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Report On

**“Audience Perception on Indian Bangla Serials:
A Case Study of Dhaka City”**

By

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Date of Submission: 14-12-2019

Application for Approval of Dissertation

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Subject: Application for submission of my dissertation for approval.

Dear Sir,

I have accomplished my dissertation on “Audience Perception on Indian Bangla Serials” as a course requirement for my post-graduation programme.

I have tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this dissertation has enlarged both my knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my project. Your kind approval is requested.

Sincerely,

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CERTIFICATE OF APPROVAL



I am pleased to certify that the dissertation is prepared by Mst. Shahnaz Aktar bearing ID No. **182-28-279** of the Department of Journalism and Mass Communication has been approved for presentation and defense. Under my supervision Shahnaz worked very effectively. He completed the work during the fall, 2019 semester.

I am pleased to certify that the data, the findings presented in the report are the authentic work of Mst. Shahnaz Aktar 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.

.....
Academic Supervisor

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Declaration

I hereby declare that this report entitled as **Audience Perception on Indian Bangla Serials** has been carried out under the Faculty of Humanities and Social Science, Daffodil International University in fulfillment of the requirement for the Degree of Master's in social science. I have composed this paper based on the researchers' findings from various literature to the best of my knowledge and belief original and the result of my own investigations. This has not been submitted in part or full to any other institutions for any other degrees. I even certify that there is no plagiarized content in this dissertation paper.

Sincerely,

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Acknowledgements

This dissertation paper was supported by Daffodil International University. I am thankful to my supervisor Dr. Sheikh Md. Shafiul Islam, Associate Professor of the department who provided us with the proper guideline to conduct the research paperwork related research & other necessary tests throughout the period. His comments and assistance greatly improved the manuscript.

Besides my supervisor, I would like to thank the rest of my teachers: Mr. Saleem Ahmed for their encouragement, insightful comments, and hard questions all the time whenever I wanted.

I would like to show my gratitude to the reviewers for their insights. I am immensely obliged for their comments on an earlier version of the manuscript, although any errors are my own and should not taint the reputations of those esteemed persons.

Last but not the least, I must express my very profound gratitude to my parents and to my friends like Irfanul Islam for providing me with unfailing support, space and encouragement throughout my study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them.

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Abstract

This paper examines the perception of the audience of Dhaka city on Indian Bangla serials. For this purpose, a survey was taken from 40 people of Dhaka city for primary findings. Data and information have also been taken from various journals, newspapers, article and online portals. The result of the survey reveals that, most of the audience of Indian Bangla serials are young generation, female society, housewives, students, retired person and unemployed. The survey also postulates that, most of them watch these serials for entertainment and maintaining social relationship. The survey also discloses that, attractive production than Bangladeshi serials, family dispute, extra-marital relationship, family conspiracy, latest fashion trend are reasons to watch Indian Bangla serials. The survey also exposes that, these serials create addiction and also audience believes that, these serials represent current reality and so they try to follow the lifestyle shown in these serials. The most important findings from this survey are these serials influence family relationship negatively and destabilize personal, familial and social life.

Chapter One

1.1 Introduction

Drama is recognized one of the ancient forms of entertainment. The acts of actors and actress of drama demonstrate the somber society realities of human emotions, behavior and feelings in front of the spectators (Khanam, 2014). Drama was first performed at the beginning fifth century in Athens. At that time, only elite class society had the right to enjoy drama in theatre. As time passes by, forms of dramas and its viewers has changed a lot (Islam, 2015). In the twenty first century, drama is also known as TV series and viewed in digital media such as television, social media, website and others at home by every classes of people. However, forms of the drama are different according to culture, norm and social values. Globalization and technological development have made possible to acquaint with dramas of different culture of other sides of the world (Khanam, 2014). Despite Indian Bangla TV serials has some similarities in cultural values with Bangladeshi TV serials, but in recent years, viewers of Bangladeshi are increasing in an exponential rate to watch Indian Bangla serials. Specially, Bangladeshi women are the main audience of these Indian Bangla serials. These Indian Bangla TV serials are slowly influencing Bangladeshi's own culture which also is recognized as cultural aggression. Bangladeshi culture is being mixed with Indian culture as a result of watching Indian Bangla TV serials at regular basis (Riddle, 2009). The young generation of Bangladesh are starting to follow Indian culture in their lifestyle, attitudes, fashion wear etc. Social violence such as family conflict, politics, dispute, unhealthy relation among relatives etc. are also occurring due to the influence of these Indian Bangla TV serials (Page Devid and Crawley William, 2001).

1.2 Background of the Study

Reasons behind watching Indian Bangla Serials

The major contents of Indian Bangla serials are asset deviate, illegal love, family quarrel which are not broadcasted in Bangladeshi channels because these are not accepted in Bangladeshi Muslim dominated society (Khanam, 2014). Specially, the women audience are so fond of these Indian Bangla serials. They generally attracted by the dress-up, ornament, fashion-trend of the actress. Story lines turn and twists, emotional theme songs always keep the audience curious and impatient which make themwait for the next episode (Islam, 2015).

Thus, watching Indian Bangla serials turns into an addiction for the Bangladeshi audiences instead of form of an entertainment. Social media also made it easy for the audience to watch these channels (Page Devid and Crawley William, 2001).

What Indian Bangla Serials Reflect?

- ✓ **Storyline** – The stories of the serials are mostly women centered, conflict between families, conflict mother-in-law and daughter-in-law, love and relationship etc. Maintaining religious discipline is also seen in the storyline (Schaefer and Richard, 2007).
- ✓ **Moral** –As the serials are made for commercial purpose, the producers made some unrealistic moment to maintain audience’s attention. Such as, resurgence of a character from the death (Khanam, 2014).
- ✓ **Fashion Trends**–The serials also reflect the latest fashion trends of Indian culture. Western fashion wear is also seen in the serials which postulate that Indian culture is also influenced by western culture (Schaefer and Richard, 2007).
- ✓ **Festivals** – Indian Bangla culture is generally Hindu dominated. So, Hindu festivals and wedding rituals are mostly seen in the Indian Bangla series (Islam, 2015).

Cultural Comparison

Bangladeshi Culture

In Bangladesh, the majority people of the country are Muslim. So, Islamic culture has a great influence in Bangladeshi culture. In Bangladesh, people celebrate ‘Pohela Boishak’ festival according to the first day of Bangali calendar. ‘Bosontho Boron Ushob’ which is known as spring festival is celebrated on the occasion of coming spring season in the country (Schaefer and Richard, 2007). As Bangladesh is a river basin country, there are lots of fishes are caught from the river. Bangladeshi are fond of fishes especially ‘Hilsha’ fish which is also exported for its unique taste. Making delicious cakes in winter season such as ‘Chittoi’, Puli Pitha’, ‘Vapa Pitha’, ‘Nokshi Pitha’ etc. are also part of Bangladeshi culture. Rajshai silk saree, Jamdani for women and Lungi, Sarong, Kurta are the traditional clothes for Bangladeshi men. Cycle rickshaw is one of the main attractions of Bangladeshi culture (Islam, 2015).

