

FILMS ON T.V. - VIEWING HABITS OF YOUTH

(A Comparative Study of Delhi and Meerut)

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Introduction

It is often said that 'Seeing is Believing'. And as far as seeing is concerned, who would have ever imagined that seeing things in motion on a screen would ever be possible. Earlier, it was thought that the moment once gone is gone forever. But, the time is no longer the same. **With the advent of motion pictures, one has got the leverage to get a glimpse of the times gone by, in motion.**

Talking about motion pictures, what first comes to our minds today is a number of colourful images which are mostly from the films that we must have watched one or the other time. Unknowingly, films become an integral part of our lives. Rather, **it would not be exaggerating to say that films depict a part of our lives, on screen.**

The films that we see today have evolved over a century, and not just that, they have been able to capture the minds as well as hearts of the audiences, particularly the youth, for whom films are no less than a legacy. It is because of the fact that films are the pioneer medium to combine both the audio and visual, i.e. it has managed to cater to the eyes and ears, both at the same time, which no other medium could do so well.

Films have contributed greatly in the way our society has evolved in the last century by influencing the way we live or perceive the world around us. When on one side, film is said to be one of the most potent mass mediums, on the other hand, it is equally true that it is not as immediate as the other mass mediums like newspapers, T.V., or radio. But, it certainly reaches a large mass over a relatively long period of time. Thus, even if it takes time initially to create its place in the minds of the audiences, once the same is done, it manages to create a long lasting impact on the viewers.

As soon as the term film is heard, a large 70mm celluloid screen comes to our minds. Presently, the time is that where films have become synonymous to theatres or multiplexes. But, equally rational is the fact that watching films on theatres or multiplexes is an expensive task while on the other hand watching films on T.V. is comparatively cheap. For an average middle class family, going to a theatre four or five times a month is not possible, keeping in mind the expense of the same. Thus, even if one wants, it is not always possible to go a theatre every time a new film is released. But, there is nothing to feel sad about it, as now - a - days, films are easily available on T.V after just a few months of its release on the theatres. Also, we have many T.V. channels showing films, rather new films on T.V.

There are several channels that show films round the clock. The prominent television channels showing films regularly include Zee Cinema, Filmy, B4U Movies, Star Gold, Zee Classic, Star Movies, Movies Now, Star Select etc. The above mentioned channels are just a few of the lot. Keeping these channels in mind, we can easily say that ample films are being shown on T.V. every day. Even some channels are showing films all the time or full time, i.e. dedicated film channels are also available on T.V. This is so because of the huge demand that exists for films.

A variety of T.V. sizes ranging from 21 inches to about 75 inches or even more, from flat screens, LCD to LED displays etc. are available in the market which not only have managed to grab the eyeballs, but have also led to give the pleasure of watching a film in one's home and comfort zone. Although, the visual pleasure given by the television is not equal to that of the theatre, but, undoubtedly, **television has a huge potential as a medium of mass communication.** It has evolved technologically to come forward as a substitute to the visual pleasure that was earlier only limited to the film screens (theatres).

The potential of television as a mass medium cannot be overlooked by anyone. There is no doubt about the fact that television is a technologically powerful device and at the same time, a pervasive medium of mass communication. Television is also considered as the mirror of a nation's personality. It has the capability to recall the past, put light on the present and give a glimpse of the future of a society. This role of joining the past, present and the future of a society by television have become all the more relevant to a country like India which has numerous diversities, both culturally and socially. Above all, India has more than 50% youth population. The curiosity that they have is easily satisfied by T.V. by its all - time information flow. This has made T.V. hugely popular among the masses, particularly the youngsters.

Problem and its Context

The prime focus of the research is to study the viewing habits of films on T.V. by the youth. For the same and to achieve a more comprehensive result, a comparative study of Delhi and Meerut is conducted by the researcher.

Today, we are surrounded by a number of gadgets in various forms that have become an integral part of our lives. With the advent of new and more sophisticated technology in the form of bigger screen size, T.V. sets and sound systems, the youth prefers to view films on T.V. than on theatres or multiplexes. **This habit of preferring T.V. over theatres to view films is directly hitting the India film industry and is cutting down their income badly.**

With the pace that T.V. is gaining popularity, the day might come when there would not be a single viewer at all to see films on theatres/multiplexes. By saying the same, I am not at all against watching films on T.V., but, I feel that films are made for the big screen/theatre/multiplex viewing. If we are not watching the same on big screen/theatre, we are not doing justice with the film.

