

## Impact of Moral Value Oriented T.V Programme on Secular Attitude of Literate People

**Puneet Kumar**

Asst. Prof. Baba Banda Bahadur College of Education, Faridkot, India

### Abstract

**Aim :** To study Moral Values Oriented T.V Programmes and Secular Attitude. **Method:** A sample of 200 literate people (100 male and 100 female) from Faridkot District were assessed. For Data Collection use one self made questionnaire on Moral Value Oriented T.V Programmes and a scale i.e. secular attitude scale by ANSHU MEHRA AND DURGANAND SINHA. **Results:** there is positive relationship between two variables that is Moral Values Oriented T.V Programmes and Secular Attitude. **Conclusion:** It may be concluded that Secular Attitude is a necessity for the success of democracy. Keeping this view in mind parents and teachers should promote these types of Moral Values Oriented Programmes among children.

### Introduction

Our society as whole is suffering today, and that is mainly due to erosion of values. Values in public life seems to be on the cross roads. There is erosion of social, moral, cultural values at all levels. The erosion of values has led to the spread of selfishness, unlimited greed, abuse of Human Rights, injustice, crises of character, destruction, frustration, exploitation, murder etc.

In modern culture people have different mode of entertainment like T.V, computer etc. Television which has greater impact on morality and attitude of people has some positive and negative effects. This influences the secular attitude of the people.

Value is a norm. It is an abiding standard or a goal. For evolution and progress values are needed. At every level of his consciousness, man is trying to understand value from a different angle. That which was value yesterday may not be value today. Values govern the moral universe of man. Value is an intrinsic truth. It is the measure of all other good things in life. In academic as well as in traditional philosophy, we come across the widely accepted concept of values as Truth, Beauty and Goodness i.e., 'Satyam', 'Sivam', 'Sundaram'. In recent years, the conception of value has enlarged so much that everything good and useful has been included in its scope. All branches of knowledge impart values in their own way. The term value has been defined differently by different writers and interpreted to be either a set or a feeling or an action. Generally, however, it is employed to designate a dominant interest, motive or broad educational attitude. For adequate conceptualization of the term "value" it would be desirable to briefly examine some of its important definitions.

### VALUES

Literally values' means the ideals customs, institution etc of a society toward which people of the group have an affective regard. Values can be defined as "a specific

mode of conduct or end state of existence which is personally or socially preferable to an opposite or converse mode of conduct or end state of existence. Values comprise of judgment elements in judgment elements in which they carry an idea as to what is right, good or desirable.

### **MORAL VALUES**

Morality signifies a code of ethical principles essentials to live a respectable life. These are important for the individual and the society. Moral values have the sanction of the society. It lays the foundation of character. In the words of Dr. Radha Krishnan, “The troubles of the whole world including India are due to the fact that education has become a more intellectual expertise and not the acquisition of moral and spiritual values.”

Life is the expression of the infinite and it involves the process of gradual enfoldment. Thus life is dynamic and it has a constant flow. As human beings we have to live to love and love to live. Man is the crown of creation and everything centers round his human existence. Humanity is thus the prime concern for education which should be geared to some purpose one wonders as to what should we live for and how we can attain that. The concept of values is more important for answering the questions. Various assumptions not only help the moral guidance but also the educational guidance. The criteria for determining the aims and goals of life and education are many often we mention about the there fundamental criteria, viz, truth beauty and goodness Keats has pointed out that truth is beauty and beauty is truth. It is obvious that without our life is like a drifting boat without any anchor.

### **ATTITUDE**

Attitude represents the way one feels, thinks, talks or acts in a particular situation. An attitude is a tendency of the individual to react favorably or unfavorably toward a designated class of stimuli such as person, object, task, idea or an activity. Attitudes are not inherited but they are learnt. The word attitude includes certain aspects of personality as interests, appreciations and social conduct. In 1935 Allport observed that attitudes today are measured more successfully than they are defined.

### **SECULAR ATTITUDE**

The secular man’s deepest and most unquestioned assumption about the nature of knowledge and reality is that science ultimately, is the only sources of true knowledge, and that anything which cannot be investigated by empirical methods of science is probably not real is called secular attitude.

### **IMPACT OF MORAL VALUE ORIENTED T.V PROGRAMME**

A huge industry by itself, the Indian silver screen has thousands of programmes in all the states of India. The small screen has produced numerous celebrities of their own kind some even attaining national fame. TV soaps are extremely popular with housewives as well as working women. Some small time actors have made it big in Bollywood. Approximately half of all Indian Households own a television, remarkable for a country where 77% of the population lives on less than Rs.20 (US\$0.50) per day.

