



MEDIA INFLUENCES ON PARENTLESS CHILDREN UNDER FAMILY BASED CARE PROGRAMMES

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ABSTRACT

Presence of media in our lives is so important that life without media can never be imagined. The media is equally important for those living with their families & for those who don't have families i.e. orphan. This study focuses on the usage and role of media among the SOS Children's Village. According to the UNDP Human Development Report 2014 states that human development is about equal life chances for all. It involves not only expanding capabilities to broaden people's present choices do not compromise or restrict those available to future generation. Children who find a responsive institution are lucky as they get a home, protection and an environment to develop their capacities. SOS children's village provides the facilities to access the electronic media such as radio, television and mobile phone as well as print media such as newspapers and magazines to all the SOS children.

The method used for this research is the descriptive research. A survey was conducted with structured questionnaire as a tool. For this interaction with the children of different age group is done. These children are mainly attracted by media such as Newspaper, Radio, Television and Internet whether in positive sense or in negative sense.

Key words: *Media, Gratification, Needs, Family based care programmes.*

Introduction

Children are fundamental assets and the future of a nation. The society should offer them sufficient opportunities for their proper physical, mental, social and moral growth as well as personality development and education. The families are the best place for the socialization of children and it is the duty of the state to provide social services and social protection as well as ensuring the integrity of family. Parents are responsible for caring and supporting their children. Fortunes are the children who are brought up in their own families. The parentless children are those unfortunate who lost their parents due to any reason. Now – a – day's media plays a great role in children's life. The main aim of media is to provide information, education and entertainment. They are very familiar and literate enough for using print media as well as electronic media. They can enjoy variety of programmes such as cartoons, movies, serials etc. This research paper basically deals with explaining which media is most popular among SOS children and how much time they rely upon media technologies by SOS children in their daily routines.

Statement of problem

The researcher explains which media considers more informative and educative among SOS Children's village. This study is based on uses and gratification theory which is an approach to understand why and how people actively seek out specific media to satisfy their own needs.

Significance of the study

This study "Media Influence on Parentless Children under Family based Care Programme" is based on a survey conducted on SOS Children's Village. This study is significant as it tries to analyse and explore needs and aspirations of Parentless Children and influence of media at the age of advance technologies. This study is



an attempt to understand and explain how the family based care and support along with exposure to media has been contributing in their capacity building.

Review of Literature

Kumar pardeep, pandey Ingita (2013) in his article in the journal “**Role of media in social awareness**”, has opined that media is one of the most powerful instruments of communication. It helps to promote the right things on right time and gives real as well as strong aspects of the world about what is right or wrong. Social issues such as poverty, violence, corruption, bribery, suppression of human rights, rape, discrimination, and crime, killing in the name of honour are occurring day by day in our society. News channels, Newspapers, Radio and Internet help to estimate the realities of live and purely focused on the every social matter. The media is an important source of information through its news segments, entertainment and allows for exchange of ideas, suggestions and opinions. It not only source of news and opinions but also entertainment. Most young children turn on their televisions for watching cartoon serials, soap operas, films, listening music, educational programmes and other entertainment programmes.

Dominick Joseph R. (2002) analysed that media is the source of relief as it provide relaxation when human beings are negatively affected by sensory overload. With the use of good books, magazines music, films and social networking sites, it provides help in reducing the frustrations of everyday life of the people. The content is not the defining factor, since virtually any media material might be used for relaxation by audience members.

Objectives

1. To focus on uses and gratification of media among SOS children and study their favourite programmes, actors, singers and films so as to analyse their media influences in terms of **Research** selective exposure and selective perception.

Methodology

Design: From the view point of objective, this research can be classified as the descriptive one. Descriptive research attempts to describe systematically a situation, problem, phenomenon, service or programme that provides information about say, living conditions of a community and describes attitudes towards an issue.

Method: The study is based on specific survey that was conducted in SOS children’s villages at Rajpura situated in Punjab. A survey is carried out to provide both quantitative as well as qualitative approach to the research.