Just like the joy of riding a car cannot be achieved by riding a scooter, similarly, the joy of viewing a film on big screen/theatre cannot be achieved by viewing it on T.V. So, by watching films on T.V., on one side, we are compromising with our viewing enjoyment and on the other side, we are creating a problem for the film industry.

Undoubtedly, the bond that we have developed with T.V. as a medium of communication over the years, owing to its proximity, is still not same in case of the distant theatres/multiplexes. **But, viewing films on T.V. has created one more very serious problem which is of the piracy of films.** Now-a-days, CD players and DVD players are very cheaply available in the market and also when taken on rent, they cost just like peanuts. One can buy a local CD player for ₹ 1000-2000/- and a pirated film disk for ₹ 25-35/-. So watching films on CD player is very cheap. Same is the case with Dish T.V. One has to pay ₹150- 300/- as a monthly rental. Cable T.V. provides sufficient number of films to its

households. Also, the efficiency of a cable operator is measured by the fact that how early it could show the new released movies on the cable channels. Isn't it so hypocrite? **On one hand, we advocate that piracy is bad and on other hand, we ourselves are the contributors to the same.**

Even if cable T.V. and CD/DVDs leave some space for the theatres to show their dominance among the viewers, the same space is taken away by the online media or the internet. With just a click, we can watch any movie shortly after its release, although not in a very good picture and sound quality. By mentioning all the above mentioned aspects, it is not being said that theatres have now become redundant, but, the effort is to draw the attention towards declining passion of the viewers to watch a film on the theatres/multiplexes.

No longer is the time that we wait impatiently for a film to release so that we can go and watch the same on the theatre. Rather, today, apart from the theatre release, we wait for the film to be available on any of the alternate platforms mentioned above so that we can watch the same at the earliest. Going to theatre is no more the only option to see the new released films. Rather, it is the most distant of all the other alternatives that have now come up.

Having said that, it becomes essential to understand that there is a compatible media for every art form. Just like a folk puppetry act cannot be enjoyed with the rock music, or a classical dance performance would not be impactful if performed with the hip hop beats, similarly, a film cannot be thoroughly enjoyed if viewed on any media other than the theatres. **If we say that T.V. gives us the utmost joy of viewing a film, than certainly, we need to check the benchmark that has been set by us (T.V.) without getting to know the real one (theatre).**

Review of Literature

Sound and visuals constitute the two most important components of films. When we see films on a theatre screen and witness the motion on such a grand scale, we feel actual life like experience. **Rather, it would be appropriate to say the experience of film viewing on theatre is a 'larger than life' experience.** Although, T.V is also an audio – visual medium, but, when we see the same film on a smaller T.V. screen, it would be wrong to say that the experience is same as that of the theatre. But, it can also not be said that the experience of film viewing on T.V. is less impactful. Undoubtedly, the experience is incomplete, yet it is intense. Yes, intense.

Television has occupied an important position in homes and therefore, it is bound to make an impact on the individuals and the society. Television, as a technology has changed the manner of conveying ideas to people and therefore, there is a need to examine the individuals' relationship with the television. From an apparently innocuous box, it has evolved into the protagonist, altering the very character of human transactions and shaping the way human beings think and behave.

In view of the fact that television in India is fast developing as a major source of mass enlightenment, leisure and pleasure, it is essential that its impact in various areas is analysed. **Television has brought a revolutionary change in the way people receive information and understand the world by shifting them from direct experience of life and environment to the second hand or contrived experiences, which make people feel that they are directly experiencing the events.**(Source: Kamat, P. 2012. Short essay on the Impact of Television on our society)

Television has tremendous potential as a powerful means of mass communication. It can educate and enlighten the ignorant masses. T.V. has become an important tool of recreation, education and propaganda. At the same time, exposure to television is increasing day-by-day. Television programmes are badly affected with the scenes of sex and violence. From the close study of the television programmes, it appears that the educative purpose of television has been sent to the back seat. It has become an object of commercial value. The programmes related to fashion, sex, etc. are dominant.

Obviously, it has led to the spread of fashion, incidence of violence, killing, hijacking, and other crimes. Particularly, children are the most vulnerable viewers who tend to enact what is shown on the T.V. screen without realizing the consequences of the same. It is so because of the lack of discretion in them and also their curiosity. It is a common observation that children enact the advertisements and emulate the popular characters. A few years back many children lost their lives emulating a T.V. character, Shaktimaan.

