

# An attitude survey of crime programmes on kannada news channel

[Media](#), [Television](#)



An attitude survey of crime programmes on Kannada News channel

Submitted by: Prashanth. V Register no: 10pubc2006 In the partial fulfillment

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Communication 2010 — 2012 ACHARYA INSTITUTE OF GRADUATE STUDIES

HESARGHATA MAIN ROAD, SOLDEVANAHALLI BANGALORE-90 DECLARATION

I, Prashanth. V A hereby declare that this project report is prepared by me

based on an original study and research conducted by me under the

guidance of Mrs. Sanchita Mukeerjee, Head Department of Mass

Communication, Acharya Institute Of Graduate Studies I further declare that

this research has not been submitted to any other University or Institution

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the award of degree of Masters of Science in Mass Communication from the

Bangalore University during the session 2010-2012. The Masters Dissertation

has been approved by me as it satisfies the academic requirements of the

subject. Signature of the guide Signature of HOD Mrs. Sanchita Mukeerjee

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INTRODUCTION | 7-21 | 2 | REVIEW OF LITERATURE | 22- 34 | 3 |

METHODOLOGY | 35-41 | 4 | DATA ANALYSIS | 42-77 | 5 | CONCLUSION | 78-81 | 6 | APPENDIX (QUESTIONNAIRE) | 82-86 | 7 | BIBLOGRAPHY | 87-89 |

Content List: CHAPTER I -INTRODUCTION- Introduction In today's world, television has turn out to be one of the most influential means of Mass Communication. It can impart education, information and entertainment. Television has become a vital part of our lives. Television has both positive and negative domino effect. On the positive front, television can be an excellent teacher. Television can also be used as an excellent medium for mass education. Television can also open up new horizons for us. We can access information about what is happening in a distant country like Africa or Antarctica by Just a click of the remote. Television can also be used to create awareness about various issues like environmental pollution and global

warming. Television can also provide Entertainment and can be used as a tool for relaxation. The implication of my research decided to study the perception of the Media students, about the crime news presented in news channel and what significant impact it creates on the society. The ways in which the news media collect, sort, and contextualize crime reports help to shape public consciousness regarding which conditions need to be seen as urgent problems, what kinds of problems they represent, and, by implication, how they should be resolved. While much attention has been focused on the ways in which media attention to crime influences the fear of crime, it is likely that the most significant effects of media reporting are broadly ideological rather than narrowly attitudinal. By restricting the terms of discussion, the news media facilitate the marginalization of challenging views regarding crime and its solution. The 24hours TV News channels who not only carried the news as shocking information but presented the story as a sensational, thrilling and exhilarating one both in its nature and in terms of visuals. But closer examination reveals that on one hand, there are those who blame media violence for societal violence and want to censor violent content to protect children. On the other hand are those who see regulation as the slippery slope to censorship or a smokescreen hiding the root causes of violence in society. Therefore to gaze into the Emergence of Television has to look back to the history of Television. Television came into being based on the inventions and discoveries of many men and scientists. The 'first' generation of television sets was not entirely electronic. The display (TV screen) had a small motor with a spinning disc and a neon lamp, which worked together to give a blurry reddish-orange picture about half the size of

a business card! The period before 1935 is called the " Mechanical Television Era". This type of television is not compatible with today's fully-electronic television system. Later in January 23, 1926, John Logie Baird (of Scotland) gave the world's first public demonstration of a mechanical television apparatus to approximately 40 members of the Royal Institution at his laboratory on Frith Street. These were images of living human faces, not outlines or silhouettes, with complete tonal gradations of light and shade. British Broadcasting Corporation (BBC) of Britain began the first television service in 1936, the world's oldest television Broadcaster. By 1939, television broadcasts began in the United States also. These Two countries were clearly ahead in the race. Other countries began television broadcasting on a wide scale only by the 1950s. Though the Second World War Slowed down the rapid development of the new medium, the post war years made Up for it. We have seen how television came into existence. However, early television was quite primitive. The Limitations of the early camera forced the actors and anchors to work with impossibly hot lights. The early television broadcasts were all black and white. The first successful Programme in color was transmitted by Columbia Broadcasting System (CBS) In USA in 1953. The television set became one of the important mediums of Entertainment with the advent of several popular shows. Television gradually matured as a medium during the next two decades. From being " radio with pictures" it acquired a unique style of its own. As a result of this, this phase is often called the " golden age" of television. 1. 1 Television in India Television broadcasts started in India under All India Radio (AIR). Television began in India on 15th September 1959 as an experiment. There were only two one-

hour programmes a week, each of one hour duration. All India Radio handled these initial broadcasts. The early programmes on these experimental broadcasts were generally educational Programmes for school children and farmers. Several community television sets were set up in Delhi's rural areas and schools around Delhi for the dissemination of these programmes. By the 1970s, television centers were opened in other parts of the country also. In 1976, Doordarshan, which was All India Radio's television arm until then became a separate department. 1976- Doordarshan became a separate department independent of all India radio (AIR). Several community television Sets were distributed as a part of one of the important landmarks in the history of Indian television, the Satellite Instructional Television Experiment (SITE). It was conducted between August 1975 and July 1976. Under this programme, the Indian Government used the American satellite ATS-6 to broadcast educational programmes. Television in India to Indian villages, six states was selected for this experiment and television sets were distributed in these states. In the period 1975-1976, SATELLITE INSTRUCTIONAL TELEVISION EXPERIMENT (SITE). SITE was an important step taken by India to use television for development. The programmes were mainly produced by Doordarshan which was then a part Of AIR. The telecasts happened twice a day, in the morning and evening. Other Than agricultural information, health and family planning were the other important Topics dealt with in these programmes. Entertainment was also included in these Telecasts in the form of dance, music, drama, folk and rural art forms. A major milestone in the history of Indian television was the coverage of the Ninth Asian Games in 1982. Doordarshan provided national coverage for the