Tool: In survey the questionnaire is structured which is closed-ended as well as open ended and formulated in English as well as in Punjabi.

Sample Size: The sample size of 100 children i.e. 50 boys and 50 girls between the age groups 10-13, 13-15, 15-19 is selected. The questionnaire tool is used to conduct survey. The researcher had selected SOS Children’s Village Rajpura to carry out the research. From 1996, SOS Children’s village was set up in Rajpura to care for a large number of children rendered homeless and parentless after a decade long violence and terrorism in Punjab. It has 14 family houses for **217** children, a Kindergarten which takes care of pre-school education and prepares children for formal schooling, learning centre comprising of library, computer lab and music room facility which are all a part of the Village facility. (www.sos-children-s-village-rajpura)

Sampling:

The sampling used here is ‘probability sampling’ i.e. sample members have been chosen randomly from the entire population. This can further be stated as ‘simple random sample’ where every member of the population has a known and equal chance of being selected and then it becomes ‘stratified random sample’ i.e. population has divided into two groups boys and girls, allocation of equal quota to the state was done to ensure that the findings could be generalised for the whole of SOS children’s villages of India.

Major Findings:



This data is focused on 100 respondents i.e. children from SOS village Rajpura. The researcher has selected 50 boys and 50 girl respondents chosen for the study. All the respondents are teens and students at following standards. The age wise selection from ten years onwards was done to facilitate the interview with grown up children from class 8 to 12. 28 boys' falls in the age group of 13-15 years of age while 22 are in the age group of 15-19 years. Similarly, 26 girls are in the 15-19 age group and 24 are 13-15 years. The interaction is made with the children to observe their exposure and selectivity of media.

The Mass Media in the Lives of SOS children: Uses and Gratification:

The Media accessed the most

	Radio	Newspaper	Television	Internet	Mobile phone
Boys	4%	4%	70%	18%	4%
Girls	4%	10%	76%	6%	4%

Table No. 1

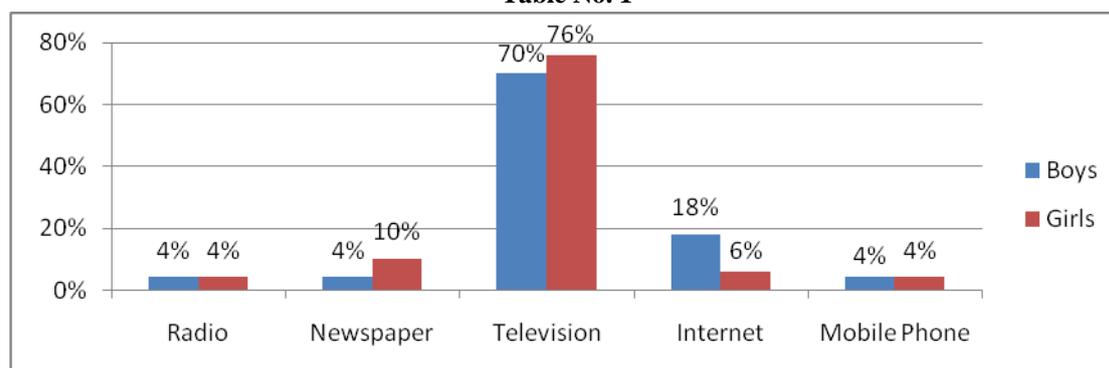


Figure 1.1

The maximum respondents love to watch Television and are regular viewers. The researcher observed that every SOS house contain one television set with DTH operator in it. All children are fond of watching television and also they all knew how to access and operate the television channels. Less than 20% of respondents are using internet for preparing assignments, playing games, accessing social networking sites etc. Only 10% girls said they love reading Newspapers. The researcher reveals that in every house at least two newspapers are coming. It is very interesting to find out that language of the newspaper is selected by the SOS children's village according to their medium. Various numbers of newspapers are available daily in SOS village such as The Tribune, Punjab Kesari and The Hindu etc. Therefore it can be said that Television is much popular than other media's such as Radio, Newspaper, Internet and Mobile Phone.

