Role of Electronic Media in the Development of Patriotism among theYoung Generation of Bangladesh : A Sociological Research

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This is his original work. This thesis or any of its part was not submitted earlier for any degree or publication.

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DECLARATION

The thesis entitled **"Role of Electronic Media in the Development of Patriotism among the Young Generation of Bangladesh: A Sociological Research"** submitted by me for the award of the degree Master of Philosophy at the University of Dhaka is based upon my own work carried out under the supervision of Dr. Nehal Karim, Professor, Department of sociology, University of Dhaka.

I would like to declare that neither of this thesis or any part of it has been submitted earlier to any university or institution for the award of degree or diploma.

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LIST OF ABBREVIATION AND ACRONYM

ALA	American Library Association
DU	Dhaka University
DUL	Dhaka University Library
DVDs	Digital Versatile Disc
E-Book	Electronic Book
ed	edition
E-Journal	Electronic Journal
E-Resource	Electronic Resource
E-Service	Electronic Service
GPRS	General Packet Radio System
ICT	Information and Communication Technology
IT	Information Technology
LAN	Local Area Network
MMS	Multimedia Message
M.Phil	Master of Philosophy
MS	Microsoft
P.	Page
PC	Personal Computer
PERI	Program for Enhancement of Research Information
PhD	Doctor of Philosophy
R&D	Research and Development
SDI	Selective Dissemination of Information
SIM	Subscriber's Identification Module
SMS	Short Message Service
SPSS	Statistical Package for Social Science
TK	TAKA

TQM	Total Quality Management
UN	United Nations
USA	United States of America
V	Volume
VAS	Value Added Service
Wiki	Wikipedia
WWW	World Wide Web

Abstract

Young people spend more time with the mass media than they do in school or with their parents (Steele & Brown, 1995). The youth should not be ignored in the country's development scheme plan. The media is also said to be an aggregation of all communication channels that use techniques of making a lot of direct personal communication between the communicator and the public. With advance improvement in the field of science and technology today, the media has become a crucial part in our modern society. The focus of the researcher in this Research is Role of Electronic Media in the Development of Patriotism among theYoung Generation of Bangladesh.

Chapter One concentrates on the elaboration and suggestions on how to develope patriotic spirit in youth. The mass media, most especially television have gradually become a part of our daily lives, and sources of information, education and entertainment. The media are full of portrayals that glamorize risky adult behavior such as excessive drinking and sexual promiscuity.

Chapter Two describes on Televison as an electronic medium has transformed the mass media and its main traditional functions of information, education and entertainment. There is no gainsaying that in the 20th and the 21st centuries. This part also demonstrates the development of television, role of television in national development, youth and media very briefly.

Chapter Three discuss on Theories. Theoretical framework is designed by two theories 1. The Social Learning Theory and 2. The Cultivation theory. Social learning theory was propounded by Albert Bandura who was a psychologist at Stanford University. The theory suggests that much learning takes place through observing the behaviour of others (Anaeto, et al, 2008). Bandura (1986) says that "people learn behaviours, emotional reactions, and attitudes from role models whom they wish to emulate."The Cultivation Theory was choosen to give backing to the social learning theory in this Research. In examining the relevance of this theory to the context of the Research, our concern is with the volume of exposure to entertainment TV by teenagers and their perception of what constitutes reality and the acceptable forms of social behaviour.

Chapter four deals with methodology of the Research. This Research has been conducted with qualitative and quantitative methods. Questionnaire was made up in a mixed method (structured, open-ended and close-ended). The researcher used simple random sampling technique to select two Universities (Dhaka University and Jahangirnagar University) with various department. He further selected departments randomly. The researcher, therefore, went to the University and collected the list of 100 Level students in the eight selected departments that are between the age 18 and 22 years old, which became the sample frame. The total number was 200 and then 50 per cent of the total number was taken in order to get the sample size. Therefore, the sample size for the Research was 100 students.

Chapter Five describe the findings of quantitative and qualitative analysis of data in a meaningful way. The result is presented in univariate, bivariate tables and analyses are shown in logistic regression. Necessary figure, graphs are also used to present the result of the Research. Findings have shown many interesting outcomes on youth where 42% watch television regularly and 58% don't watch regularly. They have diversified on television program, patriotic programs and other issues. These findings can be concluded by saying that television programs have Multi-dimensional Impact, Good impact rather than bad impact, Positive and Negative, Social, cultural, Inspirational, Psychological Impact on youth.

Chapter six conclude with recommendations for this Research and ending remarks. In the society nowadays, the media has become an essential need that everyone must have such as food and cloths where it is indeed true that media is playing an important role to play. From the Research it was observed that electronic media plays a significant role in shaping the social behaviour of teenagers and the Development of Patriotism among theYoung Generation of Bangladesh.As a result of the deluge of entertainment programmes they are exposed to. However, the influence of these programmes are insidious. They cannot be hindered from consuming these programmes, nevertheless, the following recommendations should be taken into consideration in order to minimize its negative influence on the teenagers social behaviour. Electronic Media should have some strategies to make youth inspired, motivated to work for the development of the country.

CHAPTER ONE : INTRODUCTION

1.1 BACKGROUND TO THE RESEARCH

Bangladesh is the 8th largest country in the world in terms of population. The current population of Bangladesh is 166,748,342 based on the latest United Nations estimates. It is equivalent to 2.18% of the total world population. Of this number, the youth constitute one third of total population of the country. In Bangladesh, youths are defined as citizens aged between 18 and 35. (Dr. Hossain, 2018)

Youth are the key strength to the development of the country. It is important for the youth to have a high sense of competition and the enthusiasm to love their country so that the country's generation to come is a generation filled with vision. If there is a shortage of patriotism among the youth, then both the development and sovereignty of that country fall in danger.

There can be debate about whether patriotism has decreased or increased among the current young generation of Bangladesh. But there is no debate about whether young people need patriotism to develop. Moreover, it is also undeniable that the difference of patriotic feelings between the generation of the war of independence and the generation of near about half century later will be evident.

Now a day in the era of globalization students' lives are more and more influenced by the media. In order to assess that to how much extent the electronic media could affect the process of students learning. (Shahzad, 2011)

According to Devrani (2008), the duty of the media is to inform, entertain and also to educate the people in the society. Despite of that, the media help every one to know what is going on in the world from time to time. Media shapes lives and the society's lives will not be complete without media (Devrani, 2008).

The media has been differently defined by scholars of mass communication among which media is referred to as a collective means of communication by which general public or populace is known to keep the day-to-day activities happening in the society. The media is likewise said to be a total of all communication channels that utilization procedures of making a considerable measure of direct close to home correspondence between the communicator and general society.

While talking of mass media however, the word "mass" means a large number of people or a collection and "media" means organs or channels. Hence mass media is a collection of organs of communication and information dissemination that reaches out a large number of people. Mass Media implies innovation that is expected to contact a mass group of people. It is the essential methods for correspondence used to achieve most by far of the overall population. The most widely recognized stages for mass media are daily papers, magazines, radio, TV, and the Internet.

The information circulation is not only confined within members of the public but the media also serves to coordinate the information flow between government and the public and vice versa, in our own case, between leaders and the led and vice versa. The two broad categories of media – (a) the Print media comprises of Newspapers, Magazines, Journals and periodicals and (b) the Electronic media includes the Radio, Television and all related modern means of communication such as the computer and the Internet. The term "Press" is also used to refer to both category of the media, the print and the electronic media. In this research we will go for the Electronic Media.

The electronic media mainly consist of radio, television, and movies, and are actually classrooms without four walls. (Hustonet aI., 1992)

Electronic media is media that uses electromechanical device to access the content Broadcast or storage media that take advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information. The term 'electronic media' is often used in contrast with print media. Electronic media uses media such as television, radio, and internet enabled computers made possible by technology. (Wiki)

Technology of media is an important part of student"s lives in the twenty-first century and play very important role in creating awareness related various aspects of life and personality as found by Mehmood (2000).

Electronic media activate and reinforce attitude and contribute significantly in the formation of new attitudes (Gitten, 1998)

In the age of modern technology the range of electronic media is huge. Television, Radio, Online Media, Various platform of Social Medias like, youtube, facebook, twitter, Linked In, Instragram, tictoc, Blogs etc. are the means of Electronic Media. The limitation of the time and other arrangement of this research this is not possible to reach all this things. For the Sounds and Visual perspective still Television is the most powerful means of Electronic media, so this research will focus on this platform.

Television is the most miraculous and remarkable form of electronic media. It has played numerous roles in our lives. More than 30% of our day is spend in front of television. It is providing us information of all the time. It is the quickest mean of getting awareness. It is an impressive source of amusement. It is a tremendous medium for getting education. People get in formed about the economical, political social happening all the time. Beside this these are certain programs in which the religious matters are discussed and resolved by live phone calls. (Umar Saleh, 2010)

In the society these days, the TV media has turned into a fundamental need that everybody must have, for example, sustenance and fabrics where it is undoubtedly obvious that Television is assuming an essential task to carry out. With development change in the field of science and innovation today, the TV media has turned into a crucial part in our modern society.

Lasswell (1948) as cited in Folarin (2005, p.74) assigns three functions to the media:
  i.   Surveillance of the Environment (the news function).
  ii. Correlation of the different parts of the Enviroment (the editorial function).
  iii. Transmission of the cultural heritage from one generation to the other (the cultural transmission function).

The social aspects of television are influences this medium has had on society since its inception. The belief that this impact has been dramatic has been largely unchallenged in media theory since its inception. However, there is much dispute as to what those effects are, how serious the ramifications are and if these effects are more or less evolutionary with human communication. (Wiki).

Stephenson (1967) a British psychologist, as cited in Folarin (2005), people use mass communication more as play than as work, more for pleasure and entertainment than for information and serious work. Cirtainly, TV Media influencing our young generation. Parents can't give concern always what is his children taking from the TV programs, but parents have to.

Steele & Brown (1995) identifies three main reasons why media influence should be given a closer look:(1) Young people spend more time with the mass media than they do in school or with their parents. (2) The media are full of portrayals that glamorize risky adult behavior such as excessive drinking and sexual promiscuity. (3) Parents and other socialization agents have arguably shirked their responsibilities when it comes to directing youth away from risky forms of behavior; thereby allowing the media a more fundamental influence.

The concern generation is spending more time before the television set. As the citation of Miles & Anderson, in the context of this discourse, many commentators opine that by the age of 18, an individual will have spent more time watching television than any other activity besides sleep (Miles & Anderson, 1999).

However, Miles (2000, p.73) is of the view that, `It is widely assumed that young people are affected more directly and negatively by the media than any other age group, research actually indicates that young people between the ages of 14 and 24 actually form one of the groups who currently spend the least time watching television. This is a paradox that has often been neglected in the literature. Ironically, the mass media itself has a vested interest in exaggerating the impact it has on young people's lives because media-hype simply makes good 'copy.'

Now we have to focus on the programs which actually watching our kids. What is he learning everyday. And what is he bocoming by this learning. Côté & Allahar (1996)

In spite of a lot of advantages T.V also has a lot of disadvantages. As the media has become very open and clear, it is proving fatal in some cases. T.V is a mixed blessing. Where it is providing us a fortune of information, it is also infecting the minds of new generation. So it is our duty to select and watch healthy and good programs it will not only enhances our knowledge but also a mean of distraction for everyone. (Umar Saleh, 2010)

Television has already modified our social behavior. It fosters, for example, our taste for things visual the impact of the picture and its colors. It encourages in us a desire for the big display the ambiguous and the outspoken statement. The effect can be seen in the way we react one to another and in the world of advertising. But television cannot yet be said to have more rewarding our civilization. For that to happen it must become relating to, so the viewers may come to a close to be just to learn. (Shahjad, 2013)

The objective of this research is to check the impact of Television media on the acquiring patriotism of students. We have to check that how the young generation can be influence by watching television.

1.2 STATEMENT OF PROBLEM

Television is still the greater platform of Electronic Media. This media has been taken a center stage in our daily activities especially in the 21st Century with the emergence and consolidation of different television stations.

However, this research wants to examine the role of television media as the most influencial part of Electronic Media, what plays an important role to develop the patriotism in Bangladesh. It is true that young people spend more time watching television.

Television has the ability to reach the audience with news, views, education, entertainment and motivational programmes. Due to its audio-visual characteristics, it can draw attention of the people widely even those having little or no formal educational background. More than half a century ago, Bond (1954, p. 288) wrote, "Television has the facilities to become one of journalism's ace reporters. It can bring a unique dimension of news to its audience—sound plus sight, authenticity plus immediacy, variety plus intimacy."

A conservative estimate has being given of an average American teenager who spends 2.5 hours per day watching television. The young people spend an average of 16-18 hours watching television per week, starting from the age 2 and over half of all 15-16 year olds have seen the majority of the most popular recent R-rated movies (Wakefield, et al, 2003). Like America and like others country in the world in Bangladesh we also see the young people are spending more time in front of Television set.

Furthermore, from previous researches carried out on the effects of television on teenagers, it has been found that a large portion of the TV programs youngsters watch are entertainment and Information related, for example films, melodic recordings, cleanser musical shows, investigative, magazines, talkshows, advertisement and so on. The impact of these projects on youngsters may not be prompt or out properly viable because of some different factors like family, social gathering, peer gathering, and so forth. In any case, the impact may be deceptive and lead the young people to building false beliefs and pessimistic social conduct. The more they open themselves to diversion TV with reference to the measure of time some of them put into watching tv programs, the more prominent the shot for them to build up a world view and an impression of reality like what they watch over time on TV. Therefore, this research attempts to examine whether the television programmes shape to a large extent the social behaviour and develop patriotism among the youth.

1.3 RATIONALE OF THE STUDY

Bangladesh acqure indepennce in 1971 by sacrificing 3 milions martyrs. Development of the country has been the ultimate agenda since the independence up to now. The development of the country will definitely involve the development of the current young generation, in future who will take over the leadership of the country. The youth should not be ignored in the country's development plan.

Is not it deplorable that in a country that tops in the entire world in using Electronic Media does not utilize the same media in acquiring knowledge and skills? In our country, youngsters are spending a significant amount of time with the TV media every day, but they are not motivated enough from the Television for patriotic purposes. This study was carried out on the undergraduate and graduate level students from Dhaka University and Jahangirnagar University.

It has been seen as of late that media outlets in Bangladesh is blooming particularly in its strength in the substance of the programming of most TV channels in Bangladesh. Therefore, this research seeks to draw the attention of TV media practitioners and owners to the vital role television plays as an agent of socialization. Having this reality at the top of the priority list, TV media experts and proprietors will be aware of the sort of tv programs they air, most particularly at prime time, knowing completely the defenseless and artless nature of the young generation.

A research into how television shapes the patriotic spirits of young generation whether positively or negatively appears novel, especially in television media studies. This is a contemporary issue which researchers in the field of media ponders have given careful consideration to. In this way, some portion of the uniqueness of this examination is that it will be of colossal centrality to analysts in the scholarly community in the 21st Century. It doesn't just go for adding to information yet additionally giving an establishment premise to additionally examines into the socialization job of TV channels.

In any case, guardians of youngsters and furthermore youthful who are at the core of this research will see completely the positive and negative roles diversion TV plays in adding to forming their social conduct in their quick condition. It will also avail counsellors viable information on where and how youngs draw inferences for their social behaviours. This is because young people might not only behave in a certain manner because of mere peer influence, but also from what they watch on television, especially from people or celebrities they see as role models. It is likewise trusted that the discoveries of this research will be an additional asset to accessible writing and will be utilized to advance educated basic leadership and strategies by the directing assortments of the communicate and media outlet.

Every student has the opportunity to watch television. The researcher designed empirical research to explore students' rationale for watching television media. The study concludes with gloomy findings that students use the media mainly for entertainment. The worst fact is: they are not motivated enough from the TV media in patriotism purposes.

In this manner, this research will focuse on the elaboration and recommendations on the best way to develop patriotic spirit in youth. The electronic media, most especially television have gradually become a part of our lives. It's the strong sources of information, education and entertainment.

Therefore, the problem of these Media must be addressed to bring them in the main stream. This study addressed the current problems and prospects of the role of Electronic media in rights way. Althougha lot of studies have been done on electronic Media, no study highlighted the issues of the youngsters relating with development of patriotism among them like this particular research. As a result the reality of the issue is still blurred to us. This study identified the realty of the mentioned fact in different sphere which can help the government to set the policy to develop the media program. The policy maker will find the study supportive in understanding the necessities to focus on the tv about patriotism related programs and then getting the accurate policy to develop the situation.

Government, Parents, Social Workers and the conscious students will be able to find out the field for further study based on this resrearch. Finally, the Media owners will be the beneficiary from the study as they will be able to identify their shortcomings and then be able to solve their problems as a minimum at individual level.

1.4 OBJECTIVES OF THE RESEARCH

The objective of this research is as follows-
1. To identify the popularity of Electronic Media among the young generation.
2. To determine the influence of Electronic Media in shaping the culture of young generation.
3. To analyze the process of building Patriotism among the young generation
4. To explore the role of Electronic Media to develop patriotism among the young generation

1.5 SCOPE OF THE RESEARCH

1. The respondents for this research is the students of Dhaka University and Jahangirnagar University.
2. These two universities were selected because at the point of location; most of the students fall within the age bracket needed for the research.
3. The understudies at this level could without much of a stretch and fittingly answer the inquiries in the survey.
4. Furthermore, the selected respondents have vitality expected to control the TV sets, so they are presented deeply factor.

1.6 OPERATIONAL DEFINITIONS

1) Electronic Media:

According to the Dictionary of Media and Communication 'electronic media is media such as radio and television in contrast to Print media'.

Cambridge dictionary refers that, 'ways of communicating information that are electronic rather than using paper, forexample, television and the internet.'

The world of electronic media, however, is changing dramatically. Television, which dominated the media world through the mid-1990s, now competes with cell phones, iPods, video games, instant messaging, interactive multiplayer video games, Web social networks, and e-mail. (Huston et aI., 1992).

Electronic Media is huge field to discuss. Electronic Media is the means of Modern Media or the New Media. Among the other means of electronic media like Radio, Social Medias, Online Portals etc. the Television is the greater part of this media. For unavoidable limitations the researcher has chosen only the Television Media for this research work and in this research Television will be mentioned as the Electronic Media.

