

## **EFFECT OF DRAMATIZED TELEVISION MEDIA ON MENTAL IMAGINATION OF URBAN ADULT.**

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### **Abstract**

*From movies to emojis, from social media to emotional intelligence, from shocking television news to video games – emotions form an important and integral part of digital society or media world. Often, emotions are the main motivation for the use of media in the first place, as they form the basis of aesthetic experience, enjoyment, and entertainment.*

*On the other hand, media is a huge money-making industry. Gone are the days when television content was not so complex or emotionally and psychologically straining. It is not only risky but also undermines ones mental and physical health. Fear, hate angles, relationship complexity or extreme enmity-based stories prey on the anxieties we all have which hold us hostage.*

*Today specially television media programmes use a hierarchy of ‘Target Rating Point’ (TRP) which are setting bad example to the society. Television media which has a capacity to reach people with larger effect is slowly turning into a devil’s den with innovating new evil ideas in the mind of people activating an array of negative emotions in us. There was a time when television programmes were progressive but today the negative content is out growing its positive effects. So much of negative content is having a serious impact on our emotions, mind and thought. Excessive watching of the content is having a deleterious effect on the imagination level of an adult, changing the perspective of their thought process and manipulating their imagination and emotional well-being.*

*The present study aims at examining the viewing pattern of an urban male and female with an eye on the influence of the television media and how television programmes can generate a negative emotion, how it effects your imagination level and how you interpret events in your own life. A total of 300 urban adult were selected as sample from Ahmedabad, Gujrat. Data were collected with the help of a standardized tool “Mental Imagery Questionnaire” by P M Rajamanickam. The study concluded that television media effects emotions which further impacts mental imagination level.*

**Keywords:** Daily Soaps, TRP, urban, media, mental imagination, emotions

### **INTRODUCTION**

From movies to emojis, from social media to emotional intelligence, from shocking television news to video games – emotions form an important and integral part of digital society or media world. Emotional senses enable us to perceive or to imprint different media experiences into memory and in the formation of our imagination, values and modes of action. Often, emotions are the main motivation for the use of media in the first place, as they form the basis of aesthetic experience, enjoyment, and entertainment.

On the other hand, media is a huge money-making industry. Gone are the days when television content was not so complex or emotionally and psychologically straining. It is not only risky but also undermines ones mental and physical health. Fear, hate angles, relationship complexity or extreme enmity-based stories prey on the anxieties we all have which hold us hostage.

Today specially television media programmes use a hierarchy of ‘Target Rating Point’ (TRP) which are setting bad example to the society. Television media which has a capacity to reach people with larger effect is slowly turning into a devil’s den with innovating new evil ideas in the mind of people activating an array of negative emotions in us. There was a time when television programmes were progressive but today the negative content is out growing its positive effects. So much of negative content is having a serious impact on our emotions, mind and thought. Excessive watching of the content is having a deleterious effect on the imagination level of an adult, changing the perspective of their thought process and manipulating their imagination and emotional well-being.

Television was a boon for human civilization. It not only changed the lifestyle of people but has influenced our culture a lot. Television media has a very prominent and important role in everyone’s life. But today our life is bombarded with lots of different channels and serials or daily soaps which are entertaining a huge mass and not only entertaining them but also affecting their minds in different ways.

The serials-daily soaps (irrespective of language) has the capacity to reach masses with a huge effect and impact on them. But, in recent times these serials are setting bad example to the society. Even though

they have both positive and negative aspects, but negative things are out growing the positive effects. There was a time when television shows were so progressive, but now a day's serial makers show maximum number of negative things. Good concept serials are very rare. Nowadays serials are having such a strong negative content that is having a huge impact on the mind and thought process of the people.

Television media today are full of daily soaps which are having a plethora of concept of child marriage, multiple partners, extramarital affairs, superstition, murder, conspiracy, child kidnapping, divorce, hatred which is having a negative impact on the family relationship. Another culprit which is polluting the television media is TARGET RATING POINT (TRP) they are turning all the entertainment channels, producers and writers as unethical for want of more TRP's for their serials.

Our Indian culture which is not only rich worldwide but also believed to be bonded by family values. But nowadays due to this unethical flood of serial which are not only polluting our minds but also breaking our family values, beliefs and family relationships.

Effect of media on human has been researched through various theories. One of the core theories is 'Cultivation Theory' which proposes that those who spend more time "living" in the virtual world of television may perceive the "real world" as per the imagery, principles, and portrayals depicted on the small screen. Even 'Social Learning Theory' suggests that learning is achieved not only through direct experience but also through observation. People acquire knowledge about behaviours as well as social conventions such as rules of conduct from television.

