

## **CHAPTER-V**

### **DATA ANALYSIS AND DISCUSSION**

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## DATA ANALYSIS AND DISCUSSION

Effective communication of strong traditions have found in the Asian countries resulting in relatively stable societies with rich and vibrant cultures (Yadava, 1991)<sup>1</sup>. As and Islamic Republic in South Asia, Bangladesh culture is intimately linked with social and economic life, that it cannot be viewed as something exclusive from political, social and economic conditions.

The researcher has attempted to secure a representative character to the groups of respondents by identifying different types of them. For instance, among 130 professionals are included college and university teachers, lawyers, doctors, engineers, journalists, industrialists, businessmen, bankers, security personnel and mass communicators and the like.

Of the other groups of 180 include Government employees, politicians, religious teachers, academic administrators, voluntary workers, artistes and housewives.

120 students were drawn up from the University of Dhaka, Bangladesh University of Engineering and Technology, Dhaka Medical College and Hospital, Dhaka Polytechnic Institute, Institute of Leather Technology and Central Law College.

### Socio-demographic profile of general respondents

	Variable		Percentage
<b>AGE</b>			
	18-30 yrs	...	46.98% (202)
	31-40 yrs	...	28.37% (122)
	41 yrs and above	...	24.65% (106)
<b>SEX</b>			
	Men	...	64.65% (278)
	Women		35.35% (152)

<b>INCOME</b>			
	Upto Tk. 25,000		6.05% (26)
	Tk. 25,000-50,000		23.95% (103)
	Tk. 50,001 and above		70.00% (302)
<b>OCCUPTATION</b>			
	Professionals		30.93% (133)
	Others		41.16% (177)
	Students		27.91% (120)

N = 430

## **MEDIA HABITS**

The media habits of respondents, both general and category wise offer a useful information for analysis.

The present investigation intends to study the respondents' media habits. At the outset, most respondents (84.42%) preferred to watch television programmes at home rather than going outside (Table -1).

From different categories of respondents, the younger age group and the students preferred to view TV programmes at community centres while from other income categories preferred to stay back at home, almost a quarter of the low income group had access to TV programme at the community centres and about 19.23% at their friend's house.

By this, we can assume that those who could not afford to own, perhaps preferred to view outside, a natural corollary of economic backwardness. In the case of young people, the community centers provide them an opportunity for social interaction (Table -1a).

As regards frequency of viewing, more than half (59.53%) of the respondents watch everyday. However, almost one-third of them were not regular viewers (Table-2). Among different age groups, most regular viewers were those belonging to the

upper age group (41 years and above). Similarly, women scored over men in this respect. The higher income group watched the TV programmes with regularity while the lower income group lagged behind. Professionals generally belonging to the rich class viewed the programmes frequently, confirming the premise that accessibility leads to greater reception (Table 2a).

**Table -1: Place of viewing TV programmes**

At Home	84.42
Community Centres	11.63
Friend's House	3.95
N = 430	100.00

**Table 1a: TV programme viewing by different groups**

Variable	At Home	Community Centre	Friend's House
<b>AGE</b>			
18-30 yrs	70.29	24.25	5.44
31-40 yrs	95.08	0.8	4.09
41 yrs above	99.05	--	0.94
<b>SEX</b>			
Men	80.21	17.26	2.51
Women	92.10	1.31	6.57
<b>INCOME</b>			
Tk. 25,000	57.69	23.07	19.23
Tk. 25,001-50,000	81.55	11.65	6.79
Tk. 50,001 & above	87.70	10.63	1.66
<b>OCCUPATION</b>			
Professionals	97.74	0.75	1.50
Others	93.78	0.56	5.64
Students	55.83	40.00	4.16

N = 430

**Table 2: Frequency of viewing TV programmes**

Everyday	59.53
Occasionally	23.03
Once in two days	8.84
Twice in a week	8.60
N = 430	100.00

**Table 2a: TV viewing by different groups**

Variable	Everyday	Occasionally	One in two days	Twice in a week
<b>AGE</b>				
18-30 yrs	52.97	23.26	12.37	11.38
31-40 yrs	59.83	24.59	8.19	7.37
41 yrs above	71.70	20.76	2.83	4.71
<b>SEX</b>				
Men	49.64	29.13	9.35	11.87
Women	77.63	11.84	7.89	2.63
<b>INCOME</b>				
Tk. 25,000	38.46	23.07	15.38	23.07
Tk. 25,001-50,000	57.28	28.15	5.82	8.73
Tk. 50,001 & above	62.12	21.26	9.30	7.30
<b>OCCUPATION</b>				
Professionals	65.41	27.81	0.75	6.01
Others	65.53	20.90	8.47	5.08
Students	44.16	20.83	18.33	16.66

N = 430

**PERCEPTION**

Categorization of programmes on BTV is often overlapping. Around half of the respondents of middle and upper age groups (45.58% each) labelled films as cultural, while the younger age group (40%) considered drama to be so (Table-3). While giving second preference was for music (34.18%). The assumption was corroborated by the middle age group (21.39%). In the sample, films, drama and

music, in that order, were seen as cultural programme by many respondents. Music also had a good following and naturally, the urbanites did not consider folklore as cultural.

The BTV's cultural programmes have generated different types of opinions (Table -4). Almost one third of the male respondents, considered the programmes as entertaining (31.62%) and their second opinion called them interesting (20.00%). Women respondents expressed the same views (21.16%) and (10.00%) respectively.

Regarding the impact of the cultural programme, about half of the respondents were definite that it would promote the Bengali culture. More than a third of them opined that it would help modernise the traditional society. Similarly, more than one third of them expressed the apprehension of introduction of western cultural values. Only a small percentage said it would raise the aspirations of the people (Table -5).

From the table, it appears even though many of them view the impact as promotion of Bengali culture; they have a lingering suspicion of the invasion of western cultural values.

**Table 3: Distribution showing categorization of BTV programme as cultural by the respondents**

Programme	AGE		
	18-30	31-40	41 & above
Drama	40.00	20.46	18.60
Music	34.18	21.39	18.83
Dance	24.41	17.67	16.27
Films	21.16	45.58	45.58
Literary Programme	15.34	11.16	15.58
Religious Programme	11.86	9.06	13.95
Folklore programme	18.60	14.88	14.88

N = 430

- The percentage exceeds 100 since the question has multiple responses.

**Table 4: Views on BTV's cultural programme**

	SEX	
	Men	Women
Entertaining	31.62	21.16
Interesting	20.00	10.00
Boring	16.74	7.44
Educative	15.34	7.44
Irrelevant	8.60	5.81
Relevant	5.58	1.39

N = 430

- The percentage exceeds 100 since the questions have multiple responses.

**Table 5: Impact of cultural programme on audience**

	Respondents
Promote the Bengali culture	50.22
Bring values of western culture	35.88
Help to modernise the traditional society	35.09
Raise the aspirations of the people	16.28

N = 430

- The percentage exceeds 100 since the questions have multiple responses.

The statistics confirm the hypothesis No. 1 that the BTV's cultural programmes have a positive impact in the audience in that it promotes the Bengali culture.

Most debated controversy is the domination of western programmes over the media of Third World countries, especially, the TV. The exposure of natives to western values was agreed upon by the majority (74.65%), while a minority (25.35%) differed (Table -6).

The ambiguity of respondents could be gauged from their opinion as to the acceptance of western values by the people. Those who said they would not accept the values were in majority, but the other group was also in significant number. The low income group ranked first among such acceptors followed by the students and

youngsters. Higher age, income and professional groups topped in giving an emphatic 'No' (Table-7)

Notwithstanding the variations, the analysis of the tables presented rejects the hypothesis (No. 2) that the western programmes BTV have been successful in making the Islamic society of Bangladesh accept the western values.

BTV shows programmes of countries other than western Indian, Chinese, Pakistan. A majority of the respondents (52.09%) agreed like that the cultural programmes of countries other than western also had an impact on them (Table-8), while (28.84%) denied any such impact. The remaining were undecided. Once again the largest groups were students and the young people. The identity crisis is further accentuated with a significant number offering either a negative opinion or undecided. Most women being to these categories along with professional, higher income and age groups, thus dividing the respondents as to the opinion in question, students and younger age groups as usual had been assertive. Strangely the middle income group aligned with the youngsters in this respect (Table-8a).

