

The Web of Social Relationship Management: A case study of Balika Vadhu

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Abstract: Television has become an important part of our lives. As an audience of television, we generally stick to the programmes of our choice. Television soap operas are the main center of attention for women. The producers first make the story interesting and then by adding many twists and turns, they keep on stretching the serial. They play with emotions of human relation which are absorbed by the women folk. As women are supposed to be the manager of their family, they relate such screen relations with their family too. This paper poses to present the kind of relations actually are shown in the television serials. For this content analysis of the top rated serial named 'Balika Vadhu' of Colors channel has been done. The study of 75 episodes of the serial has been done and attempt has been made to study the family relations created in the story line. The different sets of relations within the family of the serial has been studied and analysed. During the study the theme of the serials is also observed. The study concludes that the family relations in this serials are full with positive aspects. The family patterns are also changing. Though the serial shows rural set up but it deals with modern mind sets of handling the relations.

Introduction

Television has become an important part of our lives. As an audience of television, we generally stick to the programmes of our choice. Television soap operas are the main center of attention for women. The producers first make the story interesting and then by adding many twists and turns, they keep on stretching the serial. They play with emotions of human relation which are absorbed by the women folk. As women are supposed to be the manager of their family, they relate such screen relations with their family too. With this study it has been studied that what kind of relations actually are shown in the television serials.

Review of Literature

Hines, Greenberg and Buerkel (1979) examined the nature of interpersonal relationships on television. They observed that television's fictional relationship usually concentrated on immediate family members – wife, mother, daughter, sister and their counterpart male roles. Within the family setting, husbands were usually a companion to their wives and a friend, guide and teacher to their children; they also managed the family finances. The main topics of conversation consisted of health matters, domestic concerns, jobs, deviant behavior and personality.

Barcus (1983), assessed the distribution of various family and kinship units in over 90 drama and educationally oriented programmes. The researcher observes family life on television. It is not entirely conflict free, but where problem do arise internally they are usually concerned with disobedience and discipline and solutions generally reinforce traditional values and relationships between parents and children. Marital problem occur also, but these seldom involve the children. Researcher notes that the family life on television does not reflect the real life. Whilst children may see televised portrayal of extramarital affairs, problems of parents with in-laws and so forth, there is also a great deal of supportive behavior to be seen within television families. Family relations are most often close and cooperative. Financial difficulties, divorce, trouble for children at school, ageing members of the family, and other real life problems, are rarely prominent on television.

Fallis, Friedsted and Fitzpatrick (1985), study the relationship as portrayed on television. They found predominance of traditional sex-role portrayals and conventional value system depicted by television families. Female deference and dependence rather than autonomy mark relationships which are harmonious while conflict is prevalent when partners deviate from traditionalism. Television couples are extremely affiliative and linked and partners tend to express intimate thoughts readily and with positive outcomes. Television portrayals of relationships present the most striking discrepancy

from real life experience for those defining their own marriage as separate. On television, traditionalism rather than autonomy breeds harmony, independence is associated with conflict, and couples are both affiliative and expressive in their interactions. Separates, who hesitate between conventional and non-conventional values, appear extremely reluctant to engage in conflict, and those who are neither expressive nor compassionate with their partners, rarely appear on television.

Research Methodology

For this study the content analysis has been applied. Content Analysis is the best way to study the content of an audio visual medium. According to Rubin and Babbie, “content analysis is particularly well suited to the study of communication and to answering the classic question of communication: ‘Who says what, to whom, why, how, and with what effect?’ As a mode of observation, content analysis requires a considered handling of what, and the analysis of data collected in this mode, as in others, addresses the why and with what effect”.¹

In this the sample size is taken from the selected serial and then it has been analyzed. For this three months study of the sample has been done. The sample of the study is the serial ‘Balika Vadhu’ and sample frames are episode 1496 to episode 1570. This is a three months study. And the sample size is 75 episode of the selected sample.

Limitations of Study

The study is limited to the serial of Balika Vadhu- Kacchi Umar ke Pakke Rishtay and does not cover any other serial. It will cover only family relations aspects of the serials and does not covers the other relations like with villagers or strangers or any supporting characters of the serials.

Objectives of Study

- To analyse the family relations in the serial.
- To study the theme of the serial.

