

Attitude Towards the Impact of Satellite TV Channels on Peoples of Bangladesh

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Abstract

Satellite TV has a great influence on the social and cultural changes of our mass people. It is essential to know people's attitudes towards whether these changes are playing a beneficial role in the society or not. The purpose of the present study was to investigate society member's attitude towards the impact of satellite TV on our society. A total of 200 respondents (100 male and 100 female) were selected conveniently as study participants. Necessary data were collected by using a semi-structured interview method developed by the authors addressing different issues. The data were analyzed by using percentages and Chi- squares test. Most of the respondents (42.5%) mentioned watching TV as preference for having entertainment. Result of χ^2 - test indicates that females (56%) preferred to watch TV more than males (29%). Most of the respondents mentioned they watch TV for 1- < 2 hours daily (37%), prefer educational programs as their favorite program (48.5%), TV is responsible for the intrusion of foreign culture in our society (75.5%), some children of our society pronounce foreign language such as Hindi words at the time of speaking (93%), TV is responsible for children's behavioral problem (58.5%), watching TV for a long time hampers their sleep (87%), TV programs are responsible for moral decadence in society (78%). They also mentioned aggressive behavior (49.4%), juvenile delinquency (21.9%), anti-social behavior (18.5%) etc. as the behavioral problems of children due to the negative impact of TV. They have mentioned some essential issues that need to be change in TV programs such as, obscene (26.5%), criminal tendency (24.0%), Hindi serial (24.0%), foreign culture (18.5%), violent behavior (18.5%) etc. The study may contribute to improve the consciousness of our society members to receive appropriate and necessary information from satellite TV.

Keywords: Attitude, Satellite TV, Society

Introduction

The rise and spread of satellite TV as a part of Cultural Revolution is very familiar and popular among the mass people, especially third world countries like Bangladesh. Today, most people are exposed to wider media options, such as, TV, radio, and mobile phones. Compared to other media, satellite TV is the most easily accessible media to most people, including young children. It can now provide viewers with every type of information that they need, either for work, leisure, interest, and so forth. But due to the foreign satellite channels gradually the people of our country are losing their Bengali cultures and customs and getting used to the foreign lifestyles which are detrimental to the social norms, morals, believes and values of our society¹. To

overcome this, it is very important to know how much the people of our society are aware of this situation and what type of attitude they have in this regard. Research in this area is very inadequate in our country. The present study has tried to know the attitude of people towards the impact of satellite TV on society to uphold the issue in a broader perspective.

According to Zia², satellite TV viewership is no more restricted to the upper-middle class only; with the availability of low-priced TV and cable connection, it has become a common household facility for the lower class as well. Cable TV network is rapidly spreading out in a number of small towns extending to the rural areas providing the masses access to foreign and local

satellite channels. It acts as model for exchange of livelihood knowledge and information especially among rural people³.

Media like TV brings simulated reality into our lives and we find ourselves relying on those sources to provide a conceptualized image of the real world⁴. It exposes viewers to new information about the outside world and other ways of life, which affect their attitudes and behaviors as well the overall culture¹. According to Evra⁵ people who watch a lot of TV (heavy viewers) are likely to be more influenced by the ways in which the world is framed by TV programs than the individuals who watch less TV programs, especially regarding topics of which the viewer has little first-hand experience.

Sometimes TV has hypnotizing characteristics that draw children and adults alike to its screen to indulge in hours worth of entertainment⁶. Watching many movies as well as violent programs influence today's youngsters adversely. Some people waste their time watching vulgar music, movie, serials on the satellite channels, are sitting at home instead of bettering themselves or going to productive activities. According to Helal⁶ there are some movies and music videos that ooze with sexuality and violence and some of the TV serials are based on extra marital affairs. In this way satellite TV channels greatly divert our young generation from our rich heritage of social norms. Barwise *et al.*⁷ investigated about why people watch so much TV in modern era when another options are available and found that TV still meets our psychological needs to relax, escape our worries, it is cheaper media than others and is now more available than ever. They also found that watching TV generated brainwaves associated with pleasant, wakeful relaxation and taking viewers' minds off other things. In a study of TV watching pattern in India, Kaushik and Dev⁸ found that 60% respondents preferred TV rather than other means of communication.