2) Patriotism:

According to The Encyclopedia Britannica `Patriotism is feeling of attachment and commitment to a country, nation, or political community. Patriotism (love of country) and nationalism (loyalty to one's nation) are often taken to be synonymous.' In the views of German philosopher Von Herder, patriotism refers not to a political virtue but to a spiritual attachment to the nation.

This research examines country related values, morality, social interaction, spirit to love the country, dedication to the development of the country, etc, among young peoples. The research will bring how young generation inspired by the electronic media basically TV media to be patriot.

3) Young Generation:
This is a group of people who pass through the transitional stage of physical and mental development. A generation is all the people in a

group or country who are of a similar age, especially when they are considered as having the same experiences or attitudes. The young years are from ages 18 to 24. In this research the University students are taken as the Young generations.

1.7 LIMITATIONS OF THE RESEARCH

There is no research or research without its own unique limitations, therefore the short comings of this research are:

1. Due to the novelty of this analysis, there have been depleted relevant materials (journals, thesis, books, newspapers etc) for the literature review. Some journals don't seem to be accessible on-line and deed them may prove not possible considering the tedious procedure concerned particularly through on-line purchase.

2. There was also reluctance and lack of cooperation on the part of the respondents in answering the questions according the questionnaire appropriately. This of course proved a serious limitation to this research.

3. The fact that the method of research was survey means that it was mainly the opinion of the respondents that was ellicited, the sincerity of the respondents may not be known or determined.

4. Another major limitation to the research is the fact that the reserarch is the sample population for the research was taken from the undergraduate & Graduats students from Univeersity of Dhaka (50), Jahangiarnagar Univerisity (50), (Total 100). The representativeness of this sample may affect external validity and also the findings of the research cannot be easily generalised beyond the population of research.

CHAPTER TWO : LITERATURE REVIEW

2.1 PATRIOTISM

Patriotism is defined as a devotion to one's country. A patriot further supports and acts in defense of his or country. The term refers generally to a concept of national loyalty. The derivative of the word patriotism is from the Greek word patris, meaning fatherland.

Patriotism means in essence, the love of one's own country. An individual citizen who loves his country and is loyal to it at all cost, even at the cost of his own life is, a patriot. A patriot is one who is always willing to sacrifice all that belongs to him at the altar of his country. This is the measure of patriot's extreme love for his country and in common terms it is called patriotism.

Now, the question that arises is, why does a person get so much attached to the country of his birth, the reason is not far to seek. He is born here, nurtured here, blooms into a full fledged lovable youth here and becomes the very soul of the place.

Thus, it is not surprising that, he should love the country that has given him so much. It is to be expected that an individual loves the country of his birth, just as a person loves his mother who gives him/her birth. Rather, on the contrary it would be shocking to see people without any affection for their country, an individual not caring for his country would sound unnatural strange and even unethical. (Sam Malhotra, shareyouressays.com)

According to the Wikipedia, the free encyclopedia, Patriotism or national pride is the feeling of love, devotion and sense of attachment to a homeland and alliance with other citizens who share the same sentiment. This attachment can be a combination of many different feelings relating to one's own homeland, including ethnic, cultural, political or historical aspects. It encompasses a set of concepts closely related to nationalism.

According to the Britannica.com, Patriotism is the feeling of attachment and commitment to a country, nation, or political community. Patriotism (love of country)

and nationalism (loyalty to one's nation) are often taken to be synonymous, yet patriotism has its origins some 2,000 years prior to the rise of nationalism in the 19th century.

Patriotism inspires a patriot to rise in revolt and fight for the freedom of his country. In a free country, there are occasions when one has to sacrifice one's personal pleasures and even life for one's country. A patriot always fights against the internal and external enemies of his country. The black marketers, profiteers, criminals and anti-socials are all internal enemies of a country. A true patriot tries to free his country from all these enemies. He also must try to make his country free from poverty, ignorance and superstition.

Greek and especially Roman antiquity provide the roots for a political patriotism that conceives of loyalty to the patria as loyalty to a political conception of the republic. It is associated with the love of law and common liberty, the search for the common good, and the duty to behave justly toward one's country. This classical Roman meaning of patria reemerges in the context of the Italian city republics of the 15th century. Here, patria stands for the common liberty of the city, which can only be safeguarded by the citizens' civic spirit. For Niccolò Machiavelli, the love of common liberty enabled citizens to see their private and particular interests as part of the common good and helped them to resist corruption and tyranny. While this love of the city is typically intermixed with pride in its military strength and cultural superiority, it is the political institutions and way of life of the city that form the distinctive focal point of this kind of patriotic attachment. To love the city is to be willing to sacrifice one's own good—including one's life—for the protection of common liberty.

2.1.1 Strategy To Increase Youth's Patriotism

A few theories can be used directly in the efforts by the media to increase the patriotic spirit among the youth. Those are as follows-

    a.   Strategy of Sychological Combat (Sun Tzu)

Through this strategy, the media used the approach of controlling people's thinking by only publishing certain facts or campaigning about patriotism. This will directly control the thinking of society about patriotism.

b. Theories of Propaganda (Lasswell's)

This is one of the major and most important theories in the media. This theory directly states that it is the media's responsibility or role to deliver propagandas or government's policies to the people.

c. Deterrence Theory

A strategy used by the government in war, it means that if the country is under attack by enemies, then they will have to face the outcome or punishment equivalent to that.

d. Mengutamakan Putting The Country's Importance Above Their Own (Machiavelli)

This theory states firmly to people that in a matter that involves the importance between country and individual, people must prioritise country's importance before any other matter.

2.2 ELECTRONIC MEDIA

Media states various means of communication like communication devices which are used to interact and communicate among people. Electronic media is media that uses electromechanical device to access the content Broadcast or storage media that take advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information. The term 'electronic media' is often used in contrast with print media. Electronic media uses media such as television, radio, and internet enabled computers made possible by technology. Electronic media plays a crucial role promoting communication in the society through various ways. First, electronic media contributes to the advancement of the business environment. (Wiki)

When children are grouchy, or hyper, or fighting with their siblings, moms and dads use TV as a tool to help change their mood, calm them down, or separate squabbling brothers and sisters by Victoria (2006)

A study conducted by Victoria Rideout makes clear that for many families, media use has become part of the fabric of daily life. Parents use TV or DVDs as a "safe"

activity their kids can enjoy while the grownups get dressed for work, make a meal, or do the household work by Elizabeth (2006)

Shahzad W Muhammad (2013) Reffers in Their Research Titled 'the Impacts of Electronic Media on the Students Learning: The Case Study of Gujranwala Division'

The purpose of the study was Electronic media influence student"s social life positively in achieving the high success in studies through the case study show a significant relationship, Behavior of students affected through electronic media. University students spend more time on internet that is on average 2 hours in a day as compared to college student. And both said that time which they spend on internet effect their social and behavior learning and knowledge. But there is slightly difference in opinion of university and college students at an important point. Social and behavior learning affect more in college students as compared to university students and mostly they use internet for getting knowledge and university level students getting more knowledge. May be reason behind it is; university students have more maturity level in a sense to understand the main theme of situations than college students.

2.2.1 Impact of Electronic Media on the Young Generation

Tahir M. and Shafi Bushra (2015) wrote an article titled "The Impact of Electronic Media on Youth Behavior Regarding Informal Education in Peshawar, Kpk" He emphasis that, This research was concerned with the main objectives on effects of electronic media which contributed in the learning process of youth as a strong agent of socialization. Movies and advertisements are catalyst to develop and increase smoking habit in youth proved a significant strong relationship (P=.002) with behavior. youth recall hero's as position version and tries to imitate them in fashion. the look at concluded that media played a pivotal function in disseminating information to adolescents because it works as catalysts in upbringing the today's information to the recipients and has succeeded in figuring out a function of accept as true with a few of the visitors. the most influential supply of communique in mass level has grave influences on teens and reshapes their behavior.

Paediatr Child Health (2003) published an article titled "Impact of Media Use on Children and Youth". It shows that, the influence of the media on the psychosocial improvement of youth is profound. hence, it is essential for physicians to discuss with dad and mom their toddler's publicity to media and to provide steerage on age-suitable use of all media, including tv, radio, tune, video video games and the net. the targets of this declaration are to discover the useful and harmful consequences of media on youngsters's intellectual and physical fitness, and to become aware of how physicians can recommend sufferers and their families and sell the healthful use of the media of their groups.

Inuwa M. Isa (2007) presented a paper titled "Role of the Media in National Development" He stress that the relevancy of media in most spheres of human endevour cannot be over stressed, additional thus within thespace of National Development. additionally the exigent want permanently governance, accountable and accontable leadership goes hand in hand with the requirement for active role of robust and equally disciplined media towards enlighting, mobolizing and sensitizing each the general public and therefore thestakeholders during this concern. However, the conscince of the media itself wants reorientation to shed off characteristics of the ravaging society discomfort that in some ways in which, have an effect on the media themselves.

Shahzad M. Wazid (2013) wrote an article titled ``The Impacts of Electronic Media on The Students Learning: The Case Research of Gujranwala Division (punjab, pakistn)". He noted that, The purpose of the research was Electronic media influence student"s social life positively in achieving the high success in studies. He shows a significant relationship, Behavior of students affected through electronic media. University students spend more time on internet that is on average 2 hours in a day. The time which they spend on internet affect their social and behavior learning and knowledge.

Brown, Brett and Marin, Pilar (2009) wrote an article titled "Adolescents and Electronic Media: Growing Up Plugged In". over the last decade the daily expertise of adolescents has been reworked by developments in electronic media, as well as the

pc, the net, and cell phones. Relative rarities solely a generation past, they're the daily tools of communication, data, and amusement for a majority of adolescents. on the far side access, content and capabilities have exploded. Even tv, long a omnipresent presence in yank households, has seen content amendment and has fully grown dramatically.

Balaisis Julia (2013) wrote an article titled "Electronic Media in a Global Education Context: Practices and Issues From a Toronto, Canada Perspective." . He emphasis that, In the best case situation, electronic learning will unencumber time for team, project-based and real-situational learning. It will liberate academics, from the roles they already play that match machines, to become additional human, additional humane, and additional artistic in their schoolroom. Technology will pass away information much more quickly, in order that students have longer to develop competency, reflect, share, analyze and apply their learning nearer to home and farther abroad. Ultimately, if technology is employed properly, education is free of info transmission to changing into the transformative force that's the fulfillment of its visionary potential.

2.3 TELEVISIONS AS AN ELECTRONIC MEDIA

Televison as an electronic medium has transformed the mass media and its most important conventional features of facts, education and leisure. there is no gainsaying that inside the twentieth and the 21st centuries, it has emerge as one of the hottest media with its potentials of sight and sound; it has dramatic and demonstrative powers which has made it able to keep its audience spellbound and take them on a 'roller coaster' into its world.

The scholars of the various countries mentioned that TV influences to dynamical the society. TV provides data to the folks through its several programmes. As a result, the folks have modified their life vogue, food habits, values and norms, social and political consciousness. The students in their several studies shown that TV is extremely powerful to changes the society.

According to the `Wikipedia' television, sometimes shortened to tele or telly is a telecommunication medium used for transmitting shifting snap shots in monochrome (black and white), or in coloration, and in or three dimensions and sound. Television is a mass medium for advertising, Entertainment and information. TV became available in crude experimental paperwork within the late Twenties, however it would still be numerous years earlier than the new era would be marketed to customers. After World War II, a stepped forward form of black-and-white television broadcasting became famous in the USA and Britain, and TV units became not unusual in houses, agencies, and establishments. Throughout the Nineteen Fifties, television became the number one medium for influencing public opinion. Within the mid-1960s, Color broadcasting was added inside us and maximum different advanced nations.

Television has become a necessity. Most urban households in Bangladesh have at least one television set. The number is still low in rural areas but is increasing fast. However, purpose of the use of television has changed over the years. Watching television is now not only limited to entertainment or recreational purpose only. It is also a source of information, learning new things and being informed about what is happening inside Bangladesh and across the globe.

Television has become a part of everyday life which was not so between the 1920s when it was invented and the 1960s when it lost its novelty. It became commercial and there is no doubt that the number of TV stations have greatly increased, so also the number of TV sets available in homes. Reliable statistics have it that more than 95 per cent of households in America own at least one televison set and on an average, television is playing about seven hours a day in those households which translates into 2,400 hours per year- the most consuming activity besides sleep (Wilson & Wilson, 2001; Dominick, 2005; Vivian, 2009).

The medium has been of outstanding affect whether or not positive or bad asit has changed the way we socialize with our peers, the way instructors train, governments govern, and religion leaders hold forth. It has modified the way we organise the

fixtures in our houses and our global view approximately our immediately surroundings.

Since the independenc of Bangladesh Television has been playing a vital role to uphold the culture and ethics of Bengali nation.

2.3.1 The Development of Programs on Television

The emergence of entertainment predates the history of humans. In pre-historic times around camp fires, there was music and this was discovered from the Neolithic animal hide drums that archaeologists unearthed. Also, record goes back to paintings on cave walls by cave dwellers who had stories to tell; this was said to be the beginning of visual arts (Vivian, 2009).

Archaeologists have records that elites of ancient civilisations enjoyed lavished banquets that included performing entertainers, e.g. acrobats, musicians and dancers. In ancient Greece, sports and athletics became institutionalised entertainment with the Olympic games and large stadiums. Ancient Rome evolved athletics and competition on a large scale. For instance, Circus Maximus in Rome could hold 170,000 spectators for chariot races and gladiator games. Indices of entertainment such as music, literature, sports and sex have survived through the ages (Vivian, 2009).

Moreover, Munice (2004, p. 154) notes: During the 16th and 17th century carnivals were accussed of promoting sexual promiscuity and popular ballads were denounced as bawdy as glorifying criminality. By the 19th century theatre, music halls, dances, penny dreadfulls, street football, gambling and other forms of popular entertainment were all subject to intense campaigns to halt their supposed contamination of youth. In the 20th century another dangerous enemy was discovered in the new medium of the Hollywood Cinema.

The earlier forms of entertainment were accussed of influencing the social behaviour of teenagers negatively. Through the development of technology in Mass Communication, some of these forms of entertainment have evolved into television and its programming contents and can be mass produced thereby finding their way in

easily accessible and compact form to the living rooms of the audience, mostly teenagers. Subsequently, the development of entertainment on television will be examined from the account of Wilson & Wilson (2009, p. 310-324).

The journey started in the latter part of the 19th century with the development of two kinds of entertainment to meet the demands of the new urban dwellers in America. The *ballpark* and *vaudeville* helped to fill the growing amount of leisure time workers enjoyed and later transformed into mass media activities. The ballpark brought together crowds of strangers who could experience a sense of community within the big city as they watched a baseball game. Also immigrants were able to shake loose their ethnic ties and become absorbed in the new national game, which was becoming representative of the "American spirit." The green fields and fresh air of the ballpark were a welcome change from the sea of bricks, stone, and eventually asphalt that dominated the city scene. Workers could temporarily escape the routine and dullness of their daily lives by vicariously participating in the competition and accomplishment that baseball games symbolized. Baseball reflected the competitiveness of the work place and the capitalist ethic, as players were bought and sold and were regarded as property. The ballpark also provided a means for spectators to release their frustrations against authority figures: the umpire became a symbol of scorn, and cries of "kill the umpire," accompanied by tossed debris, were frequent.

The vaudeville which was the other popular form of entertainment in the 19th century, took the traditional forms of popular entertainment or folk art, such as ethnic humour, juggling, dancing, and clown acts, and it was made part of the new mass culture. Vaudeville set the mold for programmes on the electronic media that eventually displaced it in the 20th century. Radio incorporated the style and humour of vaudeville, and television in turn took over the entertainment format of radio when it developed in the late 1940s and 1950s. The quick cuts and action of modern day television are ultimately based on the conventions of vaudeville entertainment.

TV entertainment started out as a novel idea. The shows consisted of pointing a camera at some action and letting it be transmitted. The early programmes included variety of shows, puppet-comedy shows, stand-up comedians, domestic comedies and

game shows. Many of these programmes were carbon copies of radio shows, but with pictures. In fact, popular radio personality Arthur Godfrey merely brought television cameras into his studio to televise his daily radio programme on CBS. Godfrey and the performers on the programme wore headphones, had large microphones blocking part of their faces, and tended to ignore the cameras while concentrating on the radio braodcast. But people watching early television were dazzled to be able to see action and watch their long-time radio stars present familiar sitcoms in their living rooms.

Some of the leading early entertainers identified during the beginning years of television were Milton Berle, Ed Sullivan, Sid Caesar, Imogene Coca, Lucille Ball, Art Carney, Jackie Gleason, Art Linkletter, Arthur Godfrey, Jack Benny, Amos 'n' Andy, ventriloquist Edgar Bergen and his dummy Charlie McCarthy, Bob Hope, Bing Crosby, Red Skelton, the witty comedy team of George Burns and Gracie Allen, and the puppets Cecil the Seasick Sea Serpent, Howdy Doody, and Kukla, Fran, and Ollie. Most of these entertainers had started their careers in vaudeville and made the transition to radio. Now they were transmitting recreations of the early days of vaudeville into the living rooms of the United States. The content of popular cultural entertainment had changed little since the 19th century. Only the delivery system had changed.

Furthermore, some of the best dramas ever shown on television were the plays broadcast live from New York studios in the 1950s. The major Hollywood movie studios, fearing competition from the new medium, refused to allow their facilities to be used to produce television programmes. Four of the best known live dramas of the golden age of television were Rod Serling's *Requiem for a Heavyweight*, starring Jack Palance; J. P. Miller's *Days of Wine and Roses*, starring Cliff Robertson and Piper Laurie; Reginald Rose's *12 Angry Men*; and Patty Chayefsky's *Marty*. All four were later made into movies, with *Marty* receiving the Academy Award as best picture of the year. Because they were done live and were confined to the studio sets, these high-quality dramas focused on character development and analysis rather than on car chases and elaborate scenery.

