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Title of the Thesis: ` The Impact of Indian Serials in Bangladesh

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Letter of Transmittal

10 December, 2019

Dr. Sheikh Mohammad Shafiul Islam

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Subject: Submission of Thesis Report.

Dear Sir,

I am pleased to submit the thesis Report as a partial fulfillment of MSS in Journalism and Mass communication. I concentrate my best to present this report on my Thesis.

It was great opportunity for me to acquire knowledge and experience. I believe that the knowledge and experience I have gathered during my thesis period will immensely help me in my professional life.

I have given my best efforts to achieve the objectives of the practical orientation and I hope that my endeavor will serve the purpose. However, I will always be happy to welcome any further clarification that you may require.

Sincerely

A rectangular box containing a handwritten signature in black ink. The signature appears to be 'Reon' with a horizontal line underneath it.

Mahadi Masud Reon

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Certificate of Approval



I am pleased to certify that the thesis Report prepared by Mahadi Masud Reon bearing ID No: 181-28-267 of the department of Journalism and Mass Communication has been approved for presentation and defense. Under my supervision Mahadi Masud Reon worked with the Title of the Thesis: ` The Impact of Indian Serials in Bangladesh.

I am pleased to certify that the data, the findings presented in the report are the authentic work of Mahadi Masud Reon bears a good moral character and a very pleasing personality. It has indeed a great pleasure working with him. I wish him all success in life.

A rectangular box containing a handwritten signature in black ink. The signature is cursive and appears to read "Shafiul Islam".

Academic Supervisor

Dr. Sheikh Mohammad Shafiul Islam

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Title of the Thesis: ` **The Impact of Indian Serials in Bangladesh**

1. Introduction

1.1 Basic information: The female population of our nation inclines toward Indian TV Serials as opposed to some other projects broadcasted by Indian or Bangladeshi channels. Since Indian serials are exceptionally well known in Bangladesh. We know, Drama, it's a typical type of amusement, with simple access to TV and satellite stations, the crowd of Bangladesh is presented to different channels of different nations. In any case, Indian channels overwhelm the most from Bangladeshi channels. That is the reason, females of different classifications like pre-adolescents, working ladies, homemakers, mature age ladies, newlyweds in each division are the primary watchers of Indian Serials. In addition, ladies as well as the male individuals from the family and youngsters are the watchers of Indian TV Serial. Thus, they overlooked their custom and attempting to apply that kind of convention which are not adequate to our general public.

1.2 Background: To know impact or as we can say the effect of Indian station, as a matter of first importance we need to run over the start of Satellite Television (STV) in Bangladesh. STV showed up in Dhaka city without precedent for 1991 and in 1992 government sanctioned the Television Receive Only Dish (TVRO) framework yet the establishment expense of TVRO was so high in the primary stage. Be that as it may, the view was changed after 1993. Around then the link administrators wired up focuses in various pieces of the Dhaka city to make the link association accessible to all. At present in excess of Hundred TV stations are communicated in Bangladesh, out of which thirty are Bangladeshi, including the administration claimed earth station Bangladesh Television (BTV). The rest are unknown dialect channels, most of which are Indian market based. Among these more than forty are absolutely Indian directs in various dialects including Hindi and Bangla.

1.3 Importance of the topic: People of Bangladesh have gone insane in view of Indian Serials. They squabble with one another and battle themselves to rise the 'last place anyone would want to be' to control TV channels. In the event that you are in a group of ladies larger part, you will need to surrender your desire to watch a game or news direct at night.

Rather, you need to put your eyes on stations like Star Jalsha, Star Plus, Z Bangla and so forth on the off chance that you are a tireless sort in sitting in front of the TV. Our ladies watch serials, sob for the characters' sufferings and foresee the following scene. How crazy our moms and sisters are! Besides, conduct changes can be seen in a portion of the individuals who pursued these serials thoroughly. For these kinds of issue discourse of this theme is significant.

1.4 Literature Review:

A study was conducted by Md. Abdullah Al – Helal (2014), it clarified that, presently a days Bangladeshi individuals don't watch Bangladeshi T V channels at all they watch Indian T V channels most. Primarily individuals are dependent on the Indian T V serials. In these T V serials, they show family occasions like bury individual fights, desire, retribution, family connivance, complex snare of men ladies relations. Extra conjugal connection is one of the highlights of these serials. Individuals tail them genuinely. It influences them rationally. As an outcomes countless city occupants are presently occupied with extra conjugal relationship. Likewise they at last land in a universe of figments and dream. Additionally the female characters of those TV serials are displayed in forward materials. Our little youngsters' even moderately aged ladies are impacted by these dresses. Some Hindi criminal fiction dependent on the truth are showing individuals how to do wrongdoing without leaving any confirmations. (3)

A study was conducted by Kamal Hosen (2014), it clarifies that, Indian culture is commanding our way of life and particularly our economy. As we found in last not many eids and pujas our ladies, essentially our little youngsters and spouses suicide and separated from their husbands just for a dress named 'pakhi' (which was worn by the focal character of a sequential named 'Bojhena se bojhena'). It shows that, we are losing our thousand years of social qualities and monetary dissolvability simultaneously. (4)

A study was conducted by Morshed (2012), he proposed that, we are moving endlessly from our conventional conviction and values thus occasionally we are confronting various issues in our family and society because of dependence on the Indian TV serials. In any case, we should know about such a basic circumstance. We should need to quit emulating them and must be halted affected by them. (5)

A research was conducted by ShoaibShuvo (2010), it shows that, there are some Bangladeshi performers who accept that they would be progressively effective on the off chance that they duplicated hindi serials, unscripted TV dramas, disgusting video melodies and impersonating of hindi motion pictures. It is profoundly hampering the inventiveness of gifted individuals. These obscene serials and motion pictures are occupying our great society into awful.

