

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Day to day, society is heavily influenced by technological devices. Modern people of this age are using these technological assets as their helpful companion, reliable guardians and faithful partner. I mean, people of this time made so much attachment with technologies that they could not tolerate its absence anyway.

"Does a fish know its wet?" influential cultural and media critic Marshall McLuhan would often ask. The answer, he would say, is "No". The fish's existence is so much dominated by water that only when water is absent is the fish aware of its condition. (Baran, 2003)

Mass media is playing a vital role on socialization. Children even leaving play with their fellows spend their maximum time before television. People learn and understand the world through these media. They mimic or apply many more things from it. They think, they know realities of the world through a small technological asset. So, we are spending an enormous portion of our time in interaction with mass media. Mass communication has contributed towards emergence of mass society, public opinion and image on various important issues.

The news media are the main sources for local, national and international news. In short, mass media helps in the emergence of public opinion and building of images through news reporting, expressing views, public

information, through advertising and thereby facilitating public discussions on issues of wider concern. As in fact, mass media plays significant role even in socialization of its members – influencing their attitude, performances and manner. In the circumstance, mass media occupies an important place incorporate communication and productivity in the social life. (Yadav, 1980).

Communication process involves expressing or encoding thoughts and ideas into a form that may be understood by others as well as receiving or decoding physical messages into a form that has eventual meaning for the receiver. When we communicate, we share our feelings, emotions, knowledge, idea, thought, etc. with others. We express our inner purposes, attitudes, feelings, and to describe events and objects of the external world. Similarly, we 'know' about the world by communicating. Thus, communication is process of both expressing and knowing. (Adhikary, 2006).

In the primitive society, people used various types of signs and symbols to communicate each other. Their headman used to be the prime speaker whose voice was easily accepted in community. People used to meet together in a certain place to discuss about village reform, to settle quarrel and others. Gradually, this form of communication is changing and modern technologies have taking vital role on such changes. Now, there is no need of face-to-face personal relationship for communication., So, mass media is playing a pivotal role on changing social/cultural structure of society. It has good impact on behavioral pattern of people, too. As it has good influencing power to bring changes on human culture and behavior.

## **1.2 Statement of the Problem**

Before the 1980s, information was just notice or knowledge about something. But, these days we are in information age, where information is becoming the most significant commodity. Scholars say that we are at the point when

information and wealth are practically one. Information is power, which crosses national boundaries. In other words, the power game has moved into an information phases. (Adhikary, 2006).

Information is essential to human beings. Either from direct (person to person) medium or by indirect (through some media), medium, human being always desires to be informed, As people are busier than before and they have less time to make contact with others, this form of indirect information is growing worldwide.

Television is an excellent medium of mass communication that has good impact on almost all types of people. There are different types of programs telecast through television like- news, song, film, telefilm, teleserial, sports, political interview, filmy gossip, entertainment programs and so on. Among them, teleserial is continuously gaining popularity especially among housewives, which includes various stories of societies and family. It breaks into number of episodes and if one piece of story is telecast today then the other piece of story will be telecast on tomorrow or on the day after tomorrow, or on the week and others (depending on the channels or media), and goes in continuous process till its end. In Nepalese context, household women, particularly urban, are accustomed to watch teleserials as a good medium to pass the time. As they have more free time, household women spend maximum time by watching teleserials. On the process of watching, they learn or mimic various things from it. Thus, teleserial has brought changes in social/cultural life of household women with raising some questions like- Why they prefer to watch teleserials than other programs? How long time they spend on watching T.V.? Why they prefer such type of media to spend their leisure time? And so on.

I think the modern technologies and media are the concerned topic of this era because it can easily affect on human culture. Human culture can directly or indirectly affected by the media. So, I choose such type of topic to study how media culture is shaping human culture, and its causes and consequences by taking the periphery of family, society and culture.

### **1.3 Objective of the Study**

The general objective of study is to explore the socio- cultural impacts of teleserial on everyday life of housewives. However, the specific objectives are:

- 1) To find out the changes in behaviors of housewives during recent year.
- 2) To study the type of serials mostly preferred by them and it's impact on family.

### **1.4 Significance of the Study**

Many studies can be found on impact of mass media on people but few studies may have done on the concerned topic. It is basically an academic study but besides fulfilling the partial requirement of master degree in sociology, it have some other significance, too. First of all, the study may be significant to highlight the role of the technology as one of the greatest powers to bring changes in human behavior. The issues related to women are growing everywhere to make them politically, socially and economically active. The process of watching teleserials brings many problems as well as some advantages to viewers. Thus, it can be taken as a burning issue of the 21<sup>st</sup> century, where interruption of technology on daily life pattern of people can be found.

So, this study may be fruitful to expand the field of sociology in studying the process of social/cultural change by media to some extent. It may help the future researchers to carry out the same type of issues. It may be useful in providing some information needed by the agencies concerned with similar problems.

### **1.5 Delimitations of the study**

This study is limit in the family impacts of teleserials on household women were that of the Hindi and Nepali tele serials through cable operators and national's channels.

- a. Basically this study is base on primary data.
- b. Limited number of respondents had participated in this study.
- c. Data used in this study will not verify any authoritative (reliable) person

### **1.6 Organization of the Study**

The study is divided into seven chapters. The first chapter deals with General Background, Statement of the Problem, Importance of the Study, Objectives of the Study and Organization of the Study. Following this introductory chapter, review of literature is presented in chapter two. Chapter three describes the Research Methodology, which includes Introduction, Research Design, Nature and Source of Data, Sampling and Sample Size, Data Collection Techniques and Tools, and Data Analysis and Interpretation. Chapter Four examines the Introduction of the Study Area which includes introduction to kaski district and Pokhara, general characteristics of the respondents. Chapter Five includes the Data Analysis and Interpretation collected during the study. Chapter Six describes the social, economics and cultural impact. The Last seven chapters consists the Summary of the Findings, Conclusion and Recommendations.

## **Chapter II**

### **LITERATURE REVIEW**

#### **2.1 Conceptual Reviews**

##### **2.1.1 Technology as a factor of society and culture change**

We live in a interconnected age on which people around the globe participate in a single information order. Thanks to globalization and the power of the internet, people are able to receive the same popular music, news, flims and television programmes.

Over the past several decades, we have witnessed a process of convergence in the production, distribution and consumption of informations. If at one time ways of communicating such as print, television and film were relatively self-contained spheres they have now becomes interconnected to a remarkable degree.

Technology & technological developments have reached their heights in the modern society. Though technology has assumed importance in the present world it is yet to acquire a prominent place in the sociological thinking.

Technology has established itself as a powerful agent of social change. The more the society is advanced, the more it encourages technology and as a result the more it get changed due to technology. The more rapid the technological change, the more rapid is the social change that it generate. The technological change has its implications on almost every aspect of the

society like in medical field, industry, cultural activities and socialization process.

Next to the rise of the internet, the increasing influence of television is probably the most important development in the media of past 50 years. The number of television channels available to the audiences has been increasing due to advances in satellite and cable technology.

(Giddens Anthony, 2002)

### **2.1.2 Mass communication in Nepal**

In the primitive age, before the printing press was started various informations, messages were provided by Katwal, Gandarva and Gaine through folk medium. Important government appeals were provided to people by blowing trumpet.

Jung Bahadur Rana had gone to Europe for the first time in 1908 B.S. when he returned back carried a hand printing press with him. The first printing press of Nepal was this one and its name was 'Gidhe press'. At that time, it was used to print various government papers. 'Manoranjan Press' was established after the 'Gidhe Press' but the data is not confirmed. Anyway, historians said books were printed in 1919 B.S. Contemporary Rana primeminister Bir Shamsheer established 'Narayanhiti Press' in 1930-33 B.S. For the first time in Nepal, 'Pashupati press' was opened by business motive that was established in 1950 B.S. It was established by 'Pandit moti Krishna Dharendra. In 1955 B.S., a monthly literary magazine 'Sudha Sagar' was printed in 'Pashupati presses. This magazine had printed on the active involvement of youth poet Motiram Bhatta financed by Pandit Naradev Moti

During the period of Rana Primeminister Dev Shamsheer, Gorkhapatra was published weekly for the first time in vaisakh 24, 1958 B.S. Initially, it was a weekly for the first year of publication, printed not more than 100 copies. In 2000 B.S., Gorkhapatra started to publish twice a week and in 2003 B.S. thrice a week and from 2017 B.S., it started to be published daily. Gorkhapatra brought 'Bloc Machine' for the first time in prime cities of Nepal. As it was too difficult to publish papers in Nepal, in the time of Rana rulers, most of the papers and magazines were published from India. So, from the various places of India: Banaras, Darjeelling, Kolkatta Kalimpong and Dehradun started to publish Nepalese papers/ magazines in Nepali language by the Nepali people living in those places. In the same manner, on the editorial ship of Father Ganga Prasad Pradhan, "Gorkha Khabar Kagaj" a monthly magazine was published from Darjeeling in 1958 B.S. After one year in 1959 B.S., on the editorialship of S.S. Sharma "Tarangini"- a monthly magazine was published from Banaras. In the same manner, 'Sundani' a monthly magazine was published in 1961 B.S., on the editorialship of Ganga Dutta Sharma. The first weekly paper 'Gorkhali' was published in 1972 B.S. on the editorialship of Surya Bikram Gyawali. Again from Banaras, monthly magazine-'Udaya' was published in 1993 B.S., on the editorialship of Kashi Bahadur Shrestha. In 2005 B.S., 'Nepal Pukar', a weekly paper was published on the editorialship of B. Lal Moktan. Initially, this paper was the mouth piece of 'Nepal Prajatantra Congress' and later the leader of Nepali Congress-Krishna Prasad Bhattarai became its editor. (Koirala, 2060 B.S.)

The first weekly paper that was published by private sector was 'Jagaran' on the editorialship of Hridaya Chandra Singh Pradhan and Kedarnath Neupane in Falgun 4, 2007 B.S. After 34 days, in Falgun 8, 2007 B.S., 'Awaj' the first daily paper started to publish on the editorialship of Siddhicharan Shrestha



and Govinda Bahadur Gothale. This paper was so popular among Nepalese people that it was published some 1500 papers and was also distributed out of the valley. The first Radio transmission in Nepal was started in 2003 B.S. under the commandship of Kashiraj Pandey. Nepali citizens had no rights to own Radio in those days.

In the year 2004 B.S., the Nepali citizens acquired rights to own Radio by the law made on 2004 B.S. During the revolution time, Prajatantra Radio was broadcasted from Raghupati Jute mill in Biratnagar.

Radio Nepal was established on 20<sup>th</sup> Chaitra, 2007 B.S. with the intension of providing news, information and entertainment to the people of whole Nepal. Its transmission capacity was 250W only. It began broadcasting news in English, Newari and Hindi. But after the establishment of Democracy in Nepal, it stopped broadcasting news in Newari and Hindi at that time.

In 2017 B.S. Radio Nepal has developed its transmission to abroad too. Twelve hours broadcasting period was from 2025 B.S. Nowadays Radio Nepal has a reliable source to get information, thoughts and entertainment. Apart from Radio Nepal, large number of Frequency Modulation [F.M.] Radio station have been established in different cities of Nepal which are now becoming popular among Nepali radio listeners.

After re-establishment of democracy in Nepal, 'Gorkhapatra,' 'The Rising Nepal', 'Kantipur', 'The Kathmandu Post', 'Annapurna Post', 'Himalayan Times', 'Samachar Patra', 'Rajdhani' are being published in an international size and have become popular for Nepali news readers.

(Journal of Nepal press institute,2069)

### 2.1.3 Communication Process

Mass communication is the process of creating shared meaning between the mass media and their audiences. Model of communication help us to visualize the particular aspects of the mass communication process. This model has – interpreters/source, encoding, channel of message, decoding and message receiver. Mass communication model specifies "feedback", whereas the interpersonal communication model does not. When two or few people communicate face-to-face, the participants can immediately and clearly recognize the feedback residing in the reciprocal messages.

