

Chapter-5

Findings

5.1. Major Findings

The research outcome is that the women audience can be a part of an interpretive community. Small interpretive groups have been formed. Women with different occupation or age group forms group or interpretive community as they agree or share similar opinion with regard to their viewing choice. The researcher has observed that on many occasions opinion of a group of students are in congruence with a group of working women or home makers which ultimately leads to the formation of an interpretive community of varying age, occupation, family background, income group.

Out of 400 respondents 176 of respondents are students, 114 of respondents are working women and 110 of respondents are homemakers. Here, the researcher has found three big groups of women sharing similar occupation. The researcher wanted to explore if there is an existence of common choice in terms of Television serial viewing irrespective of occupation or age or income or educational backgrounds.

The researcher has taken variables like gender, age, education, class, religion, regional background, working and non-working, marital status to find out if these variables are a factor in the formation of interpretive communities on the basis of similar television viewing pattern.

The research found that the dominant meaning of the serials accepted by the women audience. As most of the respondents believe that what is depicted in the TV serials are similar to their real life. The outcome of the survey says that family dramas are more watched than violent serials.

Out of 400 respondents 40 student respondents, 39 working women respondents, and 46 homemaker respondents, in total, 125 i.e., 31.25% of respondents believe that the storylines that are shown in TV serials are almost accurate and almost represent the real life. Again, 42 student respon-

dents, 68 working women respondents and 18 homemaker respondents, in total 128 i.e., 32% of respondents feel that the storylines are accurate representation of real life. 253 i.e., 63.25% respondents form an interpretive community as these respondents accept the storylines as the accurate representation of real life.

Out of 400 respondents, 62 student respondents 36 working women respondents and 44 homemaker respondents, in total 142 i.e., 35.5% feel that the soap opera characters are almost similar to real life people. Again, 30 students respondents 33 working women respondents and 21 homemaker respondents, in total 84 i.e., 21% believe that soap opera characters are similar to real life people. 226 i.e., 56.5% of respondents form an interpretive community as these respondents believe that the soap opera characters are similar to real life.

32 student respondents, 42 working women respondents and 7 homemaker respondents, in total 81 i.e., 20.25% feel that the storylines of the soap opera almost represent them and very less percentage, 28 students respondents, 31 working women respondents and 8 homemaker respondents, in total, 67 i.e., 16.75% find the storylines quite close to them. 148 i.e., 37% of respondents form an interpretive community as these respondents feel that the storylines represent them.

62 Students respondents, 46 working women respondents and 36 homemaker respondents, in total 144 i.e., 36% feels that the soap opera nearly borrow from real life. Again, 20 student respondents, 16 working women, respondents and 29 homemakers respondents, in total, 65 i.e., 16.25% says that the soap operas almost borrow from real life. 209 i.e., 52.25% of respondents form an interpretive community as these respondents say that soap operas borrow from real life.

50 students respondents 45 working women respondents and 42 homemakers, in total ,137 i.e., 34.25% watch (family drama) *Bade Achhe Lagtey Hain* and *Diya Aur Baati Hum* as these serials stroke up ambition in them and also tells them how to solve family crisis. These 137 respondents form an interpretive community by watching family dramas.

Out of 400 respondents 138 i.e., 34.5% of respondents watch *Bade Achhe Lagtey Hain* and 162 i.e., 40.5% of respondents watch *Diya Aur Baati Hum*. The women audience watches these two family dramas because the respondents find the storylines are accurate representation of real life. The family crisis or bonding which is shown in the serial is similar to the respondents' real lives. The respondents find the character of the serials almost similar to real life. The protagonist of these two serials Priya and Sandhya are liked by the respondents because these characters are careerists and outspoken. It is observed that the careerist and outspoken characters are mostly liked by the working women and students. And the characters which play the role of a house wives are mostly liked by the homemakers.

The above mentioned data says that small interpretive groups have been formed comprising homemakers, students and working women as they accept the dominant meaning of the text shown in soap operas. When the researcher asked the respondents whether these serials connect them the responses were 66 number of respondents i.e., 16.5% of respondents find these serials close to their lives in which 24 student respondents, 28 working women respondents and 14 homemaker respondents are there. 75 respondents i.e., 18.75% says that the serials are nearly identical in which 20 student respondents, 24 working women respondents and 31 homemaker respondents are there. Again, 26 numbers of respondents i.e., 6.5% says that these serials remind them of some incidents in their life in which 8 student respondents, 11 working women respondents and 7 homemaker respondents are there.

The researcher observed that most of her respondents like to watch family drama more than violent serials. It is found that out of 400 respondents 144 respondents i.e., 36% of respondents love to watch family drama and 52 respondents i.e., 13% of respondents watch violent serials. And rest of the respondents watch other serials of different genre like Love Stories, Horror and Detective and Comedy.

Family dramas like *Bade Achhe Lagtey Hain* and *Diya Aur Baati Hum* is watched regularly than the violent serials like *Amrit Manthan* and *Dil Se Di Dua... Saubhagyavati Bhava*.

When asked why they do like these serials 163 respondents i.e., 40.75% of respondents watch these serials for entertainment and 108 respondents i.e., 27% of women respondent watch as because it depicts the real life. And rest of the women watch it either for information or to keep updated on fashion or due to fascination for a particular character.

As per, the rejection of the text out of 400 respondents 62 student respondents, 59 working women respondents and 61 homemaker respondents in total 182 i.e., 45.5% watch both the family dramas and violent serials just to spend their time. They watch it for entertainment. When the researcher asked the respondents that how do they perceive the (family dramas) *Bade Achhe Lagtey Hain and Diya Aur Baati Hum*, the response of 14 student respondents, 6 working women respondents and 17 homemaker respondents in total 37 i.e., 9.25% was that they find family dramas helpful for wasting time. 15 student respondents 19 working women respondents 22 homemakers in total 56 respondents i.e., 14% perceive (violent serials) *Amrit Manthan and Dil Se Di Dua...Saubhagyavati Bhava* as again helpful for spending time. The reason for which they watch the family drama and violent serials is that 111 respondents i.e., 27.75% in which 41 student respondents , 27 working women respondents , and 42 homemaker respondents watch it to spend time. Again, 195 respondents i.e., 48.75% of respondents in which 75 student respondents, 60 working women respondents, and 59 homemaker respondents watch it for entertainment. While watching family dramas 102 respondents i.e., 25.50% of respondents become restless by seeing the correct ways the women characters of these serials in which 36 student respondents , 34 working women respondents and 32 homemaker respondents are there. And again, 104 respondents i.e., 26% of women feel disgust about the increase of violence in human life while watching violent serials in which 37 student respondents, 33 working women respondents and 34 homemaker respondents are there and 74 respondents i.e., 18.50% of respondents in which 27 student respondents, 25 working women respondents, and 22 homemaker respondents feel unhappiness to see the people being tortured for no fault of their own. Out of 400 respondents 141 respondents i.e., 35.25% of respondents watch *Bade Achhe Lagtey Hain* on a regular basis and can't miss it in which 59 respondents are students ,52 respondent are working women 30 respondents are homemakers, 41 respondents i.e., 10.25% of respondents watch *Amrit Manthan* on a regular basis and can't miss it in which 25% respondents are students 4 respon-

dents are working women 12 respondents are homemakers, 172 respondents i.e.,43% of respondents watch Diya aur Baati hum on a regular basis and can't miss it in which 46 respondents are students 53 respondents are working women 73 respondents are homemakers,46 respondents i.e.,11.5% of respondents watch Dil Se Di Dua ... Saubhagyavati Bhava on a regular basis in which 30 respondents are students 6 respondents are working women 10 respondents are homemakers. 69 respondents 17.25% of respondents in which 26 student respondents, 16 working women respondents and 27 homemaker respondents does not think that the storylines are accurate and representation of real life. 91 respondents i.e.,22.75% of respondents in which 27 student respondents, 28 working women respondents and 36 homemaker respondents says the characters does not represent real life people (no).

Out of 66 respondents i.e., 16.5% of respondents in which 29 student respondents, 21 working women respondents, 16 homemaker respondents says that storylines does not represent them .Lastly , 84 respondents i.e.,21% of respondents in which 26 student respondents, 22 working women respondents, 36 homemaker respondents consider that soap opera does not borrow from real life . Again, researcher found that all the negative characters are liked by the students but unexpectedly violent serials are watched more by working women than students and homemakers.196 respondents i.e., 49% of respondents find these serials to be too dramatic to be true in which 68 are students, 72 are working women and 56 respondents are homemakers. 40 respondents i.e., 10% of respondents watch these serials to become a talking turn among their friends in which 20 respondents are students, 4 respondents are working women, 16 respondents are homemakers.

Hence, it can be said that family dramas are watched more than violent serials. The above factual data and analysis also conclude that women in general usually reject text of the violent serials. Over exaggerative melodrama portrayed by the protagonist of the family drama are also usually rejected by the women viewers forming an interpretive community.

So far as the negotiation of the text is concerned, out of 400 respondents 24 respondents i.e.,6% of respondents think that the storylines are completely unreal and are not accurate and also does not

represent real life in which 6 respondents are students, 8 respondents are working women 10 respondents are homemakers and 54 respondents i.e., 13.5% respondents say that they can't say whether the storylines are accurate and representation of real life in which 20 respondents are students, 16 respondents are working women, 18 respondents are homemaker. 42 respondents i.e., 10.5% of respondents find the characters completely unreal in which 17 respondents are students 10 respondents are working women 15 respondents are homemakers and 41 respondents i.e., 10.25% of respondents says that they can't say whether the characters represent real life people in which 16 respondents are students 4% 16 respondents are working women 9 respondents are homemaker. 73 respondents i.e., 18.25% of respondents find the storylines very unlikely in which 39 respondents are students 25 are working women 9 respondents are homemaker, 113 respondents i.e., 28.25% of respondents find it to be unlikely in which 43 respondents are students 40 respondents are working women 30 respondents are homemaker. 27 respondents i.e., 6.75% of respondents find soap opera very unlikely to borrow from real life in which 8 respondents are students, 12 respondents are working women, and 7 respondents are homemakers. Again, 80 respondents i.e., 20% of respondents find soap operas unlikely with real life in which 40 respondents are students, 19 respondents are working women and 21 respondents are homemakers.