Indian Bangla Culture

In the diverse cultural states of India, the people of West Bengal follow Bengali culture. As majority of the people of West Bengal are Hindu, so Hinduism culture has a great influence on the people of that region. There is slight difference between Bangladeshi culture and West Bengal culture. ‘Parsi saree’ is a part of West Bengal tradition for the women. Hand-pull rickshaw is one of the main attractions of West Bengal tradition (Schaefer and Richard, 2007). Like Bangladeshi men, the males of West Bengal also wear Punjabi, Dhuti, Lungi, cotton shirt which reflects their tradition. In West Bengal, the people are habituated with boiled rice with ruti and vegetables. They also fond of fishes like Bangladeshi does. Durga Puja, Holi, Dwali, Kali Puja, Eid, Rath Jantra, Poush Mela etc. are essential part of West Bengal culture (Khanam, 2014).

Similarities between two cultures

India is a large country containing with multicultural people. The culture of West Bengal which is a part of India has some similarities with Bangladeshi culture. Because, historically Bangladesh and West Bengal were an integrated part of India until 1945. The main difference is Bangladesh culture is Muslim dominated and West Bengal culture is Hindu dominated (Riddle, 2009). The people of Bangladesh and West Bengal use the same language Bangla though the tone is slightly different. Similarities of wearing dresses are also common in both cultures. Besides, literature, arts, foods, books, movies also follows common cultures in West Bengal and Bangladesh. Food etiquette are also similar of both cultures. Both Bangladeshi and West Bengal people eat their using hand instead of fork and spoon (Khanam, 2014).

Cross-Cultural Psychology

Though Bangladeshi citizens and Indian Bengali citizens are almost similar with language, clothes, foods, lifestyle and factors, there are some difference between these two citizens. As Bangladeshi culture is Muslim dominated and Indian Bangla culture is Hindu dominated, so what is appropriate for Hindu culture might not be appropriate for Muslim culture. Because both communities follow different religion, faith and social values (Riddle, 2009). For an example, people of both cultures wear same kind’s clothes but wearing pattern is different. Wearing sarees in Indian style in Bangladesh is not considered as modest whereas it is considered normal in India. In India, one use different bowls for different curry in his meal,

but in Bangladesh one takes different curry in the same plate in his meal (GhaleNeeru and Karna Rosy, 2009).

Effects of Indian Bangla serials

Social Impact

With the assist of satellite, Indian Bangla serials are frequently depicting adultery, suicide, family unrest and social disaster which not only effecting negatively to the Bangladeshi audience but also degenerating the society. Especially the dresses which are wear by the actress of the serials, are not suitable for Bangladeshi culture. But female society of Bangladesh are blindly following these Indian fashion trends (GhaleNeeru and Karna Rosy, 2009).

Psychological Impact

Most of the serials are produced for commercial purpose, so the producers make the storylines of serials in such a way that attract the audiences. Unhealthy love relation, extramarital sex, jealousy, conflict among family members, conspiracy etc. (Khanam, 2014). influence the mind of the audience and change their perception towards their family, friends, relatives and society.

Impacts on future generation

There is a common characteristic found in children and teenagers. That is, they always try to imitate their closest one's or imitate who they like most (Ali, 2015). Most of the children's closet one is their parents. If, the children join their parents to watch Indian Bangla serials, they would be introduced with such materials which is not appropriate of their age and culture. By watching these family violence, extramarital sex, jealousy could permanently set I their mind and they could commit those incidents in their future. So, these Indian Bangla serials are degenerating the future generation of Bangladesh and at the same time destroying the norms and values of Bangladeshi culture (GhaleNeeru and Karna Rosy, 2009).

Influence of Language

Though both Bengalis of West Bengal and Bangladesh use Bangla language in their daily life, there are some few differences in tones when they speak. The Bangladeshi audience who watch these Indian Bangla serials regularly, will be habituated with these tones and use those tones in their daily life unconsciously (Khanam, 2014). As an example, the people West

Bengal call their brother and sister by saying ‘Dada’ and ‘Didi’ respectively whereas in Bangladesh we call brother and sister by saying, ‘Vaia’ and ‘Apa’ respectively. As a result, the language tone of Bangladeshi could slowly extinct in near future (Ali, 2015).

Globalization vs Cultural Imperialism

Globalization is mainly accessing free trade facilities across the world. It means one country can exchange information, technology, products and services with other countries and cultural group (Ali, 2015). So, trading is increasing through globalization which is a good sign for world economy. It is also assisting underdeveloped countries going towards modernization (Ali, 2015). On the other hand, not all the nations are benefitting from globalization. In the name of modernization, cultural characteristics of developed countries are being mixed through mass media in less developed countries which can be recognized as cultural imperialism (GhaleNeeru and Karna Rosy, 2009). The economy of Bangladesh is depended on India in many ways. As satellite media of India can easily access to Bangladesh media, it is keeping a key role in influencing Bangladeshi culture by broadcasting Bangla Indian movies, serials, contests etc. which are made on the basis of Indian culture. So, it is a threat for Bangladeshi culture. Because, if a nation loses the characters of its own culture, it could lose its own identity. Cultural imperialism is one the negative effects of globalization (Shameem and Mahmud, 2009).

1.3 Review of literature

Concept of Indian Bangla serial

Serials which is also known as ‘soaps’ contains a short history. Anthropologist professor Shoma Munshi of American University of Kuwait states that, Soap operas was originated in 1950s in radio dramas in USA. It was named Soaps because, the sponsors to these dramas were soap manufacturer giants like Lever Brothers, Colgate Palmolive and Proctor & Gamble and also these dramas were generally broadcasted targeting the women audience in those days (Ali, 2015). The producers made the storylines of the dramas in such a pattern so that the targeted women audience relate the stories of the dramas in their own life and also buy the soaps of those companies. Indian Bangla serials are also produced in the same way. The producers make the story lines according the demand of their sponsors and telecast in those countries where the sponsors operate their business and also closest to their culture (Khanam, 2014).

Satellite Channels and India

As day pass by, mass media is changing through digitalization. At the same time all the TV channels are being operated and telecasted by satellite communication. India is one the largest economy in the world. In 2015, the market value of Indian media and entertainment industry is approximately \$12 billion, and it is projected to be doubled by 2020(Ali, 2015). As of 2019, there are 902 licensed private satellite TV channels in India more are yet to come. ‘Doordarshan’ is the national satellite TV channel of India which was established in 1959. Zee TV is another prominent cable TV channel which was launched in 1992 and so the legacy of private satellite and cable TV channels goes on (Ali, 2015).