Morley⁹ investigated about gender-wise TV viewing in Great Britain. He found that females are more likely to view TV as a social context to spend time with others and men use TV as a tool to achieve personal goals (e.g., acquire information, increase arousal). A global measurement and data analytics company Nielsen¹⁰ stated that American female prefer to watch TV more than male. Ruwandeepta¹¹ investigated about the impact of Indian Tele-dramas on women's behaviour in Sri Lanka. He found that Mother's attention towards their kids has been lessened by spending a long time on watching the TV which causes personality disorders in long term.

In India, Ahluwalia and Singh¹² found in their study that on an average, children watch two hours of TV daily and most of them indulged in bedtime. Gurleen and Sukhmani¹³ found that in India most of the adults watch about 3-5 hours of TV. Tanvir *et al.*¹⁴ found that most of the people in our country prefer to watch TV about 3-4 hours. Dimmick *et al.*¹⁵ investigated about media use and the life span. They found the amount of time adults spend viewing TV increases with ages.

Weaver¹⁶ studied individual differences in TV program preference. He notes that there is a considerable correspondence between personality characteristics (extraversion, neuroticism, and psychoticism) and TV program preferences (prime-time TV programs, contemporary movies, and popular music). Gurleen and sukhmani¹³ found participants in northern India prefer reality shows and daily serials more than animal/adventure shows, knowledge based programs and cartoon shows. In gender-wise preferences they found that males preferred knowledge based programs and females mostly prefer watching movies. In age-wise preferences they found that all the age groups consistently preferred reality shows whereas news coverage was more preferred by higher age groups.

Helal⁶ studied about cultural onslaught by satellite TV in Dhaka and shows that the lifestyle of a whole generation of young Bangladeshis is being shaped up by the programs aired by a hundred channels. Their day-to-

day lifestyle, career plan, attitudes and behavioral patterns are under a tremendous influence. According to Subhan¹⁷ satellite TV channels greatly divert our young generation from our rich heritage. He found that earlier our youths were influenced by western culture but with the introduction of satellite TV channels they are now dominated by Indian culture. Mozammel¹⁸ investigated about the effect of Indian satellite channels on our Bangladeshi people. He found that Indian drama serials are becoming very much popular in Bangladeshi communities. Similar findings were found for other countries. Shimizu¹⁹ studied about the implication of satellite TV for national cultures in Japanese perspective. He found that multinational rock music is becoming the mainstream popular music among the youth in Asia, while the traditional style is becoming obscure and obsolete. In a study among Taiwanese children who watch TV, Tsai²⁰ found that they favored elements of American culture and have a less favorable attitude towards their own culture than their non-viewing counterparts.

Islam²¹ showed that, children of our society are learning Hindi language by seeing cartoons, serials, movies etc in his study related to the effect of Hindi culture on our Bangladeshi culture through the penetration of satellite TV. Similarly, Qamar *et al.*²² investigated about the impacts assessment of Indian culture on Pakistani society. They found that a large number of people are seeing wearing Indian style of dressing and using Hindi words in their common conversation.

By investigating about violent TV shows Chang²³ found that, there is a significant correlation between an excessive viewing of violence on TV and children's exhibited aggressive behaviors. Bushman and Anderson²⁴ studied about media violence of American public. They found that youths who watch violent scenes subsequently display more aggressive behavior, aggressive thoughts, or aggressive emotions than those who do not.

Serrano *et al.*²⁵ investigated about association of TV watching with sleep problems and found that watching

TV 2 hours/day predicted problems falling asleep, middle of the night awakening and waking early with inability to sleep. Watching multiple episodes of a TV show in one session has been found to linked with poor sleep quality and insomnia²⁶. There is also evidence connecting TV content with dreams. People who view violent or distressing content are more likely to have violent, disturbing dreams²⁷.

