INTRODUCTION

THE NEED FOR COMMUNICATION

Man's need for communication is as strong as basic needs like eating, sleeping and breathing. Government punishes criminals by imprisoning them in solitary cells. They starve even for that basic need of communication. Only for a short time can man stay without communicating. In modern society, for man, it would be impossible to live without the help of mass media of communication as they are dependent of the living media. Communication involves interaction with our environment: physical, biological and social. This basic need for communication can, perhaps, be traced to the process of man's evolution from lower species. Animals, for instance, have to be in sensory communication with their physical and biological surroundings to find food, protect and reproduce themselves. For man, communication is a medium of exchange of thoughts, ideas, instructions, information and knowledge.

In recent decades, the United States and Japan and other western European nations have become information societies, where more workers (60 percent) are involved in communication than other occupational categories, such as farming, industry or other fields. In India only about 10 percent of the work force are engaged in communication work.
The communication technology such as computers and telecommunication (including the telephone, television, radio and communication satellites) have led the country into development.

Development communication, which can be described as a 'widely participatory process of directed social change in a society, intended to bring about both social and material advancement for the majority of the people through their gaining greater control over their environment' (Rogers M. 1962). The purpose of communication development is to improve the public health and nutrition of a nation, to produce more food to decrease hunger and to overcome the limitations of illiteracy, so that the goal of communication is directed towards desirable social change.

India is primarily an agricultural nation; at present nearly 70 percent of Indian workforce is engaged in farming and agricultural activities which account for only 33 percent of the country's GNP another 20 percent of the workforce is employed in industry, which accounts more than 25% of India's GNP. The remaining 10 percent workers are employed in information service and they account for 42 percent of India's GNP. India has to go a long way to become an Information Society. The societies of the USA and Japan,
where a majority of the workforce is composed of information workers and their GNP is comparatively higher than India, are far advanced in communication technology.

Communication scholars started working in the development of Third World in the beginning of the sixties. Books on communication and development, like Daniel Lerner's (1958) 'The passing of Traditional Society,' M. Rogers's (1962) 'Diffusion of Innovation' and Wilbur Schramm's (1964) 'Mass media and National Development' were widely read.

MASS COMMUNICATION AND DEVELOPMENT

Development was largely a matter of increasing productivity. Lerner (1958) saw the mass media as filling this need of promoting productivity that was the prerequisite of the social and economic mobility that development required. He pointed out the correlation between economic productivity and media provision in different countries in support of his theory; the richest countries had the most newspapers, television, radio and so on and the poorest the least.

Mass communication influence appears to operate by a 'two-step flow' process; the more aware members of groups tended to be most readily reached by the media and these 'influentials' or 'opinion leaders' in turn, were
instrumental in spreading the message to others (Katz 1957). Rogers applied these and related ideas to the study of the spread of agricultural innovations among farmers in the United States, and he proposed a general model for the change process involved. He concluded that the main function of mass communication in such situations was to create the awareness of a possible innovation among the audience, while the development of favourable attitudes and finally the adoption of the new practice depended crucially upon the response of influentials in the group. This then became the paradigm upon which the use of communication in support of development in fields such as family planning, health, education and agriculture - tended to be modeled in the third World (Rogers-1962).

While Lerner and others (Pool, 1968) saw all the media output are having potentially modernising effects, for Schramm, it was their informational content that was the key to their use in development. Schramm had little to say about entertainment which he regarded as irrelevant, distracting or at best a sweetener for the informational pill.

Serving for the national development was an accepted function of the mass media with the rise of modern ideas. A UNESCO (1986) study, Radio and TV in the service of Education
and Development in Asia suggested the role of mass media in India's development. It said: *Elimination of poverty and illiteracy, developing agro-industrial economy and bringing about national integration and solidarity; for the students in schools and colleges, not only to supplement class room education but provide a sense of purpose and direction so that they grow up to be responsible member of society, for the village with their multiplicity of dialects, customs and traditions, broadcasting had to be a source of entertainment, for labours, industrial workers, tribal population, children and women, have an equal important need for education and development, and for all of these broadcasting has to provide special programmes and service.*

The Mathematical Theory of Communication (1949) proposed a general model of communication, by Claude E. Shannon and Warren Weaver, which was accompanied by a series of mathematical theorems about the rate of information flows in a communication system (Fig. 1). This model was accepted by communication scholars and was to influence their research in the decades that followed.