**Table 6: Exposure of natives to western values**

Yes	74.65
No	25.35

N = 430

**Table 6a: Exposure of natives to western values as responded by different groups**

Variables	Yes	No
<b>AGE</b>		
18-30 yrs	68.31	31.68
31-40 yrs	80.32	19.67
41 yrs and above	80.18	19.81
<b>SEX</b>		
Men	82.66	27.33
Women	78.28	21.71
<b>INCOME</b>		
Tk. 25,000	76.92	23.07

Tk. 25,001-50,000	71.84	28.15
Tk. 50,001 and above	75.41	24.58
<b>OCCUPATION</b>		
Professionals	81.20	18.79
Others	76.83	23.16
Students	64.16	35.83

N = 430

**Table -7: Acceptance of western values**

Yes	59.30%
No	40.70%

N = 430

**Table 7a: Acceptance of western values as seen by different groups**

Variables	Yes	No
<b>AGE</b>		
18-30 yrs	49.50	50.49
31-40 yrs	36.05	63.93
41 yrs and above	29.24	70.75
<b>SEX</b>		
Men	41.00	58.99
Women	40.13	59.86
<b>INCOME</b>		
Up to Tk. 25,000	57.69	42.30
Tk. 25,001-50,000	46.60	53.39
Tk. 50,001 and above	37.20	62.79
<b>OCCUPATION</b>		
Professionals	34.58	65.41
Others	34.46	65.53
Students	56.66	43.33

N = 430

**Table -8: Impact of programmes other than western**

Yes	52.09
No	28.84
Can't say	19.07

N = 430

**Table 8a: Impact of programmes other than western and group wise distribution**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	57.42	27.22	15.34
31-40 yrs	48.36	29.50	22.13
41 yrs and above	46.22	31.13	22.64
<b>SEX</b>			
Men	58.27	26.97	14.74
Women	40.78	32.23	26.97
<b>INCOME</b>			
Tk. 25,000	53.84	26.92	19.23
Tk. 25,001-50,000	60.19	18.44	21.35
Tk. 50,001 & above	49.16	32.55	18.27
<b>OCCUPTATION</b>			
Professionals	46.61	32.33	21.05
Others	48.58	27.68	23.72
Students	63.33	26.66	10.00

N = 430

Western culture is identified with materialism in contrast to the eastern or the Muslim culture. At the highest philosophical level, easterners consider materialism as sinful.

The respondents were sharply divided on the issue of western values introducing materialistic values into their society. As much as 46.28% of them concurred with such a view, but a large section to the tune of 38.60% of the respondents held the other view (Table-9). Prominent among them were again the younger age group and the students. Most probably, they did not identify western

values with materialism, and likewise, the middle income group. A significant portion of women to the tune of 22.36% remained undecided (Table-9a)

The tables shown above confirm the hypothesis (No. 3) that irrespective of the hold of religion and their impact on religious beliefs, foreign programmes of BTV make the Bangladeshis more and more materialistic.

More than half of the respondents (53.02%) contended that foreign programmes would modernise the common people (Table-10). Daniel Lerner (1958)<sup>2</sup> in his monumental work, *Passing of the Traditional Society*, has stated that access to media increases the aspirations of the people to modernise. Likewise, access to foreign programmes might kindle among common people to become modern while retaining social obligations. The transitory phase from tradition to modernisation will no doubt generate an identity crisis.

Of the respondents who considered foreign programmes as modernising agents, the number was dominated by students. Once again those belonging to upper age and professional group tended to vacillate. Similarly, a majority of women responded that the foreign programmes could be modernising agents (Table-10a).

When foreign programmes are considered agents of modernisation, how far the Bengali culture can withstand its onslaught and retain its original character? The respondents seem to have drawn a distinction between culture and modernity. They probably believe that modernisation would not affect their culture.

The inference drawn from the evaluation of responses approve the hypothesis (No. 4) that western programmes help modernise the common people.

**Table 9: Western programmes inculcating materialistic values**

Yes	46.28
No	38.60
Can't say	15.12

N = 430

**Table 9a: Opinion of different groups whether Western programmes bring materialistic values**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	41.58	45.54	12.87
31-40 yrs	47.54	32.78	19.67
41 yrs and above	53.77	32.07	14.15
<b>SEX</b>			
Men	47.48	41.36	11.15
Women	44.07	33.55	22.36
<b>INCOME</b>			
Tk. 25,000	19.23	46.15	34.61
Tk. 25,001-50,000	47.57	38.83	13.59
Tk. 50,001 & above	48.17	37.87	13.95
<b>OCCUPTATION</b>			
Professionals	48.87	39.09	12.03
Others	50.28	29.94	19.77
Students	37.5	50.83	11.66

N = 430

**Table 10: Modernisation of common people**

Yes	53.02
No	29.53
Can't say	17.45

N = 430

**Table 10a: Opinion by different groups on foreign programmes as moderising agents**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	57.92	28.21	13.86
31-40 yrs	50.00	31.14	18.85
41 yrs and above	47.16	30.18	22.64

<b>SEX</b>			
Men	55.75	27.69	16.54
Women	48.02	32.89	19.07
<b>INCOME</b>			
Tk. 25,000	53.84	30.76	15.38
Tk. 25,001-50,000	57.28	29.12	13.59
Tk. 50,001 & above	51.49	29.56	18.93
<b>OCCUPTATION</b>			
Professionals	45.11	30.82	24.06
Others	43.50	36.15	20.33
Students	75.83	18.33	5.83

N = 430

Most of the respondents (56.04%) expressed their apprehension that western cultural programmes are pushing out the local cultural programmes on BTV (Table-11). Around 36.05% disagreed and (7.91%) were undecided. However, the sample of respondents was divided on the issue. On this count groups of youngsters, and students also concurred with the majority view. In a way, the opinion has questioned the policy of the BTV officials who wanted to maintain the status-quo. The middle income respondents were the only group that did not think so (Table 11a).

**Table 11: Western programmes pushing out local programmes**

Yes	56.04
No	36.05
Can't say	7.91

N = 430

**Table 11a: Groupwise opinion on western programmes pushing out local programmes**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	55.94	36.63	7.42
31-40 yrs	56.55	36.06	7.37
41 yrs and above	55.66	34.90	9.43

<b>SEX</b>			
Men	56.11	37.76	6.11
Women	55.92	32.89	11.18
<b>INCOME</b>			
Tk. 25,000	65.38	26.92	7.69
Tk. 25,001-50,000	46.60	44.66	8.73
Tk. 50,001 & above	58.47	33.88	7.64
<b>OCCUPTATION</b>			
Professionals	57.89	33.08	9.02
Others	55.93	33.59	8.47
Students	54.16	40.00	5.83

N = 430

The foreign programmes are technically superior and therefore make the local cultural programmes of BTV appear stale and colourless. As a result, the audiences tend to prefer to review more foreign programmes, as compared to the local cultural programmes. Hence, it can be considered a genuine apprehension.

## **VIEWS**

The overwhelming response was the preference for more and more Bengali cultural programme on BTV (Table-12) and the list was topped by upper age, higher income and professional groups. Gender wise, equal number of men and women preferred the programmes on Bengali culture (Table-12a).

Caught between the attraction of foreign programmes and the apprehension of their domination, respondents in order to preserve their cultural identity and avoid further crisis have sought more and more Bengali cultural programme on BTV.

From the above examination, the hypothesis (No. 5) that the identity crisis of Bangladeshis has compelled them to seek increased telecasting of Bengali cultural programmes stands confirmed.

Those who preferred more religious programmes constituted 49.07 per cent of respondents and those who opposed it was 44.19 per cent (Table-13). Here again the younger group and students were clearly opposed to the idea of more religious programmes indicating age as a deciding factor. They were followed by middle age respondents. Of the different groups, only upper age, higher income, and professional groups along with others and women sought more religious programmes.

**Table-12: Preference of programmes on Bengali culture**

Yes	82.79
No	12.09
Can't say	5.12

N = 430

**Table 12a: Groupwise preference of programmes on Bengali culture**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	75.24	16.83	7.92
31-40 yrs	88.52	9.01	2.45
41 yrs and above	90.56	6.60	2.83
<b>SEX</b>			
Men	82.73	12.23	5.03
Women	82.89	11.84	5.26
<b>INCOME</b>			
Tk. 25,000	73.07	19.23	7.69
Tk. 25,001-50,000	81.55	12.62	5.83
Tk. 50,001 & above	84.05	11.29	4.65
<b>OCCUPTATION</b>			
Professionals	89.55	9.70	0.74
Others	86.93	9.09	3.97
Students	69.16	19.16	11.66

N = 430

**Table 13: Preference for religious programmes on BTV**

Yes	49.07
No	44.19
Can't say	6.74

N = 430

**Table 13a: Preference for religious programmes on BTV by different groups**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	32.67	57.92	9.40
31-40 yrs	45.08	50.00	4.91
41 yrs and above	65.09	31.13	3.77
<b>SEX</b>			
Men	39.92	52.15	7.91
Women	51.97	43.42	4.60
<b>INCOME</b>			
Tk. 25,000	34.61	57.69	7.69
Tk. 25,001-50,000	38.83	56.31	4.85
Tk. 50,001 & above	46.84	45.84	7.30
<b>OCCUPATION</b>			
Professionals	49.62	43.60	6.76
Others	54.23	42.93	2.82
Students	23.33	64.16	12.50

N = 430

The responses indicate a clear trend of age and income as decisive factors in opinion formation (Table-13a). Since Bangladesh is an Islamic republic, the difference between the two groups of respondents, the one seeking more religious programmes and the other is negligible.

