies shown that soap operas are popular in the audience's everyday lives, but very few studies on the socio-economic, psychological and cultural impact of soap operas have been conducted. The review of literature indicated that though there are significant number of studies that have been conducted to know the influence of soap operas on its viewers socially, economically, culturally and psychologically, there was no particular study conducted for analysing the behavioural changes of women soap opera viewers in Kerala and Tamil Nadu. This give the scope of studying the present research as impact of Indian soap opera among women behaviour with special reference to the viewers of Tamil Nadu and Kerala.

Methodology

The media and society in the current scenario are mainly interdependent and interrelated. Soap operas are well figured out as the main source of recreation for home makers and are believed a strong medium for the propagation of particular attitudes, thoughts and cultures in society. It is also being a largest source of educating, informing and entertaining their audience, especially women and children. Soap operas have become a reflection of so many viewers ' life throughout the world This sort of popularity dominates the television industry globally, nationally and locally. Soap operas have unique recognition among all other television programs as they are long running series and are concerned with everyday life. Although the contents of such soap operas differ across countries, they represent countries ' cultural values and societal norms. Soaps generate an interpersonal relationship dominated universe where protagonists discuss marital, romantic, and family issues. with little physical and emotional abuses and violence. The world of soap opera seems emotionally dangerous, mainly due to the continuous sorting and restoring of relationships. The survey method will be to get accurate inferences from the target group. The primary survey is conducted in order to acquire the relevant facts directly and the secondary survey is conducted only after the primary survey for further clarifications. The study, designed with a view to identify and describe the impact of the Indian Soap Opera among women behavior. The required primary data were collected from soap opera

viewers of Tamil Nadu and Kerala. Semi structured interview schedule, behavior analysis matrix was used as the tools for data collection.

Result and Discussion

The present investigation tries to study the additive behavior of women A survey conducted among the three thousand soap opera viewers to analyze the facts and came to actual inferences. The investigation examined behavioural adaptations or changes in soap opera viewing among women and their psycho-social effect in their family as well as social life. The research attempts to analyze cultural variation and stereotypical behaviour, affecting interpersonal interactions between women

Socio Cultural aspects of the soap opera viewer. Regular interaction patter has always effected due to soap opera viewing as 86 percent of the respondents accordingly. Most of them were not able maintain usual interaction as mother of their children and wife to their partner. They were becoming irritated once their fellow mate is intervening when they are watching serials. 67 percent of the respondents represented that his messages receiving from the serials cannot harm social structure and bonding. Soap opera watching behavior is reducing religious rituals and worships as per the opinion of the 65 percent of the respondents. 62 percent of the respondents responded that soap operas were spread verbal -and non -verbal abusive communication sometimes. Anti social activities like violence and illegal activities were higher than any other values aspects in serials as per 83 percent of respondents represented.

Economic aspects of the women soap opera viewers. 78 percent of the respondents preferring to watch serial because of luxury interiors. 65 percent of soap opera viewers have greediness to get a luxurious life as like serials. 77 percent have an inferior feeling once seeing the luxurious life in serials. 69 percent are attracted by the urban city life which shown in the serials rarely. 82 percent of them have spendthrift attitude due to regular watching of serials and self motive aspects in serials is very rare, according to the opinion of 82 percent of the respondents.

Psychological aspects of the soap opera viewers. The psychological impact is more or less high due to the addiction in serials. 79 percent have sleep disturbance and 76 percent facing lack of concentration on daily activities. Curiosity on next episodes and anxiety towards suspense's were also effected behavior of soap opera viewers, according to the opinion of 82 percent and 71 percent of the respondents. 71 percent of the respondents relieve from stress while watching serials. 89 percent of the respondents feel fearless and

independent by comparing characters in their favourite serials. But 91 percent of the respondents have illusions as like they were in fantasies of from serials, it promotes to compare and confront with partners regarding the life and facilities provided.

