Impact of Reality Shows on Youth: A study with reference to select Telugu entertainment channels

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Abstract

This paper intends to find out the impact of reality shows in television channels on the youth. In this purpose four Telugu Television channels have been selected and youth of three areas of Visakhapatnam district in Andhra Pradesh state have been considered for data collection. These three areas are urban, semi-urban and rural. The youth in these areas have been considered by a stratified random sampling method, and the perceptions of the youth on impact of reality shows have been gathered through a standardized questionnaire. The results of the study indicate reality shows are providing very good business to the producers of the shows. There are many ethical issues related to these reality shows, which are not getting discussed in public. These issues may have diverse effect on the contestant and on viewers. These shows encourage a ruthless and inhuman competition among its contestants and convey in the society especially in the minds of children of impressionable age that for survival one has to be cruel, merciless and emotionless. These shows actually justify a brutal and selfish competition in the society that is totally contradicting modern human values in the age when we claim to be heading towards peaceful co-existence.

Keywords: Impact, Reality Shows, Youth, Telugu Channels;

Introduction

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making significant strides. Proving its resilience to the world, Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenue. The industry has largely been driven by increasing digitisation and higher internet usage over the last decade. Internet has almost become a mainstream media for entertainment for most of the people. Television continues to be the most prominent entertainment medium in the Indian M&E industry (DPIIT)[1]. The young viewers of reality shows who are addicted to these daily programs often get deeply involved into any situation. Often, certain Television reality shows are based on topics that have no thought process or concepts. However, some reality shows show positive things, which viewers can learn and apply in their daily life. Whereas, some reality shows impact negative effect on the youth, which leads to spoil or ruin their lives[2].

Constitution of India and the Laws of land related to airing of television programmes on private satellite television channels in India; have special provisions about programmes that could be aired under the Cable Television Networks (Regulation) Act, 1995. The Act brought into force Cable Television Network Rules, 1994; which clearly mentions about raising and maintaining high standards of decency and decorum in all programmes. The self regulatory guidelines of Broadcasting Content Complaints Council mention about children, generally accessible programmes and social values. Further it suggests broadcasters to refrain from content that involves kissing, sex, nudity, violence and crime (Krishn Kaushik, 2016)[3].

The international influence has pushed the content of reality shows to become bolder. The envelope of reality show has been pushed beyond just song and dance shows. There have been many complaints registered from viewers against Reality Shows for showing unacceptable content in Reality Shows. Majority of these complaints are either disposed off or referred to other departments. Many a times the offenders are found making the same mistakes again.

Television being a part of popular mass communication medium has an influence on individuals; there have been many theories about influence of television on children and young adults (Anthony, 2003)[4]. It is derived through many of these theories that television has strong potential to influence behaviour of viewers, especially the young generation. Aggressive images and sounds on television screens tend to bring in aggression in behaviour of people. The principle of reality shows is real because they are more believable than regular shows, as they depict reality. Due to commercialization of media the ethical media practice has been replaced by thrilling and aspiration in content creation (Hamid Ansari, 2010)[5]. Thus, reality shows as know today is favourite genre of all Television producers and channels. On one hand they generate good revenues for Television Industry and on the other hand they create a very good platform for thousands of Indian youngsters who want to achieve great things in their field of interests. Be it singing, dancing, doing comedy, modeling or other talented shows, reality shows do give a good hope to the parents of young children that there is more to life than being a professional like doctor or engineer, which can be achieved through academic talents.

Literature Review

Dakshita and Aswanth (2019)[6] studies on impact of Indian Reality Television on the youth of Bangalore, where they stated International Television Channels are widely desired, particularly among young

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[1] Media Reports, Press Releases, Press Information Bureau, Department for Promotion of Industry and Internal Trade (DPIIT), Crisil report

[2] Editorial Team (2018). The Impact of Reality TV Shows on the Younger Generation. D-TOX ACADEMY.

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[4] Anthony Ford-Jones (2003). Impact of media use on children and youth. Canadian Paediatric Society, 2003 May-Jun; 8(5): 301– 306.

[5] Hamid Ansari (2010). Commercialisation of news content is a dangerous trend. The Hindu, January 29, 2010.