However, we must note that the religion is not totally rejected, but an excessive dose is not preferred by the majority.

With a substantial respondents not preferring more and more religious programmes, the hypothesis (No. 6) that the audience seek more and more religious programmes to support their identity remains rejected.

Viewing of foreign programmes do change and social habits of viewers as evident from the responses (Table-14). TV viewing depends upon programme schedules and in turn repeated exposures to new social habits may modify or introduce new social habits, hitherto neglected.

The hypothesis (No. 7) that the social habits of Bangladeshis are susceptible to change consequent to viewing BTV's western programmes is thus confirmed.

The dress habits are considered a secondary value in any society and these values can be influenced or modified by effective communication. Excepting a few almost all the respondents were categorical in confirming the influence or foreign programmes on the dress habits of the people (Table-15 and 15a).

**Table-14: Opinion on change in social habits**

Yes	58.60
No	26.98
Can't say	14.42

N = 430

**Table 14a: Groupwise opinion on change in social habits**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	56.93	30.19	12.87
31-40 yrs	60.65	27.04	12.29
41 yrs and above	59.43	20.75	19.81
<b>SEX</b>			
Men	60.07	25.89	14.02
Women	55.92	28.94	15.13

<b>INCOME</b>			
Tk. 25,000	65.38	15.38	19.23
Tk. 25,001-50,000	48.54	38.83	12.62
Tk. 50,001 & above	61.46	23.92	14.61
<b>OCCUPTATION</b>			
Professionals	55.63	29.32	15.03
Others	59.32	26.55	14.12
Students	60.83	25.00	14.16

N = 430

**Table 15: Influence of BTV foreign programme on dress habits**

Yes	83.72
No	13.25
Can't say	3.03

N = 430

**Table 15a: Opinion of different groups on the influence of BTV foreign programme regarding dressing habits**

<b>Variable</b>	<b>Yes</b>	<b>No</b>	<b>Can't say</b>
<b>AGE</b>			
18-30 yrs	80.69	15.34	3.96
31-40 yrs	86.88	11.47	1.63
41 yrs and above	85.84	11.32	2.83
<b>SEX</b>			
Men	85.97	11.15	2.87
Women	79.60	17.10	3.28
<b>INCOME</b>			
Tk. 25,000	92.30	7.69	--
Tk. 25,001-50,000	80.58	14.56	4.85
Tk. 50,001 & above	84.05	13.28	2.65
<b>OCCUPTATION</b>			
Professionals	86.46	10.52	3.00
Others	82.48	14.12	3.38
Students	82.5	15.00	2.50

N = 430

Music is part of one's culture. If people feel threatened about their music, they even revolt. Foreign programmes carry their own music and more than 80 per cent of the respondents accepted the fact that the foreign programmes do influence their music. TV commercials and films are resourceful examples of this influence (Tables 16 & 16a). Music, part of culture is also a secondary or supportive institution, susceptible for change, unlike primary institutions.

Individualism is the hallmark of the western culture. However, a significant majority of Bangladeshi respondents, i. e., 42.09 per cent do not think that viewing BTV's foreign programmes make people highly individualistic (Table-17). Category wise, sharp differences emerged. Middle age, and upper age groups along with women opined that BTV's foreign programmes today promote individualism among people. In addition, a significant number of respondents could not say anything on the subject (Table-17a). In contrast to the western value of individualism, Bangladesh being a responsibility culture, attaches more importance to responsibility and probably the preconceived psychological inclinations must have resisted an objective view of the foreign programmes, which definitely, will have the stamp of individualism.

The hypothesis No. 8 that BTV's western programmes inject individualism among the audiences is rejected by the above analysis.

The respondents were almost divided on the issue of division of the society into two groups such as commoners and elites, as results of BTV's foreign programmes. Those who were positive accounted for 41.86 per cent (Table-18). For example, the middle income group was equally divided on the issue. Surprisingly, a majority of the women did not think so. With a large number of respondents being indecisive, the cultural aspects seem to have received scant attention of the people on many issues, and a significant proportion of respondents were not sure of the impact of BTV's foreign programmes on the society's culture (Table 18a). Any society troubled by an identity crisis is divided over the idea of elitism, a characteristic of pre-industrial societies. The study has revealed the confusion of a good number of respondents over the issue.

**Table 16: Influence of foreign programme on native music**

Yes	83.49
No	11.16
Can't say	5.35

N = 430

**Table 16a: Group wise opinion on the influence of foreign programme on native music**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	84.65	10.39	4.95
31-40 yrs	84.42	12.29	3.27
41 yrs and above	80.18	11.32	8.49
<b>SEX</b>			
Men	85.25	11.15	3.59
Women	80.26	11.18	8.55
<b>INCOME</b>			
Tk. 25,000	76.92	11.53	11.53
Tk. 25,001-50,000	79.61	18.44	1.94
Tk. 50,001 & above	85.38	8.63	5.98
<b>OCCUPTATION</b>			
Professionals	86.46	7.51	6.01
Others	82.48	12.99	4.51
Students	81.66	12.50	5.83

N = 430

**Table-17: Opinion on foreign programmes as vehicles of individualism**

Yes	42.09
No	36.98
Can't say	20.93

N = 430

**Table -17a: Opinion on different groups on western TV foreign programmes as vehicles of individualism**

<b>Variable</b>	<b>Yes</b>	<b>No</b>	<b>Can't say</b>
<b>AGE</b>			
18-30 yrs	32.67	47.02	20.29
31-40 yrs	41.80	39.34	18.85
41 yrs and above	39.62	35.84	24.52
<b>SEX</b>			
Men	35.28	44.96	19.78
Women	40.13	36.84	23.02
<b>INCOME</b>			
Tk. 25,000	38.46	46.15	15.38
Tk. 25,001-50,000	38.83	43.68	17.47
Tk. 50,001 & above	36.21	41.19	22.59
<b>OCCUPTATION</b>			
Professionals	35.33	38.34	26.31
Others	38.41	38.98	22.59
Students	36.66	50.83	12.50

N = 430

The tables presented here confirm the hypothesis (No. 9) that partial societal acceptance of foreign programmes on BTV would divide the mono-religious society of Bangladesh into 'elites' and 'commoners', what Majid Tehranian describes as 'modernising elites' and "traditional masses who live in separate quarters and centuries" precipitating an identity crisis.

There was near unanimity that children are susceptible to alien values through BTV's western programmes (Table-19). Several research works on the TV's impact on children have already proved this. The impact of TV programmes on children has been a subject of research for the past few decades and have come out with interesting revelations.

**Table-18: Opinion as to the division of society as elites and commoners buy western TV programmes**

Yes	41.86
No	37.67
Can't say	20.47

N = 430

**Table -18a: Groupwise opinion as to the division of the society as elites and commoners**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	39.10	36.63	24.25
31-40 yrs	43.44	41.80	14.75
41 yrs and above	45.28	34.90	19.81
<b>SEX</b>			
Men	43.88	36.33	19.78
Women	38.15	40.13	21.71
<b>INCOME</b>			
Tk. 25,000	50.00	38.46	11.53
Tk. 25,001-50,000	38.83	38.83	22.33
Tk. 50,001 & above	42.19	37.20	20.59
<b>OCCUPTATION</b>			
Professionals	44.36	39.84	15.78
Others	40.11	35.59	24.29
Students	41.60	38.33	20.00

N = 430

**Table-19: Opinion as to the impact of western programmes on children**

Yes	90.93
No	5.12
Can't say	3.95

N = 430

**Table -19a: Groupwise distribution of opinion as to the impact of western programmes on children**

<b>Variable</b>	<b>Yes</b>	<b>No</b>	<b>Can't say</b>
<b>AGE</b>			
18-30 yrs	89.60	5.94	4.45
31-40 yrs	91.80	3.27	4.91
41 yrs and above	92.45	5.66	1.88
<b>SEX</b>			
Men	89.20	5.39	5.39
Women	94.07	4.60	1.31
<b>INCOME</b>			
Tk. 25,000	100.00	--	--
Tk. 25,001-50,000	83.49	7.76	8.73
Tk. 50,001 & above	92.69	4.65	2.65
<b>OCCUPTATION</b>			
Professionals	92.48	6.01	1.50
Others	89.26	4.51	6.21
Students	91.60	5.00	3.33

N = 430

The most striking feature of the survey is the opinion of respondents who said that BTV cultural programmes made them happy. Interestingly the number of respondents who did not have any opinion was more than who said the programme made them unhappy, indicating their confusion (Table-20 & 20a). Their preference for more and more programmes of Bengali culture on TV, is defended by their expression of happiness, though technically, these might not be competing with foreign programmes. Once again, it helps them to retain their cultural identity, which is affected.

