
Impact of Paranormal Television Srialns on Viewers: An Analytical Study

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INTRODUCTION

Paranormal activities are the events which are described in popular culture, folklore, and other non-scientific bodies of knowledge, whose existence within these contexts is described to lay normal experience or scientific explanation. Paranormal serials are the serials which is different from hypothetical concepts such as dark matter and dark energy. Unlike paranormal phenomena, these hypothetical concepts are based on empirical observations and experimental data gained through the scientific method. The most notable paranormal beliefs include those that pertain to ghosts, extraterrestrial life, unidentified flying objects, psychic abilities or extrasensory perception, and cryptids.

Paranormal serials are those which are defined by the moods they elicit, giving viewers heightened feeling of suspense, excitement, surprise, anticipation and anxiety. Successful paranormal serials are *Aahat in Hindi, Destination truth in English etc.* Paranormal activities are generally keeping the audience on the "edge of their seats" as the plot builds towards a climax. The cover-up of important information from the viewer is a common element. It creates suspense and suspense is a crucial characteristic of the thriller genre. Most of the people are busy nowadays, but apart from this boring life people want some excitement so in their mean time they would prefer to watch paranormal or suspenseful serials

OBJECTIVES

The aim of this research is to show

- how many people watch paranormal based serials
- Why people like to watch this type of serials
- Does it has any bad effect on society or not

HYPOTHESIS

Here are few assumptions which may come out as research report after survey is done.

- As this shows make the person little fearless as this story does not contain any truth.
- These shows are watched by wide range of viewers.
- These shows are watched 78% of people those who feel anxious and excitements.
- Remaining 22% do not watch these shows as they feel it is unethical to watch since it may have bad effects on our minds.

RESEARCH METHODOLOGY

Research methodology means the process used to collect information and data for the purpose of making business decisions. Approaching the paranormal from a research perspective is often difficult because of the lack of acceptable physical evidence from most of the purported phenomena. By definition, the paranormal does not conform to conventional expectations of nature. Therefore, a phenomenon cannot be confirmed as paranormal using the scientific method because, if it could be, it would no longer fit the definition. (However, confirmation would result in the phenomenon being reclassified as part of science.) Despite this problem, studies on the paranormal are periodically conducted by researchers from various disciplines. Some researchers simply study the beliefs in the paranormal regardless of whether the phenomena are considered to objectively exist. This section deals with various approaches to the paranormal: anecdotal, experimental, and participant-observer approaches and the skeptical investigation approach.

Psychology says paranormal phenomena have naturalistic explanations resulting from psychological and physical factors which have sometimes given the impression of paranormal activity to some people, in fact, where there have been none. The psychologist David Marks wrote that paranormal phenomena can be explained by magical thinking, mental imagery, subjective validation, coincidence, hidden causes, and fraud. According to studies some people tend to hold paranormal beliefs because they possess psychological traits that make them more likely to misattribute paranormal causation to normal experiences.

There are 2 types of methods to undergo with this research work. They are:-

1. **CONTENT ANALYSIS:** There are many paranormal TV serials broadcasted by our Indian TV channels. But due to lack of time for this research work, it is quite impossible to take all the serials into consideration. Hence, three among them are chosen:
 - *Aahaat (broadcasted by Sony)*
 - *Sssssh..... koi hai (broadcasted by Star plus)*
 - *Koyi Laut Ke Aaya Hai (broadcasted by Star plus from February, 2017)*
2. **SAMPLE SURVEY :** A sample survey is a study that obtains data from a subject of a population, in order to estimate population attributes. The science of survey sampling has greatly transformed the way we view society and issues facing society.

The three parts of sample surveying are-

 1. Sample selection
 2. Data collection
 3. Estimation: using estimators from the collected data to make inferences about the population as a whole.

CONTENT ANALYSIS

1. Aahat (AK AJIB KAHANI.....)

Aahat (English: An approaching sound) was Paranormal/horror television anthology series created by B. P. Singh for Sony Entertainment Television India and Sony Entertainment Television Asia. The series premiered on 12 October 1995. There have been

more than 550 episodes produced. The episodes of first, second and fifth seasons were half-hourly, while episodes of third, fourth and sixth seasons were one-hourly. Om Puri, Mandira Bedi, Tom Alter, Ashutosh Rana, Shivaji Satham, Virendra Saxena have starred in the show. Canadian actor, Remi Kaler also worked in the series in 1999 and 2000. The sixth season premiered on Wednesday, 18 February 2015, starring Shakti Anand and ended on 4 August 2015.