first time through the satellite INSAT 1A. Also, for the first time, the transmission was in Color. In addition to the domestic transmission, Doordarshan was also providing Content for the broadcasters of many other countries. After 1982, there was a huge increase in the live coverage of sports by Doordarshan. 1982- Doordarshan provided national coverage for the first time through the satellite INSAT 1A. By 1983, government sanctioned a huge expansion of Doordarshan. Several new Transmitters were set up throughout the country. Thus towards the end of 80s around 75 per cent of the population could be covered by the transmitters. Many of the programmes of Doordarshan like Hum Log, Buniyaad and Nukkad were immensely popular. In 1983- Government sanctions huge expansion of doordarshan in 1997, Prasar Bharati, a statutory autonomous body was established. Doordarshan along with AIR was converted into government corporations under Prasar Bharati. The Prasar Bharati Corporation was established to serve as the Public service broadcaster of the country which would achieve its objectives Through AIR and DD. This was a step towards greater autonomy for Doordarshan and AIR. However, Prasar Bharati has not succeeded in shielding Doordarshan from government control. 1997- Establishment of prasar bharati Gyandarshan, the educational channel of Doordarshan. Today, about 90 per cent of the Indian population can receive Television in India Doordarshan programmes through its network. From its humble beginning as a Part of All India Radio, Doordarshan has grown into a major television broadcaster with around 30 channels. This includes Regional Language Satellite Channels, State Networks, International Channel and All India Channels like DD National, DD News, DD Sports, DD Gyandarshan, DD

Bharati, Lok Sabha Channel and DD Urdu. 1. 2 New trends in television

Television content can be delivered in a variety of ways. It can be distributed through terrestrial transmission. In this system, an antenna connected to the Television viewer is used to receive the signals telecast by the broadcaster's Transmitter. This is the traditional method of television broadcast. Other methods of delivery include distribution through cable networks and direct broadcast Satellite. The cable distribution in India can be seen as a chain which Begins with the signal sent by the broadcaster to the cable operator. The cable Operators then relay these signals to our homes. There are free to air channels and Pay channels. For the free to air channels, the broadcaster does not charge the Cable operator. Examples of free to air channels include Aaj Tak, Sahara and Times Now. Pay channels like Sony and Star Plus charge a certain amount of Money per subscriber per month. Another interesting technology is Internet Protocol Television (IPTV) which allows you to watch television on computers and mobile phones. This allows the Consumers to watch television, record programmes and share their experiences with their friends with the help of an internet connection and a set top box provided for the purpose. Under this system, a cell phone can be used to schedule the Recording of a programme. This will offer the consumers greater choice, control and convenience. Many of the major Indian channels provide video clips of their Programmes through their websites. Internet or new media has opened a whole new world of Communication. This newer medium has created a challenge for television. New media allows greater audience participation. Television has invented its own ways to meet the challenges Put forward by internet. Audience backed shows where the audience decides



the Winner is an example. Reality television is another new trend. like ' Indian Idol', ' Big Boss' and ' Sa Re Ga Ma Pa'? They are examples of reality Television. Thus, in this age of internet, television has been constantly reinventing itself as a Medium. The new delivery platforms are steps in that direction. One of the Disadvantages of television as a medium is delayed feedback. On the other hand, Internet is all about interactivity. So to cope up with this, television has begun to Package its content as well as delivery in an interactive manner.

### 1.3 Emergence of private television channels

The introduction of communication satellites has improved the situation greatly. Star TV, Aaj Tak, NDTV, Zee etc are a few of the many television channels available to us today. In the earlier days, Doordarshan had a monopoly as it was the only channel available to the Indian television audience. This changed in the 1990s with the arrival of private channels. The coverage of the Gulf War by the American news channel, Cable News Network (CNN) propelled the arrival of satellite television in India. Satellite dishes were used to catch the CNN signals and cable operators took to satellite broadcasting immediately. Hong Kong based STAR (Satellite Television Asian Region) entered into an Agreement with an Indian company and Zee TV was born. It became the First privately owned Hindi satellite channel of India. The agreement between STAR and Zee did not last long. But the Indian television audience was waiting for a shift from the monopoly of Doordarshan and soon a number of private channels emerged. The Supreme Court ruling of 1995 which stated that the airwaves are not the Monopoly of the Indian government boosted their growth. Several regional channels also came into being during this period. Sun TV (Tamil), Asianet (Malayalam) and E-nadu TV

were a few of them. Today almost all major Indian languages have Television channels in them. Apart from the regional channels, a host of international channels like CNN, BBC and Discovery are also available to the Indian television audience. With different Categories of channels like 24 hour news channels, religious channels, cartoon Channels and movie channels, there is something for everyone to watch. Watching violent programmes have been linked with Aggression in both adults and children. These programmes have been found to Cause more adverse effects on children who have experienced violence, poverty or neglect in their lives. Thus, television in itself is neither good nor bad. It is just another medium of Communication. The positive and negative effects depend upon how we use the Medium.

#### 1. 4 Program Format and Emerging Changes

It is now almost a decade and a half since international satellite services were first seen via cable to the home in India, inaugurating an era of the profusion of private channels in a society that had previously only known a government-controlled national broadcasting network, Doordarshan. The old Doordarshan ('DD') was notorious for its worthy but dull programming, and for being very much an instrument of the government of the day. It was also very conservative of traditional values, especially where sexuality and bodily display were concerned — not even a kiss could be seen on screen. (Sinclair, 2005) In such a climate, small-scale cable operators found there were a ready demand for international satellite services, notably CNN with the onset of the first Gulf War, then the entertainment channels STAR TV in 1991, and especially, the Indian channel Zee TV in 1992. While the advent of *The Bold and the Beautiful* and *Baywatch* on STAR provoked a public debate about 'cultural invasion', the

greatest impact of the subsequent opening up of the television market has been to stimulate the growth of Indian channels, in which Zee has been the leading light. Zee TV is the most popular of the Indian-owned cable services. It is vertically integrated with Zee Telefilms, which produces programs for the Zee television channels. Zee also has a cable distribution arm, Siticable, which is India's largest MSO. At the international level, Zee has developed services for diasporic Indian communities in the UK, US, Africa, and the Pacific. Within India, as well as an education channel, Channel ZED, and four music and film channels in Hindi, there are channels in other South Asian languages (Bengali, Urdu, Gujarati, Telugu, and Punjabi), and also English. (John Sinclair; University of Melbourne; 2005) Doordarshan's the first telecast was on Sept 15, 1959 in New Delhi. After a gap of about 13 years, second television station was established in Bombay in 1972 and by 1975 there were five more television stations at Shrinagar (Kashmir), Amritsar (Punjab), Calcutta, Madras and Lucknow. For many years the transmission was mainly in black & white. Earlier program format in India was Programme of Music, News, Health, Programme of Dance and few soap opera related to social, health and economic Problems. By just reading the DD program list of 1980s and 90s, we can understand the importance was given to Indian culture, music, harmony, customs, and ethnicity. Program related to health, education, awareness, agriculture occupied the major importance. The shift from the routine list took place after invading of private channels, which not just studied the interest of the people and also the emerging need of the society. Presently the programs are structured and designed involving the people and where almost majority programs are in search of talent and show

