

**Pragmatic Approach Towards Television In Muslim Community: A Study Of Hubli
Dharwad Municipal Corporations.**

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INTRODUCTION

The term mass media describes means of communication that operate on a large scale, reaching and involving virtually every one in a society to a greater or lesser degree. It refers to a number of media that are now long established and familiar, Such as newspapers, magazines, film, radio, television and the new media. It has an uncertain frontier with a number of new kinds of media that differ mainly in being more individual. Diversified and interactive and of which the Internet is the leading example. Despite the rapid and continuing growth of these new media there is little sign that the mass media is actually declining, according to many criteria. Rather they are being supplemented, extended and also challenged to adapt to an half of all Indian households own a television. Television is currently operated by the Indian Broadcasting Corporation broadcasting Bharati Act AD 1990. "Television in India has over 875 channels. It has 184 salaries, ranging from entertainment to news in various languages and broad spectrum programs for life, food, sports and spirituality. 12.24 % Share is invested.²⁷ Another part is found to be advertising revenue

Cinema as medium gamed popularity in the country as many as over 1000 films in various languages of India are produced annually. Hollywood also gained a foothold in India with special effects films such as "Jurassic Park" (1993) "speed " (1994) Godzilla (2014) many more being specially appreciated by the local audiences.

Development

Development is nothing but human response that means human are not material but gave initiation to development men who desire development their strength and will gives way to development. People's awareness could not direct the development but ability, productivity, human capability proves people's achievement and confirms level of happiness. Development means internal feeling exposing externally people's education level their desires and too much strengths their behavior and level of values craft and information all these effect developmental converge and speedy result. This is the person, family community, Nation or the development of whole world.

Definition of Development

According to Kapolei and Finstar bush in a contemporary society by which compels association applicable use of developing technology develops control over social environment that is development.

According to E. M. Rozers in a social organization bowing of novel ideas which earn individual income and bring excellent productive methods through social organization brewing improved level of life societal change

According to Meyer: Growth + change increase in economic system expansion of simple qualitative setups like this the social scientist have stated on development.

Today's Global contests media had given importance to development issues developmental journalism means it has spread beyond one imagination it records day to day happening and warns to be careful on tomorrow steps, make aware of things is the main base of journalism for the all round development of society journalistic professional development are recognized as journalism for development.

Objectives of the study

- To study the socio-economic and educational conditions of Muslim community in Hubli - Dharwad Municipal Corporation.
- To study the interest of television media among the Muslim community.
- To offer suitable findings and suggestions.

Study Methodology

Any research (field work) to produce good result at the outset some points are to be considered. If the expected and emphasis of the research change may not receive good result. Because of the prior to research one particulars model followers the main aim of the present research is study fields – main thing explained through that.

Main Sources

Information collection is main thing for research two types of information's have been collected primary sources and Secondary sources.

Primary Sources

Primary information source (The necessity of the research) is collected from Muslim informatory selected Muslims are interviewed for the government welfare schemes.

Secondary Sources

The sources which directly or indirectly highlights on the research article are secondary sources for egg. Books, Writings related to the research article and other research articles.

Area of Research

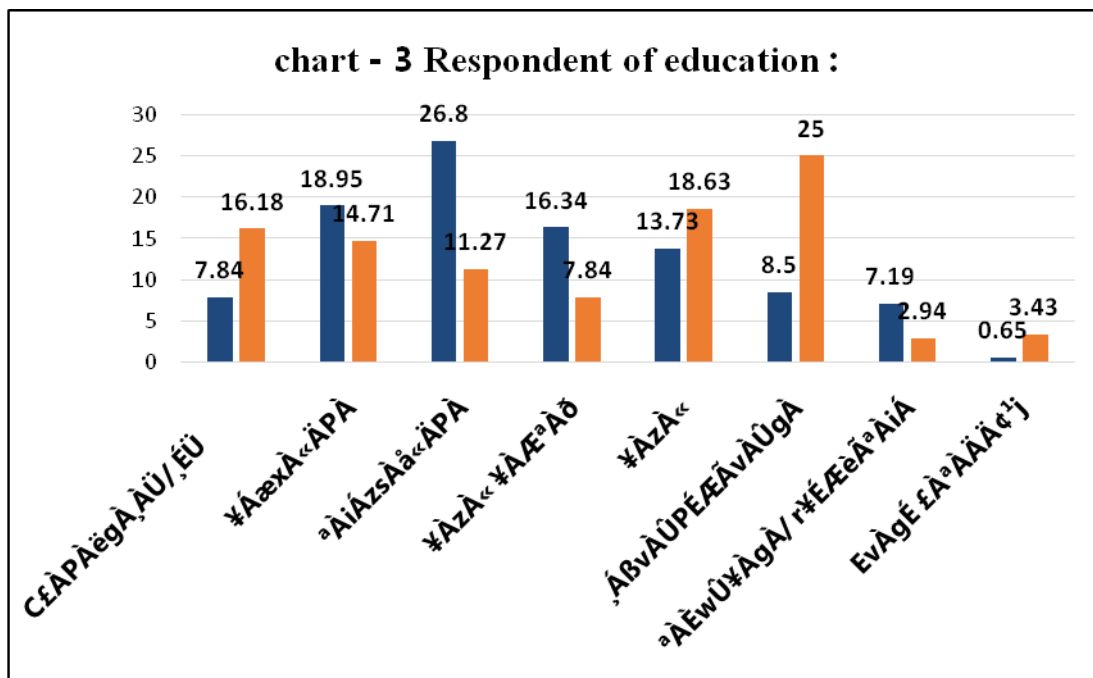
The present study the Muslim of 64 ward Hubli - Dharwad municipal corporation have been moved the following areas in Dharwad area are Malapur,Manikilla,Mahaboobnagar, In the same way,Anandnagar,NAnagar,Shivputranagar,Heggeri, Ganeshpet old Hubli.

