

TOWARD THE IMPACTS OF INDIAN DRAMA SERIALS ON BANGLADESHI FAMILY 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 drama 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 in every sphere of life of Bangladeshi people. This study was carried on 100 families of Dhaka city corporation area on the basis of random 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.

Keywords: Indian Drama Serial, Impact, Family 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 Shakespeare wrote in his poem 'All the world's a stage' (from *As You Like It* 2/7), "All the world's a stage, And all the men and women merely players". However, drama serial is one of the most popular forms of entertainment for all ages what can be defined as series of television programs and radio programs that rely on a continuing plot that unfolds in a sequential episode-by-episode fashion. Serials typically follow main story arcs that span entire television seasons or even the full run of the series, which distinguishes them from traditional episodic television that relies on more stand-alone episodes. (Free Encyclopedia: 2012). In addition to, drama serial is a situation or succession of events in real life having the dramatic progression or emotional effect characteristic of a play (The Free Dictionary: 2012). It is consisted of series of events having vivid, emotional, conflicting, or striking interest or results (Dictionary.com:2012).

History of Indian Drama has originated and developed from storehouse of Sanskrit in India. Indian drama has given its incredible impact and limit to perfection (Mirsha, 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 drama 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 the second largest Muslim majority country. Around 90% people of Bangladesh belong to Muslim which have a great influence on its culture and history (Bangladesh.com:2012). Likewise, In India, Hinduism is the dominant faith, practiced by over 80% of the population (Asian Info: 2010). It is evident that, Muslim and Hindu not only two religion but also two social orders. Because, their eating habit, clothing, speaking, script, sculpture, in a word, their entire culture is totally different. Bangladesh is a Muslim majority country mentioned above but her population is losing their local culture gradually due to Indian drama serials, which is highly influenced by the Hinduism culture (Mirsha, 2012).

PROBLEM STATEMENT

While female are generally more interested in these Indian serials, males are now also becoming increasingly interested in Indian drama 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, 2012). The women who watch them while having food are badly affected by contemplating on them (Ruwandeepa, 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, 2009). Mother's attention towards their kids has been lessened by spending a long time on watching the television which causes personality disorders in long term (Ruwandeepa, 2011). In this way they kill the quality time that should be spent with the family. Some husbands are ignored by their wives. They do not pay their attention to them because of these drama 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. Recent time Indian drama serials are becoming very much popular in Bangladeshi communities. Our men and women and also our young generation are blindly affecting by Indian culture which is a tremendous alarming for our own culture (Mozammal, 2012). These people practically adopt the Indian culture by watching such serials, leaving very little space for our own culture. We can see people imitate Indian fashion, mentality (Anwar, 2005). The very examples are those of Sarhi, sleeveless dressing, short shirts, less use of cheddar (veil) (Malik, 2011). Now there are Indian rituals involved with our weddings. Earlier when Bangladeshi weddings were limited to two holuds (Garlic), a wedding and, a reception or maybe engagement ceremonies at times, now some people have wedding ceremonies which last for at least seven to ten days (Shuvo, 2009). A large number of people are seeing wearing Indian style of dressing and using Hindi words in common conversation (Qamar et al, 2012).

Thus, we are losing command over our mother tongue because we are highly influenced by Indian dramas (Malik, 2011). Indian culture is eating up the creativity and productivity of many talented Bangladeshi individuals. Rather than expressing their own thoughts and ideas, they

prefer to copy the Indian culture (Shuvo, 2009). This is the extent of influence that Indian serials have on the minds of Bangladeshi people (Anwar, 2005).

INDIAN DRAMA SERIALS: SOURCE OF ENTERTAINMENT OR SOCIAL DEGRADATION?

Entertainment is something that is for fun, enjoy or relaxation. In that sense, Indian drama serials are definitely entertaining (Morshed, 2012). Due to increasing number of Indian channels and television networks, people have acquainted themselves with different kinds of daily operas. 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 the people of Bangladeshi. Among the dram serials ‘Saath Nivana Saatia’ ‘Is pyer ko keya naam ku’, ‘Ek hajaro mai mere bahna hai’, ‘Ye rishta keya kehlatahe’, ‘Payer ka dard hai’ and ‘Bir ki bira’ telecasted on star plus, ‘Love marriage ya arrange marriage’, ‘Muskan’, ‘Parwarish’, ‘Kuch to loke kahenge’, ‘Bari acchi lagti hai’ ‘Keya hua tera wada’ telecasted on Sony, ‘Rashi’ telecasted on Z Bangla, ‘Ma’, ‘Tapur tupur’, ‘Care Kori na’, ‘Sangshar sukher hoy romonir gun’, ‘Achol’, ‘Binni Dhaner Khoi’ telecasted on Star Jalsha are very popular among all ages specially women and young generation.