Smith²⁸ found that teenagers are exposed to sexual materials on TV, in movies, magazines and other modern devices and thus exposure to sexual contents on media apparatus lead to moral decadence in society. Some TV programs stimulate sexual arousal and are usually watched in the secret by the youths and thereby they learn and exhibit decayed moral behaviors²⁹. Iorgulescu³⁰ investigated about the influence of TV on the development of deviant personality and he found that, excessive and detailed media coverage of criminal offenses can sometimes lead to a perverse distortion of values.

Satellite TV is a powerful mass media in the world. The aims of satellite TV are the development of the lives of the people and socioeconomic progress through its creative programs. It has a number of positive impacts on viewers like broadening world outlook and destroying stereotypes, increasing communication, access to diverse ideas, promoting critical thinking and participation in social life³¹. It introduces images of life that can play a major role in motivating and influencing the audience's perceptions and opinions³². It can introduce new trends, behaviours, attitudes and standards for modern life as well. But the influence of satellite TV has become an important debating issue. TV programs are affecting people by bringing about remarkable changes in their culture, values and behavioral patterns. As a result many satellite TV programs are indirectly influencing our youths by promoting free sexual contact, drug addiction, criminal activities, moral decadence, violence etc. In order to avert our valued young generation from the negative effect of satellite channel, a clear picture regarding the

impact of satellite TV on our society is required. The matters should be studied from viewer's perspective as their attitude can better reflect these issues. Viewers' attitude regarding this matter may vary according to different variables, among them gender may give a greater understanding. Moreover existing literature on this issue is very limited in our country. This made the present author interested to find out the actual scenario about the attitude of society members towards the impact of satellite TV on society. The findings of the study could help the policy makers and proper authority in our society to take necessary steps to minimize the negative effect of satellite TV programs and to improve the consciousness of society members to receive positive and valuable information from satellite TV. From the insight of the above literatures, the objective of the study was to investigate society member's attitude about the impacts of satellite TV on our society according to gender.

Materials and Methods

Participants

The target population of this study was the people of Chittagong district who have TV with satellite cable connection in their houses. 200 respondents were selected conveniently as study participants. Age of the respondents ranged from 14 to 63 years (mean = 25 years, SD = 8.79 years). 100 participants (50%) were from urban area and the rest 100 participants (50%) were from rural area. Among them 100 (50%) were male and 100 (50%) were female.

Measuring Instruments

Demographic and Personal Information Questionnaire

A demographic and personal information questionnaire was used to collect data about participant's place of residence, age, gender, socio-economic status, etc.

Semi-structured interview Guide

Necessary data were collected by using a semi-structured interview guide developed by the authors. Preliminary discussions were held by the researchers with a few people in the research area in order to have

an initial idea about the problem under investigation. Also, literature search was conducted on the relevant issues. Synthesizing all the information, a semi-structured interview guide (draft) was developed by the researchers. This draft instrument was then pre-tested with 20 people and modified after incorporating the feedback obtained from the pre-test. To validate the instrument, content validity index (CVI) was measured with the help of two subject matter experts of the relevant field. Each expert judged and rated the relevance and clarity of each item of the instrument according to the objectives of the present study. After their ratings, the CVI for the present instrument was found 0.85 which exists within the acceptable level³³. The following issues were addressed in the interview guide :

1. Preference for having entertainment
2. Duration of watching TV
3. Favorite programs
4. Responsibility for the intrusion of foreign culture
5. Pronouncing foreign language
6. Children's behavioral problem
7. Sleep problem.
8. Moral decadence in society
9. Issues that need to change in TV programs

Procedure

The respondents were informed about the purpose of the study and their informed consent was taken. Attempts were made to build up good rapport with each one of them. Additionally, the respondents were told that the data to be collected would be used for academic purpose only, and they were assured about the confidentiality of their responses. For collecting the required data, the final semi-structured interview guide was administered to respondents and requested a silent reading at the instruction provided with the interview guide before starting to answer. After completing of their tasks they were given thanks for their sincere co-operation.

