Appendix 1 – Content Regulations for Broadcasting: India and International

1 Cable Television Network Regulation Rules, 1994: Rule- 6.

Programme Code:

(1) No programme should be carried in the cable service which:-

(a) Offends against good taste or decency;

(b) Contains criticism of friendly countries;

(c) Contains attack on religions or communities or visuals or words contemptuous of religious groups or which promote communal attitudes;

(d) Contains anything obscene, defamatory, deliberate, false and suggestive innuendos and half truths;

(e) Is likely to encourage or incite violence or contains anything against maintenance of law and order or which promote anti-national attitudes;

(f) Contains anything amounting to contempt of court;

(g) Contains aspersions against the integrity of the President and Judiciary;

(h) Contains anything affecting the integrity of the Nation;

(i) Criticises, maligns or slanders any individual in person or certain groups, segments of social, public and moral life of the country;

(j) Encourages superstition or blind belief;

(k) Denigrates women through the depiction in any manner of the figure of a women, her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory to women, or is likely to deprave, corrupt or injure the public morality or morals;

(l) Denigrates children;

(m) Contains visuals or words which reflect a slandering, ironical and snobbish attitude in the portrayal of certain ethnic, linguistic and regional groups;
(n) Contravenes the provisions of the Cinematograph Act, 1952.

(o) Is not suitable for unrestricted public exhibition.

Provided that no film or film song or film promo or film trailer or music video or music albums or their promos, whether produced in India or abroad, shall be carried through cable service unless it has been certified by the Central Board of Film Certification (CBFC) as suitable for unrestricted public exhibition in India.

Explanation – For the purpose of this clause, the expression “unrestricted public exhibition” shall have the same meaning as assigned to it in the Cinematograph Act, 1952;

(2) The cable operator should strive to carry programmes in his cable service which project women in a positive, leadership role of sobriety, moral and character building qualities.

(3) No cable operator shall carry or include in his cable service any programme in respect of which copyright subsists under the Copyright Act, 1957 unless he has been granted a licence by owners of copyright under the Act in respect of such programme.

(4) Care should be taken to ensure that programmes meant for children do not contain any bad language or explicit scenes of violence.

(5) Programmes unsuitable for children must not be carried in the cable service at times when the largest numbers of children are viewing.

(6) No cable operator shall carry or include in his cable service any television broadcast or channel, which has not been registered by the Central Government for being viewed within the territory of India.

Provided that a cable operator may continue to carry or include in his cable service any Television broadcast or channel, whose application for registration to the Central Government was made on or before 11th May, 2006 and is under consideration, for a period of three months from the date of this notification, or till such registration has been granted or refused, whichever is earlier.
Provided further that channels up linking from India; in accordance with permission for uplinking granted before 2nd December, 2005; shall be treated as ‘registered’ television channels and can be carried or included in the cable service.” (MIB 1994)

2 Cable Television Network Regulation Rules, 1994: Rule-6. Advertising Code:

(1) Advertising carried in the cable service shall be so designed as to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the subscribers.

(2) No advertisement shall be permitted which-

(i) Derides any race, caste, colour, creed and nationality;

(ii) Is against any provision of the Constitution of India.

(iii) Tends to incite people to crime, cause disorder or violence or breach of law or glorifies violence or obscenity in any way;

(iv) Presents criminality as desirable;

(v) Exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or a State dignitary;

(vi) In its depiction of women violates the constitutional guarantees to all citizens. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasises passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The cable operator shall ensure that the portrayal of the female form, in the programmes carried in his cable service, is tasteful and aesthetic, and is within the well established norms of good taste and decency;

(vii) Exploits social evils like dowry, child marriage.

(viii) promotes directly or indirectly production, sale or consumption of-

(A) Cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants; provided that a product that uses a brand name or logo, which is also used
for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants, may be advertised on cable service subject to the following conditions that:-

(i) The story board or visual of the advertisement must depict only the product being advertised and not the prohibited products in any form or manner;

(ii) The advertisement must not make any direct or indirect reference to the prohibited products;

(iii) The advertisement must not contain any nuances or phrases promoting prohibited products;

(iv) The advertisement must not use particular colours and layout or presentations associated with prohibited products;

(v) The advertisement must not use situations typical for promotion of prohibited products when advertising the other products;

Provided further that-

(i) The advertiser shall submit an application with a copy of the proposed advertisement along with a certificate by a registered Chartered Accountant that the product carrying the same name as cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants is distributed in reasonable quantity and is available in substantial number of outlets where other products of the same category are available and the proposed expenditure on such advertising thereon shall not be disproportionate to the actual sales turnover of the product.

(ii) All such advertisements found to be genuine brand extensions by the Ministry of Information and Broadcasting shall be previewed and certified by the Central Board of Film Certification as suitable for unrestricted public exhibition and are in accordance with the provisions contained in sub-clause (i) To (v) of the first provisions, prior to their telecast or transmission or retransmission.
(B) Infant milk substitutes, feeding bottle or infant food.

(3) No advertisement shall be permitted, the objects whereof, are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end.

(3A) No advertisement shall contain references which hurt religious sentiments.

(4) The goods or services advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.

(5) No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved.

(6) The picture and the audible matter of the advertisement shall not be excessively ‘loud;

(7) No advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall not be carried in the cable service.

(8) Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.

(9) No advertisement which violates the Code for self-regulation in advertising, as adopted by the Advertising Standard Council of India (ASCI), Mumbai, for public exhibition in India, from time to time, shall be carried in the cable service.

(10) All advertisement should be clearly distinguishable from the programme and should not in any manner interfere with the programme viz., use of lower part of screen to carry captions, static or moving alongside the programme.

(11) No programme shall carry advertisements exceeding twelve minutes per hours, which may include up to ten minutes per hour of commercial
advertisements, and up to two minutes per hour of the channel’s self-promotional programmes. (MIB 1994)

3 OFCOM Broadcasting Code – United Kingdom

“Section one - Protecting the Under-Eighteens

Principle
To ensure that people under eighteen are protected.

Rules

• Scheduling and content information

The watershed only applies to television. The watershed is at 2100. Material unsuitable for children should not, in general, be shown before 2100 or after 0530.

• Drugs, smoking, solvents and alcohol
• Violence and dangerous behaviour
• Offensive language
• Sexual material
• 'Adult sex material’ - must not be broadcast at any time other than between 2200 and 0530 on premium subscription services and pay per view/night services which operate with mandatory restricted access.
• Nudity
• Films, premium subscription film services, pay per view services
• Exorcism, the occult and the paranormal
• The involvement of people under eighteen in programmes

Section two – Harm and Offence

Principle
To ensure that generally accepted standards are applied to the content of television and radio services so as to provide adequate protection for members of the public from the inclusion in such services of harmful and/or offensive material.

Rules

• Generally Accepted Standards
• Violence, dangerous behaviour, and suicide
• Exorcism, the occult and the paranormal
• Hypnotic and other techniques, simulated news and photosensitive epilepsy
• Broadcast competitions and voting

Section three – Crime

Principle
To ensure that material likely to encourage or incite the commission of crime or to lead to disorder is not included in television or radio services.

Rules
Material likely to encourage or incite the commission of crime or to lead to disorder must not be included in television or radio services.

Section four – Religion

Principles
• To ensure that broadcasters exercise the proper degree of responsibility with respect to the content of programmes which are religious programmes.
• To ensure that religious programmes do not involve any improper exploitation of any susceptibilities of the audience for such a programme.
• To ensure that religious programmes do not involve any abusive treatment of the religious views and beliefs of those belonging to a particular religion or religious denomination.

