AN ANALYTICAL STUDY OF IMPACT OF PROGRAM 'SUPER PRIME TIME' OF TV9 BHARATVARSH ON YOUTH

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Abstract
The current study focuses on the "Impact of Program 'Super Prime Time' of TV9 Bharatvarsh on youth". The 'Super Prime Time' runs on TV9 Bharatvarsh News channel. The TV9 Bharatvarsh News channel's "Super Prime Time" has been playing a big part in engaging young people with intellectual video content. 'Super Prime Time' on the TV9 Bharatvarsh News channel has been the go-to source of stimulating entertainment for millennials in a nation where television programmes and the various film or entertainment industries must contend with the stringent censorship in their content. The TV9 Bharatvarsh News channel's "Super Prime Time" is quickly catching up with this shifting trend and has begun integrating its broadcasting with the aid of product placement in entertainment media. A common entertainment media consumption habit that may have both beneficial and negative effects on consumers' psychological well-being is the intensive, continuous viewing of television shows. The purpose of this study is to determine whether viewing 'Super Prime Time' segments on the TV9 Bharatvarsh News channel has an impact on viewers, particularly young people.
Keywords: Super Prime Time, Impact, Television, Viewer Impact, TV Viewing Habit, on-demand media

1. Introduction

We are living in the age of the communication and with the passage of time the communication involved in our life completely. Everything becomes possible and easy with the help of means of communication. People use Television every time not only for entertainment but also for educational purpose. Similarly, the Super Prime Time playing over the news channel has the potential to generate both positive and negative effects, and many studies have looked at the its impact of on society, particularly on youth. (Dietz WH, Strasburger VC). There are many types of series and ever one has different effects in different dimension on students and this study is helpful for the assessing these effects of Super Prime Time. Whether a medium will have positive or negative impacts on a person depends in large part on their developmental stage. While there are some good TV shows out there, the evidence demonstrating the harmful impacts of exposure to violence, improper sexuality, and foul language is compelling. But researchers still support more study on the benefits and drawbacks of such series media for young people.

The way we communicate and the ways in which information is gathered and disseminated have evolved over the past few years, and this has also affected how we consume media. One of the goods that was relaunched on the conventional TV series formats was the prime time series.

People have been switching to watching different series in recent years instead of monitoring television and listening to the radio. Teenage lifestyles are reported to be significantly influenced by mass media, including cyber media like the internet. The majority of teenagers enjoy watching web series, and protagonist characters in the shows they watch have an indirect impact on them (Zaleha, 2010). The world of broadcasting technology saw a significant transformation in the twenty-first century, making it a significant medium for the dissemination of information. While information can be produced at a more rapid and effective rate, a boost in sophistication is crucial in facilitating communication processes and activities (Caldwell, 2000).

You may access a vast range of global information over the internet, including news, the ability to send and receive e-mail, commerce, entertainment options like television, and more (Mokhtar, 2000).Prime time shows have now been included as another thing to these things. Wu and Chen (2015) noted that prime time television programmes have improved people's lives and given the entertainment sector a wide range of offerings. Without a question, watching prime-time television has an impact on its viewers, which explains why significant shifts in people's attitudes, behaviours, and social interactions have been noticed. Simply put, it combines many media, with radio, television, print, new media, and so on serving as some examples. Every medium has a huge obligation to the general audience. The media's principal objective during the pre-autonomy era was to inform the public about how the government functioned. In the drive to affect social, economic, and way of life changes as well as to close the gap between nations, television has emerged as a vital means of communication.

In the second half of the 20th century, television has been the ultimate form of popular entertainment. It is an extremely competitive sector, driven by the promotion of transactions and the pursuit of more rewards and evaluations. Moving closer and maintaining a large crowd of observers in front of the TV is

really important. The main idea was to broadcast a variety of programmes that would interest and engage viewers. The assembly of individuals with fresh project ideas must be controlled for projects. The most widely used kind of mass communication in terms of population collecting is television. Compared to other forms of media, TV has a more direct, seductive, and powerful impact on our lives.

As people like to partner themselves to TV, it is theoretically the most prevalent medium on the earth right now. TV has had a positive impact on people's lives and changed their way of living to some extent. The development of infotainment has coincided with the process of globalisation and supports a restricted concentrating power and a need point of view in TV news. Along with infotainment's growth, a startling trend towards media attention has also been observed. The role of mass media in communication has been recognized and understood by TV.