The media which the SOS children consider more informative and educative.

Media	Boys	Girls
Radio	44%	56%
Newspaper	48%	52%
Television	69%	31%
Internet	58%	42%

Table No. 2

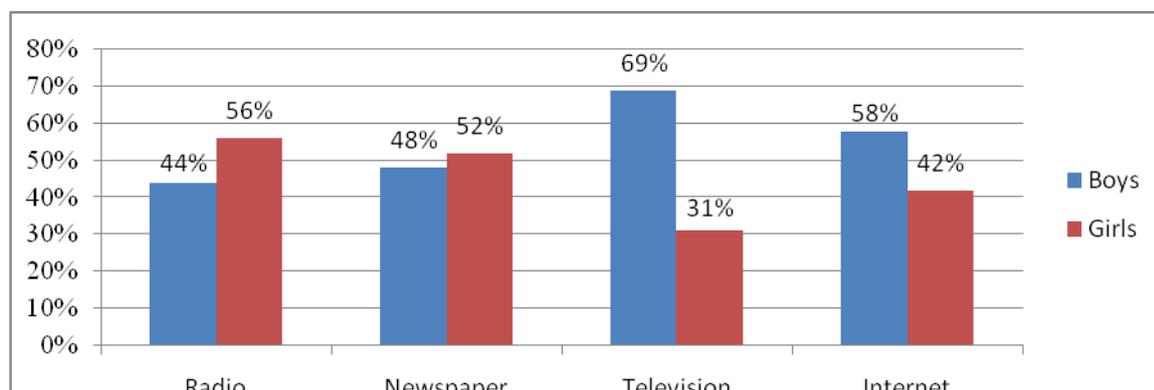


Figure 2.1

Majority of the respondents consider Television as the most informative and educative media. According to FICCI- EY report 2018 states that there are more than 877 private satellite television channels out of which 389 news-channels and 300 are non- news channels available in India. Thus the vast amount of information related with national, International and regional issues, sports events, weather forecast details etc. provided by the television on regular basis through various news channels. The researcher found that children preferred to use Internet for their study purposes such as preparing assignments, attaining information via online newspapers, articles and online books to do their homework. They share their documents, reading material, pdf files, and presentations with each other via email. They use Internet for entertainment purposes as well such video games, chatting on social networking sites.

The data reveals that less than 50% children use Radio and Newspaper. Radio is a uni -sense medium which helps to create imagination in the minds of consumer by using variety of sounds and words. This remains the best medium to provide quick information of traffic jam, natural hazards such as earthquake, volcano, Tsunami, Land sliding etc. to local audience Respondents use radio for listening music, talk’s shows, and plays as to kill their idle time. Newspapers are very authentic source to provide news and daily current affairs with hard copy. It is useful in keeping children up to date with editorials on various issues related with international affairs, agriculture, environment, science etc. and with the daily routine happening of universe. The researcher observes that respondents use newspaper to prepare their exams and Television Program for their entrance exams to take admission in reputed colleges or universities by scoring good marks.

Popularity of various Television program among SOS Children.

	Boys	Girls
Chota Bheem	48%	52%
Kumkum Bhagya	32%	68%
WWE	64%	36%
Doremon	66%	34%
Kaun Banega Crorepati	52%	48%
Bigg Boss	60%	40%
Savdhan India	62%	38%
Dance India Dance	55%	45%