Section five – Due Impartiality and Due Accuracy and Undue Prominence of Views and Opinions

This section of the Code does not apply to BBC services funded by the licence fee, which are regulated on these matters by the BBC Trust.

Principles
• To ensure that news, in whatever form, is reported with due accuracy and presented with due impartiality.
• To ensure that the special impartiality requirements of the Act are complied with.
Appendix-1

Rules

• Due impartiality and due accuracy in news
• Special impartiality requirements: news and other programmes
• The exclusion of views or opinions
• The preservation of due impartiality
• Matters of major political or industrial controversy and major matters relating to current public policy

Section six - Elections and Referendums

This section of the Code does not apply to BBC services funded by the licence fee, which are regulated on these matters by the BBC Trust.

Principle

To ensure that the special impartiality requirements in the Communications Act 2003 and other legislation relating to broadcasting on elections and referendums, are applied at the time of elections and referendums.

Rules

• Programmes at the time of elections and referendums
• Programmes at the time of elections and referendums in the UK
• Assembly elections, and European parliamentary election.
• Constituency coverage and electoral area coverage in elections

Section Seven – Fairness

Principle

To ensure that broadcasters avoid unjust or unfair treatment of individuals or organisations in programmes.

Rule

• Practices to be followed
• Dealing fairly with contributors and obtaining informed consent
• Opportunity to contribute and proper consideration of facts
• Deception, set-ups and 'wind-up' calls

Section Eight – Privacy

Principle
To ensure that broadcasters avoid any unwarranted infringement of privacy in programmes and in connection with obtaining material included in programmes.

Rule

- Private lives, public places and legitimate expectation of privacy
- Consent
- Gathering information, sound or images and the re-use of material
- Suffering and distress
- People under sixteen and vulnerable people

Section Nine – Commercial References in Television Programming

Principles:

- To ensure that broadcasters maintain editorial independence and control over programming (editorial independence).
- To ensure that there is distinction between editorial content and advertising (distinction).
- To protect audiences from surreptitious advertising (transparency).
- To ensure that audiences are protected from the risk of financial harm (consumer protection).
- To ensure that unsuitable sponsorship is prevented (unsuitable sponsorship).

Rules:

General rules

- Broadcasters must maintain independent editorial control over programming.
- Broadcasters must ensure that editorial content is distinct from advertising.
- Surreptitious advertising is prohibited.
- Products, services and trademarks must not be promoted in programming.
- No undue prominence may be given in programming to a product, service or trade mark.
Following are the specific Rules:

- Product placement (and prop placement)
- Sponsorship
- Content that may not be sponsored
- Prohibited and restricted sponsors
- Content of sponsored output
- Sponsorship credits
- Premium rate telephony services (PRS)
- Programme-related material (PRM)
- Cross-promotions
- Charity appeals
- Financial promotions and investment recommendations
- Appeals for funds for programming or services

Section Ten – Commercial References in Radio Programming

This section of the Code does not apply to BBC services funded by the licence fee, which are regulated on these matters by the BBC Trust.

This section of the Code applies to radio only.

Principle

To ensure the transparency of commercial communications as a means to secure consumer protection.

General Rules

- Programming that is subject to, or associated with, a commercial arrangement must be appropriately signalled, so as to ensure that the commercial arrangement is transparent to listeners.
- Spot advertisements must be clearly separated from programming.
- No commercial reference, or material that implies a commercial arrangement, is permitted in or around news bulletins or news desk presentations.
• No commercial reference, or material that implies a commercial arrangement, is permitted on radio services primarily aimed at children or in children’s programming included in any service.
• No commercial arrangement that involves payment, or the provision of some other valuable consideration, to the broadcaster may influence the selection or rotation of music for broadcast.
• No programming may be subject to a commercial arrangement with a third party that is prohibited from advertising on radio.
• Commercial references in programming must comply with the advertising content and scheduling rules that apply to radio broadcasting.
• Commercial references that require confirmation or substantiation prior to broadcast must be cleared for broadcast in the same way as advertisements.

Specific Rules:
• Programming
• Transparency
• Signalling
• Commercial references that require confirmation or substantiation
• Premium rate and similar services
• Charity appeals
• Appeals for funds for programming or services
• Financial promotions and investment recommendations
• Financial promotion
• Investment recommendation” (OFCOM 2013)

4 Code of Ethics - CBSC

Background

The purpose of this Code of Ethics is to document the realization by proprietors and managers of broadcasting stations, networks and specialty services (“broadcasters”), that, as an integral part in the media of communications of this nation, their first
responsibility is to the radio listeners and television viewers of Canada for the dissemination of information and news, the supply of a variety of entertainment programming to meet the various tastes of listeners and viewers, and the necessity for ethical business standards in dealing with advertisers and their agencies.

It is recognized that the most valuable asset of a broadcaster is public respect, which must be earned and can be maintained only by adherence to the highest possible standards of public service and integrity.

The electronic form of publication known as private commercial broadcasting is a highly competitive business devoted to provision of service to the public in all its interests – business, political, recreational, informational, cultural and educational – for profit.

Revenues from advertising make possible non-government broadcasting and make all types of programmes available to the Canadian people including news, information, education, and entertainment. Each broadcaster is responsible for the programming of the licensed station, network or service. This responsibility can only be met by bringing influence to bear upon all who have a hand in the production of programs including sponsors, producers of live and recorded programs, advertising agencies and talent agencies.

**Clause 1 – General Programming**

Recognizing the varied tastes of the public it shall be the responsibility of broadcasters to so program the various stations, networks and services that, as far as possible, all groups of listeners and viewers shall have from these, some part of the programming devoted to their special likes and desires.

**Clause 2 – Human Rights**

Recognizing that every person has the right to full and equal recognition and to enjoy certain fundamental rights and freedoms, broadcasters shall ensure that their programming contains no abusive or unduly discriminatory material or comment which is based on matters of race, national or ethnic origin, colour, religion, age, sex, sexual orientation, marital status or physical or mental disability.
Clause 3 – Sex-Role Stereotyping

Recognizing that stereotyping images can and do have a negative effect, it shall be the responsibility of broadcasters to exhibit, to the best of their ability, a conscious sensitivity to the problems related to sex-role stereotyping, by refraining from exploitation and by the reflection of the intellectual and emotional equality of both sexes in programming. Broadcasters shall refer to the Sex-Role Portrayal Code for Television and Radio Programming [since March 17, 2008, replaced by the Equitable Portrayal Code] for more detailed provisions in this area.

Clause 4 – Children’s Programs

(1) Recognizing that programs designed specifically for children reach impressionable minds and influence social attitudes and aptitudes, it shall be the responsibility of broadcasters to provide the closest possible supervision in the selection and control of material, characterizations and plot.

(2) Nothing in the foregoing shall mean that the vigour and vitality common to children’s imaginations and love of adventure should be removed. It does mean that such programs should be based upon sound social concepts and presented with a superior degree of craftsmanship, and that these programs should reflect the moral and ethical standards of contemporary Canadian society and encourage pro-social behaviour and attitudes. Broadcasters should encourage parents to select from the richness of broadcasting fare the best programs to be brought to the attention of their children.

(3) Broadcasters shall refer to the CAB Violence Code for special provisions relating to the depiction of violence in children’s programming.

