



Tendency to Watch Indian TV Serials of Students: A Study on Khulna University

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ABSTRACT

This study investigates the influence of Indian TV serials on the lifestyles of female students of Khulna University. This study was executed by using qualitative method of research. It targeted 100 female respondents aged 18-25 years from Khulna university students who were selected through purposive sampling method. Researcher used the Uses and gratifications theory, cultivation theory and social learning theory. This study also recorded the respondent's favorite Indian TV channels, preferred serials and category, favorite watching time, communication pattern and understanding level, level of viewing etc. The general findings reveal that, Indian TV serials have significant influence on the lifestyles of the female students. Alongside, these Indian TV serials impose the indigenous culture, fashion, art, tradition, rituals, language and customs in every sphere of life due to heavy dependency on Indian TV serials. They are constantly becoming more and more addicted to Indian TV serials and giving less importance to other educational or entertainment programs whereas they are giving more priority to these serials. In fact, the analysis shows that majority of female students are jeopardized in their studies due to watching Indian TV serials. Today's young generation is instinctively influencing by Indian norms culture and tradition which is a big threat for Bangladeshi culture as well. This research study demonstrates how Indian TV serials are influencing female's lifestyles.

Keywords: Indian TV serials, tendency, culture, influence, Khulna University.

INTRODUCTION

In today's world, the media plays a critical role. It defines, shapes, and improves human life to the greatest extent possible. In Bangladesh, cable television is very important, and cable television and Bangladeshi people have a very tight relationship. In 1964, television was introduced to what was then East Pakistan, and is now Bangladesh, and it quickly became economically successful. With the various television channels available today, there are millions of viewers. Satellite television has created a global communication network that is akin to the human central nervous system. In 1992, it began in Bangladesh. Bangladesh Television (BTV) was the most popular television channel in Bangladesh from 1964 to 1992. Bangladeshi channels are now streaming mostly via the Telstar-10 satellite, with some using other satellites as well (Mehnaz, 2013).

The whole country has been badly influenced by Indian TV serials. A big proportion of Bangladeshi television viewers watch Indian serials on a regular basis. The majority of these viewers are women, and the way they express their perceptions and knowledge has a significant impact on both family and social life (Razu et al., 2018). In Bangladesh, Indian channels are very famous. People, particularly women, devote a significant amount of time to viewing Indian Bangla, Hindi, and Tamil serials as a kind of relaxation in their hectic lives. Females neglect household chores and spend the majority of their time watching Indian drama channels. They enjoy discussing Indian serials in the classroom, cafeteria, and even when traveling. Star Jalsha, Zee Bangla, Star Plus, Zee Tv, Sony, MTV, B4U, Sun Tv, Colors Bangla are some popular Indian Channels in Bangladesh along with some famous serials like, Bhanumatir Khel, Magarasi, Andarmaha, Roja, Debi Choudhurani, Ke Apon Ke Por, Nayagi, Mayurpankhi, sasurbari zindabad, Mangal Chandi, Kahan Hum Kahan Tum, Agni Natchathiram, Nazar etc. Since there are so many Indian television channels, they have the freedom to watch any serials they like. Nowadays Indian serials are a thing of fascination to female. Moreover they dress like the actress in those Indian serials and use hindi dialogue most of the time in general conversation. Even they watch Indian serials while studying, cooking or eating but they can't miss any episode in a single say. Tailor shops are busy to make Indian dresses, market sellers are continuously making profit by selling dresses with the name of Indian serials. Beauty salons are even in a rush to provide different types of Indian haircut and makeup style to their female customers. In Indian daily soaps, falling in love with the other sex without being married is a regular scene. Love before marriage is a common scene in practically every serial. It emphasizes that life is meaningless without love, which

has an impact on the rise in premarital relationships among teenagers. In Indian serials, husband's relationships with female coworkers or prior girlfriends, as well as wife's relationships with other men, are depicted. These things lead to a misunderstanding among married men and women that having an extramarital affair is normal, but it is harmful to the family bond in the long term. It can lead to divorce or suicide in some cases (Islam, 2013).

Sexual conduct, nudity, mental illness, criminal activity, eve teasing, and conflict are all common themes in Indian television series. Most females who watch Indian serials on a regular basis have undergone a variety of modifications. So discussion of this topic is very important.

Aims and Objectives

To perform any research, a researcher must first identify the study's objectives in a logical order, which is critical. It is not proper research if the study's objectives are not clearly defined. To conduct this research in a systematic manner, the researcher has been followed a number of procedures, including successively decorating research objectives. The study's goal and objectives are as follows-

1. To explore female student's exposure to Indian TV serials and the influence of Indian TV serials on their lifestyles.
2. To explore the cognitive, attitudinal, and behavioral influences of Indian TV serials on the female students.
3. To discover the impressions of Indian TV serials on the culture and tradition of female students.
4. To determine the consequences of watching Indian TV serials on the language and interaction patterns among the female students.
5. To find out the psychological consequences of Indian serials on the female students of Khulna University.
6. To explore the influence of Indian serials on the perceptions of female students regarding social world.

Theoretical Framework

The most crucial and necessary step in conceptualizing the nature of a research problem is to build a theoretical framework for it. Many communication theories, like Uses and Gratifications Theory, Cultivation Theory, and Social Learning Theory, are applicable to

media uses and addition factors, and can help to determine the influences of Indian TV serials.

Uses and Gratifications Theory: The Uses and gratifications theory (UGT) is a way of looking at why and how people actively seek out certain media to meet specific needs. UGT is a method of analyzing mass communication that is based on the audience. Rather of asking "what does media do to people?" as other media effect theories do, UGT asks "what do people do with media?" It assumes that media is a widely available product, and that audiences are similarly available consumers. This positivistic communication theory is founded on the socio-psychological communication tradition and focuses on communication at the mass media scale. Why do people use media and what do they use it for is the central question of UGT. UGT examines how people purposefully select media to meet specific goals such as information, relaxation, social interaction/companionship, diversion, or escape. The Uses and gratifications theory assumes that, female students of Khulna University usually choose television for their relaxation, companionship, diversion or escape. They play an active role in media selection and choose the TV channels with the programmes. It depends on their satisfaction and the viewers are responsible for choosing media. The uses and gratifications theory also aids in comprehending individual communication choices and explains how media and content can impact audiences (Chattopadhyay, 2020).