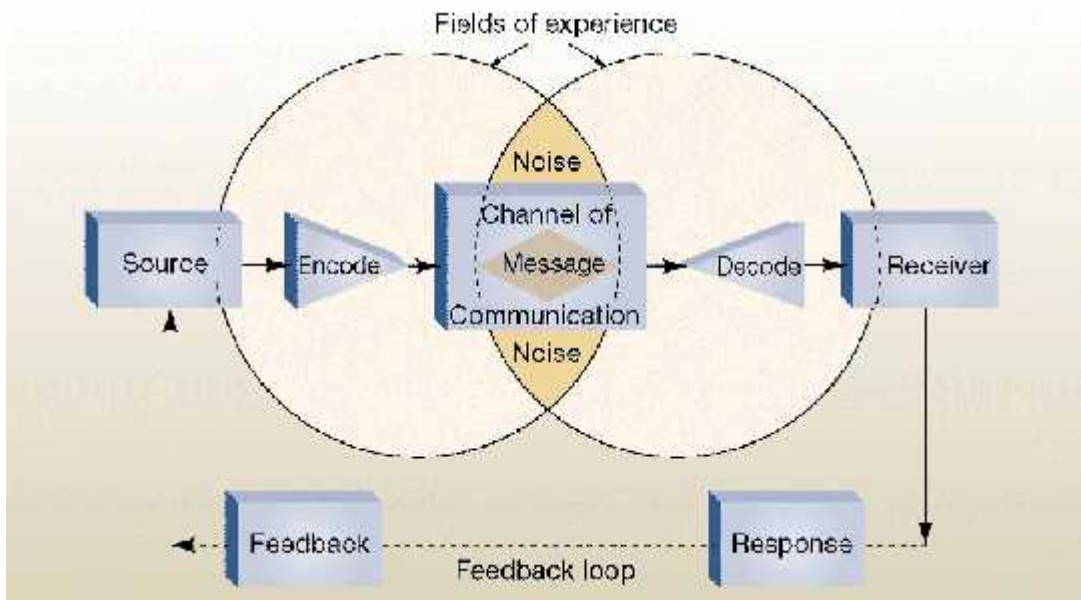


Fig: Communication model

This model involves both a source (sender) and a receiver. Begins when sender has a thought or idea and wants to share it with one or more receivers.

- Originator (source) of the message in the communication process.
- Conversion of the sender's ideas and thoughts into a message
    - Words
            - Sounds
            - Colors
            - Space
            - Themes
          - Symbols
            - Pictures
            - Numbers
            - Gestures
            - Movement

J Channel	<ul style="list-style-type: none"> <li>) Required for transmission</li> <li>) Voice, gesture, newspaper, or other communication medium.</li> </ul>
J Noise	<ul style="list-style-type: none"> <li>) Anything that interferes with, distorts, or slows the transmission of information.</li> <li>) Message may not be received by the desired target audience.</li> </ul>
J Receiver	Person who decodes the message.
J Decoding	Interpretation of the language and symbols sent by the source through a channel.
J Feedback	

#### **2.1.4 Mass Communication: Television Broadcasting**

The term broadcast is an appropriate descriptor of this process even though that word did not originate in the mass media field. To broadcast originally meant to strew seeds in all directions, as farmer would do in planting a freshly tilled field. Today's broadcast professionals are engaged in planting and germinating ideas, assertions, and attitudes rather than corn or wheat. Yet the concept of scattering the commodity in all directions remains as relevant to electronic endeavors as it does to agriculture. (Orlik, 2003).

The meaning of television is seeing at distance. The basic concept of television is, therefore, remote vision, a highly efficient means of visual communication. The success or failure of a man depends upon his ability to analyze his surroundings by making a proper decision of the impression he receives. Mostly, man obtains his impressions of the outer-world through eye-sight. It is in this concept of vision that the television finds a number of uses in industry, in the field of television find a number of uses in industry, in the field of education and entertainment. Television is a new means of

communication; it is an aid to the scientific investigation and research. In short there are distinctively broadcast and non-broadcast or industrial televisions. The most important application of the television has been in the field of broadcasting, both education and entertainment. Television is well established all over the world. The vision of television broadcasting via satellites for a global coverage has become a practical possibility. Many developing countries are planning to educate their people and spread the benefit of mass communications media. It may be worthwhile here to discuss about broadcasting. (Kshetry, 1984).

### **2.1.5 History of Television**

Television has its own long history. The television itself has changed an unbelievable amount since it was first invented. The television itself has changed an unbelievable amount since it was first invented.

Early televisions were characterized by their tiny screens, black and white pictures and turn dial controls. Below is pictured a modern day television that could be found in practically any household in the world. However similar the early television this modern day television is not something is common in every household. The television itself has become a mainstay however expensive televisions such as below are only owned the few.

However the invent of the television did not directly coincide with the implementation of broadcast television as we know it today. In the United States, broadcast television first began in the 1930's. It is noteworthy that besides the US, parts of Europe and Asia also began broadcast television in the 1930's. Also parts of South America and Africa began broadcast television in the 1990's.

In the United States, the first states to have commercially licensed broadcast television networks were New York and Pennsylvania. These networks were created in 1941. However the first actual broadcasts happened over a decade before this in the US. The first actual scheduled television broadcast happened on July 2, 1928 in a Washington, DC suburb, however initially only silhouette images were first broadcast. On July 21, 1931 the first regular 7 days a week television schedule was introduced by CBS's New York station.

## **2.2. Empirical Review**

Nepalese who had visited to foreign countries were familiar with the television but within Nepal only on Kartik of 1977 A.D., Some 30 color TV sets were kept around Tundikhel to show the preaching of Indian Maharshi Mahesh Yogy (Perhaps came from America). That was the first time of the Nepalese people to glance TV. Those sets were perhaps returned back to India after the preaching program. In the last period of 70s, particularly Kathmandu dwellers and other city dwellers were familiar with the TV sets for watching video movies. At that time, hardly 400 sets were in Nepal which was used only to watch video films. Youngsters were accustomed to watch Hindi films by paying Rs. 5 to Rs. 15 to watch the programmes in the TV sets that kept in prime toles of Kathmandu. In the beginning of 80s, the technology of 'Disc Antena' entered in Nepal. After that, various foreign channels including Indians were made possible to watch. When India arranged the Asian sports in 1982 A.D., Indian Doordarshan started to telecast the color programs before which were telecast black & white programs. Only some high class family of Kathmandu valley and cities of Terai started to use disc Antena to watch the Asian Sport and then gradually attracted towards the Indian programs of Doordarshan. By this attraction of Nepali audience towards

Indian Doordarshan and other foreign channels, the contemporary government of Nepal became alert and fear of cultural intervention made the concept of establishing its own television station. But it was not so easy, many people were in doubt of establishing Nepali television. In 2038 B.S., late King Birendra while addressing to contemporary National Panchayat directed the government to study the possibility of establishing television station in Nepal. Subsequently, in the communication sector of Sixth Development Plan (1980-1985) provision was made; "to undertake feasibility study of the establishment of television service at selected places if found feasible from economic and technical standpoints." So, late King Birendra should be considered as the first person of making concept of establishing television in Nepal. (Gautam, 2005)

Presently there are so many television channels in Nepal but previously only one television channel, i.e. Nepal Television existed which was established in Marga 17, 2041 B.S. as a project under the Ministry of Communication. The first successful telecast was the program about 'Yuva Janasanchar' arranged by Nepal Press Institute in 29 Srawan of 2042 from the Lazimpat studio. The first news telecasted by the satellite was about the visit of Late King Birendra and Late queen Aisworya to Australia. From 14 Paush, 2042 B.S. NTV started telecasting 2 hours daily from 7:00 pm to 9:00 pm. NTV was changed its studio from Lazimpat to Singa Durbar in Mangsir, 2042 B.S. The first live telecast of NTV was the news about second SAARC summit held in Bangalore, India on 2-3 Mangsir, 2043 B.S. From 4 Aaswin, 2043 B.S., NTV started 2 hours regular telecast each Saturday. (Ghimire, 2010),

In the process of development of NTV, it has established a Metro Hall with advanced equipments and three studios by the financial help Rs. 52, 80,

12000|- of China and started telecasting from 10 Aaswin, 2060 by the name of NTV-2. Likewise, NTV has started to telecast through satellite by the earth station of NTV from 20 Aashad, 2058 B.S. but only after the establishment of Satellite station on the roof of Metro Hall, it started telecasting national channel and the channel of NTV-2, through the satellite from 1 Aashad, 2059 B.S. And after that the access of NTV has reached in 22 countries, namely – Afghanistan, Bangladesh, Bhutan, Brunei, Cambodia, China, Hong-Kong, India, Indonesia, Iran, Laos, Macow, Malaysia, Maldives, Myanmar, Pakistan, Philippines, Singapore, Sri-Lanka, Taiwan, Thailand and Vietnam. Teleserials or telefilms and dramas, which include various stories and mostly visualize and broadcast through televisions. In Nepalese context, these forms of dramas were introduced after the establishment of NTV because it needs advanced type of technologies, technicians and artists. There were various veteran artists in Nepal who were playing dramas but those dramas were not visualized. They used to play dramas in public places and streets and gradually on the stages and on the opera houses or theatres. After the establishment of Radio Nepal, voice dramas were started to broadcast and this was the great achievement because now people of the Eastern region or even Far-Western region could easily hear dramas through their radios. And this brought reduction of movement of people in street-dramas, stage-dramas and in theatres. When, NTV also started to broadcast telefilms and teleserials, the reduction of movement of people towards those stage-dramas largely heightened because now people have theatre in their own houses.

On the second phase, NTV started the policy of taking teleserials made by outsiders, on the basis of their story/script, but by this policy, technical aspects were not good and only story/script could not make the teleserials sound. In this period, many non-professionals were engaged in this field and

the quality of telefilm also gone down. On the one hand, audience started to criticize heavily these telefilms/serials and on the other hand, producers gave threaten to take their telefilms/serials by NTV anyhow because they had made them by Mortgaging their house/land. Until that time, foreign television channels had spread over Nepali sky, too. So, by all these matters, NTV felt to introduce new policy about telefilm/serials, once again. In the third period, after the 2058 B.S., various policies were implemented: like to increase the accessibility of private sectors, to produce the perfect manpower for quality-programme, to use the advanced technologies in making telefilms/serials. NTV also brought other important policy that producers should make some 3/4 episodes of telefilm or serial and that should be observed deeply by a committee and it should be kept for market competition. Then, when the sponsors select suitable episodes and compromise its tender with producers, then only it is ready to broadcast. (Sharma, 2009)



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Rational for the Selection of the Study Area**

Pokhara municipality was selected for my study area because different type of people living here densely for a long time and my study was aimed at knowing the habits of household women regarding watching teleserials. Maximum number of household women watching television dwelt in cities as compare to the villages. Pokhara is also famous for army families and their wives are mostly housewives. More over the study area is convenient for my job as well.

#### **3.2 Research Design**

Both descriptive and analytical research design were used to analyze the data collected from the field. Respondent's opinion about teleserials, preference of type of teleserials, present situation of teleserials, behaviour of respondents on the matter watching teleserials and othe rhave been described.

#### **3.3 Populations and Sample Size**

Populations of this study are defined as house wives of Pokhara valley. Sample size was limited to 100 respondents one from each household. All together there are 18 wards in Pokhara sub-metropolitan city. Out of this 5 wards (ward no 5,6,7,8 and 9) were selected 20 respondents were selected from each ward.

### **3.4 Nature and Sources of Data**

As per need of the study, both primary and secondary data were collected, but the priority was given to the collection of primary data. Priority was given to qualitative data but some important quantitative data was collected by employing questionnaire, schedule, focused group discussion and key informant interviews.

### **3.5 Data Collection Techniques**

Primary data were collected by using the following techniques and tools.

#### **3.5.1 Questionnaire**

This technique was used as the main tool for the collection of primary data. To collect required data a set of questionnaire with both open and closed ended questions was prepared. Questions included been framed in such a way that they could provide both qualitative and quantitative data. According to the objective of the study, individual questions are about age, education, occupation, accommodation of the respondents and their habits of watching teleserials were asked. The questions included in the questionnaire were related with:

- ) Types of teleserials mostly preferred by the household women.
- ) Household women as the great audience of teleserials.
- ) Teleserials have power to influence women.

#### **3.5.2 Key Informant interview**

For getting special insights on certain aspects regarding the impact of teleserials in everyday life of household women and for collecting more important qualitative data, key informant interviews were carried out with

various persons in the study area. It helped me to obtain detailed information about personal feelings, perceptions and help me to achieve a high response rate.

### **3.5.3 Observation**

For this study I normally tried to study the behavior of housewives around my home. I tried to observe the patterns of their daily household activities, socio-cultural changes, relationship with family and society and social responsibilities.