Clause 5 – News

(1) It shall be the responsibility of broadcasters to ensure that news shall be represented with accuracy and without bias. Broadcasters shall satisfy themselves that the arrangements made for obtaining news ensure this result. They shall also ensure that news broadcasts are not editorial.
(2) News shall not be selected for the purpose of furthering or hindering either side of any controversial public issue, nor shall it be formulated on the basis of the beliefs, opinions or desires of management, the editor or others engaged in its preparation or delivery. The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening, and to understand events so that they may form their own conclusions.

(3) Nothing in the foregoing shall be understood as preventing broadcasters from analyzing and elucidating news so long as such analysis or comment is clearly labeled as such and kept distinct from regular news presentations. Broadcasters are also entitled to provide editorial opinion, which shall be clearly labeled as such and kept entirely distinct from regular broadcasts of news or analysis.

(4) Broadcasters shall refer to the Code of Ethics of the Radio and Television News Directors of Canada (“RTNDA”) [since 2011 renamed the Radio Television Digital News Association (“RTDNA”)] for more detailed provisions regarding broadcast journalism in general and to the CAB Violence Code for guidance with respect to the depiction of violence, graphic reporting of delicate subject matter or the use of explicit language in news and public affairs programming on television.

**Clause 6 – Full, Fair and Proper Presentation**

It is recognized that the full, fair and proper presentation of news, opinion, comment and editorial is the prime and fundamental responsibility of each broadcaster. This principle shall apply to all radio and television programming, whether it relates to news, public affairs, magazine, talk, call-in, interview or other broadcasting formats in which news, opinion, comment or editorial may be expressed by broadcaster employees, their invited guests or callers.

**Clause 7 – Controversial Public Issues**

Recognizing in a democracy the necessity of presenting all sides of a public issue, it shall be the responsibility of broadcasters to treat fairly all subjects of a controversial nature. Time shall be allotted with due regard to all the other elements of balanced program schedules, and the degree of public interest in the questions presented. Recognizing that healthy controversy is essential to the maintenance of democratic
institutions, broadcasters will endeavour to encourage the presentation of news and opinion on any controversy which contains an element of the public interest.

**Clause 8 – Religious Programming**

Broadcasters should endeavour to make available to the community adequate opportunity for presentation of religious messages and should also endeavour to assist in all ways open to them the furtherance of religious activities in the community. Recognizing the purpose of the religious broadcast to be that of promoting the spiritual harmony and understanding of humanity and of administering broadly to the varied religious needs of the community, it shall be the responsibility of each broadcaster to ensure that its religious broadcasts, which reach persons of all creeds and races simultaneously, shall not be used to convey attacks upon another race or religion.

**Clause 9 – Radio Broadcasting**

Recognizing that radio is a local medium and, consequently, reflective of local community standards, programming broadcast on a local radio station shall take into consideration the generally recognized access to programming content available in the market, the demographic composition of the station’s audience, and the station’s format. Within this context, particular care shall be taken by radio broadcasters to ensure that programming on their stations does not contain:

(a) Gratuitous violence in any form, or otherwise sanction, promote or glamorize violence;
(b) Unduly sexually explicit material; and/or
(c) Unduly coarse and offensive language.

**Clause 10 – Television Broadcasting**

**Scheduling**

(a) Programming which contains sexually explicit material or coarse or offensive language intended for adult audiences shall not be telecast before the late viewing period, defined as 9 pm to 6 am. Broadcasters shall refer to the CAB
Violence Code for provisions relating to the scheduling of programming containing depictions of violence.

(b) Recognizing that there are older children watching television after 9 pm, broadcasters shall adhere to the provisions of Clause 11 below (viewer advisories), enabling viewers to make an informed decision as to the suitability of the programming for themselves and their family members.

(c) In order to provide viewers with the benefit of Canadian program classification and viewer advisories not available on foreign distant signals, broadcasters which have CRTC-permitted substitution rights over programming which is imported into their markets before the late viewing period, may employ substitution, notwithstanding Clause 10(a).

(d) Broadcasters shall take special precautions to advise viewers of the content of programming intended for adult audiences, which is telecast before 9 pm in accordance with Clause 10(c).

(Note: To accommodate the reality of time zone differences, and Canadian distant signal importation, these guidelines shall be applied to the time zone in which the signal originates.)

(e) Promotional material which contains sexually explicit material or coarse or offensive language intended for adult audiences shall not be telecast before 9 pm.

(f) Advertisements which contain sexually explicit material or coarse or offensive language intended for adult audiences, such as those for theatrically presented feature films, shall not be telecast before 9 pm.

Clause 11 – Viewer Advisories

To assist consumers in making their viewing choices, when programming includes mature subject matter or scenes with nudity, sexually explicit material, coarse or offensive language, or other material susceptible of offending viewers, broadcasters shall provide a viewer advisory
(a) at the beginning of, and after every commercial break during the first hour of programming telecast in late viewing hours which contains such material which is intended for adult audiences, or

(b) at the beginning of, and after every commercial break during programming telecast outside of late viewing hours which contains such material which is not suitable for children.

Suggested language for suitable viewer advisories is outlined in Appendix A. The suggestions are meant as possible illustrations; broadcasters are encouraged to adopt wording which is likeliest to provide viewers with the most relevant and useful information regarding the programming to which it applies.

**Clause 12 – Contests and Promotions**

All on-air contests and promotions shall be conceived and conducted fairly and legitimately and particular care shall be taken to ensure that they are not misleading, potentially dangerous or likely to give rise to a public inconvenience or disturbance and that any prizes offered or promises made are what they are represented to be.

**Clause 13 – Advertising (General Principles)**

(a) Recognizing the service that commercial sponsors render to listeners and viewers in making known to them the goods and services available in their communities and realizing that the story of such goods and services goes into the intimacy of the home, it shall be the responsibility of broadcasters and their sales representatives to work with advertisers and agencies in improving the technique of telling the advertising story so that these shall be simple, truthful and believable, and shall not offend prevailing community standards of tolerability.

(b) Advertising is to be made most effective not only by the use of an appropriate selling message but by earning the most favourable reaction of the public to the sponsor by providing the best possible programming. Nothing in the foregoing shall prevent the dramatization of the use, value or attractiveness of products and services. While appropriate legislation protects the public from false and exaggerated claims for drugs, proprietary medicines and foods, it
shall be the responsibility of broadcasters and their sales representatives to work with the advertisers of these products and the advertising agencies to ensure that their value and use are told in words that are not offensive. Recognizing also that advertising appeals or commentaries by any advertiser that cast reflection upon the operation of a competitor or other industry or business are destructive of public confidence, it shall be the responsibility of broadcasters, so far as it lies within their power to do so, to prevent such advertising appeals or commentaries from being broadcast.

(c) Broadcasters shall refer to the CAB Violence Code with respect to the rules on the advertising of promotional material or advertisements containing scenes of violence. Broadcasters shall also adhere to the Canadian Code of Advertising Standards, the Gender Portrayal Guidelines, the Broadcast Code for Advertising to Children, all of which are administered by Advertising Standards Canada, and the Code for Broadcast Advertising of Alcoholic Beverages [which is administered by the Canadian Radio-Television and Telecommunications Commission]. The aforementioned Codes and Guidelines are all subject to endorsement by the Canadian Association of Broadcasters from time to time.

Clause 14 – Advertising (Details)

(a) Broadcasters recognize that they are responsible for the acceptability of advertising material they broadcast. All commercials must conform to applicable laws and regulations.

