

Portrayal of Indian Muslims on Urdu Satellite TV channels in India: A study of different shows of ETV Urdu, Zee Salaam and DD Urdu

Arif Moin*

ABSTRACT:-

With the growing demand of informative Television content by Muslims in their mother tongue Urdu, different Urdu TV channels in India are trying to meet their aspirations. These Urdu channels are depicting the Muslim minority in a more presentable way by raising their voice and giving proper coverage to their issues. These Urdu channels are raising the regional, national and International Issues related to Muslim minority the world over with fairness and precision.

With 1.21 billion people, India is the second most populous democratic country in the world. As per 2011 census of India there are, 79, 80 per cent Hindus while Muslims account for 14.23 percent and Christians 2.30 percent respectively of the total population of the country. In India Muslims form the largest religious minority in the country, which is around 174 million people. Muslims in India are the third-largest population anywhere in the world, after Indonesia and Pakistan. Other religious minorities in India are Sikhs, Buddhists and Parsis apart from Muslims and Christians. According to Oxford Dictionary, minority is a smaller group in a community; nation etc differing from other in role, religion, language (Oxford Advance Learner's Dictionary. 1992, p. 570). Muslims in India are playing an effective role in all walks of life in our country, thus helping in development of the nation. Muslims are an important part of the society and without the collaboration of all members of a society, a society cannot work. .

In the present era of Information technology, media is an important means of disseminating information to the society because of its strong power and potential to effect and hold people's mind due to its reach and diversity. Media is considered as the agent of social change. One of the great achievements of India is our free and vibrant press and TV Channels.. After independence, India has made a tremendous progress in the field of Mass media specially Television. At the close of 90's, there were 58 million TV sets in the country, with around 15 million connected to neighborhood cable

* Research Scholar, D/O MCJ

Maulana Azad National Urdu University, Hyderabad (Telangana)

networks. A decade later, this number rose to 210 million sets with over a third looked up to cable and / or satellite network; about six million sets were tuned to DTH services like DD-Direct, Dish TV, Tata sky & Sun direct (Communication in India by Keval. J. Kumar, p. 301). Currently, India is one of the largest broadcasting industries in the world. The country today has the third largest TV market with close to 183 million TV households in 2017, and it is expected to touch 200 million by 2020. Viewers have access to a variety of channels from local to foreign, which provide them an opportunity to watch all types of programmes. India's Television industry was estimated at \$ 9 billion in 2015 and is projected to grow by 17 percent cumulative annual growth rate (CAGR) to reach \$ 16 billion by 2019.

This research paper presents a content analysis of the different shows regarding Portrayal of Muslims on different Urdu Satellite Television Channels in India. The purpose of this paper is to identify current Portrayal of Indian Muslims on Urdu Satellite TV channels in the country with special reference to ETV Urdu, Zee Salaam and DD Urdu. This study aims to investigate the image and portrayal of Muslims on Urdu TV channels regarding the depiction and role provided. By focusing on how the portrayal of Muslim men and women on these Urdu TV channels marks a separation from the stereotypical representation of Muslim characters in Indian cinema and on other television channels.

Key Words: Religious Impact, Religious shows, ETV Urdu, Indian Muslims,

INTRODUCTION:-

This paper tries to find out the **“Portrayal of Indian Muslims on Urdu Satellite TV channels in India: A study of different shows of ETV Urdu, Zee Salaam and DD Urdu.** Currently these channels are the prominent players in the Urdu TV Channels market, in India.

In the world around us, today we see that most important communication tools are different forms of mass media, which have played a major role in shaping perceptions of people and creating awareness in them regarding different issues which are of great importance in their day to day life. With the launch of new Urdu Satellite TV Channels every year, there is a rising demand for Islamic content and portrayal of Muslims in the right way among Indian Muslims. Television with its power of informing, entertaining and educating its viewers and also with its unequivocal consummate artistry to captivate the minds of millions, carved its own niche in the hearts of masses and today it serves multiple purposes of entertainment, information education and so on. Doordarshan, which is the National channel of India, Its social objectives include that it has to: a) act as a catalyst for social change; b) promote national integration; c) stimulate a scientific temper in the minds of the people; d) disseminate the message of family planning as a means of population control and family welfare; e) provide essential information and knowledge in order to stimulate greater agricultural production; and f) promote and help preserve environment and ecological balance (Doordarshan Handbook 1997, p.23). With the launch of new channels day by day public consumption of the Television content has also increased. Now the audience has multiple choices among different type of TV channels, viewers learn behaviors, social and moral principles, After the launch of ETV Urdu on 15th August '2001, Doordarshan's Urdu channel – DD Urdu was launched on

15th August'2006. Win TV, a channel for Shia community was launched in 2006, Peace TV Urdu was launched in 2009, Zee Salaam in February 2010, Aalami Samay and Munsif TV in 2011 opened the door for the viewer's to watch different content and Muslim minority specific issues and news among these available Urdu channels.