Cultivation theory: This theory looks at how television affects viewers over time. According to the theory, Television's threat resides in its power to mold values and general perceptions about the world, rather than a specific point of view on a specific topic (Abdullah, H. A. 2014). George Gerbner, who substantially influenced Communication Theory while working in academia, developed the term "cultivation theory." Gerbner claimed that it was critical to go beyond evaluating the short-term effects of media on a person's beliefs and instead look at how media might gradually but cumulatively impose effects over time (Ali, A.I., Nawaz, A., & Hassan, S.A. 2014) Female students of Khulna University who watch Indian TV serials on a regular basis are more likely to be influenced by the messages on the screen and begin to apply such messages to themselves. As a result, their actions, attitudes, mindset, and social world view are all affected immediately.

Social Learning Theory: The idea behind social learning theory, or SLT, is that learning happens through social observation and subsequent imitation of modeled behavior. Learning takes happen best in a social situation through observation, imitation, and modeling, according to SLT. Bandura's assumption is that learning does not occur solely as a result of direct experiences, but rather as a result of true harnessing the power of observation and

imitation. According to Bandura, humans have the ability to generate ideas about how new acts are performed by seeing others. This information is subsequently encoded, retained in memory, and used as a direction for action, either immediately following the observation or later (Fayyaz, A., & Fatima, M. 2015). Female students are readily influenced by the exaggerated lifestyles of various characters (particularly heroines) in Indian TV serials and attempt to imitate them. They learn quickly by observing, imitating, and modeling the subject. They dress up like the actresses in those Indian TV shows and converse in Hindi the majority of the time. Furthermore, they perceive the message very quickly, which goes against Bangladeshi society's culture, norms, and morals.

LITERATURE REVIEW

It includes an overview of existing related research on the research problem, as well as its strengths and weaknesses, as well as a justification for the planned study. To identify research gaps, the researcher combed through a large body of literature from previous research on the subject. Md. Abdullah Al Helal (2014) said that, In Bangladesh, Indian drama serials are immensely popular. These serials pique the interest of young, old, and even children. These individuals observe and mimic the lifestyles shown in these daily dramas. These Indian drama serials are found to encourage sexual conduct, incite premarital and extramarital affairs, promote criminal activities, elicit eve teasing, and foster family strife, according to one study. This research also reveals that these daily soaps impose Hindu culture on Bangladeshi people in many aspects of their lives. On the basis of random selection, this study was conducted on 100 families in the Dhaka city corporation region. Finally, the study offers some necessary remedial steps to protect our viewers from the detrimental effects of Indian drama serials and to prevent cultural incursion. Robaka Shamsheer and Mohammad Nayeem Abdullah (2012) conducted a study that shows, Bangladesh Television (BTV) ended its monopoly power with the penetration of Satellite TV in 1992. But unfortunately due to these foreign satellite channels gradually people of Bangladesh are losing their Bengali norms and customs and getting used to the foreign lifestyles which are detrimental to the social norms and values of Bangladesh. The result of the study clearly shows that considering the last 8-10 years, there is a definite change in our traditional culture and this change is likely to continue. Though all of this change is not only due to the effects of satellite TV, this is playing one of the major roles as maximum exposure towards the foreign culture is due to this media. Saika Mehnaz (2016) stated that, with the introduction of satellite television in 1992, Bangladesh Television (BTV) lost its monopoly. However, as a result of these foreign

satellite channels, Bangladeshis are rapidly losing their Bengali norms and customs and becoming accustomed to foreign lifestyles, which are detrimental to Bangladesh's social norms and values. The study's findings clearly suggest that our traditional culture has changed significantly in the last 8-10 years, and that this trend is likely to continue. Though satellite television does not account for all of this transformation, it does play a significant part because it provides the most exposure to foreign cultures. A study was conducted by Shaharior Rahman Razu, Noshin Yeasmin and Sheikh Shareeful Islam (2018), It demonstrates how Indian television serials are influencing Bangladeshi society through changes in lifestyle, family and intimate relationships, and artistic and literary genres. The qualitative study included 60 respondents from Bangladesh's Khulna and Dhaka cities, who were chosen using a purposive selection procedure. According to the findings, Indian TV serials have a huge impact on people's daily lives in Bangladesh. People's lifestyles are influenced by the fact that they spend a significant amount of time viewing these TV serials. In addition, due to a great reliance on Indian TV serials, indigenous art, literature, language, customs, and rituals are being influenced. This proclivity raises concerns about a variety of potential consequences, including family strife, crime, mental illness, and even suicide.