A study was conducted by Anwar (2005), he found that, the individuals who watch Indian serials they live in the realm of imagination since they are unfeasible and outlandish from the truth. They all are same and they are controlling the psyche of our kin. Rather than utilizing their time in gainful work they are viewing these and these serials give not many opportunities to our TV shows to watch. So India is increasing a great deal of cash by broadcasting commercials without paying Bangladesh. (7)

1.5 Purpose of Our Research:

The major goal of our research was to provide a research report to our concerned faculty .At this stage this research will use only for our academic purpose and it can certainly benefit the society and future researchers. This research report had following objectives:

- To determine which occupation women watch Indian drama serials most.
- To know all age groups of women perception in our country toward Indian drama serials.
- To find how many hours our urban area women spend to watch Indian serials.
- To know why they attracted towards Indian drama serials.
- To find out what are the reasons behind not to watch the Bangladeshi TV channels.
- What they learn from Indian drama serials.
- To search what are the bad effect of spend too much time in watching drama serials.
- To find out the long term effects of Indian drama serials.
- To aware people about such kind of disorganizations of this drama serials which are differ from our own culture, value, language and religion etc.
- By this research we will be able to know all major impacts of Indian drama serials in our society which will help us to improve our social conditions.

2. Research Method

2.1 Data Sources: We used two kinds of data sources.

1. Primary Data Sources
2. Secondary Data Sources

For Primary Data Sources, we collected the data from Personal Interview. Such as parents, different age and occupation people. And for Secondary Data Sources, we collected the data from books, journal and internet etc.

2.2 Method of collecting data:

2.2.1 Study Location: Proper information is very important for searching any information. I did my survey different place of Bangladesh and different age people. I used 7 days for our personal interview on different locations.

2.2.2 Target Population: We targeted female from different age. Because female watch Indians channels more than male.

2.2.3 Sample Size: Total 80 female.

2.2.4 Sampling Frame: As we are targeting the females so we will choose 20 collage going female student, 20 female university going student, 20 homemaker and 20 working outside female.

2.2.5 Types of Interview: We collected our information by personal interview from different age people.

2.2.6 Questionnaire Design: We researched on impact of Indian channel in our daily life. We asked some questions that are important for our research. The questions are given below-

The questionnaire is attached in the appendix.

2.2.7 Method of Analyzing Data :We have analyzed our data through MS Excel and MS word software.

3. Result Discussion and Findings:

Through the questionnaire survey, we have collected necessary information from our targeted populations. These necessary results are discussed below through needed tables, graphs, charts and others –

My target population was 80 and all were female and I had four respondent units. These were

Table 1: Units of Doing Survey

Units	Percentage
College Student (Female)	20%
University student(Female)	20%
Homemaker	20%
Working Outside Women	20%

This data is shown below by the pie chart:

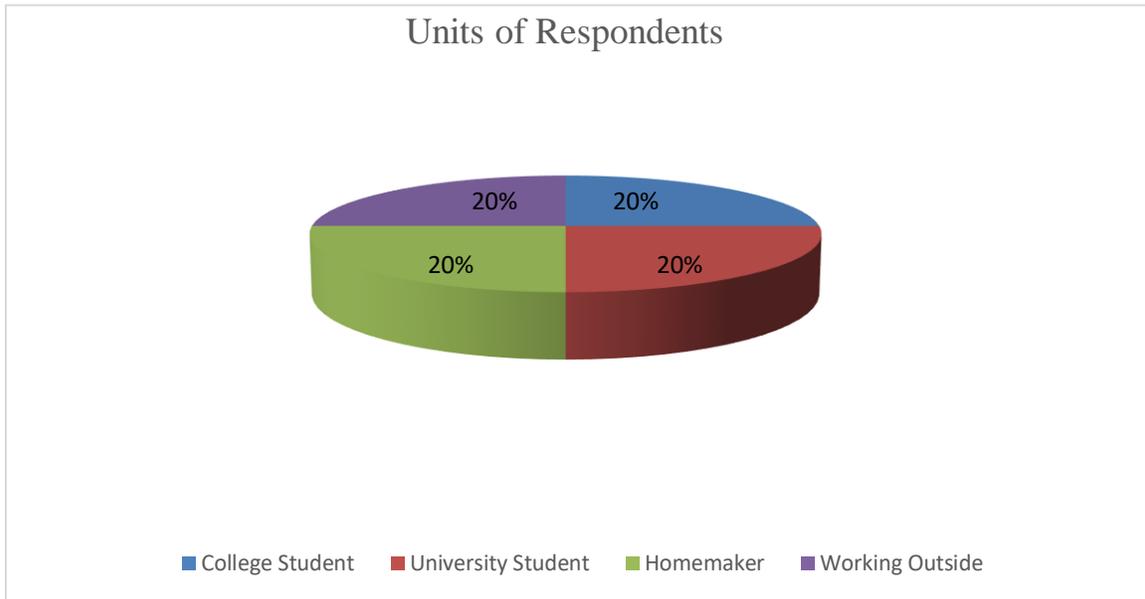


Chart 1: Units of Respondents

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

The above pie chart shows our respondents were 20% college students, 20% university student, 20% homemaker and 20% working outside women. In total 80 respondents. We asked them the following questions:

- Percentage of Watching TV**

Table 2: Percentage of Watching TV among our Respondents

Occupations	Answer – Yes (%)	Answer – No (%)
College Student	27%	5%
University Student	11%	4%
Homemaker	25%	2%
Working Outside	14%	10%