[6] Dakshita K A, and Aswanth G Krishnan (2019), " Impact of Indian Reality Television on The Youth of Bangalore" , International Journal of Scientific Research and Review ISSN No.: 2279-543X Volume 07, Issue 03, March 2019 UGC Journal No.: 64650.

people who have motivated the Indian Regional Channels to adopt the same method and have remained competitive in drawing the youth spectator ship. Gadling (2018)[7] in his study ' impact of reality shows on the minds of youth' observed reality shows have become a part of young generations life, they are very fond of these shows, they even don`t want to miss the single episode of their favorite reality show. The author also said even the younger generation is now habitual of these reality shows. Rachana and Leena (2018)[8] identified the impact of popular MTV reality shows like Splitsvilla, Big Boss and Roadies on the youth in Bangalore city found detrimental effect on young people physically and emotionally and can be rendered less controversial and drama-based. Gunjan Sharma (2015)[9] studied on impact of reality TV programmes on Home Science College girls. This study noted Reality TV programmes are gaining popularity among students. Effect of these reality TV progarmmes is a matter of concern. The objective of this study is to analysis the change in personality throw viewing reality TV programme. It is found that the effect of reality TV programme is easily seen on personality of Home Science girls. These Reality TV programme have great effect on our society & social values. Since, it is found that there is a gap in research of studying on impact of Reality Shows on youth with reference to select Telugu entertainment channels in Andhra Pradesh. Thus, this research paper is undertaking to investigate in this regard.

Need and Significance

This research intended to focus on influences of Reality Shows on youth with reference to the selected Telugu Television channels. While Reality Shows are designed for youth, the contribution of the youth is highest to any society from all aspects. Reality shows may seem like just entertainment. They are the trump cards of the producers of the television industry. Common audience of Television serials become bored watching the never ending melodramatic daily soap. Thus, Reality shows are conceived with emotional quotient in the place of daily serials and replace the only alternative melodramatic programmes. The content in these shows are fresh and live when compared to the other programmes in Television channels.

There are two sides of each reality show, with both positive and negative impacts on society, especially the youth. People have been used to a voyeuristic entertainment over the years. They learned to derive enjoyment from it. Due to this, all of these factors, it is imperative to discover how reality shows affect the youth. Although scripted reality shows are interested in showing how the general public citizen act. Thus, this paper wants to find out if the reality shows have an influence on the behaviour of youth.

Objectives

1. To analyse the enjoyment of youth in various aspects of Television programmes telecast in selected channels
2. To examine the reasons that why the youth mostly interested in watching reality shows in television channels
3. To examine the impact of reality shows in selected television channels on the youth

Methodology

With the increase in number of reality shows telecast in televisions, its impact is also increasing directly on the viewers and indirectly on the society. Thus, the effect of these shows is more on children and youth than the other programmes related to education, adventure and religion, as it interprets the real life situation. Reality is made basically for adults and without proper knowledge and understanding the concept, where the youth and children can be misled by it. Especially the youth, who are left to watch these shows on television can often be baffled at the display and can take them as behavior expected out everyone, especially themselves and their peers. In this context the present study is very much important to investigate the impact of reality shows telecasting in various television channels on the behaviour of youth.

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[7] Gadling D. B. (2018). Impact of Reality Shows on the Minds of Youth, Research Directions, ISSN NO – 2321-5488, Vol.: 6/ Issue: 2, August. 2018

[8] Rachana Prakash and Leena Philip (2018) " Impact of Popular MTV Reality Shows - Splitsvilla, Big Boss And Roadies On Youth in Bangalore" , International Journal of Recent Scientific Research, Vol. 9, Issue, 3(C), pp. 24832-24837

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In this purpose youth of Visakhapatnam district in Andhra Pradesh state have been considered as samples and data has been collected from the respondents with a pre-designed research tool (questionnaire) by a stratified random sampling method. Moreover, these youth mostly view four Telugu Television channels, i.e. ETV Telugu, Gemini-TV, Star Maa and Zee-Telugu. In this process perceptions of the youth on impact of reality shows have been gathered through a standardized questionnaire, and data was collected from 540 respondents from all corners of the study area. Based the objectives the demographic information of the respondents like age, gender, caste, religion, education, occupation and income, and the objectives related data like perceptions on Enjoyment of youth in Television programmes through various channels, Reasons to watch reality shows in Television channels and Impact of reality shows in selected Television channels have been collected. Later the collected responses and perceptions of the respondents were computed with the help of MS-Excel and processed through SPSS (Statistical Software for Social Sciences) then interpreted qualitatively and quantitatively methods. Data collected was arranged, coded, tabulated and analyzed by using simple statistical methods like frequency, percentage and rank order index. Thus, the data analysis has been done with frequency distribution of percentage analysis, perceptive analysis and rank order index of priority based analysis. Hence, the data analysis has been discussed in the following.