A great majority of respondents did not believe that BTV's foreign programmes could alter their religious beliefs (Table-21). There was, however, a slight difference among the respondents belonging to the low income group 23.07 and 61.53% (Table-21a).

Religion in an Islamic country is all powerful. It pervades all aspects/sectors of national life. Mass media cannot in any way affect the religious beliefs, not even the TV. The contention is proved through the responses. People may not prefer more religious programme, but it does not mean they are willing to alter their religious beliefs. At the same time it can also be interpreted as a reflection of fragmented loyalty between religion and secularism that has further confounded identity crisis.

About 53.02 per cent of the respondents were categorical in the statement regarding the western programmes having more violence and sex. Interestingly those who did not agree with this view exceeded 41.63 per cent (Table-22). Again students and the younger age group were equally divided on the issue. It can be inferred that as the age increases, people will become more rigid. Only the youth and students did not think that the foreign programmes contained more sex and violence. Yet the division who said 'yes' and 'no' was almost equal (Table-22a). Here one can very easily infer that modernisation depends upon the perception of alien values and attitudes. We can safely assume that youngsters, who do not feel threatened by the foreign programmes perceive them with more flexibility unlike others who are affected by identity crisis.

**Table 20: Psychological impact of BTV's cultural programmes**

Yes	58.37
No	20.93
Can't say	20.70

N = 430

**Table -20a: Groupwise opinion as to the psychological impact of BTV cultural programmes**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	51.98	25.24	22.77
31-40 yrs	61.47	18.85	19.67
41 yrs and above	66.98	14.15	18.86
<b>SEX</b>			
Men	55.39	21.94	22.66
Women	63.81	18.42	17.76

<b>INCOME</b>			
Tk. 25,000	57.69	23.07	19.23
Tk. 25,001-50,000	53.39	22.33	24.27
Tk. 50,001 & above	60.13	19.93	19.93
<b>OCCUPTATION</b>			
Professionals	60.15	18.79	21.05
Others	57.62	18.64	23.72
Students	57.5	25.83	16.66

N = 430

**Table-21: Alterations in religious beliefs**

Yes	76.51
No	12.33
Can't say	11.16

N = 430

**Table 21a: Group wise opinion as to the alterations in religious beliefs by foreign TV programmes**

<b>Variable</b>	<b>Yes</b>	<b>No</b>	<b>Can't say</b>
<b>AGE</b>			
18-30 yrs	12.37	77.22	10.39
31-40 yrs	11.47	72.95	15.57
41 yrs and above	8.49	79.24	12.26
<b>SEX</b>			
Men	11.15	78.77	10.07
Women	11.18	72.36	16.44
<b>INCOME</b>			
Tk. 25,000	23.07	61.53	15.38
Tk. 25,001-50,000	8.73	80.58	10.67
Tk. 50,001 & above	10.96	76.41	12.62
<b>OCCUPTATION</b>			
Professionals	8.27	75.93	15.78
Others	11.86	73.44	14.68
Students	13.33	81.66	5.00

N = 430

**Table-22: Opinion on foreign programme having more sex and violence**

Yes	53.02
No	41.63
Can't say	5.35

N = 430

**Table -22a: Group wise distribution of responses as to foreign TV programmes having more sex and violence**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	45.54	49.50	4.95
31-40 yrs	54.91	41.80	3.27
41 yrs and above	65.09	26.41	8.49
<b>SEX</b>			
Men	51.79	42.44	5.75
Women	55.26	40.13	4.60
<b>INCOME</b>			
Tk. 25,000	50.00	38.46	11.53
Tk. 25,001-50,000	47.57	47.57	4.85
Tk. 50,001 & above	55.14	39.86	4.98
<b>OCCUPTATION</b>			
Professionals	56.39	36.84	6.76
Others	62.71	32.76	4.51
Students	35.00	60.00	5.00

N = 430

Clearly a significant majority of respondents conceded that viewing foreign programmes would help them understand different cultures (Table-23). The response was a full hundred per cent with the low income group, followed by students (Table-23a). It shows that while respondents knew the beneficial impact of foreign programmes, they were apprehensive of that the domination of the programmes as detrimental to Bengali culture. The greatest advantage of TV is that it brings different cultures to the homes of its viewers and enables them appreciate other cultures.

Undoubtedly, foreign TV programmes are also cultural products, and their role in strengthening cultural comprehensibility cannot be underestimated.

## TRENDS

The impact of western programmes on mono-religious audiences can be a fertile field for research. Among various categories of respondents, youngsters, men respondents, the higher income group and those who belong to other occupations were agreeable to the impact of western programmes in raising the aspirations of audiences. A good number of women said it raises their frustrations (Table-24a,b,c,d).

**Table-23: Understanding of different cultures**

Yes	93.48
No	3.72
Can't say	2.79

N = 430

**Table 23a: Groupwise opinion as to the understanding of different cultures**

Variable	Yes	No	Can't say
<b>AGE</b>			
18-30 yrs	94.05	2.97	2.97
31-40 yrs	93.44	4.09	2.45
41 yrs and above	92.45	4.71	2.83
<b>SEX</b>			
Men	94.60	2.51	2.87
Women	91.44	5.92	2.63
<b>INCOME</b>			
Tk. 25,000	100	--	--
Tk. 25,001-50,000	93.20	2.91	3.88
Tk. 50,001 & above	93.02	4.31	2.65
<b>OCCUPTATION</b>			
Professionals	96.24	0.75	3.00
Others	89.26	7.34	3.38
Students	96.66	1.66	1.66

N = 430

**Table 24a: Western programmes affecting the audience: Age wise response**

	AGE		
	18-30	31-40	41 & above
Raise their aspiration	20.46	11.86	6.27
Raise their frustration	13.02	10.69	10.69
Create feelings of inferiority	10.69	8.83	10.69
Can't say	7.90	2.32	1.62

\* The percentage exceeds 100 since the question has multiple responses.

**Table 24b: Western programmes affecting the audience: Sexwise response**

	SEX	
	Men	Women
Raise their aspiration	27.67	10.93
Raise their frustration	<b>21.16</b>	<b>13.25</b>
Create feelings of inferiority	19.06	11.16
Can't say	6.51	5.34

- The percentage exceeds 100 since the question has multiple responses.

**Table 24c: Western programmes affecting the audience: Income wise response**

	INCOME		
	Tk. 25,000	Tk. 25,001-50,000	Tk. 50,001 & above
Raise their aspiration	1.62	10.93	29.04
Raise their frustration	2.55	6.51	25.34
Create feelings of inferiority	0.69	6.97	22.25
Can't say	1.62	2.79	7.44

- The percentage exceeds 100 since the question has multiple responses.

**Table 24d: Western programmes affecting the audience: Occupation wise response**

	OCCUPATION		
	Professionals	Others	Students
Raise their aspirations	10.46	15.58	12.55
Raise their frustrations	12.09	15.34	6.97
Create feelings of inferiority	11.16	14.65	4.41
Can't say	3.48	3.72	4.65

- The percentage exceeds 100 since the question has multiple responses.

Women constitute 50 per cent of the population in any Asian country and Bangladesh is no exception. Do western programmes influence women audience? About 22.55 per cent of the youngsters consider that the programmes modernise the women. Around 29.30 per cent of men also agree. Similar is the case with high income group and students. On the contrary, 15.11 per cent of women think that the programmes make them aware of their rights. Not many thought such programmes would make them un-Islamic (Table-25a, b, c, d)

What have the audiences learnt from the western values projected by BTV? Youngsters, men and the higher income group respondents voted 17.44 per cent, 24.65 per cent and 24.41 per cent respectively for the value of competitiveness. The values of openness and desire to learn more followed subsequently. (Table-26a, b, c, d).

Mass media are a cultural institution. They are also endowed with the task of the reflection and preservation of the culture of which they are a byproduct. Television occupied the first spot followed by radio and folk media. We may note that the audience term film as cultural, but not the media to preserve the Bengali culture (Table-27).

Strangely but consequentially, the same respondents thought that television was the most influential media for altering the native cultural values, followed by films (Table-28a, b, c, d).

The western programmes on BTV have generated a variety, of feelings among the viewer-respondents. Most of them said the feeling they got was that they must make efforts to reach the level of western progress. At the same time they felt that their country was backward. They had a glimmer of hope of reacting their level as only a few of them said that it was not at all possible for them to match their progress (Table-29a, b, c, d).

**Table 25a: Influence of foreign programmes on women: Age wise response**

	AGE		
	18-30	31-40	41 & above
Modernise them	22.55	12.09	7.90
Make them aware of rights	14.18	11.86	10.69
Make them seek freedom	10.69	6.04	4.41
Make them un-Islamic	6.74	4.41	5.11

- The percentage exceeds 100 since the question has multiple responses.

**Table 25b: Influence of foreign programmes on women: Sex wise response**

	SEX	
	Men	Women
Modernise them	29.30	13.25
Make them aware of rights	21.62	15.11
Make them seek freedom	15.11	6.04
Make them un-Islamic	10.23	6.04

- The percentage exceeds 100 since the question has multiple responses.