casting the reality of the society (Donald Wallace, 2002). 1. 5 liberalization of television In fact, one of the most unexpected effects of the liberalization of television in India is how it has contributed to the rapid growth of channels in languages other than Hindi. Although sometimes referred to as ‘ minority’ languages in comparison to India’s 337 million Hindi speakers, or ‘ regional’ or ‘ local’ rather than ‘ national’ languages, several of them have tens of millions of speakers, such as Bengali with almost 70 million, or Tamil with 53 million.(Sinclair, 2005) Significantly, most of the services are available not just in the region where each of the languages is spoken, but on a national, and sometimes (as with Zee and DD-India) an international basis. They are thus able to serve the diasporic populations inhabiting the geolinguistic regions they cover on a global basis. Of the satellite-to-cable (‘ C&S’) channels transmitting in the regional languages, Sun TV has been at the forefront with its service in Tamil, one of the distinct languages and cultures of southern India. SunTV is now one of a diversified network of channels in the languages of the south. There is also Asianet, the Malayalam service out of the state of Kerala, and Eenadu, broadcasting at first in the native Telegu language of the neighbouring state of Karnataka, and more recently in a whole range of regional languages. STAR TV has also staked out an interest in southern Indian television with its acquisition last year of Vijay Television, which produces programs for a Tamil channel of that name. 1. 5(a) Bollywood keep away ‘ cultural invasion’ Most strikingly, the staple popular genre on television is the Indian film, with its characteristic music and dance. As well, some of the most popular panel and game shows are based on film music. This has meant that the proliferation of channels has also been a

stimulus for the Indian film industry — not just ‘ Bollywood’, the Mumbai-based Hindi industry, now so well-known in the West, but also those in some regional languages, especially Tamil. To that extent, film retains its historical pre-eminence as the powerhouse of mass-mediated popular culture in India. However, the Indian-ness of Indian television is not an eternal essence, but a contingent and contested social construction of a public culture between the local and the global, a process which Salman Rushdie called ‘ chutneyfication’. Two trends are worth noting — the growing hybridization of media languages, and the popularity of channel and programming formats which have been indigenized from foreign models. Several writers have pointed to the emergence of a peculiar fusion of Hindi with English words: ‘ Hinglish’. This is a media language drawn from the everyday language of the urban middle classes and of the Diasporas. There is a corresponding trend towards ‘ Tinglish’ in Tamil broadcasting, and possibly in the other regional languages. In terms of channel formats, MTV is an illustrative case. Itself a global channel in multifocal formats, there are ten variants of MTV in Asia, mostly on a nation-specific basis, including MTV India. India also sustains successful indigenized versions of its own, notably Zee’s Music Asia channel and STAR’s Channel [V]. As for program formats, the most remarkable success of recent years has been Kuan Benega Crorepati (KBC) on the STAR Plus channel, based on the legally acquired format of Who Wants to Be a Millionaire. Part of its indigenization was its connection to Indian film, in that the host was one of the nation’s most popular ever film actors, Amitabh Bachchan, a kind of Indian Sean Connery. Commercially, KBC was a milestone success for STAR Plus, which earns nearly 40% of STAR’s revenue

in India, but which only turned a profit for the first time in 1999, following KBC's triumph. STAR Plus subsequently moved from bilingual (English and Hindi) to all-Hindi programming in an effort to catch up with Zee and Sony. By 2002, STAR reported that it had become more profitable than Zee, and it has greatly strengthened its competitive position against Zee since. Followed by many channels started following the pioneers, almost all major national and regional channels started producing the programs of same format as Star. Some of the top rated program are 10 Ka Dum is a reality show for the masses. Aahat is a thriller/horror show that airs once a week on Sony Entertainment Television. Amul star voice of india a platform where viewers will witness some of the best singing talents from all corners of the nation. Bigg Boss, Crime Patrol coming back in its 4th season attempts to bring stories of crime happening all around the country. Dance Premier League, Deal ya No Deal, F. I. R presents to you a female inspector and her funny sub-inspector trying to solve cases. Their sincere attempts to crack the mysteries are hilarious and worth a hearty laugh. Movers and shakers, Mtv Bakra, MTV Dekho, MTV Boltibund, Cinemascope, MTV Roadies Etc... 1. 6

Booming: Television News Channels in India News programmes have suddenly become hot property and are vying for attention with other popular programmes telecast in different channels. All major television broadcasters are including at least one news channel to their bouquet. The biggest headache for launching a satellite channel is programme software for round the clock. In this juncture, newsgathering is a major task for the 24-hour news channels. To cater this task, the emerging electronic channels have always made an attempt to cover all the incidents irrespective of position,

location and time. These channels not only revolutionized the concept of news on Indian television but also changed the news formats. Before 1990s, Doordarshan had monopolized newscast on Indian television and also turned the news programs into a dowdy exercise (ICFAI, Devi Prasad Mahapatra) now the private channels made the news an essential commodity like food, cloth and shelter. The strong point of all today's news bulletins is their topicality, objectivity, glossy editing and high-quality visuals. News has travelled a long way from the DD era. From Local events to International events, breaking news to news analysis, television soap to page3 news, every happening comes under purview of news. 1. 7 News on Indian Television Television in India is undergoing significant changes in the current liberalized environment. To understand these changes, one needs to have some brief idea of the road covered by the television channels so far. As far as news is concerned, it was launched exactly six years after the inception of television broadcasting. Daily one-hour program with a news bulletin was served to the Indian viewers. But one major drawback of television was that you could not enjoy the original colour of the objects because of black and white transmission. First multi-color programme was the Prime Minister's address to the nation from Red Fort in Delhi on India's 35th Independence Day. In the same day, DD National channel was launched. The aim of launching the National channel is nurturing national integration, and inculcating a sense of pride in Indians. Indian viewers also enjoyed the colored version of the Asian Games hosted by New Delhi in their drawing room. The coverage of major events and different occasions lend a big hand behind the infiltration of television signals to the nook and corners of the