Again, 37 respondents i.e., 9.25% of respondents find these serials to be purely absurd in which 15 respondents are students 12 respondents are working women and 10 respondents are homemakers. Out of 106 respondents i.e., 26.50% of respondents watch (family drama) *Bade Achhe Lagtey Hain and Diya aur Baati Hum* in which 51 respondents are students 29 respondents are working women 26 respondents are homemakers and 170 respondents i.e., 42.50% of respondents watch (violent serials) *Amrit Manthan and Dil Se Di Dua....Saubhagyavati Bhawa* in which 58 respondents are students 52 respondents are working women and 60 respondents are homemakers to gain nothing. 182 respondents i.e., 45.50% of respondents watch both these serials (family drama and violent serials) just to spend time in which 62 respondents are students 59 respondents are working women, and 61 respondents are homemakers. 147 respondents i.e., 36.75% of respondents find the protagonists or the heroine of the serials to be completely unreal in which 64 respondents are students, 47 respondents are working women, and 36 respondents are homemakers. 79 respondents i.e., 19.75%

of respondents perceive nothing from the family drama in which in which 24 respondents are students, 29 respondents are working women, 26 respondents are homemakers. Again, 101 respondents i.e., 25.25% of respondents says that while watching violent serials they perceive nothing in which 33 respondents are students, 30 respondents are working women, 38 respondent are homemakers. Again, 77 respondents i.e., 19.25% of respondents say that both the family dramas and violent serials teach nothing in which 31 respondents are students, 25 respondents are working women, 21 respondents are homemakers.

Out of 400 respondents 353 respondents i.e., 88.25% of respondents watch daily soaps in which 131 respondents are students 96 respondents are working women 126 respondents are homemakers, 47 respondents i.e., 11.75% of respondents doesn't watch daily soaps in which 22 respondent are students 14 respondents are working women 11 respondents are homemakers.

Out of 400 respondents 183 respondents i.e., 45.75% of respondents watch 1 to 2 soaps daily in which 63 respondents are students , 61 respondents are working women and 59 respondents are homemakers, 119 respondents i.e., 29.75% of respondents watch 2 to 3 soaps daily in which 58 respondents are students , 34 respondents are working women, 27 respondents are homemakers, 48 respondents i.e., 12% of respondents watch 3 to 4 soaps daily in which 34 respondents are students, 11 respondents are working women, 18 respondents are homemakers, 50 respondents i.e., 12.5% of respondents watch 4 to 6 soaps daily in which 27 respondents are students, 12 respondents are working women, 22 respondents are homemakers.

Out of 400 respondents 208 respondents i.e., 52% of respondents watch repeat telecast of their favourite soaps in which 85 respondents are students, 41 respondents are working women, 82 respondents are homemakers, whereas, 192 respondents i.e., 48% of respondents do not watch repeat telecast of their favorite soaps in which 69 respondents are students, 81 respondents are working women, 42 respondents are homemakers.

Out of 400 respondents 162 respondents i.e., 40.5% of respondents watch soaps for 1 hour in which

62 respondents are students 56 respondents are working women 44 homemaker, 150 respondents i.e., 37.5% of respondents watch soaps for 2 hours in which 70 respondents are students 40 respondents are working women and 40 respondents are homemaker, 35 respondents i.e., 8.75% of respondents watch soaps for 3 hours in which 8 respondents are students 7 respondents are working women 20 respondents are homemaker, 30 respondents i.e., 7.5% of respondents watch soaps for 4 hours in which 10 respondents are students 6 respondents are working women 14 respondents are homemaker, 23 respondents i.e., 5.75% of respondents watch soaps for more than 4 hours in which 10 respondents are students 8 respondents are working women and 5 respondents are homemaker. Out of 400 respondents 238 respondents i.e., 54.5% of respondents watch daily soap in which 88 respondents are students 62 respondents are working women 88 respondents are homemaker, 22 respondents i.e., 5.5% of respondents watch weekly soaps in which 8 respondents are students 4 respondents are working women 10 respondents are homemakers, 56 respondents i.e., 14% of respondents watch reality shows in which 18 respondents are students 18 respondents are working women and 20 respondents are homemaker, 44 respondents i.e., 11% of respondents watch movies in which 20 respondents are students 18 respondents are working women and 6 respondents are homemaker, 40 respondents i.e., 10% of respondents watch sports and news in which 10 respondents are students 24 respondents are working women and 6 respondents are homemaker.

Out of 400 respondents 144 respondents i.e., 36% of respondents watch family drama in which 63 students 36 respondents are working women 45 respondents are homemaker, 71 respondents i.e., 17.75% of respondents watch love stories in which 49 respondents are students 6 respondents are working women 16 respondents are homemaker, 52 respondents i.e., 13% of respondents watch violent serials in which 15 respondents are students 25 respondents are working women 12 respondents are homemaker, 99 respondents i.e., 24.75% of respondents watch comedy serials in which 35 respondents are students 45 respondents are working women 19 respondents are homemaker, 34 respondents i.e., 8.5% of respondents watch horror and detective serials in which 17 respondents are students 10 respondents are working women and 7 respondents are homemaker.

Out of 400 respondents 115 respondents i.e., 28.75% of respondents watch Zee in which 41 respon-

dents are students 31 respondents are working women 43 respondents are homemaker, 140 respondents i.e.,35% of respondents watch Star plus in which 42 respondents are students 36 respondents are working women 62 respondents are homemaker, 47 respondents i.e.,11.75% of respondents watch Sony in which 19 respondents are students 12 respondents are working women 16 respondents are homemaker, 51 respondents i.e.,12.75% of respondents watch Colours in which 26 respondents are students 14 respondents are working women 11 respondents are homemaker,47 respondents i.e.,11.75% of respondents watch Life OK in which 24 respondents are students 10 respondents are working women 13 respondents are homemaker.

Out of 400 respondents 58 respondents i.e., 14.5% of respondents prefer watching soaps at lunch time in which 23 respondents are students 8 respondents are working women 27 respondents are homemaker, 25 respondents i.e.,6.25% of respondents prefer watching soaps at mid afternoon in which 11 respondents are students 4 respondents are working women 10 respondents are homemaker, 22 respondents i.e.,5.5% of respondents prefer watching soaps at early evening in which 7 respondents are students 6 respondents are working women 9 respondents are homemaker, 68 respondents i.e.,17% of respondents prefer watching soaps at prime time in which 28 respondents are students 26 respondents are working women 14 respondents are homemaker, 227 respondents i.e.,56.75% of respondents prefer watching soaps at night time in which 88 respondents are students 78 respondents are working women 61 respondents are homemaker.

Out of 400 respondents 143 respondents i.e., 35.75% likes storylines that last for a long time, up to several years in which 46 respondents are students 26 respondents are working women 71 respondents are homemaker, 257 respondents i.e., 64.25% does not like storylines that last for a long time, up to several years in which 107 respondents are students 82 respondents are working women and 68 respondents are homemaker

Out of 400 respondents 11 respondents i.e.,2.75% like affable character in which 0 respondents are students 7 respondents are working women 4 respondents are homemaker, 12 respondents i.e.,3% of respondents like annoying character in which 10 respondents are students 0 respondents are working women 2 respondents are homemaker, 177 respondents i.e.,44.25% of respondents like confi-

dent character in which 58 respondents are students 60 respondents are working women 59 respondents are homemaker, 83 respondents i.e.,20.75% of respondents like amusing and funny character in which 31 respondents are students 22 respondents are working women 30 respondents are homemaker, 117 respondents i.e.,29.25% of respondents like looks good character in which 54 respondents are students 25 respondents are working women 38 respondents are homemaker.

148 respondents i.e., 37% of respondents like twist and turns storylines in which 80 respondents are students 32 respondents are working women 36 respondents are homemakers, 116 respondents i.e.,29% of respondents like storylines those that deal with current issues in which 60 respondents are students 35 respondents are working women 21 respondents are homemaker, 71 respondents i.e.,17.75% of respondents like relationship based storylines in which 21 respondents are students 30 respondents are working women 20 respondents are homemaker,36 respondents i.e.,9% of respondents like storylines based on family feud in which 3 respondents are students 13 respondents are working women 20 respondents are homemakers, 29 respondents i.e.,7.25% of respondents like storylines based on epic and religious stories in which 11 respondents are students 8 respondents are working women 10 respondents are homemaker.

Out of 400 respondents 65 respondents i.e.,16.25% of respondent watch soaps rarely in which 26 respondents are students 24 respondents are working women 15 respondents are homemaker, 12 respondents i.e.,3% of respondents watch soaps once a week in which 6 respondents are students 2 respondents are working women 4 respondents are homemakers, 105 respondents i.e.,26.25% of respondents watch soaps 2 or 3 times a week in which 50 respondents are students 35 respondents are working women 20 respondents are homemakers, 218 respondents i.e., 54.5% of respondents watch soaps daily in which 69 respondents are students 65 respondents are working women 84 respondents are homemakers.

Out of 400 respondents 214 respondents i.e.,53.5% of respondents says that yes the trailers entice them to watch soaps in which 72 respondents are students 56 respondents are working women 86 respondents are homemakers, 69 respondents i.e.,17.25% of respondents says that trailers does not

entice them to watch soap in which 30 respondents are students 22 respondent are working women 17 respondents are homemakers, 117 respondents i.e., 29.25% of respondents says that they can't say whether trailers entice them in which 51 respondents are students 46 respondents are working women 20 respondents are homemakers.