### **3.6 Method of Data Analysis**

In this study, the analyses of collected information from both qualitative and quantitative method were made through the particular rules. A different set of information that was collected during field work was edited carefully, and then tabulation was made. With classification, categorized edited information was distributed to different groups and relevant heading was given to each group. Analyses of quantitative data were consisted by percentage distribution of respondents by age, education and accommodation. Presentations of collected data are figure through tabulation and pie-chart.

## **CHAPTER IV**

### **GENERAL INTRODUCTION OF THE STUDY AREA AND RESPONDENTS**

In this chapter, it described the study area and analyzed the general characteristics of the respondents which help to find out the socio- economic status of the respondents of the study.

#### **4.1 Introduction of Kaski District**

Kaski District is located in Gandaki one and western development region of Nepal. The name is disambiguated from Kaski kot, the ancient Kaski Kingdom. The district, with Pokhara as its district headquarters, covers an area of 2,017 km<sup>2</sup> and has a population (2001) of 380,527. The district covers parts of the Annapurna mountain range, and the picturesque scene of the mountains can be observed from most parts of the district. It is one of the best tourist destinations of Nepal. The centroid of Nepal lies in this district.

Pokhara is situated in the northwestern corner of the pokhara valley which is a widening of the Seti Gandaki valley that lies in the midland region (*Pahad*) of the Himalayas. In this region the mountains rise very quickly and within 30 km, the elevation rises from 1,000 m to over 7,500 m. As a result of this sharp rise in altitude the area of Pokhara has one of the highest precipitation rates in the country (3,350 mm/year or 131 inches/year in the valley to 5600 mm/year or 222 inches/year in Lumlee. Even within the city there is a noticeable difference in rainfall between the south and the north of the city, the northern part of the city situated at the foothills of the mountains experiences proportionally higher amount of precipitation. The Seti Gandaki is the main river flowing through the city. The Seti Gandaki (White River)

and its tributaries have created several gorges and canyons in and around the whole city which gives intriguingly long sections of terrace features to the city and surrounding areas. These long sections of terraces are interrupted by gorges which are hundreds of meters deep. The Seti gorge runs through the whole city from north to south and then west to east and at places these gorges are only a few metres wide. In the north and south, the canyons are wider.

In the south the city borders on Phewa Tal (4.4 km<sup>2</sup>) at an elevation of about 827 m above sea level, and Lumle at 1,740 m in the north of the city touches the base of the Annapurna Mountain range eight-thousand meter tall peaks.

#### **4.2 Introduction of Pokhara sub Metropolitan City**

The municipality of Pokhara spans 12 km from north to south and 6 km from east to west but, unlike the capital Kathmandu, it is quite loosely built up and still has much green space. The valley is approximately divided into four to five parts by the rivers Seti, Bijayapur, Bagar and Fusre. The Seti Gandaki flowing through the city from north to south divides the city roughly in two halves with the business area of Chipledunga in the middle, the old town centre of Bagar in the north and the tourist district of Lakeside (Baidam) to the south all lying on the western side of the river. The gorge through which the river flows is crossed at five places at K.I. Singh Pul, Mahendra Pul and Prithvi Highway Pul from north to south of the city respectively. The floor of the valley is plain and resembles Terai due to its gravel like surface and has slanted orientation from northwest to southeast. The city is surrounded by the hills overlooking the entire valley.

#### **4.3 General Characteristics of the Respondents**

General characteristics of respondents mention as follows.

#### 4.3.1 Age composition of respondents is mention as follows.

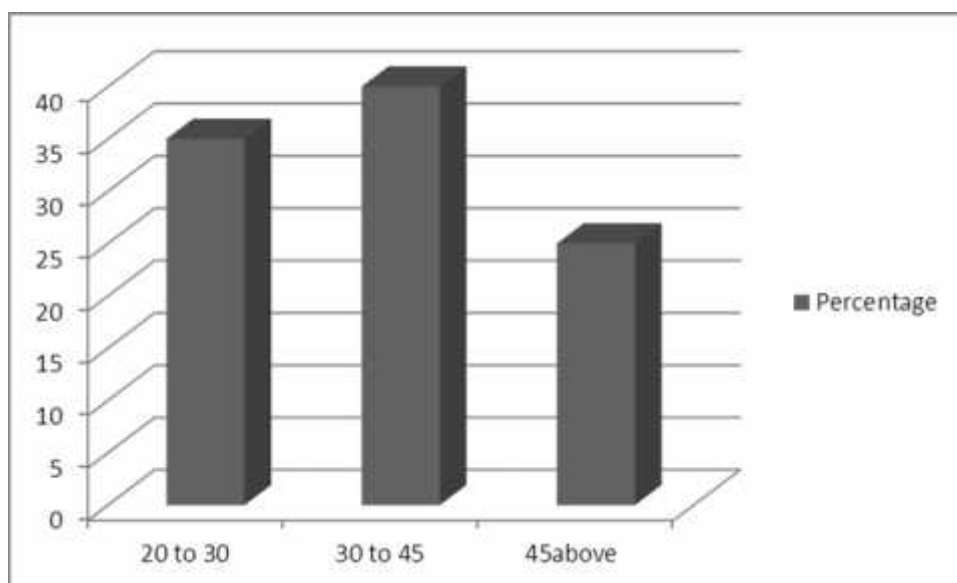
The table and figure show the age composition of the respondents. Data shows that 35% women are between 20-30 age groups. In the same way 40% are between 30-45 age group and 25% were above 45 years

**Table: 4.1**  
**Distribution of respondents by Age**

S.N	Ages	No.	Percentage
1	20 to 30	35	35
2	30 to 45	40	40
3	45above	25	25
4	Total	100	100

*Source: field survey 2013*

**Figure: 4.1**  
**Respondents by Age**



#### 4.3.2 Educational qualification of respondents

The table and figure show the educational status of the respondents. Data shows that 20 respondents passed primary level and 40% passed secondary. In the same, 30% passed intermediate level. Similarly, 10% are studies above

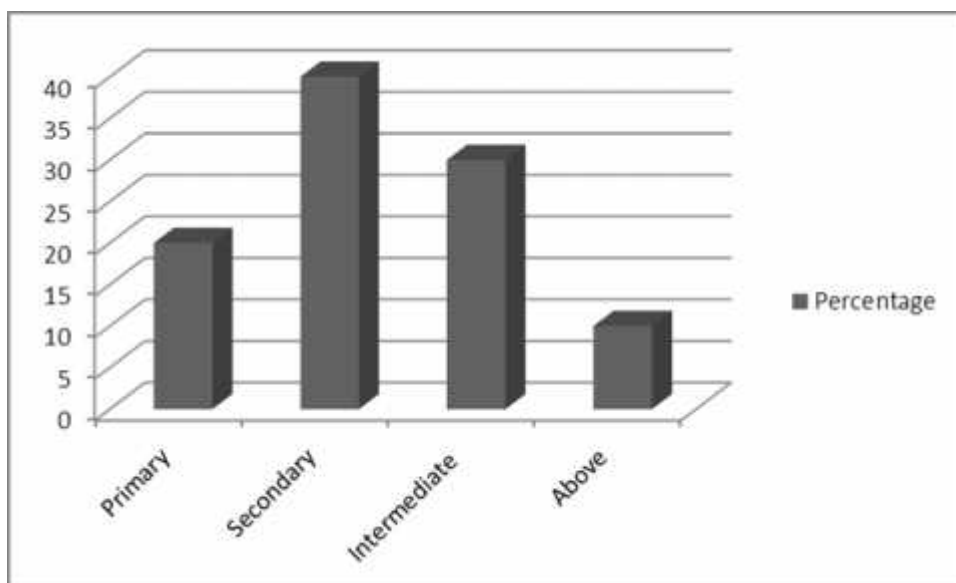
than intermediate level. It shows that all the respondents of this study are literate. Education statuses of the respondents are mention as follows.

**Table: 4.2**  
**Distributions of respondents' by Educational qualification**

S.N.	Education Status	No.	Percentage
1.	Primary	20	20
2.	Secondary	40	40
3.	Intermediate	30	30
4.	Above	10	10
5.	Total	100	100

*Source: field survey 2013*

**Figure: 4.2**  
**Respondents' by**  
**Education**



### 4.3.3 Occupational composition of the respondents

The table and figure show the occupation status of the respondents. Data shows that 20% respondents' occupation is business. In the same way 10% respondents occupation is farming and 30% family occupation is job (inside

company). In the same, way 30% respondents family involved in job in foreign country.

**Respondents' occupation is mention in the following table.**

**Table: 4.3**

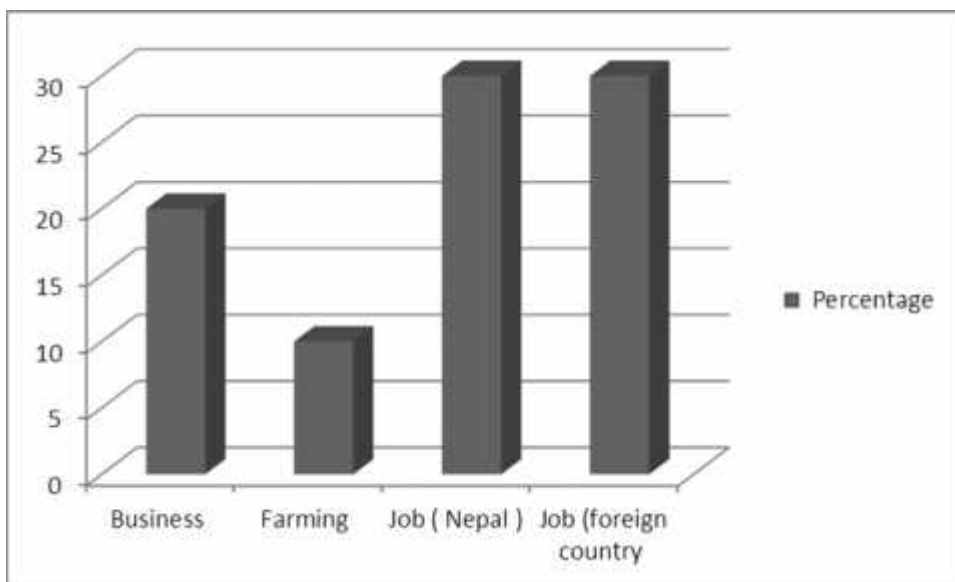
**Distribution of respondents by family Occupation**

S.N.	Occupation	No.	Percentage
1	Business	20	20
2	Farming	10	10
3	Job ( Nepal )	30	30
4	Job (foreign country	30	30
5	Labor	10	10
6	Total	100	100

*Source: field survey 2013*

**Figure: 4.3**

**Respondents by Occupation**



#### **4.3.4 Compositions of respondents by Caste and Ethnicity**

The below table and figure show the caste and ethnic composition of the respondents. Data shows that 15% respondents are belong to Bramin



community. In the same way 20% are belong to Chhetri and 25 are belong to Gugung. Similarly 10% are Thakali and Magar are 20%. 10% are other. The following table shows the caste and ethnic composition of the respondents.