At the close of 90's, there were 58 million TV sets in the country, with around 15 million connected to neighborhood cable networks. Doordarshan's Audience Research Unit puts the total number of cable and satellite homes at 14.2 million in December 1996 (Doordarshan Handbook 1997); and Joshi estimates that there are about 15 million homes with cable connection (Goonasekera and Lee 1998). Currently, India is one of the largest broadcasting industries in the world. The country today has the third largest TV market with close to 183 million TV households in 2017, and it is expected to touch 200 million by 2020. Muslim viewers have access to a variety of content available on these Urdu channels from religion, culture, social, political issues to news and current affairs based shows, which not only provide them an opportunity to watch all types of programme but they got an opportunity to portray themselves in the right manner which other channels are not doing..

India is the second most populous democratic country with over 1.21 billion people. Minorities are an important part of a society, and without the joint efforts and collaboration of all members of society, a society cannot work properly (Jalal Uddin, 2011). The state of Muslims in India has always been a mixed bag of communal violence, social exclusions and challenge. Indian Muslims are considered an important and significant part of the society. In India, Muslims are playing an effective role in all walks of life, thus helping in development of the country. One can say that they are very important part of the country and the society we live in.

Table 1: Indian DTH Market Share as on 31st December '2015

| DTH PROVIDER | Total STBs Seeded | Market Share |
|---------------------|-------------------|--------------|
| Dish TV | 13952866 | 24.92% |
| Tata Sky | 12045410 | 21.52% |
| Airtel Digital TV | 11343424 | 20.26% |
| Videocon DTH | 11154427 | 19.93% |
| Sun Direct | 5698544 | 10.18% |
| Reliance Digital TV | 1786705 | 3.19% |
| Total | 55981376 | 100 |

Source: <https://community.data.gov.in/dth-active-subscribers-as-on-31-12-2015/>

BRIEF ABOUT URDU LANGUAGE:-

Hindi is India's national language; beside this Urdu is India's very own language that has a long and deep legacy in the country. The language which is called the language of renowned poets Mir and Ghalib has played an important role in freedom struggle. As per data Urdu is spoken by "more than Hundred million people", pre-dominantly in India and Pakistan. Urdu is one of the eighteen national languages of the Union of India as well as the declared national language of our neighbouring country Pakistan. It is widely spoken across India, where it is one of the 22 scheduled languages and official language of five states. Languages aren't associated with religions and it is known that far more people understand and speak Urdu language as compared to those who register it as their mother tongue. But, it is generally people from the Muslim community who record Urdu language as their mother tongue. Urdu is the language of all religions and cannot be confined to Muslims only. The love for Urdu spreads across the country. It is the language of tolerance, love, poetry, communal harmony, brotherhood and peace and has the ability to survive due to its diverse pool of words, that's why there are millions in our country who speak, understand and appreciate the unique flavour of Urdu. It is a language that has superfine etiquettes and has influenced the Indian entertainment industry in a very long way. The language is culturally very rich and has contributed in more than many ways to the main line Indian Literary, cultural, entertainment and musical segments.

Urdu, the lost language of the elite, is slowly making a comeback with the help of Urdu satellite channels in India. With the launch of ETV Urdu on 15th August, 2001 by Mr. Ramoji Rao from World renowned Ramoji Film City, Hyderabad. The myth that Urdu channel can't be run in this era was shattered and soon after other channels of Indian soil in Urdu language were also launched. The best part about these Urdu channels is that it not only airs programmes on literature, poetry and mushairas but also different forms of art, music, Bollywood movies, discussions, travel programmes and other shows of different genre. It is true that languages tend to change in tune with aspirational motivations of the larger population and the prevailing politics of the day. Thus many languages remain dynamic, and Urdu is one of them. Urdu has no community or religion. It has lovers and it needs consumers, not just of its cultural expression but of its books, its science its commerce, its literature etc.

ABOUT URDU SATELLITE TV CHANNELS IN INDIA:-

ETV Urdu (News 18 Urdu) : On 15th August 2001 , the first satellite channel of Indian soil ETV Urdu (News 18 Urdu) was launched by Padmashri Ramoji Rao, Chairman Ramoji Group owned ETV Network, now a part of TV 18 Reliance group. The Urdu-loving community received the launch with a sense of profound enthusiasm, looking forward to quality programmes in a rich language that commands deep respect not only in India but all over the world especially in Asian countries.