PLOT

The first season was mostly a Paranormal/ thriller-whodunit with only occasional episodes on the supernatural. After the first season, each story focused on a different aspect of paranormal activity, such as ghosts, zombies, phantoms, undead persons, possessed objects and witches and wizards.

CAST

Each story had a different star cast. Sometimes the actors/actresses who had appeared in some episodes of the series reappeared in other episodes of the series.

SERIES OVERVIEW

Series	Episodes	Originally aired	
		First aired	Last aired
1	287	12 October 1995	2001
2	28	19 November 2004	10 June 2005
3	21	13 January 2007	16 June 2007
4	66	13 November 2009	26 June 2010
5	78	28 June 2010	25 November 2010
6	76	18 February 2015	4 August 2015

• CRITISISM OF THIS SERIAL

Vineeta Kumar of *India TV* stated, "As against everybody's expectations, *Aahat* (season 6) doesn't seem that impressive." Sweta Kaushal of *Hindustan Times* stated, "The new episode of *Aahat* (season 6) does not scare at all and lives up to all the comic cliches that Indian horror shows have been following till date. At best, it is hilarious."

• RATINGS

Vineeta Kumar of *India TV* gave the sixth season 2/5 stars, and further stated, "For all those who would be expecting grand with the elements of horror and spook in it, *Aahat* has come with a slight disappointment." Sweta Kaushal of *Hindustan Times* giving the same ratings to the sixth season, further stated, "The new episode shows women with bad make-up as the ghosts."

• **AWARDS**

Fireworks Productions was nominated for Best Continuing TV Programme and for Best Thriller/Horror Show of the Year of Indian Telly Awards in 2002. Sujit Pattnaik and Tanmoy Ghosh won Indian Television Academy Awards for Best Visual Effects in 2010, while Himanshu, Yogen and Kamal were nominated for the same category of the same award in 2005 and 2012, however, winning in 2011

2. ssshshhh..... koi hai

Ssshhhh...Koi Hai (English: Ssshhhh...Someone’s there)

It is an Indian thriller/horror television anthology series created by Cinevistaas Limited and Contiloe Entertainment for STAR Plus. The first season was created by them together, while later seasons were only created by Abhimanyu Singh and were aired on Star Plus' sister channel STAR One. The series which premiered on 27 July 2001 ran for three seasons ending on 16 May 2010.

Shiva Rindani, Vindu Dara Singh, Ronit Roy, Mac Mohan, Sunil Grover, Murali Sharma, Hrishikesh Pandey, Kamy Panjabi and many more have been starred in the series. Shakti Anand, Indian TV actor has also worked in the first season and two episodes of second season.

The series was based on fictional stories. The show covered supernatural events including ghosts, ghouls, goblins, zombies, and haunted houses.

Brother Aditya and Abhimanyu Singh started their production house Contiloe Films Private Ltd in 1996, and made serials for Doordarshan. Abhimanyu Singh was partnering with Cinevistaas for post-production facilities.

PLOT

The series was based on fictional stories which consisted of tales of ghosts, black magic, monsters and creepy creatures, and it combined hair-raising stories with technical wizardry.

CAST

Each story had a different star cast. Sometimes the actors/actresses who had appeared in some episodes of the series reappeared in other episodes of the series.