This data is shown below by the clustered column -

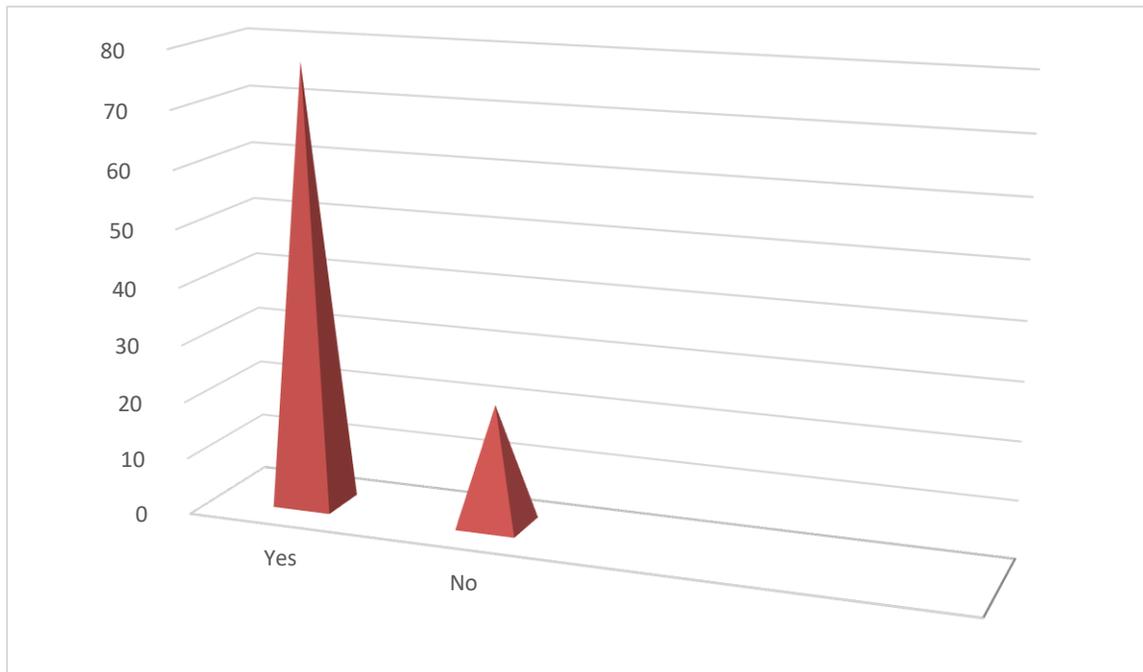


Figure 2: Percentage of Watching TV

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

The above clustered column shows that, 77% respondents watch TV regularly and rest 21% don't watch TV regularly.

Popular TV Programs among Respondents

Table 3: Favorite TV programs among our Respondents

Occupations	Sports	News	Reality Show	Bangladeshi Drama	Indian TV serials	Others
College Student	3%	1%	11%	3%	14%	4%
University Student	3%	3%	17%	4%	9%	5%
Homemaker	1%	2%	5%	0%	23%	7%
Working Outside	1%	5%	2%	2%	2%	2%
Total	8%	11%	35%	9%	48%	18%

Here, in total 8% respondents watch sports, 11% watch news, 35% watch reality show, 9% watch Bangladeshi drama, 18% watch other shows and the highest percentage 48% respondents watch Indian TV serials mostly.

This is shown in the bar chart below

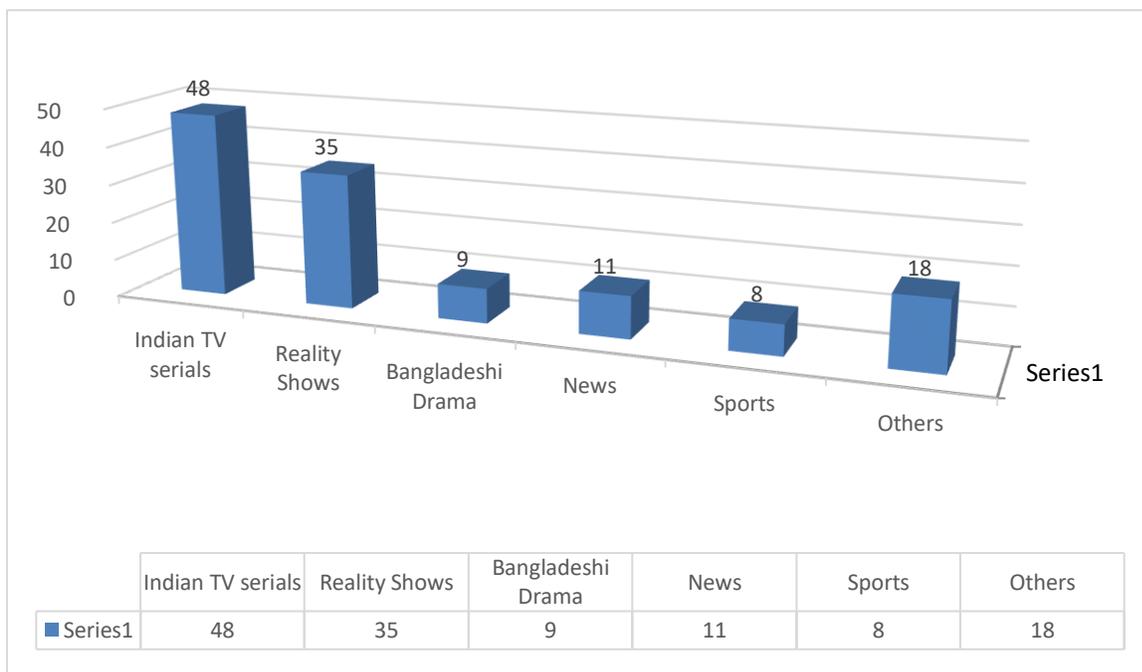


Figure 3: Popular TV Shows among Respondents

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

Popular Indian TV Channels

Table 4: Indian TV channels watched by Respondents -

Occupation	Star Plus (%)	Star Jolsha (%)	Colors (%)	Others (%)
College Student	7	4	3	6
University Student	4	3	4	7
Homemaker	4	14	5	4
Working Outside	4	2	2	3