Out of 400 respondents 111 respondents i.e.,27.75% of respondents watch soaps to spend time in which 41 respondents are students 27 respondents are working women 42 respondents are homemakers, 195 respondents i.e.,48.75% of respondents watch soaps to entertain themselves in which 75 respondents are students 60 respondents are working women 59 respondents are homemakers, 32 respondents i.e., 8% of respondents watch soaps for reality aspects in which 14 respondents are students 8 respondents are working women 10 respondents are homemakers, 53 respondents i.e.,13.25% of respondents watch soaps for latest fashion in which 30 respondents are students 15 respondents are working women 8 respondents are homemakers, 11 respondents i.e.,2.75% of respondents watch soaps for Para social interaction in which 2 respondents are students 4 respondents are working women 5 respondents are homemakers.

Out of 400 respondents 36 respondents i.e.,9% of respondents chop vegetables while watching soap opera in which 4 respondents are students 16 respondents are working women 16 respondents homemakers, 117 respondents i.e.,29.25% of respondents take care of house hold activities while watching soap opera in which 15 respondents are students 42 respondents are working women 60 respondents are homemakers, 24 respondents i.e.,6% of respondents flip through magazines while watching soap opera in which 11 respondents are students 8 respondents are working women 5 respondents are homemakers, 131 respondents i.e.,32.75% of respondents take meal while watching soap in which 70 respondents are students 35 respondents are working women 26 respondents are homemakers, 38 respondents i.e.,9.5% of respondents talk over phone while watching soaps in which 12 respondents are students 18 respondents are working women 8 respondents are homemakers, 54 respondents i.e.,13.5% of respondents pay full concentration while watching soap in which 32 respondents are students 10 respondents are working women 12 respondents are homemakers.

Out of 400 respondents 163 respondents i.e.,40.75% of respondents like these serials because of entertainment in which 67 respondents are students 46 respondents are working women 50 respondents are homemakers, 29 respondents i.e.,7.25% of respondents like these serials for information in which 10 respondents are students 7 respondents are working women 12 respondents are homemakers, 108 respondents i.e.,27% of respondents like these serials because they depict the real life in which 40 respondents are students 40 respondents are working women 28 respondents are homemakers, 38 respondents i.e.,9.5% of respondents like these serials to keep themselves updated on fashion in which 12 respondents are students 10 respondents are working women 16 respondents are homemakers, 62 respondents i.e.,15.5% of respondents like these serials because of the fascination for a particular character in which 26 respondents are students 22 respondents are working women 14 respondents are homemakers.

Out of 400 respondents 12 respondents i.e.,3% of respondents record their favourite soaps if they miss any episode in which 8 respondents are students 4 respondents are working women, 170 respondents i.e.,42.5% of respondents watch repeat telecast of their favourite shows in which 68 respondents are students 46 respondents are working women 56 respondents are homemaker, 48 respondents i.e.,12% of respondents call a friend to know the latest in which 22 respondents are students 14 respondents are working women 12 respondents are homemaker, 44 respondents i.e.,11% of respondents wait avidly for the next episode in which 22 respondents are students 14 respondents are working women 8 respondents are homemaker, 126 respondents i.e.,31.5% of respondents does nothing if they miss any episode in which 46 respondents are students 38 respondents are working women 42 respondents are homemaker.

Out of 400 respondents 67 respondents i.e.,16.75% of respondents watching soaps take equal priority to doing something such as homework or household activity in which 26 respondents are students 15 respondents are working 26 respondents are homemakers, 55 respondents i.e.,13.75% of respondents almost take equal priority to doing something such as homework or house hold activity in which 28 respondents are students 15 respondents are working women 26 respondents are homemakers, 155 respondents i.e.,38.75% of respondents does not take equal priority to doing something

such as homework or household activity in which 47 respondents are students 61 respondents are working women 47 respondents are homemakers, 58 respondents i.e., 14.5% of respondents express that they have to think whether they take equal priority to doing something such as homework or household activity in which 20 respondents are students 16 respondents are working women 22 respondents are homemakers, 65 respondents i.e., 16.25% of respondents says that they can't say whether they take equal priority to doing something such as homework or house hold activity in which 30 respondents are students 15 respondents are working women 20 respondents are homemakers. Out of 400 respondents 104 respondents i.e., 26% of respondents discuss the storylines with their family in which 46 respondents are students 37 respondents are working women 21 respondents are homemaker, 209 respondents i.e., 52.25% of respondents discuss the storylines with their friends in which 62 respondents are students 68 respondents are working women 79 respondents are homemaker, 26 respondents i.e., 6.5% of respondents discuss the storylines with their juniors in which 20 respondents are students 6 respondents are working women 0 respondents are homemakers , 5 respondents i.e., 1.25% of respondents discuss the story lines, with the acquaintances in which 1 respondents are students 4 respondents are working women 0 respondents are homemakers, 56 respondents i.e., 14% of respondents discuss the storylines with no one in which 17 respondents are students 26 respondents are working women 13 respondents are homemaker.

Homemakers and students watch more soaps than working women. Student respondents watch more than one serial a day than homemakers and working women. The homemakers and the students watch the repeat telecast of their favourite soaps. The working women and students watch the repeat telecast if they miss any episode. But the homemakers watch the repeat telecast even if they don't miss any episode of their favourite serials. Again, student respondents watch the repeat telecast of their favourite serials just for a pull for their favourite character. Both the student respondents and homemakers watch more soap sometimes more than 4 hours. Working women watch soaps for 2 hours and very rarely more than it. Daily soaps and weekly soaps are watched more by homemakers and students, Reality Shows and Movies are watched more by students and working women, working women prefer watching reality shows more as they do not have time to sit at home and watch daily or weekly soaps. Moreover, they watch it for recreation or refreshment. Another reason is that working

women like storylines that depicts real life not a Saas-Bahu saga. Sports and news are mostly watched by working women as they need to keep themselves updated. Working women and students do not like storylines that last for a long time up to several years. On the other hand housewives prefer watching serials that last long. Trailers entice the homemakers than working women and students. All the groups of respondents prefer watching soaps during night time so that they can enjoy as they become free from their daily activities. Most of the respondents watch these soaps while taking meal. Hence it can be said that despite of difference between ages, occupation, mother tongue, educational qualification, religion, economic status women audience can form an interpretive community.

5.2. Findings for Research Questions:

What is the level of adherence among women in terms of interpreting the soaps?

The dominant meaning of the serials has been found to be accepted by the women audience. As most of the respondents believe that what is depicted in the TV serials are similar to their real lives. The outcome of the survey says that family dramas are more watched than violent serials.

Out of 400 respondents, 40 student respondents, 39 working women respondents, and 46 homemaker respondents, in total, 125 i.e., 31.25% of respondents believe that the storylines that are shown in TV serials are almost accurate and almost represent the real life. Again, 42 student respondents, 68 working women respondents and 18 homemaker respondents, in total 128 i.e., 32% of respondents feel that the storylines are accurate representation of real life. 253 i.e., 63.25% respondents form an interpretive community as these respondents accept the storylines as the accurate representation of real life.

Out of 400 respondents, 62 student respondents, 36 working women respondents and 44 homemaker respondents in total 142, i.e., 35.5% feel that the soap opera characters are almost similar to real life people. Again, 30 students respondents 33 working women respondents and 21 homemaker

respondents total number of respondents are 84 i.e., 21% believe that soap opera characters are similar to real life people. 226 i.e., 56.5% of respondents form an interpretive community as these respondents believe that the soap opera characters are similar to real life.

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ken. It is observed that the careerist and outspoken characters are mostly liked by the working women and students. And the characters which play the role of a house wives are mostly liked by the homemakers.

62 student respondents, 59 working women respondents and 61 homemaker respondents in total 182 i.e., 45.5% watch both the family dramas and violent serials just to spend their time. They watch it for entertainment. When the researcher asked the respondents that how do they perceive the (family dramas) *Bade Achhe Lagtey Hain and Diya Aur Baati Hum*, the response of 14 student respondents, 6 working women respondents and 17 homemaker respondents in total 37 i.e., 9.25% was that they find family dramas helpful for wasting time. 15 student respondents 19 working women respondents 22 homemakers in total 56 respondents i.e., 14% perceive (violent serials) *Amrit Manthan and Dil Se Di Dua...Saubhagyavati Bhava* as again helpful for spending time. The reason for which they watch the family drama and violent is that 111 respondents i.e., 27.75% in which 41 student respondents , 27 working women respondents , and 42 homemaker respondents watch it to spend time. Again, 195 respondents i.e., 48.75% of respondents in which 75 student respondents, 60 working women respondents, and 59 homemaker respondents watch it for entertainment. While watching family dramas 102 respondents i.e., 25.50% of respondents become restless by seeing the correct ways the women characters of these serials in which 36 student respondents , 34 working women respondents and 32 homemaker respondents are there. And again, 104 respondents i.e., 26% of women feel disgust about the increase of violence in human life while watching violent serials in which 37 student respondents, 33 working women respondents and 34 homemaker respondents are there and 74 respondents i.e., 18.50% of respondents in which 27 student respondents, 25 working women respondents, and 22 homemaker respondents feel unhappiness to see the people being tortured for no fault of their own. 69 respondents 17.25% of respondents in which 26 student respondents, 16 working women respondents and 27 homemaker respondents does not think that the storylines are accurate and representation of real life. 91 respondents i.e., 22.75% of respondents in which 27 student respondents, 28 working women respondents and 36 homemaker respondents says the characters does not represent real life people .