These serials are not only a source of entertainment but also show fatal family problems. As people very carefully follow these serials they get mentally affected by what they see every single night. The main objectives of Indian Bangla Serials are family clash, and most of the viewers are our parents. The point of impact is that, those serials create a bad image in their mind that; they try to compare the serial situation with their own family (Shuvo, 2009). Evident confirms that Indian drama serials are consisted of events, full of sexual harassment, revenge, aggressions and sorrowfulness (Shuvo, 2009). Extra marital relationship is one of the common features of Indian serials. To sketch an example, despite having wife and three children the hero maintain a illegal relationship with other lady in the serial “keya Hua Tera Wada” telecasted on Star TV. Some times this affair is presented in a nice way by which the views of these serials are being easily influenced in this illicit affair. “Ma” is another serial which is very popular among people of Bangladesh but it teaches family dispute. It presents the cruelty of Aunts and her daughter on the heroin as well as the dispute over property. ‘Amrit Manthan’ is another popular drama telecasted on Life OK where main issue is jealousy. Besides, it is the story of two sisters who become each other's enemies. Discrimination between rich and poor is the subject matter of these serials such as Tapur Tupur and ‘Saat Pake Badha’ telecasted on Z Bangla. This serial also shows the conflict between mother in law and daughter in law like another serial ‘Rashi’ and telecasted on the same channel. Indian drama also teaches revengeful behavior and criminal activity as well such as “Is payeer ka Kya Naam Do”.

Apart from 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 is Indian drama serials as source of entertainment or social degradation 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 these drama serials are broadcasted on the television in the form of entertainment are indicative of moral degradation. Vulgar words dialogues, women's slangy dress up, obscene appearance, unethical deeds undoubtedly defile the normal characters and mentalities of our people.

LITERATURE REVIEW

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.

Ruwandeepea (2011) identified modern fashions and beautiful actors have become the most attractive items in these 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 respondent 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 (2011) found much stringer culture which was presented in a vivid way highly adoptable and often admirable in the Indian drama serials. Majority of women responded the attraction toward hair style dress and dished presented and worn by Indian models and tired to do and look the same way. With dish antenna society was adopting new ways trends and lifestyle.

Butt (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 (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 (2012) suggested that, 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 due to addiction in Indian drama serials. But we need to be aware of such a critical situation. We must spot buying ideas from Indian serials and should not imitate the actors. We must not try such attitude in our lives. The more we will be involved in Indian serials the more we will face difficulties in our personal life.

OBJECTIVE OF THE STUDY

The main objective of the paper was to identify the main subject matter of Indian Drama serials and measure its long terms effect on Bangladeshi family system. The study also included some additional objectives such as:

1. To know the people's perception toward Indian drama serials
2. To find out some disorganizations of these serials that differ from our local culture
3. To suggest some possible solutions to prevent negative consequences resulting from Indian drama serials.

RESEARCH QUESTION

In order to serve the purpose of the study the respondents were asked following questions during interview:

1. What is the main subject matter of Indian drama serials?
2. How are these drama serials affecting the family system of Bangladesh?

MATERIALS AND METHOD

This study followed both quantitative and qualitative methods on the basis of primary and secondary data. Because, a quantitative component of a mixed research assumes the usage of deductive scientific method while qualitative component assumes inductive scientific method. Moreover, a quantitative approach collects quantitative data based on exact measurement applying structured as well as validated information collection. For instance, rating scales, closed-ended items and responses (Articlebase, 2007). Personal information especially democratic aspects were identified through quantitative method whereas qualitative method was used to know the in-depth information regarding Indian drama serials using introspective approach. As the main purpose of the study was firstly, to know the main subject matter of these drama serials and secondly, to measure its long terms effect on Bangladeshi social system, this interview took place in two stages. In the first stage the researcher tried to know the main subject matter and in the second stages the researcher endeavored to know the long term effects of Indian tele serials on Bangladeshi social system. Data were accumulated from five significant areas of Dhaka City Corporation on the basis of purposive sampling namely Mirpur, Agargaon, Taltola, Firmgate and Tegkunipara. Later on, twenty (20) respondents from each area were selected randomly and total one hundred (100) people were interviewed. The significant

statements of the interviewer were tape recorded by the interviewer which was interpreted in verbatim method. Besides, secondary data were collected from national and international books, article, and newspaper, published and unpublished thesis, and browsing internet.