Similar to how it perceives and forms an impression of what the world is like or how it works. TV takes into account the sources, expectations, and hidden aspects of the various Mass Media by analysing and evaluating them. Young people who remembered they were being excluded from the discourse of the vote-based system conceived of another sort of articulation shortly after TV established its dominance over print and developed it as a means of joining the national dialogue the show. In nations where TV was widely available, one of the most notable social trends in the final half of the 20th century was the rise of TV as the preferred leisure activity for many people. This pattern was most pronounced in western social hierarchies, where television accounted for more than 60% of leisure time for the huge majority in middle of the 21st century.

2. Effects of Indian TV on Society

Without television, we would be unable to get through a single day. because there are many things we may simply receive or acquire from it. Indian old people and young women have both been heavily influenced by western culture. Today, it is clear that Indian culture dominates our society. India made a complete 180-degree change from their prior preferred western culture to a completely new and quite dominant culture. The media is a powerful tool for persuasion. But regrettably, in India, people seem to be more influenced by the bad side of everything wonderful. The general public's way of life has evolved, and it ultimately has the greatest influence on our culture and general public. TV now has a prominent place in households, and as a result, it is certain to have an effect on children, adults, and the general public. The general public was to be educated, and the general public was to be made more conscious. However, modern Indian TV not only imparts knowledge and promotes mindfulness, but also provides entertainment. With its various endeavours, it influences society in many different ways.

While TV has its drawbacks, just like any other innovation or advancement, we cannot ignore or disregard its positive effects. The public as a whole and young people in particular have become more conscious as a result of it, which has aided in gathering fresh data. Both the social barriers and the eradication of social prejudice were aided by it. Even for a non-skilled person, this was one of the easiest methods to teach. Despite this, it is clear that this notion is no longer valid in modern times. People are becoming more glued to their televisions in order to watch unscripted TV dramas, fashion shows, and cleaners. The truth about the news occasionally worries them. It's true that excitement channels and news channels are becoming more and more similar today.

3. An Emerging Concept of Super Prime Time
What is Super Prime Time?

Time delays in the broadcasting of the Advertising Break caused by a continuous-time delay in the broadcasting of the Provider compared to the planned program schedule shall not be taken into account for the purposes of determination of the Price of Advertising Spots, and only the indication of the Advertising Spot as stipulated in the Specific Order shall be decisive as to whether the Advertising Spot shall be deemed broadcasted in Super Prime Time.

Daytime TV shows like Hannity and Colmes (1996–2009) and The Oprah Winfrey Show (after known as Oprah; 1986–2011) are now included in Super Prime Time. The hosts and hosting platforms of The O'Reilly Factor (including Bill O'Reilly) and The Rachel Maddow Show, in particular Fox News Channel and MSNBC, offered a deceptive depiction of expressed political beliefs. These kinds of projects seek to disseminate information about political and hot-button problems in an interesting, eye-catching manner by using humor, discussion boards, and highlight stories.

The Everyday Show, a purported fake news programme that made fun of the media, politics, and popular culture, was one of the most popular super prime time shows of the first few decades of the twenty-first century. The show helped advance the careers of a large number of its journalists, notably Stephen Colbert, who pretended to be a moderate genius on The Colbert Report, a show that parodies the talking-head conclusion format. The Rick Mercer Report in Canada, which Rick Mercer helped to promote, parodied Canadian political concerns and society in a manner reminiscent of The Day by Day Show. Super prime time's growth has coincided with the process of globalisation. Super Prime Time programmes present a wide range of complex issues from almost every area of life in an incredibly captivating way to help viewers understand them, as well as to realize the desired positive change in their demeanor and help them establish hypotheses. Super Prime Time Infotainment programmes use live debates to confirm social events. Globalization's process has matched infotainment's development. The goal of the current study was to understand how TV is a major source of Super Prime Time entertainment for young people in the National Capital Region.

4. Objectives
● To comprehend how Super Prime Time viewing and consumption of the Bharatvarsh channel on TV9 is used as a source of infotainment for youth.
● To investigate the amount of youths' preference for Super Prime Time programming.

5. Research Methodology

In India, television broadcasts feature a significant amount of information. To study this research problem, the researcher has chosen a sample survey approach. Purposive sampling techniques were used in the selection of the respondents. The goal of the current study was to determine how television and

prime time programming are the main sources of infotainment for young people in the National Capital Region. A well-structured questionnaire was used to distribute surveys to 100 samples for the investigation. The respondents for the study were between the ages of 18 and 25 and lived in the National Capital Region city.