Data analysis and discussion

In the data analysis the demographic profile of the respondent youth, perceptions of the youth on enjoyment in various aspects of Television programmes telecast in selected channels, perceptions of youth on reasons for mostly interested in watching reality shows in television channels and impact of reality shows in selected television channels on the youth are presented by tables and the discussion on the results analysed.

Table-1: Demographic Profile of Respondents

Demography Profile	Category group	Frequency / percentage	Total
Age – group	18 - 20 years	168 (31.1)	540 (100.0)
	21-23 years	198 (36.7)	
	23 - 25 years	174 (32.2)	
Gender	Male	270 (50.0)	540 (100.0)
	Female	270 (50.0)	
Caste	OC	157 (29.1)	540 (100.0)
	BC	187 (34.6)	
	ST	117 (21.7)	
	SC	79 (14.6)	
Religion	Hindu	323 (59.8)	540 (100.0)
	Muslim	120 (22.2)	
	Christian	97 (18.0)	
Education	Secondary	120 (22.2)	540 (100.0)
	Inter	111 (20.6)	
	Degree	138 (25.6)	
	Above Degree	171 (31.7)	
Occupation	Students	243 (45.0)	540 (100.0)
	Employees	112 (20.7)	
	Business persons	100 (18.5)	
	Housewives	85 (15.8)	
Annual Income	Less than 10,000/-	229 (42.4)	540 (100.0)
	Rs.10,000-15,000/-	129 (23.9)	
	Above Rs.15,000/-	72 (13.3)	
	Nil	110 (20.4)	

The Tabble-1 represents the demographic profile of the youth considered for the study in the study area. While the main aim of this study is to find out the impact of reality shows in television channels on youth, the data is confined to only youth who are in the age group between 18 to 25 years. Thus, it is observed that a dominated group of 36.7 percent of the respondents is in the age-group of 21-23 years, 32.2 percent are in the age-group of 23-25 years and the remaining 31.1 percent of the respondents are in the age-group of 18-20 years. Hence the analysis infers that all the above mentioned three age-groups are almost equally participated in this study, where the major group is 21-23 years. It is observed from the data that 50 percent of the sample respondents are equally distributed by both males and females. The caste-wise distribution of the study shows 34.6 percent of the respondents are BCs, 29.1 percent are OCs, 21.7 percent are STs and the rest 14.6 percent are SCs. According to the religion of the youth it is observed that more than half i.e. 59.8 percent of the respondents are Hindus, 22.2 percent are Muslims and the remaining 18.0 percent are Christians.

The educational qualification wise distribution of sample respondents shows that as many as 31.7 percent of the sample respondents qualified above degree, 25.6 percent qualified only degree, 20.6 percent of the respondents qualified intermediate, and the remaining 22.2 percent qualified secondary level education. Whereas, the occupational distribution of the respondents indicates as many as 45.0 percent are students, 20.7 percent are employees, 18.5 percent are business people and the remaining 15.8 percent are housewives. Finally, the family annual income of the respondents shows 42.4 percent are in less than 10,000 income group, 23.9 percent are in Rs.10,000 to 15,000 income group, 13.3 percent are in above Rs.10,000 to 15,000 income group and 20.4 percent are in nil income group, i.e. they may be students, housewives, etc.

Table-2: Experience of enjoyment observed by the youth from the various TV programmes

SL. No	Experience	More	Average	Less	Nil	Total
1	Entertainment	248 (45.9)	130 (24.1)	97 (18.0)	65 (12.0)	**540 (100.0)**
2	Information	198 (36.7)	105 (19.4)	49 (9.1)	188 (34.8)	**540 (100.0)**
3	Education	214 (39.6)	162 (30.0)	57 (10.6)	107 (19.8)	**540 (100.0)**
4	Pleasure	283 (52.4)	145 (26.9)	49 (9.1)	63 (11.7)	**540 (100.0)**
5	Aspiration	266 (49.3)	164 (30.4)	68 (12.6)	42 (7.8)	**540 (100.0)**
6	Satisfaction	240 (44.4)	178 (33.0)	62 (11.5)	60 (11.1)	**540 (100.0)**
7	Leisure	246 (45.6)	164 (30.4)	48 (8.9)	82 (15.2)	**540 (100.0)**