**Table 25c: Influence of foreign programmes on women: Income wise response**

	INCOME		
	Tk. 25,000	Tk. 25,001-50,000	Tk. 50,001 & above
Modernise them	4.18	9.76	28.60
Make them aware of rights	1.86	9.30	25.58
Make them seek freedom	0.93	5.58	14.65
Make them un-Islamic	1.16	3.95	11.16

- The percentage exceeds 100 since the question has multiple responses.

**Table 25d: Influence of foreign programmes on women: Occupation wise response**

	OCCUPATION		
	Professionals	Others	Students
Modernise them	13.48	15.81	13.25
Make them aware of rights	11.86	17.90	6.97
Make them seek freedom	5.58	9.30	6.27
Make them un-Islamic	6.27	7.44	2.55

- The percentage exceeds 100 since the question has multiple responses.

**Table 26a: Learning of western values by women as projected by Bangladesh Television: Age wise distribution of response**

	AGE		
	18-30	31-40	41 & above
Competitiveness	17.44	11.86	7.20
Openness	12.79	11.62	7.67
Imitate the westerners in social manners	10.93	7.67	10.69
Desire to learn more	16.04	5.58	6.74
Rejection of religion	1.16	0.69	0.98

- The percentage exceeds 100 since the question has multiple responses.

**Table 26b: Learning of western values by women as projected by Bangladesh Television: Sex wise distribution of response**

	SEX	
	Men	Women
Competitiveness	24.65	11.86
Openness	20.00	12.09
Imitate the westerners in social manners	16.74	12.55
Desire to learn more	19.30	9.06
Rejection of religion	2.09	0.69

- The percentage exceeds 100 since the question has multiple responses.

**Table 26c: Learning of western values by women as projected by Bangladesh Television: Income wise distribution of response**

	INCOME		
	Tk. 25,000	Tk. 25,001-50,000	Tk. 50,001 & above
Competitiveness	1.86	10.23	24.41
Openness	0.93	8.13	23.02
Imitate the westerners in social manners	1.62	4.18	23.48
Desire to learn more	2.32	5.81	20.23
Rejection of religion	0.23	0.69	1.86

- The percentage exceeds 100 since the question has multiple responses.

**Table 26d: Learning of western values by women as projected by Bangladesh Television: Occupation wise distribution of response**

	OCCUPATION		
	Professionals	Others	Students
Competitiveness	12.09	13.95	10.46
Openness	12.09	14.41	5.58
Imitate the westerners in social manners	10.46	13.02	5.81
Desire to learn more	6.74	10.46	11.16
Rejection of religion	0.23	2.09	0.46

- The percentage exceeds 100 since the question has multiple responses.

**Table 27: Opinion as to which medium is effective for preserving Bengali culture**

Variable	Television	Radio	Folk media	News papers	Films	Magazines
<b>AGE</b>						
18-30 yrs	33.95	18.37	10.93	8.60	6.97	3.72
31-40 yrs	21.39	9.76	5.58	3.95	4.18	2.32
41 yrs and above	19.06	9.76	6.74	5.81	6.27	3.02
<b>SEX</b>						
Men	46.97	24.18	16.27	12.32	10.93	6.97
Women	27.44	13.72	6.97	6.04	6.51	2.09
<b>INCOME</b>						
Tk. 25,000	3.48	1.39	0.93	1.39	0.69	--
Tk. 25,000 to 50,000	17.44	8.60	4.65	5.11	4.65	2.32
Tk. 50,000 & above	53.48	27.90	17.67	11.86	12.09	6.74
<b>OCCUPATION</b>						
Professionals	23.72	11.39	9.06	5.81	5.11	1.86
Others	31.39	16.51	7.67	6.27	9.76	5.34
Students	19.30	10.00	6.51	6.27	2.55	1.86

- The percentage exceeds 100 since the question has multiple responses.

**Table 28a: Influential media for altering native cultural values: Age wise opinion**

	AGE		
	18-30	31-40	41 & above
Television	29.53	21.86	17.90
Film	20.69	7.90	9.06
Radio	10.93	6.51	7.20
Folk media	6.51	3.95	4.88
Magazines	6.51	4.18	3.25
Newspapers	4.18	2.79	4.41

- The percentage exceeds 100 since the question has multiple responses.

**Table-28b: Influential media for altering native cultural values Sex wise opinion:**

	SEX	
	Men	Women
Television	43.48	25.81
Film	25.58	12.09
Radio	13.72	10.93
Folk media	9.30	6.04
Magazines	9.76	4.18
Newspapers	6.74	3.95

- The percentage exceeds 100 since the question has multiple responses.

**Table 28c: Influential media for altering native cultural values: Income wise opinion**

	INCOME		
	Tk. 25,000	Tk. 25,001-50,000	Tk. 50,001 & above
Television	3.25	14.88	51.16
Film	2.32	9.30	26.04
Radio	0.69	6.27	17.67
Folk media	0.46	4.65	10.23
Magazines	0.46	3.72	9.76
Newspapers	0.46	2.09	8.13

- The percentage exceeds 100 since the question has multiple responses.

**Table 28d: Influential media for altering native cultural values: Occupation wise opinion**

	OCCUPATON		
	Professionals	Others	Students
Television	23.72	30.00	15.58
Film	10.46	13.72	13.48
Radio	8.37	13.25	3.02
Folk media	4.88	8.13	2.32
Magazines	3.02	6.51	4.41
Newspapers	3.25	6.04	1.39

- The percentage exceeds 100 since the question has multiple responses.

The younger people considered that religious programmes were an obstacle to modernisation and also do not promote culture. All other groups including women posited the positive efforts of religious programmes as creation of unity along with promotion of culture (Table-30 a,b,c,d).

The opinions of respondents can be viewed as the views of majority of Bangladeshis. Their assessment is varied and conflicting, which again reflects the confusion and at times the understanding of realities as regards the effects foreign (western) programmes on BTV.

### **Open-ended question**

The only open ended question sought to know the audience rating of BTV cultural programmes. The respondents' preference 87.44 per cent heavily weighed in favour of drama, a popular cultural activity of Bangladeshis. Music 66.04 per cent, films 53.72 per cent, dance 44.41 per cent literary programmes 39.76 folklore programmes 37.20 per cent, religious programmes 23.25 per cent and variety shows 21.62 per cent were the other in order of preference. The Bengali cultural programmes, as a matter of fact, are usually dominated by drama, music and dance. The modernisation process has brought in films to the third spot.

**Table 29a: Feeling as a result of viewing western programmes on BTV: Age wise opinion of respondents**

	AGE		
	18-30	31-40	41 & Above
We must make efforts to reach the level of their progress	22.32	12.79	12.32
My country is backward	15.58	9.76	8.83
Other countries are well developed	10.23	8.83	9.53
Not possible to match their progress	4.65	3.25	2.09

- The percentage exceeds 100 since the question has multiple responses.

**Table 29b: Feeling as a result of viewing western programmes on BTV: Sex wise opinion**

	SEX	
	Men	Women
We must make efforts to reach the level of their progress	30.69	16.74
My country is backward	20.00	14.18
Other countries are well developed	18.83	9.76
Not possible to match their progress	7.20	2.79

- The percentage exceeds 100 since the question has multiple responses.

**Table 29c: Feeling as a result of viewing western programmes on BTV: Income wise opinion**

	INCOME		
	Tk. 25,000	Tk. 25,001-50,000	Tk. 50,001 & above
We must make efforts to reach the level of their progress	2.79	13.02	31.62
My country is backward	1.62	7.67	24.88
Other countries are well developed	1.16	6.04	21.39
Not possible to match their progress	0.46	2.55	6.97

- The total percentage exceeds 100 since the question has multiple responses.

**Table 29d: Feeling as a result of viewing western programmes on BTV**

	OCCUPATION		
	Professionals	Others	Students
We must make efforts to reach the level of their progress	16.51	19.53	11.39
My country is backward	11.39	13.95	8.83
Other countries are well developed	10.00	13.48	5.11
Not possible to match their progress	1.86	5.11	3.02

- The total percentage exceeds 100 since the question has multiple responses.

**Table 30a: Thought on religious programmes: Age wise opinion**

	AGE		
	18-30	31-40	41 & above
Create unity	13.25	10.69	12.09
Promote culture	10.93	8.37	11.62
An obstacle to modernisation	15.34	7.90	3.25
Do not promote culture	13.48	6.04	3.25

- The total percentage exceeds 100 since the question has multiple responses.

**Table 30b: Thought on religious programmes: sex wise opinion**

	SEX	
	Men	Women
Create unity	20.46	15.58
Promote culture	19.53	11.39
An obstacle to modernisation	18.60	7.90
Do not promote culture	14.88	7.90

- The total percentage exceeds 100 since the question has multiple responses.