**Table: 4.4**

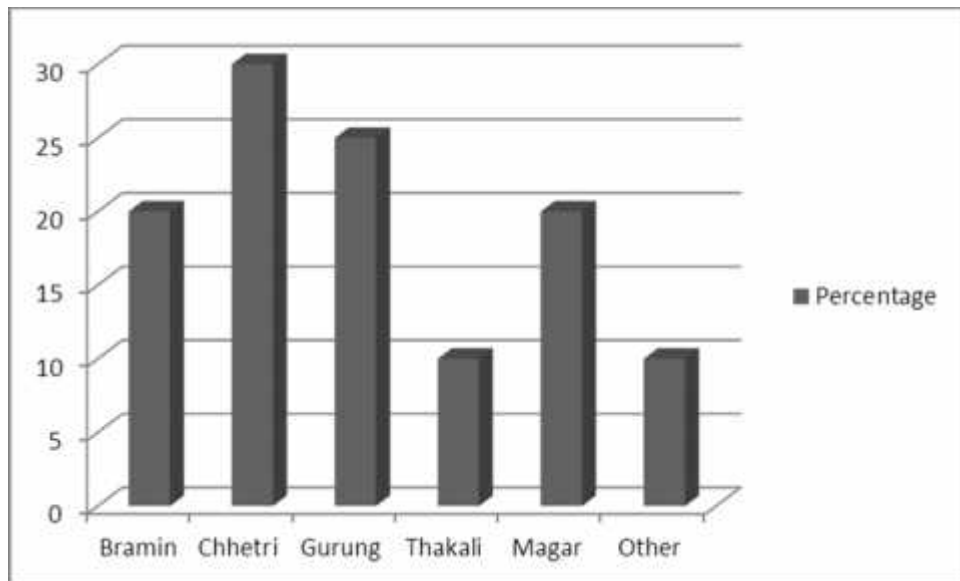
**Distribution of respondents by Caste and Ethnicity**

S.N.	Caste/ ethnicity	No	Percentage
1.	Bramin	15	15
2.	Chhetri	20	20
3	Gurung	25	25
4	Thakali	10	10
5	Magar	20	20
6	Other	10	10
7	Total	100	100

*Source: field survey 2013*

**Figure: 4.4**

**Respondents by Caste and Ethnicity**



## **CHAPTER V**

### **IMPACT OF TELE SERIAL ON EVERDAY LIFE OF HOUSE WIVES**

#### **5.1 Types of Teleserial Mostly Preferred by Household Women**

##### **5.1.1 Cable Connection**

Among 100 respondents 4 tenant respondents has no connect cable network. They used to watch only four channels NTV, Kantipur, Image, and NTV-2 by simple antenna. Their answers to my questionnaire were quite different than other respondents who had connect cable network. As my research was to study the impact of Nepali and Hindi teleserials. But I did not ask those four respondents about the impact of Hindi teleserials. And, almost all respondents has color television and two respondents had two set of television. Those 31 respondents who had connected cable network pay 100 to 350 per month of cable because of their different residency pattern. Mostly, house owner respondents pay 300 to 350 per month and tenant respondents pays 100-200 per month because tenant respondents pays amount by collecting with other tenants. Most of the respondents who had cable network connection had 80-100 channels in their television set.

##### **5.1.2 Favorite Programs of Family Members**

In my respondents' family, I found different person had different choices of the programs. I found some members had similar favourite programs but almost all had their specific favourite programs, too. I have categorized some popular common favorite programs of the members in the following table.

**Table: 5.1**  
**Percentage Distribution of Sampled Population by their Favourite Programs**

<b>Family Members</b>	<b>Teleserial %</b>	<b>Movies %</b>	<b>News %</b>	<b>Sports %</b>	<b>Cartoon %</b>	<b>Wrestling %</b>	<b>Political Debate%</b>
Wife	100	68.57	42.85				
Husband	20	60	85.71	34.28		8.57	77.14
Son		21.73		78.26	91.30	73.91	
Daughter	90.47	25			67.85		
Father/mother	62.50		62.50				

*Source: Field Survey, 2013*

The above table shows that 100% housewife's favourite program is teleserial where as only 90.47% daughters prefer to watch teleserial and few husbands 20% watch these teleserials and no sons prefer to watch these teleserials. So, these figures prove that housewives are the great watchers of teleserials in comparison to other members of family.

Again, the table shows that housewives are the greatest in number (68.57%) to watch the movies, too. Following this husbands are the second greatest (60%) and daughters took third position 25% and sons took fourth position 21.73% and no father/mother prefer to watch movies. News is the husbands' favourite program 85.71% in comparison to fathers and mothers' which is 62.50% and wives only 42.85%. No sons and daughters prefer to watch news. In the same manner, sports are the favourite for sons 78.26% in comparison to husbands 34.28%. No wives, daughters and fathers/mothers prefer to watch sports. As cartoons are the favourite to small childrens and sons are the great watchers 91.30% in comparison to daughters 67.85%. Wrestling is the most favourite of sons 73.91% in comparison to husbands 8.57% and perhaps females and senior citizens dislike violence, none of them prefer to watch

wrestling. Only husbands prefer to watch political debate 77.14% and program related to day to day affairs and no other members prefer to watch this one.

### 5.1.3 Type of Teleserials Preferred most by Respondents

Respondents preferred to watch different type of teleserials. Some preferred comedy teleserials and some sentimental. Likewise, some preferred historical and some detective, love story, social etc.

**Table: 5.2**

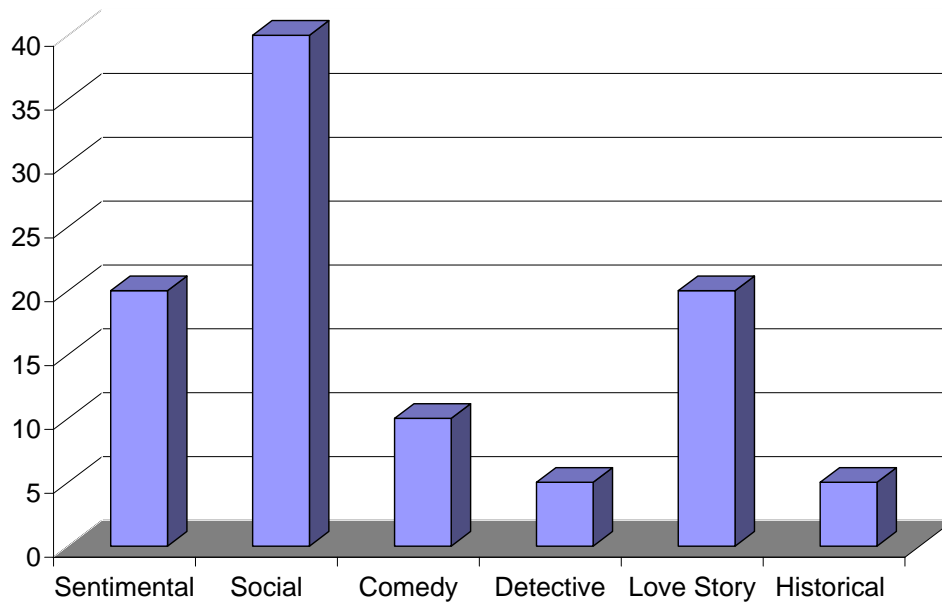
**Type of Teleserials preferred most by Respondents**

<b>Types of Teleserials</b>	<b>No</b>	<b>Percentage</b>
Sentimental	20	20%
Social	40	40%
Comedy	10	10%
Detective	5	5%
Love Story	20	20%
Historical	5	5%
Total	100	100%

*Source: Field Survey, 2013*

**Figure: 5.1**

**Type of Teleserials Preferred by Respondents**



Above table and figure show the type of teleserials preferred by respondents. Data shows that 20% respondents love to watch sentimental whereas 40% watch social teleserials and 20% loves to watch love story. In the same way 10% watch comedy and 5% watch detectives and historical document

#### **5.1.4 Respondents' Preferable Teleserials by Language**

Language is a prime medium of communication. Language should be understandable to those who are involved in communication. If language is not understandable, nobody prefers to involve in such communication or he/she do not want to hear that one. So, even if most of my respondents were educated but nobody preferred to watch English teleserials because of the language problem. But including Nepali teleserial all respondents also preferred to watch Hindi teleserials. It is because of the both languages are in Devanagari script and also good impact of Hindi songs, movies and others upon Nepalese people since a long time. It is also because of the both countries have same cultural, religious values too. Respondents preferred to

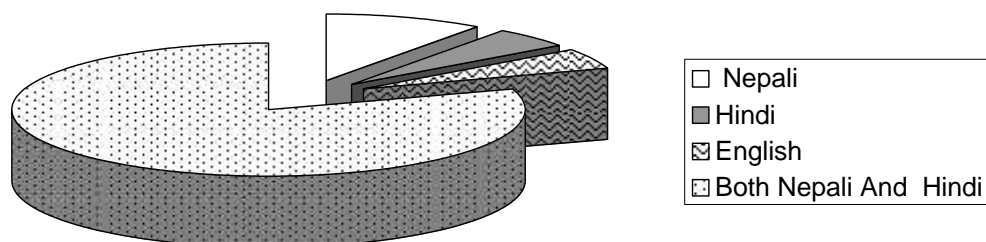
watch Nepali teleserials because it telecasts current events of the countries, represent Nepalese society and its various aspects, which are informative, realistic and comics and it also shows current incidents of daily life humorously – ironically (mostly in comedy teleserials). Similarly, the causes of preferring Hindi teleserials in respondents' view were as follows – story is good, actual representation of social incidents, it shows women's leading role to maintain culture, ritual maintenance in family and society, telecast various nice locations, upto date, stylist and suspense stories. The following table shows the percentage of respondents watchedteleserial by language.

**Table :5.3**  
**Respondents' Preferable Teleserials by Language**

Language	No.	Percentage
Nepali	10	10
Hindi	5	5
English	5	5
Both Nepali And Hindi	80	80
Total	100	100

*Source: field survey 2013*

**Figure: 5.2**  
**Respondents' Preferable Teleserials by Language**



Above table and figure show the respondents watched teleserial by language. 80% respondents watch teleserial in both Nepali and Hindi language. In the same way 10% watch teleserial in Nepali and 5% watch only Hindi and other 5% watch English.

### **5.1.5 Respondents' Favorite Teleserials**

All viewers preferred to watch similar type of teleserials. In Nepali teleserials, most of the respondents preferred comedy type of teleserials, although some preferred social-sentimental teleserials too. In Hindi teleserials, all respondents preferred social-sentimental and romantic teleserials where women struggling to get love, get position in family and society is mostly shown.

### **5.1.6 Favourite Nepali Teleserials**

Media Hub Pvt. Ltd, the largest sponsor company of Nepal is also doing ratings of all type of programs since a long time. The company use to take data from the research held by ACNielsen Nepal. The process of taking data is going to the houses and asks their favourite programs from all over the countries. Among all the programs and categories of their research data, I am going to mention only the names of favourite teleserials of the male and female audience from whole country and Kathmandu.

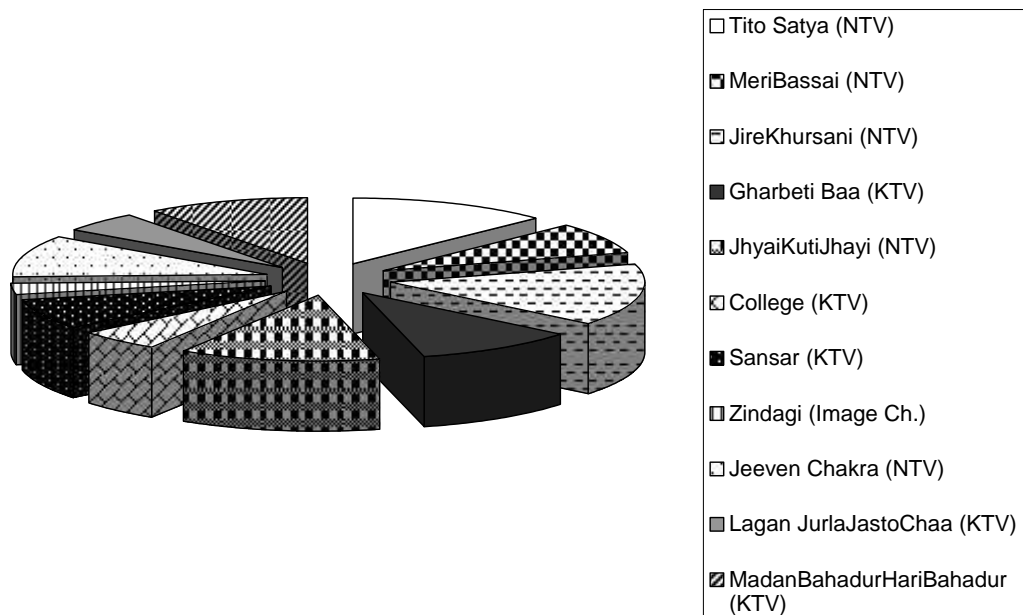
**Table: 5.4 Favourite Nepali Teleserials**

<b>Favourite Teleserials</b>	<b>No. Res.</b>	<b>Percentage</b>
Tito Satya (NTV)	50	50
MeriBassai (NTV)	30	30
JireKhursani (NTV)	60	60
Gharbeti Baa (KTV)	40	40
JhyaiKutiJhayi (NTV)	50	50
College (KTV)	20	20
Sansar (KTV)	30	30
Zindagi (Image Ch.)	10	10
Jeeven Chakra (NTV)	40	40
Lagan JurlaJastoChaa (KTV)	20	20
MadanBahadurHariBahadur (KTV)	40	40

Source: UNMMS, October 2012 ACNielsen Nepal

**Figure: 5.3**

**Favourite Nepali Teleserials**





Above table and figure show the distributions of respondents watched by Nepali teleserials. Data shows that 60% of the respondents watch JireKussaniteleserial of Nepal television. 50% respondents watch Tito Satya and 40% watch Jeeban chakra and Gharbeti Baa. Data shows that most of the respondents like comedy and contemporary problem based teleserials.

