



A Study of the Impact of *Balika Vadhu* and *Pavitra Rishta* on the lifestyle of young urban middle class women

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Abstract : The mass media is a powerful instrument of communication and impacts society in various ways. In recent years, with the proliferation of satellite TV, and the increase in the number of indigenous TV channels, the middle class is spoilt for choice. Across the soap operas [soaps] have become the staple entertainment for urban middle class women.

In the Hindi speaking belt, two popular soaps have caught the imagination of the middle classes. It is found that women engage in discussion about the story-line, characters, and events depicted in the soap on a regular basis.

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This study seeks to find out the impact that two popular soaps 'Balika Vadhu' and 'Pavitra Rishta' have on the young women viewers in Patna. It may be mentioned that even though being a city, a substantial Bihari population of Patna maintains close ties with their native village and rural 'caste-class-category' ethos.

Keywords : Satellite TV, Soaps, Bihar, Lifestyle, Balika Vadhu, Pavitra Rishta, Media Studies.

Introduction :

The proliferation of satellite TV stations and the growth of general entertainment channels in India over the past decade has changed the way India looks at television. The Soap opera, largely based on stories that revolve around usually wealthy 'joint' families, is seen to have middle class women as their prime target audience.

According to a report in The Times of India, there were an estimated 3,00,000 cable connections in the city of Patna in 2009. As every middle class home has access to TV, it is seen that women have become major consumers of TV content. For women, television has become a source of learning, helping them to understand their