**INFLUENCE OF TELEVISION AS A MASS COMMUNICATION MEDIUM**

The introduction of television generally increases the total amount of time denoted to the mass media. At the same
Fig. 1 The Shannon and Weaver Model of Communication

Source: Claude E. Shannon and Warren Weaver (eds.). The Mathematical Theory of Communication (Urbana: University of Illinois, 1949). p.34. Copyright 1949 by The Board of Trustees of the University of Illinois. Used by permission.
time, it decreases the amount of time denoted to other mass media, the radio, the cinema, the press and the books. Television is a novelty, but when the novelty wears off, there is a resumption of interest on other media. Research in the fifties was carried out on the pattern of viewing and other activities in New Jersey, USA. The ownership of television sets increased from 1 percent to almost 100 percent of households. The study also showed that television initially minimised listening to the radio, movie attendance, magazine reading, and participation in social activities outside the home.

Television forces other mass media to change their character and modes of appeal. For instance, violence in the cinema is partially responsible to television. In the USA, radio has been transformed by television from a national to a local medium. Before television became a national medium, major radio stations relayed the news, and other programmes of three national networks to the whole country. Television took over that role and radio became a largely unlimited body of stations each of which caters to a homogeneous audience with a narrow format, of which playing and promotion recorded music with each stations devoted to one type of music is paramount. In the United States,
television was a major factor in bringing about the decline of best-read magazines like Life, Look, Colliers and Evening Post. But daily newspaper circulation steadily increased year after year, perhaps because newspapers continued to satisfy certain needs which television could not provide.

TELEVISION IN INDIA

For over a decade the Government of India managed to hold out against vehement demands from educational institutions, industrialists, politicians and indeed the middle classes in urban areas for the introduction of Television. In 1959, Philips (India) made an offer to the government of a transmitter at a reduced cost. Earlier, Philips demonstrated its use at an exhibition in New Delhi. The Government gave in, with the aim of employing it on a experimental basis, to train personnel and partly to discover what Television could achieve in community development, rural development and formal education. A UNESCO grant of Rs.20,000 and the United States offer of equipment proved much too tempting to resist and on September 15, 1959 the era of television in India was inaugurated. The range of the transmitter was 40 Km. The programme for schools twice a week, with 20 minutes duration was introduced. The audience comprised the members of "teleclub", who were provided TV sets free by UNESCO.
Fig. 2. TV Transmitters in India.

Legend:
- PROGRAMME PROD. CENTRES
- NO. OF TRANSMITTERS IN STATE/UT

Based upon Survey of India map with the permission of the Surveyor General of India.
The territorial waters of India extend into the sea to a distance of twelve nautical miles measured from the appropriate base line.
The boundary of Meghalaya shown on this map is as interpreted from the North Eastern Areas (Reorganization) Act, 1971 but has yet to be verified.

(Source: Doordarshan '95 DG, Delhi)
In 1961, an educational programme was telecast to the Delhi schools with the aid of Ford Foundation. Lessons were telecast for the students in Physics, Chemistry, General Science and English. Teacher training programmes were also televised. Till 1965 the television service of Delhi was designed primarily for community viewing in teleclub in the village and in school teaching. Under the pressure of manufacturers and also of public demands the government was obliged to start entertainment and informative programmes from August 1965. A pilot project popularising new agricultural practices was inaugurated in 1967.

The Information and Broadcasting ministry provided Rs.1,000 million for the development of TV over a period of 25 years and announced that the ministry would set up television stations in four other centres. The Bombay centre was opened in 1972 and in the following year, television centres began to operate in Srinagar, Amristar and Pune (only relay centres). In 1975 Calcutta, Madras and Lucknow were put on the television map of the country. From January 1, 1976, 'commercials' came to the telecast at all the centres. Another significant development in the same year was the separation of television from All India Radio. It became now an independent medium in the ministry of Information and
Figure: 3 The Rate of Adoption of Radios, Telephones, Televisions and VCRs by Indian Households.