**Table 30c: Thought on religious programmes: Income wise opinion**

	INCOME		
	Tk. 25,000	Tk. 25,001 to 50,000	Tk. 50,000 and above
Create unity	2.55	7.67	25.81
Promote culture	1.16	6.97	22.79
An obstacle to modernisation	1.86	6.27	18.37
Do not promote culture	1.39	6.27	15.11

- The percentage exceeds 100 since the question has multiple responses.

**Table 30d: Thought on religious programmes: Occupation wise opinion**

	OCCUPATION		
	Professionals	Others	Students
Create unity	12.09	19.97	6.97
Promote culture	9.30	16.27	5.34
An obstacle to modernisation	9.06	8.60	8.83
Do not promote culture	6.04	9.30	7.44

- The percentage exceeds 100 since the question has multiple responses.

### **BTV OFFICIALS**

Television in Bangladesh is under the direct control of the Government. Like all other less developed countries, Bangladesh is following the strategy for planned development. Despite limited resources Bangladesh has been able to build up information media. at present the entire country is under effective television programme transmission coverage because the main studio complex in Dhaka have been linked through a national microwave network with ten different relay stations.

Policy makers, planners and administrators need to inform themselves of the concerns and wants of the people. The present Government has recognized television as an effective audio-visual mass communication medium in Bangladesh where literacy is low. Communication is bad and the written media are not so effective. The needs and aspirations of the people have to be identified, collated, aggregated and conceptualized by policy makers to serve as inputs into the policy making process. Channels of communication have to be permanently open to secure feedback from the people.

As mentioned earlier, one hundred Questionnaires containing twelve questions were distributed by the researcher to the BTV personnel who are directly involved with various TV programme production. Seventy two programme officials of Bangladesh Television responded out of one hundred questionnaires employed for the purpose. Television in the country is not mass media in the true sense of the word but a Government medium.

### Socio-demographic profile of Bangladesh Television personnel

Variable	Percentage
<b>AGE</b>	
31-40 yrs	41.67
41 yrs and above	58.33
<b>SEX</b>	
Men	97.22
Women	2.78
<b>INCOME</b>	
Tk. 25,001-50,000	15.28
Tk. 50,001 and above	84.72

N = 72

Reticence is the hallmark of bureaucrats. The BTV officials are no exception. Gleaning views from them proved to be an exercise in persuasion. Ultimately 72 of them came forward to express their views.

Any media organisation is supposed to follow a set of programme selection criteria. No fixed criterion seemed to exist for the selection of cultural programme at BTV. Officials were almost divided on the issue. While a majority of 45.84 per cent stressed that they adopted the local culture as criterion, 43.05 per cent of the respondents preferred audience feedback, relegating religion to the third spot (Table-31).

**Table 31: Criteria to select cultural programmes**

Local culture	45.84
Audience preference through feed back	43.05
Religion	11.11

N = 72

**Table 31a: Category wise distribution of cultural programmes**

Variable	Religion	Local culture	Audience feed back
<b>AGE</b>			
31-40 yrs	3.33	43.33	53.33
41 yrs and above	16.66	47.61	35.71
<b>SEX</b>			
Men	11.42	44.28	44.28
Women	--	100	--
<b>INCOME</b>			
Tk. 25,001-50,000	--	63.63	36.36
Tk. 50,001 & above	13.11	42.62	44.26

N = 72

Perhaps the attitude to ignore religion as culture emanates from the overwhelming inclination towards the Bengali language, even in an Islamic Republic and for which the nation of Bangladesh came into being. The younger officials stressed on audience feed back while others preferred the local culture as the criterion. The higher income group was almost equally divided.

The need for autonomy to media personnel in selecting programmes have been emphasized in pluralistic societies. Bangladesh, being a nascent country, with intermittent doses of democracy, is not expected to follow the western models. Even here the majority asserted that they have independence in selecting cultural programmes 51.39 per cent. However, a considerable number of them admitted lack of independence (table-32a). Category wise distribution indicates that the middle age-middle income group was emphatic in its negative answer while the upper age group belonging to upper echelons, was positive on the issue. So also the women respondents. Most experts stress on independence for media personnel in order to achieve professional excellence that is lacking in developing countries like Bangladesh.

On the questions of popularity of foreign serials, there was no dispute, (Table-33 and 33a). We can conclude from this that the BTV officials were aware of the popularity of foreign serials without even having a scientific system of feedback. The

technical excellence of such programmes, as it is often found out, will contribute for their popularity, sometimes irrespective of the contents being comprehensively understood by the viewers.

**Table 32: Independence to select cultural programmes**

Yes	51.39
No	48.61

N = 72

**Table 32a: Opinions of different groups on independence in selecting programmes**

Variable	Yes	No
<b>AGE</b>		
31-40 yrs	30.00	70.00
41 yrs and above	66.66	33.33
<b>SEX</b>		
Men	50.00	50.00
Women	100	--
<b>INCOME</b>		
Tk. 25,001-50,000	27.27	72.72
Tk. 50,001 & above	55.73	44.26

N = 72

**Table 33: Popularity of foreign serials**

Very popular	56.94
Popular to some extent	43.06

N = 72

**Table 33a: Groupwise opinion as to the popularity of foreign serials**

Variable	Very popular	Popular to some extent
<b>AGE</b>		
31-40 yrs	50.00	50.00
41 yrs and above	61.90	38.09

<b>SEX</b>		
Men	57.14	42.85
Women	50.00	50.00
<b>INCOME</b>		
Tk. 25,001-50,000	27.27	72.72
Tk. 50,001 & above	62.29	37.70

N = 72

A great majority of respondents ( Officials) were committed against more and more telecasting of western programmes (Table-34). Though the two women respondents were divided on the issue, it cannot be taken as representative due to their minuscule number. Only more than a quarter of the middle income group officials favoured the telecasting of more western programmes (Table-34a). The responses show a clear perception on the part of officials, who would decide what programmes people should be given. Their decision is in consonance with the statement of the audience, most of them did not prefer telecasting of more and more western programmes.

On the quality of foreign programmes when compared to local programmes, the officials unhesitatingly (88.89%) rated them as good (Table-35). A significant number in the middle income group did not consider the quality of foreign programmes as good (Table 35a).

Next comes the issue of impact of BTV's cultural programmes. Generally, the media organisations in developed countries employ independent agencies for the purpose of assessing the programme impact. In the case of BTV, the officials claimed that it was BTV's decision (52.78%) while a significant minority (30.55%) said the assessment was made through the letters received from the audience and that constituted the feedback. Only 16.67 people of the responding officials favoured a specific audience research (Table-36).

Then the assumption can be that the BTV decision makers, are the know-all experts and the idea of an independent agency for audience research has not reached them. The response of women officials, like the middle income group, that the BTV employed audience research for the assessment of BTV's cultural programme is interesting. Though the decision was not scientific, it tallied with the opinion of the general respondents.

**Table 34: Preference for western programmes**

No	88.89
Yes	11.11

N = 72

**Table 34a: Group wise preference for western programmes**

Variable	Yes	No
<b>AGE</b>		
31-40 yrs	3.33	96.66
41 yrs and above	16.66	83.33
<b>SEX</b>		
Men	10.00	90.00
Women	50.00	50.00
<b>INCOME</b>		
Tk. 25,001-50,000	27.27	72.72
Tk. 50,001 & above	8.19	91.80

N = 72

**Table 35: Quality of foreign programmes**

Good	88.89
Not good	11.11

N = 72

**Table 35a: Group wise opinion as to the quality of foreign programmes**

Variable	Good	Not good
<b>AGE</b>		
31-40 yrs	83.33	16.66
41 yrs and above	92.85	7.14
<b>SEX</b>		
Men	90.00	10.00
Women	50.00	50.00
<b>INCOME</b>		
Tk. 25,001-50,000	63.63	36.36
Tk. 50,001 & above	93.44	6.55

N = 72

**Table 36: Mechanism to assess the impact of BTV's cultural programmes**

BTV's independent decision	52.78
By letters from viewers	30.55
Audience research	16.67

N = 72

**Table 36a: Groupwise assessment of the impact of cultural programmes**

Variable	BTV's decision	By letters	Audience research
<b>AGE</b>			
31-40 yrs	46.66	30.00	23.33
41 yrs and above	57.14	30.95	11.90
<b>SEX</b>			
Men	54.28	31.42	14.28
Women	--	--	100
<b>INCOME</b>			
Tk. 25,001-50,000	9.09	36.36	54.54
Tk. 50,001 & above	60.65	29.50	9.83

N = 72

The non-inclination of BTV officials towards more and more telecasting of foreign programmes has already been noted. Surprisingly, they were not agreeable to more and more telecasting of religious programmes either. In other words, the officials wanted the maintenance of status quo and opposed any change in the programme format (Table-37), the sole reason appearing to be the fear of being overtaken by the fundamentalist elements in such an event. The officials corroborated the opinion of other respondents by not identifying the Bengali culture with the religious programmes alone.