Emergence of Indian Channels in Bangladesh

In Bangladesh, satellite Television (STV) was first introduced in 1991. Then in 1992, Television Receive Only Dish (TVRO) was licensed by the government. But the subscription fee was so high that, not everyone can effort it (GhaleNeeru and Karna Rosy, 2009). In 1993, the situation started to change when cable operators started to distribute cable connection to all at lower cost. By using booster antenna, the audience of Bangladesh was able to watch Dooradarshan Channel. Slowly, other Indian channels got access to Bangladeshi audience such as Zee TV, Sony, Zee Cinema etc. Currently, with the help of satellite and cable TV, audience can access any channel (GhaleNeeru and Karna Rosy, 2009).

Popular Indian Bangla Channels in Bangladesh

According to a research, the Indian TV channels are exploiting a huge amount of revenue from Bangladesh every month which is worth approximately USD \$1 million. Popular Indian Bangla channels telecasted in Bangladesh are Star Jalsha, Zee Bangla, Colors Bangla, Aakash Aath, Ruposhi Bangla, Sony Aath, Sun Bangla, Zee Bangla Cinemas, Star Jalsha Movies, Colors Bangla Cinema, Star Sports Bangla, Tara TV, Star World, Doordarshan Bangla, SAB US, Zee Action, Zee Café, Zeepremie, Zee Studio, Star Gold, Set Max, Star Plus etc. Among those TV channels Star Jalsha, Zee Bangla and Star Plus gain most popularity among Bangladeshi audience especially among the women audience (GhaleNeeru and Karna Rosy, 2009).

Popular Indian Bangla serials in Bangladesh

In 1990s, state owned channel Bangladesh Television produced some popular TV serials which is still remembered by the old audience of Bangladesh. They are Kothao Keu Nei, Bohubrihi, Songsoptok etc. But after 1995, Indian Bangla serials were starting to get popularity (GhaleNeeru and Karna Rosy, 2009). Some of the current popular Indian Bangla TV serials are Krishnakoli, Joyee, Trinayani, Karunamoyee Rani Rashmoni, Bokul Kotha, Nokshi Kantha, Ranu Pelo Lottery, Hriday Haran B.A Pass of Zee Bangla channel. Some popular serials of Star Jalsha are Mayurpankhi, Bajlo Tomar Aalor Benu, Guriya Jekhane Guddu Sekhane, Sreemoyee, Ke Apon Ke Por, Debi Choudhurani, Phagun Bou, Bijoyini, Mahapeeth Tarapeeth, Irabotir Chupkotha, Adi Mohini Mohan Kanjilal, Care of Keya etc. (Anwar, 2015).

Theme of Indian Bangla Serials

The main theme of Indian Bangla serials is based on marriage and family. Common occurrence of those serials is love relation and romance, family conflict, revenge, jealousy, family politics, conflicts between mother-in-law and wife, extramarital sex relationship, conspiracy, feud etc. Here, most of the popular serials are women centered. The serials generally get popularity among women audience because perhaps they face the same reality or for their natural interest (Shameem and Mahmud, 2009).

Chapter Two

2.1 Methodology

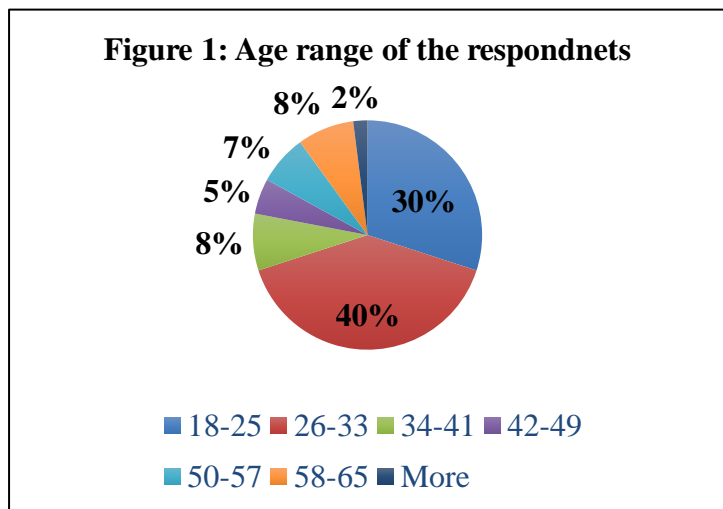
Questionnaire Survey: A survey was conducted on 40 respondents for primary data.

Literature review: Information and data from various journals, articles and newspapers were gathered.

Chapter Three

3.1 Figure-01: Age Range of the respondents

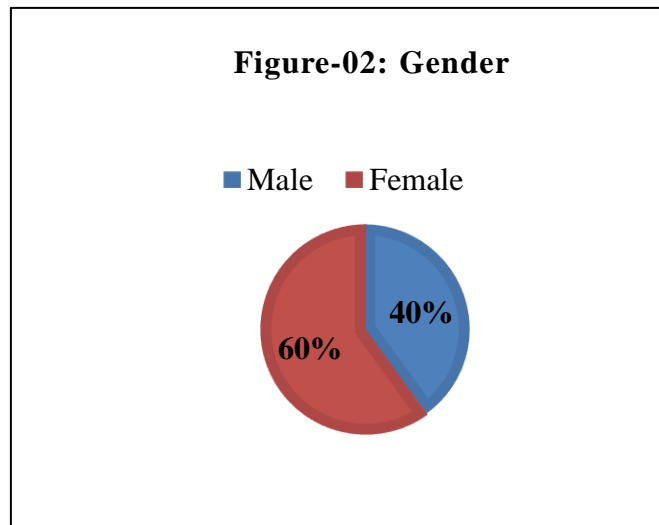
The above pie chart depicts the percentage of the audience various ages from the participants of 40 people survey who watches Indian Bangla serials regularly. The chart shows that age range from 18 to 25 years are 30% of the total participants who watches Indian Bangla serials. The ages from 26 to 33 years are 40% of the total participant watches Indian Bangla serials regularly. On the other hand, age range from 34 to 41, 42 to 49, 50 to 57, and 58 to 65 are 8%, 5%, 7% and 8% respectively of the total participants' watches



Indian Bangla serials regularly. The above analysis reflects that, most of the audiences of Indian Bangla serials are from 18 to 33 aged which means the young generation of Bangladesh is most addicted to Indian Bangla serials. The result is threatening for the future of Bangladeshi culture and future generation.