(Source: "India's Information Revolution", by Arvind Singhal and Rogers E W., (1990) and Doordarshan'95, DG, Doordarshan, New Delhi)
Broadcasting under the new banner - "Doordarshan". After the separation from its parent body hopes were raised about improvement in the quality and duration of TV service. In 1977, for the first time in the history of broadcasting in India, political parties shared equal Radio and Television time with the ruling party for election campaign. In 1977, the ministry announced that terrestrial transmitters were put up at Raipur, Gulbarga, Sambhaipur and Muzaffarpur to extend television coverage to a population of more than 100 million.

This announcement provoked in the country a keen controversy over the utility of setting more television stations. Some people looked upon television as an expensive luxury intended for the entertainment of the affluent group. So, in their opinion any scheme for the extension of television ought to be considered only after economic development of the country has been completed. On the other hand, those in favour of it considered television in the context of national development and looked upon it as a mean to create an atmosphere where the attitude of the people will be prepared to appreciate the value of the programmes for development.

At the end of 1994, the total number of television receivers stood at more than 40 million, with 65,000
Figure: 4 Growth in the Number of People Who Have Access and Who Watch Television and the number of Television Sets in India.

(Source: Television in India 1986 and Doordarshan '94, ARU, DDk, Madras)
community TV sets (Vide Appendices 4, 5, 6). On an average, 3 to 4 hours programmes beamed from 18 stations with studio facilities, as well as from 18 transmitting centres. During the sixth plan, television centres have been approved for Kasauli, Jammu, Ajmer, Panaji, Madurai, Ahmedabad, Trivandrum, Vijayawada, Cuttack, Asansol and Varanasi (Vide Appendix 1). In 1994 Indian Television is covering an area of 67.8% and a population of 85.6%, with 698 TV Transmitters (Vide Appendices 2, 3).

SATELLITE COMMUNICATION

SITE (AUGUST 1973 to July 1976)
(The Satellite Instructional Television Experiment)

In the mid of 1960, Mr. Vikram Sarabhai began arguing in policy making circles that a nation wide television system could play a major role in promoting economic and social development. At his initiative, a National Satellite Communication group (NASCON) was established in 1968. Based on its recommendations, the Indian government approved a hybrid television broadcasting system consisting of communication satellites as well as ground-based microwave relay transmitters.

In the early 1960s both India and Brazil were leading candidates to use satellite communication for national
development purposes. Officials of both countries were keen to utilize NASA's Satellite technology. USA appointed the late Wilbur Schramm as chairman of an expert committee to evaluate whether Brazil or India should receive free satellite time on ATS-6 during the mid 1970s. Schramm's committee decided in favour of India. Schramm's committee was particularly impressed by the fact that under Sarabhai's leadership, India had already constructed an experimental satellite earth station which could receive signals from a satellite.

In 1962 when Indian Space Research Organisation (ISRO) was started. After a year the Third five year plan was launched under the prime ministership of Pandit Jawaharlal Nehru. INCOSPAS- Indian National Committee for Space Research — was created in the Department of Space with Dr. Bhabha as Chairman. In early 1963 a Space Science Symposium was organised in Ahmedabad and Dr. Bhabha along with Dr. Vikram Sarabhai and Prof. E.V. Chitnis focused attention on Satellite communication as an up-coming important field. In late 1964 Prof. Chitnis went to USA to explore the feasibilities of acquiring a satellite for use in India. At the time NASA had a project called Applications Technology Satellite under which they have launched five satellites,
four of these were geosynchronous and the fifth ATS was an orbital satellite 6,000 Km. away from the earth's surface which could be used by our earth station. Having decided to go ahead with ATS, the Indian earth station was made ready by August 1967. In June 1967, a joint NASA/ISRO team was created with respect to ATS-6, satellite and the SITE.