Do western cultural programmes strengthen the culture of Bangladesh? The answer was a firm 'NO' (70.83%). This analysis reveals the officials' view of recognising the distinct identity of the Bangla culture (Table-38). The middle income group had three variants. Of course, the majority (45.45%) of them did not think that western cultural programmes would strengthen the Bangladesh culture. Those who

were positive and those who did not have any answer formed were (27.27%) each (Table-38a). Interpretating the opinion, the inference can be that while the decision makers are convinced of the quality of foreign programmes, their impact was not found to be positive to help strengthen the Bangladesh culture. The officials were fearful of the negative effects of the programmes on the audience.

**Table 37: Preference for more and more religious programmes**

No	88.89
Yes	11.11

N = 72

**Table 37a: Groupwise opinion on preference to the telecasting of more religious programmes**

Variable	Yes	No
<b>AGE</b>		
31-40 yrs	6.66	93.33
41 yrs and above	14.28	85.71
<b>SEX</b>		
Men	11.42	88.57
Women	--	100
<b>INCOME</b>		
Tk. 25,001-50,000	--	100
Tk. 50,001 & above	13.11	86.88

N = 72

**Table 38: Whether western cultural programmes strengthen the Bangladesh culture**

No	70.83
Can't say	16.67
Yes	12.50

N = 72

**Table 38a: Group wise opinion as to whether western programmes strengthen the Bangladesh culture**

Variable	Yes	No	Can't say
<b>AGE</b>			
31-40 yrs	16.66	70.00	13.33
41 yrs and above	9.52	71.42	19.04
<b>SEX</b>			
Men	12.85	70.00	17.14
Women	--	100	--
<b>INCOME</b>			
Tk. 25,001-50,000	27.27	45.45	27.2
Tk. 50,001 & above	9.83	75.40	14.75

N = 72

A majority of the officials (97.22%) were of the opinion that western cultural programmes would help develop international understanding (Table-39 and 39a). True, programmes of different cultures would offer new insights into the understanding of different peoples, in a 'global village', proving to be an effective vehicle of international understanding. Understanding different cultures promotes internationalism and access to such programmes must be done, but judiciously. The recent of programmes among South Asian Association for Regional Co-operation (SAARC) is a good beginning in this regard.

A view that western cultural programmes would strengthen the international communication system was expressed by the officials (86.11 per cent, Table-40). Being professionals, they must have been aware of flow of communication between different information and economic spheres. However, undeniable is the allegation that the flow is one-way, from the west to the east, and from the highly developed information societies to the traditional, societies. Many experts from the Third World countries argue that the present international communication system should not affect the cultural identities of the economically poor countries that have a rich heritage. At least in this respect, the world should not become unipolar.

In the global media context, the officials (84.72%) frankly admitted that BTV's performance should improve (Table-41). When the BTV officials themselves seek improvement in their performance, there is an urgency for restructuring and respondents-orientation of BTV. The admission of lack of quality performance may be due to the non- professional management of the organisation. Technical excellence along with imaginative programming format will go a long way in setting healthy traditions in BTV.

**Table 39: Western cultural programmes as vehicles of international understanding**

No	97.22
Can't say	1.39
Yes	1.39

N = 72

**Table 39a: Groupwise opinion regarding cultural programmes are vehicles of international understanding**

Variable	Yes	No	Can't say
<b>AGE</b>			
31-40 yrs	93.33	3.33	3.33
41 yrs and above	100	--	--
<b>SEX</b>			
Men	97.14	1.42	1.42
Women	100	--	--
<b>INCOME</b>			
Tk. 25,001-50,000	81.81	9.09	9.09
Tk. 50,001 & above	100	--	--

N = 72

**Table 40: Western programmes strengthening international communication system**

No	86.11
Can't say	12.50
Yes	1.39

N = 72

**Table 40a: Group wise opinion on whether western programmes strengthen the international communication system**

Variable	Yes	No	Can't say
<b>AGE</b>			
31-40 yrs	83.33	16.66	--
41 yrs and above	88.09	9.52	2.38
<b>SEX</b>			
Men	85.71	12.85	1.42
Women	100	--	--
<b>INCOME</b>			
Tk. 25,001-50,000	72.72	18.18	9.09
Tk. 50,001 & above	88.52	11.47	--

N = 72

**Table 41: On BTV's performance**

Should improve	84.72
Satisfactory	9.72
Good	2.78
Can't say	2.78

N = 72

**Table 41a: Group wise opinion on BTV's performance**

Variable	Good	Satisfactory	Should improve	Can't say
<b>AGE</b>				
31-40 yrs	6.66	6.66	80.00	6.66
41 yrs and above	--	11.90	88.09	--
<b>SEX</b>				
Men	1.42	10.00	85.71	2.85
Women	--	--	100	--
<b>INCOME</b>				
Tk. 25,001-50,000	9.09	9.09	63.63	18.18
Tk. 50,001 & above	1.63	9.83	88.52	--

N = 72

Almost all the officials suggested the telecasting of more and more programmes of a Bengali culture as a remedial measure to counter influence of western programmes on the behavior of the people (Table-42). From their statement, one could infer preference and eagerness of the officials to preserve the identity of Bengali culture, which they feel, is threatened by an alien cultural invasion, acknowledging the existence of an identity crisis. Their opinion is in conformity with the preference of the audience.

### **AUDIENCE VS. TV OFFICIALS**

The set of questions posed to the general respondents was different from the set prepared for officials. From the answers of the general respondents, the impression derived is that the audience prefers more and more programmes on Bengali culture in order to preserve the identity of their own. They were unhesitant in acknowledging the positive values of the western programmes, thereby the western culture, but at the same time critical of certain negative values such as sex and violence.

Even then the general audience did not ask for telecasting of more and more foreign programmes. The officials, similarly, admitted the quality of the western programmes as superior. However, the officials did not favour the telecasting of more and more western programmes. Not both the officials and the audience sought more and more religious programmes on BTv.

**Table 42: Remedial measures to counter the influence of western programmes**

By telecasting more programmes on Bengali culture	94.44
By telecasting more religious programmes	4.17
By stopping the telecast of western and/or other cultural programmes except Bangla	1.39

N = 72

**Table 42a: Groupwise opinion as to the remedial measures to counter the influence of western programmes**

Variable	More programmes on Bengali culture	More religious programmes	Stop telecast western programmes except Bangla
<b>AGE</b>			
31-40 yrs	93.33	6.66	--
41 yrs and above	95.23	2.38	2.38
<b>SEX</b>			
Men	94.28	4.28	1.42
Women	100	--	--
<b>INCOME</b>			
Tk. 25,001-50,000	90.90	9.09	--
Tk. 50,001 & above	95.08	3.27	1.63

N = 72

In an Islamic society, religion dons the mantle of protector of culture. It should be the case with Bangladesh also. Caught between moderisation and cultural preservation, the people of Bangladesh can reject neither religious programmes nor western programmes. This has created an identity crisis.

The Bangladesh Television, highly bureaucratised and not so much professional, does not have a clear-cut policy with regard to programme selection. The irony is the total absence of the definition of what is culture and the resultant effects on the audience.

The absence of a scientific feedback about the impact of cultural programmes based on the audience response has further complicated the situation. In fact, BTV has compounded and precipitated the identity crisis of Bangladeshis by its lopsided programme policy. As a result, the audience does not know or cannot identify properly the cultural programmes. These are evident from the attitude of the people who vacillate between modernisation and traditional cultural institutions such as religion. For most people, entertainment is cultural. Likewise, they try to identify modernisation or influence of western programmes with changes in dress habits, which are only superficial, not innate.

The public expects BTV to preserve the Bangladeshi culture since they consider it as a powerful medium. The officials of BTV are aware of it, but have not initiated any measure to improve the quality and selection of programmes. An ordinary Bangladeshi is confused about his identity because he has not been able to choose his path out of religion, westernisation and secular Bangla culture. This is what is called as identity crisis. The decreased importance to religious programmes by the audience as well as the officials is a surprising trend in an Islamic society.

The question before the Bangladesh society is to choose a path to clear off confusion. The BTV officials quite oblivious of the social currents and trends have not been able to meet the needs of the audience and guide and influence them at the same time.

### CHI-SQUARE TEST

**Table - 43: Acceptance**

Age	Yes	No	Total
	(O) (E)	(O) (E)	
18 years-30 years	100(82.21)	102(119.79)	202
31-40 years	44(49.65)	78 (72.35)	122
41 Years and above	31 (43.14)	75 (62.86)	106
<b>Total</b>	<b>175</b>	<b>255</b>	<b>430</b>

#### Null hypothesis:

There is no relation between age of respondents and their acceptance of western values.

#### Research hypothesis:

There exists a relation between the age of respondents and their acceptance of western values.

$$X^2 = 13.32$$

$$d^7 = (3-1) (2-1) = 2$$

Table value at 0.050 level significance is 5.991.