66 respondents i.e., 16.5% of respondents in which 29 student respondents, 21 working women respondents, 16 homemaker respondents says that storylines does not represent them .Lastly, 84 respondents i.e., 21% of respondents in which 26 student respondents, 22 working women respondents, 36 homemaker respondents consider that soap operas do not borrow from real life . The data said that the women audience rejects disturbing text of the violent serials. Over exaggerative melodrama portrayed by the protagonist of the family drama are also usually rejected by the women viewers.

As far as the negotiation of the text is concerned, out of 400 respondents 24 respondents i.e.,6% of respondents think that the storylines are completely unreal and are not accurate and also does not represent real life in which 6 respondents are students,8 respondents are working women 10 respondents are homemakers and 54 respondents i.e.,13.5% respondents say that they can't say whether the storylines are accurate and representation of real life in which 20 respondents are students, 16 respondents are working women, 18 respondents are homemaker. 42 respondents i.e., 10.5% of respondents find the characters completely unreal in which 17 respondents are students 10 respondents are working women 15 respondents are homemakers and 41 respondents i.e., 10.25% of respondents says that they can't say whether the characters represent real life people in which 16 respondents are students 4% 16 respondents are working women 9 respondents are homemaker. 73 respondents i.e.,18.25% of respondents find the storylines very unlikely in which 39 respondents are students 25 are working women 9 respondents are homemaker, 113 respondents i.e.,28.25% of respondents find it to be unlikely in which 43 respondents are students 40 respondents are working women 30 respondents are homemaker. 27 respondents i.e., 6.75% of respondents find soap opera very unlikely to borrow from real life in which 8 respondents are students, 12 respondents are working women, and 7 respondents are homemakers. Again, 80 respondents i.e., 20% of respondents find soap operas unlikely with real life in which 40 respondents are students, 19 respondents are working women and 21 respondents are homemakers.

Again, 37 respondents i.e., 9.25% of respondents find these serials to be purely absurd in which 15 respondents are students 12 respondents are working women and 10 respondents are homemakers.

The above data says that despite of different age group, occupation, educational qualification, family background, religion, mother tongue the respondents share and show same kind of reflection by accepting, rejecting and negotiating the dominant meaning of the text. The above mentioned data says that these women have common level of adherence hence many small interpretive communities have been formed.

What factors are responsible for developing an identical interpretation pattern among women?

The factors which the researcher has taken are religion, mother tongue, age, occupation, marital status, education, family structure, monthly income. These factors have helped to form many small interpretive groups.

Out of 400 respondents 271 of respondents are Hindus 87 of respondents are Muslims and 42 of respondents are Christians. 292 respondents' mother tongue is Bengali and 108 respondents are non Bengali as their mother tongue is Hindi, Khasi, Manipuri, Bodo, Dimasa, Mizo, Bhojhpuri and Rajasthani. As because Silchar is a Bengali dominated town that's why most of the respondents mother tongue is Bengali. The researcher has divided the ages of the respondents in groups which resulted to form a small interpretive community. 110 respondents belongs to age group of 19 to 25, 47 respondents belongs to age group of 26 to 30, 55 respondents belongs to the age group of 31 to 35, 66 respondents belongs to age group of 36 to 40, 62 of respondents belongs to the age group of 41 to 45, 60 respondents belongs to age group of 46 to 50. Here, small interpretive communities have been formed of different ages in one group.

The researcher for her work has divided the occupation of the respondents into three categories. They are: 1) student, 2) working women, 3) homemakers. Again, for more detailed study, the student's category has been divided into two sub-groups. The students who study in co-education colleges falls under one group and the second group consists of students who study in girl's colleges. The researcher has done this division to identify how many student respondents belong to co-education colleges and how many student respondents are from girl's colleges. Again, the homemakers consists of both house wives and non- house wives i.e., female respondents who are not into job and are also not married falls under this category.

Out of 400 respondents 176 respondents are students, 114 respondents are working women and 110 respondents are homemaker. Out of 176 student respondents, 109 students study in Co-education and 67 of respondents study in girl's college.

All the student respondents fall under unmarried category. 133 respondents i.e.,33.25% of respondents are married in which 65 respondents are working women 68 respondents homemakers, 238 respondents i.e.,59.5% of respondents are unmarried in which 141 respondents are students 47 respondents are working women 50 respondents are homemaker, 6 respondents i.e.,1.5% of respondents are divorcee in which 4 respondents are working women and 2 respondents are homemakers, 50 respondents i.e.,12.5% of respondents are widow in which 9 respondents are working women 14 respondents are homemakers. As per educational qualification 20 respondents i.e.,5% of respondents are matriculate in which 8 respondents are working women and 12 respondents are homemakers,49 respondents i.e., 12.25% of respondents are higher secondary pass in which 10 respondents are students 9 respondents are working women 30 respondents are homemakers, 185 respondents i.e.,46.25% of respondents are graduate in which 84 respondents are students 42 respondents are working women 59 respondents are homemaker, 136 respondents i.e.,34% of respondents are post graduate in which 49 respondents are students 64 respondents are working women and 23 respondents are homemakers, 10 respondents i.e.,2.5% of respondents have other qualifications like they are either B.ed or PhD holders in which 6 respondents are students and 4 respondents are working women. In family structure 290 respondents i.e., 72.5% of respondents have nuclear family in which 105 respondents are students 76 respondents are working women 109 respondents are homemakers, 104 respondents i.e., 26% of respondents have joint family in which 45 respondents are students 32 respondents are working women 27 respondents are homemakers, 6 respondents i.e., 1.5% of respondents have extended family in which 4 respondents are students 2 respondents are homemakers. It is observed that homemakers preferred to live in nuclear family, working women is comfortable both in nuclear family and in joint family. Student respondents live more in nuclear family than joint family or extended family. It is also found that in today's world is hard to find extended family as because of job factor. Again , 104 respondents i.e., 26% of respondents have 1-3 numbers of family members in which 22 respondents are students 31 respondents are working

women 51 respondents are homemaker, 200 respondents i.e., 50% of respondents have 3-6 numbers of family members in which 89 respondents are students 63 respondents are working women 48 respondents are homemakers, 40 respondents i.e., 10% of respondents have 6-9 numbers of family members in which 16 respondents are students 16 respondents are working women 8 respondents are homemakers, 56 respondents i.e., 14% of respondents have above 9 family members in which 22 respondents are students 12 respondents are working women 22 respondents are homemakers. Here again it is observed that homemakers stay with more family members than working women. 38 respondents i.e., 9.5% of respondents have 5000-10,000 monthly income in which 4 respondents are students 24 respondents are working women 10 respondents are homemakers, 54 respondents i.e., 13.5% respondents have 10,000-15,000 monthly income in which 8 respondents are students 32 respondents are working women 14 respondents are homemakers, 28 respondents i.e., 7% of respondents have 15,000-20,000 monthly income in which 4 respondents are students 8 respondents are working women 16 respondents are homemakers, 129 respondents i.e., 32.25% respondents have 20,000-30,000 monthly income in which 69 respondents are students 22 respondents are working women 38 respondents are homemakers, 86 respondents i.e., 21.5% respondents have 30,000-40,000 monthly income in which 46 respondents are students 10 respondents are working women 30 respondents are homemakers, 65 respondents i.e., 16.25% respondents have above 40,000 monthly income in which 20 respondents are students 16 respondents are working women 29 respondents are homemakers.

Hence, the above mentioned factors have helped to form an identical interpretation pattern among women.

What is the level of identification among women viewers with women protagonists of these texts soap operas?

The study found that women like confident characters more than other type of characters. 11 respondents i.e., 2.75% like affable character in which 0% of respondents are students 7 respondents are working women 4 respondents are homemaker, 12 respondents i.e., 3% of respondents like annoying

character in which 10 respondents are students 0 respondents are working women 2 respondents are homemaker, 177 respondents i.e., 44.25% of respondents like confident character in which 58 respondents are students 60 respondents are working women 59 respondents are homemaker, 83 respondents i.e.,20.75% of respondents like amusing and funny character in which 31 respondents are students 22 respondents are working women 30 respondents are homemaker, 117 respondents i.e.,29.25% of respondents like looks good character in which 54 respondents are students 25 respondents are working women 38 respondents are homemaker. Confident characters are mostly liked by the working women. Annoying characters are liked by the homemakers and student respondents. Amusing/ funny characters are also liked by the homemakers and the student respondents. Looks good characters are liked by the students. Here, again an interpretive community has been formed between homemakers, students and working women respondents.

Again, the researcher listed out the names of the few protagonists of her respondents favourite serials to find out who their favourite heroines are and why they like them. 83 respondents i.e.,20.75% of respondents like Priya in which 32 respondents are students 31 respondents are working women 20 respondents are homemakers, 12 respondents i.e.,3% of respondents like Natasha in which 10 respondents are students 2 respondents are homemakers, 8 respondents i.e.,2% of respondents like Shipra (Priya's mother) in which 4 respondents are students 2 respondents are working women 2 respondents are homemakers,6 respondents i.e.,1.5% of respondents like Ayesha (Priya's sister) in which 3 respondents are students 2 respondents are working women 1 respondents are homemakers, 10 respondents i.e.,2.5% of respondents like Juhi (Ram's sister-in-law) in which 5 respondents are students 2 respondents are working women 3 respondents are homemakers, 23 respondents i.e.,5.75% of respondents like Amrit in which 10 respondents are students 4 respondents are working women 9 respondents are homemakers, 14 respondents i.e.,3.5% of respondents like Nimrit in which 8 respondents are students 2 respondents are working women 4 respondents are homemakers, 127 respondents i.e.,31.75% of respondents are like Sandhya in which 40 respondents are students 52 respondents are working women 35 respondents are homemakers, 45 respondents i.e.,11.25% of respondents like Meenakshi in which 14 respondents are students 2 respondents are working women 29 respondents homemakers,29 respondents i.e.,7.25% of respondents like Santosh

(Bhabo) in which 6 respondents are students 8 respondents are working women 15 respondents are homemakers, 11 respondents i.e., 2.75% of respondents like Sia in which 6 respondents are students 3 are working women 2 respondents are homemakers, 32 respondents i.e., 8% of respondents like Pihu in which 15 respondents are students 7 respondents are working women 10 respondents are homemakers.