SITE was a pilot project, primarily undertaken to experiment with television through satellite communication to broadcast special programmes to six rural clusters which included a total of 2,400 villages. Its objectives were to improve rural primary school education, provide teacher training, improve agriculture, health and hygiene, nutritional practices and contribute to family planning and national integration. Indian technicians were provided an opportunity to gain expertise with operational problems concerning satellite hardware, costs and management on a small scale prior to launching their own national satellite. The Socio-Economic and cultural implications of this SITE technological innovations were studied to provide planning input for future National Satellite based television system.

INSAT (Indian National Satellite)

In 1968, under the Chairmanship of Dr. Sarabhai, the UNI-NASCOM study group was appointed to deal with the
software side of SITE. According to Prof. Chitnis 'SITE' was not an operational system, it was learning experience, India should have a satellite INSAT with television communication. In 1972 there was a national symposium on space research for the next decade. The dream was to launch an Indian made INSAT with Indian made rocket and to use kit for national work, development and education. The first Indian National Satellite, INSAT - lA, was constructed in the US and launched on April 1, 1982 by NASA. A second Indian Satellite, INSAT - lB, was built by Ford Aerospace in California's Silicon valley, and launched on the eighth flight of the US space shuttle, the Challenger, on October 15, 1983.

INSAT-1B led to major expansion of television broadcasting in India. Prior to 1983, television access in India was limited to 28 per cent of the nation's population living in the four metro centres. Once the INSAT-1B satellite was launched, television signals were telecast directly to ground stations, which then re-telecast the television programmes to their surrounding areas. The number of people who had access to television programmes increased to 53 per cent by the end of 1985 and to 62 per cent in 1988. By 1995, about 90 per cent of the Indian population will have access to television broadcasting. This increase is due to
large-scale installation of television transmitters in India. In mid 1988, India's third national communication satellite INSAT-1C was launched by the European Space Agency's Ariane rocket. Like its predecessor, INSAT-1C is a multi-purpose satellite to be used for television broadcasting telephony and meteorology in India. INSAT-1C suffered a technical snag when one of its solar panels refused to open in orbit and the resultant loss of power limited the realization of its full capability. INSAT-1D was launched on 12th June 1990 to cover National Programmes in Regional areas. INSAT-2A has launched on 10th July 1992 to uplink regional programmes to its LPT's. ON 22nd July 93' INSAT-2B has launched to meet metrology aspects telecommunications and to extend TV coverage all over India.

SATELLITE TELEVISION

A network television programme may travel thousands of miles before it reaches local television station. The path it follows may very well use microwave relay system. Ground based microwave systems are not the only route used to carry television programmes. Widespread use of microwave satellite transmission is evident in any week's television fare. Because space is a vacuum, microwaves travel over long distances unimpeded by the
earth's heavy atmosphere near ground level. Satellites are used to bring television signals to many outlaying regions in which even microwave links would be too costly. The modern era of communication satellite used in broadcasting began on July 10, 1962. On that day a NASA-AT&T satellite launched, named Telstar and it roamed through outer space. Telstar made international history in the satellite technology and broadcasting. The Olympics in Japan traveled around the world via Telstar and a new era in television had arrived. Considered attention has been given to development of high-powered satellite systems primarily designed to beam signals directly to small home antennas. Television transmission has allowed one who has a home satellite receiver to receive the programmes. Now, however, there is a growing interest in India in receiving foreign special programmes like sports, music, news and feature films through satellite.

A Hongkong based private Satellite company is broadcasting programmes in different channels. Now, it is estimated that there is more than 1,00,000 satellite receivers in India, viewing Star Television, CNN, BBC, Music Television and other International broadcasting programmes. After the introduction of STAR TV in 1991, (Satellite Television for
Asian Region) other private satellite TV networks are introduced in India. SUN TV-1993 (Satellite Uplink Network), JAIN TV - 1993 (Joint American and Indian Network), ZEE TV - 1992, RAJ, JJ - 1995, ASIA NET, UDAYA TV, etc., are some of the satellite TV networks introduced recently. It is observed that all the private TV networks are telecasting entertainment programmes only. The Audience Research Unit, estimated that, in 1994 nearly 30 percent of the TV owners in India are availing the facility to receive private satellite channels programmes. Through cable TV operators, Satellite Channels are received in many places with the help of cable connections. Now Indian TV Network is developing rapidly and competing with private satellite TV Networks.

