

Toward the Impacts of Indian Drama Serials on Bangladeshi Social System: An Overview of People's Perception

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Abstract

Nowadays Indian drama serials are very popular in Bangladesh. Young, old even children are interested to watch it. These people watch and imitate the life style portrayed in these daily soaps. That is gradually eating up our traditional and enriched cultural norms and values. Study revealed that these Indian tele serials provoke sexual behavior, instigate pre and extra martial affair, educate criminal activity, originate eve teasing, and nurture conflict between family members. Study also disclosed that these daily soaps impose Hinduism culture on every sphere of living of Bangladeshi people. This study was carried on 100 people consisted of youngsters and middle age men and women on the basis of snow ball sampling. At the end the paper suggested some remedial measures that are indispensably needed to save our viewers from the negative consequences of Indian drama serials and stop cultural intrusion.

Key Words: Indian Drama Serial, Impact, Social System, People's perception, Bangladesh,

Introduction

Drama is a unique tool to explore and express human behavior, feeling, and emotion. It highlights the picture of society in a dramatic style which seems to a spectator or viewer that he is performing himself as Shakespear said, "the world is a stage and we are actors performing in this stage". However, drama serial is one of the most popular forms of entertainment for all ages. In broad sense, tele-drama, an art form involving the techniques of cinematography and narratology that retains a tremendous capability to penetrate various opaque social realities and provide formidably transparent portrayals of them, has a powerful impact on modern society by entering as a fluid medium of entertainment not only the spectators studios and drawing rooms but also their private chambers and bedrooms. (Ruwandeepa, V. D., 2011) As entertainment is something that amuse people and in that sense Indian drama serials are definitely entertaining. (Morshed, M., 2012) Nowadays Indian drama serials (Hindi and Indian bangla) become the most popular entertaining in our country and it is getting more popularity. A good percentage of our population now watches Indian tele serials. Young and the old even the children also interested to watch it. The house is hardly found where these serials are not viewed regularly. These viewers are blindly following the Indian culture what are portrayed in these serials. It is destroying our culture, values, beliefs and traditions. Bangladesh is a Muslim majority country but people have gained Indian Hinduism culture through these daily tele serials.

Problem Statement

While female are generally more interested in these Indian serials, males are now also becoming increasingly interested in them. Moreover female spent a significant amount of time watching the serials. The impact of Indian dramas is so strong that it will take a good amount of time to take it off. It is not a matter of weeks or months but years. Moreover female spent a significant amount of time watching the serials (Morshed, M. 2012). The women who watch them while having food are badly affected by contemplating on them (Ruwandeepta, V. D., 2011). Some women have even reduced the number of dishes they cook in a hurry. They forget to eat while watching these Hindi serials. They can pass a day without eating but they can not avoid Hindi serials in a day. (Shuvo, S., 2009). Mothers attention towards their kids has been lessened by spending a long time on watching the television. In this way they kill the quality time that should be spent with the family. Mothers paying less attention to their children causes personality disorders in long term (Ruwandeepta, V. D. 2011). Some husbands are ignored by their wives. They do not pay their attention to them because of the tele serials. And the negligence concerns affects indirectly to increase household problems. Moreover, behavior changes can be observed in some of the people who followed these serials rigorously. Slowly, their natures became more complaining, critical and impatient. Through these Indian dramas we are going away from our culture and tradition in a very subtle way. The very examples are those of Sarhi, sleeveless dressing, short shirts, less use of cheddar, etc. Even Bangladeshi weddings are the victim of hindi serials culture. Now there are Indian rituals involved with our weddings (Shuvo, S., 2009). A large number of people are seeing wearing Indian style of dressing and using Hindi words in common conversation. (Qamar M. et al, 2012). Bangladeshi people practically adopting the Indian culture by watching such serials, leaving very little space for our own culture. They imitating Indian fashion, mentality, etc. This is the extent of influence that Indian serials have on the minds of Bangladeshi people (Anwar B.S., 2005).