Results and Discussion

The data were analyzed by using percentages and Chi- squares test. All statistical analyses were carried out using the statistical program SPSS version 20.0 for windows. Results from Table 1 indicates that,

mentioned 6-7 hours. Though result of χ^2 - test indicates no gender differences; in case of 6-7 hours group (extreme hours group), there was found no male respondents but 5% female respondents were found.

When participants were asked about their favorite

Table 1: Frequency and Percentage of the responses related to Preference for having entertainment according to gender

Item	Response	Male (n =100)	Female (n =100)	Total (n =200)	χ^2	p
Preference for having entertainment	Watching TV	29% (29)	56% (56)	42.5% (85)	27.26	.00
	Travelling	38% (38)	38% (38)	38% (76)		
	Sports	33% (33)	6% (6)	19.5% (39)		

Table 2: Frequency and Percentage of the Responses Related to Duration of Watching TV according to gender

Items	Response	Male (n =100)	Female (n =100)	Total (n =200)	χ^2	p
Duration of watching TV	30 minutes- < 1 hour	5% (5)	3% (3)	4% (8)	12.62	0.08
	1 - < 2 hours	43% (43)	31% (31)	37% (74)		
	2 - < 3 hours	25% (25)	26% (26)	25.5% (51)		
	3 - < 4 hours	22% (22)	20% (20)	21% (42)		
	4 - < 5 hours	4% (4)	11% (11)	7.5% (15)		
	5 - < 6 hours	1% (1)	4% (4)	2.5% (5)		
	6 -7 hours	0% (0)	5% (5)	2.5% (5)		

most of the respondents (42.5%) mentioned watching TV as preference for having entertainment. 38% of the respondents mentioned travelling and 19.5% mentioned sports as preference for having entertainment. Result of χ^2 - test indicates that gender has significant effect on preference for having entertainment. Females (56%) preferred to watch TV more than males (29%) as a means of having entertainment.

Results reported in Table 2 indicates that, being enquired about the duration of watching satellite TV, highest percentage of the respondents (37%) mentioned 1 - < 2 hours, 25.5% respondents mentioned 2 - < 3 hours, 21% mentioned 3 - < 4 hours, 7.5% mentioned 4 - < 5 hours, 4% mentioned 30 minutes- < 1 hour, 2.5% mentioned 5 - < 6 hours and rest of the 2.5%

program, they mentioned 9 types of programs. Among them notable responses are educational programs (48.5%), drama (18.5%), movie (17.5%), music (16.5%) and news (14.5%) (Table 3).

According to Table 4 most of the participants (75.5%) mentioned TV as responsible for the intrusion of foreign culture in our society and 24.5% mentioned internet. Result of χ^2 - test indicates that gender has no effect on the responses related to intrusion of foreign culture.

When asked about the pronouncing of foreign language such as Hindi words at the time of speaking by some children of our society, most of the respondents (93%) replied in the affirmative and only 7% replied negative (Table 5). Chi-square analysis shows that these affirmative and negative responses did not differ significantly according to gender.

Being inquired about the responsibility of satellite TV for children’s behavioral problem, most of the respondents (58.5%) replied in the affirmative and 41.5% replied negative (Table 6). Result of χ^2 - test indicates that these affirmative and negative responses did not differ significantly according to gender.

When asked further queries about the types of children’s behavioral problems, the most common responses were: disobedient (49.4%), juvenile delinquency (21.9%), anti-social behavior (18.5%) and unplanned relationship (10.7%) (Table 7).

When the respondents were asked about their sleep hampers due to watching TV for a long time, most of the respondents (87%) replied in the affirmative and only 13% replied negative (Table 8). Chi-square analysis shows that these affirmative and negative responses did not differ significantly according to gender.