Physiological aspects of women soap opera viewers. 87 percent of the respondents have the opinion that serials are have a large role in reducing domestic violence and 83 percent were expressed that marital rape were decreased due to the awareness spread through serials. 88 percent rarely feels as they have poor body image once they compared to the serial characters. They experienced body pain and exhaustion while watching serials according to the 72 percent of the respondents. 62 percent of them forget to take food, sleep and appetite, while watching serials and 68 percent felt tremors due to suspense's in the series.

Functional aspects of the respondent, which based on the role performed and responsibilities maintain. 83 percent of the women soap opera viewers are facing role conflict with spouse, parents, children, friends, in laws, relatives and neighbors. They are not able to perform their role smoothly while watching serials and getting irritated and make comparison the serial characters according to 68 percent of the respondents. But 25 percent of them not at all compare their life to serial characters. 79 percent of the respondents were able to module good relationship and able to compromise with in laws from the motivation given through serials. 72 percent of the respondents escape from their duties because they spend more time to watch serial and they do not have proper interaction with their children and siblings according to 88 percent of the respondent's opinion. 79 percent of them purposefully avoiding from the responsibilities for watching serials.

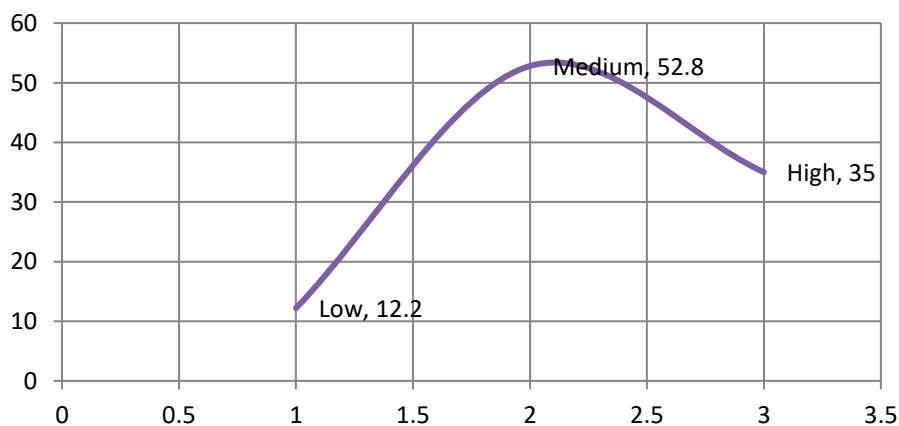


Figure 1 Level addiction among Women Soap Opera Viewers

Addictive Behavior of Women Soap Opera Viewers are depicted in the figure 1. Majority of the women viewers (52.8 percent) have a medium level of addiction on soap operas. They were interested in seeing soap operas daily, but they were not showing any deviant behavior while watching TV Serials. But 35 percent of the respondents have very addictive in nature, they were much anxious about the stories in serials and also they were not able to cope up with their reality with daily life activities with role models in soap operas. Most of the respondents facing role conflict in the family due to addiction. This addiction among women are more or less same in nature among the soap opera viewers of Tamil Nadu and Kerala.

Table 1 State wise comparison of soap opera addiction

Dimension	Group	Mean	Std. Deviation	t-value	P-value
Socio- Cultural Factors	Tamil Nadu	133.30	14.534	8.355**	< 0.001
	Kerala	134.44	13.794		
Economic Factors	Tamil Nadu	142.16	14.827	6.257**	< 0.001
	Kerala	138.62	15.530		
Psychological Factors	Tamil Nadu	139.01	14.153	3.188**	< 0.001
	Kerala	136.31	15.458		
Physiological Factors	Tamil Nadu	134.29	14.210	3.694**	< 0.001
	Kerala	134.38	14.023		
Functional Factors	Tamil Nadu	129.94	13.979	3.129**	<0.001
	Kerala	130.6	13.061		
Women Behavior	Tamil Nadu	339.27	21.293	7.013**	< 0.001
	Kerala	323.19	25.066		

