

## Social Responsibility of TV Channels

### CC-102 Unit-4

TV being one of the major mass communication medium thus has responsibility in form of role, functions and features. There are four functions of media – information dissemination, entertainment, education awareness building and preservation of tradition and culture. On the above functions major TV channels are performing information dissemination and entertainment function with all their capacity and neglecting education awareness and culture preservation in their majority of programs. TV channels are being popular form of media of mass communication and people spend much of their time watching TV programs. This has big impact on the audience. So, programs having creative and positive message will aware them in becoming better human being. The TV channels in catching audience attention many times focus on sensational news; often result in flood of this genre of news on almost majority of TV channels. The information regarding the educational awareness and creative are thus left behind. Entertainment channel on the other hand air program much influenced by western open culture consisting of family intrigue, extra marital affairs, illegitimate relation and such of the negative issue that can have negative effect on the society.

Doordarshan channels are controlled and funded by the government, the serials aired on these channels like HUMLOG, BUNIAAD aimed at disseminating the message of communal harmony, promotion of social culture values and family planning, widow marriage. Serials like EK KAHANNI, TERAH PANE, BHART EK KHOJ and NIRMALA tried to popularize the literary master piece of Indian writers. Satirical programs like KAKA JI KAHIN, FLOP SHOW attacked the malady of contemporary system.

Public television in India, according to the various Prasar Bharti and Doordarshan Publication has following social objectives:

Catalyst for social change

Promote national integration

Simulate a scientific temper

Disseminate family planning message

Provide essential information and knowledge

Promote and help preserve environmental ecological balance

Highlight the need of social welfare

Promote games

Create values of appraisal of art and our cultural heritage