The answers are shown by the graph below –

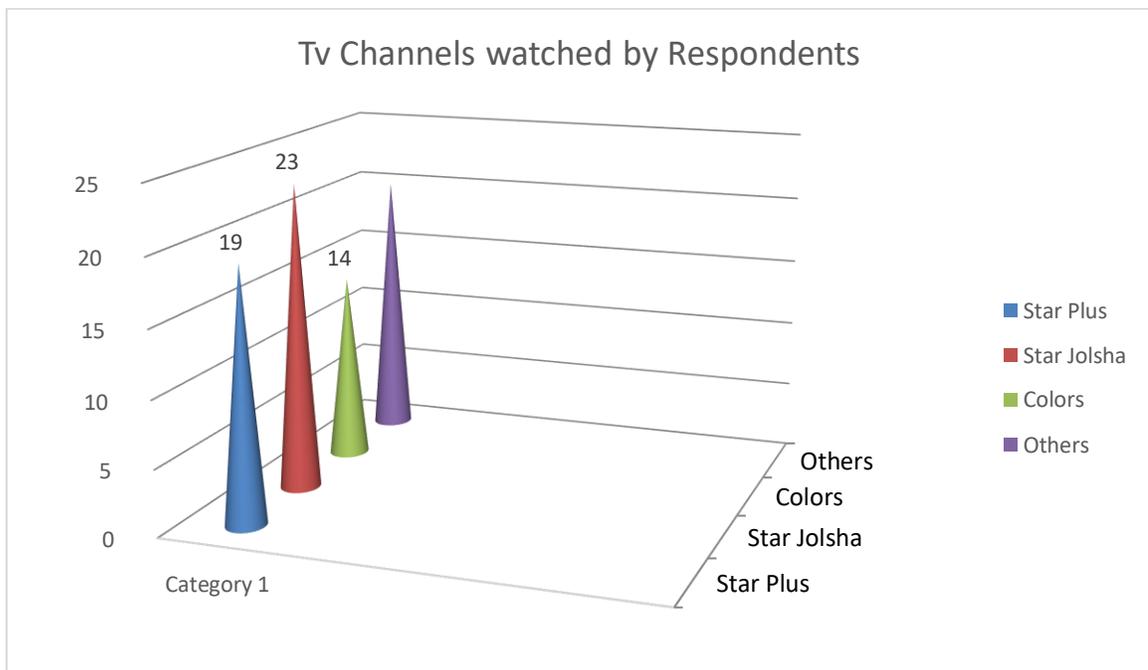


Figure 4: Favorite Indian TV Channels among Respondents

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

The above clustered column shows that, 15% respondents watch Star plus channel, 14% watch Star Jolsha, 9% watch colors and 25% watch others Indian TV channels. Which are well known for serials.

Percentage of Watching Indian TV Serials

Table 5: Percentage of Watching Indian Serials among Different Age Group

Occupation	Never (%)	Occasionally (%)	Daily (%)
College student	4	16	6
University Student	10	12	4
Homemaker	3	6	21
Working Outside Women	3	3	11

These data are shown by a graph below:

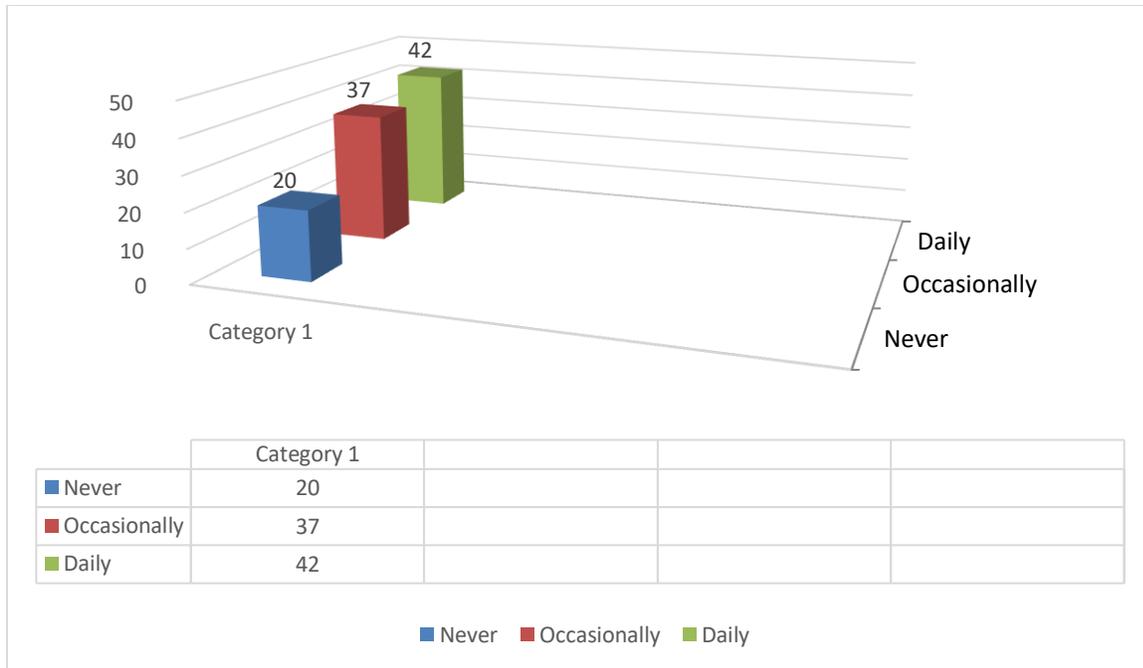


Figure5: Percentage of Watching Indian serials

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

The above bar chart shows that 42% respondents watch Indian serials daily, 37% watch occasionally and 20% don't watch Indian serials.

Hours Spend to Watch Indian TV Serials

Table 6: Time people spend to watch Indian Serials

Occupation	>1 hour (%)	1-2 hours (%)
College Student	13	8
University Student	8	7
Homemaker	11	14
Working Outside	10	6

These data are shown by the chart below –

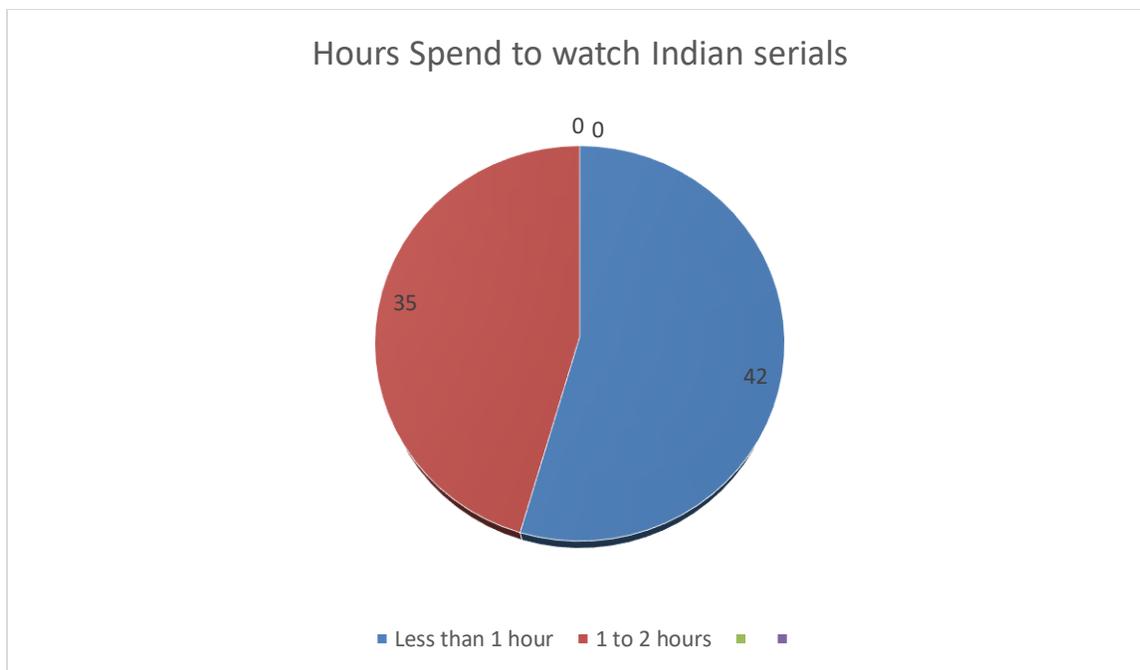


Figure 6: Hours People spend on Watching Serials

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

The above pie chart shows that 42% respondents watch serials at least less than one hour in a day, 35% respondents watch 1 to 2 hours .

