

# Cable tvs impact in their academic performance media essay



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## **Abstract**

World has become global village due to rapid development in media, especially in electronic media. Cable TV plays pivotal role in giving educational facilities and spreading information in our society. It has both positive and negative impact on student's performance. The main objective of the present study will be to study the perception of the students regarding impact of cable TV in their extracurricular activities. The universe of the present study will be city D. G Khan. Multistage sampling technique will be used for the selection of 120 respondents. There are five sub campuses of universities working in D G Khan. At the first stage, two out of five will be selected through simple random sampling technique. At the second stage 60 students will be selected randomly from each sub campus. The selected students will be interviewed by the well structured questionnaire and the data will be analyzed through appropriate statistical technique. The obtained results would be utilized for the recommendation that will increase the credibility of students.

Television is result of technical development of early twenty century. Today, Cable TV has reached in almost every house. International TV channels are available 24 hours which is affecting the attitude and the life style of majority of the people, especially children. The impact of cable TV on students and children is both negative and positive. It depends on the selection of channel and the time spends for watching Cable TV. Cable TV plays role in giving education, entertainment and awareness, students and children are more concerned with the entertainment. That's why they think that cable TV is an effective medium of entertainment. It gives cultural

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awareness, leadership ability, and communication skills, but students are used to spending time on watching entertainment programmes instead of watching educational channel when they want to escape from studies (Henning, 2006).

In today's life cable TV has gained lot of importance. It is serving as a main source of entertainment. People not only watching it in spare time instead they save time from their busy life for it. Beside it, Cable TV has an impact in the development of the psychological feature of personalities. The programmes of foreign countries on cable TV depict their own way of life and culture through the transmission of programmes on cable TV. Culture of different societies is being diffused within the societies (Nisar, 2002).

Electronic media has power to influence human mind, especially it effects the mind of children because foreign channels depict their own cultures, on the protest of providing entertainment, seek to confuse, subvert and change the social values of the younger generations in foreign lands (Sheher, 2003).

Cable TV is working as a source of spreading information, education and entertainment. Our social, political and economically issues are also highlighted and people are motivated to actively participate in solving the social problems effectively (Nisar, 2002).

## **Importance of the Study**

Dera Ghazi khan is much developing and remote in physical infrastructure but educationally it attained a better position especially it's Tehsil Taunsa, has a prominent literacy ratio in the district as well as in the province.

Presently attraction for Cable T. V is increasing day by day and many <https://assignbuster.com/cable-tvs-impact-in-their-academic-performance-media-essay/>

networks are working efficiently to defuse knowledge, skill, culture of different nations and countries in all parts of our country and Dera Ghazi Khan is also include in this walk. It has both positive and negative impact especially on students. Thus the present study has been design to investigate the following objectives.

### **Objectives:**

To study the perceptions of the students regarding impact of cable TV on their curricular and extracurricular activities.

To determine the relationship between study hours of students and time watching cable TV.

To lay down appropriate policy measure that will increase the creditability of cable for students.

### **v) Review of Literature:**

Shariffadin (1995) focused at social, cultural and economic issues faced by developing countries due to the new technology. He found that new communication era should not be perceived as purely technological phenomenon. It brings change in the cultural and social pattern of the society.

Kunkel et al (1999) observed that television/ cable plays an essential role about the sexual behavior of the children and adults, and it is necessary to study the sexual practices/ trends which are shown on the television. They showed the sufficient trends of sexual behavior on the television. On the television screen discussions about sex and sexual behavior were

continuous/ frequent. Most sexual practices are precursory in their sense like physically touching and kissing, and intercourse is also depicted ambiguously, one of the eight programmes of television. And the studies showed that television do not fulfill its responsibilities regarding social behavior.

Fatima (2000) studied the impact of cable t v on people's thinking. She concluded that our tradition is changing due to different foreign channels on the cable t v. So if we want to save our value and norms positive trends need to be introduced instead of glamorization, portrayal of crime and commercialization.

Chaudhary (2001) concluded that cable TV has taken children in its grip. It is a source of bringing change in the children's thinking. Children don't have ability to evaluate the messages from different cable TV programmes. So, they mostly spend their time on watching programmes like Zee Cinema, Star Plus, Star Movies and other entertainment channels. Parents are worried because of this habit of their children. They worried that their children will become completely obsessed with watching TV instead of playing and spend time in studies.