After the Star TV invasion, the electronic media has been witnessing rapid growth. With the increasing number of channels, each offering a variety of programmes, the choice for the viewers is tremendous. Doordarshan also started Satellite channels to attract its viewers. Ten Regional language Satellite Services were added in October 1994 to provide more options for the viewers.
LAND MARKS TELEVISION, INDIA

1. Doordarshan experimental service inaugurated at Delhi. 15.09.1959


3. Daily one hour regular service started at Delhi. 15.08.1965

4. First Hindi News Bulletin introduced. 15.08.1965

5. Krishi Darshan-first rural programme started at Delhi. 26.01.1967

6. Duration of TV service increased to two hour, on Sundays, and one and half hours on other days. 15.08.1968

7. First English News Bulletin introduced at Delhi. 03.12.1971

8. Inauguration of Bombay Kendra. 02.10.1972

9. Inauguration of Srinagar Kendra. 26.01.1973

10. a) Satellite instruction TV experiment (SITE) launched in six states. 01.08.1975

    b) SITE completed. 31.07.1976

11. Inauguration of Calcutta Kendra. 09.08.1975

12. Inauguration of Madras Kendra. 15.08.1975

13. Inauguration of Lucknow Kendra. 27.11.1975

14. Commercial service introduced. 01.01.1976

15. Doordarshan de-linked from Akashvani. 10.04.1976

16. First post-SITE TV Centre (Jaipur) Commissioned. 01.03.1977

17. Inauguration of Hyderabad Kendra. 23.10.1977
18. Inauguration of Jalandhar Kendra. 13.01.1979

19. National Programmes of Music and Dance introduced in four metros. 25.01.1980

20. Inauguration of Bangalore Kendra. 01.11.1981

21. Inauguration of Nagpur Kendra. 15.08.1982

22. TV Goes colour. 15.08.1982

23. National Programme introduced. 15.08.1982

24. Inauguration of Gauhati Kendra. 19.11.1982

25. Inauguration of Trivandrum Kendra. 19.11.1982

26. 20 Low Power Transmitters commissioned. 19.11.1982

27. TV coverage of Asiad. 19.11.1982

28. TV Coverage of NAM. 7 / 12.03.1983

29. Operational of INSAT IB. 15.10.1983


31. Inauguration of Ahmedabad Kendra. 19.11.1983

32. TV Coverage of CHOGM. 22 / 28.11.1983

33. First sponsored serial 'Hum Log' (150 episodes) goes on air. 05.07.1984

34. Inauguration of Gorakhpur Kendra. 13.08.1984

35. Higher Education Television (Hetv) produced by UGC introduced. 15.08.1984

36. Rajkot Kendra inaugurated. 30.08.1984
37. Transmitters linked with Calcutta (West Bengal)
   a) Asansol 15.09.1984
   b) Murshidabad 14.02.1987
   c) Kurseong 30.04.1988

38. Doordarshan celebrates Silver Jubilee. 15.09.1984

39. Delhi Kendra gets II channel. 17.09.1984

40. Bombay Kendra gets II channel. 01.05.1985

41. Uplinked of Hyderabad with other transmitters in Andra Pradesh. 14.01.1987

42. a) INTEXT Service introduced at Delhi. 19.11.1985

43. b) INTEXT Service introduced without decoder on channel I. 10.12.1987

44. Madras Kendra gets II channel. 01.07.1988

45. Morning + transmission. 23.02.1989

46. Afternoon + transmission. 26.01.1989

47. INSAT-ID Operationalised. 17.07.1990

48. IGNOU Educational Programme Started. 20.05.1991

49. INSAT-2A Operationalised. 10.08.1992

50. INSAT-2B Operationalised. 30.07.1993

51. 5 Satellite Channels introduced. 15.08.1993

52. Regional Satellite Channels in ten regional languages. 01.10.1993
Fig. 5 TV Transmitters in Tamil Nadu.

TAMILNADU DOORDARSHAN
(VHF LPT, UHF LPT, VLPT AND TRANSPOSER)