(b) Broadcasters shall ensure that advertising material within a newscast is clearly distinguishable from the news information adjacent to it. To this end, any commercial message broadcast within a newscast should not be read by the newsreader.

(c) Broadcasters shall ensure that there is no influence by advertisers, or the perception of such influence, on the reporting of news or public affairs, which must be accurate, balanced, and objective, with fairness and integrity being the paramount considerations governing its reporting.
Clause 15 – Prohibition of Subliminal Devices

Broadcasters must take all reasonable steps to avoid broadcasting any advertising material or program that makes use of any subliminal technique or device, which means any technique or device that is used to convey or attempt to convey a message to a person by means of images or sounds of very brief duration, or by any other means, without that person being aware that such a device is being used, or being aware of the substance of the message being conveyed or attempted to be conveyed.

Clause 16 – Community Activities

It shall be the responsibility of each broadcaster to serve to the utmost of its ability the interests of its particular community and to identify itself actively with worthwhile community activities.

Clause 17 – Education

While recognizing that all programs possess, by their very nature, some educational value, broadcasters will do all in their power to make specific educational efforts as useful and entertaining as possible. To that end, they will continue to use their time and facilities and to cooperate with appropriate educational groups in an attempt to augment the educational and cultural influences of school, institutions of higher learning, the home and other institutions devoted to education and culture. When practical, advantage should be taken of opportunities to consult such institutions on what suitable material is available and how it may best be presented. Where practical, factual material for public enlightenment should be included by broadcasters, advertisers and their agencies.

Clause 18 – Employees

(a) Each broadcaster shall endeavour to secure the highest calibre of persons who are qualified for and suitable to the duties for which each is hired. Every attempt shall be made to make service in the broadcasting industry an attractive and permanent career, permitting employees to contribute through their manner of living and personal achievements to the station’s prestige in the community. Each employee shall receive, in addition to minimum
guarantees provided by applicable legislation, fair remuneration and treatment in accordance with the standards prevailing in the particular community at any time. The general intent of this section is realization that any industry is most often judged by the type of employees it attracts, the manner in which they conduct themselves and are able to live and the opinion of the industry for which they work. Recognizing this as a valuable asset, the broadcaster will do everything possible to maintain and further the best type of staff relations.

(b) Broadcasters should refer to the Employment Equity Act, the Employment Equity Regulations, 1986, the 1992 Policy on Gender Portrayal (P.N. CRTC 1992-58, September 1, 1992) and Implementation of an Employment Equity Policy (P.N. CRTC 1992-59, September 1, 1992) for the rules and policies relating to employment equity issues.

Appendix A – Viewer Advisories

Broadcasters may preface their advisories with the following:

“As a member of the Canadian Broadcast Standards Council, CXXX - TV is pleased to provide this viewer advisory.”

“As a member of the Canadian Broadcast Standards Council, CXXX-TV is providing this advisory to assist its viewers in making their program choices”

The following are examples of advisories pertaining to sexually explicit material, coarse or offensive language intended for adult audiences, or other subject matter. They are provided as a guide to assist broadcasters in fulfilling their obligations to the CAB Code of Ethics, to ensure their viewers are provided with adequate information in making their program selection. Each broadcaster is encouraged to develop and implement advisories which are suitable for its market and which will ensure that its programming is broadcast to a suitable audience.

“The following program contains scenes of coarse language and is not suitable for younger children.”

“The following program contains sexually explicit material intended for adult audiences. Viewer discretion is advised.”
“The following program contains sexually explicit material. Viewer discretion is advised.”

“The following program contains scenes of violence, coarse language and nudity intended for adult audiences. Viewer discretion is advised.”

“The following program deals with mature subject matter and is intended for adult audiences. Viewer discretion is advised.”

“The following program deals with mature subject matter and contains scenes of nudity and coarse language. Viewer discretion is advised. (CBSC 2016d)

5 FCC - Obscene, Indecent and Profane Broadcasts

Federal law prohibits obscene, indecent and profane content from being broadcast on the radio or TV. That may seem clear enough, but determining what obscene, indecent and profane mean can be difficult, depending on who you talk to.

In the Supreme Court's 1964 landmark case on obscenity and pornography, Justice Stewart Potter famously wrote: "I know it when I see it." That case still influences FCC rules today, and complaints from the public about broadcasting objectionable content drive the enforcement of those rules.

In other words, if you "know it when you see it" and find it objectionable, you can tell the FCC and ask us to check into it.

1 Deciding what's obscene, indecent or profane

Each type of content has a distinct definition:

**Obscene content** does not have protection by the First Amendment. For content to be ruled obscene, it must meet a three-pronged test established by the Supreme Court: It must appeal to an average person's prurient interest; depict or describe sexual conduct in a "patently offensive" way; and, taken as a whole, lack serious literary, artistic, political or scientific value.

**Indecent content** portrays sexual or excretory organs or activities in a way that does not meet the three-prong test for obscenity.

**Profane content** includes "grossly offensive" language that is considered a public nuisance.
Factors in determining how FCC rules apply include the specific nature of the content, the time of day it was broadcast and the context in which the broadcast took place.

Broadcasting obscene content is prohibited by law at all times of the day. Indecent and profane content are prohibited on broadcast TV and radio between 6 a.m. and 10 p.m., when there is a reasonable risk that children may be in the audience.

2 What about cable, satellite TV and satellite radio?

Because obscenity is not protected by the First Amendment, it is prohibited on cable, satellite and broadcast TV and radio. However, the same rules for indecency and profanity do not apply to cable, satellite TV and satellite radio because they are subscription services.

3 Enforcing the rules

Enforcement of the obscenity, indecency and profanity rules usually begins with complaints from the public that FCC staff review for possible violations. If an investigation is warranted and the FCC finds a station in violation of its rules, it has the authority to revoke a station license, impose a fine or issue a warning.

4 How can I file an obscenity, indecency or profanity complaint with the FCC?

You have multiple options for filing a complaint with the FCC:

- File a complaint online
- By mail (please include your name, address, contact information and as much detail about your complaint as possible):
  
  Federal Communications Commission
  Consumer and Governmental Affairs Bureau
  Consumer Inquiries and Complaints Division
  445 12th Street, S.W.
  Washington, DC 20554

When filing a complaint, please include the following information:

- Date and time of the broadcast.
- The call sign, channel and/or frequency of the station.
- Details of what was actually said or depicted during the broadcast.

Detailed complaints are helpful for analyzing the context of offensive language, images or scenes and determining possible rule violations. It is also helpful (but not a requirement) to include a recording or transcript of a broadcast when possible, though any documentation you provide becomes part of the FCC's records and may not be returned.

5 Accessible formats

To request this article in an accessible format - braille, large print, Word or text document or audio - write or call us at the address or phone number above, or send an email to fcc504@fcc.gov. (FCC 2016)

6 BCCC Self Regulatory Guidelines and Programme Categorization

PROGRAMME CATEGORIZATION SYSTEM

[“G” Programmes for unrestricted viewing and/or under Parental Guidance and “R” Programmes which may not be suitable for Children & Young viewers]

Theme 1: Crime & Violence

Subject Matter Treatment: While the overall theme, storyline and characterization may justify one or more specific scenes of crime or violence, the subject-matter treatment of such content under all categories shall not:

1. Induce, incite, encourage, justify, reinforce or glorify violence or terror or its perpetrators or contain anything against the maintenance of law and order or promote anti-national attitudes.
2. Present violence as glamorous or an acceptable solution to human conflict.
3. Incite violence against specific groups identified by race, national or ethnic origin, colour, class, religion, gender, sexual orientation, age or mental or physical disabilities.
4. Present criminality as desirable and / or glamorous.
5. Endanger human lives or prejudice the success of attempts to deal with a hijack or “hostage” or kidnapping crisis or a law & order situation or any other security-related or criminal investigation.
6. Have a traumatic, desensitizing or dehumanizing effect that could lead to psychological disorders or unsocial attitudes or behavior, particularly among minors.
7. Encourage emulation of criminal or violent behavior.
8. Provide opportunities to copy the modus operandi of criminals and thereby
encourage commission of any offences or crimes. Encourage the possession of wildlife as trophies.