Television first came to India named as Doordarshan or DD as the National Television Network of India. The first telecast started on September 15, 1959 in New Delhi. For many years the transmission was mainly in black & white. Television industry got the necessary boost in the eighties when Doordarshan introduced colour TV during the 1982 Asian Games.

### **LITERATE PEOPLE**

The traditional meaning of literacy is considered to be the ability to read and write or the ability to use language to read, write and listen and speak. In modern context, the word refers reading and writing at a level adequate for communication or at a level that lets one to understand and communicator ideas in a literate society, so as to take part in society.

### **METHOD AND PROCEDURE**

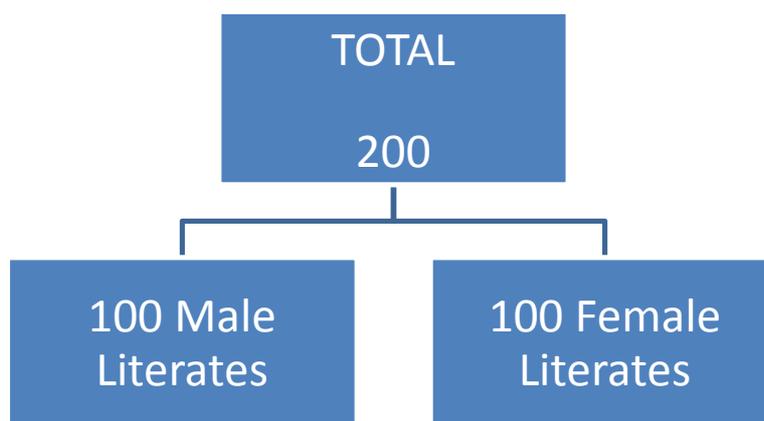
The method and procedure was designed keeping in mind the aims of the study to know the impact of Moral Values Oriented T.V Programme on the secular attitude of literate people by selecting the variables i.e. Moral Values and Secular Attitude.

This study is a descriptive survey method study. Descriptive study may be classified into three categories.

1. Survey Studies
2. Interrelationship Studies
3. Developmental Studies

### **SAMPLING TECHNIQUE**

Purposive Sampling was used for collecting data. The investigator use purposive sampling technique to collect the data from the literate people.



100 males literate and 100 female literate of FARIDKOT were included in the study.

### 3.5 TOOLS

The objective of the study was to collect information about the impact of moral values oriented T.V programme on the secular attitude of the literate people. It was decided to use one self made questionnaire on Moral Value Oriented T.V Programmes and a scale i.e. secular attitude scale by ANSHU MEHRA AND DURGANAND SINHA. This scale included 35 items and these items measure the secular attitude in six dimensions (Socio-religion dimensions, Self-definition and religion, Non-religion secular code, Religious Morality, Rational Ethics, Unquestioning religiosity)

#### Means and t values of Leftist and Rightist Group on the scale

	Mean	SD	N	Sed	df	t
Group 1(RSS-BJP)	81.115	28.76	52	4.49	109	21.75**
Group 2 (CPI-CPI(M).IPF)	178.9	17.4	59	.....	.....	.....

\*p<.05

\*\*p<.01

#### Analysis and Interpretation

##### Normality of data

To check the normality of data values of Mean, Median, Mode, S.D., Skewness and Kurtosis were calculated and the values were entered in the table 4.1