** Level of Significance at 0.01 level

State wise comparison of soap opera addiction is depicted in table 1. Based upon the socio-cultural characteristic features of the Keralan women's viewers seek to communicate, to connect with social structure, to perform rituals and rites of worship, language as a means of healthy social life, to create modern values, practices, customs, reverence for religion and the role models of Tamil soap operas. When it comes to economic characteristic features, Tamil viewers imitate the soap opera characters with luxury of the interior, greed, city life and an exuberant nature as Kerala viewers. The mean difference of the psychological trait is high in Tamil viewers as compared to Kerala viewers on the basis of their responses on statement sleep disturbance, lack of

graduation and above qualification. The study further revealed the negative correlation between education qualification and level of addictive behavior among women soap opera viewers as like less educated viewers were shown the more addiction on Indian soap operas.

Table 4 represented that, the mean value of unemployed women viewers are high as compared to employed soap opera viewers. It reveals that, unemployed women soap opera viewers are more addictive than employed women viewers. According to the study, unemployed women mostly depend on televisions especially soap operas as leisure time activity. The study further revealed that, based on the t- value between occupational pattern and Women's Addictive behavior are significantly associated.

Table 4 Occupation pattern and women behavior

Dimension	Group	Mean	Std. Deviation	t-value	P-value
Socio- Cultural Factors	Employed	126.94	14.979	2.728**	.01
	Unemployed	130.6	13.861		
Economic Factors	Employed	132.027	14.267	5.027**	.01
	Unemployed	136.43	13.876		
Psychological Factors	Employed	128.24	15.378	3.078**	.01
	Unemployed	136.42	12.827		
Physiological Factors	Employed	134.36	17.036	4.065**	.01
	Unemployed	139.85	13.576		
Functional Factors	Employed	127.23	16.061	3.0228**	.01
	Unemployed	136.48	13.528		
Women Behavior	Employed	438.983	30.435	4.722**	.01
	Unemployed	445.782	28.321		

**** Level of Significance at 0.01 level**

Conclusion

Media that disseminate new knowledge and are useful in behavioral change in women are very effective, powerful and influential, thereby also influencing women's empowerment variables (Ahmed. A, 2012). Over the years soap -opera made rapid influence among its viewers, especially women viewers in terms of content, presentation and production. The present investigation revealed the addictive behavior of women soap opera viewers. The unemployed women are more addictive than employed women as they consider, soaps as entertainment to escape from their daily boredom life. Women had a relationship with characters in soap operas because they could relate their personal and professional lives. They have a steady relationship to the characters, and these characters help to find their own inner selves. On the basis of the socio-cultural features of the viewers soap effects their style of communication, linkages with the social structure, practices of worship, linguistic usage, a way to lead a healthy social life, incorporate contemporary

ideals, beliefs, customs, religious reverence as well as clothing based on the role models of soap opera. In the case of economic characteristics, they imitated the soap opera characters through luxury, greed, urban lifestyle and spendthrift nature than viewers in Kerala. The women soap opera viewers are highly effecting with their psychological trait by showing sleep disturbance, lack of concentration in day to day life, curiosity, anxious nature, relieving of stress, motivate to be fearless and independent. The study further revealed that Soaps helped to avoid domestic violence and marital rape, but they were facing the negative impacts on physiological traits like psychosomatic disturbance due to curiosity, poorer body image due to comparison, tremors due to anxiety, body pain and exhaustion due to serial addiction and forget to sleep and need of appetite for watching serials. Certain traits related to perform certain roles and maintain relationship with her family inmates, neighborhood as well as society and viewers trying to compare their life with characters in serial viewers, and also skipping from responsibilities. Based on the findings of the study, Indian soaps are highly influenced by women viewers as they considered the soap characters were the reflection of their family as well as social life. In this circumstance, this influence can be transformed to relationships between public and private spheres and between physical and social aspects. These Indian soap operas can be an effective tool for sensitizing women to the evolving dynamics and well-being of society and social life.

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