When asked about the responsibility of TV programs for moral decadence in society, most of the respondents (78%) replied in the affirmative and only 22% replied negative. Further result of χ^2 - test indicates that these affirmative and negative responses did not differ significantly according to gender (Table 9).

Being enquired about the essential issues that need to change in satellite TV programs, the most notable responses were: obscene (26.5%), criminal tendency (24.0%), Hindi serial (24.0%), foreign culture (18.5%) and violent behavior (18.5%) (Table 10).

Table 3: Percentages of the multiple responses concerning favorite programs

Response category	(n =200) Percentage
Music	(33) 16.5%
Drama	(37) 18.5%
Sports	(18) 9.0%
Educational	(97) 48.5%
Movie	(35) 17.5%
News	(29) 14.5%
Cooking	(4) 2.0%
Religious	(3) 0.5%
Agricultural	(5) 0.5%

Most of the respondents (42.5%) mentioned watching TV as preference for having entertainment (Table 1). The finding is supported by the previous finding of Kaushik and Dev⁸. Here, the gender-wise percentage of the responses indicates that, because of gender difference; majority of the respondents (42.5%) found prefer watching TV. Moreover, the result of χ^2 - test also indicates that females (56%) preferred to watch TV more than males (29%) as a means of having entertainment. Similar finding was found by Nielsen¹⁰. Being enquired about the duration of watching satellite TV, highest percentage of the respondents (37%) mentioned 1 - < 2 hours. Though result of χ^2 - test indicates no gender differences in case of duration of watching TV; in case of 6-7 hours group (extreme hours group), there was found no male respondents but 5% female respondents were found (Table 2). In our society female spent at home more time than their male counterparts. Most of the females cannot get chance to play or go outside for different social activities. They get obstacle from their society or guardian if they want to take the opportunity like male. To satisfy their recreation needs, they try to get pleaser and excitement from TV. During their leisure time they get ride from boredom by watching TV. For that female prefer watching TV more than their male counterparts.

When participants were asked about their favorite program, most of the respondents (48.5%) preferred educational programs (Table 3). The number of educated people is increasing in our country day by day. They become conscious to gather information about various aspects of the environment, society as well as the universe. They are interested about informational, cognitive elements of TV programs than before. That’s why they were found interested for not only entertainment but also for educational programs.

Most of the participants (75.5%) mentioned TV as responsible for the intrusion of foreign culture in our society (Table 4). This finding is consistent with the past findings of Helal⁶, Subhan¹⁷ and Mozammel¹⁸. In explaining the finding, it can be said that, the traditional

Table 4: Frequency and Percentage of the responses related to intrusion of foreign culture according to gender

Items	Response	Male (n =100)	Female (n =100)	Total (n =200)	χ^2	p
Responsibility for the intrusion of foreign culture	TV	78% (78)	73% (73)	75.5% (151)	1.91	0.38
	Internet	21% (21)	27% (27)	24.5% (48)		

Table 5: Frequency and Percentage of the responses related to pronouncing foreign language according to gender

Items	Response	Male (n =100)	Female (n =100)	Total (n =200)	χ^2	p
Whether some children of our society pronounce foreign language such as Hindi words at the time of speaking.	Yes	91% (91)	95% (95)	93% (186)	1.22	0.26
	No	9% (9)	5% (5)	7% (14)		

Table 6: Frequency and Percentage of the responses related to children's behavioral problem according to gender

Items	Response	Male (n =100)	Female (n =100)	Total (n =200)	χ^2	p
Whether satellite TV is responsible for children's behavioral problem	Yes	63% (63)	54% (54)	58.5% (117)	1.66	0.19
	No	37% (37)	46% (46)	41.5% (83)		

Table 7: Percentages of the multiple responses concerning types of children's behavioral problems

Response category	(n = 200) Percentage
Aggressive behavior	(88) 49.4%
Juvenile delinquency	(39) 21.9%
Attention deficit	(14) 7.9%
Unplanned relationship	(19) 10.7%
Anti-social behavior	(33) 18.5%

culture of our country is changing day by day and we are becoming more exposed towards independence etc which are incompatible to our social norms and values³⁴. People trust TV and don't approach it with the same disposable skepticism as they do internet video. TV creates emotions, delivers knowledge, excitement that we often share with those around us. It is viewed in social places where we are surrounded by those people we like or love. Thus cultural changes are spreading. Moreover, study also shows that TV contributes to the socialization and the transmission of culture³⁴.