Series overview

Season	No. of episodes	Originally aired	
		Season premiere	Season finale
1	154	27 July 2001	13 August 2004
2	221	3 November 2006	22 August 2009
3	18	19 March 2010	16 May 2010

3 .Koi Laut Ke Aaya Hai

Koi Laut Ke Aaya Hai is an Indian television show that began airing on Star Plus in February 2017. Produced by Sphere Origins, the show is a supernatural thriller,^[1] and stars Shoaib Ibrahim, Surbhi Jyoti and Sharad Kelkar in lead roles. The show has been shot on-site in Rajasthan. It is a finite series consisting of 52 episodes. The show airs Saturday-Sunday 9 pm IST

PLOT

The story revolves around the Shekhari Rajput family – a blind brother Rishabh and his younger sister Geetanjali. The story begins with the love Story of Geetanjali and Captain Abhimanyu Singh Rathore, a military officer. Though refused by her brother, Geetanjali disobeys him and marries Abhimanyu. This outrages Rishabh, but he finally accepts them. The story takes a u-turn with death of Abhimanyu in a car crash. Since his body is not found Geetanjali believes him to be still alive.

The story takes a 6 year leap. There is an entry of a boy named Priyam who tells himself to be an incarnation of Abhimanyu, which he proves to Geetanjali all the time, but her brother does not believe him. He reveals that death of Abhimanyu was a murder not an accident. This causes Geetanjali to spy over. She learns about Ragini her brothers{rishabh} past and that Her choti maa, Kavya and Driver were involved in Abhimanyu's murder. But before she could tell anyone, she is trapped in the passage by Ratna. She is saved at the last moment by Priyam. Thinking about how to reveal Choti Maa, she plans Chanda's marriage and lures out the driver Radheshyam who was pretending dead until now. The driver Radheshyam tries to attack Geetanjali in the party but Rajveer saves her. Then Geetanjali tells everyone that choti maa is responsible for Abhimanyu's death and asks her to leave the house. Priyam scares Rishab that he would

be his next target. Next morning Geetanjali meets Ragini and later confronts Rishabh about Ragini and their relationship. Priyam gets kidnapped and Geetanjali blames Rishab for it. In the evening during the karwa chauth function, Geetanjali gets stuck in the fire and a masked man saves her. The masked man is revealed to be Abhimanyu. Meanwhile, police bring back Priyam. Both Priyam and Abhimanyu together say,"main aa gaya hun gaura, tumhara abhimanyu laut aaya hai" Gaura is too tensed on seeing Abhimanyu as he says that he has lost his memory on the accident and remembers nothing but her name. Gaura runs to her room. Abhimanyu challenges Priyam in gun assembling competition and wins the competition. Gaura burns up the things of Abhimanyu and gets unconscious when Rishabh and Abhimanyu break in. Meanwhile, Khushi comes to know that Priyam it's a fraud and that he has a very good memory and remembers everything when taught to him. He was a 10 year old orphan not a 6 year old boy and his actual name was Varun. She tries to warn Geetanjali but is late. Later, we come to know that Abhimanyu had adopted Priyam to make Gaura mad, but it feels as if Gaura knew it, as she vows to take revenge from Abhimanyu of the fraud and cheating. Geetanjali gets clues of Abhimanyu's murderer.

CAST

Lead Actors Surbhi Jyoti as Geetanjali Singh Rathore (Geetu)/Gaura
Sharad Kelkar as Rishabh Singh Shekheri
Megha Gupta as Ragini- Rishabh's love interest