### 5.1.7 Favourite Hindi Teleserial

Those all respondents who had their cable network connection usually watch Hindi teleserials. The percentage of watching Hindi teleserials among my respondents was 80%. It means that Hindi teleserials are mostly preferable by respondents. All viewers of Hindi teleserials had similar favourite teleserials but some had different.

**Table: 5.5**

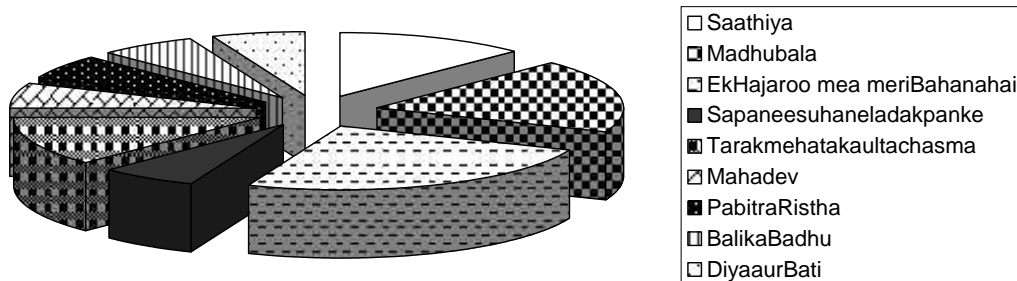
**Percentage Distribution of Sampled Population by Their Favorite Hindi Telerials**

<b>Favourite Teleserials</b>	<b>No</b>	<b>Percentage</b>
Saathiya	10	12.50
Madhubala	15	18.75
Ek hajaroo mea meri Bahanahai	20	25
Sapanee suhane ladakpan ke	5	6.26
Tarak mehata ka ulta chasma	10	12.50
Mahadev	5	6.25
Pabitra Ristha	5	6.25
Balika Badhu	5	6.25
Diya aur Bati hum	5	6.25
Total	80	100

*Source: Field Survey 2013*

**Figure: 5.4**

**Percentage Distribution of Sampled Population by Their Favorite Hindi  
Telserials**



Above table and figure show respondents' distributions by Hindi teleserial. Data shows that 80% respondents watch hindi teleserial. Among them 25% watch "Ek Hajaroo mea meri bahana hai" and 18.75% "Madhubala" . In the same way 12.50% watch "Saathiya" and "Tarak Mehata ka ulta chasma" .Similarly 6.25 watch other serials.

**5.2 Different Female Roles that are mostly seen by Respondents in  
Teleserials**

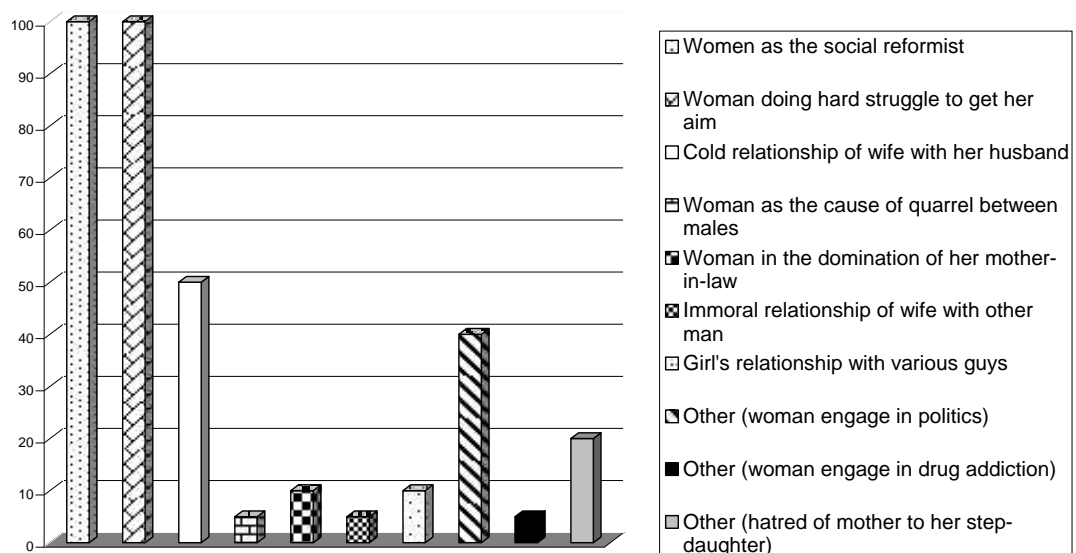
Respondents were found affected by the roles of female artists of teleserials. Respondents have got various different types of roles of female artists. Some roles of the artists were social, moral, and obedient and some were anti-social, cruel, rude and others. I had given some examples of roles and found that they had also seen these types of roles of female artists while watching teleserials. The following table describes the various different roles in the teleserials.

**Table: 5.6**  
**Percentage Distribution of Sampled Population by the Roles of Female Artists mostly watched by Respondents**

Types of Roles of Female Artists in Teleserials	No. of Respondents	Percentage of Respondents
Women as the social reformist	100	100
Woman doing hard struggle to get her aim	100	100
Cold relationship of wife with her husband	50	50
Woman as the cause of quarrel between males	5	5
Woman in the domination of her mother-in-law	10	10
Immoral relationship of wife with other man	5	5
Girl's relationship with various guys	10	10
Other (woman engage in politics)	40	40
Other (woman engage in drug addiction)	5	5
Other (hatred of mother to her step-daughter)	20	20

*Source: Field Survey, 2013*

**Figure: 5.5**  
**Percentage Distribution of Sampled Population by the Roles of Female Artists mostly watched by Respondents**



The above table shows that 100% of the respondents had seen the roles of female artists as the social reformist and also woman doing hard struggle to

get her aim. Cold relationship of wife with her husband was also seen by the second largest number of respondents 50%. The roles of female artist where she became the cause of quarrel between males were also seen by 5% of the respondents. The respondents who had seen the roles of female artist where she in the domination of her mother-in-law was 10%.The roles of female artist where she is wife and making immoral relationship with other man was also seen by 5% of the respondents. In the same manner, roles of female artist where her relationship with various guys shown was also seen by 10% of the respondents.

### 5.2.1 Type of Male Roles mostly Preferable to Respondents

Maximum respondents were found prefer to watch positive roles of male artists in teleserials. The following various type of roles of male artists were mostly preferred by respondents.

**Table: 5.7**

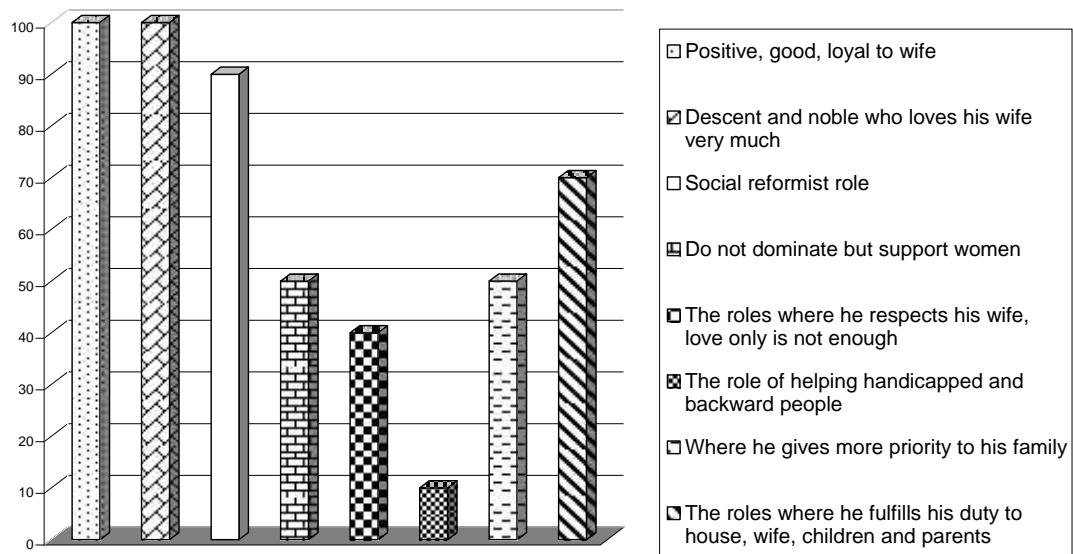
**Type of Male Roles mostly Preferable to Respondents**

<b>Types of Roles of Male Artists in Teleserials</b>	<b>No. of Respondents</b>	<b>Percentage of Respondents</b>
Positive, good, loyal to wife	100	100
Descent and noble who loves his wife very much	100	100
Social reformist role	90	90
Do not dominate but support women	50	50
The roles where he respects his wife, love only is not enough	40	40
The role of helping handicapped and backward people	10	10
Where he gives more priority to his family	50	50
The roles where he fulfills his duty to house, wife, children and parents	70	70

*Source: field survey 2013*

**Figure: 5.6**

**Type of Male Roles mostly Preferable to Respondents**



Above table and figure shows the type of male roles mostly preferable to respondents. Data shows that 100% prefers Positive, good, loyal to wife and 100% Descent and noble who love his wife very much. In the same manner 90% prefers social reformers and 50% answers ‘do not dominate but support women/. In the same way 40% answers “the roles where he respects his wife, love only is not enough’. This shows that a woman prefers the role of who love women and respects femininity.

**5.2.2 Household Women as the Great Audience of Teleserials**

This chapter deals with the habits of watching teleserials by household women. For this matter, the chapter is concerned about how long period does respondents spend the time on watching teleserials, which is their peak time of watching teleserials, who spends more time before T.V., what do respondents when advertisement appear between the teleserial, do they watch teleserial alone or with other, does their husbands scold them on the matter of watching teleserial or not.

### 5.2.3 Watching schedule ofTeleserials by Respondents

The following table and figure shows the routine of watching teleserials by respondents.

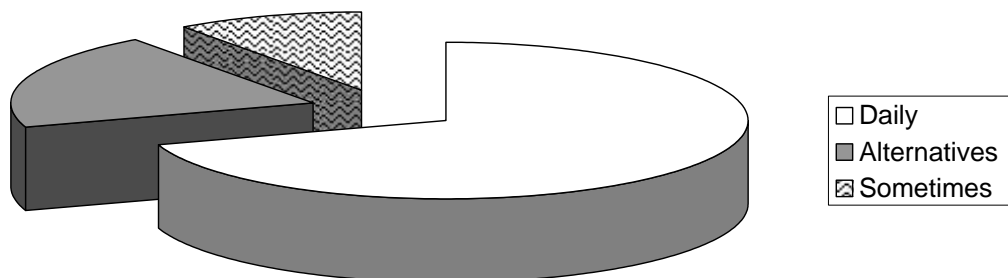
**Table: 5.8**

**Watching Teleserials by Respondents**

<b>Routines of watching</b>	<b>No of Respondents</b>	<b>Percentage</b>
Daily	70	70
Alternatives	20	20
Sometimes	10	10
Total	100	100

**Figure: 5.7**

**Watching Teleserials by Respondents**



Above table And figure show the routine of the respondents. Data shows that 70% respondents watch teleserial . In the same way 20 watch teleserial alternatively and 10% watch teleserial some times.

### 5.2.4 Causes of Respondents Watching Teleserials

In the study area most of the women spend time inside house so they have no other means of entertainment except television set and they watch more T.V. serials than male members of family.

**Table: 5.9**

**Percentage Distribution of Sampled Population by the Causes of Household Women as the Great Audience of Teleserials than their Husbands**

<b>Causes of Household Women as the Great Audience of Teleserials</b>	<b>No.</b>	<b>Percentage</b>
I must spend more time in house	70	70
I do not have any outside job	60	60
It is more informative, educational, practical and more entertainer than other programs	100	100
Husband do not stay long time in house because he has outside job	80	80
Husband dislikes teleserials	40	40
Husband prefers to watch other type of programs	20	20
It is a good medium to pass time.	60	60
In our culture, we are not allowed to go outside and work	50	50
Other (children and aged are prone to sleep fast)	40	40
Other (Character and contents of teleserials are more realistic)	30	30

*Source: Field Survey, 2013*

The above table shows that 70% of the respondents were great audience of teleserials because they have to spend more time in house and they have not any outside job. In 100% of the respondents' view teleserials are more informative, educational, practical and more entertainer than other programs. So, they became the great audience of teleserials. In the same manner, 80% of the respondents gave the reason that their husbands had outside job and do not stay long time in house and the respondents became great audience of

teleserials than their husbands. In 40% of the respondents' view, they became great audience than their husbands because their husbands dislike teleserials. Because of their husbands prefer to watch other type of programs (20%), they became great audience than their husbands. In 60% of respondents' view because of teleserials are good medium to pass the time and so they watch it largely. Cultures that do not allowed household women to go outside and work is not the cause of being great teleserials watchers in all respondents' view 50%. In 40 % of the respondents' view, they became great watchers because children and aged persons are prone to sleep fast and again in 30% of the respondents' view the characters and contents of the teleserials are more realistic and so they became great teleserial watchers.