6. Result, Interpretation and discussion:

Sample survey: The researcher chose 100 samples from various age groups, ranging from 18 to 25, and investigated them using a carefully constructed questionnaire. Because the research problem was so particular, samples were chosen using the purposive sampling technique.
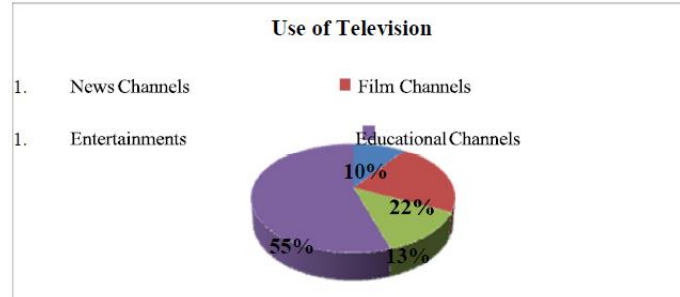
Figure 1

Interpretation and discussion: The majority of young people—up to 55% of the generation—watch television for educational and informational purposes. Young people use television 22% for watching films because they find it to be a source of fun, whereas 13% of adults use it for amusement purposes other than watching films. 10% of the population uses television to watch news channels and acquire updates on the community and country.
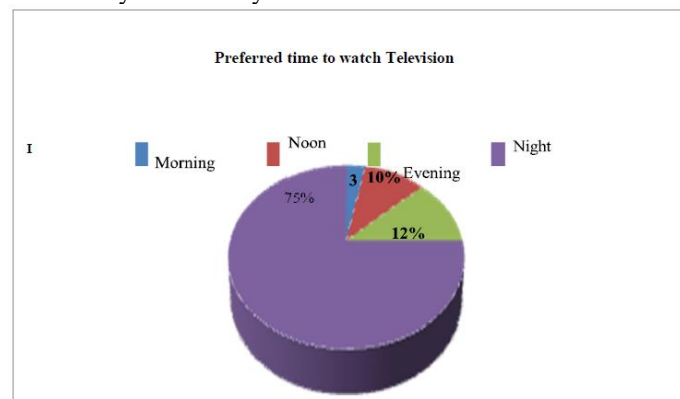

Figure 2

Interpretation and discussion: According to Figure 2, the majority of young people prefer to watch television at night. 75% of them do so during that hour, compared to 12% who do so in the evening, 10% during lunchtime, and as few as 3% who do so in the morning.
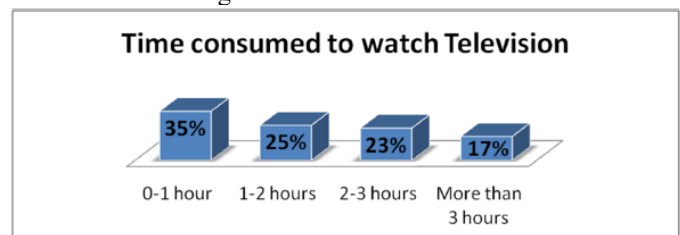

Figure 3

Interpretation and discussion: According to the research in Figure 3, it is evident that 35% of young people watch television for an hour or less every day. 25% of people watch television for a duration of at least one hour but not more than two. 17% of adults watch television for more than 3 hours per day, compared to 23% who watch it for 1-2 hours per day. The majority of people watch television for a very brief period of time, whether it be for news, education, or amusement.
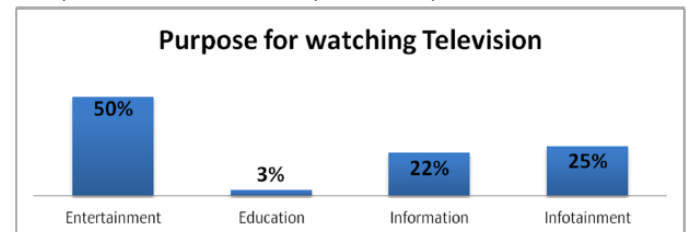