Since its launch, the channel has offered a wide range of programmes of different genre: Fiction, Non-fiction, News, Current Affairs & Devotional programmes for the promotion and development of Urdu language. Presently the channel is considered as a Infotainment channel which airs shows of different genres ranging from News, Current Affairs, Talk

shows, Health and Lifestyle based shows, Song based shows, Women based shows, Cookery shows, Documentaries, Mushaira, Sufi Music, religious shows and many more.. The channel has got a very good viewer ship base receiving wide accolades from across of India as well from abroad like U.A.E., Oman, Syria, Kenya and Pakistan. There are millions in our country who speak, understand and appreciate the unique flavor of Urdu. ETV – Urdu fulfils the *Arzoo* of the language to the large Urdu loving populace, which desires for wholesome television entertainment.

The channel connotes to ETV Network which was a part of the well-established Eenadu – Ramoji Film City Group and is now owned by Reliance group under Network 18 group. The network enjoys a unique position among television viewing households because it understands the value of focused programming and news based shows pertaining to Urdu lovers and Minorities, especially Muslims at large. The channel is beamed in more than 50 countries across the globe with digital transmission and airs different types of shows to cater the needs of its viewers. These shows fulfil the need of its viewers across different age groups and fetches a good TRP.

DD Urdu: Doordarshan’s Urdu Channel or what we call DD Urdu came into existence on 15th August 2006 following a Governmental commitment in the Parliament regarding launch of Urdu Channel. The aim behind the launch of this channel was to strengthen the civilization foundation of the country and to promote unity and diversity, apart from taking the role of Urdu language further forward. The channel was launched with a mandate to encapsulate heritage, culture, literature, information and social issues specific to the target audiences. The Urdu-loving community received the launch with a sense of profound enthusiasm, looking forward to quality programmes in a rich language that commands deep respect the world over. Since 14th November 2007, the channel is on air for 24 hours showcasing different shows in Urdu language and covering different Muslim issues with responsibility. The theme that predominantly runs through the transmission of different shows relates to modernizing educational and Social out-look of the target audience, popularizing science & technology, Information Technology, conserving literary & cultural traditions identified with Urdu and its promotion.

Zee Salaam: In February 2010, India’s largest news network –Zee Media forayed into Urdu market with the launch of Zee Salaam. The channel was launched by Dr. Subhash Chandra. Zee Salaam is an Urdu satellite TV Channel which caters the need of Indian Muslims by producing different shows and programmes. Different shows of the channel are a perfect mix of news and programming which raise different Muslim based shows that are of national and International importance, with fairness and precisely. The news and talk shows of the channel are true to its tagline “Awaam ki Awaaz” by portraying Indian Muslim issues timely and precisely.

Win TV: The channel was launched in 2006. by keeping in mind Shia Muslims of the country. The channel airs different religious shows and live phone-in shows pertaining to Muslim community.

I Plus TV: The channel was started in 2015 by I plus Telemedia and it telecasts religious shows for different target audience apart from some entertainment shows.

Munsif TV: It is a Hyderabad based Infotainment channel which was launched in 2011 by Munsif group. Apart from broadcasting religious and entertainment shows, the channel broadcasts news and current affairs shows in different time bands.

Aalami Samay : Sahara News Network launched the channel in December 2010 . It is a purely news based channel which broadcast news across 54 countries.

4 TV: It is a Hyderabad based News and Entertainment channel which was launched in 2013. Apart from Religious shows, the channel broadcasts news and current affairs based shows.

Some mainstream channels like Zee and Sony have also designed Muslim specific serials for its Muslim viewers. “Qubool Hai” a popular daily soap was aired on Zee TV, “ Hina” showcasing Muslim culture and values was aired on Sony TV.

As per reports (source: BARC; HSM; CS4+ , Avg. weekly GVTs; Wk 1-8 (2016); Among Urdu Genre) Zee Salaam topped the position among Urdu Genre and remained at the No. 1 position among Urdu Entertainment Channel in the country. As per reports It hold more than 50% of the relative market share in the Urdu Genre in HSM, ahead of (ETV Urdu and DD Urdu) during the said period. Zee Salaam garnered the highest average viewers in the Genre (4,531 Avg. Weekly GVTs) in the first 8 weeks of the year 2016. As per the reports Zee Salaam has always highlighted the nuances, highpoints and positivity of the Urdu world through distinct set of show offering to its viewers and bringing innovation in Urdu Genre and the channel achieved this phenomenal success through its unique Musical properties which includes Qawwali, Salaam-e-Mehfil & Sadabahar Naghme and Hindi Classic feature film.