Dilafroze Khanam, Mohammad Mufajjal Sarwar and Tareq Mahamud Abir (2014) explained, the current status of Indian TV channels and Indian TV programs in Bangladesh identifies the primary weak spots of Bangladeshi networks. Furthermore, this article aims to demonstrate the amount of viewer addiction to those programs, particularly Indian TV serials, as well as the reasons for their widespread popularity among people of all ages, genders, and educational levels. Furthermore, this article contends that our insatiable need for Indian TV serials will have a long-term impact on our norms, values, socialization process, social institutions, and, most importantly, our future generation. A study was conducted by Arshad Ali, Ammarah Khalid and Syed Ali Hassan (2014), through a survey adopting a questionnaire as a data collection instrument, it illustrates the "Impact of Indian dramas on language and attire of females of village Sehowal district Sialkot." It targeted 100 women between the ages of 16 and 30, who had watched cable television for at least two years. The respondent's consumption patterns, level of viewing, favourite channels, favorite viewing time, and remote control were all documented in the study. It compared the above criteria to the respondent's age group and marital status, as well as their demographic traits. The findings reveal that Indian media is attempting to instill their culture in our society; females, even in rural areas, prefer Indian clothing and utilize Hindi terminology. Intentionally or unintentionally, minor

modifications in the interaction pattern occur. Anjum Zia in 2007 investigated the “effects of cable television on the life patterns of women in Lahore, Pakistan” through survey using interviews schedule as a tool of data collection. It targeted 432 women between the ages of 18 and 40 who had watched cable television for at least two years. The respondent’s consumption patterns, level of viewing, favorite channels and programs, favorite watching time, remote control, and viewing limits were all noted in the study. It compared the above criteria to the respondent’s watching levels as well as their demographic profiles. It was confirmed that excessive viewing has an impact on women's homes and other activities, such as newspaper reading, going to the movies, food preparation and serving schedules, domestic or personal expenditures, and interactions with friends and family. They were more likely to accept the roles, cultures, and lifestyles of western and Indian women they saw on television. (Cheema, 2018).

Asghar Ali Shah, Farrukh Nazir, Muhammad Bilal Bhatti and Ameen Gillani (2016) identified a correlation between exposure to Indian primetime dramas on Geo, Hum, and Urdu-1 television channels and cultural adoption in India. The impacts of watching Indian primetime dramas on cognition, attitude, and conduct were also investigated. The survey was done with a sample of 300 respondents using the purposive sampling approach. The findings found that varying levels of viewing of Indian primetime dramas differed depending on the respondent’s education and age. The viewership of Indian primetime dramas has decreased as people's ages and education levels have risen. Furthermore, there were no behavioral effects of Indian prime-time dramas, but there were very low cognitive and attitudinal effects. The study found no evidence of cultural adoption through the viewing of Indian primetime shows. Zahid Yousaf, Arshad and Ammarah (2014) said that, In Pakistani society, cable television is quite important. When compared to other networks, individuals in Pakistan spend most of their time viewing Indian media. The purpose of this study is to determine the impact of Indian dramas on people's social interactions. As a result, the researcher chose a female age group of 16 to 35 years old from the village of Sehowal in Sialkot as the target demographic. Cultivation theory was chosen as a theoretical framework for studying the effects of television viewing on viewer’s attitudes and behavior. According to the findings of the study, respondent’s spare evening time, which was previously used for social and family bonding, is now spent in front of the cable television, particularly for Star Plus dramas. Gudipaty Nagamallika (2018) looked at the family as a unit, which is a common theme in most television dramas, as well as inter- and intra-family interactions and dramatic freedom to

overcome the constraints of a serial's life. The top 10 Hindi series (India's national language) in 2016 were subjected to ethnographic content analysis, with primary characters within families serving as the unit of analysis (according to the Broadcast Audience Research Council, India). It explains why upper-middle-class joint families are still the most popular institutions in television dramas, while women are still the dominant force in soap operas. The changing dynamics in contemporary Indian society are reflected in a shift in the importance of characteristics inside the family fold. The naturalization of "supernatural beings" in family series helped surpass the temporal and spatial constraints of a typical series, a development that reflects the global agenda. Dr. Shahid Jan & Muhammad Irshad (2014) explored the effects of cable television on female personalities. A total of 350 questionnaires were distributed to members of the Pakistani community, with 286 responses collected, 26 of which were incomplete or incorrectly filled. SPSS was used to examine the data, which was complete and accurate in every way.

The findings show that while cable television has a significant impact on society, it has had no impact on the viewer's domestic and social lives. However, cable television is regarded as the best source of information, including religious, other languages, fashion and style, and viewers learn about other cuisines recipes, fashion and design, which in turn increases expenditures and has a big influence on Pakistani female dressing and fashion style. The respondents acknowledge that cable television has a significant impact on marriage celebrations and that society is rapidly shifting from a traditional to a foreign culture-based mindset. Anum Fayyaz & Maryam Fatima explained how television affects young women. As a result, the study collected the respondent's viewing habits, favorite channels and programs, favored viewing times, and viewing limits. The study took place at Shamsabad, Rawalpindi. The study was qualitative in nature, and data was collected from a sample of 70 respondents chosen through convenient sampling using a semi-structured questionnaire. With the advancement and spread of multiple communication channels, Chi-Square analyses revealed that television has become the most influential type of media, serving as a source of information about the latest fashion trends as well as religious information, influencing women's lifestyles and cultural practices in our society. A study was conducted by Arshad Ali, Anam Nawaz and Syed Ali Hassan (2014), It demonstrates how women's exposure to electronic media affects their acceptance of modern lifestyles. The impact of cable/TV on modern lifestyles was also investigated by the researchers. Electronic media is a powerful weapon for influencing people's perspectives, outlooks, attitudes, and interests. This research

aims to highlight the role of electronic media and its impact on women's thinking, as well as the context in which it operates. The cultivation hypothesis was applied by the researchers, and data was collected through face-to-face interviews. The findings show that electronic media has a significant impact on the modern lifestyle of women who are exposed to electronic media in their everyday lives and who watch cable/TV.

All of these studies are carried out in various nations throughout the world. The researchers demonstrated the impact of Indian serials on people in their most previous research. Some of them avoided discussing the effects of Indian serials on culture, social system, language, family, lifestyle, personality, and other factors. Some researchers showed the negative consequences of watching Indian serials on people, not just youth, as well as some other researchers revealed the impacts of watching Indian serials on specific genders, like women. In Bangladesh, Indian series are like a silent poison to the public. Only a few studies on Indian serials have been undertaken by Bangladeshi researchers, and the majority of their research papers have focused only on the consequences of Indian serials on Bangladeshi culture and society. Furthermore, not only in Khulna, but also across Bangladesh, no previous research on this topic has been conducted. These are the gaps in the previous literature when compared to the current research, which is why this study will be undertaken in Bangladesh and data collected from female students at Khulna University between the ages of 18 and 25.