Audio – Visual Presentation: The audio visuals presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following shall not be included in respective categories below: Category “G” Programmes for unrestricted viewing and/or under Parental Guidance

a) Excessively explicit or gruesome crime or violence. b) Excessively explicit portrayal of eccentric or abnormal violence or dangerous behavior. c) Close-ups or prolonged shots of dismembered or disfigured limbs or bodies. d) Depict images of dead or seriously wounded people or gruesome and gory scenes while showing violent events, natural calamities or accidents. e) Depict explicit cruelty or violence towards animals, or whose production may subject animals to excessive pain, fear or suffering. f) Show details of methods of suicide or self harm

Category “R” Programmes which may not be suitable for Children & Young viewers

a) Prolonged or frequent close-up shots of gruesome crime or violence. b) Prolonged or frequent portrayal of explicit eccentric or abnormal violence or dangerous behavior. c) Prolonged close-up shots of blood and gore or dismembered or disfigured limbs or bodies. d) Excessive depiction images of dead or seriously wounded people or gruesome and gory scenes while showing violent events, natural calamities or accidents, e) Prolonged or frequent depiction of simulated explicit cruelty or violence towards animals, or whose productive may subject animals to excessive pain, fear or suffering.

**Theme 2: Sex, Obscenity & Nudity**

Subject Matter Treatment: While subjects of themes exploring human relationships may include sexual relations, the subject-matter treatment of such content under all categories shall not:

1. Incite or encourage induce viewers to obscene or indecent behavior or breach of law. 2. Present sex, nudity, kissing or offensive behavior or language so as to glorify, encourage or justify induce or incite indecent or obscene behavior. 3. Present the figure of a woman, her form or body or any part thereof in such a way as to have the effect of being indecent degrading or derogatory to woman or depict women as mere objects or symbols of sexual desires or behavior.
Audio – Visual Presentation: The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following shall not be included in respective categories below:  

Category “G”  
Programmes for unrestricted viewing and/or under Parental Guidance  

a) Highly coarse language with explicit sexual connotations.  
b) Show nudity, with full exposure of lower abdomen or sexual organs or posterior or full female’s breast/s.  
c) Show fondling of female breasts or human or animal sexual organs.  
d) Close-up shots of crude gestures or movements, suggestive of sexual activity.  
e) Show explicit images of sexual activity or sexual perversions or violence including rape, molestation etc:  
f) Show pornography  

Category “R”  
Programmes which may not be suitable for Children & Young viewers  

a) Prolonged use of highly coarse language or dialogues with explicit sexual connotations unless the storyline, or subject matter or the context justifies its use.  
b) Show complete nudity with full exposure of sexual organs or full female breast/s except under exceptional circumstances such as programmes featuring historical or dramatized events e.g. tribal ways of life, health programmes or in restricted programming.  
c) Fondling of female’s breasts or human or animal sexual organs.  
d) Prolonged depiction of crude movements of sexual activity.  
e) Show explicit images of sexual perversions or acts of sexual intercourse being performed. Show explicit images of violence including rape, molestation etc., unless the storyline, or subject matter or context justifies its use.  
f) Show pornography  

Theme 3: Horror & Occult  

Subject Matter Treatment: While subjects or themes dealing with exorcism, the occult, the paranormal, divination, human or animal sacrifice or such other practices depicting horror may be covered only in ‘R’ category [programmes not suitable for Children & young viewers] provided the storyline or the characters justify these and the subjects matter treatment does not in any way:  

1. Justify, encourage or glamorize such practices  
2. Instill fear or revulsion about the consequences of not following such practices  
3. Encourage blind belief or superstitions in the efficacy of such practices  
4. Enable the viewer to emulate such practices or learn their details or sources.  
5. Depict women as witches in programs on occult
Audio – Visual Presentation: The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following shall not be included in respective categories below:

Category “G” Programmes for unrestricted viewing and/or under Parental Guidance

a) Prolonged, frequent or gratuitous depiction of horror related to the occult, exorcism, the paranormal, divination or human or animal sacrifice or other such practices.  
b) Depiction of such practices in such morbid details so as to make them look realistic and efficacious.

Category “R” Programmes which may not be suitable for Children & Young viewers

a) Prolonged, frequent or gratuitous depiction of excessive horror related to the occult, exorcism, the paranormal, divination or human or animal sacrifice or other such practices.

Theme 4: Drugs, Smoking, Tobacco, Solvents & alcohol

Subject Matter Treatment: While use of illegal or narcotic drugs or tobacco and tobacco products or smoking, or the abuse or misuse of drugs, alcohol or solvents, may be shown only under ‘R’ category [programmes not suitable for Children & young viewers] if the theme, storyline or the characters justify these, provided the subject-matter treatment shall not in any way:
1. Justify, promote, encourage or glamorize use or misuse of such products
2. Enable the viewers to learn and emulate various ways of their abuse or misuse
3. Omit to highlight their ill effects on personal health or social behaviour or criminal tendencies

Note: Depiction of public health messages or programs on de-addiction shall not be governed by the above restrictions.

Audio – Visual Presentation: The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following shall not be included in respective categories below:

Category “G” Programmes for unrestricted viewing and/or under Parental Guidance

a) Depict the use of illegal or narcotic drugs or tobacco and tobacco products or smoking, or the abuse or misuse of drugs, alcohol or solvents or other such harmful products.  
b) Depict the details of methods of preparation or procurement or such use or abuse or misuse of such harmful products.
Category “R” Programmes which may not be suitable for Children & Young viewers
a) Prolonged or frequent or gratuitous depiction of the use of illegal or narcotic
   drugs or tobacco and tobacco products or smoking, or the abuse or misuse of drugs,
   alcohol or solvents or other such harmful products.  b) Depict the details of
   methods of preparation or procurement or such use or abuse or misuse of such
   harmful products.

**Theme 5: Religion & Community**

Subject Matter Treatment: The subject-matter treatment of any program under all
categories shall not in any manner:  1. Defame religions or communities or be
contemptuous of religious groups or promote communal attitudes or be likely to
incite religious strife or communal or caste violence.  2. Incite disharmony,
animosity, conflict, hatred or ill will between different religious, racial, linguistic
groups, castes or communities.  3. Counsel, plead, advise, appeal or provoke any
person to destroy, damage or defile any place of worship or any object held sacred
by any religious groups or class of persons.  4. Proselytize any particular religion as
the `only' or `true' religion or faith or provoke, appeal, advise, implore or counsel any
person to change his religion or faith.  5. Play on fear of explicit or implicit adverse
consequences of not being religious or not subscribing to a particular faith or belief.
6. Promote any dangerous, retrogressive or gender discriminatory practices in the
name of religion or faith or ideology.