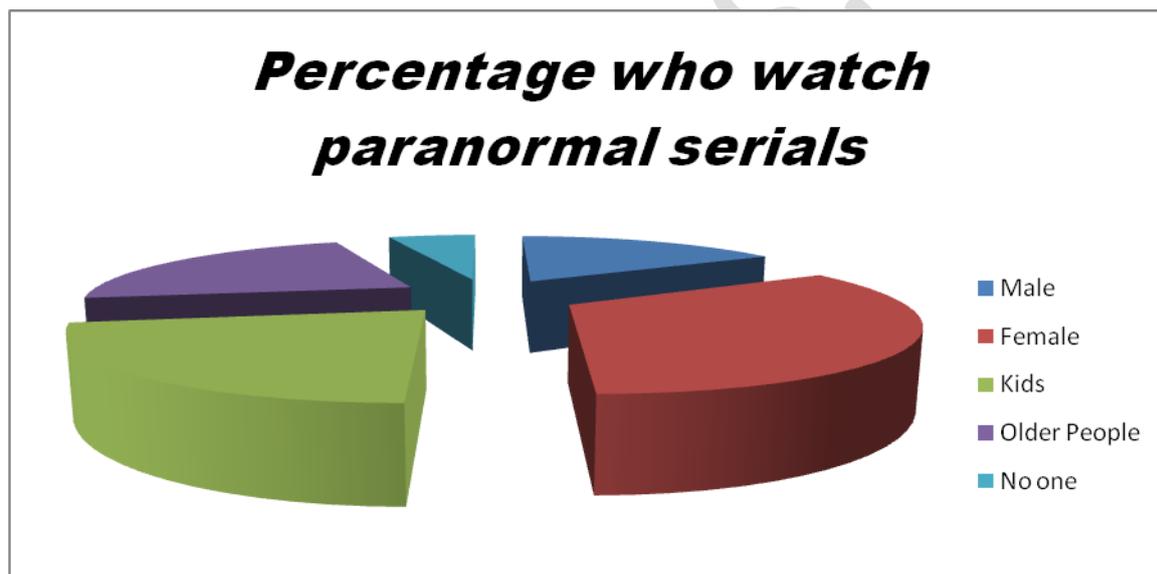
Shoaib Ibrahim as Captain Abhimanyu Singh Rathore (Antagonist)
Shaleen Malhotra as Major Rajveer Malhotra

RESEARCH FINDINGS

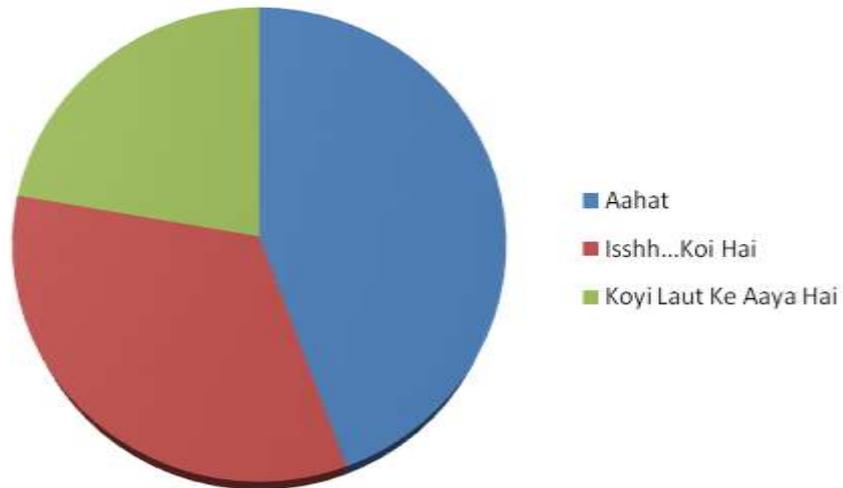
A research has been conducted to analyse the viewers opinion regarding paranormal based TV serials and specially its effect on human mind. Sample survey was done in Kolkata where 100 persons of different age group and sex were asked both open ended and close ended questions. Majority of the respondents told that they enjoyed to watch paranormal based serials because it has the thrilling factor though they know it is totally absurd in real life. In accordance with the findings it can be concluded that people love watching paranormal serials and more often films having the same genre. People do not think these serials affect our society or even children.

Also *Aahat* is the most prioritized show by the people as it was running for almost a decade and people have childhood memories related to the serial. People also find the serials to be work fiction rather than the serials containing any truth.

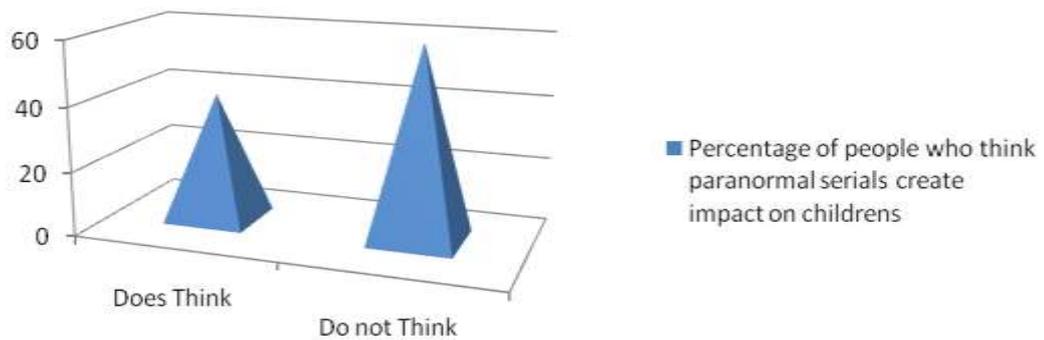
According to the analyses, the finding indicates the following:



