"Exactly at 9 O'Clock tonight, shut off your TV sets for half a minute, and join us in a prayer. If you are one amongst us millions of Indians, who share the dream of viewing on our TVs, a wide variety of delightful programmes each vying to outdo the other in attaining the very pinnacle of excellence, join us for a nationwide silent prayer to night, exactly at 9 p.m. Sitting at home, all you need to do is to shut off your TV set, close your eyes and make a strong wish:

"Let there be sheer excellence in all our TV programmes. Let us take pride in what we produce and what we watch". (An advertisement by a TV company in The Times of India, September 5, 1995)

For Indian TV viewers, 1991 will be remembered as the year of the 'electronic invasion'. What started as a highly-publicized trickle with CNN's (American television network) live coverage of the Gulf war in early 1991, became a wave in India with the advent of Hutchvision's STAR - BBC - Asian telecast out of Hongkong. A Bombay-based market research agency estimated that between 200 to 250 households were being hooked on cable everyday by the end of 1991. Foreign satellite network started its assault on Doordarshan's captive audience of 250 million, at the very outset of inception. By January, 1992 (with six months of the coming of STAR TV in the Indian homes) around four lakhs homes were hooked on to STAR TV, and by March 1995, around 12 million viewers had subscribed to it, with the subscription increasing at the rate of 5,000 households per day (Centre for Media Studies, New Delhi).

In short, since 1991, a section of the TV audience in India which has the exposure of indigenously produced programmes on Doordarshan and its metro
channel, started getting a taste of programmes produced on foreign soil containing cultural messages, which are different from those of contained in the indigenous programmes. In the context of the Indian society where the level of literacy is not very high, other forms of media like the print media (books, newspapers, etc) have their limits but watching television does not require literary skills; everyone can watch and enjoy the visuals. Images with colour and glamour, images talking and smiling and persuading are intensively seductive. Hence, for any empirical study and observation, the content of media, in the present study of satellite foreign TV (STAR TV), needs to be analysed first on certain theoretical assumption and then, on the basis of it analysis of specific programmes shown on it.

Aspects of Media Content Analysis

The most visible and accessible evidence of the working of mass communication is what they produce and transmit. This vast, diverse and changing body of material is conventionally referred to as 'mass media content'.

*Media content is often taken as evidence of the following:*

- the systematic performance, in terms of quantity or types of output of media organisation;
- the society or culture in which it is produced;
- the producers and their limitations;
- the media organisation and its way of working;
- the languages formats and codes used to record or convey meaning;
- the eventual audiences and their interests;
- the quality of a given body of content—measured external criteria;
- possible effects or effectiveness in reaching some goal.

Analysis of media content involves essentially as how much of what sort of content is sent and how much of what sort is received by whom. For which, the description of content (discussed later in this chapter) become essential as the categories will be mutually exclusive of media output varying in degree of specifications to the content types (for example, news, fictions, entertainment programmes, etcetera).

**Media Content as Evidence**

The uses to which content analysis have been put in the study of society and culture are many and varied. Media content happens to be one of the most significant data which may indicate much about a society and its accessibility extends over time, and in the case of foreign satellite TV programmes across national frontiers [Rosengren : 1981].

The basic assumption is that both changes and regularities in media content reliably reflect or report some feature of the social reality of the moment. For instance, the degree of pre-occupation with reports of crime or immigration indicates either an increase in these phenomena, or a heightened awareness of these as problematic or a policy by those with influence over the media to call attention to such matters.

The purpose of cultural indicator analysis is often to underline the propositions about effects of media on society over time. It is also a method for the study of social change in its own right and for the comparison of different national societies and cultures [Rosenberg : Ibid.].
Insofar as media content is made or chosen by identifiable individuals or group or organisations, it is reasonable to treat it as telling something of their intentions, attitudes and assumptions about the audience. It is also plausible to think that it will reflect something of their social origins and social class or milieu. In general, the "mass communicators" are not typical or average as a social category, or being generally of middle or lower middle class position, more educated and cosmopolitan than average, over-representing men as against women. There are few studies which try directly to relate such factors to features of content [Gans : 1979].

The 'working theory' of mass communication is generally that the producers are neutral carriers who offer what their audiences want. There is some truth in it but it obscures the question of responsibility for what is offered and also the extent to which media content actually reflect or indicate the ideology of its producers, at some level of the organisation [Gans : Ibid.].