Subsequently, quiz shows which had been popular on radio offered greater rewards when transferred to television. For instance, Radio's $64 Question became TV's $64,000 Question. The popularity of these shows grew as people could vicariously share in the delight of winning big money by knowing the right answers to questions. However, in 1959 television was rocked by amajor scandal when it was revealed that certain quiz-show contestants had been given the questions prior to the broadcasts. This was done to ensure that the most popular contestants would win and return the next week. Until this time, TV programmes were produced by advertising agencies and the shows' sponsors. As a result of the scandal, the FCC required quiz shows to issue disclosures whenever assistance was given to contestants, and the networks were forced to take over production of the programmes to ensure compliance with ethical standards.

It took almost 40 years for the quiz shows to return to the network prime time schedules, but they returned with a big hit in 1999 when ABC introduced *Who Wants to Be a Millionaire*? The programme, aired almost nightly for several weeks, scored well for the network in the ratings, resulting in it being given a regular slot three times a week in 2000. The other networks figured that if one quiz show could be successful, so could four- one in each network. Fox was quick to follow with its show, *Greed*, while CBS introduced *Winning Lines* and NBC went back into its past to resurrect *Twenty-one*, one of the programmes first exposed as giving answers to the contestants in the 1959 quiz-show scandals.

TV entertainment moved from live quiz and variety shows, domestic comedies, and drama to pre-recorded dramatic series by the late 1950s. One of the first genres to develop was the *Western*, which had long been popular in movies and on radio. Shows such as *Gunsmoke and Have Gun, Will Travel* (which had been popular on radio), *Wyatt Earp*, *Rawhide* (with a very young Clint Eastwood), *The Rifleman*, and *The Virginian* (television's first 90-minute prime-time series) occupied the TV screens. By 1959, there were 30 Westerns on prime time each week. In 1959 also, a programme called *Bonanza*began airing on NBC to sell colour television sets for its parent company, RCA. The programme transmitted the American myth that the rugged rural life of the 'good old days' was a glamorous and comfortable time. It also revolved around three grown sons, at least two of them in their 30s, still at home and

subject to the authority of their father. Some sociologists believed the show appealed to people who missed the parental authority and support they had given up to leave home and marry. Whatever the reason, *Bonanza* was one of the most popular shows on the air for 15 years.

Other genres that became popular during this period include doctor, police, detective, and courtroom shows, in which similar to the Western, good always prevailed over evil. These adventure stories were somtimes referred to as "urban Westerns" because the moral themes were the same as in the Westerns. However, only the location and time period were changed. Some examples of the urban Westerns were *Dragnet, Highway Patrol, Racket Squad, The Lineup, Perry Mason, and the Defenders*. A few years later several series, *The Man from U.N.C.L.E., I Spy, and Mission: Impossible,* dealing with international intrigues and spy chasing, also reflected these themes (and the Cold War mentality) as the "good guys" pursued the forces of evil around the world.

There were several variety shows that evolved in the 1960s to provide cheerful escape for the teaming audience. The shows were hosted by performers such as Carol Burnett, Bob Hope, Dean Martin, Flip Wilson, and Sonny and Cher. By the late 1960s one variety show, *The Smothers Brothers Comedy Hour*, was introducing realism and social commentary into evening entertainment. In keeping with the cultural unrest and growing displeasure with the Vietnam war that was sweeping the country, the show ridiculed the war and other social ills and soon was cancelled by CBS in a dispute over censorship. The network executives believed that the audiences did not want controversy and realism mixed with their entertainment.

In 1968 another variety show, *Rowan and Martin's Laugh-In* made its debut and became popular with younger audiences by dealing with sexual and political themes, topics that reflected the new openness that had swept the nation during the 1960s. Its hosts, Dan Rowan and Dick Martin, were able to touch on these topics without irritating network executives the way Smothers Brothers did. This type of programming survived in the 1990s on such shows as *Saturday Night Live*. However, the more traditional variety shows had all but disappeared by the mid-1970s, except for an occasional special.

The most popular of all TV entertainment genres from the beginning has been the situation comedy (Sitcom). Other forms of television entertainment, such as the Western and the variety show had come and gone, but the sitcoms endured. In an effort to appeal to middle-class America,early TV continued to produce the family sitcoms that had been popular on radio. The settings were always the same: a happy, white, middle-class home with humorous but bland family problems to cope with and solve by the end of each 30-minute show. *Father Knows Best, Make Room for Daddy, Leave It to Beaver, I Love Lucy, The Adventures of Ozzie and Harriet, and My Three Sons* were a few of the more popular shows in this category.

In the mid-1970s, the networks tried to break down traditional viewing habits by intorducing a new format, the miniseries. The idea was to get people hooked on the series in the first episode, usually broadcast on Sunday night, so they would tune in again the next several evenings. The Mini-series proved to be very popular and they were often scheduled during "sweeps periods," when TV stations are monitored to determine audience sizes.

The mini-series concept actually came from public broadcasting, which began showing BBC produced serials such as *The Forsyte Saga and Upstairs Downstairs*. In 1977 ABC introduced Roots, a mini-series based on Alex Haley's book of the same name, which kept millions of viewers glued to the TV set for eight nights. The series, which traced Haley's ancestors from Africa through American slavery and into the 20th century, set ratings records and helped keep Haley's book at the top of the best-seller list for months. By the 1990s, the mini-series was usually limited to a two-part movie because of the diminishing level of audience attention. Only a quality mini-series such as *Lonesome Dove* could sustain viewer interest over several evenings. America's television watchers had too many choices available to tie themselves down with one long story spread out over a week.

Sports which had played an important role in providing leisure enjoyment for the masses since the 19th century, was not left behind in becoming an important part of television programming. The popularity of electronically mediated athletics grew

rapidly after the development in the 1960s of such new technology as instant-replay videotape recorders. It could be said that television permanently took over as the "electronic ballpark" of 20th and 21st century. The ABC network led the way with its innovative *Wide World Sports*, which cut between live, taped, and filmed sports events, some of which had taken place days before in various places around the world. In 1970, ABC paid $9 million for the rights to *Monday Night Football*. Eventually ABC found itself number one in the ratings of tv programmes.

Soap Operas today have become avery crucial aspect of television programming. ABC premiered the first prime time soap opera, *Peyton Place* in 1964, based loosely on a steamy best-seller by Grace Metalious. First shown two and then three nights a week, it launched the careers of Mia Farrow and Ryan O'Neal and demonstrated yet again the durability and versatility of the genre. By 1978 CBS launched *Dallas* as a weekly serial, and during the 1980s *Dallas* and its imitators, *Dynasty, Knots Landing,* and *Falcon Crest*, topped the evening ratings by bringing the continuing stories and day time troubles of TV families to nighttime viewers. These shows appealed to the average person's interest in the rich and elite, and all seemed to revolve around one central theme: that rich families are plagued with turmoil and strife, and the American cultural myth that money can't always buy happiness. It is important to note that that *Dallas* and *Dynasty* became the most popular American TV shows in Canada, Australia, Chile, Japan, and many western European countries during the 1980s. In the 1990s, the Fox Television Network successfully launched three prime time continuing dramas: *Beverly Hills 90210, Melrose Place,* and *Party of Five*.

As the American culture evolved so did the entertainment genres on television. In the 1980s, a new format developed that was a combination of a number of other shows. It borrowed the ongoing story line from the soaps; character development of early-day TV dramas; action-adventure from the Western, police and lawyer shows; comedy from sitcoms; and fast-paced action from vaudeville and TV variety shows. The genre was referred to as Hybrid TV and was pioneered by Steven Bochco in 1981 with *Hill Street Blues*. Brandon Tartikoff NBC programming chief wanted an MTV cop show and he got *Miami Vice*, which was known for its rock music background. In 1990, Bochco added a new dimension to the MTV cop shows when he launched *Cop Rock*.

Unlike *Miami Vice*, in which rock music was its background, *Cop Rock* was a musical that featured cops and criminals who actually sang and danced. The departure from regular action-adventure proved to be too radical, and the series was canceled shortly after it began.

Bochco again broke new barriers in 1993 when he used this hybrid TV format to launch *NYPD Blue*, another police action-adventure show. However, this time he added nudity and explicit language to the show. This received wide criticisms especially from christian clerics. One of such was Reverend Donald Wildmon, a fundamentalist preacher from Mississippi, who ran full-page ads in newspapers across the country denouncing ABC for running R-rated shows that included "nudity, more extreme violence and more profanity." Despite the fact that ABC affiliates refused to carry the show, the controversy and its publicity helped the show earn high ratings. Nevertheless, many of the affiliates that had declined to show the programme during its first season later lifted the ban and began airing it.

2.3.2 Television Channels in Bangladesh

According the National Broadcasting Policy 2013 of Bangladesh, in the present world radio and television is the important and powerful media. As a result of the technological development, Radio and television broadcasting programs are broadcasted in satellite throughout the world. All the radio and television in the modern world take action to promote the programs made by private / externally creative persons or organizations outside their own stages. This creates a positive environment for creative and aesthetic events between radio and television programs, and privately held programs. Besides, online newspapers, radio and television broadcasts are becoming popular with the public through the Internet.

Considering the freedom of the media as the fundamental right of the freedom fighters of the Liberation War, Article 39 of the Constitution of the People's Republic of Bangladesh has been ensured the freedom of thought and freedom of all the citizens of Bangladesh.

Between radio and television audiences, there are young people on whom the impact of the radio, television and online broadcasts are deep. In this, the future generations

have a profound influence on the formation of minds. Since the members of various families of Baygaonasti see simultaneously the ceremony, there is also a marginalization of the margins on them. It is necessary to consider the programs of these mass media programs in line with the history, ideals and consciousness of the War of Liberation, and in line with the social, cultural, geographical and political heritage and values of Bangladesh.

The government is also responsible for ensuring social responsibility for broadcasting programs and advertisements. Broadcast Media is unlimited in creating child-friendly society. It is necessary to emphasize the importance of broadcasting media so that social morale is restored. Keeping these things in mind, there is a balanced policy for the continuation of all the private radio and television activities online and it is both time-honored and desirable.

The first TV channel in Bangladesh started broadcasting as Pakistan Television in what was then East Pakistan on 25 December 1964. It was renamed to Bangladesh Television once the independence in 1971. Bangladesh Television (BTV) is that the state-owned TV network in Bangladesh. BTV Broadcasts fully color started in 1980. Regarding a pair of million televisions receive transmissions from the network's 17 relay stations.

According to the Wikipedia-the free encyclopedia, BTV features a national channel that is broadcast from capital of Bangladesh. This transmission is relayed to the total country via native relay transmitters in major cities of the country. There's conjointly aregional station situated in Chittagong that broadcasts native programmes within the evening. In the mid-1990s the national TV channel started to broadcast the news programs of BBC and CNN. In 2004, BTV started worldwide broadcasts through its satellite based branch, BTV World.

BTV is primarily financed through the television licence fees. Although it's created several great programmes, it's usually been criticised for being the mouth-piece of the ruling government and their lack of quality amusive programmes.

BTV started its black-and-white transmission on 25 December 1964, as a pilot project in the then East Pakistan, airing a song by the singer Ferdausi Rahman. It began from

the DIT Bhaban (present Rajuk Bhaban) on a four-hour basis. In 1972, after the independence of Bangladesh, the previously autonomous organisation was made a full-fledged government department. In 1975, the offices and studios were shifted to Rampura, Dhaka. (Wiki)

BTV started colour transmission in 1980 through a programme named "Desher Gaan" produced by Selim Ashraf. In 2004, BTV launched its satellite transmission under the name of BTV World.

The first drama on BTV, "Ektala Dotala", written by Munier Choudhury, was aired in 1965. In 1979, inspired by the idea of The David Frost Show on BBC, a new magazine programme, "Jodi Kichhu Mone Na Koren", was developed by Fazle Lohani. Children's competition series Notun Kuri started in 1976. The first television commercial was made in 1967 for a detergent soap 707. In 1994, BTV telecast the first private production, a one-hour play Prachir Periye, directed by Atiqul Haque Chowdhury. BTV's Notable programs are as follows (past and present) - Ain Adalat, Songsoptok, Shomoyer Kotha, Mati O Manush, Notun Kuri, Sisimpur, Kothao Keu Nei, Aaj Robibar, Jodi Kichhu Mone Na Koren, Ittyadi, Bohubrihi, Nokkhotrer Raat, BTV National Debate, Meena, BTV 50 Years Celebration, International programs etc.

From the late 1980s to the late 2000s, BTV airy several international programs, as well as children's TV shows, cartoons, and plenty of widespread English TV series. BTV didn't encourage soundtrack those shows, as this was seen as a step in pushing youngsters and adults alike to urge accustomed to English language and its numerous accents outside of the regular educational setting and during a absolutely amusive type.

Infrastructural expansion is continuing to increase the BTV's broadcast capacities. Four new sub-stations are under construction in different places in the country. These are located in Rajshahi, Rajbari, Rangamati and Ukhia. Among them, there are plans for broadcasting programs from Rajshahi to Chittagong. All the sub-stations will be able to broadcast more effectively throughout the country. However, in order to reach the masses as well as increase the broadcast area, there are more important things to

consider. Special consideration is the ability of ordinary people to reach electricity and purchase their TV sets. Currently, the number of rural electricity subscribers is 2.6 million. With this number, the number of television subscribers and the poor people in the rural areas, in relation to the government's propagated development programs, is very much related.

There is no correct statistics on the number of total TV sets in the country. The number of officially licensed set numbers is estimated to be about six lakhs but the actual TV set number will be twenty lakhs. As such, there is only one TV set for every 65 people in this country. In addition to numerical inadequacy, more problems are being distributed. Most TV sets are in urban areas. As a result, the population of rural areas is going beyond the masses.

Backlinks to technology with numerical insufficiency is another big problem. In this era of Information Superhighway, our TV T & T's microwave based. Countries like India, Pakistan and Sri Lanka, where the satellite is reaching the other end of the world, our television can not reach all the people of its own country right now. As a result, we are being victims of cultural monopoly. Even worse, 'commercial aggression' is being affected. Their product is our most familiar, which is fulfilling the purpose of free market economy. 'It is no longer necessary to occupy the country in order to occupy the market due to satellite TV.

The government of Bangladesh has already taken several steps to develop broadcasting through satellites. Currently BTV can broadcast any major event in the world with the help of Betubunia and Talibabad Geo satellite station. Besides, there are various programs and news from the Asia-Pashishik Institute for Broadcasting Development (AIBD) and the Commonwealth Broadcasting Association (CBA), along with the BTV Asia-Pacific Boarding Union (ABU), the SAARC audio-visual program, under the exchange agreement.

The satellite-based channel BTV World of Bangladesh is broadcasting programs all over the world. Another important development in TV broadcast is the private initiative. The government of Bangladesh gives approval to private TV companies to

promote the programs at home and abroad. Many private channels have been launched using satellite technology.

An estimate of the Ministry of Information shows that there are forty one registered private television channels in the country of which two are temporarily banned (Poriprekkhit: 2016, p-13).

These channels are regarded as the medium of entertainment and news. The TV entertainment was initiated by the ATN Bangla, the first entertainment channel in the country launched in 1997 (Nurunnahar: 2016, p. 78).

Among the tv channels of Bangladesh ATN Bangla, ATN News, Channel I, Ekushey TV, NTV, Desh TV, RTV, BanglaVision, Mohana TV, Masranga, Boishakhi, Independent, Channel 24, News 24, Jamuna tv, Shomoy tv, Gazi tv, Monoha tv, My tv, Boishakhi tv, Bangla tv, Gaan bangla, DBC and Dipto tv are notable. These television channels regularly organize special events on the occasion of news, entertainment, educational, awareness, political analytical programs, religious ceremonies and various national and international events.

The initiative to bring diversity to the BTV event has been taken through the 'Package' program. Above all, the process of transforming BTV into an autonomous organization is also under process. (M. Saifullah, 2014).

With the expansion of the satellite television channels, the viewership trend is also on the rise. However, according to a national media survey, more than 91 million people in Bangladesh use to watch TV channels (Nurunnahar: 2016, p-80).

Though there is no concrete data on the same. According to a report of Dataexis (2013), 26 percent households possess a cable TV while the state-run BTV has country-wide coverage ability and viewership. An estimate of cable operators association and private channels association shows that cable network has reached to 84 percent households in the country (Poriprekkhit: 2016).

2.3.3 Some Popupar Television Programs to the youngstars are as follows-

In this research we found some name of TV programs from the answer of the respondents. These programs are very popular through all over the country also. Here we are briefing about some popular TV programs-

Ittyadi-

Ittyadi is a popular magazine television program in Bangladesh directed and presented by Hanif Sanketthat airs on Bangladesh Television. It is one of the longest running shows on Bangladeshi television. It is a satire entertainment program being shown in Bangladesh Television for the last 29 years. Regular segments of the show include Nana-Naati, a foreign filmstrip dubbed in Bengali, country history, a mail section, an audience round, live music, dance, and plays. Itadi also helps to promote Bengali Culture among the young generations in age of cultural diversity due to globalization. It also brings many intellectual persons in music, drama or education into light. (Wiki)

Mati O Manush-

Mati O Manush originally called Amar Desh, was a pioneering television program in Bangladesh Television. The program started in the mid-1980s and focused on the agricultural sector of Bangladesh.The show was jointly hosted by Rezaul Karim Siddique and Shykh Seraj. Rezaul Karim Siddique was involved in this program on January 1983. In 1985, the show's title was changed from Amar Desh to Mati O Manush. At that time, the producer, Alimuzzaman, picked Shykh Siraj as another anchor in this program. Seraj left in 1996. Dewan Siraz was made Siddique's co-anchor of this program until he left Bangladesh for overseas job. (Wiki)

Hridoye Mati O Manush-

Shykh Seraj started a new programme at Channel i named Hridoye Mati O Manush.
Now it is the most popular program of Bangladesh Television. Afterwards, most Bangladesh television channels produced a program about agriculture that was based on the Mati O Manush model. The program made agriculture a more prestigious

profession in Bangladesh. "Hridoye Mati O Manush Turns 5". The Daily Star. 21 February 2008. (Wiki)

Taalash

Talas is an adventurous event. A powerful investigative team rallied to find the truth behind the incident. The investigation team is attracted to the ongoing incident. The program has started on 09 December 2011. This program is broadcasted on Independent Television on every Friday at 9:30 pm. (Independent tv web)

Krishoker Eid Anondo

It's an entertainment program of Channel I. Shykh Seraj directs the show. Farmers take part in program. It is the farmers' game show. Usually this program is arranged during the Eid programs schedule. The show is designed, presented and directed by agriculture development activist and media personality Shykh Seraj. The first instalment of the show was aired during the last Eid-ul-Fitr. (Wiki)

Tritriyo Matra

Tritiyo Matra by Zillur Rahman, an award winning program on Channel i television, is one of the pioneer and the most popular talk-shows ever produced by any television channels in Bangladesh. By 2008, more than 20 million television Bengali program viewing audiences in Bangladesh or living across different regions around the world had made Tritiyo Matra a part of their nightly television viewing routine. The one-hour program is broadcasted two times a day for all 365 days of a year and can be seen from most places around the world through Channel i's satellite network. Tritiyo Matra means a 3rd dimension and it represents a third, neutral view point to observe and analyze the matters around us; also creates a place that encourage frank expression of thoughts and sharing of individual views or opinions; also offers the most suitable (unbiased) conditions that helps us initiate discussions, dialogues or debates to justify, clarify and evaluate all the matters that interests us, and of which, we are a part. (Chanel I web)

Sisimpur

Sisimpur is the Bangladeshi version of the children's television series Sesame Street.