Television media is a platform which offers a plethora of ideas and conceptions on a variety of social emotional and cultural dynamics like race, gender, sexuality, anger, hatred etc. The constant exposure to the media contents slowly starts cultivating specific beliefs, attitudes and values which further can distort your imagination capacity. Due to the constant exposure to such distorted content their perception of the world changes, unconsciously shaping their thought processes and behaviour based on what they consume.

### ILLOGICAL BLURRED FANTASY AND REALITY-WHAT MAKES A TELEVISION SERIAL SO ADDICTIVE?



#### 1. A Guilty Pleasure

It is seen many cultured viewers feel bad about viewing such trashy television serials, but they are unable to control their urge to view them. Another way of explaining done by viewers of such trashy series are it's okay to watch or to indulge in a little mindless crap at the end of such a tiring and demanding day.

#### 2. Ironic Consumption

Another type of serial watchers and their way of explaining are of Ironic or hipster viewers- they think the shows they are watching are not only terrible but also bad, but they still watch them and enjoy them as they derive great pleasure from making fun of that serial. It's just a feeling of superiority that they could laugh or make fun of those serials or characters. In a way, by watching trashy TV from a position of superiority, ironic consumers can reaffirm their own self-perception of being cultured.

#### 3. Our Complicated Culture

Today's television viewers are confused where on one side they won't take the products of media at face value but on the other hand they will keep with viewing those serials even after making aesthetic and moral judgement about those TV shows

#### 4. Escapism



Daily soap viewers are the people who would like to disappear into someone else's world for those few hours. It's a part of escapism to be part of character's lives. Those daily serials act as a comforting familiarity a bit like going back to your bedroom for a good night sleep. It is like escaping from your own problems or to break from your monotonous routine when you forget your problems and get embroiled on someone else's for a while.

## LITERATURE REVIEW

1. The Impact of Television Viewing on Brain Structures: Cross-Sectional and Longitudinal Analyses  
The study was cross-sectional where correlations between the duration of TV viewing and regional grey/white matter volume among 133 boys and 143 girls were examined. The study showed effects of TV viewing on the frontopolar area of the brain, which has been associated with intellectual abilities.

2. Just entertainment: Effects of TV series about intrigue on young adults  
In this study an effort was made to find potential effects of TV series on young adults. The researcher selected a popular series which was used as a stimulus. By scrutinizing the outline of this TV series and inspired by studies of the effects of media violence, one behavioural observation and five scales were adopted as dependent measures.

3. The Great Indian Television Soap Opera – Issues of Identity and Socio-cultural Dynamics  
The content of Indian television soaps has seen an evolution of sorts. They have made vociferous cultural representations in the process. This paper seeks to look at the evolution of content in the televised soaps in the Indian context. The paper traverses the role of these soaps in defining cultural identity and ethos. It would further seek to critique the cultural ethos of the new 'pseudo-social' breed of soaps.

4. The Impact of Soap Operas on Viewers  
In this study, viewers and nonviewers perceptions of the reality of the soap operas characters and content, to explore viewers degree of interaction, identification and involvement with soap operas and to identify functions satisfied by watching daytime serials were examined through a telephone survey. 550 samples were selected randomly from the Lansing telephone directory and another 272 respondents completed questionnaires. The study found that with the amount of viewing increased

- (1) perceived reality increased,
- (2) knowledge of soap opera content increased,
- (3) involvement increased,
- (4) identification increased,
- (5) interaction increased, and
- (6) social utility increased.

## NEED AND SIGNIFICANCE OF THE STUDY

Emotion – remains a mystery topic. There have been various theories which are put forward to explain the concept of emotions or expression of emotions. Fear being one of them. There are many researches on effects of fear as a basic emotion but very little is known or researched of its effect on mental imagery. Fear as an emotion is a key factor in today's media landscape.

On the other hand, there have been several studies in the past exploring the influence and effect of different media on different aspects of human development. Whether it is mental wellbeing or physiological, the effects are being researched every single day. Effect of media has been a hot topic for researchers across the globe. Now a days most of the serials which are shown on different channels has a storyline which not only involves excessive drama but also deviates from the real world. These serials are depicting myriad emotions in the most unnatural manner and are having a negative impact on the minds of the viewers. Viewers are getting influenced by these negative story line and serials, which are supposed to provide only temporary entertainment to them. These TV serials and daily soaps has reshaped the landscape of television.

In the above context, an attempt is made to understand whether exposure to media (television media) has any effect on mental imagination capacity of an adult (irrespective of gender). The study also tries to identify the differences between male/female serial viewers and male/female non-serial viewers in the above variables.