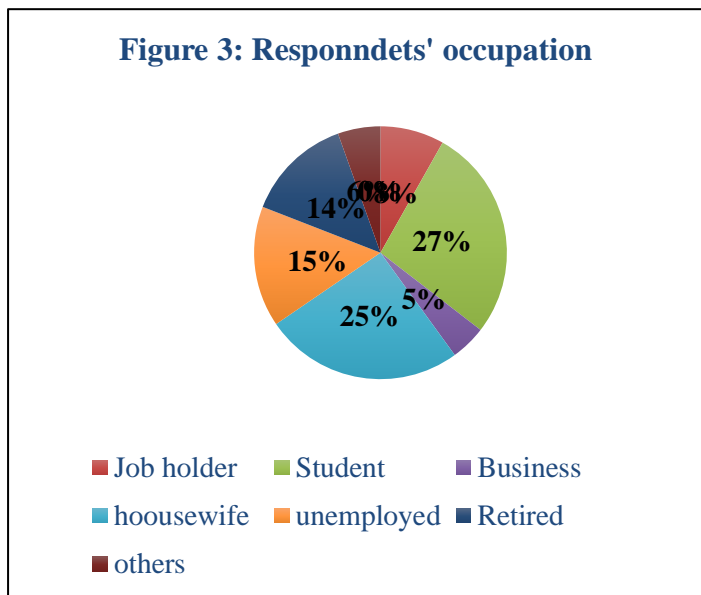
3.2 Figure-02: Gender

The above pie chart postulates the percentage of sexes of the total participants' who watches Indian Bangla serials. The chart shows that 60% of the total participants are female and 40% of the total participants are male respectively who watches Indian Bangla serials regularly. The above analysis reflects that; ladies' society is more addicted than the male society to Indian Bangla serials.



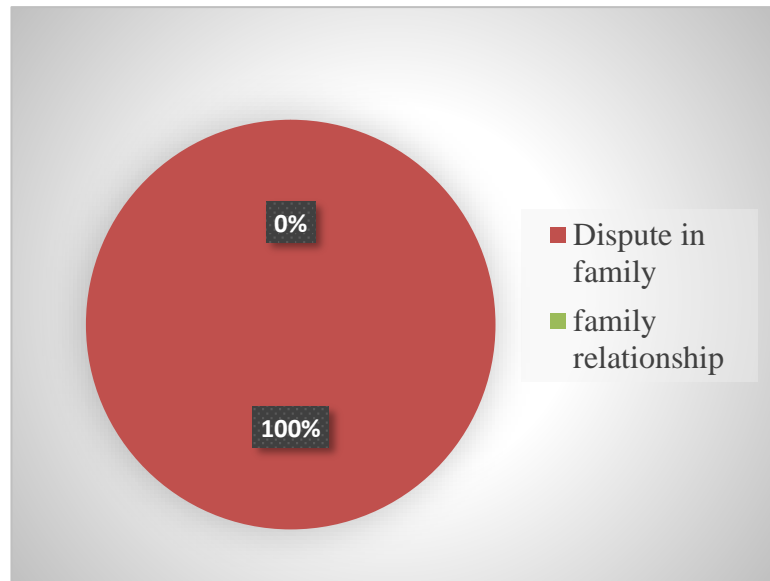
3.3 Figure-03: Occupation

The above pie chart shows the percentage of audience on the basis of profession who watches Indian Bangla serials regularly. The chart shows that, 26% of the audiences are housewife of the total participant who watches Indian Bangla serials regularly. 15% audiences are unemployed and 27% of the audiences are students. At the same time, 14% audiences are retired, 8% audiences are jobholders and 5% of the audiences are businessman. The analysis shows that, housewives, unemployed people, retired person, students mostly spend their free times or being entertained by Indian Bangla serials.



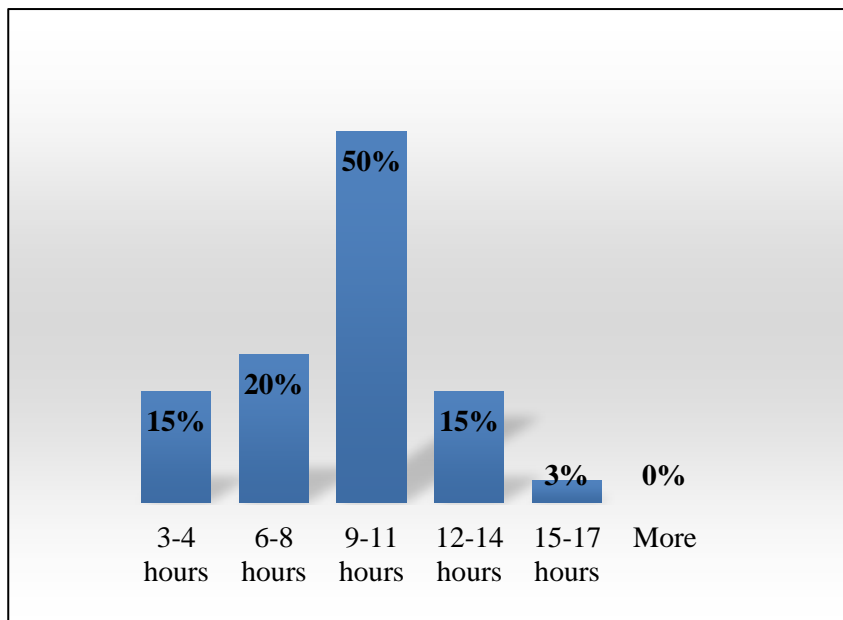
3.4 Figure-04: Do you watch Indian Bangla serials on TV channels?

The above pie chart shows the percentage of audience on the basis of watching Indian Bangla serials on TV channels. The chart postulates that, 100% of the total audience watches Indian Bangla serials on TV channels and 0% watches through other media except TV channels. So, the analysis shows that, Indian Bangla serials are mostly viewed on TV channels.



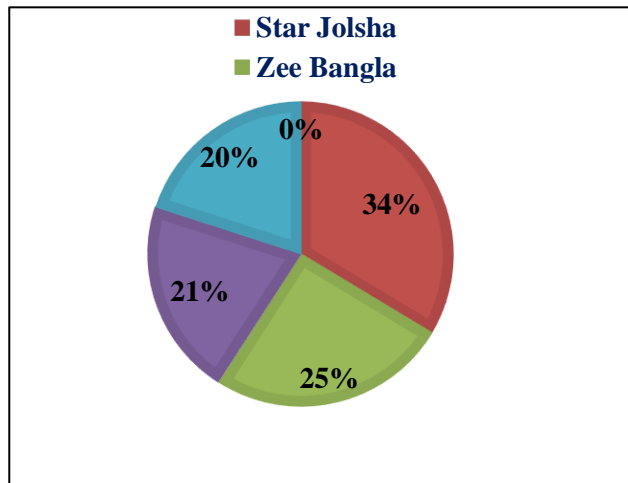
3.5 Figure-05: If yes, how many hours do you spend watching such TV serials a week?

The above histogram chart shows the percentage of audience on the basis of weekly watching time in hours of Indian Bangla serials. The chart shows that, 15% of the audiences watch Indian Bangla serials 3 to 4 hours a week. At the same time 20% of the audience watch 6 to 8 hours, 50% of audience watches 9 to 11 hours and 15% of audience watch 12 to 14 hours weekly. So, the analysis shows that most of the audience view Indian Bangla serial 9 to 11 hours weekly.