Figure 4

Interpretation and discussion: According to Figure 4, 50% of young people watch television for enjoyment purposes, with the least number of individuals viewing it for educational purposes. 22% and 25% of the remaining users, respectively, use it for informational and entertainment purposes.
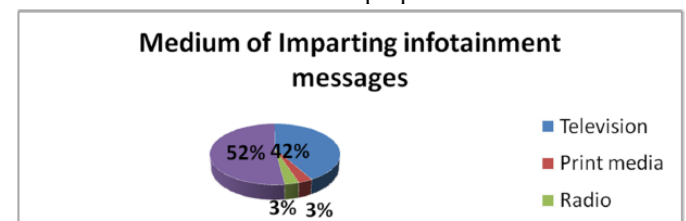

Figure 5

Interpretation and discussion: According to Figure 5's study, young people are also getting their infotainment from television and the internet. 52% of young people use the Internet for infotainment, compared to 42% of them who use television. The remaining 93% of individuals use radio and print media for the same thing.
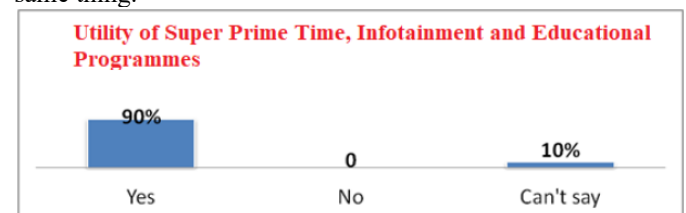

Figure 6

Interpretation and discussion: According to Figure 6, 90% of youth agree that Educational and Infotainment programmes are valuable during Super Prime Time. The remaining 10% do not share this opinion but do not dispute the value of these programmes.
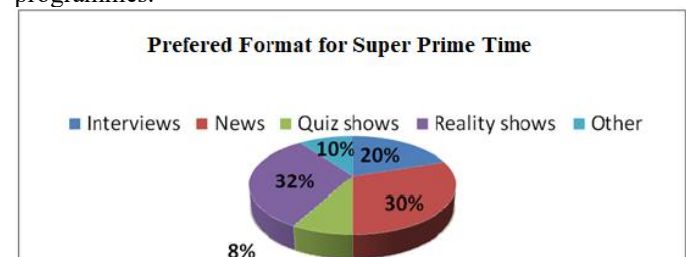

Figure 7

Interpretation and discussion: According to Figure 7, 32% of youths prefer reality shows for Super Prime Time programming. The study also revealed that nearly 50% of young people prefer to watch infotainment programmes with an interview or news format (20% and 30%, respectively). Quiz shows are preferred by 8% of individuals, while various forms are used by the remaining 10%.
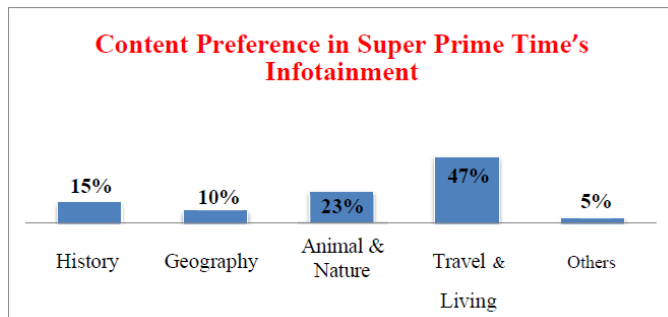

Figure 8

Discussion and interpretation: According to Figure 8, almost half of the respondents prefer to watch information about travel and living (47%), followed by content about animals and the natural world (23%). 15% of respondents, a little lower number, said they like to watch historical elements in entertainment programmes. In educational programmes, 10% of people choose geography-related content, and the remaining 5% prefer other content.
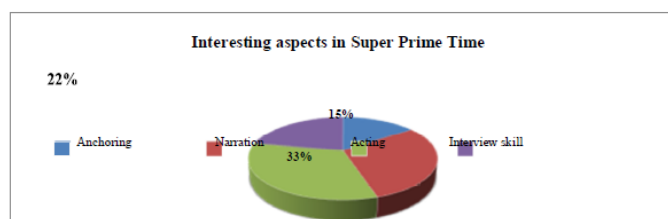

Figure 9

Discussion and interpretation: According to Figure 9, the majority of respondents—33%—find the performer's acting abilities in entertainment and informational shows to be intriguing. While 22% of people have expressed interest in interview skills and the remaining 15% identify anchoring to be their genre of interest, narration content is more appealing to 30% of people.
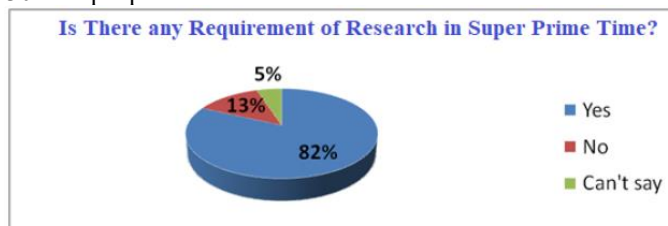