Table No. 3

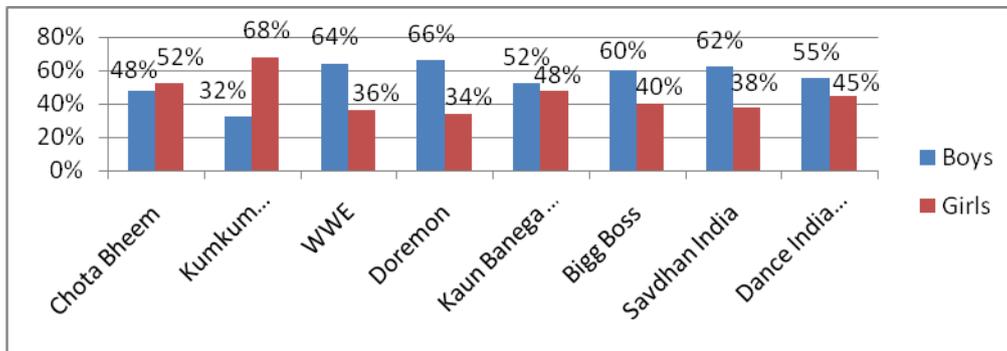


Figure 3.1

In 20th century Television came to India in 1959 for educational purposes. Only DD- national channel was used to inform, educate and entertain the masses with their national themes of programmes. It telecast various programmes such as Hum Log, Buniyaad, Ramayana and Mahabharata etc. on DD - 1. With the privatisation numbers of foreign channels such as STAR TV, CNN, SONY etc. are transmitting in India. These channels are focusing more on entertainment rather than information and education. Now a days Television telecasted variety of programmes including genres of reality, soap opera, comedy, animated, quiz etc.

According to data analysed majority of the boys love to watch cartoons such as Doremon which is telecast on Hungama TV and Disney channel India, Wrestling (WWE) on Ten Sports, Savdhan India on Life OK, Bigg Boss and Dance India Dance on Colors television. The researcher found out that these programmes are very popular among the SOS children. Children are media literate as they know how to operate the television with remote control. It is very interesting to know children are very keen to watch Kaun Banega Crorepati to increase their general knowledge which is telecast on Star plus TV. The data reveals that 68% girl's respondents interested in watching their favourite soap opera and drama shows such as Kumkum Bhagya.

Purpose of using Radio by SOS children

	Information	Education	Entertainment
Boys	30%	22%	48%
Girls	26%	20%	54%

Table No. 4

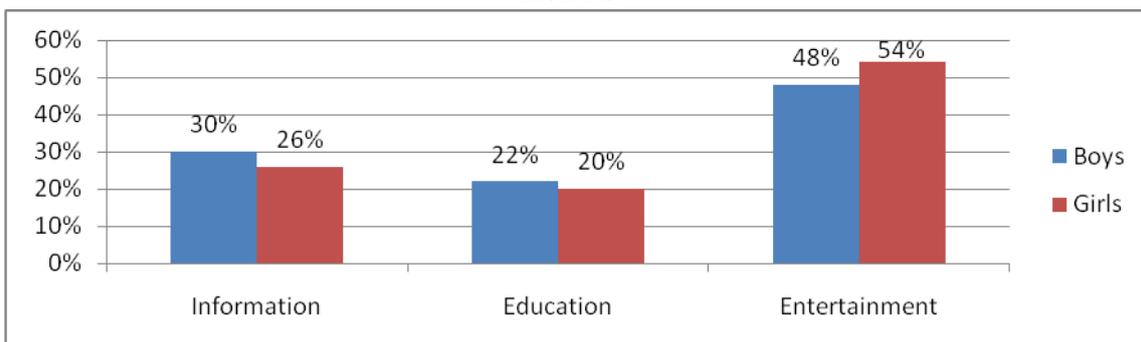


Figure 4.1

According to Marshall McLuhan states that radio is a hot medium and TV is a cool medium. Radio is a uni-sense medium. In this only one sense is involved i.e. one can draw his own imagination while listening sounds or words on radio. More than half of the respondents are using radio for listening music, listening talk shows, interviews, skit, and drama, comedy for entertainment purposes. Many respondents listen FM radio in their leisure time. It provides various FM radio station to serve local services to masses. 30% respondents were listen radio to information for latest update regarding government jobs, development schemes and national policies etc. Less than 25% children listen radio for career counselling from which stream and subjects should

they choose after completing their 10th or 12th. Therefore it can be said that more than 50% students listen radio for entertainment purposes .