Indian Drama Serials: Source of Entertainment or Social Devaluation

Due to increasing number of Indian channels and television networks, people have acquainted themselves with different kinds of daily operas. There are many channels which show daily operas all of them are impractical. These Hindi drama channels are easy to access. Star Plus, Zee TV, Sony, Colors and Star One, Life OK and some Indian Bangla drama channels Star Jalsa, Z Bangla, ETV Bangla are popular among Bangladeshi people. It goes without saying that there is badly any field of choice and interest which is not affected by Indian custom and convention, outlooks, thoughts, choices, interests, behaviors etc. of the Bangladeshies coincide with those of the Indian to a greater extend. Indian drama serials have superseded the place where Bangladeshi movies dramas etc. originated. It shows the addiction of this family towards Hindi serials. Evident confirms that IndianTele dramas are consisted of events, full of sexual harassment, revenge, aggressions and sorrowfulness (Shuvo, S., 2009). Extra marital relationship is one of the features of Indian serials. As people very carefully follow these serials they get mentally affected by what they see every single night. As a result an increasing number of city dweller are now engaged in extra marital affair which raises conjugal problem that leads to conflict and even to divorce (Morshed M., 2012). These

dramas entertain most of the Bangladeshis with their vulgar and absurd stories and characters and performances. It also exposes some unnecessary things such as blackmail, a higher degree of suspicion. The issue where Indian drama serials are a source of entertainment or social devaluation has turned out to be more important these days. Although our people have divergent opinions about it, most of them have agreed on the common concept that the tele serials are broadcasted on the television in the form of entertainment are indicative of moral degradation. Vulgar words dialogues, womens slangy dress up, obscene appearance, unethical deeds etc. undoubtedly defile the normal characters and mentalities of our people. Furthermore, violent activities, malice between women, abhorrent relations and so on displayed on the screen help the audience to act accordingly in reality.

Literature Review

Dattoo, Al-Karim (2010) examined, these daily opera texts portray such images where a woman may have multiple relationships during her lifetime. Apart from the above, both locally and globally produced TV commercials expose females as highly contributing members, both, at home and at places of work and also show men as subordinate. Thus the image of the woman is represented as self-sufficient, confident and an opposite equal to men—a depiction that often comes into conflict with the local gender-based social structures.

Ruwandeepa, V. D., (2011) identified, modern fashions and beautiful actors have become the most attractive items in these Tele dramas for 40% of women. They tend to select the same fashion that they see in these dramas while they do shopping. The counterpart that has created about women by these dramas is a very artificial one. It emphasizes to clad with very nice clothes if you are woman. The counterparts of women in these Tele dramas are similar to artificial dolls. One women responder said that her grandmother whose age is 74 is getting ready for a tour to India and is trying to find a similar sari that is worn by Tulsi at „Mahagedara“. The women who consider these Tele dramas are very useful and very applicable to their lives indicated 50% of the total population.

Anthony, Z (2011) found that much stringer culture which was presented in a vivid way highly adoptable and often admirable in the Indian tele serials. Majority of women responded the attraction toward hair style dress and dished presented and worn Indian models and tried to do and look the same way. With dish antenna society was adoption new ways trends and lifestyle.

Butt S (2005) pointed out in his research that the same operas directly and indirectly are giving maximum coverage to Hindu religion through the projection of names of gods and goddess, religious verses, religious words and history, different scenes in religious background, sounds and prayers. The researcher indicated that the projection

of religion is some times the requirement of the scene but most of the time the religious projection of Hinduism is unnecessary.

Anwar B S (2005) observed that the people who actually see these shows are delusional, because what these serials show are too far fetched. They are all basically the same. It is manipulating the minds of the people in our country, and as a result, India is only gaining more money. Instead of people utilizing their time, and engaging in productive activities, people indulge in this mindless drivel. Indian T.V shows hardly give Bangladeshi shows a chance. He added "These shows are not in tune with reality, they are not only impractical, but are inappropriate for young children who have impressionable minds."

Morshed M (2012) viewed that these serials affects people's mentality to a great extend. The instill the nations shown in the serials in our own lives which is really dangerous phenomenon.. We are moving away from our tradition belief and values and so every now and then we are facing numerous problems in our family and society

Limitation

This study reflects the perception of the people of Dhaka city only who were collected on the basis of snowball sampling. Besides, this study was self funded and there was time constrain too.

Objective of the Study

Main Objective

The main objective of the paper was to identify the negative consequences of Indian drama serials on Bangladeshi social system.

Common objectives

- (ii) To measure the peoples perception towards Indian daily soaps
- (iii) To uncover main subject matter of these serials.
- (iii) To find out the impacts of these serials on our social system
- (iv) To suggest some possible solutions to prevent negative consequences resulted from Indian drama serials.