subcontinent. Indian Government had taken all possible steps to expand the television broadcasting demographically and geographically. In 1983 television signals were available to just 28% of the population, this had doubled by the end of 1985 and by 1990 over 90% of the population had access to television signals. In 1984, DD Metro channel was added to provide an exclusive entertainment for the urban viewers. In the beginning, this channel was confined to metropolitan cities. As a public broadcaster, Doordarshan presented the news in naturalized manner. All controversial issues were pushed under the carpet. The ruling government had a strong hold on the television broadcasting. Doordarshan news bulletins were unable to provide the international news to the national viewers. Objectivity had been the first casualty as news was invariably slanted to suit the party in power. The news was liberated from the confines of the DD newsroom and gained in objectivity and credibility when New Delhi Television (NDTV) produced 'The World This Week' in 1988. 'The world this week'. This was the only India-based programme, which looked out at the rest of the world. The World This Week was the best current affairs programme on the international scenario and carried good stuff of news, which the regular DD news was failed to carry out. This program is ranked as one of the country's finest and most popular television shows. In 1989, NDTV produces India's first live televised coverage of the country's general elections. The critical and commercial success of the coverage sets a new standard for Indian television. After the Gulf War the media panorama has changed forever. The Doordarshan regional satellite channels telecast major news programme with some entertainment programmes. The private regional channels, they



have followed the path of the Big brother (i. e Doordarshan). They are neither completely entertainment channel nor exclusively news channel. They are following the middle path and claiming themselves an infotainment channels. (ICFAI, Devi Prasad Mahapatra) The private channels televise through the state dominant languages. Rising advertising revenues and increasing numbers of viewers have provided the impetus for many big players to enter into the business. Some regional media leaders like ETV, Sun TV, Asianet have a strong grip over the regional market. Some major players tried their luck in different states. Zee television has three regional channels; Zee Marathi, Zee Punjabi and Zee Bangla. Star Network entered into Tamilnadu by launching Star Vijay, one of the most popular entertainment channels in India broadcasting in Tamil. Besides that ETV Network is a part of the well-established Ramoji Group, has created 12 dedicated infotainment regional channels. ETV network is the source of rich entertainment of eight different languages. Those are: Telugu, Bangla, Marathi, Kannada, Oriya, Gujarati, Urdu; and Hindi to viewers in Uttar Pradesh, Rajasthan, Bihar and Madhya Pradesh. Every ETV Network channel focuses exclusively on its audience's unique cultural identity, its aspirations and its distinct socio-political character. Let us think about the south Indian language Telugu, there are around twelve satellite channels are roaming around the sky with different taste and different flavour. These channels include three news channels, one song-based channels and rest are infotainment channels. When we confine ourselves into news, three channels (ETV2, TV 9 and Teja News) exclusively devoted to news channel. India Pariwar is proud to have five news channels as the bouquet of Sahara

Samay. These channels are: Sahara Samay NCR, Sahara Samay Mumbai, Sahara Samay Bihar & Jharkhand, Sahara Samay Madhya Pradesh & Chattisgarh, and Sahara Samay Uttar Pradesh & Uttranchal. Sahara Samay has already managed to gain a loyal audience in India through a bouquet of National & Regional News Channels since its launch. These channels are youthful and vibrant channels targeting students and women, besides that hardcore news stuff. The regional news channels covers the entire spectrum of genre with specific programs on lifestyle, fashion, food, shopping, health and fitness, sports, education, career and city issues, besides giving user-friendly information on traffic updates, city events, train and air timings, etc. Now national news channels cannot confine its boundary to national level. They cannot ignore the regional news because of the stiff competition from the regional channels. Regional news channels are entering into the competition with a strong will power and also with an aim to portrait regional issues in national and international level.

### 1. 8 Television in Karnataka

Doordarshan (DD) is the broadcaster of the Government of India and its channel DD Chandana, (Previously called DD9) is dedicated to Kannada. The first Kannada serial 'Sihikahi' was produced and directed by H N K Murthy and transmitted by DD Bangalore in 1983. Udaya TV was the first private channel to broadcast in Kannada. Other Kannada channels that broadcast in Kannada include Ushe TV, Zee Kannada, U2 and most recent recently Asianet Suvarna (June 17, 2007), but these were the channels started from non Kannadigas. Kasthuri is the first Kannadiga owned TV channel. 24hours News channel in Karnataka we can see around seven news channels they are: Udaya News - Kannada News Channel from Udaya TV TV9

Karnataka- Kannada News Channel from ABCL Broadcasting Pvt. Ltd Suvarna News 24x7 - Kannada News Channel from Asianet Samaya TV- Kannada News Channel by Murgesh Nirani Janashri- Kannada News Channel by Reddy Brothers Kasthuri News 24 - Kannada News Channel from Kasthuri Medias Pvt. Ltd Public TV- Kannada News Channel from H. R. Ranganath Udaya TV was the first Kannada satellite channel to go on air in 1994. The entry of TV9 owned by Ravi Prakash of Sneha Television Network in 2006 opened a new chapter in the field of Kannada news channels with its aggressive journalism. Kasturi News 24 owned by Anita Kumaraswamy with its tagline ' muktha, nirbheetha and nyayasammatha' entered the field in 2007. Suvarna News 24X7 owned by MP and businessman Rajeev Chandrashekar came in 2008 followed by Samaya TV owned by Industries Minister Murugesh Nirani in 2010. Janashri entered the already crowded scene in 2011 and is owned by Gali Janardhana Reddy, Public TV has entered scene with a bang and is trying to ride high in the name of H R Ranghanath who promotes the channel through the company he promoted Writemen Media Pvt Ltd. Leaving that aside, it must be noted that of the four southern states Karnataka's position is not very strong vis-À-vis its southern counterparts be it in media market coverage is concerned or with regard to the strong political allegiance or views are concerned. As compared to the other four states Karnataka is said to be small market and the general public can only expect the channel war to reach its nadir in the days to come. TV 9, which is now riding high having topped the TRP's overtaking Udaya News, is not going to treat the competition cavalierly. Known for its racy and raunchy stories, which sometimes border on sensationalism, it is sure to use every trick up