Out of 83 (20.75%) respondents 34 respondents i.e., 40.97% of respondents find Priya to be with strict principle in which 13 respondents are students 12 respondents are working women 9 homemaker, 0 respondents find her to be negative, 15 respondents i.e., 18.07% of respondents find her to be similar with their personality in which 6 respondents are students 9 respondents are working women 0 respondents are homemaker, 9 respondents i.e., 10.84% of respondents find her to be fun loving in which 4 respondents are students 0 respondents are working women 5 respondents are homemaker, 25 respondents i.e., 30.12% of respondents find her to be outspoken in which 9 respondents are students 10 respondents are working women 6 respondents are homemaker.

Out of 12 (3%) respondents 1 respondent i.e., 8.33% find Natasha to be with strict principle in which 1 respondent is students 0 working women 0 respondent homemaker, 4 respondents i.e., 33.33% find her character to be negative in which 4 respondents are students, 0 respondents find her to be similar with their personality, 5 respondents i.e., 41.66% of respondents find her to be fun loving in which 3 respondents are students 2 respondents are homemakers, 4 respondents i.e., 33.32% of respondents find her to be outspoken in which 2 respondents are students and 2 respondents are homemakers.

Out of 8 (2%) respondents only 1 respondent i.e., 12.5% of respondent the working women find her character to be negative, 6 respondents i.e., 75% of respondents find Shipra (Priya's mother) to be fun loving in which 3 respondents are students 1 respondents are working women 2 respondents are homemaker, 1 respondent i.e., 12.5% of respondent that is the students find her to be outspoken.

Out of 6 (1.5%) respondents 4 respondents 66.66% respondents find her character to be negative in which 2 respondents are students and 2 respondents are working women, 2 respondents i.e., 33.33%

of respondents find her to be fun loving in which 1 respondent is students and 1 respondent is homemaker.

Out 10 (2.5%) respondents 5 respondents i.e., 50% of respondents find Juhi (Ram's sister-in-law) to be strict with principle in which 2 respondents are students 1 respondent is workingwoman 2 respondents are homemakers, 10 respondents i.e., 10% of respondents that is the students think Juhi (Ram's sister-in-law) to be similar with their personality, 4 respondents i.e., 40% of respondents find Juhi (Ram's sister-in-law) to be outspoken in which 2 respondents are students 1 respondent is workingwoman 1 respondent is homemaker.

Out of 23 (5.75%) respondents 3 respondents i.e., 13.04% of respondents find Amrit to be strict with principle in which 1 respondent is student 2 respondents are homemaker, 20 respondents i.e., 86.95% of respondents find Amrit to be negative in which 9 respondents are students 4 respondents are working women 7 of respondents are homemaker.

Out of 14 (3.5%) respondents 3 respondents i.e., 21.42% of respondents that is only the students find Nimrit to be strict with principle, only 1 respondent i.e., 7.14% of respondents that is again the students find her similar with their personality, 10 respondents i.e., 71.42% of respondents find Nimrit to be simple thinking in which 4 respondents are students 2 respondents are working women 4 respondents are homemaker.

Out of 127 (31.75%) respondents 42 respondents i.e., 33.07% of respondents find Sandhya to be strict with principle in which 12 respondents are students 18 respondents are working women 12 respondents are homemaker, 16 respondents i.e., 12.59 % of respondents find Sandhya to be similar with their personality in which 6 respondents are students 8 respondents are working women 2 respondents are homemaker, 17 respondents i.e., 13.38% of the respondents find Sandhya to be simple thinking in which 6 respondents are students 5 respondents are working women 6 respondents are homemakers, 52 respondents i.e., 40.94% of respondents find Sandhya to be careeristic in which 16 respondents are students 12 respondents are working women 15 respondents are homemaker.

Out of 45 (11.25%) respondents, 18 respondents i.e., 40% of respondents find Meenakshi to be negative character in which 3 respondents are students 1 respondent is working women 14 respondents are homemaker, 26 respondents i.e., 57.77% of respondents find her to be fun loving in which 10 respondents are students and 1 respondent is working women 15 respondents are homemaker, 1 respondent i.e., 2.22% that is only the student respondent find Meenakshi to be out spoken.

Out of 29 (7.25%) respondents 15 respondents i.e., 51.72% of respondents find Santosh (Bhabo) to be strict with principle in which 3 respondents are students 4 respondents are working women 8 respondents are homemakers, 3 respondents i.e., 10.34% of respondents find her to be negative character in which 1 respondent is students 2 respondents are homemakers, only working women, 2 respondents i.e., 6.89% of respondents find her to be similar with their personality, 9 respondents i.e., 31.03% of respondents find her to be out spoken in which 2 respondents are students and 2 respondents are working women and 5 respondents are homemakers.

Out of 11 (2.75%) respondents only 1 student respondent that is 9.09% find her with strict principle, 10 respondents i.e., 90.90% of respondents find her to be simple thinking in which 5 respondents are students 3 respondents are working women 2 respondents are homemaker.

Out of 32 (8%) respondents 10 respondents i.e., 31.25% respondents find Pihu to be loveable character in which 5 respondents are students 3 respondents are working women 2 respondents are homemakers, 4 respondents i.e., 12.5% of respondents find Pihu to be similar to their child's personality in which 1 respondent is student 2 respondents are working women 1 respondent is homemaker, 18 respondents i.e., 56.25% of respondents find her to be cute character in which 9 respondents are students 2 respondents are working women 7 respondents are homemaker.

Priya and Sandhya are mostly liked by students and working women than homemakers. The respondents like Priya because they find her to be strict with principle and out spoken. On the other hand, students and homemakers find Sandhya to be careeristic though Sandhya is mostly liked by working women and students. Negative characters are liked by homemakers and students. The respondents

find negative characters like Natasha, Ayesha (Priya's sister), Juhi, and Amrit to be out spoken too, strict with principle and fun loving. Character Ayesha (Priya's sister) is also liked by working women and students because of her negative role. Humorist characters are liked by working women, students and homemakers because characters like Shipra (Priya's mother) and Meenakshi are fun loving and outspoken. At the same time respondents find Meenakshi to be negative character. According to them she tries to create problem for the protagonist of the serials by her harsh words or comments. House wife characters like Sia, Nimrit, Santosh (Bhabo), and also Meenakshi are liked by homemakers and students as the respondents find these characters to be simple thinking, outspoken, and strict with principle. Child character Pihu is liked by working women, homemakers and students as they find Pihu to be cute and loveable character.

What is the pattern of interpretation of these select soap operas text by the members of the interpretive communities?

The researcher has used two family dramas *Bade Achhe Lagtey hain* and *Diya Aur Baati Hum* aired on Sony television and Starplus and two Violent Serials *Dil Se Di Dua...* *Saubhagyavati Bhava* and *Amrit Manthan* aired on Like OK to study the response pattern of the women viewers of the Silchar town.

Out of 400 respondents 66 respondents i.e.,16.50% respondents find these serials to be close to their life in which 24 respondents are students 28 respondents are working women 14 respondents are homemakers, 75 respondents i.e.,18.75% of respondents find these serials to be nearly identical in which 20 respondents are students 24 respondents are working women 31 respondents are homemakers, 26 respondents i.e.,6.50% of respondents feel that it reminds them of some incidents in life in which 8 respondents are students 11 respondents are working women 7 respondents are homemakers, 37 respondents i.e.,9.25% of respondents find serials to be purely absurd in which 15 respondents are students 12 respondents are working women 10 respondents are homemaker, 196 respondents i.e.,49% of respondents find it to be too dramatic to be true in which 68 respondents are students 72 respondents are working women 56 respondents are homemaker.

Out of 400 respondents 30 respondents i.e., 7.50% of respondents watch family drama as they remind them of their family in which 8 respondents are students 12 respondents are working women 10 respondents are homemaker, 18 respondents i.e., 4.5% of respondents watch family drama as they remind them of some family incidents in other families in which 8 respondents are students 4 respondents are working women 6 respondents are homemaker, 109 respondents i.e., 27.25% of respondents watch these serials as they tell them how to solve family crisis in which 40 respondents are students 33 respondents are working women 36 respondents are homemaker, 137 respondents i.e., 34.25% of respondents watch serials because it stokes ambition in them in which 50 respondents are students 45 respondents are working women 42 respondents homemaker, 106 respondents i.e., 26.50% of respondents watch serials for no reason in which 51 respondents are students 29 respondents are working women 26 respondents are homemaker.

The working women and student respondents like the character Priya and Sandhya more because both the characters are careeristic, outspoken and strict with principle. The respondents say that these two characters strokes up ambition in them. The homemakers and student respondents says that they get some idea how to tackle family crisis and solve problem. As these two characters are housewives too. The student and the working women respondents feel that their struggle to build the career is similar with the struggle of the heroine of these two serials. More over other housewives characters like Bhabo (Santosh), Meenakshi, Nimrit, and Sia are also liked by the homemakers because these characters also tells them how to solve family crisis.