In a country like India, where a considerable number of people do not know how to read and write, a visual medium like television has unlimited possibilities. Something learnt through a visual medium has a lasting impression on the minds of the viewers. Various things like improved techniques of education, lesson on health and hygiene, history and geography can be taught more impressively through television. Television can be of great help to create awareness in the masses. In fact, the impact of television can be seen in increasing awareness of the people about socio-economic or political situation of the country.

Thus, television holds powerful appeal in a country like India. It can be gainfully utilized for the purpose of education and awareness. It not only caters to the amusements of the people but is an effective medium of education and instruction. The potentialities of the television should be exploited for the larger benefit of society. (Source: Kumar, S. 2014.485 words short essay on the Impact of Television on Children)

Talking particularly about kids, T.V. as a mass communication medium has both positive as well as negative impacts. What changes the impact is the way kids are monitored by their parents while watching T.V. Undoubtedly, T.V. programmes are entertaining. But, they may influence kids positively or negatively. Kids are just like clay and they get moulded according to the environment in which they are brought-up. T.V. programmes automatically become part of this environment which influences the growth and development of a child. Therefore, it is necessary for parents to understand how T.V. programmes influences the children. (Source: India Parenting. Influence of TV Programmes on Children)

Review of films on T.V. Which are affecting women

A report of Press Institute of India entitled - '**Report of the Seminar on the role of Mass Media in Changing Social attitudes and practice towards women**' says that there are lesser debates on the women based issues in the last 30 years.

H A Pathak (1976) has done many research works on portrayal of women in Hindi and Gujarati films. H A Pathak in "**The Image of the women in Indian and Gujarati films**" emphasized that women with attraction, beauty and erotica are required in films. She is dependent, emotional, irrational and backward.

One more study by **Mini AnuAvanshari Joshi** (1977) in '**Old poison and new bolts**' says that women play dual character in films. One is of mother, sister, daughter and wife who are loyal and ready to sacrifice. And second is of the smokers, drinkers and highly erotic. Ladies of revealing personalities are shown.

Review of films on T.V. Which are affecting youth, in general

According to Macbride, T.V. is the most potent medium of mass communication and that is the reason that its effects are more intense than any other medium of communication. Violence is increasing in films day by day and showing the same in a highly influential medium like that of a film is directly affecting youth. This is resulting to develop a form of criminal bend in the minds of the youth, in particular. A related study titled - "**The Impact of T.V. on viewers (1987)**" was also conducted by Andal Narayanan.

"**Impact of Televiewing on students**", a sociological study of secondary and senior secondary students of Meerut (2002) was conducted by Anil Kumar Agrawal.

Thus, by doing review of literature, it is clear that what need to be studied in detail is the **effects of films on T.V.**, rather than the films on T.V. It is so because of the fact that T.V. is a highly potential medium of mass communication. What we see on T.V. has a long lasting impact on our minds. We are often fascinated by what we see on screen.

Talking into consideration the Indian society, T.V. has played an important role in providing a common denominator to multi-lingual, multi - racial Indian society which led to certain uniformity in societal reaction to situations or events, in developing common response in personal and social communication, in better appreciation of people with diverse beliefs and life styles. **Thus, the present research work is a small effort to learn and study the effects of films on T.V., particularly on youth.**

Objectives

- To find out the impact of film viewing on T.V. by youth, with respect to the damage caused to the film industry
- To ascertain the habit increasing piracy
- To find out if the youth is willing to pay more for enhanced viewing of films on T.V. ?
- To find out the factors for compromise done by the youth in their viewing enjoyment/pleasure levels
- To understand the taste and preferences of the youth when it comes to film viewing on T.V.
- To find out whether this is the beginning towards the end of big screens/theatres/multiplexes?
- To know if this is happening only in bigger cities like Delhi or smaller cities like Meerut: A comparative analysis of both the cities

Methodology

The researcher has carried out **survey based research**. The Schedule and Questionnaire have been used to collect the information from the respondents. The researcher has carried out

research on 100 respondents. Two colonies each from Delhi (Kamla Nagar and MayurVihar) and Meerut (Subhash Nagar and Multan Nagar) has been selected and 25 respondents from each were given the questionnaires. While selecting the colonies, it has been a matter of prime concern that the respondents of these colonies must represent different backgrounds for the sake of getting a comprehensive result.