Methodology

This study followed quantitative method on the basis of primary and secondary data. In case of gathering primary data mainly survey and in-dept interview techniques were used. Survey was conducted using a semi structured questionnaire. Besides, in-dept interview with open ended questionnaire was also applied to know dept information for the study. As we know that people of all ages have grave addiction to Indian drama serials, data was collected from 50 (fifty) young girl and boy as well as 50 (fifty) middle age men and women, total 100 (one hundred) people who reside in Dhaka city on the basis of snow ball sampling. Secondary data was collected from books, journals, newspaper, internet, published and unpublished thesis.

Findings and Discussion

Age	Gender		Total
	Male	Female	
20-30	25	25	50
35-45	25	25	50
Total			100

Table 1: Profile of the Respondents by Age and Gender

The study was carried out on total 100 (hundred) people that included 25 (twenty five) young boy and 25(twenty five) young girl who were 20 (twenty) to 30 (thirty) years of old as well as 25 middle age man 25(twenty five) middle age women who were aged between 35 (thirty five) to 45 (forty five). There is no doubt that Indian drama serials are very popular among people of all ages in Bangladesh. For this reason, in order to collect data, participants of two stages on the basis of age were selected purposively.

Variables	Respondent				Total	
	Youngsters (male and female)		Middle age (male and female)		Yes	No
	Yes	No	Yes	No	Percentage	Percentage
Place forward model with filthy dress	32	18	43	7	75	25
Provoke pre marital relationship	26	24	39	11	65	35
Instigate Extra Marital Affair	34	16	45	5	79	31
Originate eve teasing	31	19	47	3	78	22
Nurture Conflict between daughter in law and mother in law	41	9	49	1	90	10

Educate criminal activity	27	23	34	16	61	39
Inflame sexuality	32	18	43	7	75	25
Impose Cultural Intrusion	31	19	48	2	79	21

Table 2: Peoples perception toward Indian drama serials

Filthy Dress up

Study shows that 75% respondents admitted that, the model in the Indian drama serials are presented with filthy dress up. Especially, girls wear very short dresses to show their body by which the gents easily can be easily attracted. Our young girl even the middle age women, now a days, are influence by these dresses. Men of all ages also follow their dress up. In this regard, Sabina Yasmin a BBA student of Northern University Bangladesh reported,

“Like the Hindi drama serials, their dress up is also popular among our young generation even among middle age women. it differs with our domestic dress up and it is totally indecent. Nowadays, it is tough to maintain curtain by the influence of Hindi drama serials. Many people see curtain system ridiculously”.

Inflame sexual behavior

A study conducted on Pakistan showed that, a large number of the respondents 89.7% were of the view that Indian serials are playing a pivotal role in increasing sexual behavior among youth the future of the nation (Ansari, S. (2005). There is no denying the fact is that the filthy dresses of the models provoke tremendous sexuality. Beside vulgar dress up, their attitude, conversations also influence young generation toward abandoned sexual behavior. That leads the uncontrolled sex life and accelerates social degradation. Parents are anxious about the future of their children. Now a day it seems very tough to control children. Because, these children act what they learn from these drama serials. According to Md. Nazmul Haque, teacher of Southeast Int. School, alleged

“Hindi drama serials spreading the flavor of sexuality which is not allowed in our society. Theses drams diverting our young generation from the mainstream. Captivating by sexuality, youth can not pay heed to constructive work, and thinking. They are loosing character because nowadays character is less valuable to them.”

Provoke Pre Marital Relationship

To fall in love with opposite sex without being married is the common scenario of Hindi daily soaps that was reported by 65% participants. For getting love from opposite partner, they can do anything. Parents love and affection is less valuable to them.

“There are no serials without love before marriage. It teaches us without love life is meaningless. So, we must fall in love. Apart from these, it can be seen is these drama serials that, they are falling love on their friend, girl friend loving boy

friend boy friend also loving girl friend. I think, it is one kind of adultery in the name of friendship”. Said Tuhin Hossain, a student of Dhaka College.

Extra Marital Affair

Study revealed that, according to 79% respondents believe, Hindi drama serials are also responsible for extra marital relationship like pre marital love. Husband build relationship with their female colleague or previous girlfriend and wife also maintain relationship with other man is also the subject matter of these serials. And these illicit affairs are presented so decently that the people who engaged with this infidelity are right. But it does not focus on the severe consequences of this relationship and how it is destroying our family system. Watching these serials extra marital affair seems very common among the viewer. As Mizanur Rahman, a 38 years old and employed in a private organization, told

“Recently divorce and suicidal death is on increase in our country resulted from Hindi daily serials since these are very popular among the people of Bangladesh. Because, these drama show, extra marital affair is not offence rather it is the way to remove conjugal dispute. It breeds misunderstanding among couple. It is silently destroying the trust between husband and wife and ultimately family system is becoming hazardous. However, the tendency of making extra marital relationship is very common in our society as we are very fond of these daily soaps”.