Since, this paper tries to find out the “Portrayal of Indian Muslims on Urdu Satellite TV channels in India: A study of different shows of ETV Urdu, Zee Salaam and DD Urdu. Therefore, different selected Muslim oriented shows of these three channels (ETV Urdu, Zee Salaam and DD Urdu) will be discussed in this paper.

Table 2: Indicators for Availability of Urdu Language Channels on DTH Platforms

| | DISH TV | TATA SKY | RELIANCE DIGITAL | AIRTEL | VIDEOCON |
|------------------|----------------|-----------------|-------------------------|---------------|-----------------|
| DD URDU | 788 | 175 | 971 | 611 | 787 |
| ETV URDU | 789 | 176 | 972 | 610 | 785 |
| ZEE SALAM | 786 | 177 | 654 | 613 | 786 |

Source: Satellite & Cable TV, CHANNEL GUIDE

LITERATURE REVIEW:-

The literature Review is the thumbnail sketch for any research study which the researcher conducts. A literature review is defined as a “systematic search and analysis of published information that accredited scholars and researchers have written on a topic”. Literature Review is collected and arranged according to the research objective, thesis or the problem of study /issue that a researcher wishes to address. Agestino (1980) states about literature review: “The purpose of literature review is to know what type of research has been done in the area and what has been found in previous studies.

Muslims tend to be negatively framed, while Islam is dominantly portrayed as a violent religion, shows a meta-analysis of articles looking at media representations of Muslims and Islam by Saifuddin Ahmed of the University of California and Jörg Matthes of the University of Vienna. Muslims and media have generated lot of interest among researchers across different countries. Post 9/11 has seen a spate of studies on media treatment of Muslim community contributing to the literature. Peter Manning says that the words “Arab” or “Muslim” were associated with terrorism in 89 percent of articles that appeared in Sydney’s two major newspapers in the post 9/11. He further states that, by and large, the Australian media’s coverage of Muslims and Arabs is tainted with a racism that portrays the community negatively (Cited by Ian Munro, 2006).

Henrard in his book written in South African context noted that some interventions in the field of media and culture can help in putting strong emphasis on the importance of diversity. The depiction of diversity of people will help in addressing the issue of their identity (2002, p.221). Likewise, another study states that some scholars assume that when communication system i.e. media etc along with democracy will be consolidated it will help in solving the issues of minorities and their nationalism. On contrary, democratic, globalized and developed countries supports the ethnic diversity and minority identities (Kymlicka, 2002, pp. 18-19).

Television continues to promote social stereotypes even in this age of multiculturalism and diversity. In Christopher Campbell's *Race Myth and the News* Mr. Campbell points to the report published by the Kerner Commission in 1968 as the starting point in the research of race and the media. The American media is blamed for biased and prejudiced coverage of Muslims and Islam in many books, studies and articles in both the pre- and post 9/11 periods. The research studies blame American media like CNN for lacking accuracy, objectivity, balance and facts in their coverage of Muslims. One such work is ‘Islamic peril: media and global violence’ by Karim M. Karim in which the author builds his thesis on media mistreatments of Islamic issues. He said, “There is no centrally-organized journalistic conspiracy against Islam—the mechanics of the mass media in liberal political systems do not favor such overt orchestrations of information. However, dominant media discourses simultaneously highlight and downplay specific types of violence” (Karim, 2000). Anagha Shukre conducted a study on 200 respondents titled “Consumers Attitudes towards Spiritual Quest of Religious channels on Television in Delhi/NCR region and find that QTV channel is popular as it is based on issues that concern the Muslim community. It is providing answers on a wide range of day-to-day issues that concern the community. The channel, for instance, has programmes where fatwas and human rights are discussed and debated at length which has elicited a good

response from its viewers. In another study conducted by Binod C. Agrawal titled "Influence of Religious Telecast in a Multi-Religious India: An Analysis of Hindu and Muslim Television Viewers' in 2012. It was found that the strongest influence of Television viewing can be seen in increasing humanness among Muslim viewer's (44.2 %) as compared to Hindu viewers' (12.5%). Degree of influence among Muslim viewer seems to be multifold compare to Hindu viewer. Most western media are using the September 11th event to capitalize its political gain. These media depict Islam as "fundamentalism", "extremism" and "radicalism". Of course, in the Modern world where the role of media is central, the image of reality can be manipulated to misrepresent the actual facts. The media have tried to represent Muslims as "terrorists" posing a threat to the western security. By doing so, they try to justify the wars in Afghanistan and Iraq. In recent years, this approach has led to the emergence of "Islamophobia".