Causes for Not Watching Indian Serials

Table 7: Causes for not Watching Bangladeshi Dramas

Occupation	Quality Is not Up to the Mark (%)	More Advertisement (%)	They Use Copy Formula (%)
College Student	3	8	6
University Student	6	17	7
Homemaker	2	2	3
Working Outside Women	4	14	4

These information are shown through the chart below

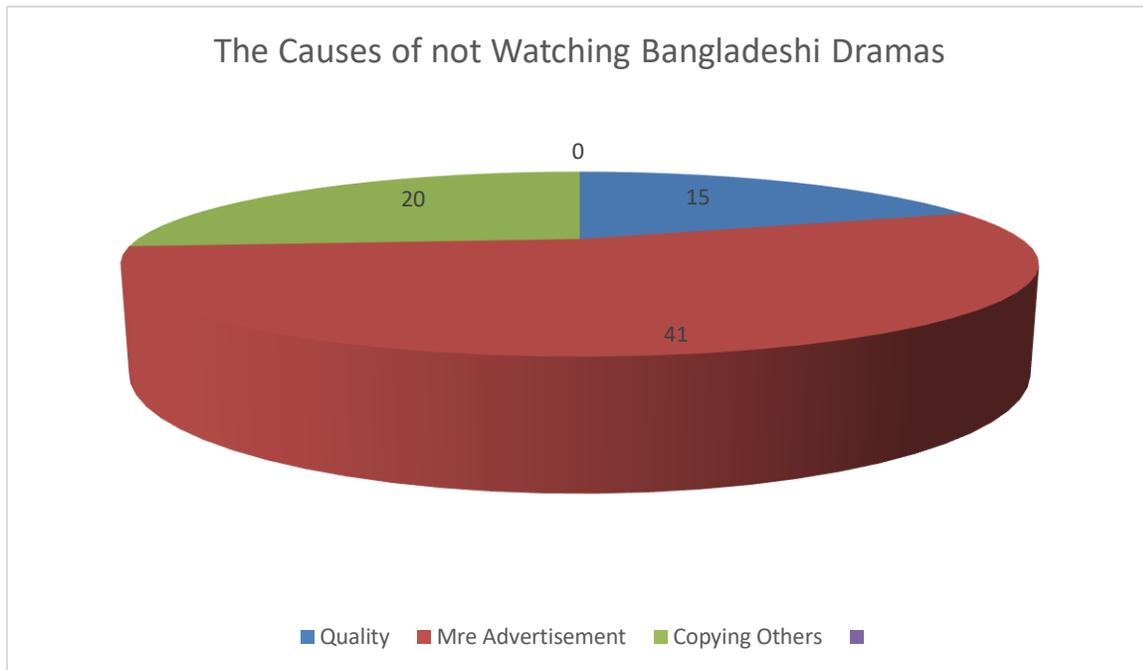


Chart 7: Causes for not Watching Bangladeshi Dramas

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

This pie chart shows that, the reasons behind not watching Bangladeshi serials were – 15% says the quality is not up to the mark, 41% says more advertisement, 20% says copying is the main reason .

Hindi as a Conversational Language

Table 8: Hindi as a Language in Conversation

Occupation	No (%)	Sometimes (%)
College student	10	13
University Student	15	10
Homemaker	20	1
Working outside	13	12

This data is shown below by pie chart –

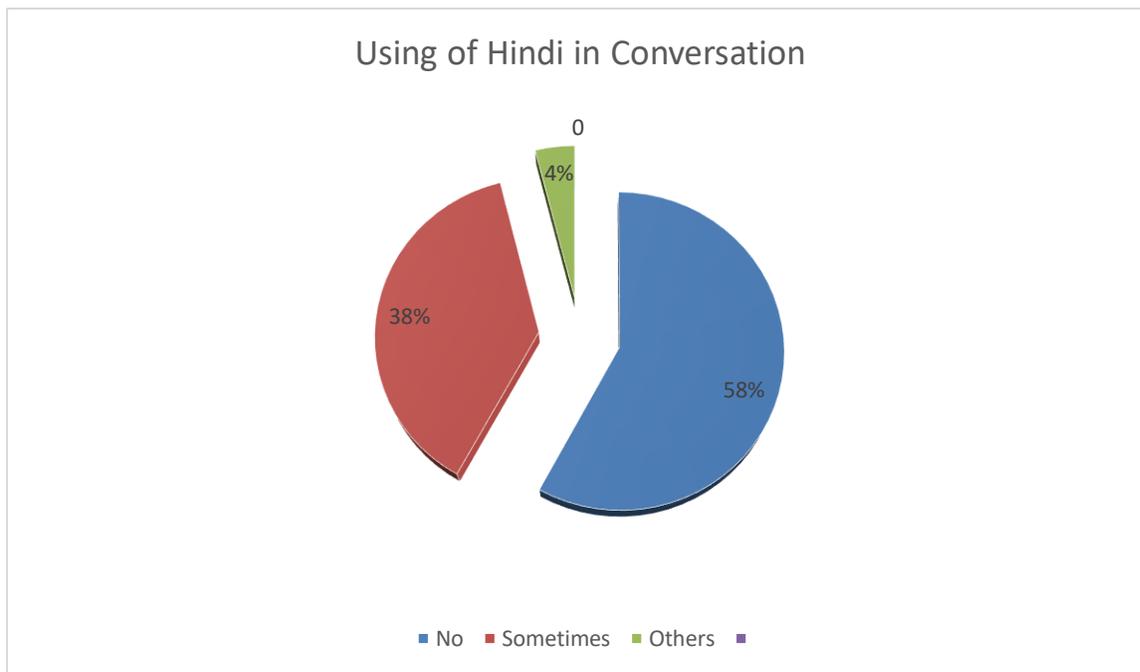


Chart 8: Hindi as a conversational Language

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

The above pie chart shows that, More than 38% respondent’s use hindi sometimes in their conversation and other 4% is using most often. This is creating a mix language which is not good for our language and culture.