Newspaper readership among SOS Children.

Newspaper	Boys	Girls
The Tribune	58%	42%
Dainik Bhasker	60%	40%
Ajit	69%	31%
The Times of India	38%	62%
Punjabi Jagran	44%	56%
Hindustan Times	52%	48%
Dainik Jagran	54%	46%

Table No. 5

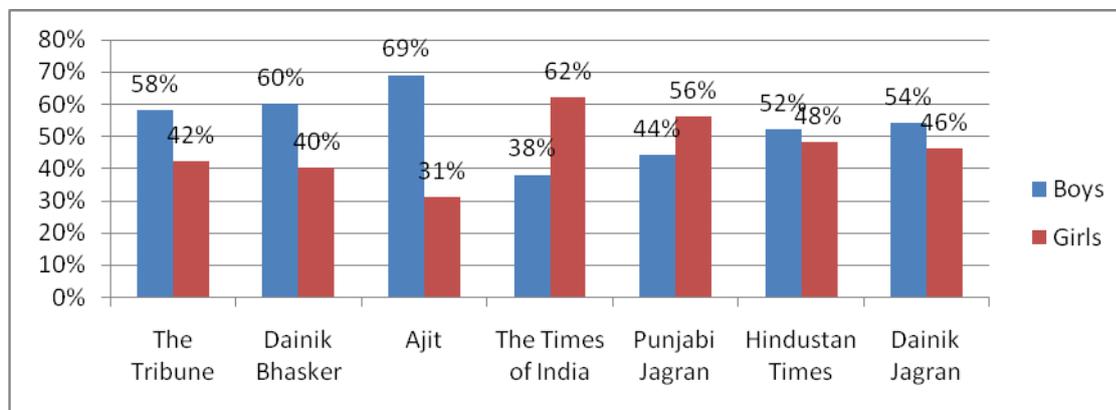


Figure 5.1

SOS Children’s Village provide various newspapers in different language to the SOS children on regular basis. In each home more than three or four newspapers are coming on daily basis. The researcher observes that SOS children are choosing their medium of selecting newspaper according to their own choice or SOS mother’s suggestion. The data reveals that 65% respondents read Ajit (Punjab Di Awaaz) newspaper which is published from Jalandhar in Punjabi language. Rajpura is situated in Punjab near Patiala city. Here, regional languages of the natives are Punjabi. The data reveals that 62% respondents preferred to read The Times of India newspaper which is published from Mumbai in English language. The researcher found out that respondents are very well known about the editorial, op. ed and letter to the editor of the newspaper. Hindi medium newspapers are also popular among SOS children. More than half the respondents preferred to read Dainik Bhasker which is published from Bhopal and Dainik Jagran newspaper published from Kanpur in Hindi language. Therefore it is concluded that there is availability of good number of dailies and readership among SOS children.

The list of films the children remember watching on TV and their liking towards these films

Movies	Genre	Boys	Girls
Bodyguard	Romantic and thriller	53%	47%
3 idiots	Comedy and drama	66%	34%
Baahubali 2	Epic historical fiction	46%	54%
Koi mil gya	Science fiction	64%	36%
Bajirao Mastani	Epic historical romance	76%	24%
Ishq Vishak	Romantic- comedy	30%	70%
Mohabbatein	Musical romantic drama	45%	55%
DDLJ	Romance	32%	68%