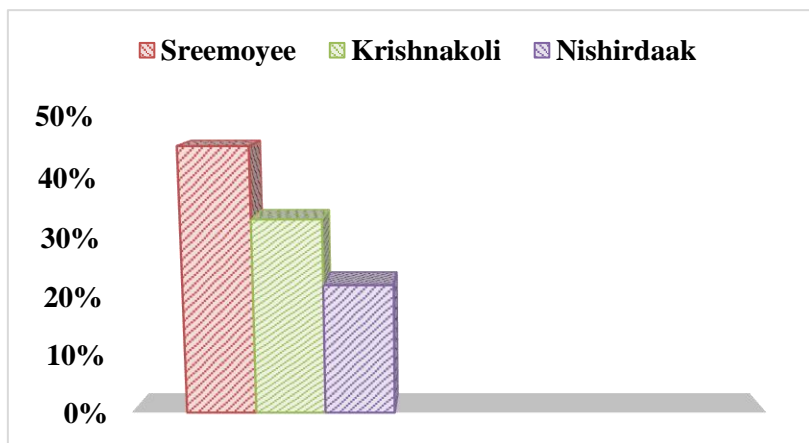
3.6 Figure-06: Which Indian TV channels (Bangla) do you watch more?

The above pie chart shows the percentage of audience on the basis of watching Indian Bangla TV channels. The chart shows that, 34% of the audience watches Star Jolsha regularly. 25% of the audience watch Zee Bangla, 21% of the audience watches Colors Bangla and 20% of the audience watches other Indian Bangla TV channels. The analysis shows that, Star Jolsha is the most viewed Indian Bangla TV channel among the others.



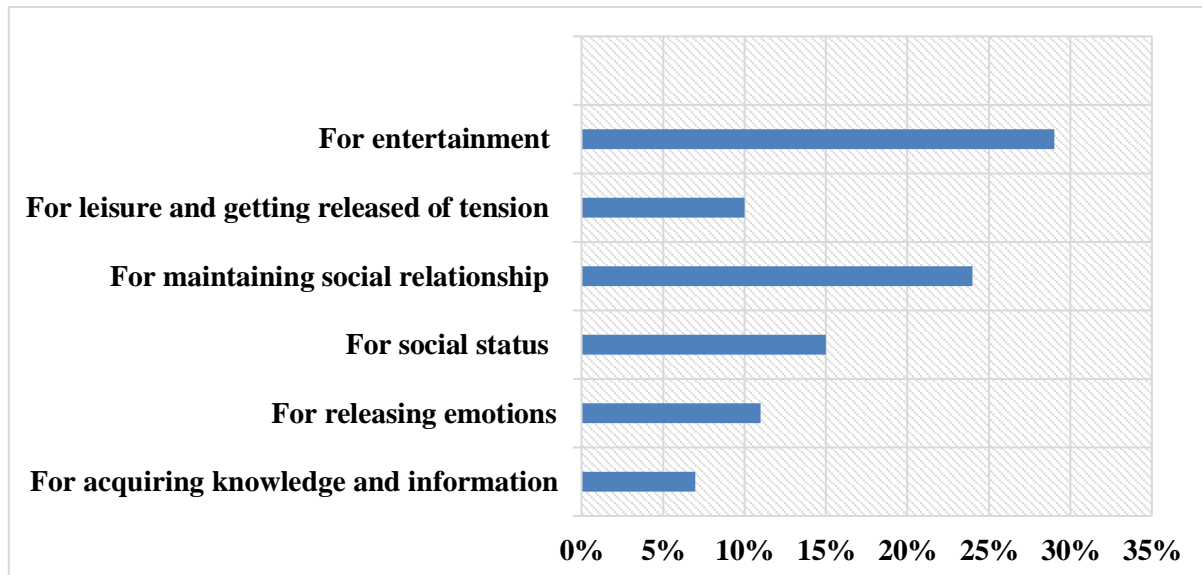
3.7 Figure-07: Which TV serials do you watch more? (More than one answers acceptable)

The above histogram chart shows the percentage of audience on the basis of watching TV serials. The chart shows that, 45% of the audience watch the serial 'Seemoyee', 34% of the audience watch 'Krisnakoli' and 21% of the audience watch 'Nishirdaak'. The analysis shows that, Seemoyee is the most viewed Indian Bangla serial among others.



3.8 Figure-08: Why do you watch the serials? (More than one answers acceptable).

The above histogram chart shows the percentage of audience on the basis of reason of watching Indian Bangla serials. The chart shows that; 30% audience watches Indian Bangla

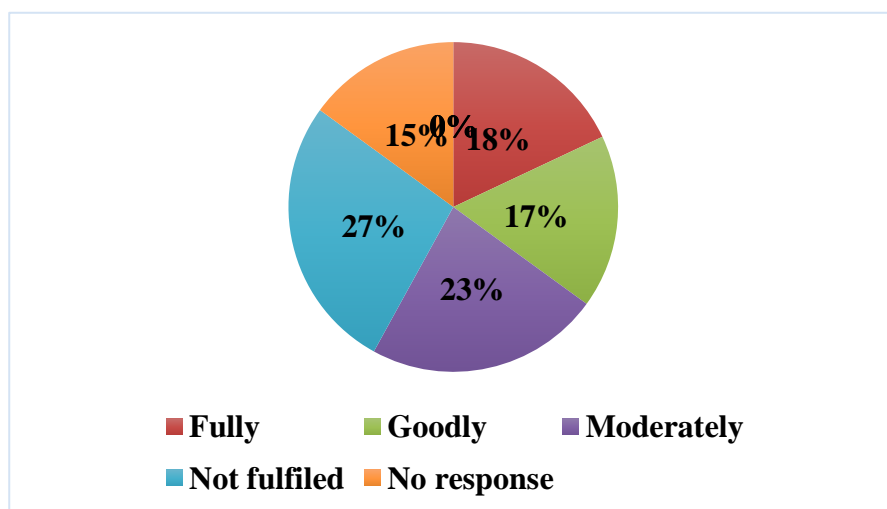


serials for entertainment. 10% watches for leisure and getting released from tension, 23% watches for maintaining social relationship, 15% watches for maintain social status, 11% watches for releasing emotions and 7% watches for acquiring knowledge and information. The analysis shows that, most of audience watches Indian Bangla serials for entertainment and maintain social relationship.