Out of 400 respondents 2 respondents i.e., 1.50% of respondents watch violent serials like *Dil Se Di Dua...Saubhagyavati Bhava and Amrit Manthan* as these serials remind them of their family in which 2 respondents are students and 4 respondents are working women, 49 respondents i.e., 12.25% of respondents watch these serials because they remind them of some family incidents in other family in which 15 respondents are students , 16 respondents are working women, 18 respondents are homemakers, 102 respondents i.e., 25.50% of respondents watch it because it gives them an idea how to tackle a family feud in which 32 respondents are students , 36 respondents are working women, 34 respondents are homemakers, 73 respondents i.e., 18.25% respondents watch it as these

serials tell them that love is merely a word in which 20 respondents are students, 26 respondents are working women, and 27 respondents are homemakers. 170 respondents i.e., 42.50% respondents find nothing in which 58 are student respondents, 52 respondents are working women, 60 respondents are homemakers.

Out of 400 respondents 23 respondents i.e., 5.75% of respondents watch both the serials because they are aware of this kind of situation in which 10 respondents are students 7 respondents are working women 6 respondents are homemaker, 17 respondents i.e., 4.25% of respondents watch both the serials so that they can identify the characters in which 11 respondents are students 7 respondents are working women, 31 respondents i.e., 7.75% of respondents watch both the serials as they can predict the end in which 8 respondents are students 12 respondents are working women 11 respondents are homemaker, 147 respondents i.e., 36.75% of respondents watch both the serials as they want to earn experience about life in which 48 respondents are students 52 respondents are working women 47 respondents are homemaker, 182 respondents i.e., 45.50% of respondents watch both the serials because they just want to spend their time in which 62 respondents are students 59 respondents are working women 61 respondents are homemaker.

Out of 400 respondents 99 respondents i.e., 24.75% of respondents sometimes watch serials even if they do not like any character in which 34 respondents are students 29 respondents are working women 36 respondents are homemaker, 21 respondents i.e., 5.25% of respondents say that they don't watch serial for a character in which 9 respondents are students 7 respondents are working women 5 respondents are homemaker, 113 respondents i.e., 28.25% of respondents say that the storylines matter in which 42 respondents are students 37 respondents are working women 34 respondents are homemaker, 61 respondents i.e., 15.25% of respondents say that they watch it to spend time in which 22 respondents are students 18 respondents are working women 21 respondents are homemaker, 106 respondents i.e., 26.50% of respondents say that they do not watch serial for a particular character in which 32 respondents are students 38 respondents are working women 36 respondents are homemaker.

Out of 400 respondents 37 respondents i.e.,9.25% of respondents say that they perceive *Diya Aur Baati Hum and Bade Achhe Lagtey Hain* as helpful for wasting time in which 14 respondents are students 6 respondents are working women 17 respondents are homemaker,97 respondents i.e.,24.25% of respondents says that these serials impart a lesson or two in which 27 respondents are students 32 respondents are working women 38 respondents are homemaker,40 respondents i.e.,10%of respondents says that these serials tell what mistakes not to be committed in which 16 respondents are students 12 respondents are working women 12 respondents are homemaker,147 i.e.,36.75% of respondents say that these serials helps to understand the necessity of family bonding in which 58 respondents are students 47 respondents are working women 42 respondents are homemaker,79 respondents i.e.,19.75% of respondents say none of the above in which 24 respondents are students 29 respondents are working women 26 respondents are homemaker.

Out of 400 respondents 56 respondents i.e.,14% of respondents perceive *Dil Se Di Dua...Saubhagyavati Bhava and Amrit Manthan* as helpful for spending time in which 15 respondents are students 19 respondents are working women 22 respondents are homemaker, 80 respondents i.e.,20% of respondents perceive that these serials teach that violence is objectionable in which 30 respondents are students 23 respondents are working women 27 respondents are homemaker,69 respondents i.e.,17.25% of respondents perceive that these serials teach what mistakes are no to be avoided in life in which 20 respondents are students 29 respondents are working women 20 respondents homemaker, 94 respondents i.e.,23.50% of respondents perceive that these serials help to understand the need to avoid violence in life in which 37 respondents are students 29 respondents are working women 28 respondents are homemaker,101 respondents i.e.,25.25 of respondents says that none of the above in which 33 respondents are students 30 respondents are working women 38 respondents are homemaker.

Out of 400 respondents 95 respondents i.e.,23.75% of respondents says that these serials teach them to avoid certain situations in life in which 36 respondents are students 32 respondents are working women 27 respondents are homemaker,113 respondents i.e., 28.25% of respondents says that these serials teach them how to inculcate certain values in their life in which 42 respondents are students 38

respondents are working women 33 respondents are homemaker, 65 respondents i.e., 16.25% of respondents says that they borrow a few ideas from these serials and apply in their life in which 21 respondents are students 24 respondents are working women 20 respondents are homemaker, 50 respondents i.e., 12.50% of respondents says that through these serials they look at life through the eyes of their character and imitate some of their actions in their personal life in which 15 respondents are students 18 respondents are working women 17 respondents are homemaker, 77 respondents i.e., 19.25% of says that none on the above in which 31 respondents are students 25 respondents are working women 21 respondents are homemaker.

Out of 400 respondents 73 respondents i.e., 18.25% of respondents watch non-violent family dramas to see how the people outside your immediate world live and react in which 28 respondents are students 25 respondents are working women 20 respondents are homemaker, 98 respondents i.e., 24.50% of respondents watch to find out the aspirations and expectations of women of nearly their age in which 30 respondents are students 32 respondents are working women 36 respondents are homemaker, 79 respondents i.e., 19.75% of respondents watch to check aptness of their thinking and sensibilities through the reaction of other women to same kind of situation experience by them in which 25 respondents are students 36 respondents are working women 25 respondents are homemaker, 150 respondents i.e., 37.50% of respondents says none of the above in which 48 respondents are students 98 respondents are working women 50 respondents are homemaker.

Out of 400 respondents 54 respondents i.e., 13.50% of respondents say that they watch these serials to understand why people react violently in which 20 respondents are students 19 respondents are working women 15 respondents are homemaker, 12 respondents i.e., 3% that is the student respondents watch it to understand how far greed is important in human life ,81 respondents 20.25% of respondents say that these serials make them understand how far violence should be avoided and hated in which 38 respondents are students 21 respondents are working women 22 respondents are homemaker, 102 respondents i.e., 25.50% of respondents watch them to understand how far violence can be destructive in which 32 respondents are students 33 respondents are working women 37 respondents are homemaker, 151 respondents i.e., 37.75% of respondents says that none of the

above in which 44 respondents are students 45 respondents are working women 62 respondents are homemakers.

Out of 400 respondents 65 respondents i.e., 16.25% of respondents say non-violent family serials gives a feeling of finding new friends among the women characters of the serial in which 24 respondent are students 22 respondents are working women 19 respondents are homemaker, 33 respondents i.e., 8.25% of respondents say that non-violent serials gives them a feeling of finding a reflection of your own mistakes in these character in which 18 respondents are students 7 respondents are working women 8 respondents are homemaker, 102 respondents i.e., 25.50% of respondents become restless by seeing the correct ways the women characters of these serials in which 36 respondents are students 34 respondents are working women 32 respondents are homemaker, 68 respondents i.e., 17% of respondents say that it gives them a feeling of how far more you should correct your ways of living to make your family a better place in which 22 respondents are students 26 respondents are working women 20 respondents are homemaker, 132 respondents i.e., 33% of respondents say that none of the above in which 48 respondents are students 33 respondents are working women 51 respondents are homemaker.

Out of 400 respondents 52 respondents i.e., 13% of respondents says that violent serials give them feelings of restlessness and tell them to avoid violence in life in which 20 respondents are students 19 respondents are working women 13 respondents are homemaker, 104 respondents i.e., 26% of respondents feels disgust about the increase of violence in human life in general in which 37 respondents are students 33 respondents are working women 34 respondents are homemaker, 74 respondents i.e., 18.50% of respondents feel unhappiness to see the people being tortured for no fault of their own in which 27 respondents are students 25 respondents are working women 22 respondents are homemaker, 34 respondents i.e., 8.50% of respondents say that violent serials develop a certain amount of need in their life sometimes to use violence in which 12 respondents are students 14 respondents are working women 8 respondents are homemaker, 136 respondents i.e., 34% of respondents says none of the above in which 47 respondents are students 43 respondents are working women 46 respondents are homemaker.

Out of 400 respondents 40 respondents i.e., 10% of respondents watch these serials to develop a talking turn among their friends in which 20 respondents are students 4 respondents are working women 16 respondents are homemaker, 108 respondents i.e.,27% of respondents watch these serials to develop a concern for the change of the society in which 38 respondents are students 36 respondents are working women 34 respondents are homemaker, 105 respondents i.e.,26.25% of respondents try to understand how different people can be in different locations in which 38 respondents are students 37 respondents are working women 30 respondents homemaker, 147 respondents i.e.,36.75% of respondents develop an understanding of what should be avoided and accepted in their personal life as a woman in which 48 respondents are students 41 respondents are working women 58 respondents are homemaker.

Out of 400 respondents 69 respondents i.e., 17.25% of respondents see these serials because they offer them a slice of life in which 24 respondents are students 22 respondents are working women 23 respondent are homemaker, 104 respondents i.e.,26% of respondents see these serials because they offer them a broader vision of life in which 33 respondents are students 32 respondents are working women 39 respondents are homemaker, 70 respondents i.e.,17.50% of respondents see these serials because these serials tell them how to avoid certain mistakes in life in which 23 respondents are students 25 working women 22 respondents are homemaker, 28 respondents i.e.,7% of respondents see these serials because these serials tell them how to spend life in which 7 respondents are students 10 respondents are working women 11 respondents homemaker,129 respondents i.e.,32.25% of respondents says that none of the above in which 44 respondents are students 42 respondents are working women 43 respondents are homemaker.