Changes in Lifestyle after Watching Indian Serials

Table 9:Changes in Lifestyle after Watching Indian Serials

Occupation	Yes (%)	No (%)	Maybe (%)
College student	1	15	8
University student	1	22	10
Homemaker	5	13	8
Working outside	2	8	6

This data is shown through Diagram below:

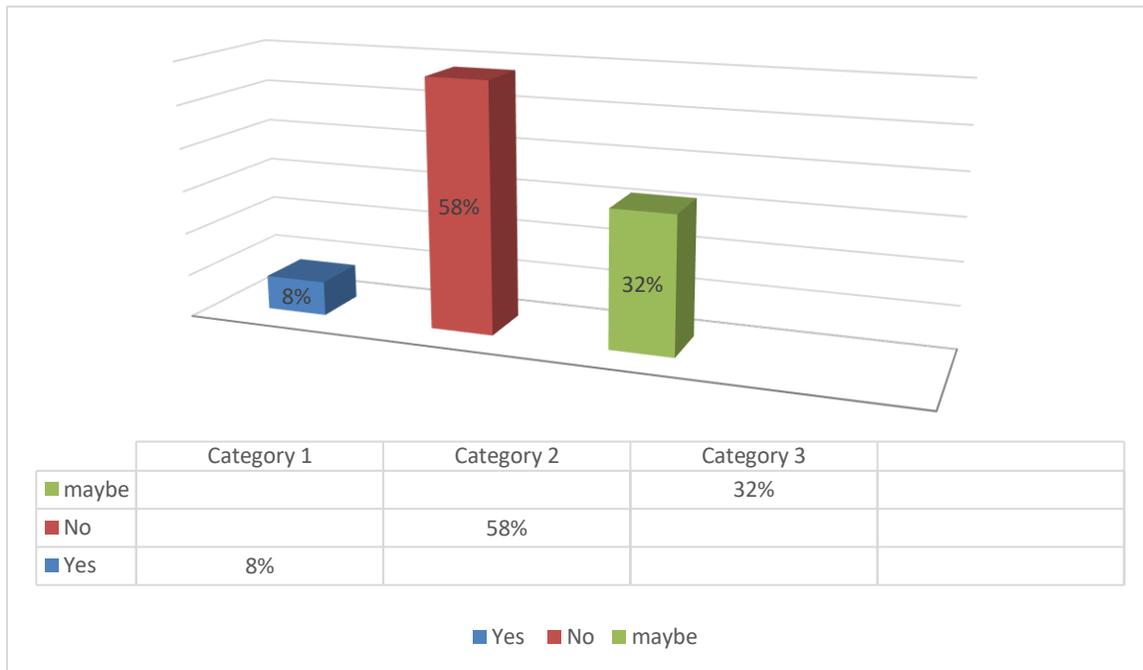


Figure 9: Making Changes in life After Watching Indian serials

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

This bar chart shows us that, 8% respondents say they have made changes in their life style after watching Indian serials and 32% think that may be they have made some changes in their life style and 58% think, they haven't made any changes.

Satisfaction on the Changes They Have Done in Their Life–

Table 10: Satisfaction on the Changes They Have Done in Their Life–

Occupation	Yes (%)	No (%)	Maybe (%)
College student	1	12	11
University student	2	18	12
Homemaker	6	15	10
Working outside	2	10	8

This information is shown below by using graph

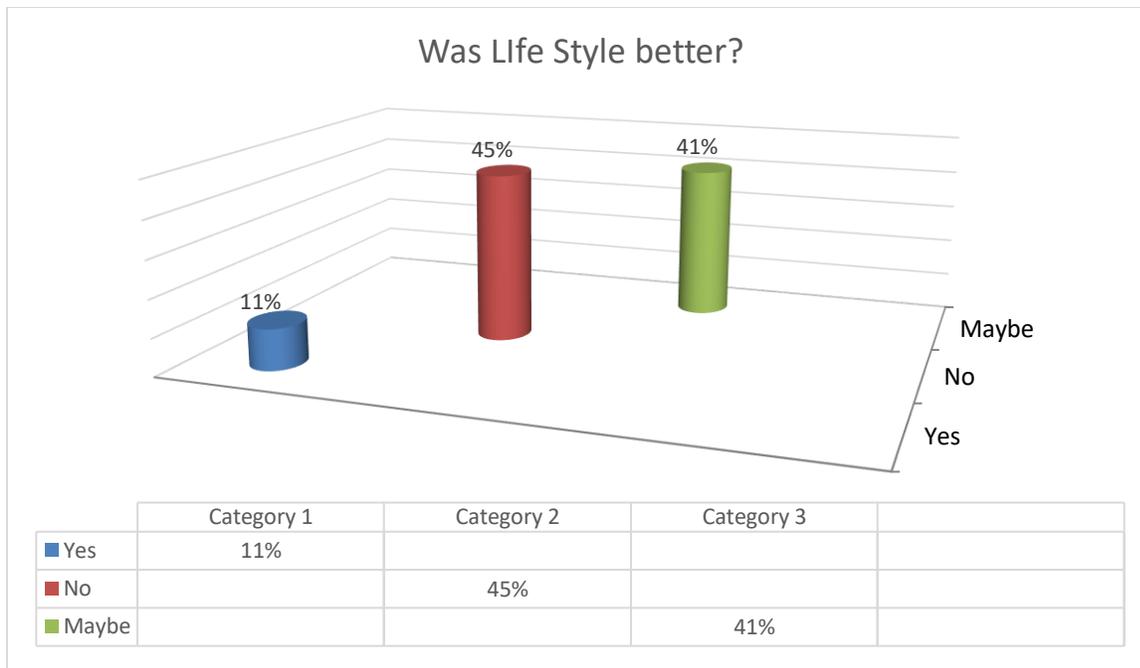


Figure 10: Satisfaction On the Changes They Have Done

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

The clustered column chart shows that, 11% respondent think that their life style was better before making new changes by watching Indian serials, 41% thinks maybe their life style were better and 45% thinks it is better than before. It shows that 62% are not happy with their changes.