METHODOLOGY

Qualitative research approach has been followed in this study. Qualitative research is crucial for getting a complete picture of this study because it allows for in-depth and additional probing and questioning of respondents based on their responses, where the researcher also seeks to understand their purpose and feelings. According to the research problem, this study needs evidence based research & practice and it has been collected by conducting in-depth interviews. In-depth interviews are beneficial for every in-depth analysis.

Study Area: Khulna University students are included in the area of study. This study area was selected purposefully. The reason behind the selection of the study area was that there has been very limited and very limited knowledge about the tendencies of watching Indian serials on female students in these areas. Because the researcher is a student at Khulna University, this is close at hand. Visiting different places is quite tough and expensive to collect information.

Sample Size: Data has been collected from 100 female students at Khulna University to make the study easier to cover and analyze. This is the sample size of this research study.

Unit of Analysis: To specify the sample respondents, some criteria are identified as:

(i) The respondents must have the age of 18 to 25.

(ii) The respondents must watch Indian TV serials.

Sampling:

This research has been conducted through in-depth interviews. According to purposive sampling, a sort of nonprobability sample, the researcher chose the Khulna University area for the interview. To have prior knowledge about the tendency to watch Indian serials, the researcher require this sampling method. Researcher use purposive sampling to choose eligible participants. Khulna University has a total of 2425 female students. SET school, Life Science school, MBA school, Social Science school, Arts and Humanities school, School of Law, Fine Arts school, and Education school are among the subgroups in this population. At this stage, from every school, 10 to 15 students have been selected purposely as a sample from the population.

Method of Data Collection: An in-depth interview is the method that has been used to collect a large amount of data within a short time. It plays the most essential role in a qualitative research technique. An in-depth interview is a very comfortable data collection tool and technique for both the interviewer and the interviewee. An in-depth interview and a questionnaire method were employed in this research because of the nature of this study, which necessitates an in-depth interview in order to conduct it with greater objectivity and logic.

RESULT AND DISCUSSION

It has been discussed the findings of the in depth interviews, which were carried out with 100 samples (at least 10 samples from every school, who were purposively selected) from Khulna university. On average, each participant (female student of Khulna University) was asked 39 questions in both English and Bangla. After writing the answers in a form, the answers are transformed into English.

Table 1: *Characteristics of the Samples*

	Gender	Female	
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Respondents	Age	18 - 25	100%
	Occupation	Student	

Tendency to Watch Indian TV Serials among the Respondents: Findings of the study show the tendencies of watching Indian TV serials among the respondents. Majority of the respondents (89 percent) watch Indian TV serials daily and 11 percent watches occasionally. The same response of the respondent is also presented in Pie chart (figure1.1) for easy understanding. A respondent of 21 year’s old said that, “It’s my daily routine to watch Hindi serials at 7.30 pm to 9.00 pm”. A respondent from Law school also mentioned, “Barrister Babu serial is my current favorite. Their storyline, acting skills, costumes of the characters are just mind blowing. I am not only a regular viewer but also a serious fan of this Indian TV serial”. One of the respondents from Print Making Discipline said, “It feels very lonely after dusk. Then I went to the TV room of my hall. Time goes by hour after hour, I don’t even notice”.

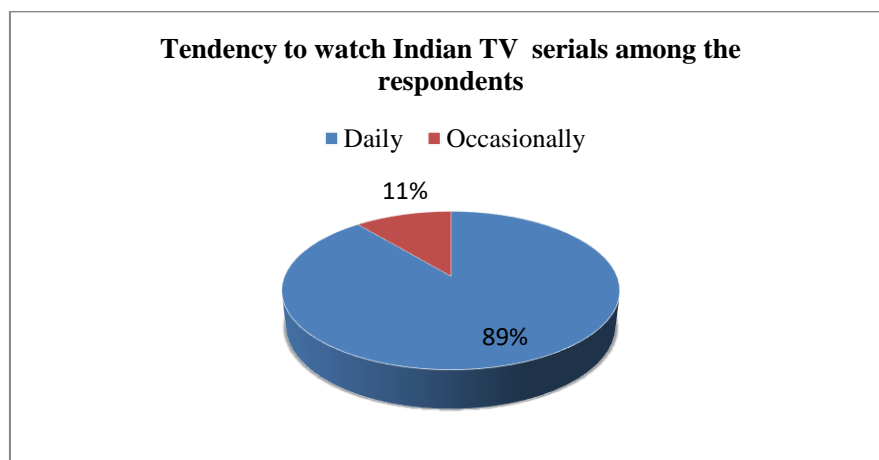


Figure 1: Tendency to watch Indian TV serials

Reasons Behind Watching Indian TV Serials: Table 2 shows that, among 100 respondents, majority of them (32 percent) started watching Indian TV serials because of entertainment, 25 percent started watching for fashion and jewlleries, 16 percent for time pass, 15 percent for high quality and good content and other 12 percent of them started watching Indian TV serials for their storyline. A respondent from sociology discipline said that, "undoubtedly watching Indian TV serials are the best way for entertainment and time pass". A respondent from history and civilization discipline mentioned, "Indian technology, their production

quality, storyline, HD look are highly satisfying that i like most in those serials". The result of the respondent is given in the graph.