Out of 400 respondents 114 respondents 28.50% of respondents says that while viewing these serials they discover new facts of life in which 42 respondents are students 32 respondents are working women 40 respondents are homemaker, 65 respondents i.e.,16.25% of respondents says that they understand different nuances of life while viewing these serials in which 25 respondents are students 21 respondents are working women 19 respondents are homemaker, 74 respondents i.e.,18.50% of respondents says that they find nothing new about life but hackneyed presented differently and styl-

ishly in which 27 respondents are students 22 respondents are working women 25 respondents are homemaker, 36 respondents i.e.,9% of respondents says that they feel and care for living like them in which 10 respondents are students 9 respondents are working women 17 respondents are homemakers, 111 respondents i.e.,27.75% of respondents says none of the above in which 41 respondents are students 36 respondents are working women 34 respondents are homemakers.

Out of 400 respondents 34 respondents i.e.,8.50% of respondents say that these serials provided them with a coin of exchange in their social life, i.e. they can discuss with people about these serials to spend their leisure time in which 14 respondents are students 10 respondents are working women 10 respondents are homemaker, 88 respondents 22% of respondents says that these provide them with a guiding principle on how they would conduct themselves in their personal and family life and social life in which 26 respondents are students 36 respondents are working women 26 respondents are homemakers,70 respondents i.e., 17.50% of respondents say that these serials provide them an area of discussion for improving their appearance and public management in which 22 respondents are students 27 respondents are working women 21 respondents are homemaker, 103 respondents i.e.,25.75% of respondents says that these serials provide them with a do's and don'ts in their personal life in which 38 respondents are students 32 respondents are working women 33 respondents are homemaker,105 respondents i.e.,26.25% of respondents says that none of the above in which 38 respondents are students 37 respondents are working women 30 respondents are homemaker.

Thus, the above data and analyses say that the homemakers watch serials even if they do not like a character. Student respondents do not watch a serial for a character. The student and the working women respondents watch serials for storylines. Again, working women and homemakers watch serials even if they do not like a character just to spend time. Homemakers and student respondents say that (family drama) *Diya Aur Baati hum* and *Bade Achhe Lagtey Hain* is helpful for wasting time but on the other hand these groups of respondents takes a lesson from these serials. Again, working women, homemakers and student respondents learns what mistakes are not to be committed in life. Here an interpretive community has been formed between homemakers and working women as these two groups learn what mistakes not to be committed for leading a happy family life. Working

women also watch family drama to understand the necessity of family bonding.

Homemakers find (violent serials) *Dil Se Di Dua Saubhagyavati Bhava and Amrit Manthan* helpful for wasting time student and homemaker respondents learn that violence is objectionable. Here, again an interpretive community has been formed between students and homemakers as they learn what mistakes are to be avoided in life and also these violent serials teach the respondents the need to avoid violence in life.

The respondents get disturbed when they watch violent serials or when they see people being tortured for no reason. In the violent serials they get to see many objectionable scenes like use of physical force or mental torture which makes the respondents restless or unhappy. Such kind of scenes reminds them of some painful incident in their family or some other family. Specially, when they watch in the serial *Dil Se Di Dua ... Saubhagyavati Bhava* where the protagonist (Sia) was tortured mentally and physically the respondents immediately relates the same kind of situation or the domestic violence they suffered or witnessed in some other family. Again, when the respondents watch *Amrit Manthan* they feel disgust to see how in the name of love the people ditch their loved one or family members for property of fame. Here, the protagonist was ditched and murdered by her elder sister for property. The respondent says that they have experienced similar kind of situation in their family or some other family.

Again, in family drama when the protagonists fight for their rights the respondents gets restless to see the correct ways of achieving the goal of the protagonists. Sometimes they very easily predict the end of the story as they are aware of such kind of situation. On the other hand, some respondents say when that these serial gives them some experience about life, warns them when to be careful and save their family. According to the respondents the family bonding they show in the family dramas helps them to understand the necessity of family bonding and love for each other in the family.

Some respondents watch these serials just to be a talking turn among their friend. Women watch more serials and that is why the love and interest for the soaps compel them to keep themselves updated

about every episode of the serials.

Some of the respondents are so much fascinated towards the characters of the serials that they try to follow the style statement and life style of the heroine of the serials to stay popular among friends and society. Protagonist of the serials *Bade Achhe Lagtey Hain* 'Priya' was very much popular among women because of style statement . Most of the women tried to follow her hair style. 'Sandhya', another protagonist of *Diya Aur Baati Hum* was also popular; most of the student respondents wanted to become an IPS officer like her. The child character 'Pihu' was mostly liked by mother respondents. They want their child to be as cute as the character 'Pihu'. Hence, it can be said that these serials offer broader vision of life and also teaches the importance of family bonding and avoiding the use of violence in life.

Lastly, the working women and the homemakers think that these serials provide them a coin of exchange in their social lives, i.e. they can discuss with people about these serials to spend their leisure time. Here, an interpretive community has been formed between the working women and the homemakers. Working women also believe that these serials are the guiding principle on how one should conduct herself in personal and family and social life. As these serials provide with them style statement tells them what's on fashion the respondents find it easy to keep them updated. For student respondents it's a guide book for do's and don'ts in their personal life.

5.3. Other Findings:

The research has diverse outcome which the researcher had already mentioned in the major findings. Here are some more findings of the study. The researcher has interviewed 400 respondents and found that all the respondents are having television sets at their home and having either cable connection or dish TV connection at home.

Out of 400 respondents 353 respondents i.e., 88.25% of respondents watch daily soaps in which

131 respondents are students 96 respondents are workingwomen 126 respondents are homemakers, 47 respondents i.e.,11.75% of respondents doesn't watch daily soaps in which 22 respondent are students 14 respondents are workingwomen 11 respondents are homemakers.

183 respondents i.e.,45.75% of respondents watch 1 to 2 soaps daily in which 63 respondents are students , 61 respondents are working women and 59 respondents are homemakers, 119 respondents i.e.,29.75% of respondents watch 2 to 3 soaps daily in which 58 respondents are students , 34 respondents are working women, 27 respondents are homemakers,48 respondents i.e.,12% of respondents watch 3 to 4 soaps daily in which 34 respondents are students, 11 respondents are working women, 18 respondents are homemakers, 50 respondents i.e.,12.5% of respondents watch 4 to 6 soaps daily in which 27 respondents are students, 12 respondents are working women,22 respondents are homemakers.

208 respondents i.e.,52% of respondents watch repeat telecast of their favourite soaps in which 85 respondents are students, 41 respondents are working women, 82 respondents are homemakers, whereas , 192 respondents i.e., 48% of respondents do not watch repeat telecast of their favorite soaps in which 69 respondents are students, 81 respondents are workingwomen , 42 respondents are homemakers.

162 respondents i.e.,40.5% of respondents watch soaps for 1hour in which 62 respondents are students 56 respondents are working women 44 homemaker, 150 respondents i.e., 37.5% of respondents watch soaps for 2 hours in which 70 respondents are students 40 respondents are working women and 40 respondents are homemaker, 35 respondents i.e., 8.75% of respondents watch soaps for 3 hours in which 8 respondents are students 7 respondents are working women 20 respondents are homemaker, 30 respondents i.e.,7.5% of respondents watch soaps for 4 hours in which 10 respondents are students 6 respondents are working women 14 respondents are homemaker, 23 respondents i.e.,5.75% of respondents watch soaps for more than 4 hours in which 10 respondents are students 8 respondents are working women and 5 respondents are homemaker.

238 respondents i.e., 54.5% of respondents watch daily soap in which 88 respondents are students 62 respondents are working women 88 respondents are homemaker, 22 respondents i.e., 5.5% of respondents watch weekly soaps in which 8 respondents are students 4 respondents are working women 10 respondents are homemakers, 56 respondents i.e., 14% of respondents watch reality shows in which 18 respondents are students 18 respondents are working women and 20 respondents are homemaker, 44 respondents i.e., 11% of respondents watch movies in which 20 respondents are students 18 respondents are working women and 6 respondents are homemaker, 40 respondents i.e., 10% of respondents watch sports and news in which 10 respondents are students 24 respondents are working women and 6 respondents are homemaker.

144 respondents i.e., 36% of respondents watch family drama in which 63 students 36 respondents are working women 45 respondents are homemaker, 71 respondents i.e., 17.75% of respondents watch love stories in which 49 respondents are students 6 respondents are working women 16 respondents are homemaker, 52 respondents i.e., 13% of respondents watch violent serials in which 15 respondents are students 25 respondents are working women 12 respondents are homemaker, 99 respondents i.e., 24.75% of respondents watch comedy serials in which 35 respondents are students 45 respondents are working women 19 respondents are homemaker, 34 respondents i.e., 8.5% of respondents watch horror and detective serials in which 17 respondents are students 10 respondents are working women and 7 respondents are homemaker.

115 respondents i.e., 28.75% of respondents watch Zee in which 41 respondents are students 31 respondents are working women 43 respondents are homemaker, 140 respondents i.e., 35% of respondents watch Star Plus in which 42 respondents are students 36 respondents are working women 62 respondents are homemaker, 47 respondents i.e., 11.75% of respondents watch Sony in which 19 respondents are students 12 respondents are working women 16 respondents are homemaker, 51 respondents i.e., 12.75% of respondents watch Colours in which 26 respondents are students 14 respondents are working women 11 respondents are homemaker, 47 respondents i.e., 11.75% of respondents watch Life OK in which 24 respondents are students 10 respondents are working women 13 respondents are homemaker.