Findings

After analyzing 75 episodes of the serial, it is found that the serial has a fifteen sets of family relations. That is husband-wife, mother- son, mother- daughter, father- son, father- daughter, brother-brother, brother- sister, grandparents-grandchildren, mother-in-law – daughter-in-law, father-in-law – daughter-in-law, sister-in-laws, aunty- niece, aunty-nephew, uncle- niece, uncle- nephew.

The relation of husband and wife is shown as more affinitive with less possibility of quarrels. Both are loving and concerning for each other. Husband is shown more loving, caring, concerning, understanding and romantic towards wife. Though wife also has these attributes but they are less than the attributes of husband. Husband is also pacifying, supporting, sharing, discussing, worries, truthful and fun making towards wife. Sometimes husband is also shown as praising, proud, thanking, apologizing, convincing, protective, gives gifts and surprises to wife. On the other hand, wife also has love, care, concern and romantic but it is less than that of husband. Wife is shown as more discussing and sharing with husband. With these sometimes wife is also apologizing, informing, forgiving, trusts husband, and also give suggestion to him. She also shares her sorrows with him. With these attributes there are attributes like talks, togetherness and helping the both of them shares equally.

There are negative attributes in the relation also. In these wife is more annoying towards husband and husband scolds and lies more with wife. In this wife also take permissions from husband. The attribute of argument is equal among both husband and wife. In the parents and children relation. In this relation parents is shown as more loving, caring, concerning, worrying, sad towards children. They are also shown as helping, pacifying, shows trust on children, happy for them, giving suggestion to them, talks, shares and discusses with them. Parents get shocked and shattered when something gets wrong with the children. Also at times parents does prayers for children, misses the, make fun and also gives order to them. Whereas, on the other hand children are also shown loving, concerning, caring, worried, helping for parents but that is less than that of parents towards children. Children have more respect for parents, they tell more truth to them, also answerable, take permissions from them. In the relation the attribute of talk, missing, suggesting, discussion and sharing are equal in both parents as well as children. There are also negative attributes in the relations, parents are more scolding, annoying, stay away, disown their children.

The attribute of argument is common. In the brother- sister relation, brother is more loving, caring and concerning, worrying, helping and supporting and well wisher towards his sister. Though, sister also have love, care and concern for brother but it is little less than that of brother towards sister. Sister is shown more truthful and sharing with brother. She also share her sorrow with him and also trust him. The element of discussion and fighting with others for each other is a common attribute. There is a negative attribute of feeling shameful in the relation of sister towards brother. Also the attribute of scolding is common. In mother-in-law – daughter-in-law relation, mother-in-laws are a little bit more loving, caring, concerning and pacifying towards daughter-in-law. She also has more worries for her daughter-in-law. She is more pacifying, praising, takes views and helping towards daughter-in-law. On the other hand, daughter-in-law has respect, responsible, gives suggestion, apologize, and requests towards mother-in-law.

On the negative side of the relation, daughter-in-law hides things from mother-in-law. Mother-in-law does commenting, scolding, insulting, distrusts, through her out of home, ask to keep veil, put restrictions and also have no acceptance for daughter-in-law. In father-in-law – daughter-in-law relation, daughter-in-law is responsible and requesting towards father-in-law. And father-in-law is loving, caring, concerning, worrying, and convincing towards daughter-in-law. Father-in-law is also shown as commenting and insulting towards daughter-in-law in the negative side of the relation. In-laws relation with son-in-law is very formal. The relation among sister-in-laws are of sharing, helping, well-wisher, suggesting, asking for help, loving, caring, concerning, talking, supporting and have worries for each other. There are also attributes of pacifying, guiding, responsible and thanks in the relationship. Sometimes the attributes like inquiring, promising, motivating, protective, apology, confession, impressing, happiness, teaching and appreciating are also shown in the relation. The negative attributes in the relation are angry, investigating, scolding, and inquiring.

Conclusion

In the serial Balika Vadhu, the positive aspects of the relationships are shown more in almost every close relationship. The qualities of love, care, concern, sharing, understanding exists in the relationships. There are around fifteen close relationships in the serial. The family relations in total are full with positive aspects of happiness, togetherness and love each other. This is an approach of a healthy joint family. The family patterns are also changing. Though the serial shows rural set up but it deals with modern mind sets of handling the relations. The serial depicts social changes in many relations. Women are fighting for their rights, without bothering about the society. They are also fighting for the rights of others too. The serial runs with carrying many social issues leaving behind the theme of child marriage. The theme of the story has been diverted due to stretching of the episodes.

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