Audio – Visual Presentation: The audio visual presentation of any content will be
given in a responsible and aesthetic manner, subject to the condition that the
following shall not be included under all categories
(“G” Programmes for unrestricted viewing and/or under Parental Guidance or “R”
Programmes not suitable for children & young viewers) a) Distort or demean or
depict in a derogatory manner the physical attributes or social customs and practices
of any ethnic, linguistic, religious groups or any caste or communities.  b) Distort or
demean or depict religious or community symbols or idols or rituals or practices in a
derogatory manner.
Theme 6: Harm & Offence

Subject Matter Treatment: The subject-matter treatment of any program under all categories shall not in any manner:
1. Create public panic or unnecessary alarm, which is likely to encourage or incite the public to crime or lead to disorder or be offensive to public feeling.
2. Ridicule, mock or scorn physically or mentally challenged persons.
3. Encourage superstition about the causes of mental illness or stigmatize the mentally sick as violent or dangerous.
4. Stereotype mental health practitioners as unethical or exploitative.
5. Disclose the location of a person’s home or family without permission, unless it is warranted.
6. Question minors about private matters without the consent of a parent or legal guardian unless it is warranted to proceed without such consent for an identifiable larger public interest.
7. Stereotype women as passive or submissive so as to promote or glorify their subordinate or secondary role in the family or society.
8. Portray women as primarily driven by sexual impulses or the female body or form as an object of sexual exploitation.
9. Promote, glorify or justify social evils such as child marriage, dowry, bigamy, son preference, etc.
10. Glamorize, promote, encourage such activities & sports, which encourage ecological imbalance and hurt animals.

Audio – Visual Presentation: The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following shall not be included under “G” Programmes for unrestricted viewing and/or under Parental Guidance and “R” Programmes not suitable for children & young viewers categories below:

a) Depict the physical attributes or personality traits or mental deficiencies of an individual or a class of individuals in a derogatory manner so as to evoke ridicule or contempt.
b) Depict mentally challenged people as more violent or dangerous than the common persons.
c) Show scenes involving children in violence as victims or as perpetrators or as forced witnesses to violence or being subjected to any form of child abuse.
d) Portray by gestures or expressions or words or images that women are primarily driven by sexual impulses or that the female body or form is an object of sexual exploitation.
e) Reveal the identity of an individual or his family or location of his home or fail to protect the privacy of his personal or private activities by failing to use suitable techniques such as masking blurring, changing names or identities etc.,
particularly in the cases of minors, victims of sexual violence or dreaded diseases like HIV/AIDS or natural or other disasters unless there is an identifiable larger public interest involved.

**Theme 7: General Restrictions**

Subject Matter Treatment: The subject-matter treatment of any program under all categories shall not in any manner: 1. Contravene the Constitution of India or the applicable Indian laws 2. Cast aspersions against integrity of the Nation 3. Involve defamation or contempt of court. 4. Adversely affect the judicial process of the country 5. Affect the integrity of the country or jeopardize or endanger the security of the State 6. Cast aspersions against the integrity of the President or the Judiciary 7. Exploit the national emblem.

Audio – Visual Presentation: The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following shall not be included in all categories (“G” Programmes for unrestricted viewing and/or under Parental Guidance or “R” Programmes not suitable for Children & young viewers) below:-

a) Distort or demean or depict national emblem or symbols or national geographical boundaries in a derogatory manner deliberately. (IBF 2014e)
Appendix 2 – Interview Schedules & Questionnaire

Part 1 Interview Schedules

(A) Interview Schedule for Social Scientist:

SECTION ONE

Name : 
Age : 
Organization : 
Address : 
Phone Number: 
Email : 

SECTION TWO

1. Have you ever watched Television Reality shows like – Big Boss, Indian Idol, Emotional Atyachar, Dadagiri, India’s Got talent???
2. Are reality shows in your mind the popular amongst the youth of Gujarat?
3. Do you think that the reality shows have influence on the minds of youth?
4. If you have answered the question 3 as “yes” please suggest whether the impact is a) Positive or b) negative.
5. What do you think is the reason for youth to watch such reality shows?
6. Do you consider the images and sounds shown on television reality shows are obscene and vulgar? If yes please enumerate the reality shows which carry such visuals and sounds.
7. Do you think youth in recent times has become more aggressive compared to the past?
8. Do you think the Reality shows on Indian Television are made considering social and moral responsibility towards society in mind? Why?
9. Please elaborate specific incidents / reasons / facts / events which are specific to youth’s behaviour and television viewing pattern that you have come across in your career!
10. Do you think television viewing can influence the minds of youth??? How?
11. Which reality show do you think has affected you the most??? Please give the reasons for the same....
12. Do you think youth like these programmes and follow them in behaviour and style –
   a. Partially
   b. 50%
   c. 100%
13. Do you know if there is any law controlling airing of television shows?
14. Do you think censorship should apply to TV shows? Why?
15. In general what is the impact of Television on Youth’s selection of clothes, behaviour, style, career, eating habits, language, taste, fashion etc.

(B) Interview Schedule for News Paper Editors / Bureau chiefs of TV channels / Senior Journalists / Senior News Correspondents:

SECTION ONE

Name :

Age :

Organization :

Address :
Phone Number:

Email:

**SECTION TWO**

1. Have you ever watched Television Reality shows like – *Big Boss, Indian Idol, Emotional Atyachar, Dadagiri, India’s Got talent*??
2. Are reality shows in your mind the popular amongst the youth of Gujarat?
3. Do you think that the reality shows have influence on the minds of youth?
4. Do you think that the reality shows have influence on selection of clothes, behaviour, style, career, eating habits, language, taste, fashion etc. of youth?
5. If you have answered the question 4 as “yes” please suggest whether the impact is a) Positive or b) negative.
6. What do you think is the reason for youth to watch such reality shows?
7. Do you think youth in recent times has become more aggressive compared to the past? If yes then – would hold TV channels responsible for this aggressiveness??
8. Please elaborate specific incidents / reasons / facts / events which are specific to youth’s behaviour and television viewing pattern that you have come across in your career!
9. Do you think television viewing can influence the minds of youth?? How?
10. Do you think the youth has become more aggressive compared to the past?? Exposure responsible??
11. Do you consider the images and sounds shown on television reality shows are obscene and vulgar? If yes please enumerate the reality shows which carry such visuals and sounds.
12. Do you think the Reality shows on Indian Television are made considering social and moral responsibility towards society in mind? Why?

13. Do you think the television channels in India follow broadcasting code of conduct?

14. Please express your views on Social responsibility of any popular media in Indian context.

15. What is the role of media in nation and society building?

16. What are your views on censorship for young TV viewers in India?

17. Do you think that due to code of conduct the real representation of society doesn’t come across on media platforms?

18. Do you think due to code of conduct the right to express is restricted for television channels???

(C) Interview Schedule for psychiatrists / Psychologists:

SECTION ONE

Name :

Age :

Organization :

Address :

Phone Number:

Email :

SECTION TWO

1. Have you ever watched Television Reality shows like – Big Boss, Indian Idol, Emotional Atyachar, Dadagiri, India’s Got talent???
2. Are reality shows in your mind the popular amongst the youth of Gujarat?

3. Do you think that the reality shows have influence on the minds of youth?

4. Do you think that the reality shows have influence on selection of clothes, behaviour, style, career, eating habits, language, taste, fashion etc. of youth?