The first season of the series featured 26 episodes, and a second roster of 36 episodes was in production as of 9 February 2001. A third season went into production April 2007 while production of the fifth season is underway. The series airs four times a week on Bangladesh Television (BTV). The program airs on BTV at 9:05 am on Friday, with repeats on Saturday at 2:15 pm, Wednesday and Thursday at 5:05 pm. USAID has committed US$7 million in funding over the first three years. It is Bangladesh's first children's educational program and was expected to be seen by 4 million children in its first two years. The creation of Sisimpur was described in detail in the 2005 documentary The World According to Sesame Street. (Wiki)

Young Nite

Young nite is a kind of program is to inspire the youth. It is a popular TV show which air on the ATN News Channel. This program was started in 2011. Young nite is planned by Munni Saha and Directed By Chandan Paul. (ATN web)

Ora Egaro Jon

Ora Egaro Jon is a 1972 Bengali historical drama film written by Al Masood and directed by Chashi Nazrul Islam, based on the Bangladesh Liberation War. Director Islam and lead actor Khasru were both members of Mukti Bahini (liberation army). It was the first movie of Bangladesh after independence. It has been selected for preservation by the Bangladesh Film Archive. After Bangladesh won their independence, this was the first film about the liberation war. Casting of the movie was as follows- Khasru, Abdur Razzak, Shabana, Nutan, Helal, Gauhar Jamil, Rawshan Jamil among others. (Wiki)

Kemon Budget Chai

A special TV program titled 'Kemon Budget Chai' (What kind of budget we want) has launched at a city hotel on April 29, 2010. Private TV channel NTV and Federation of Bangladesh Chambers of Commerce and Industry (FBCCI) jointly hosted the programme. Concerned persons and experts of different arenas directly replyed to questions from people of all walks of life. (NTV web)

Adaalat

Adaalat (Hindi for Court) is an Indian television courtroom drama anthology series about a defense attorney, K.D. Pathak, portrayed by Ronit Roy. The first season for the show premiered on Sony on 20 November 2010 and ran for five years, ending on 11 July 2015. It is aired in Malayalam under the title Vicharana on Kairali TV. The series is produced by Contiloe Entertainment and stars Ronit Roy in the eponymous role. The show aired 431 episodes in its first season. Adaalat returned for a second season on SET on 4 June 2016 and ended on 4 September 2016 . The show aired 26 episodes in its second season. (Wiki)

Investigation 360°

Invesitgation 360 degree is a very popular tv program of the Jamuna Television. It is the proram based on Information of different crimes, irregularities and corruption of the society. The program is air on every Friday night. (Jamuna tv web)

2.3.4 Limitations of the TV channels in Banlgadesh to bring out the quality programs-

During this research the researcher get some opinions from the respondents. They talked about the limitations about our television channels. Here are the shortcomings of the limitations-

a) Very poor and conventional programs.
b) Very few creative contents over there.
c) Most of the people believe that BTV is totally administrated and directed by government.
d) Huge numbers and times of commercial breaks during the TV programs.
e) Lack of trained and experienced personnel is a reason, but on top of that is the lack of professionalism of the owners and their partisanship. (Azad, 2019)

2.3.5 Impact of TV Programs on Young Generation

A social critic, Novak, cited in Vivian (2009, p. 211), comments that television is "a moulder of the soul's geography. It builds up incrementally a psychic structure of expectations. It does so in much the same way that school lessons slowly, over the years, tutor the unformed mind and teach it how to think." Comstock, a media scholar

also cited in Vivian (ibid) corroborates Novak's view by saying "Television has become an unavoidable and unremitting factor in shaping what we are and what we will become."

Therefore, programming on tv and in present time, tv stations or channels that unit dedicated to diversion round the clock, everyday of the week. This chapter has tried to appear at the emergence of diversion from its earlier forms into tv contents; tv and also themedia effects dialogue and its role within the socialization method of young generation. Moreover, some previous researches during this space were reviewed exploitation the social learning theory and cultivation theory as theoretical framework

2.3.6 Influence of Television and Its Socialization Process on Young Generation.

The young generation did not see the liberation war. They have heard the contribution and sacrifice of the freedom fighters from their elders. The feelings of patritism of the freedom fighters have been flowing from generation to generation. So the term socioligation is very appropriate for young generation to learn patriotism from others especially from the elders.

This facet of the review of relevant literatures won't be complete while not concisely watching the role the media, particularly tv, plays within the socialization method of teenagers. As a type of introduction,socialization in terribly broad terms involves the educational of laws, norms, values, customs, belief structures, attitudes and position of the broader society, the family, among establishments, the community and in any social organisation (John, 2007). Because socialization is such a long-term process and partly because any effect from the media interacts with other social background influences and variable modes of socialization within families, the nature of the role the media play is somewhat difficult to determine (Hedinsson, 1981). The media are one of the most powerful agents of socialization on the planet today and widely believed to play a part in the early socialization of children and long term socialization of adults (McQuail, 2005).

These values and norms are imparted by usually authority figures in the society, the community, the family, institutions, even peer groups, cliques, etc to each new or

emerging member. This is done through verbal or non-verbal communication - a message or signal which then reaches the recipient. The recipient then hears, sees or observes, and through the process of internalization, interprets the incoming message or signal or stimulus. Once an interpretation is made, and an understanding of that which is being imparted to him is reached, it becomes part of the memory, conscious, even perhaps the subconscious of the recipient, who must then decide if he will accept or reject the norm, idea, rule, etc (John, 2007).

There are also then, a number of agents of socialization in the means of being patriotic. These include: the Media, the Family, Schools, Religious Groups, and a host of agencies, corporations, and associations.

According to McQuail (2005, p. 494): The thesis of media socialization has, in fact, two sides to it: on the one hand, the media can reinforce and support other agencies of socialization; on the other, they are also viewed as a potential threat to the values set by parents, educators and other agents of social control. The main logic underlying the thesis is that the media can teach norms and values by way of symbolic reward and punishment for different kinds of behaviour as represented in the media. An alternative view is that it is a learning process whereby we all learn how to behave in certain situations and the espectations which go with a given role or status in society. Thus the media are continually offering pictures of life and models of behaviour in advance of actual experience.

There is no doubt that television as a medium of communication plays a vital role in the socialization process. Some proponents of this view argue that television is an early window. This implies that, it allows children to see the world well before they are capable of competently interacting with it (Baran & Davis, 2003). Meyrowitz (1985) explained that television escorts children across the globe even before they have permission to cross the street. Therefore, there is nothing like children's television.

Meyrowitz (1985, p. 242) argues: Television permits the young kid to be "present" at adult interactions. tv removes barriers that when divided folks totally different of

various ages and reading talents into different social things. The widespread use of tv is admire a broad social call to permit young youngsters to be gift at wars and funerals, courtships and seductions, criminal plots and cocktail parties. Young youngsters might not totally perceive the problems of sex, death, crime, and cash that ar bestowed to them on tv. Or in other words, they will perceive these problems solely in childlike ways in which. nonetheless tv yet exposes them to topics and behaviours that adults have spent many centuries attempting to stay hidden from youngsters. tv thrusts youngsters into a fancy adult world, and it provides the impetus for kids to raise the meanings of actions and words they might not nonetheless have detected or examine while not tv.

Moreover, it has been suggested by some media scholars that one thing that children and teenagers do learn from television from the early window is gender or sex roles. For instance, Comstock (1991) through decades of research on children's sex role socialization concluded that a "modest but positive association" exists between children's exposure to television and the holding of traditional notions and beliefs of gender and sex roles. "Portrayals in television and other media of highly attractive persons may encourage dissatisfaction or lowered evaluations of the attractiveness of those of the pertinent sex in real life" (Comstock, 1991, p. 176).

However, Baran & Davis (2003) opine that the question remains as to the contribution of socialization from media, especially television, on young children and teenagers' behaviour. Although Ball-Rokeach (2001, p. 16) states the most accepted contemporary view that "children have many influences operating on them, the media (television) stand out as the best resource for surveying and understanding the larger social enviroment, its threats and its opportunities."

2.4 ROLE OF ELECTRONIC MEDIA IN DEVELOPING PATRIOTISM AMONG THE YOUNG GENERATION

Media have played a part in the moral development of youth. We learn skills, values and patterns of behavior from the media both directly and indirectly (Gitten, 1998). Most societies have utilized visual arts, dramas and shows to communicate myths, thoughts, and values to the new generation. These visual expressions and stories may

be indecent. The media in all structures have turned into an essential impacting instrument on the ethical advancement of people including the youth. Our essential spotlight is on Cable T.V and Internet which are firmly identified with Youth's learning.

Media is an important source of shared images and messages relating to political and social context.

There is no doubt that electronic media have a important influence on children from a very early age, and that it will continue to affect children's cognitive and social development (Huston et aI., 1992). Electronic media activate and reinforce attitude and contribute significantly in the formation of new attitudes (Gitten, 1998).

Knowledge is power. Knowledge enlightens man that forms from Information. Everyone has the proper to urge right information. Television, as an infatuated media providing data to the society and therefore the society has modified enormously. Information makes a person knowledgeable.

In this section, some researches that were carried out in areas that are related or connected to tv programmes and their potential influences or effects on young people were reviewed. The first major research efforts that attempted to research media effects on the audience was a series of 12 studies on the impact of motion pictures on the society sponsored by the Payne Fund, which began in 1929. The studies examined topics such as how motion picture morals compared with American moral standards. It also looked at whether there was a link between films depicting crime and actual crime and deliquency reported in the society, and how motion pictures affected the behaviour of children. Although the studies did not come up with conclusive proof that motion pictures were actually damaging to the American culture, the results however, concluded that teenagers had been greatly influenced by the movies (Wilson & Wilson, 2001).

Following the Payne studies several other researches were carried out in order to examine television and social behaviour of teenagers, but the reports were politically

controversial. However, a less controversial research by Schramm, Lyle, and Parker as cited in Wilson & Wilson (2001, p. 439-440) found that violence did affect children but the process was not a simplistic action-reaction activity; rather it was a complex phenomenon that had different reactions created among different groups of children under different and similar situations. The research states thus: For some children, under some conditions, some television is harmful. For other children, under the same conditions, or for the same children under other conditions, it may be beneficial. For most children, under most conditions, most television is probably neither harmful nor particularly beneficial (Wilson & Wilson, 2001, p. 439-440).

Nevertheless, contemporary studies on media effects examine selected genres of entertainment and their likely effects on certain patterns of behaviour of young generation. An attempt was therefore made to briefly review some researches on how music and movies affect young generation' sexual behaviour. Martino, et al (2006) did a research on the exposure of youths to degrading versus non-degrading music lyrics and how such lyrics affect their sexual behaviour. They conducted a national longitudinal telephone survey of 1,461 adolescents in America. The participants were interviewed at baseline (T1) when they were 12 to 17years old, and again 1 and 3 years later (T2 and T3).

A research was conducted by George-Okoro, T. G. (2008), in Covenant University on the effects of movies with sex content on teenage sexual attitudes and values. The research attempted at investigating the effects of explicit sexual contents in movies e.g. sexual gestures, postures, cues and how teenagers view this as positive or negative and in what ways these movies affect their attitudes and values about sex. The research design was an experiment that had 74 participants (34 in the control group and 40 in the experimental group) from Iganmode Grammar School, Ota, Ogun State. The result of the research showed that there was a significant relationship between movies with sex contents and teenage sexual attitudes and values. However, it had no significant effect on teenage sexual attitudes and values ($F_{21,18}= 0.853$, P=0.640). Therefore, the research showed that movies with sexual content have an interaction and correlation with teenager's sexual attitudes and values but have no main causal effect.

Development refers to a change process geared at improving or making better, the life and environment of man. Dudley Sears (1985), posited that development involves the creation of opportunities for the realization of human potentialities. Where the media comes in development process is through what is called "development communication". This is the type of communication which is consciously packaged by the sender such that the message content or the information sent could persuade, encourage or convince the receiver or target audience to adopt an attitude and participate in actualizing a development plan or goal. At certain instances, the message sent aims at making the target audience adopt a positive attitudinal change towards a development purpose.

Basically, the media ar represented as playacting 3 functions or roles of knowledge, education and amusement. These ar the standard social functions the media render to the general public, however that is equally applicable in broader sense in national development pursuit. It may be aforementioned that through educating, informing and amusive, the media thereby createthe society, society members or the state similarly because the leadership of the terribly society, responsive to the importance and want to undertake sure method or processes of national development. additionally hooked up to those 3 basic roles of media is another role of persuasion, wherever media ar seen as virile tools of applying persuasive efforts to influence people's actions towards a specific direction. The mass media ar so seen for his or her role in furnishing the general public with necessary data to realizedevelopment or modification goals.

These roles of media in national development dwell their capability and capability to show, manipulate, sensitize and mobilize folksthrough info dissemination. The media conjointly chart a course for the general public in line with the agenda setting theory, thereby making within the minds of the folks, problems that ought to be viewed as priority problems together with development programmes and policies - (Nwabueze, 2005).

 Other roles of media in national development include –

1)   The media results in formation of angle through establishing of values for the society or nation and thereby building a climate of amendment within the society or nation.

2)   Protection of Social Justice is another role of media in national development, therein the media aren't solely expected to record, compose or report account of events and stories even as the historians do, however the media are expected to investigateproblems and facts contained within the news, in line with the necessity and interest of Social Justice. Dr. Stanley Machebu pointed here that the press "are subordinate to a way higher goal: the goal of making certain that public and personal conduct is directed towards the best doable live of justice, in society".

3)   In order to make sure a peaceful national beingness and progress, the media have before them the task of discouraging such negative problems as quality, one-man rule in leadership just like the military rule and after all discourage defalcation of public funds, because it is that the perturbing trend presently indulged by politicians occupying positions of responsibilities and connectedpublic officers in People's Republic of Bangladesh. maybe if the media in Bangaldesh were concluding or were allowed to ideally do their operate of work facts and asserting them to the general public.

4)   The responsibility of informing folks concerning development comes and programmes is another major role of media to national development. Such programmes designed and planned by policy manufacturers can be entirely new the folks at whom they have to be enlightened, educated and mobilized by the media.

Instances of such programmes square measure the Universal Basic Education, the mobile Education, Girl-Child Education, course, Fighting habituation and Trafficking and as an example, a nationwide campaign towards boosting agriculture and food production.

5)   Offering solutions to issues is another biological process role of the media, therein they're not solely expected criticize organisation and condemn their actions, however additionally as watchdogs of the society, they must review, analyze, appraise or criticize, because the case could also be, activities of state agencies and

programmes like the Re-capitalization of banks and also the Economic and monetary Crime Commission (EFCC), with a read to providing solutions within the areas wherever they're failing or lacking and counsel ways in which to their rectification.

Problems restricting developmental role of media-

Few among the numerous obstacles to objective media reporting and progressive functions of the media are: -

1) Restrictions from the questionable "state security" laws and decrees tend to stop full rights of expression and writing or broadcasting the facts as they're – by "calling a spade a spade".

2) Lack of adequate remuneration and protection for media practitioners by the media managers typically result in suppressing of facts and succumbing to assortment of gratification so as for the reporters to own their ends met or get hold of transportation and facilities for causation their stories.

3) Lack of self censorship is additionally a haul militating against objective and organic process output by Bangladeshi media. The media area unit seen nearly as good in criticizing others however scarcely do they criticize themselves in terns of perceptive the code of ethics of the profession. whereas a region of the media engages in bitter criticism and harassment of these in position of power to earn their recognition, others stoop right down to paying low-cost hypocrisy to the authorities that be with a read to realizegratifications. It might be same that whereas the previous case may fetch charges of defamation within the court of law, the later may expose the professional person to ridicule and debasement.

4) Crossing the interests of media house owners or proprietors is another drawback whereby executives of presidency in hand media like better to have their news article carrying massive portrait of the governor or president on the TV screen so as to take care oftheir position in workplace. On the opposite hand, non-public media house owners usually have governors, ministers and commissioners friends, at that the helpless communicator willing to report facts or expose associate degree act of dishonesty committed by any of those individuals couldn't have his story printed or ventilated as a result of it crosses their (media owners) personal interests.

This researcher found that there is insufficient research about the role of electronic media in Bangladesh. For the researcher it was very difficult to find out related letarature.

Pradeep Kumar Dwivedi & Ingita Pandey discussed in details about the importance of of the creation of social awareness. They figured that Media play very important role in increasing of public awareness and collect the views, information and attitudes toward certain issue. (Pandey, 2013)

Catherine Happer & Greg Philo showed the impact of the media in the construction of public belief and attitudes and its relationship to social change. They discussed about the role of Media in the social and economic development sectors in Bangladesh. (Philo, 2013) but this research is not about the young generation and the impact of electronic media on the youth.