When asked about the pronouncing of foreign language such as Hindi words at the time of speaking by some children of our society, most of the respondents the foreign culture. TV programs change attitude of our young generation. They follow their model behavior, dress up, life style (93%) replied in the affirmative (Table 5). This finding is similar to the previous studies^{21, 22}. TV can be a resource for language learning. Research has shown that learners may incidentally learn vocabulary through watching TV³⁵. But our children are influencing by multiple foreign channels with multiple languages. Thus they are learning sentences with different types of mixer words. As a result they cannot get the chance to acquire language development in correct way. Many foreign programs, especially Hindi movies, serials, cartoons have large impact on our behavior, culture and language²¹. Some Hindi words are similar to Bangla words. Therefore, it is very easy for the children and others to learn the language very easily. That is why some children of our society have

Table 8: Frequency and Percentage of the responses related to sleep problem according to gender

Items	Response	Male (n =100)	Female (n =100)	Total (n =200)	χ^2	p
Whether watching TV for a long time hampers sleep	Yes	88% (88)	86% (86)	87% (174)	0.17	0.67
	No	12% (12)	14% (14)	13% (26)		

Table 9: Frequency and Percentage of the responses related to moral decadence in society according to gender

Items	Response	Male (n =100)	Female (n =100)	Total (n =200)	χ^2	p
Whether TV programs are responsible for moral decadence in society	Yes	74% (74)	82% (82)	78% (156)	1.86	0.17
	No	26% (26)	18% (18)	22% (44)		

found to pronounce foreign language such as Hindi words at the time of speaking.

Being inquired about the responsibility of satellite TV for children’s behavioral problem, most of the respondents (58.5%) replied in the affirmative (Table 6). When asked further queries about the types of problems, the most common responses were: aggressive behavior (49.4%), juvenile delinquency (21.9%), anti-social behavior (18.5%) and unplanned relationship (10.7%) (Table 7). These findings are closely in line with some previous evidence^{23,24}. According to Rothenberg³⁶ repetition of violence in the mass media could results in a decreased emotional sensitivity to media violence and increased probability for actual aggressive behavior in real life situations. When young children continuously watch aggressive behavior, juvenile delinquency, anti-social behavior, unplanned relationship etc from the TV, then a tendency is created among them to follow these.

Table 10: Percentages of the multiple responses concerning essential issues that need to change in TV programs.

Response category	(n=200) Percentage
Criminal tendency	(48) 24.0%
Obscene	(53) 26.5%
Foreign culture	(37) 18.5%
Violent behavior	(37) 18.5%
Numerous channel	(16) 8.0%
Romantic scene	(18) 9.0%
Hindi serial	(48) 24.0%

Sometimes observing these events receive some kind of reward like peer approval, pleasant experience, etc and thus its symbolic imitation is facilitated³⁷.

When the respondents were asked about their sleep hampers due to watching TV for a long time, most of the respondents (87%) replied in the affirmative (Table 8). Previous studies of Serrano *et al.*²⁵ and Exelmans and Bulck²⁶ have supported the finding. Many people cannot get enough time to watch TV at day time for their work. So which require long time to enjoy fully. Thus, it hampers their sleeps. Some people set their TV in their bedroom, which motivate them to watch TV more time during sleeping hour. But Chahal *et al.*³⁸ found that having a TV in the bedroom can undermine our ability to sleep well. Moreover, TV watching involves exposure to bright light. Exposure to bright light, especially at night, is found to contribute to delayed sleep induction³⁹.