Preferences of watching paranormal serials



Percentage of people who think paranormal serials create impact on childrens

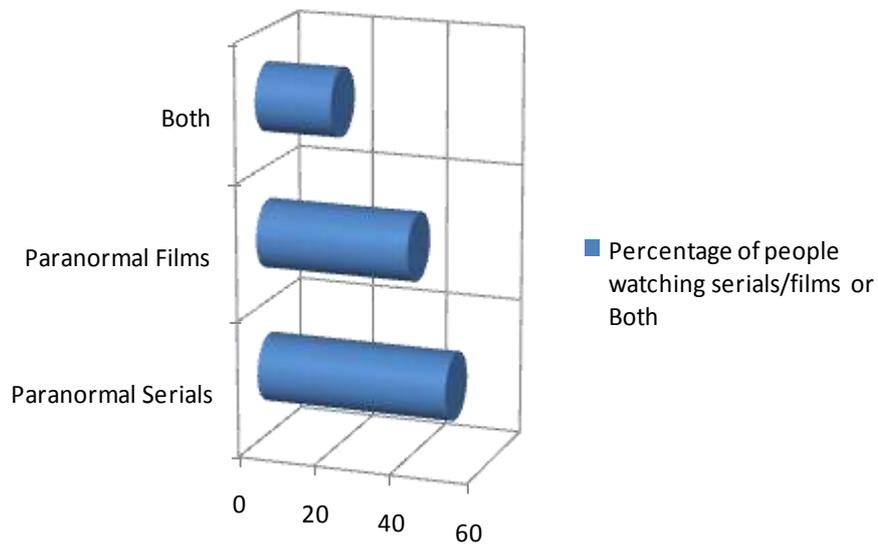


Percentage of people who find paranormal serials...



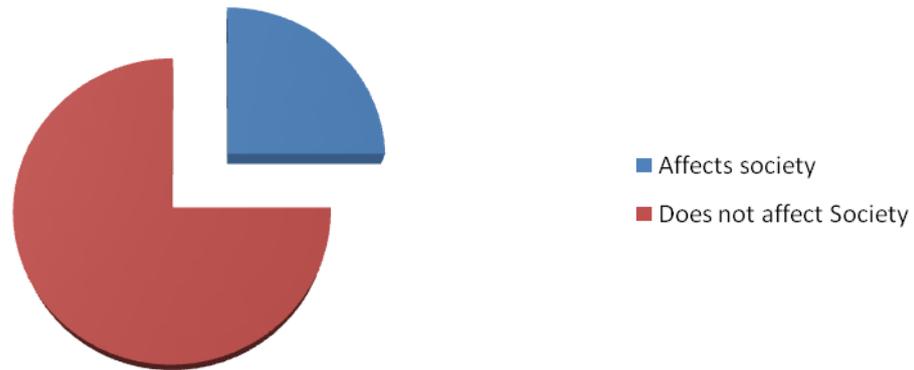
- Does not contain any truth
- Does contains truth

Percentage of people watching paranormal serials/films or Both



- Percentage of people watching serials/films or Both

Percentage of people who think paranormal serials affect our society



In this research it is found that most of the Indian masses gets attracted towards the paranormal serials because:

- It enables peoples to experience danger without actually being in danger.
- It creates excitements, anxiety and suspense.
- It usually has clever endings that may be we didn't see coming. It excites people to watch the next day episode.
- Action, suspense, anxiety, drama all of these things are hard to turn away from.
- Often paranormal serials are about subject matters the average person would never experience so that is or can be exciting to watch
- Often(not always) they have complex story lines and can be challenging to follow, so as a viewer we are always guessing what is going to happen next.
- The unknown aspect of most paranormal serials is quite exciting.

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