AudiencE Research Unit, Doordarshan Kendra, Madras
Fifteenth August 1975 was a red letter day for the Madras people. The inauguration of the Television Centre added to the festival look apart from the independent day celebration on the inaugural function. The then Honourable Minister of I&B Shri V.C. Shukla and the then Governor of Tamil Nadu Shri K.K. Shah participated. In the initial stages, the service range was restricted to 20 KM only in view of low power i.e 1 KW output of the transmitter feeding an aerial mounted on top of 80 feet height temporary tower.

During that time, Kendra had daily two hours evening service between 7.00 p.m and 9.00 p.m. After the commissioning of the permanent television tower the service range extended to an area of 80Km radius around Madras. It covers now 12,000 Sq.Kms with a population of 94.4 lakhs. The programmes were planned keeping in view the three main objectives of television: Education, Information and Entertainment. Apart from films and film based programmes regular News Bulletins, Plays, Music and Dance programmes and Sports items which were in general interest were scheduled. There were special audience programmes catering to the needs of the viewers belonging to different target groups like Youth, Rural populace, Industrial Workers and Children.
The independence day of 1982 was also another memorable day when the Telecast transmitted in colour. It also inaugurated National Network programmes on that day. The duration of national programmes was for 90 minutes from 9.00 p.m. to 10.30 p.m. The objective of introducing national programmes was to promote national integration, communal harmony, family welfare etc., and to disseminate information of national and international events, promoting scientific temper and to project cultural heritage of different regions.

Fourteenth January 1987, is yet another milestone in the history of Doordarshan. The 10KW television transmitter that is installed at Kodaikanal has started relaying Madras programmes from the Pongal Day. Microwave link between Madras television and department of Telecommunication is established through co-axial cable. From D.O.T terminal to Kodaikanal, the circuit goes via Salem, Trichy and Madurai which are called 'Repeater Stations'. It is estimated that the transmission range will be around 125Kms. The population covered is approximately 510 lakhs and 91.6 percent of the State is covered by primary service area of Madras Television (Madras + Kodaikanal + Low Power Transmitters) (Vide Appendix 7). A total of 15,000 community TV sets are provided to encourage rural viewership (Vide Appendix 8). Programmes like
Science, Health and Youth are scheduled during the prime viewing time. All the programmes have been rescheduled in a balanced manner catering to the audience taste and interest.

Another memorable event in the history of Television in Tamil Nadu was the inauguration of the II channel of Madras Doordarshan which was held on the 1st July 1988. With extended regional service all the 30 LPTs and the two transposers will be carrying the programme output by Madras and Kodaikanal transmitters from 5.30 to 9.00 p.m. A major achievement by this extended transmission is that the news bulletin in Tamil, rural, health, youth, women, children and other film based programmes can be seen by the viewers in the service area of all the LPTs. Since Feb'94 the transmission has been increased to 17 hrs per day in both the channels. In channel II the Metro hour was introduced in Jan'93 and the private producers were allowed to produce the programmes. Many popular Hindi serials over channel II were dubbed in Tamil to facilitate the viewers.
LAND MARKS IN MADRAS DOORDARSHAN

1. Inauguration of the Centre. 15th August 1975

2. Introduction of Educational TV Transmission. 19th August 1975

3. Increase of duration by an half an hour. 1st December 1975

4. Introduction of Commercials in TV. 1st January 1976

5. Commissioning of permanent Tower and introduction of Sunday Morning Transmission. 4th July 1976

6. Extension of 3 1/2 hours duration. 15 August 1976

7. Commissioning of the wide band microwave link of P & T between Doordarshan Kendra, Madras and Bombay. 1st January 1981