While selecting the respondents, their economic status, education, age, gender etc. was kept in mind. Only those respondents have been selected who own a T.V. with either a cable connection, Dish T.V. connection or a CD/DVD player. Age group of the respondents is from 18 – 30 years.

Findings – A Comparative Analysis of Delhi and Meerut

Indians are crazy about cricket and Bollywood and as far as the latter is concerned, it has been proved during the research. When we questioned the respondents about their loyalty for watching films, almost all the respondents from the selected sample areas replied for being regular movie viewers.

A total of 29 respondents from Meerut opted for a strong yes, while 17 others chose to watch films sometimes. On the other hand, in Delhi, 35 respondents strongly affirmed and 12 chose watching films sometimes. None of the 100 respondents denied watching movies.

Comedy was the preferred genre for 39% respondents out of the total 100, to view a film. Next most favoured genre was romantic, with 33% respondents, mostly including females. Action and horror genre of films found fans in the male respondents with 12% of respondents opting for the action packed movies and 9% for horror movies.

In Meerut, 20 out of 50 respondents preferred watching comedy films followed by 15 who chose romantic films. In Delhi, comedy films were preferred by 19 respondents out of 50, followed closely by romantic films which were preferred by 17 respondents.

Respondents in Meerut were divided on the preferred mode. T.V. was favoured by a total of 45% respondents, while the other 45% respondents thought T.V. could never beat the movie viewing experience and they preferred watching films in theatre. Online mode of viewing films was not popular among the respondents of Meerut.

In Delhi, 49% of the respondents thought that films could only be enjoyed in the theatre with larger than life images and surround sound quality. 32% respondents preferred watching films on T.V. However, only 17% respondents preferred online mode.

Television served as the daily dose for entertainment for a total of 56% respondents in Meerut, followed by 34% respondents who watched T.V. for information. In Delhi, entertainment was the reason to watch T.V. for 73% respondents, followed by only 18% respondents who watched T.V. for getting information.

62% of total Meerut respondents were in favour of viewing films on dedicated T.V. channels. The same was liked by 65% respondents in Delhi. When on one hand, only 5% respondents were strongly against watching films on dedicated T.V. channels in Meerut, there were 20% in Delhi who strongly opposed the same.

Interruptions ruin the movie viewing experience and the audience tends to lose interest if they are repeated. Advertisements hamper the concentration according to 58% respondents each from both the cities. Also, 31% respondents in Meerut and 24% in Delhi felt that small screen size does not do justice to a film as it cannot provide the larger than life experience which a theatre can.

A total of 52% respondents of Meerut favoured the movie release on the same day, both on T.V. and theatres, while only 28% respondents of Delhi favoured the same. Talking about those who did not prefer the same, the figure was 33% in Meerut and 60% in Delhi, respectively.

A total of 43% respondents in Meerut were affirmative about T.V. being favoured over theatre, while 15% were against the same. On the contrary, in Delhi, only 11% respondents thought that T.V. is being preferred over theatre for watching films, while 37% were against the same.

19 respondents out of 50 from Meerut felt that T.V. was the preferred medium in small cities. 12 respondents thought that T.V. is preferred over theatres in metro cities.

Talking about Delhi, 20 out of 50 respondents chose small cities where T.V. is preferred over theatres. However, only 2 respondents thought that T.V. is preferred over theatres in metro cities.

In Meerut, 48% respondents chose watching movies monthly, followed by 35% viewers who watched annually. There were only 9% and 8% respondents who chose watching films on theatre weekly and fortnightly, respectively.

However, 46% respondents from Delhi preferred watching movies on monthly basis. This was followed by 25% who watched films on theatre weekly. Also, there were 17% who watched films fortnightly and lastly, only 12% respondents were those who watched films on annual basis.

In Meerut, easy reach and accessibility was chosen as the main reason for watching films on T.V. by 35 out of 50 respondents. This was followed by a distant second, i.e. no travelling needed chosen by 9 respondents. Also, the affordability factor was chosen by 4 respondents in Meerut.

On the other hand, in Delhi, 22 out of 50 respondents chose affordability (cheap) as their reason to watch films on T.V. After this, 16 respondents preferred watching films on T.V. as no travelling was needed for the same. However, the reach and accessibility option was chosen by 9 respondents.

T.V. certainly has drawn attention of the masses towards itself when it comes to being a film viewing medium. When asked about spending more to get a better quality movie experience on T.V., 42% respondents in Meerut strongly denied the same, followed by 35% who were willing to spend more money for a better quality movie experience on T.V.