5. If you have answered the question 3 as “yes” please suggest whether the impact is a) Positive or b) negative.

6. What do you think is the reason for youth to watch such reality shows?

7. Do you consider the images and sounds shown on television reality shows are obscene and vulgar? If yes please enumerate the reality shows which carry such visuals and sounds.

8. Do you think youth in recent times has become more aggressive compared to the past?

9. Do you think television viewing can influence the minds of youth?? How?

10. Do you think aggressive visuals and sound with vulgar and obscene projections can make youth more aggressive? How??

11. Do you think the Reality shows on Indian Television are made considering social and moral responsibility towards society in mind? Why?

12. Please elaborate specific incidents / reasons / facts / events which are specific to youth’s behaviour and television viewing pattern that you have come across in your career!

13. Could you give any case study which could be directly linked as the result of TV viewing?

14. Could you suggest clinical content analysis of any of the reality shows, as possible result on the minds of youth?

15. Do you think reality shows can create negative pressure on the participants of the show?? (Site example of past experiences of
suicides etc.) If yes you think this can pass on to the viewing youth as an aspiration???

(D) Interview Schedule for content creators:

SECTION ONE

Name : 
Age : 
Organization : 
Address : 
Phone Number: 
Email : 

SECTION TWO

1. What goes into planning of reality show – need assessment, market, appeal, viewers, format...
2. Would you throw light on the broadcasting code of conduct?
3. Do you think all the reality shows / reality shows created by you / reality shows created by your company adhere to the broadcasting code of conduct?
4. Are reality shows in your mind the most popular amongst the youth?
5. Do you think that the reality shows have influence on the minds of youth? A) Positive or B) negative?
6. What do you think is the reason for youth to watch such reality shows?
7. Do you consider the images and sounds shown on television reality shows are obscene and vulgar? If yes please enumerate the reality shows which carry such visuals and sounds.
8. Do you as a content creator feel responsible for its influence on youth?
9. Do you think the Western format of Television and western stakes in Indian television channels have made the programmers of Indian Television more prone to the aggressive content creation?

10. Do you think youth in recent times has become more aggressive compared to the past? If yes then do you think reality shows have contributed to the same?

11. Do you feel pressurized by channels or your company goals to achieve higher TV viewing ratings by way of sensitizing content creation and depicting vulgar or obscene visuals??

12. Do you think the Reality shows on Indian Television are made considering social and moral responsibility towards society in mind? Why?

13. Please elaborate specific incidents / reasons / facts / events which are specific to youth’s behaviour and television viewing pattern that you have come across in your career!

14. Given a chance would you chose a show that carries more social values for youth but gives less money to you??

15. Between TV censorship and complete prohibition to show obscene and vulgar scenes on TV what would you chose? And why?

(E) Interview Schedule for Media Lawyers:

SECTION ONE

Name : 

Age : 

Organization : 

Address : 

Phone Number:
Section Two

1. Would you throw light on the broadcasting code of conduct? / What is broadcasting code of conduct according to you?
2. Do you think all the reality shows on Indian television adhere to the broadcasting code of conduct?
3. Specify TV reality shows that you feel don’t obey the Broadcasting – rule Code of Conduct.
4. Do you consider the images and sounds shown on television reality shows are obscene and vulgar? If yes please enumerate the reality shows which carry such visuals and sounds.
5. How many cases do you come across in a year - that are specific to the violation of broadcasting code of conduct?
6. Do you think youth in recent times has become more aggressive compared to the past? If yes then do you think reality shows have contributed to the same looking at the crimes reported v/s TV viewing?
7. Please elaborate specific incidents / reasons / facts / events which are specific to youth’s behaviour and television viewing pattern that you have come across in your career!
8. Between TV censorship and complete prohibition to show obscene and vulgar scenes on TV what would you chose? And why?
9. Do you think Indian laws are too rigid in terms of the broadcasting code of conduct?
10. Do you think broadcasters / Content creators in general over look the guiding principles of Indian Laws for Broadcasting in India for ratings gain??
11. What is the ideal system that u would like to propose?
PART 2 Questionnaire for Youth

SECTION I

Respondent’s Name

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<th>Name of the College</th>
<th>University</th>
<th>Caste</th>
<th>Stream</th>
<th>Medium</th>
<th>Yearly family Income</th>
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1. Respondent’s family information

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SECTION II

2. About Media Equipment

2.1 What media equipment do you have in your home?

- TV
- Radio
- DVD Player
- Music System
- I Pod
- Computer
3. Information about TV

3.1 How long do you have TV set in your home for?

3.2 How many TV sets do you have at your home?

3.3 How much time do you spend watching TV?

3.4 How do you like to watch TV?

- Alone
- With family
- With friends
- With brother / sister

4. About selection of channel and programmes

4.1 Which language programmes do you prefer?

- Gujarati
- English
- Hindi

4.2 What do you enjoy in TV programmes?

- Entertainment
- Information
- Education
- Pleasure
- Aspiration
- Satisfaction
- Leisure

4.3 Mention names of three TV channels chat you watch the most.

4.4 Mention any three out of your favourite programmes.

4.5 Why do you like these programmes?

SECTION III

5. About watching reality shows.
5.1 Do you watch reality shows that are telecast on TV? (Reality shows are programmes that are telecast on entertainment TV channels and they portray reality e.g. Big Boss, Indian Idol, MTV Roadies etc.)

- Yes
- No

5.2 Which is your most favourite reality show? Name the reality show that you have watched the most.

5.3 Which of the following is the reason why you watch a reality show?

- Aggression
- Idea of achievement
- Heroic representation
- The reality stars
- The real like depiction
- Sense of winning
- Entertaining elements

5.4 Do you like to watch reality shows with your family?

5.5 If you have answered the above question as Yes then state the reasons.

5.6 Which of the following statement is true for reality shows?

- Reality shows represent aspirational value for me
- Reality shows are offensive
- Reality shows represent vulgar and obscene
- Reality shows are heroic and entertaining in true sense
- Reality shows are real representation of Indian youth

5.7 Please mention details of the statement you selected in 5.6.

5.8 How do you prefer watching reality show?

- Alone
- With friends
- With family
- With brother / sister
5.9 On the scale of 1 to 10, describe watching reality show by a family on the basis of obscenity and vulgarity. (1 best and 10 worst)

5.10 Explain your opinion about reality shows.

6. Reality show and your behaviour

6.1 Describe any event that you have acted upon under the influence of a reality show.

6.2 What of the following do you believe in?

- Hard work
- Fast money

6.3 Are you violent in your thoughts and action? Do you hold reality shows responsible for this?

6.4 If you have answered the above question as Yes, then which reality show would you hold responsible for the same?

6.5 Which of the following effect would you hold reality shows responsible for?

- It makes me feel very aggressive
- It makes me feel happy
- It gives me a sense of achievement

6.6 Which of the following do you like in reality shows?

- Characters
- Language
- Styling
- Behaviour
- Place / locale
- Set
- Setting
- Style
- Event
- Dramatic Depiction
- Aggression

6.7 What would you include in your behaviour from reality shows? How?
6.8 Which of the following inspiration have you got after watching reality shows?