OBJECTIVE OF THE STUDY:-

In India with the launch of new Urdu TV channels day by day public consumption of the Urdu Television content has also increased. The objective of this study is to examine the image of Muslims portrayed in different shows of Urdu TV channels.

The main objective of the study are as follows:

1. To study, different shows of Urdu TV Channels..
2. To find out different Muslim issue based shows on Urdu TV channels.
3. To find out the portrayal of Muslims in different shows of Urdu TV channels.

STATEMENT OF THE PROBLEM:-

How Muslims are portrayed in different shows of Urdu TV channels? Whether the consumption of different Muslim issue based shows on different Urdu channels helps in building the right image of Muslims?

PORTRAYAL OF MUSLIMS IN DIFFERENT SHOWS OF URDU CHANNELS:-

ETV Urdu (known as News 18 Urdu) – the first satellite channel of Indian soil was launched on 15th August 2001 by Shri Ramoji Rao , Chairman Ramoji Group owned ETV Network , now a part of News 18 group. Since its launch, the channel has offered a wide range of range of programmes of different genre: Fiction, Non-fiction, News, Current Affairs & Devotional programmes for the promotion and development of Urdu language. , ETV Urdu fulfills the *Arzoo* of the language to the large Urdu loving populace, which desires for wholesome television entertainment. The channel is a part of Network 18 group The network enjoys a unique position among television viewing households because it understands the value of focused programming and news based shows pertaining to Urdu lovers and Minorities, especially Muslims at large. The channel is beamed in 53 countries across the globe with digital transmission.

Some of the well-established shows of the channel pertaining to the minorities are:

1) **HAMARE MASAIL**

It's a minority issue studio debate show in which eminent politicians , scholars and personalities from a cross section of the society debate on a given issue /topic pertaining to the Muslims or any current. Most of the time the issues are related to the Muslim Community. The show airs every Saturday from 9 pm to 10 pm.

2) **ADHURE KHAWAB**

In past it was a weekly documentary based show across four states of India UP ,MP, Bihar and Rajasthan , in which different development based stories related to the Muslims were shown . The show highlighted the different problems faced by Muslims and most of the stories were related to the development.

3) **YEH GULSITAN HAMARA**

The programme highlighted different human interest based stories and the positive roles played by Muslims , depicting National Integration and harmony among people of different faiths, castes and creed in a documentary /feature format.

4) **KHAAS BAAT**

It's a news based magazine / programme , showcasing different human interest based stories related to Muslims and their role in nation building and national integration. The programme airs daily at 8 pm.

5) **AALAMI MANZAR**

It's a news based magazine / programme , showcasing different International human interest based and political stories emphasizing Muslims world over. The programme airs Every Monday to Friday at 10 pm.

6) **KASHMIR BULLETIN**

Kashmir bulletin is a news bulletin highlighting stories in J & K. This one hour long bulletin focuses on different issues faced by the people of the valley. It can be said that "different news stories aired in this bulletin" are creating positive and result oriented Impact world over regarding the valley and Muslims of the state viewers and they are a reliable source of information regarding the latest happenings in the valley. The programme airs daily at 7pm. The bulletin is a house hold name in the entire state.

7) **KASHMIR EK NAYI DASTAK**

This is a news magazine which focuses on offbeat stories and positive aspects of Kashmir valley. This weekly half an hour show telecasts every Sunday at 8 pm and is helping to portray a positive and clear picture of the state among viewers.

8) PARWAZ

Parwaz is a woman achiever's show, which showcases success stories of women achievers from different walks of life. In most of the episodes Muslim women achievers are interviewed and their success story is presented in their own words before the audience. The programme helps to form a positive image of Muslim women which are playing an important role in different walks of life. This show airs every Monday to Thursday at 3:30 pm.

9) DOCUMENTARIES

The programme showcases documentaries of different genre like Urdu language, city based, personality based, specific day based and many more are telecast. These documentaries are produced by Media center, Maulana Azad National Urdu University and plays an important role in the promotion of Urdu language.. The programme airs every Sunday at 4:30 pm.

9) REHNUMA-E-ZINDAGI

REHNUMA-E-ZINDAGI; lit the "discrimination-between truth and unreality". In this program Maulana Waheeduddin Khan delivers the subjective lectures with the references of Quran and Ahadith, such as faith, prayers, moral characters and social affairs.

10) SHARIYAT KE AAINE MEIN

This live phone-in show provides solutions for day to day problems faced by people according to the guidance and teachings of Qur'an and Shariat. This program has facilitated a majority of people for making suitable amendments and corrections in their conduct and affairs of routine life in accordance with their religious believe, worship dealings and ethics. The programme airs every Thursday from 11 pm to 12 Midnight.