Content as Evidence of Effect

Any given kind of media content (war stories, romances, violence, etc.) must have some effect on those who consume it, needs to equate evidence of content with evidence of effect. It should be axiomatic that content (whether as sent or received) does not equal effect because of: (a) many alternative ways in which messages can be interpreted and applied by the receivers; (b) the fact that societal conditions and contexts encourage some, and discourage of the effects; (c) the sheer inefficiency of the whole media 'delivery' system. There is an almost equally indefensible tendency to propose evidence of effect without study of content.
'Effect research' does require a relevant analysis of the content which supposed to have caused the effects in question thus something more than simple evidence of exposure to media. Without content analysis, effects which seem related to exposure may simply be the consequences of a third factor which causes both exposure and seeming effects. It is true that content never be conclusive related to effect, but a characterisation of relevant content can not be dispensed with. Most content analysis does lead to propositions about possible effects, but the results should be interpreted first of all as themselves an effect - whether media intention, of assumptions about the audience or working procedures, or a three.

To account for how people make sense of media content it helps to know how meanings have been originally encoded and such knowledge is also relevant to studies of media effect [Robinson and Levy : 1986]. The problem can be illustrated from some examples of indicators. The portrayal of 'violence' in media is often measured but requires attention not only to the presence, absence, degree of any violent act portrayed but also the context, the degree of realism, the question of implied approval or disapproval, the typical characteristics, perpetrator and victim, the possible types of violence, the legitimacy or not of the act and other allied aspects [Gerbner et. al. : 1976]. The measurement of objectivity is bedevilled by the absence of any complete record of reality for comparison, the impossibility of any complete account of reality, the difficulty of determining what is relevant, the problem of separating fact from value [Hemans : 1976].

Diversity of content has been measured according to the range of, or freedom for, alternative voices or references or social groups portrayed, but a systematic assessment has to take account of the alternative levels of measurement (which body of content), (alternative standards of performance reflection or equ
access), the almost unlimited range of topics on which media can be more or less diverse which vary across countries and media systems [McQuail and Van Cuilenburg : 1983].

These different purposes are based on varied assumption which can not all be reconciled. One potential inconsistency has been in establishing the link between media and social change; if the media are regarded as a reflection and indicator, since the media should precede the 'effect'. The sharpest conflict is likely to exist between the common claim of the media that give the audience what it wants and the view that the media determine or shape culture and social life. A second potential contradiction exists between the view that media content is a social and cultural indicator and the proposition that most salient aspects of media content are attributable to organisational structure and dynamics. The more that media content is thought to indicate culture and soceity, the less is expected of it to be shaped by the specific features of the production process. The question at issue is where the meaning of content is to be found -- is it inescapably embedded in the chosen form; is it in the purpose claimed by, or attributable to, the media producers, or is it in the varied and unpredictable response and interpretation of the receiver? The variety of possibilities within these conditions for exploring the links between content, creators, social context and receivers requires a basic approach for applying the technique for content analysis to (1) choose a universe or sample of content; (2) establish a category frame of external referents relevant to the purpose of the enquiry; (3) choose a 'unit of analysis' from the content (item, story, picture, sequence etc.); (4) match content to category frame, per chosen unit of content; (5) express the result as an overall distribution of the total universe or sample in terms of the frequency of occurrence of the sought-for referrents.
The procedure is based on the assumptions that the link between the external object of reference and the reference to it in the content will be clear and unambiguous, that frequency of occurrence of chosen references will express the predominant meaning of the content in an objective way.

**Media Content and Reality**

Wherever media content may actually lie on the dimension of reality expectation, it is likely to deviate away from reality as conventionally understood or as open to measurement.

The basic objectives of media is to educate, inform and entertain the audience. Studies of these three objectives give explanation of the link between the media content and reality.

For the first two categories, education and information, studies of 'news' content will be relevant. From studies of 'news', the following kinds of systematic deviation from reality have often been identified:

There is a consistent over-representation of the social 'top' or of elites as source of news. Governments, heads of state, official spokesperson provide views, versions of reality and make news much more than lower level participants in events and ordinary people [Hackett : 1984].

The objects of news reporting are also more likely to be members of political or social elites. In the Western media, there is no proportional reflection of the society in any statistical sense [Golding and Elliott : 1979].
- Events are more likely to figure in the news the more they have a large-scale, dramatic, sudden or violent character. Such effects are by definition untypical and in fact the more events are 'true to reality', the less newsworthy they are [Hall : 1973].