### **5.2.5 Teleserials Have Power to Influence Women**

This chapter discuss about how teleserials are influencing household women, what makes them influenced, do they copy something from teleserials or not, if they copy then what do they copy, do they learn some education from teleserials and what education do they learn, why the respondents prefer to watch teleserials than other programs, do they give more priority on watching teleserials even leaving their household or outside tasks or not, do they think that women are mostly focused on teleserials or not, and if they think then why the woman were mostly focused, do they use some tips/tricks to solve social or household problems by watching teleserials or not and if they use then what type of tips/tricks they use, and at the last suggestion from respondents to producer for making the teleserials useful to them.

All the respondents agreed that they are influenced by the teleserials that they are watching from various channels.



### 5.2.6 What makes Respondents Influenced?

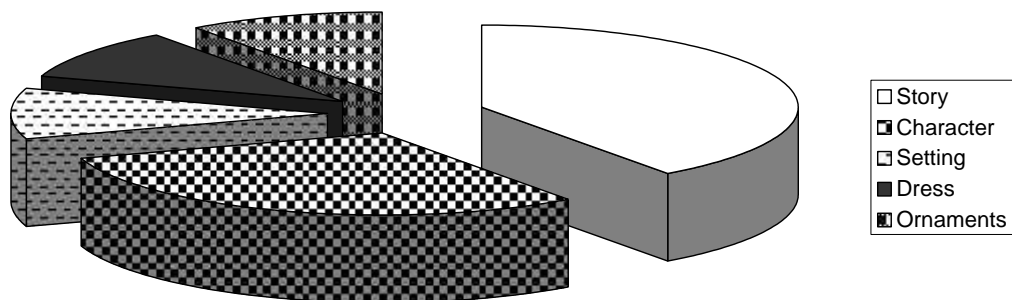
Respondents were found influenced by story, character, dress pattern, ornaments, setting and others of the teleserials. I have also categorized my respondents into three categories by their education too. This helps to know what type of respondents influence by what aspect of teleserials. The following table shows the various aspects of the teleserials that could influence different categories of respondents.

**Table; 5.10**  
**Percentage Distribution of Sampled Population of their Influencing Factors**

Influencing Factors	No.	Percentage
Story	40	40
Character	30	30
Setting	10	10
Dress	10	10
Ornaments	10	10
Total	100	100

*Source: Field Survey, 2013*

**Figure: 5.8**  
**Percentage Distribution of Sampled Population of their Influencing Factors**



The above table and figure show that the maximum number of respondents was influenced by teleserials' story (40%) whereas 30 were influenced by characters and their activities. In the same way, 10% influenced by dress and the same percentage were influenced by ornament and setting of the teleserials.

### 5.2.7 What Respondents Learn from Teleserials?

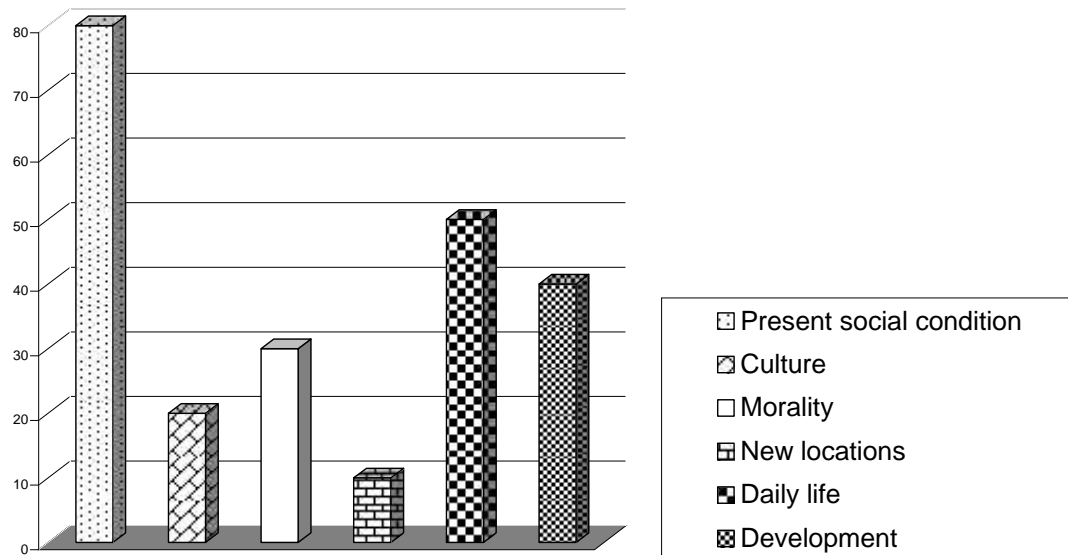
Respondents were found learning various things from teleserials. Those were morality, culture, present social condition, new locations, development and daily life pattern. I have again categorized the respondents by their education. I have describe, which educational group learn what from teleserials and their percentage of learning. The following table shows the descriptions.

**Table: 5.11**  
**Percentage Distribution of Sampled Population by their Learning Materials from Teleserials**

<b>Learning Materials</b>	<b>No. Res.</b>	<b>Percentage</b>
Present social condition	80	80
Culture	20	20
Morality	30	30
New locations	10	10
Daily life	50	50
Development	40	40

*Source: Field Survey, 2013*

**Figure: 5.9**  
**Percentage Distribution of Sampled Population by their Learning**  
**Materials from Teleserials**



Above table and figure show the Percentage Distribution of Sampled Population by their Learning Materials from Teleserials. Data shows that 80% have get information about present social situation and 20% get information about cultural material. In the same way 30% learn morality from T.V. serials. 40 get information about development and 50% know about daily life.

### **5.2.8 What Respondents Copy from Teleserials?**

All respondents agreed that they copy something from teleserials. Respondents were found copying various things like – dress pattern, hair style, make up, ornaments, language, food habit and house decoration from the teleserials. I have again illustrated these copying materials by those three educational groups.

**Table: 5.12**

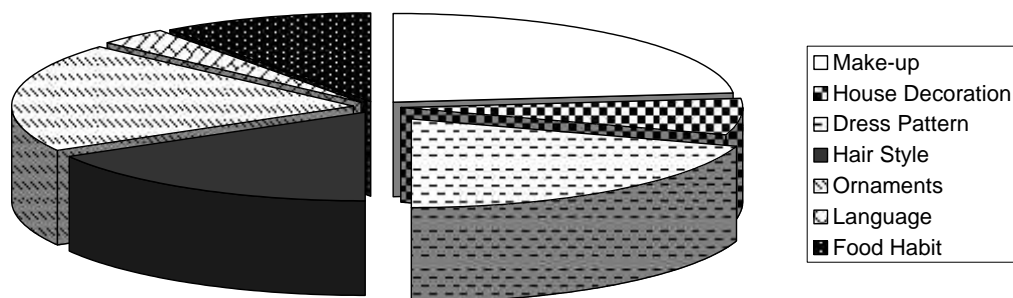
**Percentage Distribution of Sampled Population by their Habits of Copying Materials from Teleserials**

Copying Materials	No Res.	Percentage
Make-up	70	70
House Decoration	20	20
Dress Pattern	60	60
Hair Style	50	50
Ornaments	60	60
Language	10	10
Food Habit	30	30

*Source: Field Survey, 2013*

**Figure: 5.10**

**Percentage Distribution of Sampled Population by their Habits of Copying Materials from Teleserials**



Above table And figure show the percentage distribution of sampled population by their habits of copying materials from teleserials. Data shows that 70% imitates make up and 20% follows the house decoration style from T.V. serials. In the same way 60% imitates dress pattern and 50% follows the

hair style. Similarly, 60 imitate in ornament and 10% follows language. In the same way 30% follow food habit.

### **5.2.9 Causes of Preferring Teleserials than other Programs by the Respondents**

There were a lot of causes for preferring teleserials than other programs by the respondents. In respondents' view, teleserials have various unique qualities which lack in other type of programs and become useful elements to win the heart of household women. Those causes of giving more priority to teleserials are – it is more realistic based than other programs, even smallest matters are prone to include in teleserials which lack in other type of programs; because it represents real life story; story is better than films; in teleserials different events can be found each day, because of various different episodes; it is enthusiastic to watch; more educational and informatic than other programs; development the story in each episode of teleserials could be found in the same flow; various locations could be seen in teleserials than in other type of programs; the format of telecasting short period of time each day do not disturb to do other household task; curious by their detective nature and so on.

### **5.2.10 Respondents' Habit of Giving Priority on Watching Teleserial**

I had asked them how much they give priority on watching teleserials. My question was – Do you give more priority on watching teleserial even leaving your household or outside work? The answer, I got was of mixed type. Some said 'yes' and some 'no' and other said sometime I do. The following pie chart shows the percentage of giving priority to those three different options.

The figure shows that very few respondents give priority on watching teleserials even leaving their household or outside works (5.72%) but the

maximum number of respondents were found on the habit of giving priority sometime (51.42%) on watching teleserials and second highest number of respondents do not give much priority on watching teleserials (42.85%) even leaving their jobs.

#### **5.2.11 Opinion of Respondents' on the Habits of Watching Teleserials**

Some husbands were found positive and some were found negative on their wives' habit of watching teleserials. I had asked a question to my respondents - does your husband scold you on the matter of watching teleserial? The answer I got was of mixed type. Some said 'yes' and some 'no'. Among 35 respondents 45.71% were found scolded by their husbands and 54.29% respondents were found free of scolding by their husbands.

The causes of husband scolding on this matter were as follows: If the respondents watch teleserials even leaving their household works and forget other matter by watching teleserials (one of the respondents husband complain about his wife that she forgot and spoiled the milk on the stove); if the respondents do not service tea to her husband on the proper time by the cause of teleserial and the conception of husband of damaging eyes of respondents were also found obliged to scold their wives. On the other hand, those husbands who do not scold their wives on the matter of watching teleserials were due to these causes husbands were found equally preferring to watch teleserials; they thought that as their wives have not outside job and it is good medium to pass time at home.

#### **5.2.12 Causes of Focusing Women in Teleserials**

Women issue is raising in every field of society today. In every institution or organization, in family or society, among all individuals this issue is becoming hot topic of discussion. In most of the teleserials too, women issues

are found highly raised. As my all respondents also nod their head that in almost teleserials women issue is compulsorily presented. So, I sought the causes of presenting women in most of the teleserials. In respondents' view, women are mostly focused in teleserials because they are victimized in every field of society; to make them competitive and capable in each field is the requirement of modern society, so they are mostly focused. To increase the number of audience also they are mostly focused; women are large in number and the issue of women right is mostly focused in teleserials. The sole cause of breaking or constructing house is considered as by women. Women are mostly engaged in household tasks and they have enough time to watch teleserials; to bring the women in frontside, in every society woman are mostly dominated and to discourage this type of matter through the medium of teleserials – they are mostly focused.

These above data present that there are different reason behind, why house wives are greater audiences of daily soaps. Most of them are free at home without job and they engaged themselves with TV programs. Others say it is the best way for them to keep busy during the leisure time.

## **CHAPTER VI**

### **SOCIAL, ECONOMIC AND CULTURAL IMPACT OF TELESERIAL**

A vast amount of research has been done to try to assess the effects of television programmes. Most such studies have concerned children's- understandably enough, given the sheer volume of their viewing and the possible implications for socialization. Two most commonly researched topics are television's impact on the level of crime and violence and nature of television news.

“This instrument can teach, it can illuminate, yes and it can even inspire. But it can do so only to the extent that human are determined to use it to those ends. Otherwise it is nothing but wires and light in a box” - Edward R. Murrow

#### **6.1 Social Impacts of Teleserial**

Television is one of the important medium of mass media which play vital role to bring changes in society. After watching teleserial women found themselves as changes. The following table highlights the social impact of teleserials watched by women.