11) MEHFIL-E-MUSHAIRA

It is one of the widely acclaimed programme of the channel, in which renowned National and International poets across the world participate and present their Kalaam .Mushaira is One of South Asia's major literary traditions. The programme telecasts every Saturday from 10 pm to 12 midnight and fetches a very good TRP. More than 700 episodes have telecast till now.

12) ISLAM FOR KIDS

The aim of this programme is character building of the children. A scholar conducts this program to talk about the "Aulia Allah", their lives, their way of living and their incredible contribution towards Islam. Through this program we try to make our coming generation aware of their historical values and glorious personalities who have done remarkable work to spread Islam throughout the world.

Apart from above mentioned shows different shows on regular basis and specially designed and conceived shows like Ramzan ki Rounaqein , Safar –e-Hajj , Seerat un Nabi , Sada-e-Karbala for special occasion are telecast on the channel , which creates a positive image about the Muslim community .

Zee Salaam, the Urdu infotainment channel was launched in February 2010 The channel airs news based and entertainment shows depicting issues of the Muslim community .Since its launch the channel has been providing valuable Islamic and socio-cultural content for the niche audience in the subcontinent. Zee Salaam, today can comfortably claim to be the only niche channel which not only pioneered the Islamic Infotainment genre but has been telecasting national and International news on the channel highlighting the issues of the muslim community at national and international level. The news and talk shows of the channel are true to its tagline “Awaam ki Awaaz” by portraying Indian Muslim issues timely and precisely.

Some of the well-established shows of the channel pertaining to the Muslims are:

1) **BEBAK BAAT**

It’s a minority issue based show specific to Muslims and rarely other minorities, on a given issue /topic with eminent politicians, scholars and personalities from a cross section of the society. The show airs every Saturday at 9:30 pm.

2) **JAHAN-E-NISWAAN**

This was a show of the women for the women and by the women. Most of the time issues related to Muslim women are taken in this debate show. The topics varied from Pardah , Education, Marriage , Health and so on. All the scholars and participants alongwith the host of the show are women.

3) **MOASHIATI HUNAR**

The show was about how to create self-employment for the livelihood. How the people from different minority can avail the loan facilities from the Government and can start their own business.

4) **PARWAAZ**

It was an educational counseling based live phone-in show; that explored career and educational issues in depth and aims, to help viewers through LIVE Counseling with a renowned scholar present in the studio. It provides the information regarding the Minority institutions and the scholarships like Maulana Azad National Fellowship, Free coaching and allied scheme for minority

5) SALAAM DECCAN

It's a news based programme highlighting the stories of South India. It showcases different human interest based stories emphasizing on minorities and national integration. The programme airs daily at 6 pm.

6) KASHMIR EXPRESS

Kashmir express is a news bulletin highlighting stories in J & K. This bulletin focuses on different issues faced by the people of the valley. It can be said that "different news stories aired in this bulletin" are creating positive and result oriented Impact world over regarding the valley. The programme airs daily at 7 pm.

7) SALAAM HINDUSTAN

It's a news based minority specific programme , showcasing different human interest based stories related to Muslims and their role in nation building and national integration. The programme airs daily at 9:00 pm.

8) HAMARI AWAAZ

It's a minority based show in which eminent politicians, scholars and personalities from a cross section of the society debate on a given issue pertaining to the Muslims or any current. Most of the time the issues are related to the Muslim community. The show airs every Saturday at 8 pm.

9) CHIRAG-E-HIND

The programme was designed to highlight the work of great Indian Muslims from different fields. It showcased the collection of biographies of great Indian Muslim legends that contributed in the freedom struggle and national development.

10) JASHN-E-MUSHAIRA

It's a weekly poetry based show in which famous poet's present their kalaam. and enthralled the audience and spread message of peace & humanity through their poetry.

Apart from the above mentioned shows pertaining to Muslim minorities some religion specific shows like Raah-e-Nijat , are telecast on the channel which portrays Muslims and Islam in a very well manner and creates a positive image about the Muslim community .

DD Urdu – Doordarshan's Urdu channel telecasts different socio – cultural, political shows with real flavor of Urdu language to strengthen the civilization foundation of the country and to promote unity and to take the role of Urdu language further forward. The channel was launched on 15th August'2006, The channel is encapsulating heritage, culture, literature, information, education & societal issues specific to a target audience The theme behind the launch of the Urdu channel that predominantly runs through the

transmission of the different genres of shows relates to modernizing educational and Social out-look of the target audience especially Muslim minority. Portrayal of Urdu as one of the modern Indian language having played an inspiratory role in freedom struggle.