the sleeve to face the competition. One wonders what kind of sting operations the viewers will be presented with in the days to come. One can recall the faux pas it committed by TV9 with its erroneous report on pulse polio in 2008. Public TV comes at a time when the political situation in the country is quite volatile and when the state is getting ready for the assembly elections within a year or so. At the moment TV9, Udaya, Suvarna and Janashree are giving each other a tough time and Public TV has only added to this challenge with its presence. Crime, sex, scandals, sensationalism and political voyeurism and breaking news apart from ordinary events and happenings are the fodder on which these channels survive. Of course Janashree TV has not succumbed to the temptation of sensationalizing for crime-based stories, a welcome departure indeed. How these channels will conduct themselves in the course of next few years will be crucial. In the entire fiasco the viewers will have no other option but to keep changing channels in their search for credible or unbiased channel for news and views (Daijiworld Media Network, 2012).

1. 9 Crime reporting Crime is present in various forms in India. Organized crime includes drug trafficking, gun running, money laundering and extortion, murder for hire, fraud, human trafficking and poaching. Many criminal operations engage in, political violence, religiously motivated violence, terrorism and abduction. Other crimes are homicide, robbery, assault etc. Property crimes include burglary, theft, motor vehicle theft, and arson. Corruption is a significant problem. " Today, Crime reports have taken a major place in Newspapers, Magazines, portals and also TV News Channels. This trend in Indian media has hardly helped checking crimes in the society but has definitely made substantial

contributions in creating some dons out of petty criminals. " With the boom in media industry in India, News has become a product to be consumed by the readers and viewers and, thus, sold in terms of attracting revenue by boosting circulation and TRP (Television Rating Point) than providing pure information to aware the mass and empower people. In most cases, news is determined on the basis of public craze, not requirement. This fact of Indian journalism has led to over emphasis on Sensational, Political and Crime Reporting. Today, Crime reports have taken a major place in Newspapers, Magazines, portals and also TV News Channels. This trend in Indian media has hardly helped checking crimes in the society but has definitely made substantial contributions in creating some dons out of petty criminals. " ETV Crime Diary started a new chapter in Karnataka in crime reporting". Crime Diary, a programme throwing light on the criminal activities in our society, has emerged an unexpected winner with the viewers followed by Crime Story - The name tells all about it, this half an hour capsule provides information about the crimes happening in around Bangalore and also from other parts of the Karnataka. Every capsule depicts the modus operandi as to how the crime took place, be it a murder, kidnap, suicide etc. it covers all. The narration with catching dialogues is the highlight of the same. It further gives information to the people pertaining to security measures in crime reporting. Ravi belegere and Balakrishna kakathkar is pioneer in reporting crime. Now the television industry becomes more specific. In this competitive market, channels are targeting specific viewers. News channels attract more viewers beyond their target by producing interactive and interesting programmes. Every channel needs to do an extensive research on different concepts and

different themes to attract more viewers and in the same time more advertisers. After all, advertisements are the bread and butter for the channels. With increased consumer preference for news programmes, television news channels have grown faster than other niche channels. News channels are booming just like sky as the limit. Those days are not far away, when we will get satellite news channel for every major city in India. Now news is not restricted to political happenings. It will be extended its limit to every unwanted and hided corners of the society. There are no rigid rules, which define news. Crime Portrayal of crime in news and entertainment media can be problematic for young viewers. News media is a highly competitive field where sensational stories relating to crime are commonly featured in order to attract audiences. These stories can be disturbing or misleading for youth, and can increase their anxiety about crime in their own communities. Added to this is the fact that crime reporters may need to condense or simplify complex stories for broadcast or print — which can result in biased or stereotyped portrayals of individuals or groups. On the entertainment side, crime dramas are a hugely popular genre for youth and adults alike and quality programs and movies can be entertaining and informative, and can help kids develop problem-solving skills. However, crime shows and movies often contain inappropriate violent content and present unrealistic and stereotyped portrayals of crime, law enforcement and criminals. CHAPTER II - REVIEW OF LITERATURE - 2. 1 Crime Reporting in India: With the boom in media industry in India, News has become a product to be consumed by the readers and viewers and, thus, sold in terms of attracting revenue by boosting circulation and TRP (Television Rating Point)

than providing pure information to aware the mass and empower people. In most cases, news is determined on the basis of public craze, not requirement. This fact of Indian journalism has led to over emphasis on Sensational, Political and Crime Reporting. Today, Crime reports have taken a major place in Newspapers, Magazines, portals and also TV News Channels. This trend in Indian media has hardly helped checking crimes in the society but has definitely made substantial contributions in creating some dons out of petty criminals. As an aware and responsible citizen representing as well as impacting the common mass, journalist should act with more caution while reporting crimes, just to create sensation and draw some individual mileage, it is quiet unfair to publicise things that would influence or obstruct a normal investigation and add power to an evil element of the society. In order to check any irresponsible act in crime reporting, there should also be some kind of regulations to restrict over-publicity of criminals by highlighting their criminal records and publish in their photographs and live videos as these acts would hamper an investigation, promote criminal activities and generate fear in the civil society for certain criminals; (Publicising Criminals than condemning Crimes; Basudev Mahapatra; 2008) 2. 2 Department of Criminal Justice at Indiana University in Bloomington, 2004: By now everyone has heard about the murder of Satyendra Dubey for daring to stand against the road Mafia in Bihar. A young IIT-Kanpur engineer, Satyendra attempted to expose the corruption within the National Highway Authority's road construction project in Bihar. The story is not unfamiliar and the basis of countless Bollywood films. The only difference is that in the film the hero not only exposes the corruption but comes out triumphant winning the hand of