3.9 Figure-09: How much these needs are fulfilled?

The above pie chart shows the response of audience about the need of watching Indian Bangla serials. 27%

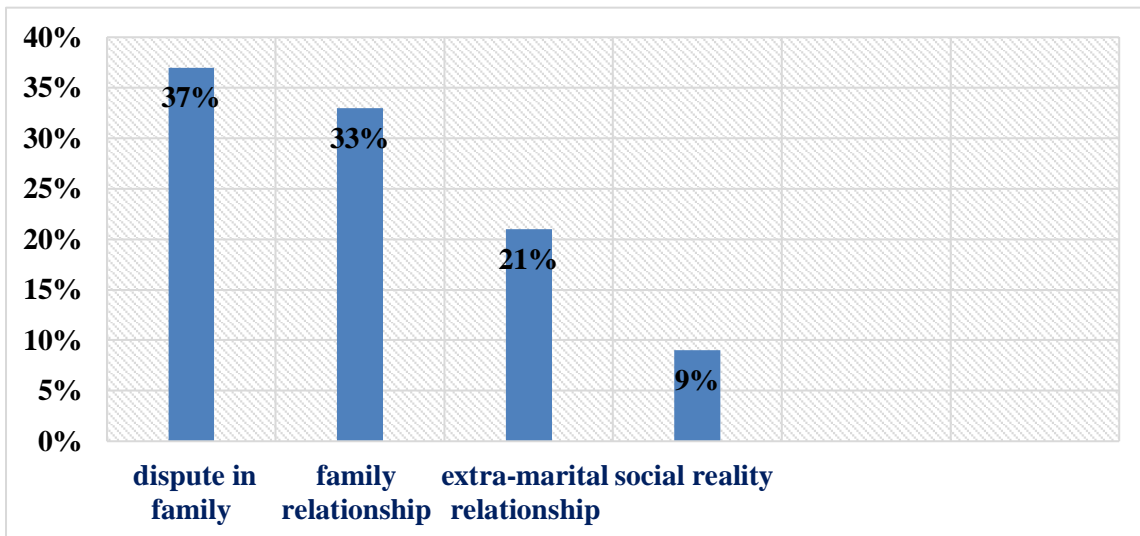
of the audience responded that needs are not fulfilled. 23% audience responded needs are moderately fulfilled. 17% responded that needs are goodly fulfilled. 18% responded that



needs are fully fulfilled, and 15% audience has no response. The analysis shows that most audience are getting what they are desiring from Indian Bangla serials.

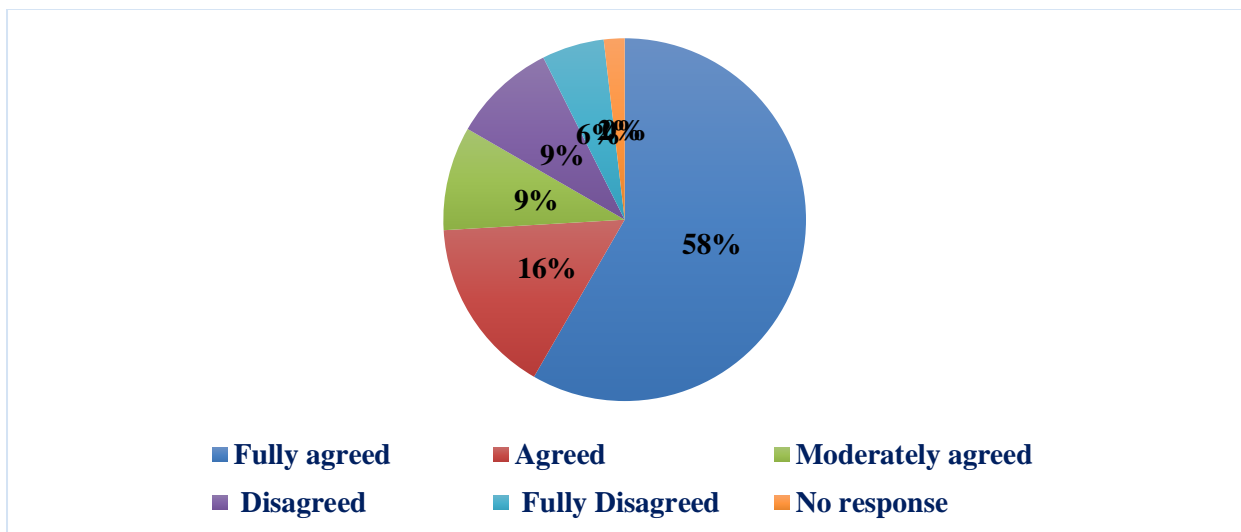
3.10 Figure-10: What is seen in these serials: (more than one answer acceptable)

The above histogram chart shows the percentage of audience on the basis of occurrence seen in Indian Bangla serials. The chart shows that 37% of the audience responded that family dispute is seen in the serials. 33% responded on family relationship, 21% responded on extra-marital relationship and only 9% responded on social reality. The



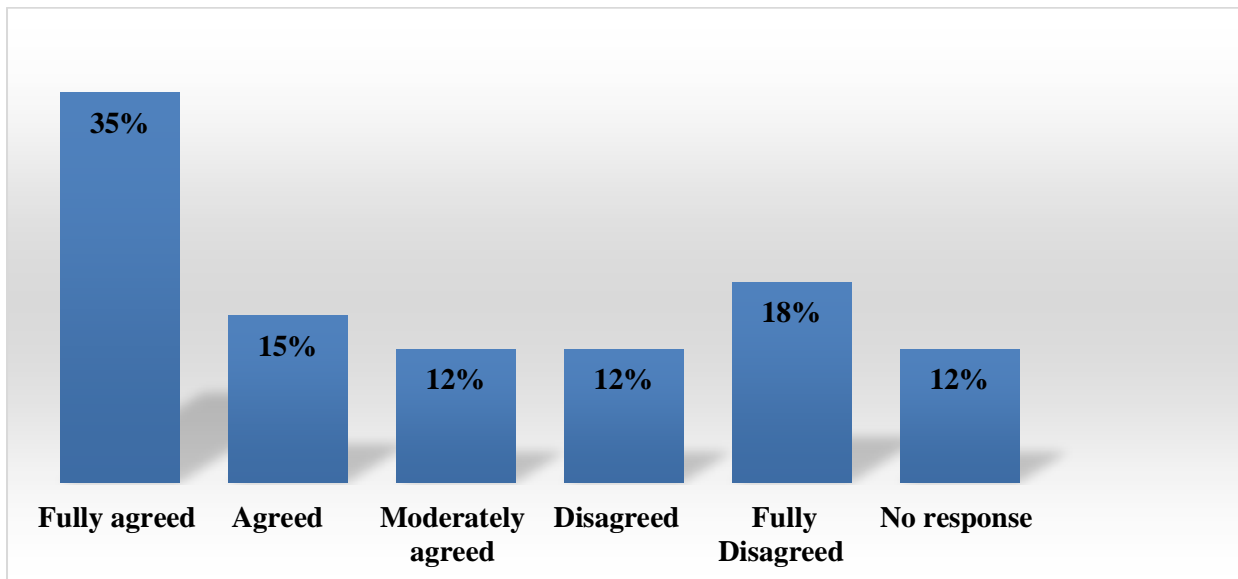
analysis shows that; family dispute is mostly seen in the Indian Bangla serials.

3.11 Figure-11: These serials create addiction



The above pie chart shows the percentage of responses of the audience on creating addiction by watching Indian Bangla serials. The chart shows that, 58% of the audience fully agreed, 16% of the audience only agreed, 9% of the audience moderately agreed, 9% of the audience disagreed, 6% of the audience fully disagreed and 2% of the audience didn't responded. The analysis shows that, most of the audience believes that Indian Bangla serials create addiction.