When asked about the responsibility of TV programs for moral decadence in society, most of the respondents (78%) replied in the affirmative (Table 9). The finding confirms the findings of some other studies^{28,29,30}. Most music, movies and TV programs are designed to capture the attention of young people, but they do not hold the values young people need to be seeing and hearing. People of these days are surrounded by constant exposure to unhealthy and unsafe ideas through programs on the TV. These potentially destructive ideas are reflected and mirrored in the

behaviors of many people, through they watch TV at night and sometimes they are attracted by their favorite programe or movies unrealistic beliefs and moral decadence⁴⁰. According to Bandura and Liebert⁴¹ viewers acquire attitudes, emotional responses and new styles of conduct from media especially from films and TV and these can serve as agents in the socialization process. An individual's interaction between violent media content and emotional development play a role in copycat behaviors. Individual who are less emotionally developed will more likely commit the crime that they see on TV⁴².

Being enquired about the essential issues that need to change in satellite TV programs, the most notable responses were obscene (26.5%), criminal tendency (24.0%), Hindi serial (24.0%), foreign culture (18.5%) and violent behavior (18.5%) (Table 10). Young generations, especially teen agers are affected too much by obscenity shown in different programs like foreign songs, movies etc. Programs that include obscenity, nudity, arousal of sexual instincts, or premarital sexual relations are completely destroying the cultural beliefs and values of our country²¹. The media particularly satellite usually violence and the public attention has been attracted to this type of crime. The significant cultural shift in our society arises due to the impact of foreign channels specially Indian channels¹⁷. Indian drama serials impose cultural aggression on our local culture. Hindi serial directly and indirectly are giving maximum coverage to Indian culture. It can be observed in case of food habit, dress up, speaking style, rituals and festivals. So, these are silently undermining our local culture and increasing the sense of Indian culture¹⁸.

Not all programs of satellite TV have negative influence, the influence of it is a function of the viewers' choice and accessing tendency to the programs and willingness to receive and reject information. People who produce programmes for TV have great responsibility in today's world. The negative impacts of

TV can be prevented by creating consciousness and attractions in native culture.

The guardian should watch the channels which telecast educational programs and make the other family member specially children interested to watch these programs. Government might introduce crime or criminal tendency as a kind of entertainment along with play the strategic role in case of allowing foreign channels so that these to be consistent with the general cultural norms of our country. Research in this area (effects of satellite TV) requires inter-disciplinary approaches as its effects may be social, psychological, economic, etc.

Limitations

The study has some limitations that should be considered in evaluating the results. This study is limited by the fact that the participants are small in size and they have been selected conveniently from some limited areas of Chittagong district. Future research could address this limitation by considering this study with a large participants and diverse areas and producing results that would be generalizable to a national population. Moreover, frequent research is needed to identify other factors that could improve the consciousness of mass people regarding watching satellite TV and receiving valuable information.

Conclusion

In this era of globalization, satellite broadcasting services allow an unprecedented diversity of choices for their viewers. The present study has been able to establish some scientific observations about watching habits of satellite TV and people's attitude about its impact on society in our cultural context. Most of the respondents mentioned watching TV as preference for their having entertainment. Their favorite programs are educational, drama, movie, music etc. They have mentioned satellite TV is responsible for the intrusion of foreign culture and language, children behavior problems, sleeping problem and moral decadence in society. They have also mentioned some issues that

need to be change in TV programs such as, obscene, criminal tendency, Hindi serial, foreign culture, violent behavior etc. There are several negative outcomes that can be seen among children and young people due to excessive amount of television viewing and also with the broad range of content being broadcasted, which include violent, sexual, alcohol and so forth. Thus, it is important for parents to make sure that their children and teen agers are media literate so that they could later be a better consumer, being prosocial, and develop other positive development. Corrected effort should be made to sensitize producers and broadcasters for improving the quality of their programs.

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