the fair maiden in addition. The reality is naturally sadly different. The criminal-political system nexus is powerful. Blowing the whistle can backfire as Dubey's case illustrates. People naturally wonder if a senior engineer working for Government of India cannot succeed against organized crime nexus and can be so easily eliminated what a lay person can do. In the focus upon Dubey's murder it is perhaps worthwhile to examine why combating corrupt practices is so difficult within the existing mechanism. This article looks at one aspect. Dubey was forced to approach the PMO for his department was not pursuing his complaints. They were indifferent to the charges brought up by Dubey and may be they were hand in glove with the very elements that he was trying to expose. This is a problem not peculiar to the National Highway Authority [NHA]. The very mechanism that forms the basis of criminal investigation in the country needs examination. Corruption and other forms of crimes are defined in law and the guilt is determined through a due process by the judiciary. The laws prescribe serious punishment for many of these crimes. However, complaints about criminal incidents are entertained by the police who act as gatekeepers to the criminal justice system. A police officer determines if a criminal incident has taken place and only he is empowered to investigate the case. The procedure of taking down the complaint and subsequent investigation is governed by the Code of Criminal Procedure enacted in 1862 and amended in 1973. According to Section 154 CrPC a criminal complaint made to the police is reduced in writing and recorded by the station house officer [SHO]. This section stipulates that whenever a citizen informs the police, or the police learn otherwise about the occurrence of a cognizable crime the SHO



shall institute a First Information Report [FIR] which initiates the criminal investigation. There are several implications of this seemingly innocuous legal proposition. First, investigation by the police can only be done for a cognizable crime. A non-cognizable criminal incident is a minor infraction of the law where police cannot arrest a person except by the order of the court. In all cognizable incidents however, the police have the power to arrest without a warrant. All major crimes like theft, burglary, robbery, cheating assaults, homicide etc. are cognizable offenses under the Indian Penal Code of 1860. However, the police officer may refuse to believe or reduce the gravity of the complaint to make it non-cognizable. This judgment is significant since for a cognizable offense the officer has no discretion and is obliged to record the complaint and begin investigation. The distinction is generally not known to the citizen who remains under the impression that police will act on his/her complaint whereas the matter may simply have been filed away. The police refuse to act and file thousands of such complaints made by the citizens. | Furthermore, Law places considerable importance to the FIR. The Courts accept this police made document without corroboration. Subsequent evidence however, whether oral or written and documented in the crime investigation diary has to be corroborated since the Law makes the assumption that police story cannot be trusted. Indeed, under Section 162 CrPC, the statement of a witness can only be used by the police for contradiction in the Court. Police declare the witness hostile if he or she deviates from the story told earlier. In the famous case of Bollywood tycoon Bharat Shah, witnesses like Shahrukh Khan were declared hostile by the prosecution for they changed their subsequent statements. It is only the

FIR that is believed by the court under the assumption that the police have no knowledge of the incident and thence cannot tailor the story to strengthen the prosecution. Right from the beginning of the present criminal justice system, around 1860 onwards, the Indian police have developed mechanisms to circumvent these legal restrictions. A common strategy is not to record the FIR immediately as provided by section 154 CrPC. Invariably, the police officers hear the complaint, go to the place of incident, contact witnesses and collect evidence before writing down the FIR. They try to incorporate as much evidence in the FIR as possible since it helps to strengthen the case. This is contrary to Law but a common practice in the country. (Department of Criminal Justice at Indiana University in Bloomington; ArvindVerma; 2004) 2. 3 The impact of television viewing on perceptions of juvenile crime: The news media's coverage of crime has been extensively studied, although only recently has attention focused more narrowly on considerations of juvenile crime (Gilliam & Bales, 2003; Gilliam & Iyengar, 2005; Solar, 2001; Wilson, Colvin, & Smith, 2002). Adult crime dominates television news, but Yanich (1999) found that almost one third of the crime stories focused on juvenile crime, that most of these stories focused on violent crime (particularly murder), and that nearly 80% were covered in the first block of the newscast. In a recent review, Dorfman and Schiraldi (2001) outlined four major findings related to news coverage of crime and their implications for juvenile crime: (a) News coverage of crime is not connected to actual crime rates and focuses largely on violent crime; (b) news coverage of crime is episodic, focusing on individual crimes as isolated events; (c) news coverage of crime connects race and crime, particularly

violent crime and particularly on television; and (d) youth are rarely in the news, and when they are it is usually in the context of violence. Here, the impact of television news and reality-based crime programming on perceptions of juvenile crime are considered. Questions regarding the impact of news coverage of juvenile crime stories have received increased attention in the literature and as part of a broader reform movement aimed at overhauling state juvenile justice systems (Cullen, Golden, & Cullen, 1983; Dorfman & Schiraldi, 2001; Gilliam & Bales, 2003; Gilliam & Iyengar, 2005; Mattinson & Mirrlees-Black, 2000). Although several studies have conducted content analyses of the portrayal of juvenile crime in local and network television news (Yanich, 1999), to date few studies have examined the effects of television news viewing on citizen attitudes toward juvenile justice. Similarly, content analyses of reality-based crime programs demonstrate a propensity to feature violent crimes out of proportion with actual crime rates (Oliver, 1994). No known research, however, has focused on the effect of reality-based crime programs on perceptions of juvenile crime. We attempt to fill this gap in the literature by considering the impact of individual television viewing, including television news and reality-based programming such as *Cops* and *America's Most Wanted*, on perceptions of juvenile crime. (The impact of television viewing on perceptions of juvenile crime; Robert K. Goidel; Craig M. Freeman; Steven T. Procopio) scholars have connected patterns of crime-related news coverage to misperceptions of crime rates, exaggerated fear of crime, and racial stereotyping of both criminal perpetrators and victims; For example, it is widely accepted that coverage of crime during the 1990s increased even as crime rates declined and that this