The shows of different genre that are aired on the channel encapsulate the essence of our heritage and culture and feature relevant societal issues which leave an Impact on the society. Some of the well-established shows of the channel pertaining to the Urdu language highlighting Muslim community are:

1) URDU ADAB KE LEGENDS

As it is clearly mentioned by the name of the show, it portrays those legendary figures who have established a mark in the society by working for the cause of Urdu language. In some episodes prominent Muslim legends work is highlighted which have done tremendous work for the cause and upliftment of the language.

2) YEH ILM O ADAB KE GEHWARE

This programme showcases and highlights the work of those institutions which are doing a tremendous work for Ilm o Adab. In this programme contribution of Muslims is highlighted alongwith people of other communities.

3) GUFTGU

It's a weekly one on one talk show in which the host of the show interviews a personality who has established him/her in any field. Apart from other communities important Muslim figures who have make a mark in their field are interviewed and there work and achievements are highlighted.

4) MUSHAIRA

It's a weekly poetry based show in which famous poet's present their kalaam. Eminent poets like Prof. Wasim Barelvi, Popular Meeruthi , Haseeb Soz, Manzar Bhopali , Iqbals AsharSurendra Singh Shajar, and others present their kalaam and enthralled the audience and spread message of humanity and unity through their kalaam.

Apart from this , the shows of different genre that are aired on the channel encapsulate the essence of our heritage and culture and feature relevant societal issues which leaves an Impact on the society and portrays the right image of the Muslim community. Some of the fictions that airing on the channel are based on classic Urdu Literature like Umrao Jaan Ada. From time to time the channel invite eminent TV personalities as director/producer of the different programmes, Some well-established programmes targeting for the promotion of Urdu language and portraying Muslims as per the need of the hour are "Urdu Shaiyri Ki Kainat , Karwan-e-Shaoor, Andaz-e-Bayan, Urdu shaiyri ki Kainat, Ghazal ki kahani , Saare Jahan mein dhoom hamari zabaan ki hai , Aaina –e-Maazi and Tawaf-e-Jahan.

KEY FINDINGS OF THE STUDY :-

The study examined the portrayal of Muslim on Urdu TV channels in India with special reference to ETV Urdu, Zee Salaam and DD Urdu. Based on the findings of the study it is clearly evident that all the three Urdu channels presents Muslims in the positive way and Religious shows of ETV Urdu and Zee Salaam clearly depicts that Islam is the religion of humanity, tolerance, peace, love and brotherhood and Muslims are a perfect blend of all these qualities. The shows of these channels clearly portray that Islam and way of life is essentially one which provides total harmony and fulfillment to its followers that are Muslims.

The portrayal of Muslim characters in the TV shows of these Urdu channels displays a huge leap from the conventional towards the liberal. The message conveyed through different shows of Urdu channels represent a clear picture where Muslims can flourish and grow to the heights of their human potential to make their lives a bit easier way like other communities.

Different news and talk shows of these channels present the national and International news on the contribution and status of Muslim community in the field of science & technology, education, literature, sports , entertainment etc. highlighting socio- economic development of the community in India and in the world arena. It is seen that the telecast frequency of different news in every field associated with Muslims is very high among the sample Television channels. Different talk shows and live shows of these channels are designed on regular basis on topics such as Triple Talaq , Madarsa education etc to educate Muslim community All the three channels airs shows of various genres in different time slots which showcases issues pertaining to women, youth , human rights, health , religious issues , patriotism and relations with non-Muslims in different shows with objectivity and fairness.

The main important findings of the study revealed that different Religious shows of ETV Urdu and Zee Salaam has an Impact on the religious changes and better representation of Islam. The Changes and development in the dimensions on which the different shows of these Urdu channels has strong influence are increase of good values, improvement in dealings in life with others, getting accurate information and clarifying their doubts about different religious issues like triple talaq , fatwa ,jihad etc and the composite influence of these shows in their life. Apart from the live shows of these channels on different issues give viewers a chance to participate and clarify doubts on different issues. The representation of female anchor in sarees or salwar suit and male anchor in modern outfit in different shows has break the stereotype in Indian media that Muslims are “conservative” and they always wear a burqa or hijab and kurta pyjama with topic.

CONCLUSION & RECOMMENDATIONS

Television, in the past two decades, has made major gains in terms of casting diversity and the portrayal of Muslims in differing roles and for this credit goes to different Urdu TV channels which are projecting Indian Muslims in the right way. From being scarcely visible in the 1950's to being portrayed as wealthy Attorney's , pilots , sportsmen , engineer and doctors , Urdu TV channels has taken great strides to change the way it

portrays Muslims. Despite these exceptions to the rules, there still remain a plethora of shows and newscasts that shine a negative light on Muslims in this country.