Table 2: Reasons behind watching Indian TV serials

Category	Frequency
Entertainment	32
Fashion and jewelleryes	25
Time pass	16
High quality and good content	15
Story	12

Reasons for Watching a Specific Indian TV Serial among the Respondents:

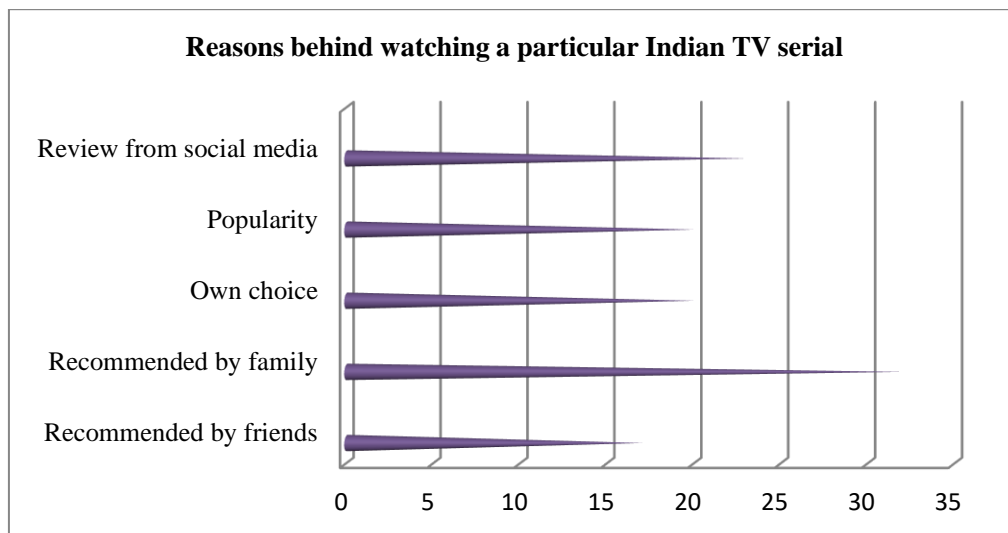


Figure 2: Reasons behind watching specific Indian TV serial

Figure 2 shows that, among 100 respondents, 17 respondents watch Indian serials based on the recommendation by their friends, 32 respondents watch Indian serials based on the recommendation by their family, 20 respondents watch Indian serials based on their own choice, 20 respondents watch Indian serials based on the popularity and 23 respondents watch Indian serials based on the review from social media. A respondent from Economics Discipline referred that, “Our mother is the best source to know about how popular a particular Indian serial is”. Bar chart also reflects the results.

Distribution of Respondents on The Basis of the Most Favorite Indian TV Serials Category:

Figure 3 shows the respondent’s most favorite Indian TV serial category. Among 100

respondents, majority of them (33 percent) ranked “Thriller” category as No. 1, 19 percent of the respondents ranked “Romance” category as No. 1, 17 percent of the respondents ranked “Horror/ Fantasy” category as No. 1, 11 percent of the respondents ranked “Action” category as No. 1, 11 percent of the respondents ranked “Comedy” category as No. 1 and other 09 percent of the respondents ranked “Drama” category as No. 1.

Table 3: Respondent’s favorite Indian TV serials category

Category	Rank
Thriller	33% of the respondents ranked this category as No. 1
Romance	19% of the respondents ranked this category as No. 1
Horror/ Fantasy	17% of the respondents ranked this category as No. 1
Action	11% of the respondents ranked this category as No. 1
Comedy	11% of the respondents ranked this category as No. 1
Drama	09% of the respondents ranked this category as No. 1

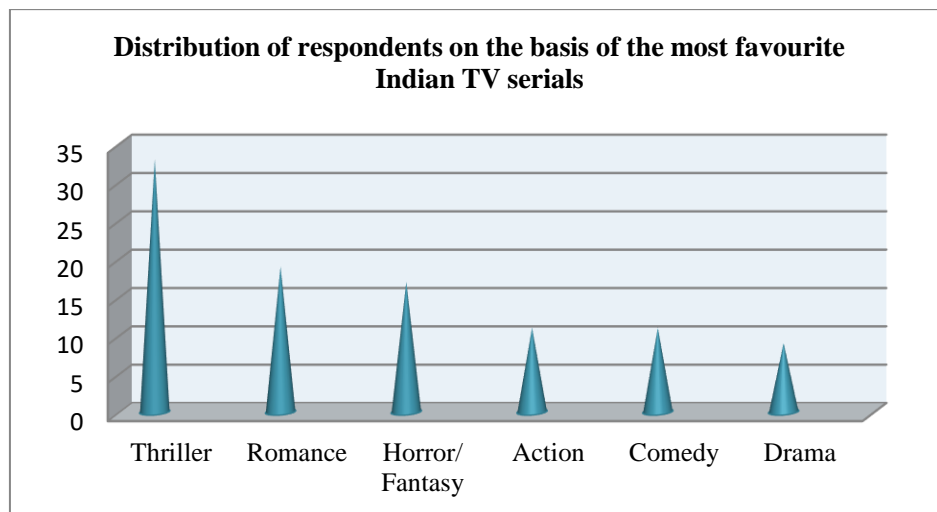


Figure 3: Respondent’s favorite Indian TV serials category

A respondent of 22 year’s old told that, “Most of the Indian TV serials are based on romantic stories. This is why the number of thriller type Indian serials is a little less which is very disappointing for an audience like me”. A respondent from Mass Communication and Journalism mentioned, “The main story of a horror or fantasy type serial is a little different from the usual serials, so the popularity of this category of serials is also increasing day by day”. The same response of the respondent is also presented in column chart (figure 1.7) for easy understanding.

Respondent’s Response to Bangladeshi TV Serials:

Table 4 shows that, in response to the question about watching Bangladeshi TV serials, only 09 percent of the respondents replied as yes and majority (91 percent) of the respondents replied as no. Among 91 percent of the respondents, 19 percent of them don’t watch Bangladeshi TV serials because of poor quality, 28 percent of them for less attractive, 20 percent for copy paste formula and 24 percent of the respondents don’t watch Bangladeshi TV serials because of more advertisement.