Conflict to Watch Indian Serials

Table 11: Conflict to Watch Indian Serial

Occupations	Never (%)	Sometimes (%)	A lot (%)
College Student	13	15	2
University Student	9	10	1
Homemaker	5	22	4
Working Outside	6	9	1

This data is represented through the pie chart below –



Figure 11: Conflict to Watch Indian Serials

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

This pie chart shows that, 8% respondent did a lot of conflict with their family members for watching Indian serials and other 56% did conflict sometimes and 33% never did any kind of conflict.

Bad Effects of Indian TV Serials on Education

Table 1: Bad Effects of Indian serials on Education -

Occupation	Highly Agree (%)	Agree (%)	Disagree (%)
College Student	15	8	2
University Student	16	8	1
Homemaker	9	14	1
Working outside	2	13	6

These data are shown below by the pie chart –

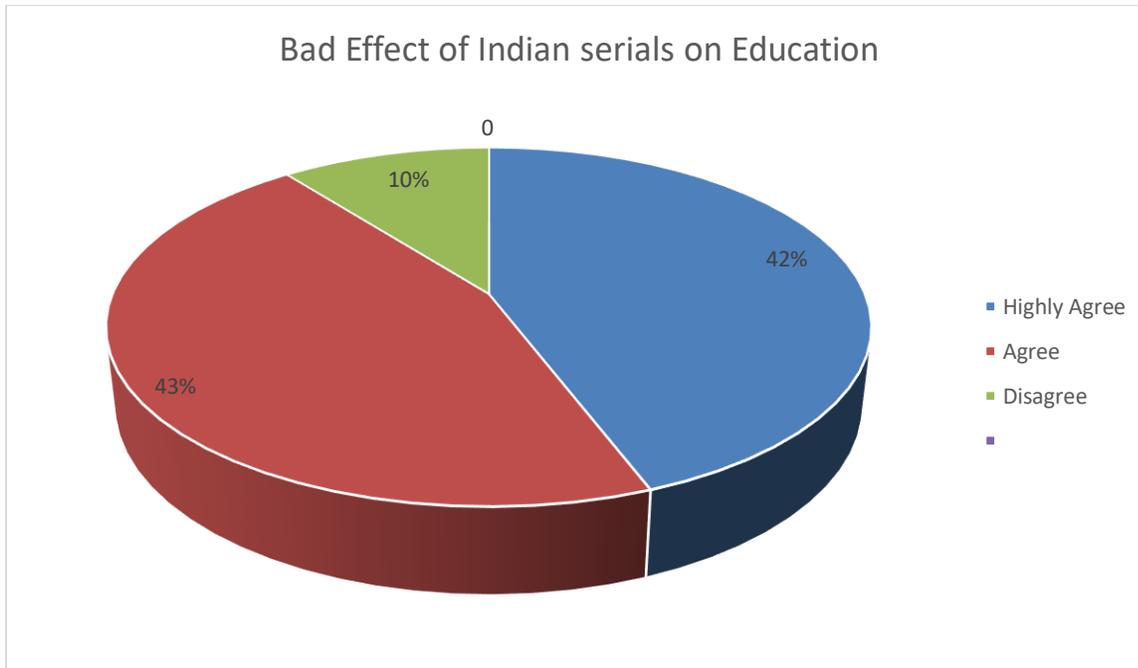


Chart 12: Bad Effect of Indian Serial on Our Education

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

This pie chart shows that, 42% respondents highly agree that Indian TV serials has a lot bad effects on their or their children’s education and only 10% disagree with this statement.

Increasing Unrest of the Society – One of Many Culprits behind This

Table 13: Unrest of Society has increased for Indian TV serials

Occupation	Yes	No
College Students	18	2
University Students	20	5
Homemaker	16	12
Working Outside Women	23	5

This data is shown by pie chart below –

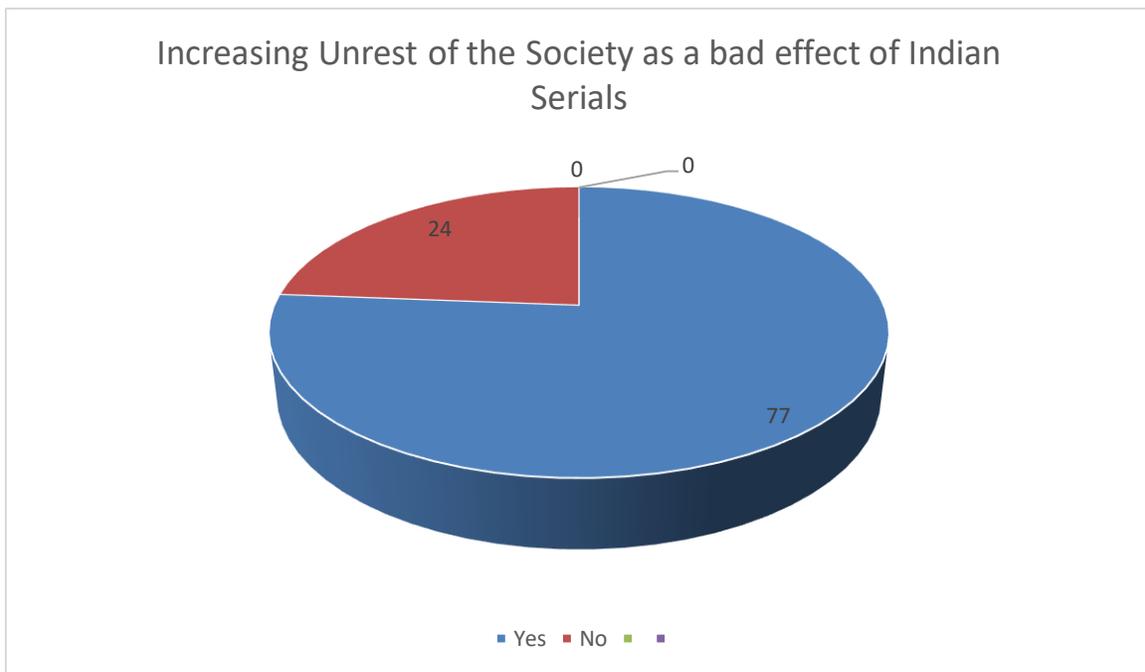


Chart: Increasing Unrest of the society as a bad Effect of Indian TV serials.