## METHODOLOGY

### Objectives

1. To study and compare mental imagery of TM watchers and Non-TM watcher urban adult.
2. To study and compare mental imagery of urban male and female.
3. To study interaction effect among Television Media watchers and gender of urban adult.

### Hypothesis

**Ho1:** There is no significant difference between TM watcher and Non-TM watcher urban adult.

**Ho2:** There is no significant difference in gender of Television Media watcher urban adult.

**Ho3:** There is no significant difference in gender of Non-Television Media watcher urban adult.

#### CRITERIA FOR CATEGORY OF MEDIA WATCHER

##### Television Media-TM Watchers

- Watching 2 or more serials daily
- More than 4-5 hours of daily TV watching
- Television is primary source of information
- Life without Television is incomplete
- Emotions attached with serial characters

##### Non-Television Media -TM Watchers

- Watching less than 2 serials daily
- No or Less than 2 hours of TV watching
- Life outside Media world
- No emotional attachment with any characters

The criteria of Television Media and Non-Television Media watchers was measured by the number of different serials viewed daily, by the total number of episodes viewed per week and number of hours spent on viewing. Respondents were asked which shows they watched and how many times a week they watched. This was done to establish a comparative frequency of how often each show was viewed weekly. The responses were recorded through a pre-conceived questionnaire.

#### Sample

The sample was selected by random method of sampling. The sample was categorized as under:

Category	Male	Female	Total
Television Media Watcher	75	75	150
Non-Television Media Watcher	75	75	150
Total	150	150	300

#### TOOLS FOR DATA COLLECTION

##### 1. Mental Imagery Questionnaire (MIQ-R) - P M. Rajamanickam

M.I.Q. is designed to assess the sensory experiences of the individuals. This Questionnaire consists of six subtests referring to six areas of sensory experiences- (i) visual, (ii) auditory, (iii) gustatory, (iv) olfactory, (v) tactual, and (vi) bodily. Thus, overall,  $15 \times 6 = 90$  items are included in the Questionnaire. It can be used on (school students and adult population.)

The imagery ability questionnaire six variables (like visual sensation, auditory sensation, bodily sensation, taste sensation, smell sensation, touch sensation) that are scored on a one point like scale ranging from strongly agree to strongly disagree with an average completion time of between 10 and 15 minutes.

#### Variables

Variables for present research study was as under:

Sr No	Variables	Variable Level	No. of Variables	Name of Variables
1.	Media Watcher (Category)	Independent Variables	2	Television Media Watcher Non-Television Media Watcher
2.	Gender	Independent Variables	2	Female Male
3.	Scores of Mental Imagery Questionnaire	Dependant Variables	6	Very Clear Image Fairly Clear Image Just Clear Image Somewhat Clear Image Dim Image No Image

**RESULT AND DISCUSSION**

**Distribution of Respondents**

Table 1: Distribution of Respondents according to their Gender

Gender	N
Female	150
Male	150
<b>Total</b>	<b>300</b>

Table2: Distribution of Respondents according to TM watchers and Non- TM Watchers

Gender	Television Media	N
Female (Urban Adult)	TM Watchers	84
	Non -TM Watchers	66
Male (Urban Adult)	TM Watchers	80
	Non -TM Watchers	70

Table below shows the Level of Mental Imagery in TM Watchers and Non- TM Watchers

Table.1 Frequency distribution of respondents according to their Level of Mental Imagery (Visual)

**Television Media Watchers**

Gender	Vivid Image	Fairly Vivid	Just Clear	Somewhat Clear	Dim Image	No Image	Total
Male	18	34	42	28	22	6	150
Female	13	21	29	43	31	13	150

**Non-Television Media Watchers**

Gender	Vivid Image	Fairly Vivid	Just Clear	Somewhat Clear	Dim Image	No Image	Total
Male	28	27	37	47	7	4	150
Female	29	24	41	40	9	7	150

Table.2 Frequency distribution of respondents according to their Level of Mental Imagery (Auditory)

**Television Media Watchers**

Gender	Vivid Image	Fairly Vivid	Just Clear	Somewhat Clear	Dim Image	No Image	Total
Male	18	27	43	27	29	6	150
Female	14	23	40	34	27	12	150

**Non-Television Media Watchers**

Gender	Vivid Image	Fairly Vivid	Just Clear	Somewhat Clear	Dim Image	No Image	Total
Male	31	26	35	42	11	5	150
Female	32	25	31	40	9	13	150

Table.3 Frequency distribution of respondents according to their Level of Mental Imagery (Organic)

**Television Media Watchers**

Gender	Vivid Image	Fairly Vivid	Just Clear	Somewhat Clear	Dim Image	No Image	Total
Male	11	16	31	38	38	16	150
Female	5	17	23	34	49	22	150

**Non-Television Media Watchers**

Gender	Vivid Image	Fairly Vivid	Just Clear	Somewhat Clear	Dim Image	No Image	Total
Male	16	27	39	42	19	7	150
Female	10	27	38	46	18	11	150

**Ho1:** There is no significant difference between TM watcher and Non-TM watcher urban adult with regard to Mental Imagery such as visual, auditory, and bodily.