Samia Rahman & Syed Mahfujul Haque Marjan discussed about the both negative and positive role of Media in Bangladesh. They showed, Media is very powerful that plays a significant role in shaping public opinions and beliefs. (Marjan, 2013)

Maria Salami also examined the role of media in the education sectors of our country in his article "Role of mass media in enhancing education in Bangladesh". In this article she pick out that the role of mass media in a democratic country is similar to the role of judiciary and executive. It plays a more effective role than judiciary and executive organs of the country. She also showed that both the print and broadcast media can play a vital role in enhancing education in a developing country. Thus she mentioned the role of media in the education sectors of our country. (Salami)

Sheila S. Coronel discussed about the role of media in the democracy. It discussed, how media institutionalized democracy of a country. In this way the media assumes a significant job making the administration mindful to the general population and extend the majority rule government of a nation. (Coronel, 2009)

Nekmahmud and Rahman M. did their research titled "Audience Attitude towards Satellite TV Program and Advertising in Bangladesh" (2016). They examined the audience attitude towards TV programs and advertising in Bangladesh. They also examined to the program preference of the audience. Their research showed that 90.9 percent of audiences watched private Satellite TV channels. 20.0 percent of audiences are interested to see more TV programs on Indian Bangla channels. 36.0 percent of audiences are more preferred watching news and drama in Bangladeshi TV channels. 40.7 percent of Bangladeshi people are more preferred movies on Indian TV channels. The research also demonstrations that 27.1 percent of audiences are avoiding the advertising at the time of the telecasting the TV programs, but 46.3 percent of the audiences prefer to see more advertising in the middle of the program. 64.6 percent audience believed that Bangladeshi satellite TV channels broadcast the standard qualities of advertising. This research wanted to show, when audiences prefer watching the advertising and which programs are the most preferable for advertising.

Khanam Dilafroze, Sarwar M. Mohammad & Abir M. Tareq (2014) published an articale titled "Broadcasting Indian TV Serials in Bangladesh: The Beginning of the Social Change': A Study on Present Situation of Bangladesh" on IOSR Journal of Humanities and Social Science.

In this article they bring out the truth about the bangldeshi audiance and the Indian TV serials. They mentioned, Nowadays Bangladesh have a number of tv channels but not a single channel is aired in India. On the contrary, more than 90 Indian channels are aired 24 hours in Bangladesh (The daily STAR, 2011). It's an example of media imperialism. Moreover, a large number of Indian channels show unlimited serials and millions of viewers of Bangladesh watch these. Bengalis are imitate the cultural events of the serials, the dress up, hair style, fashion of the characters and every year in every occasion of the country and markets are overflowed with the dress named after the characters.

Nowadays, in our country television is all about Indian channels and most popular programs are inevitably Indian serials. At present our day to day activities show the reflection of Indian serials. Our media is changing and already starts telecasting a number of mega serials which are made by imitating Indian serials. Our social

institutions like family, marriage, economy, education etc, our norms, values, socialization, social interaction all are changing. In future, we will find this changing pattern so acutely which is alarming for us.

"When an elegant woman, wearing a dazzling sari and classy jewelry, is being telecasted on a show, the audience certainly gets anchored to their television sets. For a moment they get swayed by the beauty of the woman" (Ghale & Karna, 2009).

From the review of literature it was deduced that television has become one of the hottest media in the 20th and 21st centuries, and without doubt the medium has the ability to capture its audience with its potentials of sight and sound; and its dramatic and demonstrative powers. It was also identified that television has become a part of everyday life. The medium has been of tremendous influence in our daily living and has revolutionized the way people learn and socialize in their immediate enviroment and social groups. It has the power to bring out the patriotic power through the people especially among the young generarion.

Subsequently, the emergence and development of diversion on Television was mentioned. First, it had been known that through archeologic findings and records, diversion evolved as elites of ancient civilizations enjoyed diversion throughout lavished banquets from playing entertainers like acrobats, musicians and dancers. Also, sports and athletics became institutionalized diversion with the Olympic games in massive stadia in ancient Balkan state. the sooner varieties of diversion were suspect of negatively influencing the social behaviour of teenagers, and significantly with the event of the cinema within the twentieth century there was dissemination of false ideals to the teenagers through the medium. Russell (1917) warned that the cinema's grossness and silliness and therefore the distorted, unreal, Americanized read of life conferred should have a deteriorating impact and lead, at the most effective to the formation of false ideals.

In conclusion, it was established that Television plays a crucial role within the young generation. this can be as a result of tv is delineate because the early window through that young generation see the globe on the far side their immediate setting, and thus

helps form their perception regarding reality and help them to be patritic by conducting patriotic programs.

The researcher saw that there is lack of research in the role of Electronic Media in Bangladesh. So, we conducted a survey among the students of Dhaka University and the students of Jahangirnagar Universiy to figure out the perception on the role of Television Media in Bangladesh.

In the perspective, this is very much necessary to conduct a research on this field to get the real scenario of the influence of television media to bring out patriotism among the young generation in Bangladesh.

Bangladesh is not an isloted land. In the global era we are also connected with the whole world. Particularly we have our oun culture. We have to be proud on our own assets. Our young generation needs to feel deep pation and love for our motherly land Banlgadesh. By this leturatural review we have seen TV media has a vast power to control Young peoples' attraction. But in Bangladesh there is no sufficient research found on this topic. In this regard I've taken this as my research topic.

CHAPTER THREE : THEORIES OF APPLIED

3.1 THEORETICAL FRAMEWORK

In the course of this research, the ways by which television has influenced the attitudes and behaviour of young generation were looked at. This is situated within the context of media effects studies, especially television. Therefore, in a bid to give theoretical backing to the research of how television shapes youth social behaviour, the social learning theory and cultivation theory were critically examined.

3.2 UNDERSTANDING OF PATRIOTISM

To build a nation, it requires a great deal of struggle and sacrifice in order to achieve the goal as a whole. Therefore, independence is the peak to achieving patriotic spirit among the citizens. It is a difficult task to educate patriotism among the citizens because it begins from the early education of a child. In order to maintain the independence which is already owned, patriotic spirit has to exist. The word patriotism originates from Greek, which is „patriotes" which brings the meaning friends of the same country and „patrice" which means native land or country. It means the relationship between a groups of friends of the same country to the native land. In Arabic, it is represented by the word „wataniah", or in other words, matters relating to the motherland. Although patriotism is more than often equated to nationalism, the both have their respective differences. Due to this, patriotic spirit can be concluded as a spirit or a group of people who are unanimous in maintaining and protecting the beloved country. Nationalism exists after patriotism is built inside the soul of each individual in that society. It exists after the instillation of positive values of patriotism in the individuals to stand up for the nationalism spirit.

Patriotism is usually not based upon ideology. It is something related to a territory or community, a belonging sentiment and feeling of "One" identity. It is true that according to history, patriotism is closely related to the modern thinking of the nation. It also sometimes involves automatic reaction like thinking, which makes it almost like an ideology (nasionalism). Even then, it does not offer ay kind of action code. On

the other hand, it is a general behaviour and reaction. If nationalism is a country''s superiority, then patriotism is love for the country. Clearly these two words cannot be separated because they are very closely related with each other. The idealism of a country and the love for a country can be translated in many ways. For example, to sing the national anthem "*Sonar Bangla*" during an assembly or appropriate performance shows, with enthusiasm and pride. Another example is the spirit to protect and stand up for the country from various types of threats, internal and external, as it is very important because threats can erase patriotic spirit among the community itself.

3.3 THE SOCIAL LEARNING THEORY

The Social Learning Theory was propounded by Albert Bandura who was a psychologist at Stanford University. The theory suggests that much learning takes place through observing the behaviour of others (Anaeto, et al, 2008). Bandura (1986) says that "people learn behaviours, emotional reactions, and attitudes from role models whom they wish to emulate." In his earliest studies to support this theory, fondly called the "Bobo Doll Studies",pre-school children watched a film in which an adult pummeled, kicked, threw, and hammered a 3.5 feet tall, inflatable Bobo the clown doll. One-third of the children watched the film that ended with the adult aggressor being rewarded; one-third watched a film that ended with the adult aggressor being punished and one-third saw a no-consequence version of the film. All the children were then turned loose in a playroom filled with attractive toys, including a Bobo doll. Children who saw rewarded or inconsequential aggression were more likely to beat up the Bobo doll than were children who saw punished aggression. The results therefore, showed that whether or not the children acted aggressively depended on their observations of another person's experiences with reward and punishment, and not on their own personal experiences (American Psychological Association, n.d.).

Bandura as cited in Wirtz (2009) said that "children and adults acquire attitudes, emotional responses, and new styles of conduct through filmed and televised

modelling." Therefore, he placed a caution that TV viewing might create a violent reality, which has to be feared for its capacity to influence the way we deal with people everyday. His theory can be summarized as follows:

1. He says that we learn by observing others
2. He focuses on the power of examples and the importance of role models
3. He stresses the importance of vicarious behaviour as a means of modifing behaviour (Wirtz, 2008).

According to Lefkowitz, Eron, Walder and Huesmann (1977) as cited in Wirtz (2008), three stages can be identified in the link between passive violence (just watching) and active violence (actually carrying it out).

1. Attention: the first step is to grab a social learner's attention and television achieves this through advertisments and programmes- the more explicit and violent, the better, because it does achieve its goal.

2. Retention: people learn things by vicariously experiencing them. A TV viewer can watch the most graphic, explicit and or violent acts and experience the thrills, the fear, the strength in the safety of his own room, in his house, before his TV screen. Therefore, a TV viewer interpret's these TV experiences according to his cognitive and emotional levels and then stores them in his memory. These memories may remain unused and untapped for years; they may contribute towards shaping future active or passive experiences.

3. Motivation: it was suggested that when a person vicariously learns something that deeply affects him, he will be tempted to try it out for him or herself and see what happens. The question is usually, would he/she experience the same results as the on-screen character? In other words, the person tries out the experience on the basis of what he perceives the outcome to be, rather than what maybe the actual outcome.

The social learning theory has a general application to socializing effects of media and the adoption of various models of actionas it applies to many everyday matters such as clothing, appearance, style, eating and drinking, modes of interaction and personal consumption. Television is rarely the only source of social learning and its influence depends on other sources such as parents, friends, teachers, etc (McQuail, 2005).

From the discussion, it can be reliably argued that this theory appropriately addresses how TV helps in shaping patriotism of young generation. This is because as they areexposed to the tv programmes, they engage in a form of social learning process through some of the attributes as portrayed on TV. Clark (1994) is of the view that it is not the medium that influences learning, instead there are certain attributes of TV that can be modeled by learners and can shape the development of unique "cognitive processes."

It is important to note that several researchers and organisations apply social learning in their educational entertainment programmes. They have created long-running serial dramas aimed at reducing the spread of HIV, slowing population growth, preventing unwanted pregnancies, promoting literacy, and empowering women. For instance, the Population Communications International (PCI), a non-profit group according to American Psychological Association (n.d.) airs serial dramas in countries as diverse as Bolivia, China, Kenya, Mexico, Pakistan, the Philippines, and Tanzania. PCI also uses controlled studies to monitor the success of these programmes in changing audience's behaviours. In Mexico and Kenya for instance, serialized dramas that highlighted family planning heralded 32% and 58% increases in new contraceptive users respectively. In Tanzania, serialized drama that addressed the spread of AIDS was associated with a reduction in reported numbers of sexual partners.

3.4 THE CULTIVATION THEORY

The Cultivation Theory was choosen to give backing to the social learning theory in this research. In examining the relevance of this theory to the context of the research, our concern is with the volume of exposure to TV by young people and their perception of what constitutes reality and the acceptable forms of social behaviour and shaping their patriotic sense.

The theory was designed by George Gerbner and Larry Gross of the University of Pennsylvania. Cultivation theory was derived from several large-scale projects "concerned with the effects of television programming (particularly violent

programming) on the attitudes and behaviours of the American public" (Miller, 2005, p. 281). According to Miller (2005, p. 282), cultivation theory was not developed to research "targeted and specific effects (e.g. watching Superman will lead children to attempt to fly by jumping out of the window) rather in terms of the cumulative and overeaching impact television has on the way we see the world in which we live."

Cultivation theory in its most basic form, then, suggests that exposure to television over time, subtly "cultivates" viewers' perceptions of reality. This cultivation can have an impact even on light viewers of TV, because the impact on heavy viewers has an impact on our entire culture. Gerbner and Gross (1976, p. 175) opine that "television is a medium of the socialization of most people into standardized roles and behaviors. Its function is in a word, *enculturation*".

Stated most simply, the central hypothesis explored in cultivation research is that those who spend more time watching television are more likely to perceive the real world in ways that reflect the most common and recurrent messages of the television world, compared with people who watch less television, but are otherwise comparable in terms of important demographic characteristics (Gerbner, Gross, Morgan, Signorielli, & Shanahan, 2002). Anaeto, et al (2008, p. 103-104) summarizes the assumptions and principles of the theory thus:

1. Cultivation analysis basically means that heavy TV viewers will cultivate the perception of reality portrayed by the TV.

2. People indicate their judgements- about and their actions- in the world on the cultivated reality provided by television.

3. Television is essentially and fundamentally different from other mass media. It is the only medium in history with which people can interact.

4. The medium is the "central cultural arm" of society as typified by America. There, television is the "chief creator of synthetic cultural patterns" (entertainment and information).

5. The substance of the consciousness cultivated by television is not much specific attitudes and opinions as more basic assumptions about the 'facts' of life and standards of judgement on which consciousness is based.

6. Television's major cultural function is to stabilize social patterns; it is a medium of socialization and acculturation.

7. The observable, measurable, independent contributions of television to the culture are relatively small. Simply, though we cannot always see media effects, they do occur and eventually will change the culture in possible, profound ways.

At this juncture, it is important to note that Gerbner *et al.* (1986, p. 23) go on to argue that the impact of television on its viewers is not unidirectional; that the "use of the term cultivation for television's contribution to conception of social reality... (does not) necessarily imply a one-way, monolithic process. The effects of a pervasive medium upon the composition and structure of the symbolic environment are subtle, complex, and intermingled with other influences. This perspective, therefore, assumes an interaction between the medium and its publics".

Cultivation Theory is equally viewed as a top- down, linear, closed communication model regards audiences as passive, presenting ideas to society as a mass with meaning, open to little or no interpretation. The ideas presented to a passive audience are often accepted, therefore influencing large groups into conforming with ideas, meaning that the media exerts a significant influence over audiences. This audience is seen as very vulnerable and easily manipulated.

Cultivation Theory looks at media as having a long term passive effect on audiences, which starts off small at first but has a compound effect, an example of this is body image and the bombardment of images (Morgan, 2009).

CHAPTER FOUR : METHOD OF RESEARCH

4.1 Research Design

In order to ensure an effective research, I used the Survey research method. The survey research method is a veritable way of eliciting the views of a group, people or population of research about an event, activity or phenomenon. The survey technique is the most commonly used research method in the behaviourial sciences and it involves drawing up a set of questions on various subjects or aspects of a subject and a selected number of a population are requested to answer (Sobowale, 1983).

Therefore, the rational for using the research methods was because, survey provides the best means of collecting the views of the youngstars concerning how television aids in shaping their social behaviour while focus group discusion will give the researcher a deeper insight into the views of the young people concerning the issue. For the survey aspect of the work, a 22 item questionnaire was developed based on the research objectives and administered to the sample selected from Dhaka University and Jahangirnagar University undergraduate and graduates students who fall within the ages of 18-24. For the focus group discussion, an interview guide was also developed and strictly applied to the selected individuals who fall within the research focus. Both instruments were administered to a scientifically selected sample and the results were analyzed using appropriate statistics.

4.2 Quantitative Method

Quantitative research was developed to ensure and expanded the human relationships in quantitative way. It is usually uses survey method and presents the data in tables, graphs, charts, etc. It is also analyses the relationships between independent and dependent variables by measuring various statistical ways. Thus, scientifically the hypotheses can be tested and analyzed. From the very recent stages of development of technology, quantitative research was popular for its numerical analysis and easy to present data. The logic of quantitative research comes in an inductive way but in the time of generalization it uses deductive formula. It directly generalizes the whole relations as hypotheses and then tests every probable sample. Thus, quantitative

research is more scientific, logical and easy to conduct. This method favors general features across many cases, it is especially well suited for several of the basic goals of social research. These include the goals of identifying general patterns and relationships, testing theories, and making predictions. These three goals all dictate examination of many cases- the more, the better-and favor a dialogue of ideas and evidence that centers on how attributes of cases are linked to each other. To conduct this research work, the researcher have employed the structured interview questionnaire as the quantitative tool to measure Role of Electronic Media in the Development of Patriotism among theYoung Generation of Bangladesh. Because the structured interview is a powerful research tool, widely used in social research and other fields and capable of producing rich and valuable data due to nature of this research objectives.

4.3 Qualitative Method

Qualitative research often involves a process of reciprocal clarification of the researcher's image of the research subject, on the one hand, and the concepts that frame the investigation, on the other. Images are built up from cases, sometimes by looking for similarities among several examples of the phenomenon that seem to be in the same general category. These images, in turn, can be related to several concepts. A concept is a general idea that may apply to many specific instances. Concepts offer abstract summaries of the properties shared by the members of a category of social phenomena. They are the key components of analytic frames, which in turn are derived from ideas, current theoretical thinking about social life. By applying the qualitative approach, an attempt is made to understand the experiences socio-economic issues of Television among youth. Their complexities and challenges of the impact could only be captured by analyzing what really goes on in their everyday lives.

4.4 Population of the Research

All persons or things that fall under the umbrella of the research topic to be examined are referred to as the population of the research (Ohaja, 2003). Therefore, the population for this research were all young people between the ages 18-24 years

(undergraduate & graduate students) in Dhaka University and Jahangirnagar University. I purposively selected Dhaka University and Jahangirnagar Universitybecause of some reasons: First, the family background of the students was also a factor taken into consideration. A larger proportion of the students come from affluent and financially bouyant family backgrounds, where they can afford Pay TV which gives them limitless access to a variety of television stations.

Second, they have the necessary exposure and expected capacity to be able to adequately respond to the questions raised in the research instruments (questionnaire).

4.5 Sample Size

I used Purposivley sampling technique to select two Universities with various departments. I further selected department's purposivley. I, therefore, went to the University and collected the list of 100 Level students in the ten selected departments that are between the age 18 and 24 years old, which became the sample frame. Therefore, the sample size for the research was 100 students.