Source: Field Survey, from 13 to 20 November, 2019 at different locations of Bangladesh

The above pie chart represents that 77% respondents stated that Indian serials have a huge Impact on the increasing unrest of our society, when only 24% think that they have no impact. From the above result discussion, we can easily find out a lot of information, mostly the impacts of Indian TV serials. From the table 1, figure 1 we can understand that 77% respondents watch TV regularly and only 21% don't watch regularly among them 42% watch Indian Serials daily and 37% watch occasionally - according to the Table and figure 5. Most of the People watch Indian serials 2 to 3 hours in a day on an average, they are becoming unproductive. Table and figure 7 shows that most of them don't watch Bangladeshi TV serials for showing more TV commercials and for copying others. Which is highly damaging the creativity of our Bangladeshi drama makers who are talented in real. Table and figure 8 shows a huge number of young people mostly college and university going students speak Hindi in their conversation, which is creating a mix language, which is not good for any language. It's attracting Bangladeshi people to their culture. Table and figure 9 and 10 show females of Bangladesh are making changes in their lifestyle according to their favorite actresses of Indian serials which is actually fictional and impractical. They are changing consciously or subconsciously and a huge number of them are not happy with this changes. This is making us move away from our own beliefs, values in large from our culture. Figure and table 11 and 12 show most of the respondents did conflict to watch Indian TV serials

with their family members and faced bad effect on their education. At last the table and figure 13 shows that most of the people think that increasing unrest of the society is the main effect of Indian serials.

4. Conclusion & Recommendation:

4.1 Conclusion: After doing this research or the questionnaire survey, we can easily understand that Indian serials have a huge bad effect or impact on our value, beliefs, culture in total on the society and country. Now we have to decide, what we should do, in this context, we can understand that our government and the appropriate ministry has to come forward to face this problem. We hope this research will create awareness among the people of our society.

4.2 Recommendation: We are just the entry level researcher, so we have not that much experience. We have found out many effects of this problem. But we think, for recommending something we have to do further research. It won't be that much clever to recommend now.

5. References:

1. and (<http://top10wala.in/10-most-popular-tv-serial-in-india-2014>)
- 2 <http://iosrjournals.org/iosr-jhss/papers/Vol19-issue7/Version-4/W01974142150.pdf>
- 3 .Md. Abdullah Al-Helal, Impact of Indian serials on our society, The Financial Express, published at 15 Aug, 2014 00:00:00.
4. Kamal Hosen, Impact of Indian TV serial on Bangladeshi audience, the daily observer, published at Monday, August 11, 2014.
5. Morshed M (2012), "Indian Drama Serial and their Impacts in our Society" published in 'The daily Independent' in December 06, 2012.

Appendix:

Questionnairesfor Research

1.What is Your Name?

Ans:

2.Where is your education place/workplace?

- a) College
- b) University
- c) Homemaker
- d) Working Outside

3 Where do you live in?

Ans:

4. Would you like to give us your age range please?

- a) Less than 20
- b) 21-25
- c) 26-30
- d) 31-35
- e) 36-40
- f) More than 40

5. Do you watch TV every day?

- a) Yes
- b) No

6. If YES, How many hours do you spend watching TV?

- a) Less than 1 hour
- b) 1 to 2 hours
- c) 3-4 hours
- d) 5-6 hours
- e) More than 6 hours

7. Which TV program do you watch more?

- a) Live telecasted sports
- b) News
- c) Reality Show
- d) Bangladeshi Dram Serials
- e) Indian TV Serials
- f) Others (.....)

8. If you watch Indian TV Serials, then would you like to share which Indian TV channels you watch more? (You can give more than 1 options)

- a) Star Plus
- b) Star Jolsha
- c) Z Bangla
- d) Z TV
- e) Colors
- f) Sony
- g) Others (.....)

9. Do you watch Indian Drama Serials?

- a) Never
- b) Occasionally
- c) Daily

10. If you watch Hindi Serials DAILY, how many hours you spend?

- a) Less than 1 hour
- b) 1-2 hours
- c) 3-4 hours
- d) More than 5 hours

11. How many hours you spend for Bangladeshi TV channels?

- a) Less than 1 hour
- b) 1-2 hours
- c) 3-4 hours
- d) More than 5 hours

12. If you don't watch Bangladeshi TV Dramas, then why don't you watch?

- a) The Quality is not up to the mark
- b) More Advertisement
- c) They use Copy formula
- d) Indians are more attractive
- e) Others (.....)

13. Do you understand Hindi Language ?
- a) No
 - b) Little Bit
 - c) Moderate
 - d) Fluently
14. Did you learn Hindi Language by watching Indian dramas ?
- a) Yes
 - b) No
15. Do you use Hindi Language during talking with your friends and family?
- a) No
 - b) Sometimes
 - c) Always
16. Do you love to follow the Indian actress's life style?
- a) Yes
 - b) No
 - c) Sometimes
17. Have you made any changes to yourself after watching Indian Drama Serial?
- a) Yes
 - b) No
 - c) Maybe
18. If you have made changes after watching Indian Serial, now are you _____?
- a) Highly Satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
 - e) Highly Dissatisfied
19. Do you think your life style was better than now before watching Indian Serial?
- a) Yes
 - b) No
 - c) Maybe

20. Which of them you achieve by watching Indian drama serials? (Rank in order of importance)

- a) Entertainment
- b) Discovering new culture
- c) Inspiration in your personal life
- d) Inspiration to make some change in your society

1	
2	
3	
4	

21. Have you ever been in conflict with you family regarding watching Indian drama?

- a) Never
- b) Sometimes
- c) A Lot

22. Do you think the unrest of the society has increased for the impacts of Indian TV serials in our country?

- a) Yes
- b) No

23. Indian TV Serials have very bad effect on your education/on your children's education?

- a) Highly Agree
- b) Agree
- c) Disagree
- d) Highly Disagree

24. Any Suggestions...?

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