**Comparison of Mean Scores of TM Watchers and Non-TM Watchers over their Level of Mental Imagery (Visual)**

Group	N	Category	Mean	SD	Z Score
TM Watchers	150	Above average clear and vivid image	47.3	7.8	*1.47
Non-TM Watchers	150	Above average clear and vivid image	34.7	5.3	

**\*Statistically Significant at .05 level of significance.**

It is inferred from above Table that the mean scores for Television Media watchers was slightly higher than the mean scores for Non-Television Media Watchers. The mean score for Television media Watchers was 47.3 and for Non-Television Media Watchers it was 34.7 and SD was at 7.8 and 5.3, but the value of z was significant which indicates that there is a significant difference between Level of Mental Imagery such as visual, auditory and organic of Television Media Watchers and Non Television Media Watchers.

Thus, the null hypothesis (H01), which states "There is no significant difference between TM watcher and Non-TM watcher urban adult with regard to Mental Imagery such as visual, auditory, and bodily.", was rejected.

**Ho2:** There is no significant difference in gender of Television Media watcher urban adult with regard to Mental Imagery such as visual, auditory, and bodily.

**Table 2**

Category	Level	Gender	N	Mean	SD	Z Score
Television Media Watchers	Above average clear and vivid image	Male	80	19.4	2.9	*1.28
	Above average clear and vivid image	Female	84	24.9	3.4	

**\*Statistically Significant at .05 level of significance.**

It is inferred from above Table that the mean scores of Female Television Media watchers were slightly higher than the mean scores for male Television Media watchers. The mean score for Female Television Media Watchers was 24.9 and for Male Television Media watchers it was 19.4 and SD was at 3.4 and 2.9, but the value of z was significant which indicates that there is a significant difference between Level of Mental Imagery such Visual, Auditory and Organic.

Thus, the null hypothesis-Ho2, which states "There is no significant difference in gender of Television Media watcher urban adult with regard to Mental Imagery such as visual, auditory, and bodily", was rejected. It means that Mental Imagery level of Female Television Media Watchers is different.

**Ho3:** There is no significant difference in gender of Non-Television Media watcher urban adult with regard to Mental Imagery such as visual, auditory, and bodily.

**Table 3**

Category	Level	Gender	N	Mean	SD	Z Score
Non-Television Media Watchers	Above average clear and vivid image	Male	70	18.4 16.7	3.1	*1.28
	Above average clear and vivid image	Female	66	16.7	2.6	

**\*Statistically Significant at .05 level of significance.**

It is inferred from above Table that the mean scores of Male Non-Television watchers were higher than the mean scores for Female Non-Television watchers. Thus, the null hypothesis-Ho3, which states "There is no significant difference in gender of Non-Television Media watcher urban adult with regard to Mental Imagery such as visual, auditory, and bodily", was rejected.

## CONCLUSION

The main aim of the study was to find whether any sort of individual differences in Gender and kind of Television Media watchers are associated or linked with level of mental imagery such as Visual, Auditory and Bodily.

- Mental Imagery (Visual, Auditory and Bodily) level of Television Media Watchers and Non-Television Media watchers was found to be different.
- Mental Imagery level of Female Television Media watcher was found to be higher than male Television media watcher which could be due to the regressive content of television media now a days , as it is rightly said 'You are what you watch'.

Television has a huge impact on our mind. Television serials or for that matter news channel now a days not only spreads, conveys and portrays bad messages to the society but also instigates negative and evil ideas in minds of people. They are no censor boards. Just as cultivation theory proposes that those who spend more time "living" in the virtual world of television may perceive the "real world" as per the imagery, principles, and portrayals depicted on the small screen.

Unfortunately, our television is powered by TRP, and the Indian audience is enamoured by all the melodrama and supernatural 'tamasha' that is fed to them. Those serials garner more TRP's. These serials effect our mental imagery as they thrive on the heightened emotions of the audience by depicting strained familial situations, failed romantic relationship, un-natural situations, tragedies etc.

On the contrary, television media can play a very important role by changing the TRP drama and transforming the society by propagating positive thoughts and positive and neutral content.

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