**Table 4.1**

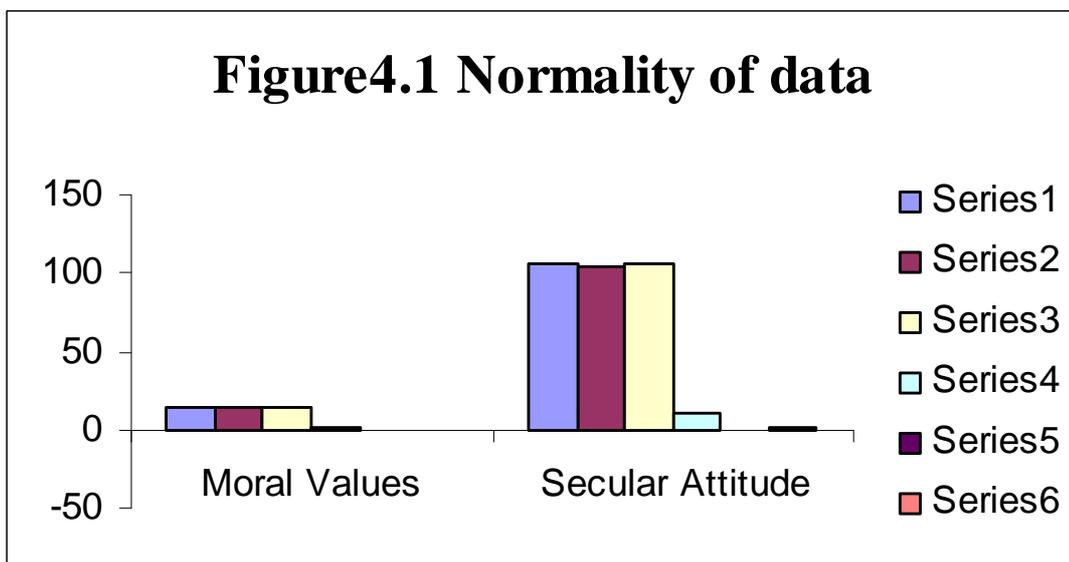
##### Normality of total data. (N=200)

	Mean	Median	Mode	S.D.	Skewness	Kurtosis
<b>Moral Values</b>	13.665	14	14	1.769	0.156	-0.877
<b>Secular Attitude</b>	105.95	105	106	9.971	0.454	1.083

Table 4.1 shows that the values of Mean, Median and Mode are 13.665, 14 and 14 respectively for the Moral Values. There is not much difference between these values. The value of Skewness is 0.156 which is near to the normal value (0.00) of skewness. The value of Kurtosis is -0.877 which is negative, thus the distribution is platykurtic. The

values of Mean, Median and Mode for Secular Attitude are 105.95, 105 and 106 respectively. All the measures of central tendency are in close proximity to each other which shows that the distribution is quite near to normal. The value of Skewness is 0.454 which is near to 0.00 the normal value of Skewness. The value of Kurtosis is 1.083 which is positive thus the distribution is leptokurtic.

On the basis of above discussion we may conclude that the distribution for sample on variables of Moral Values and Secular Attitude are quite near to normal. The variations in the values of Skewness and Kurtosis are due to unavoidable fluctuations in sampling as in collection of data, despite of sincere efforts, the investigator could not ignore the chance factor. So, by attributing the deviation to the unavoidable flaws in sampling, we assumed the distribution as normal and carried out the analysis.



In the figure 4.1

Series 1 shows Means of Moral Values and Secular Attitude respectively.

Series 2 shows Median Values and Secular Attitude respectively.

Series 3 shows Mode of Values and Secular Attitude respectively.

Series 4 shows S.D. of Values and Secular Attitude respectively.

Series 5 shows Skewness of Values and Secular Attitude respectively.

Series 6 shows Kurtosis of Values and Secular Attitude respectively.

**Hypotheses 1** There exist no significant relationship between the moral value oriented T.V programme and secular attitude of literate people

To check the hypothesis Pearson's correlation was calculated and the value is given in the table given below:

**Table 4.2****Relation between Moral Value Oriented T.V.****Programme and Secular Attitude of Literates**

Variables	N	Correlation
<b>Moral Values</b>	200	0.263*
<b>Secular Attitude</b>	200	

\*Significant at 0.01 level (Table given in Appendix)

Table 4.2 reveals that the value of correlation between Moral Value Oriented T.V. Programme and Secular Attitude of Literates is 0.263 which is significant at 0.01 level of significance. This shows that there exist significant positive relation between Moral Value Oriented T.V. Programme and Secular Attitude of Literates. Thus, hypothesis 1 stated above is thus rejected.

**Hypotheses 2** There exist no significant relationship between the moral value oriented T.V programme and secular attitude of male literates.

To check the hypothesis Pearson's correlation was calculated and the value is given in the table given below:

**Table 4.3****Relation between Moral Value Oriented T.V.****Programme and Secular Attitude of Male Literates**

Variables	N	Correlation
<b>Moral Values</b>	100	0.299*
<b>Secular Attitude</b>	100	

\*Significant at 0.01 level (Table given in Appendix)

Table 4.3 reveals that the value of correlation between Moral Value Oriented T.V. Programme and Secular Attitude of Male Literates is 0.299 which is significant at 0.01 level of significance. This shows that there exist significant positive relation between Moral Value Oriented T.V. Programme and Secular Attitude of Male Literates. The hypothesis 2 stated above is thus rejected.