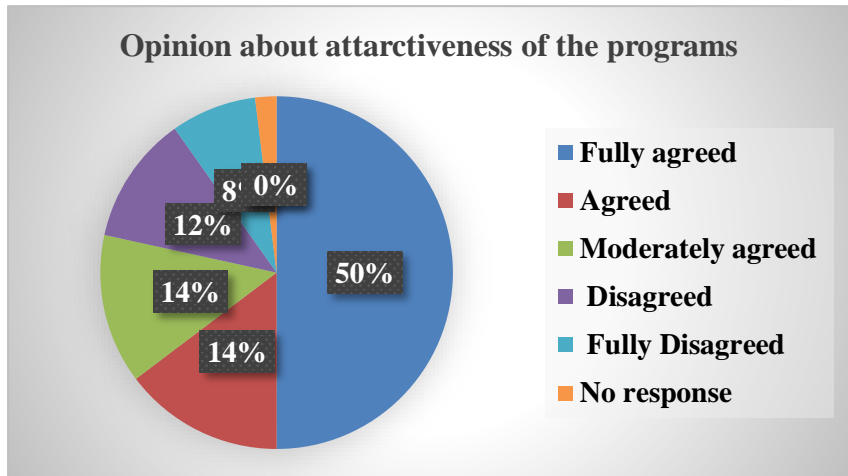
3.12 Figure-12: These serials present reality



The above histogram chart shows the percentage of responses of the audience about representing the present reality in Indian Bangla serial. The chart shows that, 35% of the audience fully agreed, 15% of the audience agreed, 12% of the audience moderately agreed, 12% of the audience disagreed, 18% of the audience fully disagreed and 12% of the audience didn't responded. The analysis shows that, most of the audience thinks that present reality is represented in Indian Bangla serials.

3.13 Figure-13: The serials are produced attractively

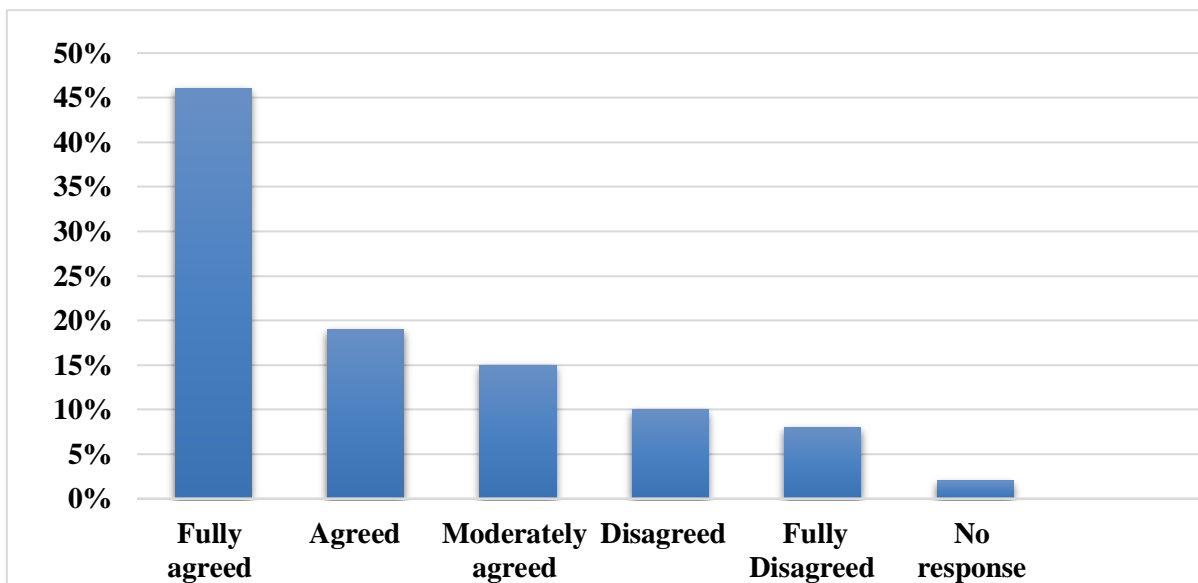
The above pie chart shows the percentage of responses of the audience about the attractiveness of Indian Bangla serials. The chart shows that, 50% of the audience fully agreed, 14% of the audience agreed, 14% of the audience moderately agreed, 12% of the audience disagreed, 8% of the audience fully disagreed and 2% of the audience didn't responded. The analysis shows that, most of the audience believes that Indian Bangla serials are produced attractively.



The analysis shows that, most of the audience believes that Indian Bangla serials are produced attractively.

3.14 Figure-14: The serials are influencing our family relationship negatively

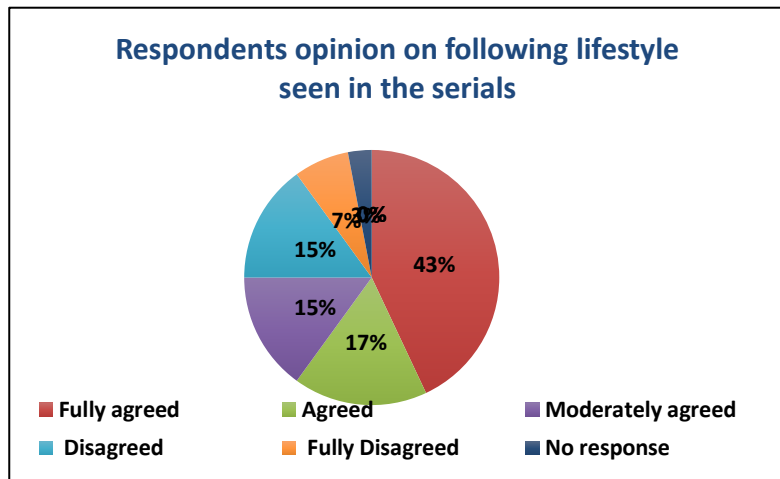
The above histogram chart shows the percentage of responses of the audience about influence



of Indian Bangla serials in creating negative family relationship. The chart shows that, 46% of the audience fully agreed, 19% of the audience agreed, 15% of the audience moderately agreed, 10% of the audience disagreed, 7% of the audience fully disagreed and 2% of the audience didn't responded. The analysis shows that, most of the audience believes that Indian Bangla serials create negative family relationship.