Figure 10

Interpretation and discussion: According to Figure 10, 90% of adolescents concur that thorough research is necessary for the development and design of infotainment and edutainment programming. For the development and creation of these programmes, 13% of respondents answered that no systematic study is necessary, while the remaining 5% were unsure whether it was necessary or not.
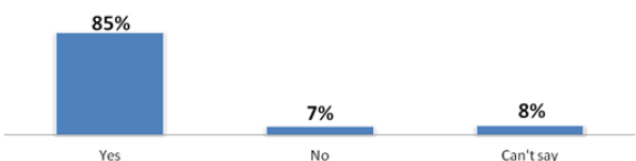

Figure 11

Interpretation and discussion: Based on Figure 11, 85% of survey participants think that entertainment programmes can be more educational, whereas 7% disagree and 8% aren't sure.
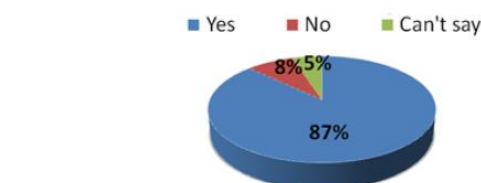

Figure 12

Interpretation and discussion: According to Figure 12, the majority of respondents agreed that educational activities may be more enjoyable and could also engage more people, whereas 8% disagreed and 5% were unsure.
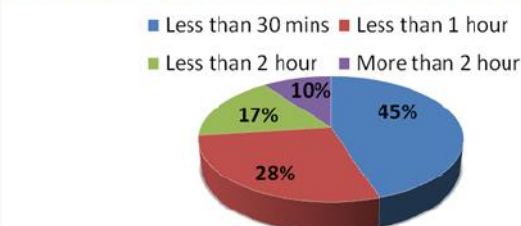
Figure 13

Interpretation and discussion: According to Figure 13, 45% of respondents only switch to other shows after watching them for a short while, whereas 28% of young people watch their favourite shows for longer than 30 minutes but less than an hour. Only 10% of young people watch prime time for more than 2 hours every day, while 17% watch it for less than 2 hours. It demonstrates how impatient most young people are, since they frequently switch in pursuit of more engaging content.

Figure 14

Interpretation and Discussion: Figure 14's clustered column graph reveals that 11% of respondents believe their lifestyle was better before making new adjustments by watching Super Prime Time, 41% be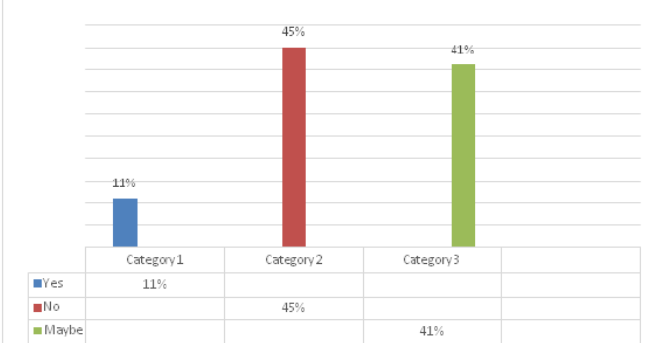lieve it may have been better, and 45% believe it is better now. It demonstrates that 62% of people are unhappy with their adjustments.

7. Conclusion:

According to the aforementioned study, the majority of young people use a variety of media to find news and entertainment programming that is both entertaining and educational. In addition to spending very little time watching television, it has also been noted that they prefer to watch it at night. They utilise the internet for most of their communication and occasionally use television for the same purpose. Changing shows and channels demonstrates an impatient tendency.

It is evident that people are eager for new content because they switch shows and networks so quickly and frequently after making their initial selections. The most popular topics on websites were determined to be travel and living, then animals & nature, history, and geography. In addition, depending on the type of programme they are watching, the majority of young people find acting to be more entertaining than narration or interviewing techniques.

Most young people believe that educational and infotainment super prime time broadcasts are helpful; they typically watch television for a limited amount of time while simultaneously getting the knowledge they need. They also believe that educational programmes may be made more amusing by methodical investigation or that educational programmes can be made more entertaining.

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