The Table-2 represents the experience of enjoyment observed by the youth in various TV programmes. It can be seen from the data that while 45.9 percent of the youth experienced more entertainment from the programmes in the TV channels, 24.1 percent felt average, 18.0 percent felt less and 12.0 percent observed nil entertainment from the TV programmes. Regarding experience of information derived from the TV programmes, it is observed that 36.7 percent felt more, 19.4 percent felt averages, 9.1 percent felt less and 34.8 percent felt nil experience. As per the data it is found that 39.6 percent felt more, 30.0 percent felt average, 10.6 percent felt less and 19.8 percent felt nil educational experience gained by the TV programmes. In getting experience of pleasure from the TV programmes it is observed that 52.4 percent opined more, 26.9 percent opined averages, 9.1 percent opined less and 11.7 percent opined nil. It is observed from the table that as many as 49.3 percent experienced more aspiration from TV programmes, and from the rest 30.4 percent felt average, 12.6 percent felt less and 7.8 percent observed nil aspiration. Regarding experience of satisfaction from the TV programmes it can be seen from the data that 44.4 percent felt more, 33.0 percent felt average, 11.5 percent felt less and 11.1 percent felt nil satisfaction. Finally it is observed that from TV programmes a dominated group of 45.6 percent experienced more leisure, 30.4 percent felt averages, 8.9 percent felt less and 15.2 percent experienced nil.

Table-3: Perceptive score analysis of the respondents on their experience of enjoyment from TV programmes

SL. No	TV Programmes	More	Average	Less	Nil	Total
	Scale Value (SV)	**4**	**3**	**2**	**1**	
1	Entertainment	248	130	97	65	**540**
	Frequency x Scale Value	992	390	194	65	**1641 – V**
2	Information	198	105	49	188	**540**
	Frequency x Scale Value	792	315	98	188	**1393 – VII**
3	Education	214	162	57	107	**540**
	Frequency x Scale Value	856	486	114	107	**1563 – VI**
4	Pleasure	283	145	49	63	**540**
	Frequency x Scale Value	1132	435	98	63	**1728 – II**
5	Aspiration	266	164	68	42	**540**
	Frequency x Scale Value	1064	492	136	42	**1734 – I**
6	Satisfaction	240	178	62	60	**540**
	Frequency x Scale Value	960	534	124	60	**1678 – III**
7	Leisure	246	164	48	82	**540**
	Frequency x Scale Value	984	492	96	82	**1654 – IV**
	Total score for					**11391**
	Maximum Possible Score	5 (Maximum score points) 120 (number of respondents) X 10 (number of statements)				**27000**
	Percentage of score of	Total score for general working condition display/Maximum Possible Score X 100				**42.2**
	Average					1627

The perceptive score analysis of the respondents on their experience of enjoyment from TV programmes is presented in the Table-3. It is observed from the data that the first rank has been given to the statement Aspiration which secured the score of 1734 followed by the second rank to the statements pleasure with a score of 1728. The third and fourth ranks are given to the statements satisfaction and leisure with the score values of 1678 and 1654 respectively. In this process the fifth and sixth ranks are goes to the statements are goes to the statements entertainment and education with respective scores of 1641 and 1563. Finally the seventh rank has been given to the statements information which have acquired score value of 1393.According to the data it shows that the maximum possible score related to reality shows in electronic media on youth is 27000, where the total score has been perceived by the respondents was 11391. With these scores the average score was 1627 indicate 42.2 percent to the total score. Thus the statements showed in the above table have been divided into two groups, According to the average score. The statement which are scored more than average score are considered as more positive statements and the statements which are score less than average score are considered as less positive statements.

More positive statements:
1. Aspiration
2. pleasure
3. satisfaction
4. Leisure
5. Entertainment

Less positive statements:
6.   Education
7.   Information

The above analysis on experience of enjoyment from TV programmes in selected four channels indicate that most of the youth have achieved their aspirations followed by pleasure, satisfaction, leisure and entertainment from TV programmes. On the other hand a less number of youth experienced more with education related and informative programmes in the selected four channels of TV programmes.