distortion was particularly evident with respect to violent crime (Doi, 1998; Yanich, 1999). Murders, for example, make up over one quarter of all reported crimes, despite the fact that the incidence of murder is quite low (Gilliam, Iyengar, Simon, & Wright, 1996). Murders are more newsworthy than burglaries, so to some extent the focus on violent crime can be justified by traditional news values that emphasize sensational and dramatic news stories (Dorfman & Schiraldi, 2001). To the extent that citizens rely on the news to develop their understanding of "the real world," however, such coverage presents a distorted and troubling image. Coverage of juvenile crime has been less frequently studied but has also been shown to have a disconnect with reality as measured by juvenile crime rates (Dorfman & Schiraldi, 2001; Yanich, 1999). In an extensive analysis of crime rates and media coverage in Hawaii, for example, Perrone and Chesney-Lind (1998) demonstrated that media coverage of juvenile crime increased as juvenile crime rates declined. Yet, if it is known that patterns of media coverage of juvenile and adult crime are often disconnected from the reality of actual crime rates, there is a more limited understanding of the role the media may play in shaping individual perceptions of juvenile crime. Specifically, is heavier exposure to television news and reality-based programs associated with misperceptions that juvenile crime rates are increasing? And, if so, is the influence of media exposure different for juvenile crime rates than for overall crime? Likewise, is heavy exposure to television news and reality-based crime programming related to exaggerated perceptions regarding the violence of juvenile crime? In addition, does television news and reality-based crime programming exposure influence perceptions regarding the

effectiveness of various treatments (rehabilitation vs. imprisonment) and/or the fairness of sentencing? To answer these questions, we begin by first considering the theoretical underpinnings of cultivation analysis, how this theoretical perspective has explained individual misperceptions of crime, and its applicability to television portrayals of youth and juvenile crime. In addition, we also consider how news coverage frames youth generally and juvenile crime specifically, and the implication of these news frames on public opinion. Although findings regarding patterns of news coverage have not been subject to much dispute, the impact of this coverage on public opinion has often yielded inconsistent results and conflicting interpretations of their meaning. According to the tenets of the cultivation hypothesis, greater television exposure results, first, in misperceptions regarding "real" world conditions and, second, in a "mean world syndrome," generally defined as an increased and exaggerated fear of crime (Gerbner, 1990, 1998; Gerbner & Gross, 1976; Gerbner et al., 1978; Gerbner, Gross, Signorielli, Morgan, & Jackson-Beeck, 1979; Hawkins & Pingree, 1990; Hawkins, Pingree, & Adler, 1987; Morgan & Signorielli, 1990; Shrum, 1995; Signorielli, Gross, & Morgan, 1982). The cultivation hypothesis has not been without its critics (Hirsch, 1980, 1981; Rubin, Perse, & Taylor, 1988), who argue that the relationship specified in the cultivation hypothesis is largely spurious (Hirsch, 1981; Potter & Chang, 1990). Specifically, Hirsch (1980) contended that the fear of crime documented by cultivation analysis may not be so exaggerated once one controls for the actual neighborhoods in which respondents reside and the real threat of crime within these neighborhoods (see also Doob & MacDonald, 1979). Critics of cultivation analysis argue as

well that the causal mechanism between fear and television viewing is not particularly clear and that television viewing may result from (rather than cause) fear of the outside world (Doob & MacDonald, 1979). Although the initial tenets of cultivation theory have been challenged, researchers have suggested ways to avoid the "spurious" conclusions associated with cultivation research. For example, Potter and Chang (1990) suggested that the use of control variables can help provide a context "for comparing the relative predictive power of various measures of exposure" (p. 330). They also suggested that proportional viewing among program types is a better predictor of cultivation than is total viewing. As a result of refinements to the cultivation hypothesis, a middle ground has emerged that supports the hypothesis that television does have some influence on perceptions of social reality, especially in areas related to violence (Hawkins & Pingree, 1981 ; Potter, 1986, 1994, 1999; Sparks & Ogles, 1990). Subsequent research has focused on specific television content, with television news (and not entertainment) serving as the culprit for increased fear of crime (O'Keefe, 1984; Potter & Chang, 1990; Weaver & Wakshlag, 1986). Reality-based crime programming, such as *Cops* and *America's Most Wanted*, may likewise increase fear for personal safety through its perceived realism and by triggering affective responses to crime stories (Dowler, 2003; Holbert, Shah, & Kwak, 2004; Sotirovic, 2001).

2. 4 TV Effect on Teenagers: When children are very young, the television already begins to have an influence on their life. Modern generations have grown up on shows like *Sesame Street*, *Barney* and *Teletubbies*. While many of these shows are educational and beneficial to development, when children grow up to be teenagers, and step out of the

educational television arena, that is when TV potentially becomes a negative influence. The negative influences of television can be found on many programs. Turn on the television and flip through the channels and there is a good chance that you may come across some of the following situations: Violence, crime or fighting scenes, Explicit sex scenes or conversations about the topic, Alcohol, cigarette or drug use, People making bad decisions such as dating someone dangerous, Cursing or other verbal obscenities, Descriptions of stereotypical characters such as the girl who sleeps around with everyone or the bad boy. (Taniadworjan ; [http://teens.lovetoknow.com/TV\\_Effect\\_on\\_Teenagers](http://teens.lovetoknow.com/TV_Effect_on_Teenagers))

2. 5 Studies on Television News Violence: Does seeing violence in news coverage encourage imitative, or " copycat, " behavior? There are many anecdotal reports of people imitating fictional violence. For example, it has been Claimed that the movie Taxi Driver led directly to John Hinckley's attack on President Reagan. Despite the frequency of these presumed instances of a " contagion of violence, " however, there has been relatively little research examining how news stories of aggressive events affect behavior. Most such investigations have been time-series field studies that have compared data on a community's violence rate before and after some highly publicized news of a violent occurrence. On the whole, these studies support the notion of a contagion effect, with some of the best evidence indicating that stories of a well-known person's suicide increase the likelihood that other people will also take their own lives (Phillips, 1979, 1982; Simon, 1979; Stack, 1989). Other investigations indicate there might also be a contagion of criminal violence. For example, a study by Berkowitz and Macaulay (1971) showed that there was a jump in the number of violent

crimes, but not property crimes, after several high-profile murder cases in the early and mid-1960s, including the assassination of President Kennedy. However, some of the research in this area has been questioned, and the results are subject to various interpretations. For example, Phillips's (1983) frequently cited finding of increases in violent crimes following televised prizefights has not been widely accepted by researchers because of methodological challenges (Baron & Reiss, 1985; see Phillips & Bollen, 1985, for a response) and the difficulties in explaining the specific pattern of results (e. g., increases only exactly 3 days after the event).