RESULTS AND DISCUSSIONS

Profile of the Respondents

Variable	Percentage
Gender	
Male	25%
Female	75%
Age	
20-25	22%
26-30	31%
31-35	18%
36-40	39%
Profession	
Student	33%
House wife	41%
Businessmen	18%
Service	8%

Table 1: Respondents Profile

The study was conducted on one hundred (100) people including male (25%) and female (75%) who were collected from ten significant areas of Dhaka City Corporation. Among the respondents majority (39%) were 36-40 years of old while 22% were age range 20-31% and 18% were 26-30 and 31-35 years of old respectively. Regarding profession, 33% were student whilst 41%, 18% and 8% were house wife, businessmen and service holder correspondingly.

Significant Statements of the Respondents

Significant Statement	Percentage
Filthy Dress up	16%
Inflame sexual behavior	12%
Pre-Marital Relationship	9%
Extra Marital Affair	23%
Eve Teasing	8%
Family Conflict	13%
Criminal activity	7%
Cultural Intrusion	12%

Table 2: Significant Statements of the interviewer regarding Indian drama serials

Meaning of the significant statements

Filthy Dress up

Hindi drama serials are full of naked and dirty things. In reality shows women wear vulgar dresses. They try to show their body to the common people (Shuvo, 2009). In this Study 16% 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, currently living at Mirpur, 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 revealed that, a handsome number of the respondents (14%) viewed that Indian serials are playing a pivotal role in increasing sexual behavior among youth the future of the nation (Ansari, 2005). But this study identified that, 12% respondent claimed that these serials instigate sexual behavior. 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. Nowadays 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, inhabitant of Firmgate area alleged

“Hindi drama serials spreading the flavor of sexuality which is not allowed in our society. These dramas are diverting our young generation from the mainstream. Captivating by sexuality, youth can not pay heed to constructive work, and thinking. They are losing 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 9% 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 who resides at Tegkunipara of Dhaka City Corporation.

Extra Marital Affair

Study revealed that, majority (23%) of respondents who participated in the interview 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, currently living at Taltola area, said:

“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 8% 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 who resides at Agargaon area).

Nurture Conflict between Daughter in Law and Mother in Law

In this study 13 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 are 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, who lives at Frimgate area, said:

“Mother in law is like mother because husband’s mother is wife’s mother. However, 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 7 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, resides at Mirpur.

Impose cultural Intrusion

It is alleged by 12 percent participants that Indian drama serials impose cultural aggression on our local culture. Bangladesh is the second largest Muslim country in the world. Here 90% 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, who lives at Taltola area of Dhaka city, the student of Textile department of Northern 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 drama 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 cultural values and traditions. The government should take initiatives in this concern.
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. Drama serials should convey the message what is good and what is bad. It must practically show to stop the evil and go well.
5. The guardian should watch the channels which telecast educational program such as BBC, CNN and sports channel such as Star Sports and make the other family member interested to watch these channels.
6. Awareness has to be raised among people about the long term impacts of Indian drama serials on Bangladeshi family and social system.
7. Viewers should realize that Indian society and Bangladeshi society is not same. So they should stop following their life style.
8. Bangladeshi people have to be conscious. They should be aware of their own rights and values. They should not allow such discrimination to take place. They must not be influenced or guided by some other culture.
9. Bangladeshi media, politicians, artists, models, stars and else every citizen should promote its own Bangladeshi culture instead of imitating the culture of other's countries.

Indian drama serials not only popular in India but also it is much popular among the people of all age in Bangladesh. The family is hardly seen in Bangladesh where Indian drama serial (Hindi or Bangla) is not seen. People enjoy these dramas and imitate the life style depicted in these serials which is undermining our culture and spreading the culture of Hinduism. Our culture is at a stake now due to the addiction in Hindi drama serials. There is proverb, "If you lose your culture, you will lose your identity". So, time has come to think what is telecasting in this Indian daily soaps and what we are learning. Otherwise, if we fail to identify the negative consequences of these serials we will lose our identity as Bangladeshi by the course of time.

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