Originate Eve Teasing

Eve teasing is also taught by Hindi drama serials according to 78% participants. Boys are teasing girls and working women in the streets, colleges even in the buses and trains. To some extent, girls are also teasing boys. Viewers of all ages especially our young generation follow and apply it and they enjoy it very much.

“We are passing law to tackle eve teasing and raising social awareness against it but are not raising our voice against the Hindi drama serials where eve teasing are telecasted to entertain the people. Eve teasing is a social disease and if we want to combat eve teasing, we have to boycott Hindi drama serials”. Said Tanjim Islam, a student of Northern University Bangladesh, ELL program.

Nurture Conflict between Daughter in Law and Mother in Law

In this study 90 percent viewers admitted that one of the subject matters of Hindi drama serials is conflict between daughter and mother in law. They are busy to beat of once back always stage conspiracy against each other which is breaking the normal relationship among daughter and mother in law. After watching these serials the daughter in law seems mother in law is her enemy and likewise mother in law think daughter in law is her rivals. In this way, Hindi serials instigating family dispute. Apart from these, conflict between brothers and sisters regarding property or power etc. are also the telecasted in these serials from which less constructive things are taught. In this regard Mukta a house wife aged 21 years told,

“Mother in law is like mother. Because, husband’s mother is wife’s mother. But in these serials mother in law means her rival. In contrast, In our society mother in law looks after daughter in law as her daughter. But watching these serials mother in law starts to see daughter in law as her enemy.”

Educate criminal activity

Hindi drama serials educate criminal action confessed by 61 percent respondents. It shows how to do harm counterpart, how to originate discord among family members even how to kill people. It teaches to kill opposite person by mixing poison in food or hiring hoodlums to success operation. The technique of child abduction is also taught in these serials.

“Social crime can be learned from Hindi daily soaps. Because it telecast how offensive activities are occurred. So an ill person can easily get idea to commit criminal act through these serials”. Said Mamun Hossain, student of Computer science of Stamford University.

Impose cultural Intrusion

It is alleged by 79 percent participants that Indian drama serials impose cultural aggression on our local culture. Bangladesh is the second largest Muslim country in the world. Her 90 percent people follower of Islam. Their entire culture is Islam oriented. But these serials spreading Hinduism culture among Bangladeshi people. It can be observed in case of food habit, dress up, speaking style, rituals and festivals. So, these are silently undermining our local culture and increasing the sense of Hinduism. According to Mehedi Hasan Tanim, the student of Textile department of Northen University Bangladesh reported that

“Due to mass popularity of Hindi Drama serials, we are losing our local culture. These only reflect the culture of India which is not accordance with our Bangladeshi culture. Thus, our blind people who have keen interest on Hindi daily soaps can not distinguish between Indian and Bangladesh culture. Gradually they are following Hinduism avoiding our domestic enriched culture. This is very dangerous consequences of Hindi drama serials. Now it is question of identity. Because there is a proverb, if you lose your culture, you will lose your identity.”

Recommendations and Conclusion

Indian tele serials not only wasting our valuable time, interrupting children’s education but also these are instigating sexual behavior, conflict among family member, criminal activity, pre and extra marital relationship. Apart from these, it is imposing cultural intrusion that affecting our prolonged enriched cultural norms and values which can be observed through tremendous Hinduism culture in dress up and festivals. So this can be regarded as source of social disorganization in Bangladesh instead of source of entertainment. In order to save our traditional culture and stop cultural aggression, some initiatives are indispensably needed to implement such as:

1. There should be a committee who will control the programs aired by satellite TV channels.

2. The programs should not be telecasted which is hazardous for our culture.
3. Our local drama serials have to be made more attractive that can avert our viewers both male and female from watching Indian daily soaps.
4. Awareness has to be raised among people about the long term impacts of Indian drama serials on Bangladeshi family and social system.
5. Viewers should realize that Indian society and Bangladeshi society is not same. So they should stop following their life style.

Indian drama serials getting much popularity among our Bangladeshi people. People enjoy these tele serials and imitate the life style depicted in these serials which is undermining our culture and spreading the culture of Hinduism. So, time has come to think what is telecasting in this Indian daily soaps and what we are learning. Finally, If we fail to identify the negative consequences of these serials we will lose our culture as well as our identity.

About the Author

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