**Hypotheses 3** There exist no significant relationship between the moral values oriented T.V programme and secular attitude of female literates.

To check the hypothesis Pearson's correlation was calculated and the value is given in the table given below:

**Table 4.4**

**Relation between Moral Value Oriented T.V.**

**Programme and Secular Attitude of Female Literates**

Variables	N	Correlation
Moral Values	100	0.241**
Secular Attitude	100	

\*\*Significant at 0.05 level (Table given in Appendix)

Table 4.4 reveals that the value of correlation between Moral Value Oriented T.V. Programme and Secular Attitude of Female Literates is 0.241 which is significant at 0.05 level of significance. This shows that there exist significant positive relation between Moral Value Oriented T.V. Programme and Secular Attitude of Female Literates. The hypothesis 3 stated above is thus rejected.

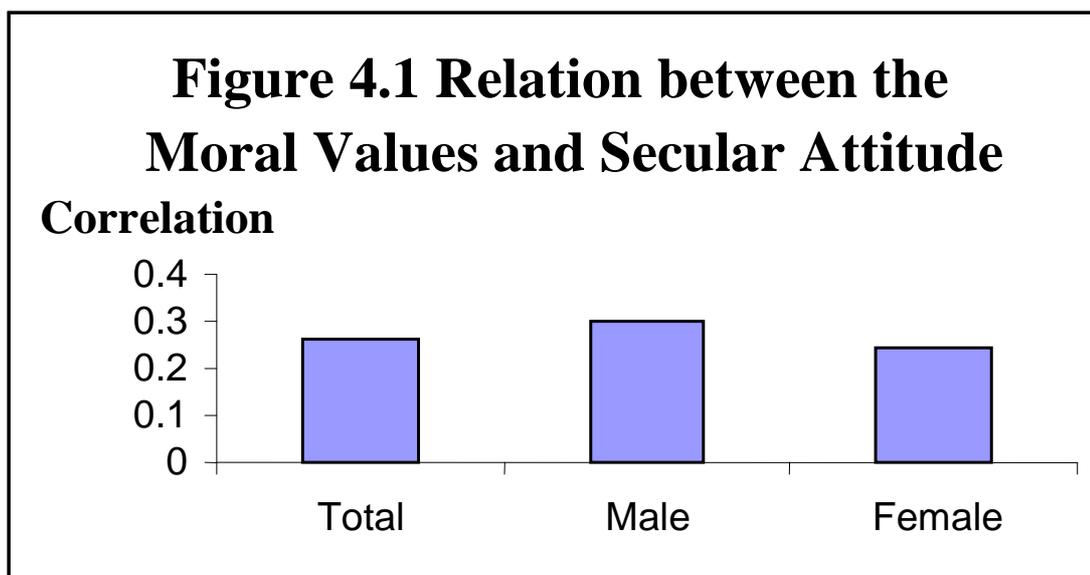


Figure 4.1 is prepared on the basis of tables 4.2, 4.3 and 4.4; in this figure Total represents correlation between Moral Values and Secular Attitude of Literates (Total Sample),

Male represents correlation between Moral Values and Secular Attitude of Male Literates and

Female represents correlation between Moral Values and Secular Attitude of Female Literates.

**Hypotheses 4** There exist no difference between secular attitude of male and female literates.

To check the hypothesis t-ratio was calculated and the value is given in the table given below:

**Table 4.5**

**Difference between the Secular Attitude  
of Male and Female Literates (N=100)**

	Mean	S.D.	t-ratio
Male	107.94	10.048	2.88*
Female	103.96	9.533	

\* Significant at 0.01 level (2.58)

Table 4.5 reveals that the values of mean of Secular Attitude for Male and Female Literates are 107.94 and 103.96 respectively. The value of t-ratio is 2.88. This is significant at 0.01 levels. Hypothesis 4 stated above is thus rejected. The Secular Attitude of Male Literates is significantly more as compared to their Female counterparts.

**CONCLUSION:** After discussing the results the investigator has reached the following conclusions:

- In the present study, there is significant relationship between Moral Values Oriented T.V Programmes and Secular Attitude of Literate people.
- Significant relationship has been found on the variables of Moral Value Oriented T.V Programmes and Secular Attitude of Male Literates.
- Significant relationship has been found on the variables of Moral Value Oriented T.V Programmes and Secular Attitude of Female Literates.
- Significant difference has been found in the variable of Secular Attitude of Male and Female Literates.

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