Anjum Zia (2003) conducted a study to know the effect of cable T V programs on students. He found that youth is very vulnerable to change of attitudes through media programmes. From 300 respondents the results showed that young people only acquire entertainment from cable t v and majority of the college and university students had their own access to the cable t v and they spend 3-4 hours daily on watching cable t v. international

information, programmes of general information, religious programmes, News and current affairs did not receive enough response rate.

Fatima (2003) stated that the craze for cable TV is continuously increasing. She termed the Indian media as a powerful and destructive weapon. And by this India is trying its best to take away Pakistanis from the “ DAU QUAMI NAZREA” (the Ideology of Hindustani and Pakistani) we all still remember the words of Sonia Gandhi. Now Pakistan has become a source of earning for India and India is trying to fulfill its political purposes, using the name of culture.

Sheher (2003) stated that youth is a backbone of the country, and media was considered a source to develop their Psyche. So cable TV was a powerful source to connect with youth. The information which was downloaded by Internet was the “ Socio-Culture Impact of Cable TV on youth generation. Gender was considered as the construction and sex was considered Biological accident. The construction is done by planning, while the accidents happen. A large part of Pakistan youth was consumer of the Television programs. Youth was considered a profitable source for the private sector. It was very challenging then.

Hussain (2004) said that children get certain facts of life mysteries contradiction tragedies and violence those were considered suitable for those to know. He continued that TV programmes and films had mostly violence and tragedy scenes, and in almost every home watched and generate social problems for people have no exception to children. In his opinion parents should check their children by watch TV with them on the

timing and program watching should be for short time. He stated that and stressed that TV sets should be removed from bedrooms, monitoring on the websites they visits. Set the time period of such act ivies and find alternate activities for their children which would be very beneficial in the reduction of such negativity on the personality of children. He exclaimed that “ Television should be used as a baby sitter”.

Ansari (2005) stated that satellite channels are indispensably changing the perception of our productive youth. Apart for socio-political influence the programmes offered at different TV channels are by threat to our cultural survival. Laying the examples he further argued that Indian programmes are rigorously destroying the roots of our culture. There synthetic societies presented on the TV did not allow prevail anywhere. The luxuries and glamorous way of living presented on TV create material thrust among the young boys & girls that inspire them to illegal ways of collecting the money.

Shejawal and Purayidathil (2006) described that the affect of watching cable TV on academic achievement and mathematical reasoning was observed in a group of higher secondary students continuing 654 students (368 boys, 286 girls) from Maharashtra, India in both sexes, watching Cable TV with academic achievement had negative correlation while watching cable TV mathematical reasoning were only among boys negatively correlated. Poor were heavy viewers in comparison with light viewers in their academic achievement and mathematical reasoning. Significant gender difference was observed in both academic achievement and mathematical reasoning. TV watching explained 13% of variance in the academic achievement of the students.

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Li et al (2007) calculated the number of urban school aged TV viewing children and to observe their influence with sleep/wake patterns, sleeping time period and sleeplessness. It was concluded that in Chinese school-aged children's bedroom had 18. 5% and 18. 3% cable or computer respectively. Presence of media and use of media in the bedroom were positively correlated with later sleeping and awakening times. It was found that watching cable TV is associated with sleep disturbance. Some affected sleep behaviors were bed time and awakening time on the weekends, then will check the sleeping time duration during the week days. And the sleep time disorders of bed time resistance and sleep wordiness/depletion. The presence of media in the child's bed room and media use had negative effect on the children sleep time and the wakens patterns. There is duration of sleep disorders.

Johnst (2008) stated that in current situation that society access to different kinds of information is broadening. Television had become a key source to valuable and one of them is for, important information. It was found that the TV had negative impact on the children especially youth. It was concluded that the most of the criminal activities were increasing due to cable TV programmes among the students.

### **vi) Methodology/ Procedure:**

The main objective of methodology is to explain various tools and techniques apply for data collection, data analysis and interpretation of data related to research problem. According to Nachmias and Nachmias (1992) “ The Scientific methodology is a System of explicit rules and procedures upon which research is based and against which claims for knowledge are

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evaluated". The universe of the present study will be city D. G Khan. Multistage sampling technique will be used for the selection of 120 respondents. There are five sub campuses of universities working in D. G. Khan. At the first stage, two out of five will be selected through simple random sampling technique. At the second stage 60 students will be selected randomly from each sub campus. The selected students will be interviewed by the well structured questionnaire and the data will be analyzed through appropriate statistical technique. The obtained results would be utilized for the recommendation that will increase the credibility of students.

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