Table-4: Reasons for watching reality shows in TV channels

Reasons	Frequency	Percent
Entertainment	113	20.99
Information	69	12.84
Facts	133	24.72
Knowledge	106	19.71
Comedy	117	21.74
Total	540	100.0

The reasons for watching of various reality shows in TV channels by the youth are represented in the Table-4. It is observed that as many as 24.72 percent of the respondents opined facts is the reason for watching TV programmes, 21.74 percent opined comedy is the reason, 20.99 percent opined entertainment is the reason, 19.71 percent opined knowledge is the reason and 12.84 percent opined information is the reason for watching TV programmes. Since, it is observed from the analysis that most of the youth are watching TV reality shows to know the facts, get thrill & entertainment and acquire knowledge.

Table-5: Impact of reality shows on the behavioral changes of youth in various aspects of life style

SL. No	Items	Very High	High	Average	Less	Nil	Total
1	Clothing style	214 (39.6)	151 (28.0)	80 (14.8)	62 (11.5)	33 (6.1)	540 (100.0)
2	Eating habits	184 (34.1)	161 (29.8)	80 (14.8)	75 (13.9)	40 (7.4)	540 (100.0)
3	Speaking language	273 (50.6)	85 (15.7)	80 (14.8)	55 (10.2)	47 (8.7)	540 (100.0)
4	Hair style	206 (38.1)	96 (17.8)	72 (13.3)	89 (16.5)	77 (14.3)	540 (100.0)
5	Usage of essentials	182 (33.7)	133 (24.6)	98 (18.1)	94 (17.4)	33 (6.1)	540 (100.0)
6	Dressing style	164 (30.4)	145 (26.9)	101 (18.7)	44 (8.1)	86 (15.9)	540 (100.0)
7	Fashions & Tastes	267 (49.4)	120 (22.2)	94 (17.4)	36 (6.7)	23 (4.3)	540 (100.0)
8	Walking style	284 (52.6)	96 (17.8)	88 (16.3)	40 (7.4)	32 (5.9)	540 (100.0)
9	Relationship with family members	246 (45.6)	93 (17.2)	83 (15.4)	80 (14.8)	38 (7.0)	540 (100.0)
10	Relationship with friends	270 (50.0)	129 (23.9)	85 (15.7)	18 (3.3)	38 (7.0)	540 (100.0)

The Table-5 represents the impact of reality shows on the behavioral changes of youth in various aspects of life style. In changing of clothing style due to watching of reality shows, it is observed from the data that 39.6 percent felt the impact is very high, 28.0 percent felt impact is high, 14.8 percent felt average, 11.5 percent felt less and the remaining 6.1 percent felt nil impact. The impact of reality shows on behavioural changes of youth in eating habits it shows 34.1 percent felt very high, 29.8 percent felt high, 14.8 percent felt average, 13.9 percent felt less and the remaining 7.4 percent felt nil. Regarding behavioural changes of youth in speaking language, it is found that 50.6 percent felt very high, 15.7 percent felt high,

14.8 percent felt average, 10.2 percent felt less and the remaining 8.7 percent felt nil. The impact of reality shows on bahavioural change of youth in hair style indicates that 38.1 percent felt very high, 17.8 percent felt high, 13.3 percent felt average, 16.5 percent felt less and 14.3 percent felt nil impact. The data reveals that 33.7 percent of the respondents felt the impact of reality shows on usage of essentials is found very high and 24.6 percent felt high, whereas 18.1 percent felt average, 17.4 percent felt less and 6.1 percent felt nil in this regard. It is observed from the data that in dressing style of the youth the impact of reality shows indicates 30.4 percent felt very high, 26.9 percent felt high, 18.7 percent felt average, 8.1 percent felt less and 15.9 percent felt nil. Whereas, the bahavioural changes of youth in fashions and tastes it is found that 49.4 percent felt very high, 22.2 percent felt high, 17.4 percent felt average, 6.7 percent felt less and the remaining 4.3 percent felt nil. The impact of reality shows on bahavioural change of youth in walking style shows as many as above fifty percent felt very high (52.6), and from the rest 17.8 percent felt high, 16.3 percent felt average, 7.4 percent felt less and 5.9 percent felt nil in this regard. While the impact of reality shows on the havioural changes of youth in relationship with family members indicate 45.6 percent felt very high, 17.2 percent felt high, 15.4 percent felt average, 14.8 percent felt less and 7.0 percent felt nil, regarding the impact of reality shows on relationship with friends indicate that 50.0 percent felt very high, 23.9 percent felt high, 15.7 percent felt average, 3.3 percent felt less and 7.0 percent felt nil.

