

Television and Health

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ABSTRACT:

The role of television in daily life is crucial. India has experienced incredible growth. It gives access to activities taking place locally, nationally, and internationally and has the potential to be a catalyst for social change. Social interaction and popular media, such as television, are combined. Because it impacts people's attitudes, behaviors, and health in addition to providing knowledge, it has a significant impact on the general population. People are affected by television in both positive and negative ways. The effect of television on women's health is the main topic of this study.

Keywords: Television, Health, Women

I. INTRODUCTION

Particularly in recent years, television has grown to be one of the most significant mass communication instruments. It is significant to how we live our daily lives. The classic saying "Health is Wealth" is true. It signifies that, like money, gold, or any other precious object, good health is regarded as significant and valued. In actuality, one of the most valuable possessions a person can have is good health. Success and happiness are not possible without being in excellent health. Without good health, no one, not even the wealthy, can enjoy their money. It's interesting to note that in today's fast-paced society, people are preoccupied with pursuing their goals, making money, or moving up the corporate ladder. People are too busy juggling their professional aspirations with their familial obligations. They frequently disregard their health in the pursuit of fortune in all the hustle and bustle of daily life. Women in rural areas often lack fundamental health knowledge, and the media plays no part in raising health literacy or awareness. In contrast, in metropolitan areas, body image distortion and stereotyping of women reveal a complete absence of media concern for the ladies' wellbeing. The majority of television advertisements target women as the primary consumers. Women are constantly pressured by commercials to care about their skin, hair, complexion, body dimension, and more. 1

advertisement says "Being fair" is the one answer to every ladies' problems. Urban women of all ages, from teenage girls to middle-aged ladies, are aware of their complexion as well as physical appearance. In brief, the Indian press aims to raise women's awareness of beauty rather than health. "Health is one of the major concerns for every individual as well as the society too. The popular wish, 'SarveJanahSukhinoBhavantu' was served as a dimension in the ancient times." However, it is true that good health is essential for every person, society, and country to reach the desired objective. The idea of viewing women's health holistically differs from men's health, despite clear biological, psychological, and social differences between men and women. The modern discipline of women's health, however, aims to advance knowledge of the 'biological and psychosocial elements influencing women's health activities', including educating medical professionals. As a result, from the perspective of social responsibility, the media is extremely important. Every person must be both literate and interested in their own personal health situation in order to promote health awareness.

However, the media is regarded as a tool for raising public knowledge about health issues, and numerous strategies have been developed, in the form of television programs, to help people comprehend the advantages and raise awareness. The quickly changing lifestyle and rising standard of living have profoundly altered society. In addition, we are currently dealing with environmental changes like radiation effects and a number of novel epidemics. With no regard to gender, modern bad lifestyle choices including smoking, drinking, and using drugs have contributed to issues like multiple types of cancer and various psychological ailments. The awareness of cosmetics for health and beauty has grown as a result of all these causes. The media's emphasis on health care issues as a part of their social obligation is partially to blame for this awareness. The majority of respondents to this study did not use the treatments in their daily lives and were not aware of the health programs, despite the fact that it was assumed that they were aware of them. Women

who care about their appearance, however, watch television to find radiant skin. The average response is quite cautious about the advice given on the program; therefore, they also follow these cures for a long time to become more beautiful.

HEALTH STATE OF WOMEN IN INDIA AS WELL AS MEDIA: India is 1 of the only nations in the globe wherein birth lengths for males and women are almost equal (kilbourne, 1990). In India, the sex ratio has significantly decreased recently. Female infanticide as well as sex-discriminating abortions are to the highest degree examples of the liking for male children. In addition, women receive less medical care than males, although as children, despite the fact that they are more likely to develop serious illnesses. A woman's poor health affects not just her but also her family. Low birth weight babies are more likely to be delivered by women who are ill. Additionally, they are less likely to be able to give their kids healthy food and proper care. Unsafe abortions that end unwanted pregnancies have detrimental effects on women's health. According to news estimates, India has seen one crore cases of female infanticide in the past ten years. And everyone is aware that every year hundreds of women are assassinated on all possible pretexts and fronts. There is a chance that women will go extinct if this trend persists. "Health information is the most important resource in health care and health promotion, because it is essential in guiding strategic health behaviors, treatments and decisions" (kreps, 1988).

II. FINDINGS

Information can be found on television. Many women watch TV for entertainment, according to research, and they are unaffected by it. And they believe that television has a significant impact on raising public awareness of health issues. According to studies, women between the ages of 18 and 49 are the most dependent on television, consuming 54 hours of programming per month. Women who see thin-ideal television shows and commercials report higher levels of body dissatisfaction, bad moods, despair, and poorer self-esteem. Research indicates that 55 percent of women suffer from an eating disorder. Women are putting more emphasis on losing weight, which leads to eating disorders. Additionally, 23% of women, according to the WHO, are obese. The

prevalence of drinking and smoking among women is also rising as a result of media exposure. Drinking and smoking pose substantial risks to the health of women.

III. CONCLUSIONS

A significant component of daily living is television. The media can be used for entertainment and diversion as well as for spreading awareness and keeping up with current events. The majority of women learn about health from TV shows and movies. TV shows have an impact on women that is both beneficial and negative. Women are becoming more conscious of their health issues, but they are also developing television addictions, which have a detrimental effect on their health. The television shows that promote an unattainable ideal of a slender body are to blame for encouraging eating disorders in women. Therefore, it is essential to take action to educate women about the effects of eating disorders. So that they would be aware that the characters on television are not real. Women need to realize that their heroes' lives are not the same as their own. They ought to see the television shows favorably.

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