As the obtained  $X^2$  value (13.32) is longer than table value (5.991), the null hypothesis is rejected and the research hypothesis that there exists a relationship between age of respondents and their acceptance of western values is accepted.

**Table- 44: Western programmes bring materialistic values groups**

Age	Yes	No	Can't say	Total
18-30 years	84(93.48)	92(77.98)	26(30.53)	202
31-40 years	58(56.46)	40(47.09)	24(18.44)	122
40 years and above	57(49.05)	34(40.92)	15(16.02)	106
<b>Total:</b>	<b>199</b>	<b>166</b>	<b>65</b>	<b>430</b>

**Null Hypothesis:** There is no relation between western TV programmes bringing materialistic values and the age of respondents.

**Research Hypothesis:** There exists a relationship between western TV programmes bringing the materialistic values and the age of respondents.

$$X^2 = 9.44$$

Table value at 4 degrees of freedom at 0.050 level of significance is 9.488.

As the table value (9.488) is larger than calculated value (9.488), the null hypothesis is accepted. It establishes that there is no relation between the age of responding and the western TV programmes bringing in materialistic values.

**Table - 45: Foreign TV programmes as modernizing agents**

Age	Yes	No	Can't say	Total
	(O) (E)	(O) (E)		
18-30 years	117(107)	57(59.66)	28(35.23)	202
31-40 years	61(64.68)	38(36.03)	23.(21.27)	122
41 years and above	50(56.20)	32(31.30)	24(18.48)	106
<b>Total</b>	<b>228</b>	<b>127</b>	<b>75</b>	<b>430</b>

**Null Hypothesis:**

The age of respondents has no relation with their opinion as to foreign TV foreign programmes as modernising agents.

**Research Hypothesis:**

The age of respondents has relation with their opinion that foreign TV programmes as modernizing agents.

**X<sup>2</sup> Value: 5.39**

Table value at 4 degrees of freedom at 0.050 level of significance is 9.488.

Since the table value (9.488) is larger than the calculated value (5.39), the null hypothesis that the age of respondents has no relation to their opinion that foreign TV programmes are modernizing agents has been rejected.

**Table - 46: Preference for religious programmes on BTV**

<b>Age</b>	<b>Prefer (O) (E)</b>	<b>Do not Prefer (O) (E)</b>	<b>Can't say (O) (E)</b>	<b>Total</b>
18-30 yrs	66(89.25)	117(99.12)	19(13.62)	202
31-40 yrs	55(53.90)	61(59.86)	6(8.22)	122
41 yrs and above	69(46.83)	33(52.01)	4(7.14)	106
<b>Total</b>	<b>190</b>	<b>211</b>	<b>29</b>	<b>430</b>

**Null Hypothesis:**

The age of respondents has no relation to their preference of religious programmes on BTV.

**Research Hypothesis:**

The age of respondents has relation with their preference of religious programmes on BTV.

**X<sup>2</sup> Value: 23.49**

Table value: 9.488

The calculated  $X^2$  value (23.49) is larger than the table value (9.488) with 4 degrees of freedom at 0.050 level of significance. Hence, the null hypothesis is rejected.

The research hypothesis that the age of respondents has relation with their preference for religious programmes is accepted.

**Table -47: Western TV programmes as vehicles of individualism**

Age	Promote	Do not	Can't say	Total
	(O) (E)	(O) (E)	(O) (E)	
18-30 yrs	66(74.69)	95(85.02)	41(42.27)	202
31-40 yrs	51(45.11)	48(51.35)	23(25.53)	122
40 yrs and above	42(39.19)	38(44.61)	26(22.18)	106
<b>Total</b>	<b>159</b>	<b>181</b>	<b>90</b>	<b>430</b>

**Null Hypothesis:**

There is no relationship between the age of the respondents and the opinion on foreign television programmes as vehicles of individualism.

**Research Hypothesis:**

There exists a relation between the age of respondents and the opinion on foreign television programmes as vehicles of individualism.

$$X^2 = 5.28$$

Table value with 4 degrees of freedom at 0.050 level of significance is 9.488.

As the calculated value is less than the table value, the null hypothesis is accepted.

Hence, there is no relationship between the age of the respondents and their opinion on foreign television programmes as vehicles of individualism.

**Table-48: Western TV programmes dividing the society as commoners and elites**

Age	Do Divide	Do not	Can't say	Total
	(O) (E)	(O) (E)	(O) (E)	
18-30 yrs	79(84.55)	74(76.10)	49(41.33)	202
31-40 yrs	53(51.06)	51(45.96)	18(24.96)	122
40 yrs and above	48(44.37)	37(39.93)	21(21.69)	106
<b>Total</b>	<b>180</b>	<b>162</b>	<b>88</b>	<b>430</b>

**Null Hypothesis:**

The age of respondents has no relation to the opinion that western TV programmes divide the society as elites and commoners.

**Research Hypothesis:**

The age of respondents has relation with the opinion that western TV programmes divide the society as elites and commoners.

**X<sup>2</sup> Value: 4.91**

Since the table value with 4 degrees of freedom at 0.050 level of significance is 9.488, which is larger than the calculated value the null hypothesis, that the age of respondents has no relation to opinion that western TV programmes divide the society into elites and commoners is accepted.

**Table -49: Psychological impact of cultural programmes of BTV**

Age	Have impact	No Impact	Can't say	Total
	(O) (E)	(O) (E)	(O) (E)	
18-30 yrs	105(117.91)	51(41.80)	46(42.27)	202
31-40 yrs	75(71.21)	23(25.25)	24(25.53)	122
41 yrs and above	71(61.87)	15(21.93)	20(22.18)	106
<b>Total</b>	<b>251</b>	<b>89</b>	<b>90</b>	<b>430</b>

**Null Hypothesis:**

There exists no relationship between the age of respondents and opinion as to the impact of BTV's cultural programmes.

**Research Hypothesis:**

There exists a relationship between the age of respondents and opinion as to the psychological impact of BTV's cultural programmes.

**X<sup>2</sup> value=7.97**

Since the table value of 9.488 with 4 degrees of freedom at 0.050 level of significance is larger than the X<sup>2</sup> value of 7.97, the null hypothesis, that there exists no relationship between the age of respondents and their opinion as to the impact of BTV's cultural programming.

**Table - 50: Opinion as to foreign TV programmes having more sex and violence**

Age	Yes	No	Can't say	Total
	(O) (E)	(O) (E)	(O) (E)	
18-30 yrs	92 (107.10)	100(84.08)	10(10.80)	202
31-40 yrs	67(64.68)	51(50-78)	04(6.52)	122
40 yrs and above	69(56.20)	28(44.12)	09(5.66)	106
<b>Total</b>	<b>228</b>	<b>179</b>	<b>23</b>	<b>430</b>

**Null Hypothesis:**

There exists no relationship between the age of respondents and opinion as to the impact of BTV's cultural programmes.

**Research Hypothesis:**

There exists a relationship between the age of respondents and opinion as to the psychological impact of BTV's cultural programmes.

**X<sup>2</sup> = Value: 17.02**

The table value with 4 degrees of freedom at 0.050 level of significance is 9.488.

Since the calculated value of 17.02 is larger than the table value of 9.488, the null hypothesis stands rejected.

The research hypothesis, there exists a relationship between the age of respondents and opinion as to foreign TV programmes having more sex and violence, is accepted.

## **FINDINGS**

The present chapter has vividly described the views of the respondents and an interpretative analysis is attempted. The entire chapter is divided into various sections on the basis of media habits, respondent perceptions, views and trends besides the analysis of responses given by BTV officials. Lastly, an effort is made to link the views of common respondents with those of BTV officials.

The study has found out that films have been considered as cultural by most of the respondents. The younger age group and the students were more receptive to foreign programmes than others. While everyone feared the influence of foreign programmes in changing the values of children, most respondents vehemently asserted that foreign programmes on BTV would hardly alter their religious beliefs. The division of the society as commoners and elites was also accepted. The positive aspects of viewing foreign programmes were understanding of different cultures and modernisation of common people. TV was considered a powerful and effective medium to preserve the Bengali culture, which programmes are preferred more.

The religious programmes, most respondents said would create unity. Most BTV officials favoured the maintenance of status quo in the case of programme format. While the upper echelons in BTV were confident of their independence, others were equally sceptical.

An interesting aspect of the study is the fact that most people appreciated the quality of foreign programmes, but had their own reservations in respect of their

influence. They believed in the non-disturbance of religion, yet did not favour the telecasting of more religious programmes, a common element among both general respondents and BTV officials. Religion, a cultural institution, thus remained simultaneously favoured and disfavoured creating confusion in a mono-religious country.

Consequently, in the absence of a well-defined programme policy BTV has contributed its own mite for precipitating the identity crisis among Bangladeshis in the global context, who in order to establish their identity, hanker for increased telecasting of programmes reflecting the Bengali culture.

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