Talking about their Delhi counterparts, a majority of 64% were in favour of spending more money for a better quality movie experience on T.V. Also, there were 24% respondents who were not in favour of the same.

In Meerut, 31% respondents thought that there was no harm in watching films on T.V. This was followed by 27% who believed that watching films on T.V. does injustice to a film.

On the contrary, in Delhi, 47% respondents felt that there was no harm in watching films on T.V. 20% respondents felt that watching films on T.V. does injustice to a film as the film already earns its revenue at the box office and also the film producers earn good amount of money from the T.V. telecast rights.

Respondents from the selected sample areas differed on the opinions. A majority of 34 out of 50 respondents from Meerut felt that Cable T.V. was responsible for piracy. However, only 3 respondents from Delhi opted for cable T.V. as the reason. Respondents in both – Meerut (12 respondents) and Delhi (15 respondents) agreed that the easy availability of CD/DVD is one of the prominent reasons for piracy.

32 out of 50 respondents from Delhi believed that online media was responsible for the piracy of films while there were only 4 such respondents in Meerut.

Pirated films result to economic loss to the film producers. Films are made with a very high budget and their source of revenue is the sales of film tickets and later, T.V. premieres. When the public, instead of purchasing film tickets, prefer watching pirated versions of film, it is a monetary loss to the film makers.

Having said that, 47% respondents from Meerut and 51% respondents from Delhi chose watching pirated films sometimes. These days the easy availability of CD/DVD and movies download link available within days of release is a feat which not much can resist.

In case of Delhi, there were 12% respondents who were regular viewers of pirated films, followed by 9% who always watched pirated films. On the contrary, in Meerut, 23% respondents were regular viewers of pirated films while there were only 2% respondents who always watched pirated films.

The respondents in both the areas seemed to be confused in this question with 52% in Meerut and 41% in Delhi choosing to be unsure regarding the same. However, 38% in Meerut and 25% in Delhi strongly believed that piracy could be curbed if the movie is released on the same day, both on T.V. and theatres.

Also, there were 10% respondents in Meerut against 32% in Delhi who believed that movie released on the same day on T.V. as well as theatre will not help curb piracy.

Earlier, there used to be limited channels on T.V. and hence limited content was aired. But, these days, we are witnessing a boom in T.V. channel industry and now there are multiple options for every genre. 24 out of 50 respondents in Meerut believed that the explicit content on T.V. now – a – days is damaging our culture whereas 21 respondents felt that the display of sexual content is their prime concern. Violence was the concern for only 5 respondents in Meerut.

Talking about Delhi, damage to culture was the concern for only 6 respondents, while 15 respondents chose sexual content on T.V. as their prime concern. As opposed to their Meerut counterpart, there were 29 respondents in Delhi for whom violence was the prime concern.

These days, T.Vs are available in huge sizes with ultra - clear images, thanks to HD. T.V., that can provide a very superior picture quality. Majority of respondents in both the sample

areas were owners of the 21- 32 inches T.V. In Meerut, the number of such respondents was 42 out of 50, while the same was 24 in Delhi. Also, 26 respondents from Delhi were owners of 32- 42 inches as compared to 8 from Meerut. The reason behind this can be Delhi, owing to its metropolis status has a higher standard of living and thus, the affordability factor is high in Delhi as compared to its Meerut counterpart.

54% respondents in Meerut thought that T.V. could replace theatre in terms of popularity as they felt that T.V. could be a healthy competition to theatres with the pace with which its technology is evolving. Only 4% respondents in Meerut felt that popularity of T.V. could never replace theatres.

Talking about Delhi, the situation was quite different. When only 18% respondents felt that T.V. could replace theatre in terms of popularity, on the flip side, there was a majority of 54% who were against the same. The youngsters in Delhi felt that the theatre is a hangout place and T.V. can never challenge that.

Almost all the respondents felt that a film could only be enjoyed thoroughly in a theatre. The experience it provides is unbeatable and no other medium can compete with that. In Meerut, 29 out of 50 respondents felt that the pleasure of watching a film is compromised while seeing it on T.V. This was followed by 16 respondents who were against the same.

In Delhi, 36 out of 50 respondents felt that the pleasure of watching a film is compromised while seeing it on T.V. This was followed by 11 respondents who were against the same.