Table No .6

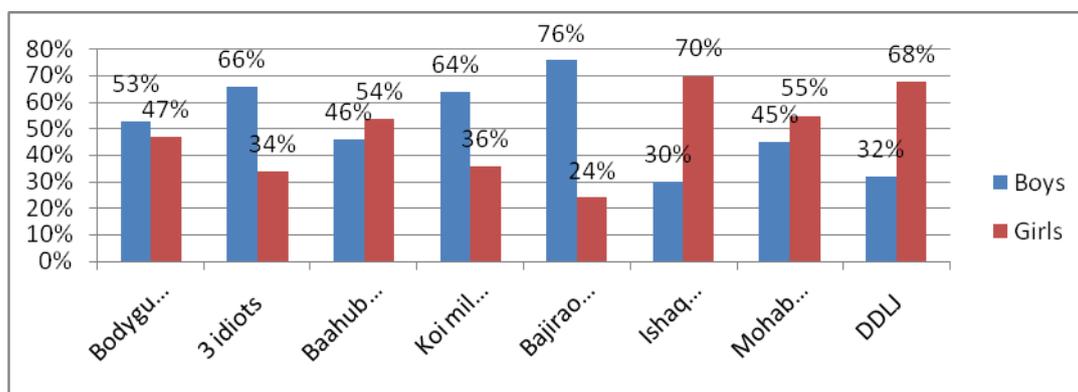


Figure 6.1

SOS children are fond of watching movies on Television. In every SOS house 10 to 12 children are living with the difference of ages. The researcher found out that in most of SOS house television remain on for seven to eight hours in a day. Even they fought with each other for the remote control. SOS mother has to tackle the situation by dividing individual child's time for watching television. The data reveals that 76% respondents like Sanjay Leela's Bajirao Mastani movie which belongs to the genre of epic historical and romance. 70% of respondents like to watch Kumar Taurani's Ishaq Vishk romantic comedy movie. It is interesting to know that so old Yash Chopra's romantic movie DDLJ (Dilwale Dulhania Le Jayege) is still popular among youngsters. The researcher also found that children love to watch these movies again and again without getting bored. Science fiction movies such as Rakesh Roshan's Koi Mil Gya and rajkumar Hirani's 3 idiots which belong to the genre of drama and comedy movies are also popular among SOS children.

Favourite Actors of SOS Children.

Favourite Actor	Boys	Girls
Tiger Shroff	48%	52%
Akshay Kumar	60%	40%
Salman Khan	66%	34%
Hrithik Roshan	42%	58%
Shahrukh Khan	36%	64%
Ranveer Singh	24%	76%
Amir Khan	44%	56%
Shahid Kapoor	22%	78%

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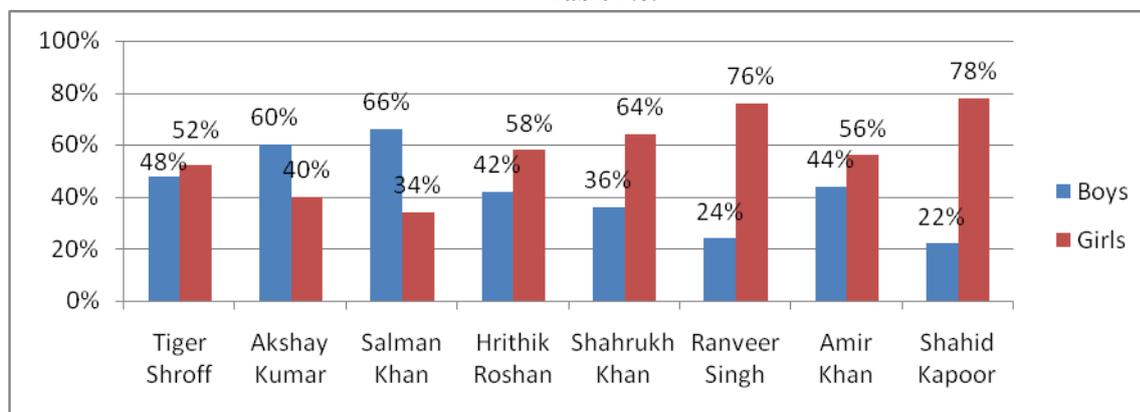


Figure 7.1

78% respondents respond to Shahid Kapoor as their favourite actor because of his cuteness overloaded. Various roles such as romantic, comedian, dancing and acting played by Shahid kapoor in his movies are commendable. The data reveals that with the influence of media children admired the roles of Ranveer Singh.