Scope of Study

The Muslim living in the twin cities of Hubli – Dharwad alone have been considered for the present study the social economic education development that take place in the life of the Muslims due to their utilization of mass media can be understood in the scope of the entire study.

Table No. 1: Respondent of education

Respondent of education	Male	Male	Female	Female	Total NO.	Total %
	NO.Respondent	%	NO.Respondent	%		
Illiterate	24	7.84	33	16.18	57	11.18
Primary	58	18.95	30	14.71	88	17.25
Secondary	82	26.80	23	11.27	105	20.59
Pre-graduation	50	16.34	16	7.84	66	12.94
Degree	42	13.73	38	18.63	80	15.69
Postgraduate	26	8.50	51	25.00	77	15.10
Professional / Diploma	22	7.19	6	2.94	28	5.49
Have fun with the other	2	0.65	7	3.43	9	1.76
Total	306.00	100.00	204.00	100.00	510.00	100.00



Depending on the qualifications of the informants selected for the study, the answers to the questions asked will be considered in the secondary level. Males constitute 26.80 per cent of the population and females 11.27 per cent. The lowest number of other informants was 1.76 percent, compared to 0.65 percent for males and 3.43 percent for females. The primary percentage was 17.25 per cent, of which men were 18.95 per cent and women 14.71 per cent. Bachelor's degree is 15.69 percent, which includes 13.73 percent of men and 18.63 percent of women, 15.10 percent of masters and 8.50 percent of men and women 25.00 percent, of pre-graduation 12.94 percent of men, 16.34 percent of women and 7.84 percent of illiterate or illiterate. Women make up 16.18 percent, professional or diploma total 5.49 percent male 7.19 percent and 2.94 percent of the women are founded can be found in Table 1

Table No. 2: Types of Tv programs

Types of Tv programs	NO. Respondent	Male	Female	Femal e	Total NO.	Total %
		Per %	NO. Respondent	Per %		
News	262	90.34	102	52.31	364	75.05
Health programs	94	32.41	75	38.46	169	34.85

Discussion Programs	144	49.66	51	26.15	195	40.21
Sports programs	138	47.59	36	18.46	174	35.88
To the movie	82	28.28	63	32.31	145	29.90
Topical Education	56	19.31	36	18.46	92	18.97
Career pictures	14	4.83	0	0.00	14	2.89
Plays	8	2.76	21	10.77	29	5.98
The Quiz	28	9.66	15	7.69	43	8.87
Bearers	46	15.86	90	46.15	136	28.04
Children's programs	34	11.72	42	21.54	76	15.67
UGC Programs	18	6.21	12	6.15	30	6.19
Concerts	52	17.93	81	41.54	133	27.42
Science and Technology	60	20.69	33	16.92	93	19.18
Urban Development News	20	6.90	12	6.15	32	6.60
Other News	12	4.14	9	4.62	21	4.33
Professional practices	12	4.14	18	9.23	30	6.19
Total	290		195		485	

In response to the question asked by the informants selected for the study, which program is on TV, 95.10 percent of the total TV viewing was found. Males constitute 94.77 percent of the population and females 95.59 percent. The information provided by the informants about watching various programs on TV is as follows.

About 75.05 percent of informants are viewing the news, with men making up 90.34 percent and women 52.31 percent. But career films are rarely viewed on the TV show. Others, respectively, are 40.21 per cent, sports programs 35.88 per cent, health program 34.85 per cent, film related 29.90 per cent, 28.04 percent, music program 27.42 per cent, science and technology 19.18 per cent; Urban growth news is 6.60 percent, UGC shows 6.19 percent, plays 5.98 percent, other news 4.33 percent, career films 2.89 percent.

Male informants are more likely to watch news, talk shows, sports events, movies and music on TV. Because there are more than 12 regional news channels and entertainment channels, men spend more time watching TV. Teenagers (on DD, Chandana Channel) are less likely to watch Gan and Vigyan for students, while women tend to watch films, film songs, children's

programs, health shows and movies. It is noticeable in Table 26 that illiterates are mostly watching TV on TV, film, children's shows and news.

Finding And facts

The watchers of television among the sample studies the group of men respondents are found more than the women respondent.

People between the age group of 56 to 65 spend more amount of time reading newspaper and post-graduate, self employs and housewives/homemakers spend the major amount of time in a day watching television.

Survey reveals that people with the income between 11000 to 15000 having Television in home.

The study reveals that people of Muslim community give first preference to political matters and second importance to educational matters

Suggestions

- As the media grows, everyone should develop a hobby of television watching in their homes.
- Muslims should enlighten their children with television and media tastes.
- Muslims should develop a hobby of gathering news through their children and through various media.

CONCLUSION

The current study has clearly showed that TV has penetrated into each and every section of society and has directly influenced the life of youth in one way or the other. Moreover the development activities and the political circumstances of the study area are paving way for more investment by the media industries. A decade earlier, the inhabitants of Muslims in HubliDharwad city were unaware of this media industry which had revolutionized the other parts of the world. Research has revealed that there is significantly high level of awareness among Muslims in HubliDharwad city about TVS channels and their programs. Moreover, it is evident from the study that people are changing their media usage

pattern irrespective of their educational, social and economic background. The introduction of reality shows has totally changed the attitude of Muslims in HubliDharwad city towards TV. An interesting outcome of the study is that gender plays a great role in the selection of programs in the study area, As males are more interested in sports and news however females are more inclined towards reality shows and TV serials.. It was found that Muslims in HubliDharwad city have changed their TV watching habit from viewing alone to viewing with family. TV besides being an information source acts as an agent of social change and a source of relaxation for the community .

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