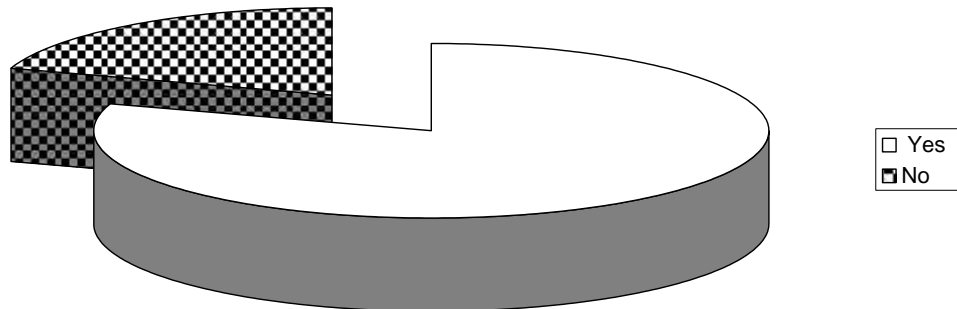


**Table: 6.1**  
**Social Impacts of Teleserial**

<b>Response</b>	<b>No. Res.</b>	<b>Percentage</b>
Yes	80	80
No	20	20
Total	100	100

*Source: field survey 2013*

**Figure: 6.1**  
**Social Impacts of Teleserial**



Above table and figure show that 80% respondents realize social impacts in television watching. Mainly, the women who indulge in watching television imites the norms and social values they observe in teleserials. Hindi teleserials play vital role to import new hairstyle, makeup and other social manners related with women. In the same way Nepali T. V. serials also play role to bring change in social manner of the women. Both negative and positive impacts fall on the respondents after watching T.V. serials.

People blame television for everything from obesity to the murder rate. While T.V. is easy to criticize and much of the criticism is justified, also need to keep in mind that television benefits in many important ways. The social

aspects of television are influences this medium has had on society since it's inception.

- ) Television can be a very powerful and effective learning tool for children if used wisely.
- ) It changes the norms of social propriety.
- ) Television is used to promote commercial, social and political agenda. News, current affairs, television advertisement and talk show are used to influence the public opinions.
- ) Teleserial play a significant role in the feminist movement and help to create general awareness

## 6.2 Economic Impacts

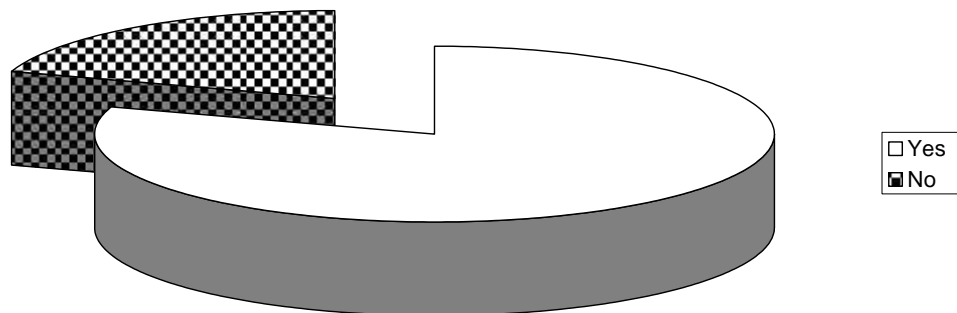
Most of the audiences of Teleserials are unemployed house wife. In Pokhara male are engaged in foreign jobs and women are alone in home. To pass the time and take entertainment they watch teleserials. In the time of watching teleserials if they got opportunity certainly that bring positive change in their economic status. The following table shows respondents view on economic impacts of teleserials

**Table: 6.2**  
**Economic Impacts**

<b>Response</b>	<b>No.</b>	<b>Percentage</b>
Yes	80	80
No	20	20
Total	100	100

*Source: field survey 2013*

**Figure: 6.2**  
**Economic Impacts**



Above table and figure show the respondents' attitude on teleserial and its impact on economic situation. Data shows that 80 % argues that teleserials impact of economic situation of the respondents and 20 does not believe on it. Mainly, women of urban area follow the fashion of teleserials which directly impact on cosmetic markets and other fashion. Individually women imitate food, dress, and household decoration from teleseiral which increase the family expenditure. Although women who only watch television for time past they could not do so. Any way teleserials heavily impacts on the economic situation of the respondents

### **6.3 Cultural Impact**

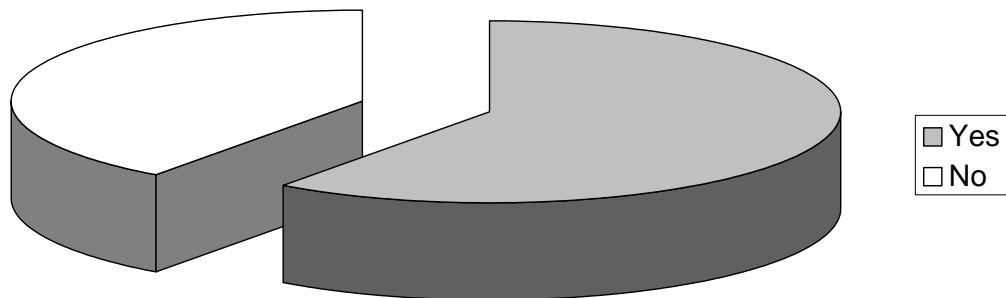
Television is one of the main audio visual mass media which play vital role to change or maintain cultural status of community. In Nepal most of the time T.V. serials play important role to change culture. Among women T.V. serial became the vehicle of cultural change. The following table shows that the repose of respondents about cultural change.

**Table: 6.3 Cultural Impacts**

<b>Response</b>	<b>No.</b>	<b>Percentage</b>
Yes	60	60
No	40	40
Total	100	100

*Source: field survey 2013*

**Figure : 6.3**  
**Cultural Impact**



Above table and figure show the opinions of respondents about the impacts of T.V. in cultural changes. Data shows that 60% argues that T.V. series play a vital role to change culture and 40% argues that it is not responsible for cultural changes. Audience nature is important on it. After watching the television series, women follow the culture which characters of the T.V. series follow in the T.V. series. e.g., after watching T.V. series, women develop the culture of eating Dahi in party places during Teej. Like that many cultures are adopted by women which they watch in the T.V. series.

Television and teleserial have had a significant influence on the culture of many societies. Recent years have witnessed the boom of television programs and people today still have mixed views on whether it has a positive or negative influence on culture. There is no denying that television serial, a

form of mass media is playing an increasingly important indispensable role in disseminating cultural values due to its easily accessibility and availability no matter ranging from advertisement to various T.V. serial numerous cultural values bedded behind them. Learning and acquisition of culture worldwide can be done by watching vivid image provided on T.V. it is the television that makes the globe village closer.

## **CHAPTER VII**

### **SUMMARY, MAIN FINDINGS AND CONCLUSION**

#### **7.1 Summary and main findings**

In this era, media is playing a vital role to bring changes in human society and culture. Modern people are mostly guided or influenced by mass media. People are taking this media as their faithful partner and always remaining near to it. As Nepal is also a democratic country, so the flow of media is also highly spreading day by day. This process enhances the incensement of awareness on people and it also effects on their daily behaviour and culture. Media also plays the role of agent in bringing individual change and mobility, promoting consumer demand for literacy, education, information, entertainment and others.

Nepal on the developing process made wider relation with foreign countries. It also felt that the importance of mass media is necessary to make progress in the country. So, it actively participates in the cultivation of mass media.

As there are various types of media in Nepal, which are playing vital role to provide information and entertainment to people but I have choose the television media. Television media is the veteran type of media because people can get audio and visualize information and entertainment through it. My study is only about teleserial program and its impacts on housewives of Pokhara valley, so I have given more focus on this topic.

To study the impact of teleserial on household women the type of teleserials those are mostly preferable to respondents; respondents as the great audience

of teleserials and the influencing power of teleserial on them have also been described.

Technological interruption on human activities is increasing now days. People are found mostly dependent upon media to gain any type of knowledge. People are using such media to get news, information and entertainment. Women are fond of getting entertainment and informations through teleserials and on the process influenced by its story, character etc. So, the media has great role to bring changes on human behaviour and culture.

This study was conducted on Pokhara sub metropolitan city ward no 5,6,7,8 and 9 from each ward 20 household women were selected as the respondents of the study. The reaches in the finding which is based on the data collected from the field survey by using questionnaires.

## **7.2 Main Findings**

By using various research tools I have found following things in my study:

- Those type of women who stays alone in their house and do not have outside job were found engaged in watching teleserials.
- Both type of women either educated or uneducated are fond of watching teleserials.
- Most of the women preferred to watch social, sentimental and comedy teleserials.
- Women are greater audience of teleserials than men because they must spend more time at home, they have less chance of going outside and to pass leisure time they watch it regularly.
- Most of the women are found influenced by teleserials; mainly by its story, character, setting, dress pattern and ornaments.

- Women also learn various things from teleserials way of running family, way of relationship with members in their family, way of speaking and behaving in family and society and some cultural behaviour and rituals.

### **7.3 Conclusion**

The thesis has given the current picture of level of teleserial watched by household women. This information helps to give teleserial producers a better idea of who is watching their teleserials and why they are watching. Producers can also get information about what type of teleserials are mostly favourite to them.

The thesis shows that urban life style and nuclear family structure are the causes of making women as the great audience of teleserials including other causes too. In urban life and nuclear family, people are found busy in their own duty like children goes to schools/colleges and husbands goes for own business or service and wives (if not employer) stays at homes all alone by herself and the good medium to kill time is teleserial. There are other several causes of watching teleserial by women. Nepalese women think that they should be aware of present social structure as they are quite back in our society and they always need to be progressive. Almost all teleserials shows the present social structure: culture, customs, rituals, way of life, behaviour of people etc. Family problem/social problem is great issue for women because women are mostly victimized or engaged in such problems and in teleserials, such issues are mostly shown. By nature, women are curious and fond of applying new style like: dress pattern, ornaments, hair style, internal/external setting of house etc and they mostly copy it from the favourite program and character teleserial.



Strong psychological causes also made women as the great audience of teleserial. In Nepalese context, women think themselves as sub-ordinate members of society and in most of the teleserials women's issue are raised – women playing prime role, women as the cause of war between males, women as the social/cultural reformist etc. And women get Catharsis by watching women's leading role in almost all teleserials.

The structure of society and culture is the root cause of happening any incident. If women are also given equal provision of education, if they are equally allowed to go outside and work as men, if the opportunities of jobs are large for women and if they are equally secured and treated as men in our society then they would not be the great audience of teleseirals. Many articles has been written on teleserials and women and in those articles women are heavily criticized and blame for watching teleserials (spceically for watching Hindi teleserials) and the negative consequences are often mentioned. But, I think that consequences born from causes. So, we must analyze the causes of any incidents at the first then we can also analyze its consequences.