Table 4: *Distribution of respondents based on watching Bangladeshi TV serials*

Category	Frequency	
Yes	09	
No	91	
	Poor quality	19
	Less attractive	28
	Copy formula	20
	Extra advertisements	24

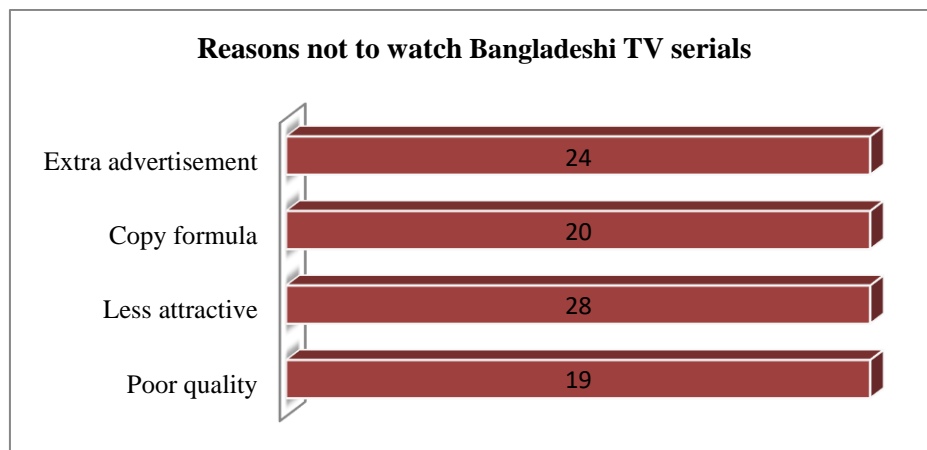


Figure 4: Reasons not to watch Bangladeshi TV serials (among 91 respondents)

One of the respondents from Development Studies said, “I laugh a lot when I see the story of a Bangladeshi serial or the performance of a hero or heroine”. One of the respondents from Forestry and Wood Technology discipline mentioned, “None of the Bangladeshi TV serials seemed attractive to me”. A respondent from history and civilization discipline mentioned, “I watched some TV serials in Bangladesh for a few days like Alpo sholpo golpo, Digbaji etc

from Channel I television channel. After watching the first two to three episodes, I no longer wanted to watch these serials. Compared to Indian serial, the performance of the hero and heroine of the Bangladeshi TV serial is negligible. Actually, their performance seems artificial to me”.

Distribution of Respondents on the Basis of the Reason They Prefer Watching Indian TV Serials: Figure 5 shows that, Among 100 respondents, 19 percent of the respondents prefer Indian TV serials because of good quality. 16 percent of the respondents prefer Indian TV serials to pass quality time, 15 percent of the respondents prefer for unique content, 14 percent of the respondents prefer for showing real life struggles, 11 percent of the respondents prefer for using modern technology in serial making, 09 percent of the respondents prefer for Starting programs in scheduled time, 09 percent of the respondents prefer for motivational message and 07 percent of the respondents prefer Indian TV serials because of fixed advertising time.

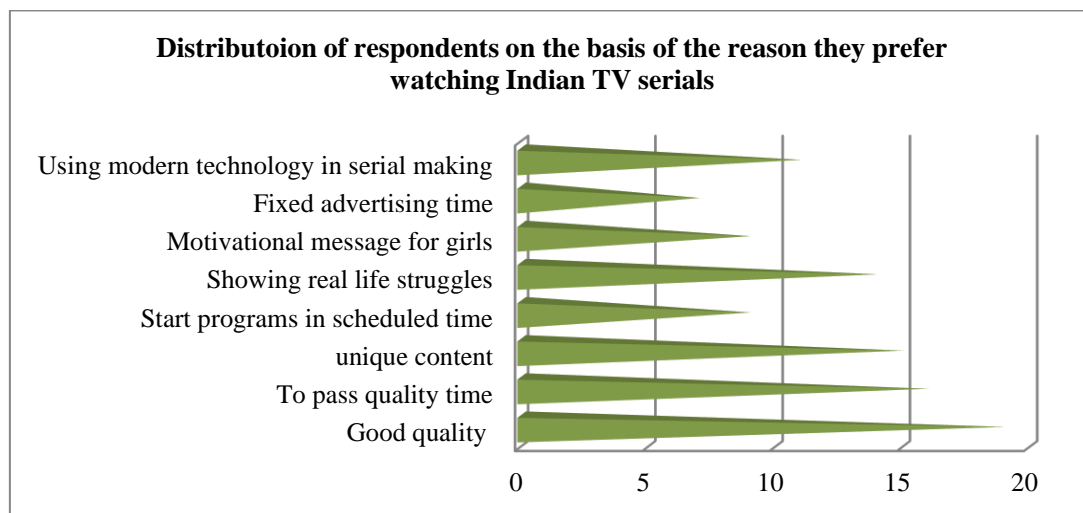


Figure 5: Reasons to watch Indian TV serials

A respondent from Soil, Water and Environment discipline referred, “Indian serials should be seen to keep pace with new fashions and trends”. One of the respondents from History and Civilization discipline mentioned, “I always prefer Indian thriller serials to people. Watching such serials also gives a little exercise to the brain”. Moreover the result is also display in Bar chart.

In this study, majority of the respondents (89%) watch Indian TV serials daily and 11% watches occasionally because of entertainment, fashion and jewelleryes, time pass, high

quality and good story content. Among them 29% started watching Indian TV serials from last 2-3 years, 21% started watching from last 3-4 years, 17% started watching from less than 1 year, 17% respondents from more than 4 years and 16% respondents started watching Indian TV serials from last 1-2 years respectively.

Finding of the study reveals that, 18 respondents watch Star Plus, 19 respondents watch Z Bangla and 06 respondents watch their favorite serials on other channels where majority of them (48%) spend 1-2 hours, 39% spend less than 1 hour, 10% spend 2-3 hours and only 3% respondents spend 3-4 hours on watching Indian TV serials and majority of the respondents (32%) watch these serials based on the recommendation by their family.