8. Inauguration of teleclubs by Hon'ble Minister of I & B. 15th November 1981

9. Inauguration of National Programmes and colour telecast. 15th August 1982


11. Extension of National Programme beyond 10.00 P.M. 1st January 1983

12. Studio 1 converted for colour operations with ENG cameras. 1984 - 1985

13. Installation of TVRO as a stand by for P & T microwave link. July 1985
<table>
<thead>
<tr>
<th>No.</th>
<th>Event Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Studio II became colour</td>
<td>16th October 1985</td>
</tr>
<tr>
<td>16</td>
<td>Inauguration of Kodaikanal relay centre.</td>
<td>14th January 1987</td>
</tr>
<tr>
<td>17</td>
<td>Kendra received 'Transtel' Award for the Research based Documentary &quot;Beyond the Storm&quot;.</td>
<td>5th June 1987</td>
</tr>
<tr>
<td>18</td>
<td>A Special transmission for Jaffna (IPKF) was started.</td>
<td>22nd October 1987</td>
</tr>
<tr>
<td>19</td>
<td>Morning Transmission revised.</td>
<td>1st July 1988</td>
</tr>
<tr>
<td>20</td>
<td>Inauguration of Channel II</td>
<td>1st July 1988</td>
</tr>
<tr>
<td>21</td>
<td>Terrestrial Transmitters in Tamil Nadu are linked with Madras (for week days, 19.30 p.m. to 20.40 p.m.)</td>
<td>15th August 1988</td>
</tr>
<tr>
<td>22</td>
<td>Introduction of Teleprompter in News.</td>
<td>1st September 1988</td>
</tr>
<tr>
<td>23</td>
<td>Inauguration of Karaikal, LPT.</td>
<td>2nd October 1988</td>
</tr>
<tr>
<td>24</td>
<td>Change of transmission timings Channel II from 7.30 P.M. to 10.30 P.M.</td>
<td>28th January 1990</td>
</tr>
<tr>
<td>25</td>
<td>Introduction of local News bulletin in Channel II at 10.20 PM for 10 minutes.</td>
<td>26th January 1990</td>
</tr>
<tr>
<td>26</td>
<td>Terrestrial Transmitters in Tamil Nadu linked with Madras for all Regional Programmes (Channel I).</td>
<td>15th August 1990</td>
</tr>
<tr>
<td>27</td>
<td>Introduction of Regional Language Satellite channels</td>
<td>18th October 1993</td>
</tr>
<tr>
<td>28</td>
<td>Introduction of Metro Hour</td>
<td>26th January 1993</td>
</tr>
</tbody>
</table>
# A BRIEF ABOUT THE PROGRAMMES ON INDIAN TELEVISION

<table>
<thead>
<tr>
<th>Programmes</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Entertainment</strong></td>
<td></td>
</tr>
<tr>
<td>1. Play</td>
<td>- Dealing with day to day realities of life and themes pertaining to social issues.</td>
</tr>
<tr>
<td>2. Sponsored serials</td>
<td>- Entertainment programmes and social problems in the skits and plays format sponsored by commercial agencies.</td>
</tr>
<tr>
<td>3. Feature film</td>
<td>- Feature films from various Indian languages. Foreign language feature films at mid night.</td>
</tr>
<tr>
<td>4. Song sequences</td>
<td>- Song sequences from Hindi and regional language feature films.</td>
</tr>
<tr>
<td>5. Reminiscence of the Past.</td>
<td>- Reputed film, sports and political personalities are interviewed.</td>
</tr>
<tr>
<td>7. Dance</td>
<td>- Different styles of classical dances like Bharathanatyam, Kathakali, Manipuri, Kuchipudi etc., features in the programme.</td>
</tr>
<tr>
<td>8. Light music/Devotional Music/Patriotic Song</td>
<td>- Light Music presented in the form of Bhajans, Quwali, Geet, Ghajals etc. Individual and group singing for other music programmes.</td>
</tr>
</tbody>
</table>
Special Audience programmes

9. Rural
   - Field based programmes are presented apart from talks and discussion by the farm experts, catering both occupational needs of the rural population in hard-core. In soft core, music and folk-song formats are used.

10. Industrial workers
    - Programmes are presented in the form of discussions, interviews and various entertainments. Topics such as day to day workers problems, Industrial safety, the new trend in technology, growth in Industry, govt. Industrial policies are dealt with.