4.6 Sampling Technique

In order to ensure a systematic or scientific selection of the sample to be studied, the issue of sampling cannot be over emphasized. Sampling is therefore, a process or technique of selecting a suitable sample of the population for the research (Tejumaiye, 2003). I employed three sampling techniques: purposive, simple random sampling and stratified sampling. Each of the universities have some faculties.therefore, using simple random sampling whereby the names of all the departments in the universities were put in a box, then I selected ten departments.

This was applied except where the selected department in question did not have enough students to meet up with the alloted figure. In such situations, the Departments that had more of the population were given more figures.

After the selection, with the help of the trained research assistants I went to the Departments with the names of the respondents to administer the questionnaire five minutes before the end of their compulsory courses as identified on the University time table.

4.7 Instrument for Data Collection

The research instruments for data collection mean the tools which will be used to collect data for the purpose of testing hypotheses or answering research questions (Ojo, 2003). The instruments used for collecting data in this research were questionnaire for survey and the focus group discussion guide and a miget or tape recorder for the focus group discussion.A questionnaire is a data gathering instrument, which provides uniformed questions to be answered by respondents in written form. The choice of a questionnaire was used because of the following reasons.

1. It gives greater confidence to the respondents to express themselves freely because of anonymity.
2. Due to lack of pressure, questions are factually answered.
3. Uniformity is achieved due to standardized questions.
4. It facilitates data processing through easy coding.

The questionnaire is divided into two sections: the first section sought data that aided the researcher's purpose; the second section contained demographic characteristics such as: age, gender, etc. Closed and open ended questions were used in the questionnaire and since the research is a perception research, the Likert Scale was mostly used in the form of closed ended questions. It required respondents to select an answer from the list of responses already provided. The closed ended questions were thirty in number, while the open ended questions were nine in number.

4.8 Method of Data Presentation and Analysis

The data collected via the questionnaire were analyzed with the use of the Statistical Package for the Social Sciences (SPSS). The research questions were analyzed with frequency distribution tables and bar charts, while the hypotheses were tested using Chi-square analysis and cross tabulation tables.

4.9 Validity and Reliability of Instrument

In the evaluation of variables in a research, validity and reliability of the instruments are crucial issues to be attended to. Hardy & Bryman (2004, p. 23) view validity as "being concerned with the issue of whether a variable really measures what it is supposed to measure." This presupposes that the items in the questionnaire be

rigourously examined to ensure their correspondence with the theoretical literature on consumption. Reliability on the other hand looks at the consistency of a variable. "If a variable is externally reliable it does not fluctuate overtime; in other words, it is stable" (Hardy & Bryman, 2004, p. 22). Therefore, in order to ensure validity of the instrument, the measure should be able to identify what it claims, and will be reliable if the researcher is able to *test for reliability* (Hardy & Bryman, 2004, p. 23).

Therefore, this supposes that after the researcher will adminster the instruments he will examine the degrees to which the responses of the respondents are identical for the two sets of data. The questions on the questionnaire were rephrased and repeated in different circumstances to check for consistency of responses and to ensure that the objectives of the research were met. This was achieved through a pilot research, because the result of the research led to major amendments in the questionnaire. Also the project supervisor scrutinized the entire instruments to ensure that the major issues raised were covered, and this gave the instruments face validity or credibility.

CHAPTER FIVE: DATA ANALYSIS AND FINDINGS

Findings of the research are an important part of any research work. The researcher has presented a quantitative and qualitative analysis of data in a meaningful way. The result is presented in univariate, bivariate tables and analyses are shown in logistic regression. Necessary figure, graphs are also used to present the result of the research.

5.1 Quantitative Analysis

In this research, each student from 18 to 24 years old is considered as a unit of analysis. At the beginning of each interview the researcher had collected social background of students. The objective of this section is to know about their age, sex, income, education, religion and so on of the students from two Universities.

Table-1: Distribution of the respondents by watching TV regularly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	42.0	42.0	42.0
	No	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

According to the table, 58 students (58%) said that they don't watch TV regularly, while other 42 students (42%) watch TV on a regular basis. As this research was conducted with the students of Dhaka University and Jahangirnagar University. It's seen that a broad section of students are not watching TV regularly, perhaps they've engaged themselves towards different social media like Facebook, YouTube etc. As the medium of internet has become very easy to get access. Anyone can avail a smart phone easily rather than TV, so he/she can use internet easily.
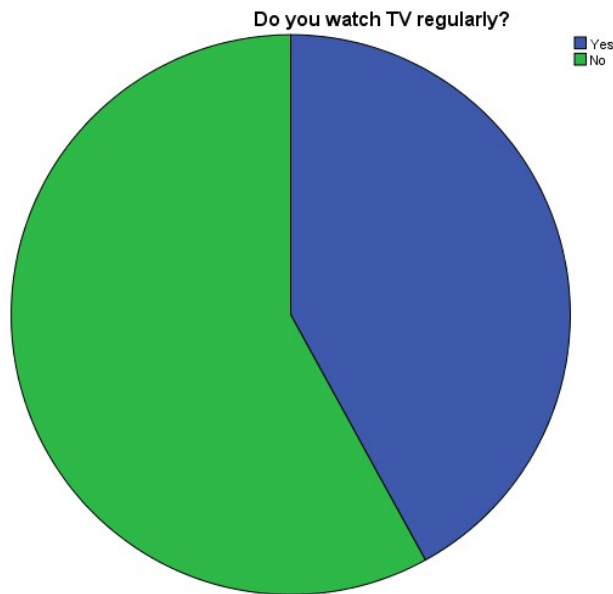
Fig.-1: Distribution of the respondents by watching TV regularly

Table-2: Distribution of the respondents usual time to watch the TV most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 7 am to 9 am	3	3.0	3.1	3.1
	Lunch time	8	8.0	8.2	11.2
	Before Evening	11	11.0	11.2	22.4
	7pm to 11pm	49	49.0	50.0	72.4
	after 11pm	27	27.0	27.6	100.0
	Total	98	98.0	100.0	
Missing	System	2	2.0		
Total		100	100.0		

In this research, it shows that maximum students 49% watch TV between 7 PM to 11 PM at night. After 11 PM, 27% students watch TV. In the morning, between 7 AM to 9 AM, 3% watch TV, which is a very lowest figure. Before lunch time, there have 8% students, who enjoy TV. Before evening, 11% students watch TV. Basically students are being busy with classes and exams throughout the day. So it is seen that students mainly watch TV at night or after evening. In this research, it is seen also that they prefer to watch various news, Talkshow and sports etc. they also prefer to enjoy various documentaries on history, culture and heritage etc.
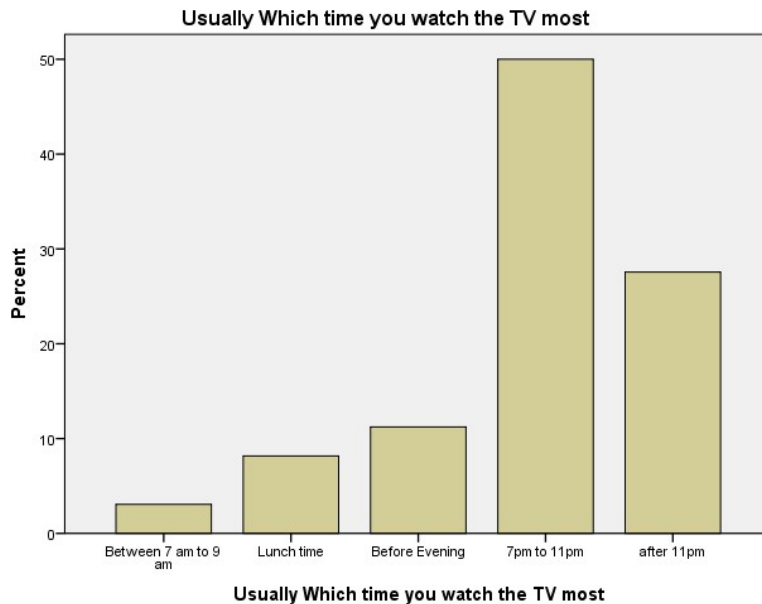
Fig.-2: Distribution of the respondetns usual time to watch the TV most

Table-3: Distribution of the respondents by how many days watch TV in a week.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 2 days	39	39.0	39.8	39.8
	More than 2 days but less than 5 days	34	34.0	34.7	74.5
	Everyday	25	25.0	25.5	100.0
	Total	98	98.0	100.0	
Missing	System	2	2.0		
Total		100	100.0		

According to the research, it is seen that 34% respondents watch TV in a week more than 2 days but less than 5 days. 39% respondents watch TV below 2 days in a week. 25% respondents watch TV every day. So it is seen that large portion of students watch TV almost every day. So it is very much important for TV Channels to present significant TV Shows to attract them and to inspire them to patriotic activities with different motivational, constructive and historic programs.
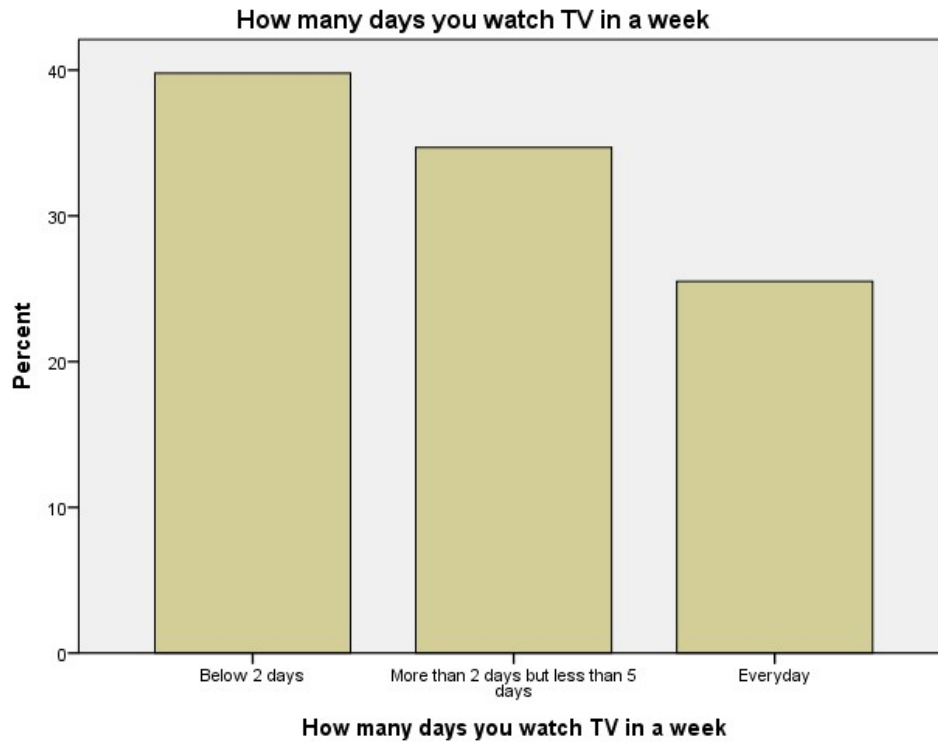
Fig.-3: Distribution of the respondents by how many days watch TV in a week.

Table-4: Distribution of the respondents by how many hours watched TV daily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 2 hours	66	66.0	67.3	67.3
	2-3 hours	25	25.0	25.5	92.9
	4-6 hours	5	5.0	5.1	98.0
	More than 6 hours	2	2.0	2.0	100.0
	Total	98	98.0	100.0	
Missing	System	2	2.0		
Total		100	100.0		

According to the research, it is seen that 66 respondents (66%) watch TV below 2 hours in a day, while 25% watch TV 2 to 3 hours in a day. 5% respondents (5) say that they watch TV 4 to 6 hours in a day. 2% respondents watch TV more than 6 hours in a day. 6 respondents didn't answer the question. it is seen that Average students watch TV less than 3 hours in a day. They spend minimum time in watching TV Channels. Much of them watch sports, music and news, which is come out by this research.
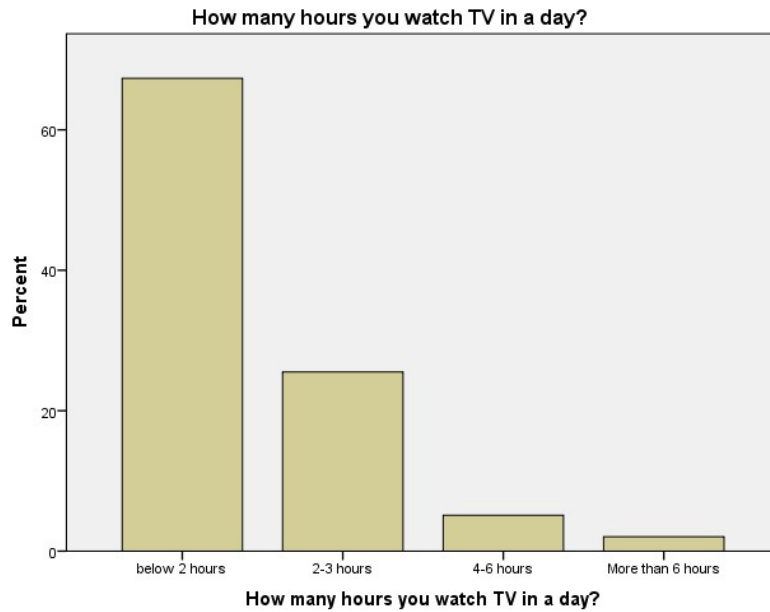
Fig.-4: Distribution of the respondents by how many hours watched TV daily

Table-5: Which type of Program you like the most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	News	23	23.0	23.0	23.0
	Talk show	7	7.0	7.0	30.0
	Drama	18	18.0	18.0	48.0
	Cinema	23	23.0	23.0	71.0
	Documentary	16	16.0	16.0	87.0
	Others	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

According to the research, 23% respondents watch news (home and abroad), while 7% respondents watch Talkshow. 18% respondents watch drama, 23% watch cinema, 16% watch Documentary on TV. 13% watch other programs. Four respondents didn't answer. It is visible that students watch news mostly. Many of them also watch drama, documentary and cinema, so it is an opportunity for TV Stations to include something inspirational and learning. Telecasting programs based on history, culture and heritage can influence youth to do something new for the country.
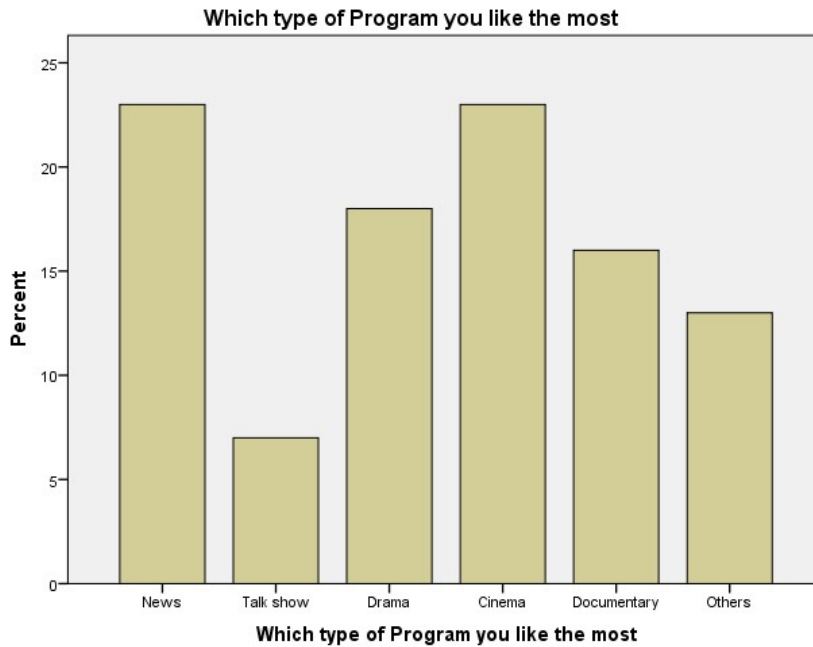
Fig.-5: Which type of Program you like the most

Table-6:If your answer is "drama" which drama you like most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bangla Drama	36	36.0	83.7	83.7
	Bangla dubbing Foreign Drama	7	7.0	16.3	100.0
	Total	43	43.0	100.0	
Missing	System	57	57.0		
Total		100	100.0		

According to the research, 36% watch Bangla drama, while 43% watch Bangla Dubbing foreign drama. There have a lots of Bangla drama telecasting on TV now –a-days. Different types of drama like city based stories, rural based stories etc. now a new wave of foreign dubbed Bangla drama are being telecast in the TV Channels. This section have a lot of viewers. Channel can set up different strategy to attract youths with new stories in drama, thus youth can be inspired by those programs.