According to data, 33% of the respondents rank “Thriller” category as no. 1, 19% of the respondents rank “Romance” category as no. 1, 17% of the respondents rank “Horror/Fantasy” category as no. 1, 11% of the respondents rank “Action” category as no. 1, 11% of the respondents rank “Comedy” category as no. 1 and other 09% of the respondents rank “Drama” category as no. 1.

According to in-depth interview data, only 09% of the respondents watch Bangladeshi TV serials whereas majority (91%) of the respondents don't. Among 91% of the respondents, 19% of them don't watch Bangladeshi TV serials because of poor quality, 28% for less attractive, 20% for copy paste formula and 24% for more advertisement. Among them, 61% of the respondents understand Indian language fluently whereas 92% of the respondents confirm that they learn Indian language by watching Indian TV serials.

Finding of the study reveals that, 51% of the respondents agree with the question that Indian TV serials influence their lifestyle. 34% of them agree that Indian TV serials influence their perceptions regarding social world. Only 1% of the respondents disagree to the point it affects our own language whereas 57% of the respondents strongly agree that it shapes our Bangladeshi culture and fashion. 39% of the respondents are neutral with the question that Indian TV serials have negative consequences on their mental health. 17% of them disagree to the question that Indian TV serials push them to change their physical appearance and 51% of the respondents agree that it affects their educational performance.

In this study, 37% of the respondents consider Indian characters as their role models because of so many reasons including their brevity, smartness, acting skills, intelligence, perfect lifestyle and many more. 53% of the respondents sometimes love to follow Indian actress's

lifestyle as well as majority (89%) of them confirm that Indian TV serials is the best source of information for designs and fashion trends.

According to data, 58% of the respondents prefer night to watch Indian TV serials. Among 100 respondents, majority (66%) of the respondents prefer Indian TV serials more than other entertainment shows whereas 34% of the respondents prefer other entertainment shows as well. 50% of the respondents agree that, Indian TV serials have a partial impact on the change in their attitudes. 77% of the respondents agree that Indian TV serials show sexual contents more often and in response to the question that 'does it bother you?' among them (who said Indian TV serials show sexual contents more often), 28 respondents reply as 'Yes' and 49 respondents reply as 'No'.

Finding of the study reveals that, 79% of the respondents agree that at the event of marriage the tendency to perform Indian rituals in addition to Bangladeshi traditions is increasing. After asking the question that, 'do you think Indian TV serials should be produced more?' Majority (61%) of the respondents reply as 'Yes', 39% reply as 'maybe' and interestingly none of any respondents reply as 'No'.

DISCUSSION

This paper attempts to explore female student's exposure to Indian TV serials and the influence of Indian TV serials on their lifestyles. According to the findings, the consequences take various forms, including how these Indian TV shows are changing their lifestyle, how it influences female students towards relationship, how it shapes their psychological factors, cognitive, attitudinal and behavioral factors, and how Indian TV serials are changing the perceptions of female students regarding social world, their language and interaction patterns as well. In order to examine the objectives, the data has been collected from female students of Khulna University of Bangladesh. To collect data, 100 in-depth interviews have been taken from 100 samples.

Cultivation theory states that, the more time people spend in the virtual world, the more they feel social reality corresponds to the reality shown on television (Foster et al., 1979) According to the theory, people can copy and learn things simply by seeing other people's attitudes and behaviors. People are clearly socialized by television, and this has an impact on the general population and their institutions (Morgan and Shanahan 2010). They also noticed that the subjects in their research would claim ownership of the on-screen behaviors. As a result, their lifestyle and family institutional experiences are drastically altered. Many people

would go insane over this story because it has such an impact on their personal, family, and socioeconomic lives. Furthermore, the social learning theory suggests that, from a social learning theory perspective, children and adolescents should emphasize imitative performance of vicariously reinforced consumption stimuli (Atkinson, 1976).

A large number of the respondents agree that, watching Indian TV serials has brought a big change in everything from their food habit to speaking style, dress up, fashion and jewellery, thinking style and so on. They are changing subconsciously or consciously and many of them are happy with these changes. A huge number of them think that, such changes are right to maintain the standard of society. Almost one third of the respondent first choice of genre is “Thriller”. They prefer television as the platform to watch Indian serials. More than half of respondents are involved in family conflicts because of watching these serials.

In this study, half of the respondents agree that Indian TV serials influence their lifestyle where one fourth of the respondents strongly agree and 15% of the respondents are neutral to this point of view. Very few participants do not agree that Indian TV serials influence their lifestyle. The study reveals that, one third of the respondents simultaneously agree and neutral with the statement that, Indian TV serials influence their perceptions regarding social world where 19% of the respondents are strongly agree and 12% of the respondents are strongly disagree to this point of view.

Conspiracies, feuds, family politics, family violence, retribution, love and relationships, tensions between mother-in-law and daughter-in-law, suspicions, extramarital affairs, blackmail, and other phenomena are common themes in Hindi serials. These phenomena may be found in almost all serials, regardless of the content. The majority of hindi serials have female protagonists. The stories revolve around a woman's life, her family, her experiences as a victim, her fights, and her challenges. These serials have a greater emphasis on emotional aspects of life than on practical aspects of existence. According to Shamsheer (2016), In Hindi daily soaps, being in love with the other sex without being married is a regular scenario. They can do anything to win the love of their opposite partner. They assign a lower value to their parents love and devotion.

In this study, a huge number of the participants also think that Indian TV serials sometimes influence illicit relationship. It spreads the flavor of sexuality as well. These TV serials are consisted of extra marital relationship, pre-marital relationship, stir up sexual behavior, falling love with husband's or wife's friend, uncontrolled sex life, eve teasing, adultery in the

name of friendship, sexual harassment and so many dirty things which is not allowed in our society. Almost half (48%) of the respondents agree and 40% of the respondents strongly agree that Indian TV serials jeopardize Bangladeshi language. In this study, more than half (57%) of the respondents strongly agree that Indian TV serials jeopardize Bangladeshi fashion and cultures and no one disagree with this statement.