They want to act, behave and dress up like him. They all knew their each and every movie dialogues. Shahrukh khan is more familiar among SOS girls than boys. The dabbang Salman khan is famous for his body building and his jolly nature on screen. The action star Akhsay kumar is famous for raising social issues in his movies and promoting swatchh bharat abhiyaan and pad man.

Favourite Heroines of SOS Children.

Favourite Actress	Boys	Girls
Katrina Kaif	64%	36%
Deepika Padukon	68%	32%
Kareena Kapoor	60%	40%
Priyanka Chopra	48%	52%
Kajol	23%	77%
Alia Bhatt	54%	46%
Aishwarya Rai	49%	51%
Sonakshi Sinha	62%	38%

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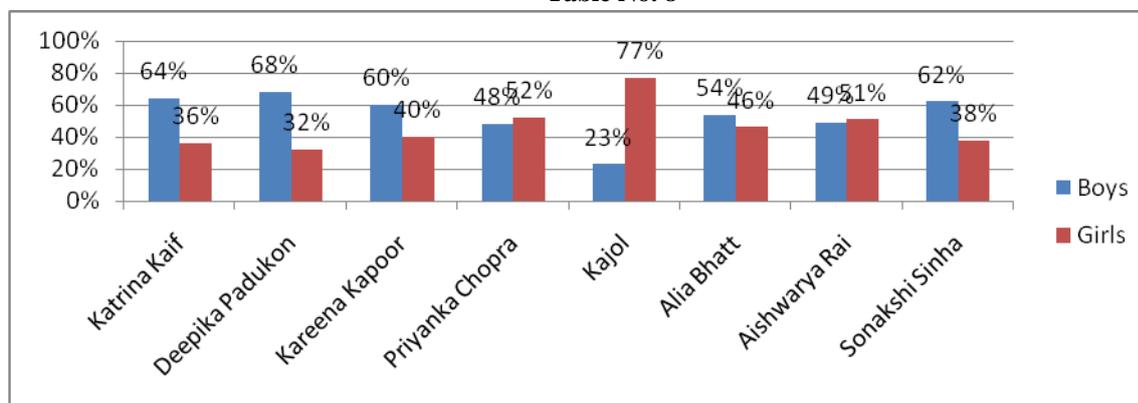


Figure 8.1

Kajol is all time favourite of SOS children. The researcher found that they already watched DDLJ (Dilwale Dulhania Le Jayege) movie many times because of her acting. Every time when they watch this movie it seems like new to them. They are not getting bored from this movie. With the performance of Ram Lila, Rani Padmavati and BajiRao Mastani movies deepika padukon is really liked by SOS respondents. Roles played in movies Namaste London and Jab Tak Hai Jaan etc. by Katrina Kaif are outstanding. The researcher observed that they are very curious to know more and more about their favourite celebrities via watching interviews on television, reading newspapers, searching through internet. Therefore, it can be said that they take film artist's character very seriously and try to relate themselves with their daily routine lives.

Conclusion

Media is definitely influencing the children of SOS Children Village. Media literacy rate is high among SOS children. They are well aware about the functioning of Television, Radio, internet and capable enough to read newspapers and magazines easily. Media is playing a key role in information, education and entertainment. 68% girl's respondents interested in watching their favourite soap opera and drama shows such as Kumkum Bhagya and 66% boys love to watch cartoons such as Doremon which is telecast on Hungama TV and Disney



channel India. 78% girls respond to Shahid Kapoor as their favourite actor because of his cuteness overloaded and the dabbang Salman Khan is famous for his body building and jolly nature on screen. Deepika Padukone is popular among boys and Kajol among the SOS girls. The media provide a ground for social conversations and children use things that have read, seen or heard as topic for discussion when talking to others. Mass media messages bind people into communities, even into nations through communication.

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