Table – 6: Perceptive score analysis on impact of reality shows on behavioral changes of youth in various aspects of life style

SL. No	Items	Very High	High	Average	Less	Nil	Total
	Scale Value (SV)	5	4	3	2	1	
1	Clothing style	214	151	80	62	33	540
	Frequency x Scale Value	1070	604	240	124	33	2071 – V
2	Eating habits	184	161	80	75	40	540
	Frequency x Scale Value	920	644	240	150	40	1994 – VII
3	Speaking language	273	85	80	55	47	540
	Frequency x Scale Value	1365	340	240	110	47	2102 – IV
4	Hair style	206	96	72	89	77	540
	Frequency x Scale Value	1030	384	216	178	77	1885 – IX
5	Usage of essentials	182	133	98	94	33	540
	Frequency x Scale Value	910	532	294	188	33	1957 - VIII
6	Dressing style	164	145	101	44	86	540
	Frequency x Scale Value	820	580	303	88	86	1877 – X
7	Fashions & Tastes	267	120	94	36	23	540
	Frequency x Scale Value	1335	480	282	72	23	2192 – II
8	Walking style	284	96	88	40	32	540
	Frequency x Scale Value	1420	384	264	80	32	2180 – III
9	Relationship with family members	246	93	83	80	38	540
	Frequency x Scale Value	1230	372	249	160	38	2049 – VI
10	Relationship with friends	270	129	85	18	38	540
	Frequency x Scale Value	1350	516	255	36	38	2195 – I
	Total score for						20502
	Maximum Possible Score	5 (Maximum score points) 540 (number of respondents) X 10 (number of statements)					27000

	Percentage of score of	Total score for general working condition display/Maximum Possible Score X 100						75.9
	Average							2050

　　　　The perceptive score analysis of respondents on impact of reality shows on behavioral changes of youth in various aspects of life style is presented in the Table-6. It is observed from the data that the first rank has been given to the statement ' Relationship with friends' with the score value of 2195 followed by the second rank to the statements ' Fashions & Tastes' with a score value of 2192. The third and fourth ranks are given to the statements walking style and speaking language with the score values of 2180 and 2102 respectively. In this process the fifth and sixth ranks are goes to the statements are goes to the statements clothing style and relationship with family members with respective scores of 2071 and 2049. The seventh rank has been given to the statements information which has eating habits score value of 1994. It shows eighth rank has been given to the statement usage of essentials score value of 1957 and the ninth rank has given to the statement hair style with score value is 1885 and finally the tenth rank has given to the statement dressing style with score value is 1877. According to the data it shows that the maximum possible score related to reality shows in electronic media on youth is 27000, where the total score has been perceived by the respondents was 20502. With these scores the average score was 2050 indicate 75.9 percent to the total score. Thus the statements showed in the above table have been divided into two groups, according to the average score. The statement which are scored more than average score are considered as more positive statements and the statements which are score less than average score are considered as less positive statements.

More positive statements:
1. 　　　　Relationship with friends
2. 　　　　Fashions & Tastes
3. 　　　　Walking style
4. 　　　　Speaking language
5. 　　　　Clothing style

Less positive statements:
6. 　　　　Relationship with family members
7. 　　　　Eating habits
8. 　　　　Usage of essentials
9. 　　　　Hair style
10. 　　　Dressing style

　　　　The above analysis on impact of reality shows on behavioral changes of youth in various aspects of life style infers that most of the youth observed relationship with friends has highly influenced by the reality shows, followed by fashions & tastes of life. A major group of youth opined that the impact of reality shows found in changing of walking style, speaking style and clothing style also. Hence, the data reveals that the impact of reality shows has been impact high in behavioural changes of youth in various aspects of life style. Still it is observed from the data that some of the respondents found less impact of reality shows in the bahavioural changes of youth in relationship with family members, eating habits, usage of essentials, hair style and dressing style.