A large number of the participants are neutral to this statement that Indian TV serials cause mental sickness where 20% of the respondents agree and 12% of the respondents strongly agree to this point of view. Some of them think that, sometimes the cause of depression is Indian TV serials. 27% of the respondents agree and 15% of the respondents strongly agree that Indian TV serials change their physical appearance. Almost one third of the respondents are neutral with this statement. A large number of the participants agree that Indian TV serials badly jeopardize their educational performance where 15% of them are neutral and only 3% of them disagree to this point of view.

Shaharior Rahman Razu, Noshin Yeasmin and Sheikh Shareeful Islam (2018) stated that, In order to figure out why Bangladeshis watch Indian TV shows, we discovered that there is a severe lack of quality programs in Bangladesh, as well as a lack of competent and qualified artists, directors, and producers. And, as a result of the lengthy advertising, no show is engaging, and they are frequently subpar. On the other hand, Indian series, on the other hand, are more fun to watch since they are of higher quality due to their larger market, higher-class artists, and a larger production business that delivers original content. Many people believe that Indian TV serials are more life-oriented than Bangladeshi TV drama serials because they depict the ups and downs of life in a more vivid way. Furthermore, many people argue that Bangladeshi TV serials have more advertising and transmission timing concerns, leading them to choose Indian TV serials.

Most of the respondents prefer Indian TV serials more than other entertainment shows and they want to increase the production as well. They enjoy these serials and imitate the lifestyle depicted in these serials which is undermining Bangladeshi culture. Increasing use of internet, smartphones, computer, laptops, tablets etc. are making them more addicted. The acceptance of Indian TV serial is rising day by day along with its audience.

Limitations

Everything has its own set of constraints; this study is likewise similar. There were numerous restrictions that the researcher encountered after beginning the research project. These restrictions are listed below.

1. Time is the main constraint of this research study. It is too difficult for the researcher to complete the research within a limited time.
2. Money is also a major constraint in this study because there is no financing and the entire expense is carried by personal.
3. This research is confined to the female students of Khulna University. Research area is very limited. From the total perspective of the country, the result of this research might be different.
4. Another constraint of this research is the lack of cooperativeness of the respondents.
5. The sample size is low in this research study, with big sample size the result might be different.
6. There is a lot of academic pressure, which makes it difficult to finish the research.
7. Research in the time of coronavirus is also the big constraint for the researcher.
8. Insufficient experience, which is a major stumbling block in conducting the research.
9. In this chapter, it has been discussed the summery of the overall research base on the findings of study. Researcher has also provided some recommendations to the readers based on which actions can be taken in order to improve the current situation.

CONCLUSION

The result of this study indicates that female students are highly influenced by Indian TV serials. Because they pay more attention and time to Indian TV serials instead of other activates. Various types of undesirable habits, such as scolding, smoking, drinking, violence, and so on, are rapidly spreading among them. This is something that the Bangladeshi viewers should be aware of. When people are exposed to Indian serials that reflect their culture, festivals, and even many negative aspects, they feel compelled to mimic them, whether consciously or subconsciously. As a result, the Bangladeshi public should be informed that due to the influence of Indian serials, our society, norms, values, and traditions are changing. And the shift in pattern is so dramatic that it concerns us (Mehnaz, 2016). However, it is not like all Indian TV serials send a negative message to the audience. There are only a handful

of Indian TV serials whose content is relatively different but the main themes are always the same, which is completely contrary to the conventional customs of Bangladesh. Those female students who watch Indian TV serials daily perceive the content very fast, which is against the culture, norms, and values of our society. Among them, aggression, obesity, inferiority complex, eye disorders, and depression are commonly seen. The long-term consequences of Indian TV series are influencing the beliefs, attitudes, and judgments of female students at Khulna University, and the effects are clearly visible in their lifestyle. Finally, it is obvious through study analysis that awareness has to be raised about the effects of Indian TV series on Bangladeshi tradition, culture, rituals, dressing, food habits, language, traditional celebrations, family, society, and religion.

In order to stop imposing cultural intrusion that affecting our prolonged enriched tradition and culture, some initiatives are indispensably needed to accomplish such as:

1. Indian TV serials should focus on educative and praiseworthy issues instead of conveying negative message.
2. The programs should not be telecasted which is harmful to our people and hazardous for Bangladeshi culture.
3. The content of Bangladeshi TV serials should be made more attractive through which Bangladeshi viewers are less attracted towards Indian TV serials and give more prominence to Bangladeshi TV channels.
4. The majority of guardians, particularly mothers, enjoy watching Indian television dramas. As a result, youngsters are drawn to Indian TV series at an early age and begin to be afflicted after a period of time. Guardians should avoid these TV serials and instead watch educational networks like BBC, CNN, and Discovery with their children and other family members.
5. Bangladesh needs to create more awareness on the long term effects of Indian TV serials as well as make viewers realize that India and Bangladesh are two separate countries. From their family social system, norms, values are all different
6. Besides watching these serials, audiences are more inclined towards Indian products than Bangladeshi products by watching Indian advertisements. That's why Bangladeshi traders are now giving more importance to sell Indian products as well. The government should take initiatives in this concern.

7. The people of Bangladesh also need to be much more aware. They should have to focus on their own country, country's culture, customs, language and have to be determined not to let the programs affect their lives in any way.
8. Every citizen of Bangladesh from lower class to high profile citizen, models, politicians, artists should promote Bangladesh lifestyle and culture.

The Indian TV serial is one of Bangladesh's most popular attractions. Indian TV serials have a huge following in this country, ranging from young children to the elderly. They are captivated by the storyline and are subtly affected without even realizing it. Bangladesh's people may soon lose their identity if no action is taken.

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