11. Youth
    - Presented in any format, depending on the subject encourages the budding artists in various fields, poetic symposium, vocal instrumental, recital, opinion surveys concerning social problems, various job avenues are all in the programmes.

12. Children
    - Programmes for tiny tots presented in all formats involving participation of all talented children representing from various schools. Story telling and puppet show to promote moral and civic sense among the younger generation.
13. Women
   - Demonstration and interviews, deal with all kinds of useful subjects, programmes on general awarenesss, self-employment, and hobbies.

14. Non-Formal Education
   - Presented in the form of direct teaching, interviews, puppet dance and skit. Programmes are planned as per the objective of the National Adult Education launched by Government of India.

15. ETV /UGC/ IGNOU
   - Syllabus oriented programme for college and school students.

16. Literary programmes
   - Literary programmes in Literature reflecting the cultural traits of the region.

News based

17. News
   - News round up covering all important events held in the nation and abroad.

18. News reel
   - News round up covering important meetings, functions held in the region.

19. Current affairs
   - Items related to topical issues and interviews with important personalities about current problems.

20. Health
   - The importance of health and hygiene, preventive and curative aspects of various diseases, maternal and child welfare are highlighted.
Other Programmes

21. Sports
   - Major sports and games at local, national and international level are covered besides live OB coverages. Interviews with sports personalities are also conducted.

22. Science
   - A programme popularising the significant role of science in the day to day living.

23. Civic sense
   - To make the citizens aware of their duties and responsibilities, entertaining and educative skits are also telecast.

24. Viewers forum
   - In this programme, the viewers queries are answered.

25. Folk arts
   - Folk music and dancing reflecting local cultural ethos are telecast.

26. Special awareness
   - Social-Economic developmental activities in the region are presented.

27. Freedom fighters
   - Interview with freedom fighters.

28. Documentary
   - Documentaries on National Development, social welfare, social problems and government policies and plans are disseminated.

29. Arts and crafts
   - Programme on the handwork and craftsmanship of different region.

30. Interview
   - Interview with eminent people
THE STUDY

According to the Planning commission (1950), the aspects of rural development are defined as: development in the agricultural and related sector, care on health and family welfare, focus on Formal and Non-formal Education and upliftment of the weaker sections like women and children. After the introduction of TV in India, the Government started to think to use this popular and powerful mass media for rural development. Based on the objectives of rural development (agricultural, health, education and development of the weaker section) TV has introduced various programmes related to rural development. Programmes for economic growth (agriculture), health and programmes for women and family welfare are regularly focused.

These programmes impart the people on the latest development in these areas. These programmes not only provide information, but also create attitudinal changes among the rural populace. The main barriers for rural development are illiteracy, ignorance and traditional attitude. Television is trying to remove these barriers through its development programmes for the past 35 years. The Audience research unit of TV, report says that, in rural areas 20 to 25 percent of the people are watching the rural
development programmes regularly (ARU 1993). As the rural development programmes are having an encouraging viewership, it will be useful to know the impact of these programmes in rural areas. This study would help to enhance and improve the effectiveness of TV. It is also beneficial to the programme producers to produce better programmes according to the needs of the viewers.

The Audience Research Unit of TV, is conducting studies on audience viewership which may help to know the quantity of viewership for a particular programme. Various studies have tried to deal with similar problem, but only on a particular aspect like agriculture (Sen 1990) (Ramal 1986), economy (Menendez 1991) (Paul Hartman 1989), education (Chris 1986) (Dannheisser 1983) and health (Mallory Wober 1988) etc. In the present study more importance is given to know what kind of programme people usually watch on TV and the qualitative impact created by the programmes. The Madras TV rural development programmes are selected for the present study.

Rural economy - Vazlum Vazhvum
Health - Nala Vayhvu
Non-formal Education - Vazhkai Kalvi
Women's Development - Manai Maatchi

Since all the above four programmes are giving more importance to rural development and beamed regularly, they are selected for testing the impact of TV in rural areas.