If your answer is "drama" which drama you like most

- Bangla Drama
- Bangla dubbing Foreign Drama
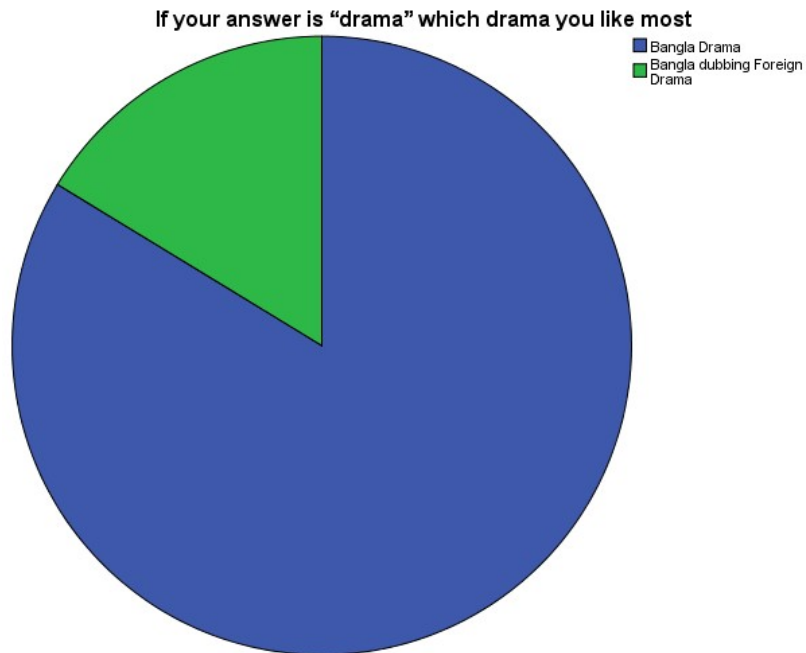
Fig.-6: If your answer is "drama" which drama you like most

Table-7: Do you think that Television have effect on you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	67	67.0	67.7	67.7
	No	32	32.0	32.3	100.0
	Total	99	99.0	100.0	
Missing	System	1	1.0		
Total		100	100.0		

According to the research, 67% respondents says that television have effect on them, while 32% said that it haven't. 5 respondents didn't answer. In this research, it is seen that different impact like psychological, social, cultural and educational etc. are causing in youths' lives. Television is making new perception about life and society through visualizing something before them.
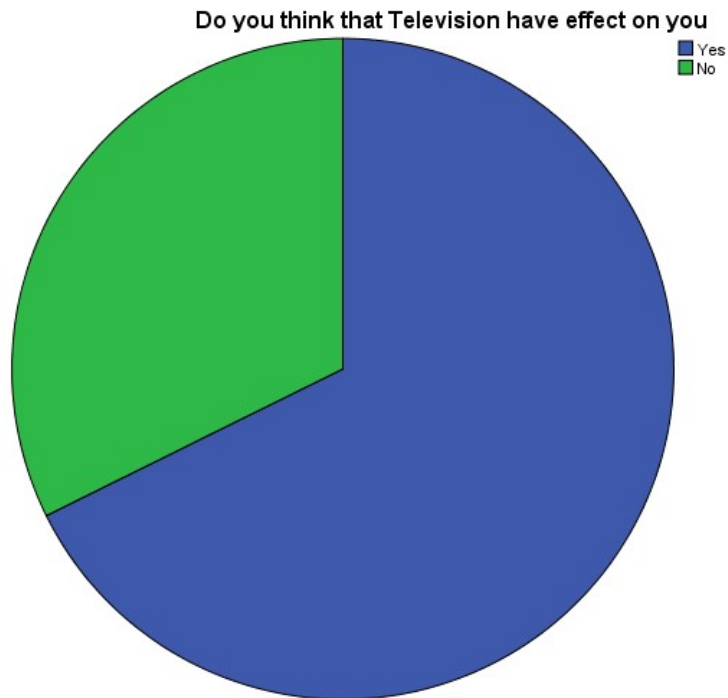
Fig.-7: Do you think that Television have effect on you

Table-8: Do you think that Our TV Channels have broadcast programs that increase patriotism among youth?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	46.0	48.4	48.4
	No	49	49.0	51.6	100.0
	Total	95	95.0	100.0	
Missing	System	5	5.0		
Total		100	100.0		

According to the research, 46% respondents said that TV Channels broadcast programs to increase patriotism among youth, while 48% said it didn't. 5 respondents didn't answer. Larger portion of youth don't think TV Channels work for increasing patriotism. It should be taken into account. Why Major Young respondents don't think that is a great question. What does it mean by patriotism by youth is left unknown to most of the Channels? Or TV Channels work for only their commercial purpose. TV Channels should take necessary steps to do that.

Do you think that Our TV Channels have broadcast programs that increase patriotism among youth?
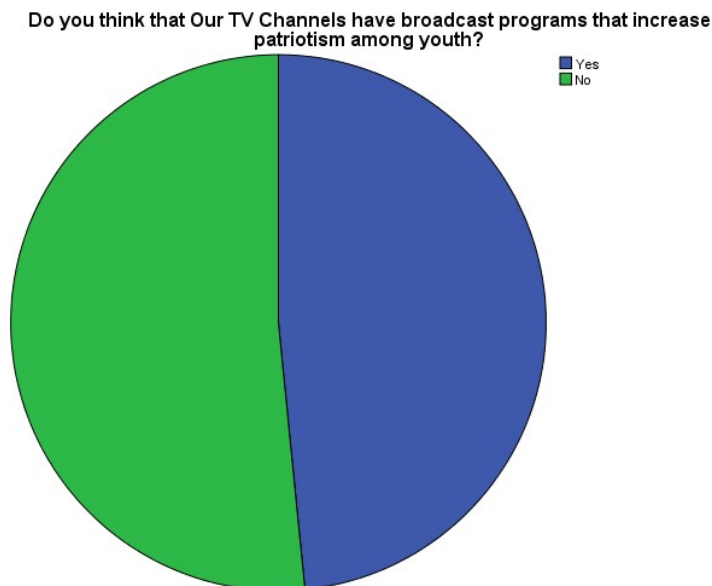
Fig.-8: Do you think that Our TV Channels have broadcast programs that increase patriotism among youth?

Table-9: Do you think it is essential to have role of television to increase patriotism among youth?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	94	94.0	95.9	95.9
	No	4	4.0	4.1	100.0
	Total	98	98.0	100.0	
Missing	System	2	2.0		
Total		100	100.0		

According to the research, maximum youth (94%) think that it is essential to have role of television to increase patriotism among youth, while only 4% don't think so. TV Channels should take necessary steps to play some effective role in increasing patriotism. TV Stations can telecast developmental and historical programs, so thus youth can be benefitted and motivated to do something for the country. Young generation also agreed that some Channels are telecasting important programs regarding patriotism.
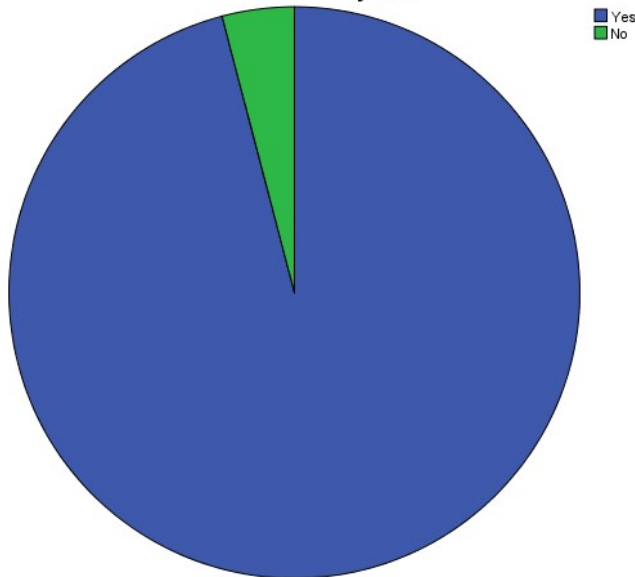
Fig.-9: Do you think it is essential to have role of television to increase patriotism among youth?

Table-10: Do you like Patriotism based programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	88	88.0	91.7	91.7
	No	8	8.0	8.3	100.0
	Total	96	96.0	100.0	
Missing	System	4	4.0		
Total		100	100.0		

According to the research, 88% respondents like patriotism based programs, while 8% don't like it. So it positive. Maximum youth like patriotism based programs, so TV Channels can take steps to telecast that kind of programs. Liberation war based movies, drama, documentary are being popular among youth now-a-days. Young generation are now also want to listen true and impartial history of liberation war. TV Channel also can take steps to focus on culture, heritage of the country.

Do you like Patriotism based programs

Legend: Yes, No
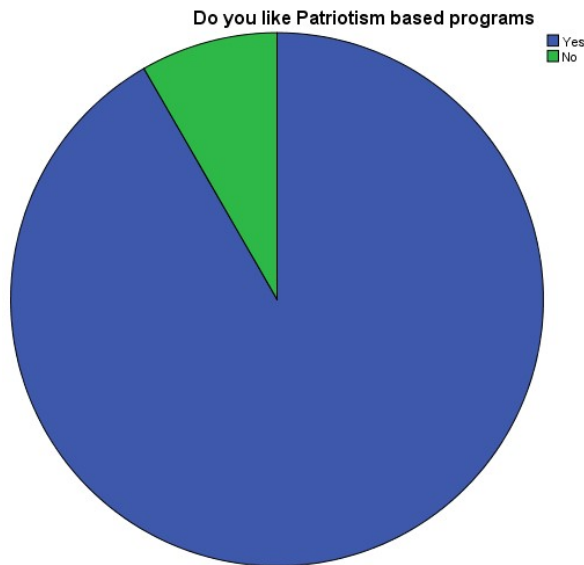
Fig.-10: Do you like Patriotism based programs

Table-11: In your opinion in which days patriotic Program should be broadcast.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friday	10	10.0	10.9	10.9
	Friday and Saturday (weekend)	68	68.0	73.9	84.8
	Any days	13	13.0	14.1	98.9
	4.00	1	1.0	1.1	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

According to the table, 10% respondents think Patriotic programs should be broadcast on Friday. 68% respondents think that patriotic programs should be broadcast on Friday and Saturday at the weekend. 13% respondents said in any days patriotic program can be broadcast. Many respondents think that every channel should broadcast a patriotic program every day.
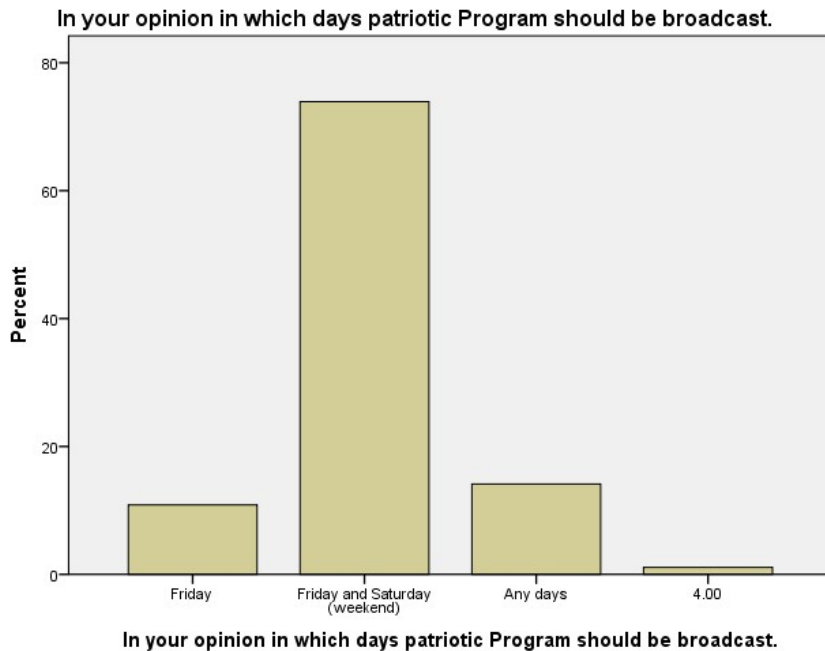
Fig.-11: In your opinion in which days patriotic Program should be broadcast.

Table-12: In your opinion in which time patriotic Program should be broadcast.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 7 am to 9 am	9	9.0	10.0	10.0
	Lunch time	1	1.0	1.1	11.1
	Before Evening	6	6.0	6.7	17.8
	7pm to 11pm	63	63.0	70.0	87.8
	after 11pm	11	11.0	12.2	100.0
	Total	90	90.0	100.0	
Missing	System	10	10.0		
Total		100	100.0		

According to the table, 9% respondents said that patriotic program should be broadcast between 7 pm to 9 am, while 1% think that it should be broadcast at lunch time, 6% respondents think that it should be broadcast before evening. 63% think that patriotic programs should be telecast between 7 pm to 11 pm. 11% said that after 11 pm patriotic programs should be telecast. 14% didn't answer to this question. TV Channels should have sharp look on the time management.
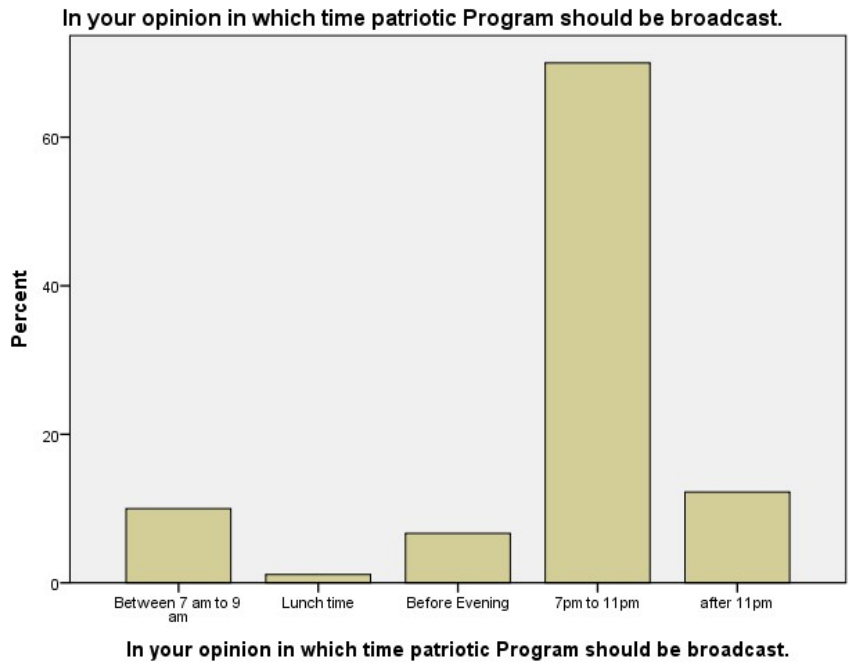
Fig.-12: In your opinion in which time patriotic Program should be broadcast.

Table-13: Do you think that foreign TV channels are making obstacles for patriotism among youth?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	83.0	88.3	88.3
	No	11	11.0	11.7	100.0
	Total	94	94.0	100.0	
Missing	System	6	6.0		
Total		100	100.0		

According to the table, 83% respondents said that they think foreign TV Channels are making obstacles to patriotism among youth, while 11% think that they don't. 6% didn't make answer. It is very much important that young generation don't think that foreign culture is good for them and it should be controlled.
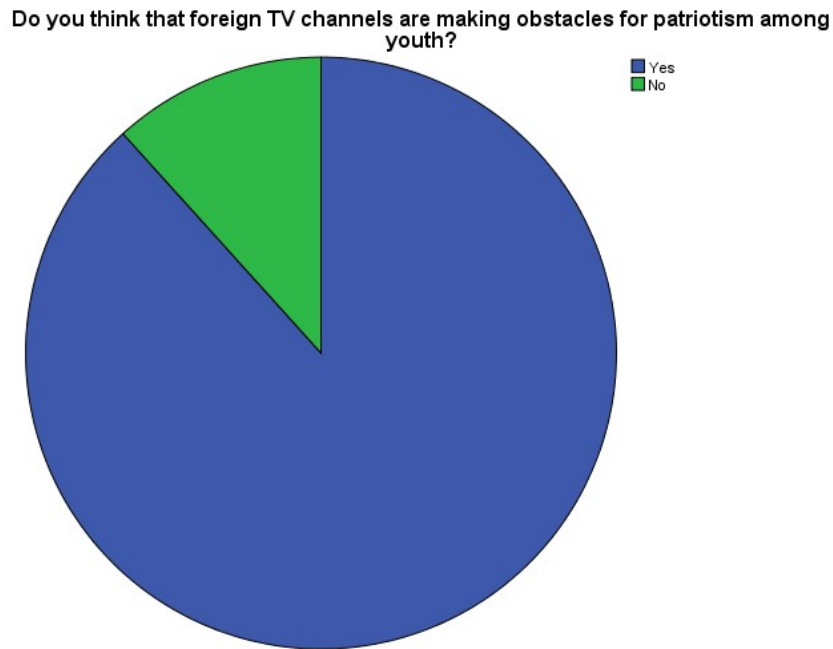
Fig-13: Do you think that foreign TV channels are making obstacles for patriotism among youth?

5.2 Qualitative Analysis

Impact of Television on the respondents

In response to the impact of televiosn on the respondents multiple answered has been given by the respondents which included.

- It Makes perception and clear understanding about hard reality as well as it gives us joy, refreshment and entertainment
- Multi-dimensional Impact
- Good impact rather than bad impact
- Positive and Negative Impact
- Social, cultural, Inspirational, Psychological Impact and development
- Impact on daily-life and thought process
- Impact on Behavioral aspect, etiquette, values and conscience constructing
- Learning about present socio-cultural aspect of the society
- To detect problem and to be aware of dangers
- Various Impact of different "TV Character"
- It Helps to Be self-confident and Reduces mental pressure
- TV makes and controls decisions, which hampers thought process and Media shows us those contents what they want
- Getting national-international news
- Inspiring to do something for helpless people
- Positive and Negative Impact
- Drama gives lucid pleasure and news gives day to day information
- Development of new thinking, Mutual Discussion and Regular conversation
- Teaches Time management
- It learns us to become patriot
- Helps to gather Knowledge and accomplish research purpose
- Informing us on modern life style and technology
- To learn about the culture of other country

Understanding Patriotism

In response to the understanding the patriotism respondents expressed different idea and thoughts. However Some of the respondents agreed to similar attirbutes and sometimes multiple expression also given by the respondents. Which given below.

➢ Loving the country, people and own culture and preparing to sacrifice own life for the country

➢ To be engaged in developmental work

➢ Being Loyal to the country, performing duty to the country with honesty and working for the sake of the country

➢ To be engaged in the service sector

➢ To be aware of own rights

➢ Patriotism means to love the whole world, not a single place. What we are learning is all about racism and chauvinism. It also means Feeling that works to protect the country and develop it.

➢ Working for the country at any highest effort with honesty and efficiency

➢ To work without self-interest from own position and performing Responsibility to the country

➢ It's a strong word which is being misused for forgiving all criminal activities including murder

➢ It Inspires to free thinking

➢ Boycotting foreign product and using domestic one

➢ To protect national culture, to love country selflessly, to protect resources of the country, and to protect the country from foreign aggression.

➢ To protest against unjust position and to be corruption-free

➢ To uphold sovereignty and indivisibility and fight against imperialism

➢ Day observation based Patriotism and flaunted activities should be avoided

➢ Positive intention and affection to the country and the people

➢ To nourish true history and heritage of the country, to believe from the core heart and to spread with others

➢ To obey legal system of the country

➢ To take part in developmental work

➢ To love myself first

Which channel do you watch most?

