

A STUDY ON “RELEVANCE OF ASTROLOGY PROGRAMS IN MODERN PERSPECTIVE”

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Preface

Man is an inquisitive creature and as a result of this inquisitive tendency, the development of human life and civilization has reached the present. With the emergence of new branches of study of knowledge and science, man has made progress in his lifestyle and improved the quality of life. Astrology, one of these different branches, was discovered many years ago, as a result of various studies, it is known that the oldest evidence for astrology is from the third millennium BC. It has its roots in calendrical systems used to predict seasonal changes and explain celestial cycles. Indeed astrology, in its broadest sense, is the search for human meaning in the space; which attempts to understand general and specific human behaviour through the influence of planets and other celestial bodies. It has been argued that astrology began as a study as soon as humans made conscious efforts to measure, record and predict seasonal changes in the context of celestial cycles.

Astrology includes many belief systems that hold that there is a connection between astronomical phenomena and descriptions of events or personalities in the human world. Astrology has been rejected by the scientific community as having no explanatory power to describe the universe. Scientific testing has found no evidence to support the premises or purported effects mentioned in astrological traditions. By the turn of the 20th century, astrology gained widespread consumer popularity through the influence of horoscopes on regular mass media products, such as television, FM radio, Newspapers and Websites. Presently Horoscope based programs shown on television entertainment and news channels are very popular at present.

Along with the development of Indian television, an experiment was made to bring astrology programs on TV, so that the viewers can watch astrology programs from far off places and perform their routine and rituals properly. With the change of time, there has been a lot of change in the form and presentation style of astrology programs on TV, as well as these programs have moved from regular and spiritual channels to news channels, not only this, these programs have also helped news channels to compete for TRP. Astrology based programs helped a lot but the current form of these astrology-based programs seems to be different from its original form, although over time the authenticity of astrology was undermined by other branches of science, although at present astrology programs are losing their authenticity according to the media market. The present study is a small attempt to assess all these facts.

Relevance of study

At present, the dominance of electronic media has increased, people watch TV-based news channels to keep themselves updated, as well as believe them, in such a situation, the arrival of astrology-based programs in news channels is a matter to be considered, as well Seeing how authentic these astrology-based programs are in present times makes the topic even more relevant.

Objectives of the study

The purpose of the present study lies in the investigation of the following problems –

1. To investigate the credibility of astrology-based programs on news channels.
2. To assess the reliance on astrology-based programs by the enlightened section of the society.
3. To find out the trend on these programs by the youth.
4. To understand the role of media in promoting the profession of astrologers through the media.

Research methodology

For the purpose of the present study, content analysis of astrology programs of two channels IBC24 and India News has been done by interviewing the employees working in these two TV channels.

Analysis

The content analysis done and the analysis of the facts obtained from the interviews are as follows –

1. Credibility – In TV based astrology programs, watching the programs of national channel India News and Raipur based IBC24 channels shows that one or more astrologers are included as per the requirement. On the one hand, India News's program "Aaja Goodluck Nikalen" talks about routine and Tithi festivals, as well as this program is based on extracting the auspicious time (Shubh Muhoort) of the day, while in IBC 24 channel, the program named "Sitare Hamare" is based on Tithi. Along with the astrological thoughts and effects of special topics, phone calls are also invited, in which people from different areas of the country try to know the solution of their future doubts by telling their place of birth, time of birth and name. Looking at all this, it seems that there is so much variety in these programs that it is difficult to believe them.

Also, on the basis of credibility of astrology, it has been found on the basis of some reference texts that: Most professional astrologers rely on conducting astrology-based personality tests and making relevant predictions about the future of remuneration. Those who continue to believe in astrology have been described as doing so "despite the fact that there is no verifiable scientific basis for their beliefs, and in fact there is strong evidence to the contrary".

Astrophysicist Neil Tyson commented on astrological belief that "part of knowing how to think is knowing how the laws of nature shape the world around us. Without that knowledge, without the ability to think, you can easily become a victim of those who want to take advantage of you". Continued belief in astrology despite its lack of credibility is seen as a display of low scientific literacy.

2. Impact on the youth – The employees related to these programs said that youth also take a lot of interest in astrology-based programs and call, sometimes the parents of the youth also attend these programs out of curiosity to know their future. They see and implement the tips. A media person says that these programs teach the audience to rely more on luck and astrology than on hard work, and people divert their attention from their ability and hard work and spend time in performing various rituals.

3. Role of TV Channels – The main motive behind showing astrology-based programs on news channels is to earn money from them and their ability to generate high TRP value, channels are not concerned about the impact of such programs on the society. It does not happen that they only mean to increase their TRP and their objective is fulfilled by these programs.

4. Business objectives of astrologers – Apart from TV channels, commercial interests of astrologers are hidden in telecasting astrology-based programs, they know very well that by appearing repeatedly on TV, their identity will be made across the country, as well as people will only know about them. Appearing on TV will give more trust to them, so sometimes astrologers do such programs for free or pay them according to the demand of the channel so that they keep appearing on TV and their shop runs.

Conclusion

Although people see astrology as a theology, but some people also believe that it is a science. Both the connoisseurs of astrology and the experts of spiritual knowledge accept that the change in the status of a high-level creature like a human being takes place according to his deeds, thoughts, feelings, and resolutions, therefore the moment of the birth of a human being is of special importance. affects throughout life. This knowledge of astrology has been going on for centuries. If after testing it is found that there is a need for amendment. Then it should be amended. Otherwise, the society should boycott him. Because the country must bear the loss of both time and money. Following are the reasons for the existence of astrology in this society of the scientific age: Lack of courage to disobey the elders of the house. To consider astrology as our culture. Being curious to know your future. Tendency to be conscious of bad events that may happen in the future. Having a feeling of love towards children more than oneself. Greed to earn more money. Lack of knowledge of ability to differentiate between astrology and science. And last, the presentation of astrology as a science by astrologers.

Due to all these reasons, astrology programs have made their way in the society as well as on TV channels and they are misleading the people of the lower class in the guise of seeing the future. At one time, the Ministry of Information and Broadcasting had tried to ban such programs, but due to some reasons it could not be implemented and astrology-based programs started airing again, along with this, the accountability of the news channels should also be fixed. Why should they show such misleading programs? This is a kind of misuse of the source of information and knowledge in the form of TV. Serving anything on TV by saying that only the public is watching is definitely worrying for the society and the country.

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