Conclusion

There is no doubt about T.V. being a powerful mass medium. Psychology proves that we are more prone to believe a thing we see than what we hear. T.V. could disseminate information to a large mass, at one time and hence it is more impactful. Today, T.V. has graduated from just being a status symbol to a necessity. We have witnessed many times that a poverty struck family may not have a proper diet to eat, but, they will be proud owners of a T.V. set which shows the importance of television sets in India.

The research objective was to measure the impact of film viewing on T.V. by youth and the damage it causes to the film industry. The methodology used was survey method. On being asked if watching films on T.V. was doing injustice to a film, almost all the respondents answered they were unsure or unaware about it. In short, it did not bother them much. Hence, the youth cares less if the movie earns its revenue or not and they are concerned with their entertainment needs which should be fulfilled anyhow.

The youth today is smart, technologically conscious and economically able. Even though they have a lot of purchasing power, they think of spending it wisely. The youth today has a lot of entertainment options, viewing films is not only limited to Cineplex, but, can be seen on T.V. within one month of the movie release with the same sound and picture quality. Also, portable smart phones and the laptops are other options to view films, so if they are getting to watch the movie according to their convenience, they have few reasons to feel guilty about the movie's loss.

The other research purpose was to find out the primary reason that causes piracy. Piracy is one of the biggest issues which the film industry is facing today. The young respondents were questioned if they saw pirated movies. A considerable percentage of respondents agreed on viewing it sometimes. CD/DVDs which are sold at the cost of peanuts in a market and online

media emerged as the foremost reasons to promote piracy. However, Meerut respondents voted for Cable T.V.

The research also aimed to find out if the youth is ready to spend more to get a better and enhanced experience of film viewing on T.V. For instance: HD channels. The youth wants the best of everything. Also, they do not mind spending more to get a better T.V. viewing experience. Respondents from the two cities – Meerut and Delhi, were divided on the same. There were 35% in Meerut and 64% in Delhi who were ready to spend more money to get an enhanced viewing experience on T.V.

One of the goals of research was to know the compromise made by youngsters while viewing films on TV. Cineplex creates an atmosphere, where you feel you are living the protagonist's life. You cheer for him, cry for him and hold tight to your seats during action scenes. That effect can only be achieved in a theatre. It is possible that a movie is so gripping that it can create such an effect on T.V., but, there are several disturbances in homes that obstruct the film viewing. Respondents voted for advertisement as the primary reason of causing disturbance in the movie viewing experience.

The effort of understanding the tastes and preferences of the youth was also done during the research. Talking about the genre, comedy was the reigning genre in both the cities – Meerut and Delhi. When asked to choose the place to watch films, the respondents of Meerut preferred T.V (46%) over theatre (45%) while the Delhi respondents were clearly in favour of theatre with 49% choosing theatre over T.V. Also, entertainment was the dominant factor to view T.V. in both the cities.

The intention of the research was to find out if T.V. would decrease the popularity of the theatre. Undoubtedly, T.V. is a strong competitor to theatre and even the film fraternity has started realising it. T.V. channels are paying huge amount of money for the telecast rights of a film ranging in crores. This itself speaks about the potential of T.V. as a platform for film viewing.

When enquired whether T.V. could ever replace theatre in future, most of the respondents denied point blank and others were unsure. Similarly, when questioned about the pleasure of viewing a film being compromised on T.V., the respondents opined that T.V. could never match the experience which theatre provides. Watching a film on theatre is not just about viewing it on a big screen, but, it is an activity where people view it to relax themselves and many other psychological reasons. T.V. may enhance its picture quality or sound but Cineplex culture is here to stay.

The main objective as the name of the project suggests was - to compare small city Meerut with metropolis Delhi to see the difference of understanding among the respondents of the two cities. Also, it was an objective to know the prevalence of T.V. in the two cities. Respondents of Meerut viewed movies on monthly basis in theatres and the second most chosen answer was annually. In Delhi, respondents voted for viewing films on monthly basis followed by viewing it weekly in Cineplex. Hence, it proves that Delhi because of its metropolis status has a higher standard of living. Also, mostly working professionals reside in Delhi who prefer to party with their friends whereas Meerut respondents do not have the same purchasing power as that of Delhi and are more rooted.

“The movie theatre is never going away. If that was the case why are there still restaurants?
People have kitchen in their homes!”

Michael Moore

Rightly said by Michael Moore, it is not about viewing movies. Rather, it is about the experience. Television is definitely giving a tough competition to theatres, but, home theatre culture will take a lot of time to set its roots in India. Going out to watch movies is not just about economic freedom but enjoying watching movies with families and friends and to get the best of experience.

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