- Earning big money
- Wearing good clothes
- Usage of language
- Showing off
- Fashion
- Making good career

6.9 Do you notice any changes in your behaviour and thoughts after watching reality shows?

- Yes
- No

6.10 If you have answered the above answer as Yes, please explain what kind of changes

6.11 Do you notice any factors after watching reality shows which are not acceptable in the society?

6.12 If you have answered the above question as Yes then mention what factors.

7. Is there any other information about reality shows which you would want to share for this study?
Appendix 3 – Chi-Square tables 1 to 5

Table: 1 Chi-Square Distribution between opinion about obeying broadcasting code of conduct and field to which the experts belonged

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<td>2.227273</td>
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<td>29</td>
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\[
\text{Chi-square cal} = 130.45
\]

\[
\text{Chi-square tab} = 5.991
\]

\[
df = 2
\]

They are not independent

Table: 2 Chi-Square Distribution the type of television show and preference of the youth

<table>
<thead>
<tr>
<th>fo</th>
<th>RT</th>
<th>CT</th>
<th>TOTAL</th>
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<th>fo-fe</th>
<th>(fo-fe)2</th>
<th>(fo-fe)2/fe</th>
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<tbody>
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<td>163</td>
<td>256</td>
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<td>-11.2031</td>
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<td>256</td>
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<td>25.26563</td>
<td>638.3518</td>
</tr>
<tr>
<td>3</td>
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<td>60</td>
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<td>256</td>
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<td>-14.0625</td>
<td>197.7539</td>
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<td>638.3518</td>
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<td>60</td>
<td>256</td>
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<td>14.0625</td>
<td>197.7539</td>
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\[\text{Chi-square cal} = 130.45\]

\[\text{Chi-square tab} = 5.991\]

\[df = 2\]

They are not independent
## Table 3: Chi-Square Distribution between type of television show and behaviour pattern of youth

<table>
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<th>Fo</th>
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<th>(fo-fe)^2</th>
<th>(fo-fe)^2/fe</th>
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<th>CT</th>
<th>Total</th>
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<td>23</td>
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<td>4</td>
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Chi-square cal = 1.238
df=2
Chi-square tab = 5.991
Ho accepted
They are independent

## Table 4: Chi-Square Distribution between experts fields and their opinion

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Chi-square cal = 25.3
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chi-square tab = 18.307
Ho is accepted
the variables are independent

433
### Table 5: Chi-Square Distribution between Use of unacceptable content in the reality shows and Preference of reality shows

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<th>CT</th>
<th>Total</th>
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Chi-square cal = 8.057412

df=2

Chi-square tab = 5.991

Ho rejected

They are not independent
Appendix 4 – List of Acts, Statutes, Rules and Cases

List of Acts, Statutes, Rules

1. Press Regulations, 1799
2. Press Act, 1835
3. Indian Penal Code 1860
4. The Dramatic Performances Act, 1876
5. The Indian Telegraph Act, 1885 (Relevant Provisions)
6. The Cinematograph Act, 1952
7. The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954
8. The Drugs and Magic Remedies (Objectionable Advertisements) Rules, 1955
9. The Working Journalists and Other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act, 1955
10. Registration of Newspapers (Central) Rules, 1956
11. The Young Persons (Harmful Publications) Act, 1956
13. Copyright Act, 1957
14. The Working Journalists (Conditions of Service) and Miscellaneous Provisions Rules, 1957
15. The Working Journalists (Fixation of Rates of Wages) Act, 1958
17. Press Council Act, 1965
24. The Press Council (Procedure for Conduct of Meetings and Business) Regulations, 1979
25. The Working Journalists and other Newspaper Employees Tribunal Rules, 1979
26. The Cinematograph (Certification) Rules, 1983
27. Consumer Protection Act, 1986
28. The Prasar Bharati (Broadcasting Corporation of India) Act, 1990
29. The Cable Television Networks Rules, 1994
30. The Cable Television Networks (Regulation) Act, 1995
32. The Telecom Regulatory Authority of India Act, 1997
33. The Telecom Regulatory Authority of India (Miscellaneous) Rules, 1999
34. The Telecom Regulatory Authority of India (Period for Filing of Application to Authority) Rules, 1999
35. The Press Council of India (Grant of Certified Copies) Regulations, 1999
36. The Telecom Regulatory Authority of India (Procedure for Conducting Inquiry Against a Member) Rules, 1999
37. The Telecom Regulatory Authority of India (Annual Report and Returns) Rules, 1999
38. The Telecom Regulatory Authority of India (Form of Annual Statement of Accounts and Records) Rules, 1999
39. The Information Technology Act, 2000 (Relevant Provisions)

40. The Information Technology (Certifying Authorities) Rules, 2000

41. The Telecom Regulatory Authority of India (Salaries, Allowances and Other Conditions of Service of Chairperson and Whole-time Members) Rules, 2000

42. The Telecommunication Interconnection (Port Charges) Regulation, 2001

43. The Telecommunication Interconnection (Charges and Revenue Sharing) Regulation, 2001

44. The TRAI (Levy of Fees and Other Charges for Tariff Plans) Regulations, 2002

45. The Telecom Disputes Settlement and Appellate Tribunal (Form, Verification and the Fee for Filing an Appeal) Rules, 2003

46. The Telecommunication Interconnection Usage Charges Regulation, 2003

47. The Telecommunication (Broadcasting and Cable Services) Interconnection Regulations, 2004

48. The Telecom Regulatory Authority of India (Access to Information) Regulations, 2005

49. The Common Charter of Telecom Services, 2005

50. The Right to Information Act, 2005

51. The Right to Information (Regulation of Fee and Cost) Rules, 2005

52. The Central Information Commission (Appeal Procedure) Rules, 2005

53. State Emblem of India (Prohibition of Improper Use) Act, 2005

54. The Press Council (Procedure for Inquiry) (Amendment) Regulations, 2006

55. The Cable Television Networks (Amendment) Rules, 2006

56. The Standards of Quality of Service (Broadcasting and Cable services) (Cable Television – CAS Areas) Regulation, 2006
57. The Standards of Quality of Service (Broadcasting and Cable Services) (Cable Television – CAS Areas) Regulation, 2006
58. The Quality of Service of Broadband Service Regulations, 2006
59. The Telecom Consumers Protection and Redressal of Grievances Regulations, 2007
60. The Telecom Unsolicited Commercial Communications Regulations, 2007
61. The International Telecommunication Access to Essential Facilities at Cable Landing Stations Regulations, 2007
62. The Telecommunication Consumers Education and Protection Fund Regulations, 2007
63. The Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) Regulations, 2007
64. Domestic Leased Circuits Regulations, 2007
66. State Emblem of India (Regulation of Use) Rules, 2007
68. The Sports Broadcast Signals (Mandatory Sharing with Prasar Bharati) Rules, 2007
69. The Cable Television Networks (Amendment) Rules, 2008
70. The Cable Television Networks (Amendment) Rules, 2009
71. The Cable Television Networks (Regulation) Amendment Act, 2011
72. The Cable Television Networks (Amendment) Rules, 2012

Cases

1. Romesh Thappar v The State of Madras, AIR 1950 SC 124
2. Brij Bhushan And Another v The State Of Delhi, AIR 1950 SC 129
3. *Sakal Papers (P) Ltd., And Others v The Union Of India*, AIR 1962 SC 305
4. *Pandit M. S. M. Sharma v Shri Sri Krishna Sinha And Ors*, AIR 1959 SC 395
5. *Express Newspapers (P) Ltd. v Union of India And Ors*, AIR 1986 SC 872
9. *Hamdard Dawakhana (Wakf) Lal Kuan, Delhi and Another v Union Of India And Ors*, AIR 1960 SC 554
11. *K. A. Abbas v The Union Of India & Anr*, AIR 1971 SC 481