Respondents named many channels, which are both of them domestic and foreign, although some respondents said that they watch all channels, these are:

Channel 24, ATN News, Sony TV (foreign), Discovery Channel (foreign), Star Sports (foreign), ATN Bangla, NTV, BOB (foreign), Shongeet Bangla, 9x (foreign), M Tuner (foreign), Colors (India), Before U (India), Ten Sports v, Banglavision, BTV World, Nat Geo (foreign), Somoy TV, Independent TV, Ekattor TV, 9XN (India), Jalsha Movies (foreign), BBC (foreing), Sony Mix (foreign), MBC (foreign), Disney Channel (foreign), Sony Max, News 24, Gazi TV, Animals Planet, Cartoon Network, Life OK (foreign), MTV (foreign), AXN (foreign), Z Bangla (foreign), HBO (foreign), National Geographic (foreign), Star Gold (foreign), Star Jolsha (foreign), Star Movies (foreign), History Channel (foreign), Lotus (foreign), WB (foreign), GTV, SATV, Zee Cinema (foreign), Channel I, Boishakhi TV, Deepto TV. CNN (foreign), Star Cricket (foreign), BTV, My TV, Sony TV (foreign), Set Max (foreign), ETV, MAX (foreign), RTV, National Geo (foreign), Sony Max (foreign), Sony Six (foreign), Channel 24, Music Channels (foreign), Fox Travelers (foreign), TLC (foreign), Jamuna TV, Channel 9, Deepto TV, MTV, Sony 8 (foreign), Star Movies (foreign), Star World (foreign), Sat Max (foreign).

What kind of programs enlighten our youth to patriotism?

Different programs are being named by respondents and some contents are said here which enlighten youth, such as:

- Programs regarding Intellectual development
- Debate Competition and Documentary, Talkshow, Islamic Programs
- Sports Programs
- Programs which inspire to work for the country
- News Programs
- Liberation War and Patriotic Programs, Patriotic Drama and documentary
- Advertisement and Documentary on intellectuals
- "Muktijuddher Bangladesh"

- "Mati o Manush"
- "Hridoyer Bangladesh"
- Recreational programs like Ittadi
- Investigative programs, Public Parliament with people, Research Programs
- Education, Finance-trade, Agriculture and development related program, Educational programs
- Liberation war based Movie and programs
- "Shikha Onirban"
- Report, Drama and Movie based on Public awareness, liberation war and patriotism

Three Programs which can inspire Youth to patriotism?

In response to the above question different respondents has expressed different program to inspire youth to patriotism. Where Most of the respondents commonly said that, *Ittadi and Hridoy e Mati o Manush* are highly inspire Youth to patriotism. Other programs are:

- Talash (Independent TV)
- Krishoker Eid Anondo
- Tritiyo Matra (Channel I), various Talkshow (other Channels), Talkshow on language Movement, Documentary on Liberation war and Martyrs'
- Sports News
- Somoy songbad
- Shikha Onirban
- Young Nite (ATN News)
- "Power of girls" (Dubbed in Bengali) Cartoon
- 123 Sisimpur (BTV)
- Different Programs that comprise with school-college students
- BTV News (8 PM, 10 PM), News Analysis (BTV)
- Desh o Jonopoder Khobor (BTV)
- Folklore Programs, Domestic Stage Drama
- Jonotar Kotha
- Microcredit and Patriotism, Programs against Bribery, Programs for Immigrants

- Movie, Drama, Bangla Serial, Documentary on helpless people, News, Social Program, Quiz, Different Movies
- History related programs, Songs, Debate Competition (ATN, BTV), Recitation and Art Competition
- Documentary and documentary film, Documentary related to culture and liberation war of Bangladesh, Awareness building program among youth, Different programs related to different subject matter of the country, To focus on the possibilities of the country, Documentary on the people who came out with success for the country
- Youth opinion, Civil rights related, Programs against corruption
- Ora 11 Jon (Movie)
- Kemon Bangladesh Chai (RTV)
  Talash (Independent TV)
- Adalat (Sony Art)
- Ekusher Chokh (ETV)
- Protidin Bangladesh
- Cricket
- Natural Programs of Bangladesh
- "360 Degree"
- Valobashar Bangladesh
- Programs on "Army Training", "Ekattorer Somoy", "Harano Dinguli", "Ekattorer Bangla"
- Competition on patriotic songs, Programs regarding the spirit of liberation war, Great people of the country who have role to construct the country, Documentary on History, culture and History of liberation war, Social condition
- Different movements of Bangladesh

What do you think that Which TV telecast programs that facilitates patriotism?

Respondents think that TV telecast programs that facilitate patriotism, although some respondents say that they no channels telecast such kind of programs and someone don't know, these channels are:

BTV, Channel I, Machranga Television, Desh TV, Banglavision, Star Jolsha (India), Zee Bangla (India), ATN Bangla, Ekhushey TV, MY TV, Channel 9, NTV, BTV World, SATV, RTV, Somoy TV, Ekattor TV, Independent TV, Boishakhi TV, Jamuna TV, ATN News, Songshod TV, News 24, GB (Gaan Bangla), Channel 24, Banglavision TV, Sony Art (India), Discovery (India), SATV, GTV.

What Role can be of those TV channels to enlighten the youths with the ray of patriotism?

➢ To telecast Patriotic Programs, own culture, literature (un-distortedly and true) and liberation war documentary, History based documentary and to telecast true history and the real scenario of people

➢ To stop telecasting Mega serial related to family conflict and extra-marital affair

➢ To telecast intellectual Comedy single play or stand-up comedy

➢ To inspire by informing various section of media and to telecast "reality Show" or "Good Show" for representing the country, Realistic Documentary should be aired

➢ Long run impact

➢ Channel can save young generation from criminal activity

➢ There has an impact of Hero of Drama

➢ Channels can't play any kind of role or contribution, To stand against information distortion

➢ To prefer domestic culture

➢ To criticize politician's wrong-doing, To speak about education system, To make people aware against Exploitation

➢ To telecast constructive programs by coming out from commercial interest, Information based Drama, Movie and Documentary

➢ Telecasting Patriotic Programs to uphold unity, patriotism and honesty, Programs regarding to the socio-cultural aspect, Agriculture and development, Psychological development

➢ To telecast programs to restore social values, to focus on positive side of the country, so that youth will not be depressed

- Developmental programs on Standard language and domestic culture, To telecast updated programs, Programs with star, Crime prevention programs
- TV Can play Positive role
- Focusing on different social inconsistency and to make offenders responsible, Seminar on education

What is the subject matter of that program?

- ✓ Directional Programs that serve the interest of the country
- ✓ Hridoy e Mati O Manush
- ✓ To focus on the culture of the country, history, heritage and politics
- ✓ Sports, cricket match
- ✓ Man and Culture, Cultural and Inspirational (Patriotism) Programs, Programs related to natural beauty, Folklore programs, Betarer Gun, Patriotic Programs, Various tourist spots and introducing with great people, Motivational programs
- ✓ Documentary film about political crisis of 1975, Various economic and social Programs
- ✓ Telecasting parliament session and Budget session on live, To speak about the achievement of the country,
- ✓ Health Program, Agriculture, Constructive Programs, Programs regarding the relation with neighbor, Programs regarding successful young living in the country
- ✓ To telecast Inspirational documentary of iconic personality, Country Song, Poem, National Day Observation Programs
- ✓ Programs regarding Drugs and its' prevention, Telecasting anti-corruption programs, On development and under-development, Programs regarding social decadence
- ✓ Telecasting of biography of those people who sacrificed their life for this country, Programs of liberation war, six-point, Bengal divide, Election of 1970, Upsurge of the liberation, Liberation war cinema
- ✓ To focus country positively, Politics, economics and administration of the country, Optimistic program and Talkshow

Role of Government in terms of telecasting Patriotic Programs of TV Channels?

- ❖ To Adopt a Unique Policy and rule.
- ❖ To give Intensives to TV Station, Facilitate TV Channels with information and project and fix time for different programs
- ❖ To be aware of Standard of Programs and timely telecasting, to enforce to telecast Child-related entertainment programs
- ❖ To give national award to to the country Television.
- ❖ Stop permitting to telecast Indian Channels.
- ❖ To enforce to telecast Patriotic Programs.
- ❖ To ban who don't want to telecast Patriotic Programs.
- ❖ To take strong steps for perfect information by the ministry of Information
- ❖ To broadcast a couple of projects that is settled by government in each channel ought to be without promotion.
- ❖ To stop outside culture which imperils our kids, to stop Joint Production Cinema, Channels ought to be restricted which are hostile to social.
- ❖ To enforce to telecast educational programs
- ❖ To stop controlling media and it is Impossible to control media too
- ❖ To take steps to inspire people to watch patriotic programs on TV
- ❖ To permit to work freely yet to control to broadcast unsafe projects that weakens picture of the state.
- ❖ To inspire Channels to focus positive side of the country, To assess programs as these are fit with domestic culture, Can take a good step
- ❖ Government can take steps to stop degenerate culture and stop different Indian channels (Specially Jalsha, Zee Bangla, foreign Drama and Channels)
- ❖ To impose law to stop dirty movies, unsocial programs and reduce advertisements.
- ❖ Government should give them space and rouse them to broadcast history fairly, and government ought to have the idea of hearing
- ❖ Government can motivate or force TV Channels to broadcast somewhere around one energetic program or a few projects; some says that devoted projects ought to be broadcast 4 hours in multi day.

In summury, the most of the respondents of this research believe the government should play role to telecasting patriotic program in the television channels. For this the government should adopt a unique Policy and rule. Gov. can give Intensives to the TV Station, Facilitate TV Channels with information and project and fix time for different programs. Government can give national award to to the country Television. To inspire Channels to focus positive side of the country, to assess programs as these are fit with domestic culture, Can take a good step. Government should impose law to stop dirty movies, unsocial programs and reduce advertisements. Government should give them space and rouse them to broadcast history fairly, and government ought to have the idea of hearing

5.3 Major Findings

It is foretold that the nation is to confront numerous complex challenges later on, and as youth is the larger part of individuals in Bangladesh. therefore the country demands from the youth awareness that they are bound to go through in the future. After 48 years of the Liberation we have seen the foretold threat many times. On Independence or Victory days, repeated lamentations on erosion of the spirit of independence have become a cliché. To the new generations, this simplistic notion has no special appeal Rather the spirit of liberation signifies some nostalgic slogans.

Youth must have pure love and respect when contributing the development of the country. As the caretaker of challenges, youth must be ready to pour out their loyalty as well as contribution towards the development of the country.

There is no effort which is consistant in increasing patriotic awareness among youth. As an example, the media only broadcasts films, advertisements, articles and programs with patriotic elements during the special months like independence and victory months and on certain occasions. The next challenge is the programs that have already been launched by the government but failed to attract the attention of youth.

This research sought to find out the realized role of television in shaping the social behaviour of the youth. It attempted at examining whether television plays a significant role in the behaviour learnt in their immediate environment. As we know television has become a part of the daily life of its audience and has transformed the traditional functions of the mass media which is to inform, educate and entertain due to its potential of sight and sound.

Furthermore, the other relevant available literature emphasized the need for the research of media influence, especially television on young generation. This is because the research have shown that most young people spend more time with television than they do in their Class or with their family. It has likewise been noticed that TV is loaded with depictions that glamorize unsafe grown-up conduct, for example, over the top drinking and sexual wantonness leaving guardians with little

chance of being successful socialization operators in demonstrating their youngsters' social conduct or states of mind.

In order to achieve the set objectives of the research which were: to determine the frequency of exposure to TV by young peoples; to ascertain the kind of programmes the young people watch on the TV stations; to examine the volume of programmes they watch on the TV stations; to establish what the young people pay attention to in the programmes they watch; to find out how programmes of TV stations shape young people world view concerning social behaviour in their environment; and to explore how programmes of TV stations shape teenagers world view concerning social behaviour in their enviroment, a research design was employed and that is survey. The questionnaire was used to collect data for the survey from a sample size of 100 respondents.

The consequences of the investigation demonstrated that youngsters as often as possible watched TV. This sets up the way that the regular presentation of the young to excitement TV assumes a critical job in molding their social conduct.

CHAPTER SIX : RECOMMENDATION AND CONCLUSION

6.1 RECOMMENDATIONS

From the examination it was seen that electronic media plays a significant role in shaping the social behavior. TV Media's role in the formation of patriotism of the youth is widespread. The influence of the TV media is insidious. From this research titiled on "**Role of Electronic Media in the Development of Patriotism among theYoung Generation of Bangladesh: A Sociological Research"** have found some shortcomings**.** So, few recomdation are given below:

1. Electronic Media should have some strategies to make youth inspired, motivated to work for the development of the country.

2. Many anti-corruptions, anti-crimes and social programs inspire youth to do something for the nation. Media can telecast planwise programs from which youth can be inspired by.

3. The TV stations as part of their social responsibility must ensure that TV programmes with demoralising contents are not shown at prime time. This is vital in a situation whereby the stations feel that such programmes must go on air for a certain age or social group and will not be suitable for other age or social groups.

4. Programs with high positive social Values ought to be underlined, while the negative social qualities ought to be de-accentuated.

5. Youth likewise need unbiased and genuine history based projects, for example, history of Liberation war, culture and legacy of the nation, dealings with neighboring nation. TV Stations should have focus to telecast proper program, as if youth will be inspired to patriotism.

6. The family plays a vital role in shaping the social behaviour of the youngs. Therefore, parents and guardians should take care what they watch on television.

7. The TV stations ought not forfeit ethical quality on the sacrificial stone of benefit making. The media is normal as a feature of its social obligation to

make benefit particularly in an industrialist setting, since this enables the stations to deal with running expenses.

8. Government should take necessary steps to regulate electronic media, although government has its own Policy with different controversies, which is not in effect till now.

9. It is now urgent need that what would be policy for foreign TV Channels and it should be determined by government. Now time to control the foreing TV channels especially the Indian channels that may misguide our youth and can make obstacle between the youth and the nation's values.

10. Government can facilitate TV Channels to telecast documentary, Programs regarding own culture, history, literature, liberation war, intellectual discussion, stand-up comedy and the real scenario of people.

6.2 CONCLUSION

From the data gathered and analysed, it was evident that there was a significant relationship between the youth frequency of exposure to television programmes and the role of electronic media to develop patriotism. It was also noted that the influence of the programmes on the youth could be negative or positive depending on the individual young and the kind of tv programs they are exposed to. Moreover, the youth admitted that the programmes shown on television portray the modern lifestyle, although some of them declined that it was the ideal lifestyle which they will like to emulate, especially the lifestyle of celebrities shown in these programmes. It was observed that some of the participants lifestyle of celebrities that they learn from. There's actually no one that is a complete epitome of how I want to live my life. Most Channels don't telecast everyday liberation war documentary or so-called patritic programs; it doesn't mean that these channels are not patriotic.

It is also necessary to point out that it was established in this research that there was heavy exposure to TV by the youth, as they admitted that they spent a minimum of an hour everyday to watch it. Therefore, they learnt some social values from TV such as fashion, communication, family life, culture, history, literature, liberation war, intellectual discussion, stand-up comedy and the real scenario of people. So, it is very much essential for electronic media to work to inspire youth to learn culture, heritage, social values, and patriotism and so on, so thus they can love the country and can work for the country.

The fidelity and failure of television basically depends on its use. The success of the television can be used properly. It is possible to bring the present world to the hands of this television. Television can be used as a vehicle for the sake of the nation's development and to transform the ethical character of the nation. So, undoubtedly, television is a kind of public communication medium and a conscious person has no way to deny the effective role of television.

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Appendix

Questionnaire

Title: Role of Electronic Media in the Development of Patriotism among theYoung Generation of Bangladesh:A Sociological Research

N.B: I, am pursuing my M.phil Degree from the department of Sociology, University of Dhaka. As a part of my academic partial fulfillment, I am conducting my research monograph on "Role of Electronic Media in the Development of Patriotism among the Young Generation of Bangladesh:A Sociological Research". Please note that, personal information that you are providing will be kept secret.

Questionnaire No:
Name of the respondent:
Data collection Date:

Name:

Age

Educational Qualification

Name of the Univeristy

Present Address

Permanent Address:

Phone:

Email:

01. Do you watch TV regularly?

    1. Yes

    2. No

02. Usually Which time you watch the TV most

    1. Between 7 am to 9 am

    2. Lunch time

    3. Before Evening

    4. 7pm to 11pm

    5. after 11pm

03. How many days you watch TV in a week

    1. Below 2 days

    2. More than 2 days but less than 5 days

    3. Everyday

04. How many hours you watch TV in a day?

    1. below 2 hours

    2. 2-3 hours

    3. 4-6 hours

    4. More than 6 hours

05. Which type of Program you like the most

    1. News

    2. Talk show

    3. Drama

    4. Cinema

5. Documentary

6. Others

06. If your answer is "drama" which drama you like most

1. Bangla Drama

2. Bangla dubbing Foreign Drama

07. Do you think that Television have effect on you

1. Yes

2. No.

08. If your answer is yes, then what kind of effect? Please describe

....

....

09. What do you understand by patriotism

....

....

10. Which channels you wach most?

a.

b.

c.

d.

e.

11. Do you think that Our TV Channels have broadcast programs that increase patriotism among youth?

1. Yes

2. No.

12. If yes, do you know which type of program? Please describe

....

....

13. Do you think it is essential to have role of television to increase patriotism among youth?

1. Yes

2. No.

14. Write Three Programs which can inspire Youth to patriotism?

    a.

    b.

    c.

15. In your opinion Whcih TV Channel Telecast pgorams that facilitates Patriotism?

    a.

    b.

    c.

    d.

    e.

16. In your opinion, what role can be of those TV channels to enlighten the youth with the ray of patriotism?

    ....

    ....

17. Do you like Patriotism based programs

    1. Yes

    2. No.

18. If yes, what is the subject matter of that program?

....

....

19. In your opinion in which days patriotic Program should be broadcast.

    1. Friday

    2. Friday and Saturday (weekend)

    3. Any days

20. In your opinion in which time patriotic Program should be broadcast.

    1. Between 7 am to 9 am

    2. Lunch time

    3. Before Evening

    4. 7pm to 11pm

    5. after 11pm

21. Do you think that foreign TV channels are making obstacles for patriotism among youth?

    1. Yes
    2. No.

22. What role Government should play to telecasting patriotic Programs of TV Channels?

    ....

    ....

Thank you