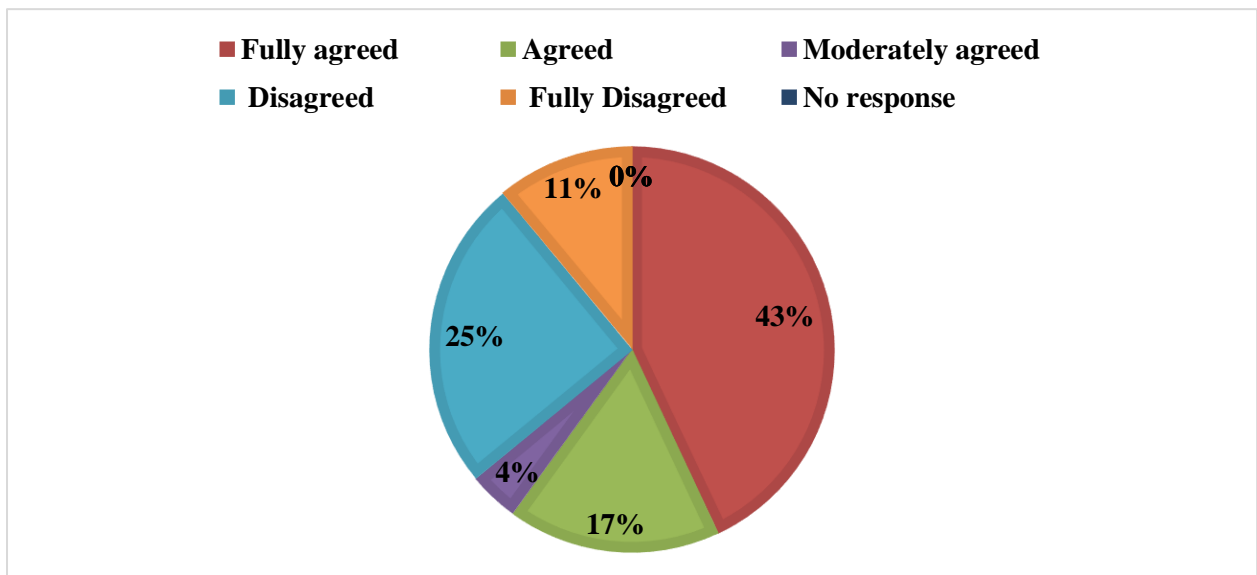
3.15 Figure-15: Many audiences try to follow the lifestyle presented in the serials

The above pie chart shows the percentage of responses of the audience about the following the lifestyle represented in Indian Bangla serials by the audience. The chart shows that, 43% of the audience fully agreed, 17% of the audience agreed, 15% of the audience



moderately agreed, 15% of the audience disagreed, 7% of the audience fully disagreed and 3% of the audience didn't responded. The analysis shows that, most of the audience responded that they try to follow the lifestyle which is represented in Indian Bangla serials.

3.16 Figure-16: The serials have a role in destabilizing our familial and social life



The above pie chart shows the percentage of responses of the audience about the role of Indian Bangla serials in destabilizing our familial and social life. The chart shows that, 43% of the audience fully agreed, 17% of the audience agreed, 4% of the audience moderately agreed, 25% of the audience disagreed, 11% of the audience fully disagreed and 0% of the audience didn't responded. The analysis shows that, most of the audience believes that Indian Bangla serials have a role in destabilizing our familial and social life.

Chapter Four

4.1 Findings of the study

People are not interested in Indian Bangla serials now than it was few years back. But Indian Bangla serials do have some effects on audience's mind. Sometimes the audience becomes enamored by the glaze of the festival, fashion trend and storyline of the serials. So, that's why some of the audience gets addicted to these serials. A surprising result was only 53 participants of 100 expressed that they watch Indian Bangla serials regularly. It might be limitation of the survey and need to conduct further research. My findings also reveal that, Indian Bangla serials do influence the wedding rituals and language which matches my hypothesis. Indian Bangla serials really influence audience's mind negatively and storylines are unrealistic with matches my hypothesis.

4.2 Conclusion

In these days, the audience of Bangladeshi television entertainment channel are decreasing, and Indian Bangla channels and serials are getting higher viewer rate. Indian Bangla serials are influencing our daily activities both in our personal and social life (GhaleNeeru and Karna Rosy, 2009). Globalization, Modern technology such as internet, satellite communication, submarine cables etc. have made easier and cheaper to access foreign TV channels from anywhere in the world. Western and other dominating nations try to influence smaller and underdeveloped nations' culture through electronic media. As Bangladesh hasn't much developed yet, the country is also dealing with cultural aggression. Some local satellite TV channels are launching TV serials by imitating the Indian Bangla serials which making the situation worse. The access of those foreign satellite TV channels should be restricted which are threat for our country and culture. Bangladesh has its own rich culture and tradition which reflects Bangladeshi identity. If we lose our Bangladeshi culture, we could lose our individuality. Because a culture represents a nation (Khanam, 2014).

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4.4 Annex

I am Shahanz Aktar, a student of MSS program, Journalism and Mass Communication Department, Daffodil International University. As part of my academic learning, I need to conduct a study on the above subject. In this study, I would like to request you to share your views and opinions and oblige me thereby.

What's your name? -----

Where do you live in? -----

Age range: a. 18-25b. 26-33c. 34-41d. 42-49e. 50-57f.58-65 g. more

Gender: a. Male b. Female

Occupation: a. Job holder b. Student c. Business d. Housewife e.

Unemployed

f. Retired g. Others

1. Do you watch Indian Bangla serials on TV channels? A. Yes b. No
2. If yes, how many hours do you spend watching such TV serials a week?
 - a. 3-5hours b. 6-8hour c. 9-11 hours d. 12-14 hours e. 15-17hours f. more
3. Which Indian TV channels (Bangla) do you watch more?
 - a. Star Jolshab. Zee Bangla c. Colors Bangla d. Others
4. Which TV serials do you watch more? (More than one answers acceptable)
 - a. Sreemoyeeb. Krishnakolic. Nishirdaak
5. Why do you watch the serials? (more than one answer acceptable).
 - a. For acquiring knowledge and informationb. For releasing emotionsc. For social status d. for maintaining social relationship e. for leisure and getting released of tension f. For entertainment
6. How much these needs are fulfilled?
 - a. Fully b. Goodly c. Moderately d. Not fulfilled e. Not fulfilled at all f. No response
7. What is seen in these serials: (more than one answer acceptable)
 - a. dispute in family b. Family relationship c. extra-marital relationship d. social reality
8. These serials create addiction: a. fully agreed b. Agreed c. moderately agreed d. Disagreed e. Fully Disagreed f. No response
9. These serials present reality: a. fully agreed b. Agreed c. moderately agreed d. Disagreed e. Fully Disagreed f. No response

10. The serials are produced attractively: a. fully agreed b. Agreed c. moderately agreed d. Disagreed e. Fully Disagreed f. No response

11. The serials are influencing our family relationship negatively: a. fully agreed b. Agreed c. moderately agreed d. Disagreed e. Fully Disagreed f. No response

12. Many audiences try to follow the lifestyle presented in the serials: a. fully agreed b. Agreed c. moderately agreed d. Disagreed e. Fully Disagreed f. No response

13. The serials have a role in destabilizing our familial and social life: a. fully agreed b. Agreed c. moderately agreed d. Disagreed e. Fully Disagreed f. No response