Findings

　　　　Television is a popular and powerful source of information and entertainment in the present scenario. The reality shows in television channels played a complicit role in the process of social change by acting as a catalyst. One can not underestimate the impact of these reality shows on society especially on youth unless a thorough study has been done. These reality shows are very powerful and has the ability to influence the youth with in fraction of second. Hence, the major findings from this study are presented in the following paragraphs.

Experience of enjoyment from various TV programmes:

1. The experience of enjoyment from various Television channels indicates that while 52.4 percent of the youth experienced pleasure from the Television programmes, 49.3 percent experienced with their aspiration, 45.9 percent got entertainment, 45.6 percent got leisure and 44.4 percent got satisfaction with the Television programmes. Whereas 39.6 percent experienced education and 36.7 percent got information while watching television programmes.

2. As per the rank order analysis the data reveals that as many as 79.7 percent of the respondents expressed that they have enjoyed a lot from aspiration of the shows telecast in Television programmes, whereas, 79.3 percent opined more pleasure, 77.4 percent opined more satisfaction, 76.0 percent experienced more leisure and 70.0 percent experienced more entertainment by Television programmes.

3. On the contradictory it is observed from the data that more than thirty percent of the respondents opined that they could not experienced more education or information from the Television programmes.

Reasons for watching various programmes in Television channels:

4. The reason for watching reality shows in Television channels by the youth shows that 24.72 percent of the respondents said 'facts', 21.74 percent said 'comedy', 20.99 percent said 'entertainment', 19.71 percent said 'knowledge' and 12.84 percent said 'information' are the reasons to watch Television reality shows.

Impact of reality shows on youth

5. Regarding impact of reality shows on youth the data reveals that more than fifty percent of the respondents expressed that they watch the reality shows in Television, but they never follow them in their life. Whereas, impact of reality shows in televisions on the behavior and style of youth indicates that above one-third of youth (34.6%) felt reality shows in Television impact on behavior and style of youth, whereas 31.5 percent said somewhat they impact on youth. It is observed that as many as 71.1 percent youth not aware of judicial laws which can control the telecasting of these Television shows. Still it is observed that 60.0 percent of the respondents do not felt that there should be applicable of censorship to the telecasting of reality shows in Television channels.

Impact of reality shows on the behavioral changes of youth:

6. The impact of reality shows on the behavioral changes of youth in various aspects of life style indicate that as many as 83.9 percent of the youth felt relationship with friends followed by fashions & tastes (71.6) and walking style (70.4) have been impacted by the reality shows. Whereas between 60-70 percent of the youth found impact of reality shows in their speaking language (66.3), clothing style (68.4), relationship with family members (62.8) and eating habits (63.9). Since, less than sixty percent of the youth observed that usage of essentials (58.3), hair style (55.9) and dressing style (57.1) are influenced by the reality shows.

7. It is also observed from the data that more than twenty percent of the respondents felt that there is less or nil impact of reality shows on relationship of youth with their family members, eating habits, usage of essentials, hair style and dressing style

Conclusion

In India, the format of reality television has not evolved as in the west. Here it developed out of singing talent hunt shows. Instead of classical or folk music, these shows focused on popular filmi songs. Despite this is also true that most of the popular Indian reality and game shows are adopted from west, however Antaakshari and Sa Re Ga Ma are the exception to this. It can be concluded that Indians copied the format but they adopted it in their own way and to a certain degree they have Indianised it. Secondly, the reality shows are showing' mediated reality'. They are creating the myth of reality. But the truth is, they present everything according to their convenience and market demand. The reality depicted in the so-called reality shows is ' constructed and packaged reality'.

It can also be said that reality shows are providing platform to the young talent of India. At least it seems to be like this. But these shows have reduced the talent into singing and dancing only. From the audience angle, reality shows have provided a fresh air of entertainment. These shows are inviting, entertaining, exciting, involving, encouraging, interacting, attracting, inciting, provoking etc. reality shows and game shows rule the TRP charts and dominates the prime time. As result reality shows are providing very good business to the producers of the shows. There are many ethical issues related to these reality shows, which are not getting discussed in public. These issues may have diverse effect on the contestant and on viewers. These shows encourage a ruthless and inhuman competition among its contestants and convey in the society especially in the minds of children of impressionable age that for survival one has to be cruel, merciless and emotionless. These shows actually justify a brutal and selfish competition in the society that is totally contradicting modern human values in the age when we claim to be heading towards peaceful co-existence.

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