58 respondents i.e., 14.5% of respondents prefer watching soaps at lunch time in which 23 respondents are students 8 respondents are working women 27 respondents are homemaker, 25 respondents i.e., 6.25% of respondents prefer watching soaps at mid afternoon in which 11 respondents are students 4 respondents are workingwomen 10 respondents are homemaker, 22 respondents i.e., 5.5% of respondents prefer watching soaps at early evening in which 7 respondents are students 6 respondents are workingwomen 9 respondents are homemaker, 68 respondents i.e., 17% of respondents prefer watching soaps at prime time in which 28 respondents are students 26 respondents are workingwomen 14 respondents are homemaker, 227 respondents i.e., 56.75% of respondents prefer watching soaps at night time in which 88 respondents are students 78 respondents are workingwomen 61 respondents are homemaker.

143 respondents i.e., 35.75% likes storylines that last for a long time, up to several years in which 46 respondents are students 26 respondents are working women 71 respondents are homemaker, 257 respondents i.e., 64.25% does not like storylines that last for a long time, up to several years in which 107 respondents are students 82 respondents are working women and 68 respondents are homemaker

11 respondents i.e., 2.75% like affable character in which 0 respondents are students 7 respondents are working women 4 respondents are homemaker, 12 respondents i.e., 3% of respondents like annoying character in which 10 respondents are students 0 respondents are workingwomen 2 respondents are homemaker, 177 respondents i.e., 44.25% of respondents like confident character in which 58 respondents are students 60 respondents are workingwomen 59 respondents are homemaker, 83 respondents i.e., 20.75% of respondents like amusing and funny character in which 31 respondents are students 22 respondents are workingwomen 30 respondents are homemaker, 117 respondents i.e., 29.25% of respondents like looks good character in which 54 respondents are students 25 respondents are workingwomen 38 respondents are homemaker.

148 respondents i.e., 37% of respondents like twist and turns storylines in which 80 respondents are students 32 respondents are workingwomen 36 respondents are homemakers, 116 respondents

i.e.,29% of respondents like storylines those that deal with current issues in which 60 respondents are students 35 respondents are workingwomen 21 respondents are homemaker, 71 respondents i.e.,17.75% of respondents like relationship based storylines in which 21 respondents are students 30 respondents are workingwomen 20 respondents are homemaker,36 respondents i.e.,9% of respondents like storylines based on family feud in which 3 respondents are students 13 respondents are workingwomen 20 respondents are homemakers, 29 respondents i.e.,7.25% of respondents like storylines based on epic and religious stories in which 11 respondents are students 8 respondents are workingwomen 10 respondents are homemaker.

26 respondents i.e.,16.25% of respondent watch soaps rarely in which 26 respondents are students 24 respondents are working women 15 respondents are homemaker, 12 respondents i.e.,3% of respondents watch soaps once a week in which 6 respondents are students 2 respondents are workingwomen 4 respondents are homemakers, 105 respondents i.e.,26.25% of respondents watch soaps 2 or 3 times a week in which 50 respondents are students 35 respondents are workingwomen 20 respondents are homemakers, 218 respondents i.e., 54.5% of respondents watch soaps daily in which 69 respondents are students 65 respondents are workingwomen 84 respondents are homemakers.

214 respondents i.e.,53.5% of respondents says that yes the trailers entice them to watch soaps in which 72 respondents are students 56 respondents are workingwomen 86 respondents are homemakers, 69 respondents i.e.,17.25% of respondents says that trailers does not entice them to watch soap in which 30 respondents are students 22 respondent are workingwomen 17 respondents are homemakers, 117 respondents i.e., 29.25% of respondents says that they can't say whether trailers entice them in which 51 respondents are students 46 respondents are workingwomen 20 respondents are homemakers.

111 respondents i.e.,27.75% of respondents watch soaps to spend time in which 41 respondents are students 27 respondents are workingwomen 42 respondents are homemakers, 195 respondents i.e.,48.75% of respondents watch soaps to entertain themselves in which 75 respondents are students

60 respondents are workingwomen 59 respondents are homemakers, 32 respondents i.e., 8% of respondents watch soaps for reality aspects in which 14 respondents are students 8 respondents are workingwomen 10 respondents are homemakers, 53 respondents i.e., 13.25% of respondents watch soaps for latest fashion in which 30 respondents are students 15 respondents are workingwomen 8 respondents are homemakers, 11 respondents i.e., 2.75% of respondents watch soaps for Para social interaction in which 2 respondents are students 4 respondents are workingwomen 5 respondents are homemakers.

36 respondents i.e., 9% of respondents chop vegetables while watching soap opera in which 4 respondents are students 16 respondents are workingwomen 16 respondents homemakers, 117 respondents i.e., 29.25% of respondents take care of house hold activities while watching soap opera in which 15 respondents are students 42 respondents are workingwomen 60 respondents are homemakers, 24 respondents i.e., 6% of respondents flip through magazines while watching soap opera in which 11 respondents are students 8 respondents are workingwomen 5 respondents are homemakers, 131 respondents i.e., 32.75% of respondents take meal while watching soap in which 70 respondents are students 35 respondents are workingwomen 26 respondents are homemakers, 38 respondents i.e., 9.5% of respondents talk over phone while watching soaps in which 12 respondents are students 18 respondents are workingwomen 8 respondents are homemakers, 54 respondents i.e., 13.5% of respondents pay full concentration while watching soap in which 32 respondents are students 10 respondents are workingwomen 12 respondents are homemakers.

163 respondents i.e., 40.75% of respondents like these serials because of entertainment in which 67 respondents are students 46 respondents are workingwomen 50 respondents are homemakers, 29 respondents i.e., 7.25% of respondents like these serials for information in which 10 respondents are students 7 respondents are workingwomen 12 respondents are homemakers, 108 respondents i.e., 27% of respondents like these serials because they depict the real life in which 40 respondents are students 40 respondents are workingwomen 28 respondents are homemakers, 38 respondents i.e., 9.5% of respondents like these serials to keep themselves updated on fashion in which 12 respondents are students 10 respondents are workingwomen 16 respondents are homemakers, 62 respondents

i.e., 15.5% of respondents like these serials because of the fascination for a particular character in which 26 respondents are students 22 respondents are workingwomen 14 respondents are homemakers.

12 respondents i.e., 3% of respondents record their favourite soaps if they miss any episode in which 8 respondents are students 4 respondents are workingwomen, 170 respondents i.e., 42.5% of respondents watch repeat telecast of their favourite shows in which 68 respondents are students 46 respondents are workingwomen 56 respondents are homemaker, 48 respondents i.e., 12% of respondents call a friend to know the latest in which 22 respondents are students 14 respondents are workingwomen 12 respondents are homemaker, 44 respondents i.e., 11% of respondents wait avidly for the next episode in which 22 respondents are students 14 respondents are workingwomen 8 respondents are homemaker, 126 respondents i.e., 31.5% of respondents does nothing if they miss any episode in which 46 respondents are students 38 respondents are workingwomen 42 respondents are homemaker.

67 respondents i.e., 16.75% of respondents watching soaps take equal priority to doing something such as homework or household activity in which 26 respondents are students 15 respondents are working 26 respondents are homemakers, 55 respondents i.e., 13.75% of respondents almost take equal priority to doing something such as homework or house hold activity in which 28 respondents are students 15 respondents are workingwomen 26 respondents are homemakers, 155 respondents i.e., 38.75% of respondents does not take equal priority to doing something such as homework or household activity in which 47 respondents are students 61 respondents are workingwomen 47 respondents are homemakers, 58 respondents i.e., 14.5% of respondents express that they have to think whether they take equal priority to doing something such as homework or household activity in which 20 respondents are students 16 respondents are workingwomen 22 respondents are homemakers, 65 respondents i.e., 16.25% of respondents says that they can't say whether they take equal priority to doing something such as homework or house hold activity in which 30 respondents are students 15 respondents are workingwomen 20 respondents are homemakers.

104 respondents i.e.,26% of respondents discuss the storylines with their family in which 46 respondents are students 37 respondents are workingwomen 21 respondents are homemaker, 209 respondents i.e.,52.25% of respondents discuss the storylines with their friends in which 62 respondents are students 68 respondents are workingwomen 79 respondents are homemaker, 26 respondents i.e,6.5% of respondents discuss the storylines with their juniors in which 20 respondents are students 6 respondents are workingwomen 0 respondents are homemakers , 5 respondents i.e.,1.25% of respondents discuss the story lines with the acquaintances in which 1 respondents are students 4 respondents are workingwomen 0 respondents are homemakers, 56 respondents i.e.,14% of respondents discuss the storylines with no one in which 17 respondents are students 26 respondents are workingwomen 13 respondents are homemaker.

Homemakers and students watch more soaps than workingwomen. Student respondents watch more than one serials a day than homemakers and workingwomen. The homemakers and the students watch the repeat telecast of their favourite soaps. The workingwomen and students watch the repeat telecast if they miss any episode. But the homemakers watch the repeat telecast even if they don't miss any episode of their favourite serials. Again, student respondents watch the repeat telecast of their favourite serials just for a pull for their favourite character. Both the student respondents and homemakers watch more soap sometimes more than 4 hours. Workingwomen watch soaps for 2 hours and very rarely more than it. Daily soaps and weekly soaps are watched more by homemakers and students, Reality Shows and Movies are watched more by students and workingwomen, working women prefer watching reality shows more as they do not have time to sit at home and watch daily or weekly soaps. Moreover, they watch it for recreation or refreshment. Another reason is that workingwomen like storylines that depicts real life not a Saas Bahu Saga. Sports and news are mostly watched by workingwomen as they need to keep themselves updated. Workingwomen and students do not like storylines that last for a long time up to several years. On the other hand housewives prefer watching serials that last long. Trailers entice the homemakers than workingwomen and students. All the groups of respondents prefer watching soaps during night time so that they can enjoy as they become free from their daily activities. Most of the respondents watch these soaps while taking meal. Hence it can be said that despite of difference between ages, occupation, mother tongue, educational

qualification, religion, economic status women audience can form an interpretive community.