## 2. 6 Studies of Internet Participation: The basic theoretical principles concerning the effects of exposure to media violence should be applicable to Internet media. To date, there are no published studies that address how exposure to Web-based media violence affects aggressive and violent behavior, attitudes, beliefs, and emotions. However, because of the visual and interactive nature of Web material, we expect the effects to be very similar to those of other visual and interactive media. The Web materials with violence tend to be video games, film clips, and music videos, and there is no reason to believe that delivering these materials into the home via the Internet, rather than through other media, would reduce their effects.

## 2. 7 Observational Learning and Imitation: Humans begin imitating other humans at a very early age, and the observation of others' behaviors is the likely source of many of a young child's motor and social skills (Bandura, 1977; Meltzoff & Moore, 1977). Humans and chimpanzees are now known to have specific neurological systems designed for imitation (Rizzolatti, Fadiga, Gallese, & Fogassi, 1996), and these systems make it easy for very young primates to acquire



rudimentary social behaviors. Social interactions hone these behaviors that children first acquire through observation of others, but observational learning remains a powerful mechanism for the acquisition of new social behaviors throughout childhood and maturity. As a child grows older, the behaviors and the circumstances in which they are seen as appropriate or useful become more abstract, and beliefs and attitudes are developed from inferences made about observed social behaviors (Guerra, Huesmann, & Spindler, in press). Theoretically, children can be expected to learn from whomever they observe—parents, siblings, peers, or media characters—and many researchers now agree that such observational learning can contribute to both the short- and the long-term effects of media violence on aggressive behavior. Much of this learning takes place without an intention to learn and without an awareness that learning has occurred. According to observational-learning theory, the likelihood that an individual will acquire an observed behavior is increased when the model performing the behavior is similar to or attractive to the viewer, the viewer identifies with the model, the context is realistic, and the viewed behavior is followed by rewarding consequences (Bandura, 1977).<sup>2</sup> A child's immediate imitation of observed behaviors would probably be the simplest example of observational learning though some scholars would suggest that there should be a lag before the imitation occurs for it to be called "learning." Observational learning can help to explain some of the short-term effects of exposure to violent media, but what happens in the longer term? The reinforcements a person receives when imitating a behavior are largely responsible for whether the behavior persists. For example, youngsters might be rewarded or punished by people

in their social environment (parents, teachers, peers) for the actions they exhibit, or they might vicariously experience the re-wards or punishments other persons obtain when these others imitate the portrayed behavior. Through imitation and reinforcement, children develop habitual modes of behavior (e. g., Bandura, 1977, 1986; Huesmann, 1997). Whether observational learning leads to long-term effects of media violence depends in part on the consequences the imitated behaviors bring.

## 2. 8 Arousal and Excitation Transfer: Media violence is exciting (arousing) for most youth.

That is, it increases heart rate, the skin's conductance of electricity, and other physiological indicators of arousal. There is evidence that this arousal can increase aggression in two different ways. First, arousal, regardless of the reason for it, can energize or strengthen whatever an individual's dominant action tendency happens to be at the time. Thus, if a person is provoked or otherwise instigated to aggress at the time increased arousal occurs, heightened aggression can result (e. g., Geen & O'Neal, 1969). Second, if a person who is aroused misattributes his or her arousal to a provocation by someone else, the propensity to behave aggressively in response to that annoyance is increased (e. g., Zillmann, 1971, 1982).

(Impact of televised violence, John P. Murray) Thus, people tend to react more violently to provocations immediately after watching exciting movies than they do at other times. This kind of effect is usually short-lived, perhaps lasting only minutes. Such arousal-transfer effects can occur with any kind of exciting activity, not just exciting movies, TV shows, music videos, or video games. For this reason, the arousal properties of violent media have not drawn as much attention as their other consequences. Nonetheless, it bears

noting that frequent episodes in which exposure to violent media is followed by frustrating or provoking events could well lead to an increase in the viewers' aggressive social encounters, which in turn can affect their self-images and the aggressiveness of their social environment. Indeed, recent research shows that playing a violent video game for as little as 10 min increases the player's automatic association of "self" with aggressive actions and traits (Uhlmann & Swanson, in press). In the same study, the researchers also found that past history of exposure to violent video games was positively associated with aggressive views of the self.

## 2. 9 Media Content Characteristics: Not all violent portrayals pose the same risk to viewers (Wilson et al., 1997). A variety of studies—primarily laboratory investigations involving children and young adults—indicate that how violence or aggression is presented can alter its meaning for the audience and may moderate viewers' behavioral, cognitive, and emotional reactions. We have already noted that the effect of media violence is sometimes enhanced when the violence seems like "real life" and is committed by characters with whom the viewer can identify. However, some other characteristics of the content also seem to be important.

## 2. 10 Social Environment: Little research to date has examined how cultural, environmental, and situational variables (e. g., place, presence of co-viewers) moderate the impact of media violence. However, the theories and the data we have already reviewed suggest that such social factors might moderate the effect if they alter the chances that the child will identify with aggressive characters, alter the child's perception of the scene's reality, alter the chances that the child will watch violence, or alter the chances that the child will carry out aggressive behaviors learned

from watching the violence. Any of these factors might be influenced by culture, neighborhood environment, or family.

2. 11 Influence of culture: There have been many studies on media violence carried out in countries other than the United States, but few studies have examined the effect of media violence in non-Western cultures.

2. 12 Influence of parents: From a theoretical standpoint, parents have the potential to be important moderators of the effects of media violence on children. Children and adolescents form attitudes and beliefs and take action as a result of their exposure to media content, but they also may discuss what they see with others—especially parents and friends—and their responses may ultimately be shaped by these interpersonal interactions. Singer and Singer (1986a, 1986b) proposed that when parents take an active mediating approach toward television viewing by their children—including commenting regularly and critically about realism, justification, and other factors that could influence learning—children are less likely to be influenced badly by Media content.

2. 13 Singer and Singer reported some data in support of this view: and some recent research has provided additional support. For example, Nathanson (1999) found that children whose parents discuss the inappropriateness of television violence with them or restrict access to violent television shows report lower aggressive tendencies than children whose Parents do not discuss television violence or restrict access to violent television shows. Other findings suggested that either type of parental intervention may decrease the importance children give to violent TV, which in turn may lowe