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## Appendix - I

<b>Name of Telefilms/Serials</b>	<b>Director/Producer</b>	<b>Year</b>
NIMITTA NAYAK	Ramesh Budhathoki	2044/45
BANDHAKMA PAREKO JEEVAN	UmeshAryal	2044/45
MANKO AANKHA	Ramesh Budhathoki	2044/45
RAAP	Ramesh Budhathoki	2044/45
ANADHIKAR	MukundaShrestha	2044/45
MUTUKO BYATHA	Siddhantaram Joshi	2045/46
TADAKO BASTI	Krishna Malla	2045/46
SAPANAKO BIHE	BaikunthamanMaske	2045/46
KHOJI	Jitendra Mahan "Avilashi"	2045/46
JIUNDO LAAS	RajendraSalav	2045/46
AAFNAI KATHA HO	MukundaShrestha	2045/46
DOSH KASAIKO CHHAINA	Sunil Pokharel	2045/46
AMIT BASANA	Shiva SharanThapa	2045/46
BIKAS BATTI BALAUNLA	JitendraMahat "Avilashi"	2046/47
KHATARA	MukundaShrestha	2046/47
PANDRA GATE	Madankrishna/Haribansha	2046/47
YAUTA KURA	Santosh Pant	2046/47
ANDHAAKO PANI AANKHA KHULEKO HUNCHHA	Harihar Sharma	2046/47
KOKH	R. Rajbanshi	2046/47
BINA CHIHANKO MRITYO	Sunil Pokharel	2046/47
ALIKHIT	Ramesh Budhathoki	2047/48
JANAICO SAANCHO	Anil Pande	2047/48
BHOK RA BHITTAHARU	RudrarajPande	2047/48
DOSHI KO?	Santosh pant	2047/48
KORASH	BadriAdhikari	2047/48

<b>Name of Telefilms/Serials</b>	<b>Director/Producer</b>	<b>Year</b>
TIMI EKLAU CHAINAU	Santosh Pant	2047/48
AGNIPATH	LayaSangraula	2047/48
RAJKUMAR BISHWANTAR	Pravakar Sharma	2047/48
ATHOT	Dinesh Panta	2047/48
RAAT	Maha Sanchar	2047/48
CHATUREKO DAUPECH	Sunil Pokharel	2049
MRIGA TRISHNA	Harihar Sharma	2049
BHANJAYANGKO CHAUTARI	Krishna Malla	2049
GHORLE KHASI	LayaSangraula	2049
CHAPRASI	Sunil Pokharel	2049
ASMITA	UmeshAryal	2049
LACHHUMANIYA	SuryamalaKhanal	2049
CHITAKO JWALA	RabindraKhadka	2049
BHAWANA	Sangrila Channel	2050
MAN	Ramesh Budhathoki	2050
CHHIMEKEE	Deepak Aalok	2050
PARKHAL	Rajesh Lamichhane	2050
ATHOT	ManahariBhandari	2051
LALPURJA	Maha	2051
MAMATA	MadandasShrestha	2051
BIMAN CHALAK	Dinesh D.C.	2051
JWAIN	LayaSangraula	2051
MUKUNDA INDIRA	RudrarajPande	2051
NISHKARSHA	Surya Bohara	2051
ANURADHA	Ramesh Budhathoki	2052
ARTHA	Nayan Raj Pande	2052
BIDROHA	Deepak Aalok	2052
MASAN	Nayan Raj Pande	2052
PINJADA	UmeshAryal	2052
APARADHI KO	Pravakar Sharma	2052
SANJEEWANI	Laya+Sushma	2053

<b>Name of Telefilms/Serials</b>	<b>Director/Producer</b>	<b>Year</b>
PHOOTPATH	Ujwal K.C.	2053
PARIVASHA	Deepak Aalok	2053
JEEWAN YATRA	Ramesh Budhathoki	2053
HATTERIKA	PrabhatkalinSamuha	2053
DEVI	LayaSangraula	2053/54
SURUCHEE	Anil Pande	2054
NIRDOSH KAIDI	ShovitBasnet	2054
KANTIPUR	Madankrishna/Haribansha	2054
GURU DAKSHINA	GhanashyamKhatiwada	2054
BAKRAREKHA	Deepak Aalok	2054
AAGANTUK	UmeshAryal	2054
KALI GANDAKIKO SEROPHERO	Krishna MurariDhungel	2054/55
AMARSING	Dinesh Sangraula	2055
PARAI VO MAYA	ParshuramChaudhari	2055
MISTAR FANTUS	Mohan Niraula	2055
SAMYOG	Rajesh Gupta	2055
KATHAI KATHA	TeerthaThapa	2055
ANDHYARO UJAYALO	Krishna Malla	2055
MAUNATA	ShovitBasnet	2055
BITEKA KURA	Dev Kumar Shrestha	2055
PRATIDWANDI	Ramesh Kumar Budhathoki	2056
MASTARJIKO SAPANA	Pawan K.C.	2056
AGHOSHIT YUDDHA	Ravi Kumar Pakhandi	2056
CHETANA	LayaSangraula	2056
RANG NAMBAR	Maha	2056
MUKTI	TulasiGhimire	2056-11-28
AAUNSHÉE	Deepak Aalok	2057
MEM SAHEB	Pravakar Sharma	2057
ABHIRAL BAGDACHHA INDRAWATI	BadriAdhikari	2057-4-17
AAMA	Narayan Puri	2057-5-25

<b>Name of Telefilms/Serials</b>	<b>Director/Producer</b>	<b>Year</b>
AABARAN	MadandasShrestha	2057
NIYATI	K.P. Pathak	2057
SHREERAM PURNE	LayaSangraula (UNICEF)	2057
MAATO BHANEKO DHUNGA HOINA	K.B. Films	2058
NAATA RAGATKO	ShyamThapa	2058
JEEWANKO UPAHAR	Jaya PrakashChaudhari	2058
SAHANSHEELA SHUSILA	RudrarajPande	2058
TAIN CHUP MAIN CHUP	K.P. Pathak	2058
SAMJHAUTA	Bishnu Sharma	2058
KYATMANDU	LayaSangraula	2058
ANTARE	NaradKhatiwada	2058
ABA KE HOLA	Rajesh Thapa	2059
JANMA	BhojrajPaniPokharel	2059
ACHANAK	UmeshAryal	2059
AAUKAT	BasantaKhattri	2059
ANURAG	JaganBushal	2059
PURUSH	ShamvuPradhan	2059
DUI DINKO JINDAGANI	Ramesh Budhathoki	2059
JHILKE KANCHHA	RabindraKhadka	2059
BANSHA	Deepak Rayamahi	2059
HOSTEL	NiteshrajPanta	2060
KANCHAN MAN	KailashPrabin	2060
GOLMAL	GyanendraDeuja	2060
TITO SATYA	Deepakrajgiri	2060
GANGA JAMUNA	ShamvuPradhan	2060
GAHANA	ShyamBhattarai	2060
PUSHPANJALEE	Ramesh Budhathoki	2060
KATHA	BinodManandhar	2060
MOD	Laxminath Sharma	2061
JIRE KHURSANI	Jitu Nepal	2061

<b>Name of Telefilms/Serials</b>	<b>Director/Producer</b>	<b>Year</b>
PARICHAYA	SaritaLamichhane	2061
UDGHATAN	LayaSangraula	2061
YATANA	UmeshNathAryal	2061
KAPURKO RUKH	DurgaBahadurThapa	2062
SHREEMATI JINDABAD	Krishna Malla/RajanGhimire	2062
JANAKI	ShyamThapa	2062
JEEWAN CHAKRA	LayaSangraula (Health Ministry)	2063
KINARA	Suraj Chand/BijayaThapa (Synchro Media)	2063
BAUNNA GHUSSA TRIPANNA THAKKAR	Sishnupani Nepal (Synchro Media)	2063
MERI BASSAI	Sitaram and Kedar	2063
KARUNA	MahendraBudhathoki/Melina Manandhar	2063
KHUSI PALVARKO	BaburamDhakal	2063
DALAN	Nabin (Subba (Jagaran Media: IFA)	2065
MAITI	BaburamDhakal (Media Hub Pvt. Ltd.)	2065
SISNUPANI JHYAMMA	Sisnupani Media	2066
TITO SATYA	Deepak Raj Giri	2067
TITE KARELI	PrakeshOja	2068



## Questionnaires

### Respondent's Profile

Name:

Age:

VDC/Municipality/ metro city

Place/Tole:

Religion:

Mother Tongue:

Education:

Occupation:

Accommodation:

Primary	
Secondary	
House Owner	
Tenant	

### Husband's Occupation:

#### Questions Related to Television Watching

1) How many television sets you have in your house?

..... number

2) What type of television set you have?

a) Colour

b) Black & White

3) When did you buy the television?

a) Date:

b) Years/Months:

4) Do you have cable network connection?

a) Yes

b) No

5) If yes, then how much does you pay to the cable?

a) Per Month

b) Per Year

6) Who spends more time before television?

a) Husband

b) Wife

c) Son

d) Daughter

e) Grand-Father/Mother

f) Other

7) What is their favourite program?

<b>Husband</b>		<b>Daughter</b>	
Wife		Grand-Father/Mother	
Son		Other (.....)	

8) Usually which channel you prefer to watch?

- a) \_\_\_\_\_ b) \_\_\_\_\_
- c) \_\_\_\_\_ d) \_\_\_\_\_

9) Why you prefer to watch that channel?

- a) Informative b) Pedagogical
- c) Detective d) Pornographic
- e) Up to Date News f) Other

**Types of Teleserials Mostly Preferred by Household Women**

10) Do you watch teleserials on television?

- a) Yes b) No

11) If no, then what you prefer to watch on television?

Program's Name.....

12) If yes, then what type of teleserial you prefer to watch?

- a) Comedy b) Tragedy
- c) Historical d) Religious
- e) Scientific f) Detective
- g) Love Story h) Other .....

13) Why you prefer that type of teleserial? (Opinion)

.....

14) Which teleserial you watch most?

- a) Nepali b) Hindi
- c) English d) Other .....

15) Why you prefer to watch those most? (Opinion)

.....

16) Do you watch Nepali teleserial?

- a) Yes
- b) No

17) Why you prefer to watch or why you don't? (Opinion)

.....

18) Do you prefer to watch Hindi teleserial?

- a) Yes
- b) No

19) Why you prefer to watch or why you don't? (Opinion)

.....

20) What are you favouriteteleserials?

Nepali Hindi

- a)
  - a)
- b)
  - b)
- c)
  - c)
- d)
  - d)

21) Why you watch those most?(Opinion)

.....

22) What types of roles do you get in teleserials played by female artist?

- a) Woman doing hard struggle to get her aim.
- b) Woman as the cause of quarrel between males.
- c) Woman as the social reformist.
- d) Immoral relationship of wife with other man.
- e) Woman in the domination of her mother-in-law.
- f) Cold relationship of wife with her husband.
- g) Girl's relationship with various guys.
- h) Other .....

i) Other .....

23) What type of role you prefer to watch on teleserial by female artist?

.....

24) What type of role you prefer to watch on teleserial by male artist?

.....

25) Who are your favourite artists on Nepali teleserials?

a)

b)

c)

d)

26) Who are your favourite artists on Hindi teleserials?

a)

b)

c)

d)

**Household Women as the Great Audience of Teleserials:**

27) How you watch teleserial?

a) Regularly (Daily)

b) Alternately

c) Once a Week

d) Twice a Week

e) Thrice a Week

f) Four Days a Week

g) Five Days a Week

h) Six Days a Week

i) Very Rarely

28) Does your husband also watch teleserials?

a) Yes

b) No

c) Sometime

29) If yes, then does he influenced by teleserials?

a) Yes

b) No

30) While watching teleserial, do you change channel when advertisement comes?

- a) Yes I change and see other teleserial by other channel.
- b) No I regularly watch.
- c) Yes I change and see other type of program.
- d) Other .....

31) Do you watch teleserial alone or with others?

- a) Alone
- b) With Others
- c) Sometime alone and sometime with others

32) If you do not watch alone, then whom do you watch with?

.....

33) Does your husband scold you on the matter of watching teleserial?

- a) Yes
- b) No

34) If yes, then what makes him to scold you?

.....

### **Teleserials Have Power to Influence Women**

35) Are you influenced by teleserials?

- a) Yes
- b) No

36) What makes you influenced?

- a) Its Story
- b) Its Character
- c) Its Dress pattern
- d) Its Ornaments
- e) Its Setting
- f) Other .....

37) Do you practice or copy them in your daily life?

- a) Yes
- b) No

38) If yes, then what do you copy?

.....

39) Do you learn something from teleserial?

- a) Yes
- b) No

40) What are your learning materials from teleserials?

- a) Culture
- b) Morality
- c) Present social condition
- d) New locations
- e) Daily life
- f) Developement

41) Do you think females prefer much to watch teleserial than male?

- a) Yes
- b) No

42) If yes, then do you also watch more than your husband?

- a) Yes
- b) No

43) Why do you watch them more than your husband? (Conditions)

- a) I must spend more time in house.
  - i.I have to look after my children.
  - ii.I have to make meal for my family.
  - iii.I have to look after my house.
- b) I do not have any outside job.
- c) It is more informative, educational, practical and more entertainer than other programs.
- d) In our culture, we are not allowed to go outside and work and we must stay in house. And it is a good medium to pass time.
- e) Husband does not stay long time in house because he has outside job.
- f) Husband dislikes teleserials.
- g) Husband prefers to watch other type of programs.
- h) Other

.....

44) Why you prefer to watch teleserials than other programs. (Opinion)

.....

.....

.....

45) Do you give more priority on watching teleserial even leaving your household or outside tasks?

- a) Yes
- b) No

46) Do you think women are mostly focused on teleserials?

a) Yes

b) No

47) If yes, then why they are mostly focused? (Opinion)

.....  
.....  
.....

48) What type of teleserial do you suggest should be made by producers?

.....  
.....  
.....