On 15th August '2011, with the launch of ETV Urdu Muslims in India were excited with the fact that after a wait for several years, they will get different content of their choice in their mother tongue-Urdu and their portrayal will be in the right way on this Urdu channel. The channel telecast different genres of shows regularly and on special occasions, to cater the need of its viewers that have far reaching impact on understanding of Muslims and their portrayal in a better way. Later on with the launch of Doordarshan's Urdu channel –DD Urdu on 15th August'2006. Win TV, a channel for Shia community was launched in 2006, Peace TV Urdu was launched in 2009, Zee Salaam in February 2010, Aalami Samay and Munsif TV in 2011 opened the door for the viewer's to watch different content and Muslim minority specific issues and news among these available Urdu channels.

Following recommendations are suggested by the researcher to prevent any kind of misrepresentation, depiction and portrayal of the Muslims and to advocate for neutrality in presenting news and other shows not only on Urdu TV channels but other channels also:

1. Muslim community should have the habit of reading and watching news related to them given by various media.
2. In case, this news is misrepresented or wrongly presented in relation with Muslim community, they should make an analysis of the content and try to advocate for the neutrality in the fair manner regarding misinterpretation or wrong presentation.
3. Islam is the religion of brotherhood and peace, as the follower of Islam; it is the duty of every Muslim to have good rapport with every other people, and the duty of patriotism towards the country.
4. Career counseling based shows should be telecast on various Urdu TV channels, seeking to attract Muslim students to take up a career in various courses and jobs.
5. A Muslim forum should be established to follow adequate and immediate responses regarding various issues that the biased press uses to malign Muslims.
6. Proper research should be done before doing any show to break myths about Islam and Muslims, so that proper portrayal of Muslims can be done.
7. Best efforts should be done to seek a fair representation of Muslims, and other marginalized communities, in different forms of Media.
8. Discussions in different talk shows of Urdu TV channels should be held frequently on a range of issues related to Muslim community. Expert panel should consist of both Muslim and non-Muslims.
9. Muslim scholars, academicians, writers and journalists who write on Islam and Muslim community related issues should be encouraged and appreciated by the community,
10. A network of Muslim journalists and writers in different parts of the country should be formed.

By keeping in mind above findings and discussion, it can be convincingly argued that “shows of Urdu channels” are portraying the Indian Muslim's in the right way and are creating positive and result oriented Impact on other communities' world over and they are a reliable source of information about Muslims in the modern time. Many of the shows have helped people build morally strong and compassionate characters and most of

them are now more practicing religion and they are satisfied regarding their portrayal on these Urdu Television channels.

REFERENCES

- 1) Web Portal of DD Urdu
- 2) Web Portal of ETV Urdu <http://etv.co.in/e-tv-5/index1.php>
- 3) Web Portal of Zee Salaam
- 4) www.indiantelevision.com
- 5) www.agencyfaqs.com
- 6) Satellite & Cable TV Magazine
- 7) <http://www.arabnews.com/status-urdu-land-its-birth>
- 8) <http://www.indiantelevision.com/regulators/ib-ministry/total-of-private-tv-channels-rises-to-883-six-more-cancellations-in-june-2017-170713>
- 9) www.google.co.in
- 10) <http://www.urducouncil.nic.in/>
- 11) <http://www.ddindia.gov.in/AboutDD/Pages/DD-Channels-on-DTHCable-Network.aspx>
- 12) <https://www.financialexpress.com/industry/number-of-homes-with-tv-sets-grows-by-7-5-to-197-million-says-barc/1259631/>
- 13) <https://thewire.in/culture/urdu-census-language-2011-north-india>
- 14) <https://timesofindia.indiatimes.com/tv/channel/dd-urdu/params>
- 15) <http://journalismresearchnews.org/article-how-are-muslims-and-islam-portrayed-in-the-media/>
- 16) Niaz Ahmed (2016) A Study on the Representation of Islam and Muslims in Tirunelveli Edition of Tamil Dailies. J Mass Communication Journalism
- 17) <https://dreamdth.com/threads/zee-salaam-the-no-1-urdu-entertainment-channel-of-india.71999/>
- 18) Portrayal of Women Characters in Selected Contemporary Pakistani Television Drama ,Dr. Sarmishta Roy Imperial Journal of Interdisciplinary Research (IJIR) Vol-2, Issue-5, 2016
- 19) BARC; HSM; CS4+ , Avg. weekly GVTs; Wk 1-8 (2016); Urdu channels
- 20) <http://www.census2011.co.in/>
- 21) <http://www.barcindia.co.in/>
- 22) Handbook of Doordarshan