- Themes of reporting are likely to show a bias towards dominant (or consensual) social and community values. The 'reverse content analysis' of Breed (1958) suggested this to be true than simple dissemination of facts.

- Numerous studies have shown a bias in international reporting towards news concerning countries which are culturally, economically and politically 'close' regardless of the size and proximity [Gerbner and Marvani : 1977]. The nationalistic or ethnocentric bias of news can show up not only in quantitative, but also in qualitative terms which influences the portrayal of reality (Ibid.).

- In news, women figure less frequently than men and in less varied roles [Baehr : 1980].

- In varying degrees, minorities, deviants and outgroups of many kind receive differential treatment which bears little relation to their actual numbers or significance [Shoemaker : 1984]. The general pattern is of ignoring minority groups which are not troublesome and giving disproportionate attention to those thought to be troublesome for society [Fedler : 1973]. The latter are usually treated negatively, which in itself can involve exaggeration or misrepresentation of facts [Cohen : 1972].

- Ethnic minorities, for example black minorities in white societies, appear to share some of the disadvantages and distortions of untypical treatment
accorded to deviants. They are often highlighted as problematic for society even when they are reported to be victims [Hartman and Husband : 1974].

- Crime reporting tends to over-represent violent crime against person [Garber : 1980].

In the case entertainment related programmes, broadly termed as 'fiction' to distinguish it from 'news', one can make a somewhat similar list, as above, of tendencies for the world of the media to diverge from the world as measured in other ways. Some typical findings are as follows:

-- Occupational distribution of character does not follow usual distributions of labour in the society. Generally there is an over-representation of those in higher status occupations [De Fleur : 1964]. Dominant occupations seem to be: medical, legal, law enforcement, show-business, military at their high' levels.

-- Ethnic minorities have been shown frequently to have a disproportionately low status or dubious role in society, even if the situation seems to have improved in developed countries. Whether the portrayal is favourable or not is less important than its realism, and policies to improve minority images on visual media do not always increase conformity to social reality [Ibid.]

- Women, when not, as in the news, relatively invisible, also tend to appear in stereotyped occupation and domestic roles, which not usually correspond with reality [Tuchman et. al. : 1978]. The pattern of inequality of women in fiction does not correspond with the pattern of inequality in society.

- Violence, often shown, occurs in amounts and types of media fiction which
bears little relation to reality. Gerbner and Gross (1976) documented this tendency for US television and formulated a set of 'TV answers' to questions about the reality of American Society. These were put to viewers to see if amount of television viewing is associated with adoption of the 'TV version of the world' rather than the real (statistical version). For example, the 'TV answer' (based on the incidence of violence in TV fiction) to the question 'What are your chances of being involved in some kind of violence?' in any week was 10 per cent, while the 'right answer' (based on crime statistics) was one percent.

- Media fiction of all kinds continues systematically to purvey myths about history, present day society and its institutions, and about human behaviour, especially in matters which involve the nation, crime, sexuality, war, etc.

- Fiction designed for very large audiences across the national boundaries is likely to reflect dominant, official or non-controversial viewpoints [Schlesigner et al. : 1983].

The expectations about reality representation which are distributed in society and which define different kinds of content and sources are highly variable. The media are constrained to be both selective and also consistent and the result is often a bias of some kind. In informational matters it is often the departure from normality which is relevant and interesting to have news of, rather than normality (which equals reality by some definitions).

In fiction, expression and communication may best be achieved by way of the portrayal of the unusual by providing a contrast with normality. It is also an expectation from fiction, and therefore, a purpose, that it should 'take people out of themselves' and distance them from reality. Fiction can use invention and
fantasy to comment on reality. Even so the tendencies indicated are not simply
to be dismissed on commonsense grounds or as unavoidable. There is little
inevitable about the particular forms taken by systematic deviation. Even if the
tendencies are not problematic, the implications for effect do not disappear. The
possibility can not be ruled out that many 'deviations from reality' do reflect the
response of the media to the wishes of their audience. There are other explanations
for audience tendencies, however, it is clear that they could not have effects on
content directly but only as filtered through interpretations made by media
organisations.

Audience as a Cause and as a Response

Audiences are both a cause of and a response to, a supply of media
content. These issues have to do with the extent to which an audience is a
social group, the degree and kinds of activity which audiences can and do engage
in, the forces which contribute to the formation of audiences and the extent to
which media 'manipulate' their audiences or are, in turn, responsive to them.

The historical roots of the audience phenomenon have contributed much to
the shaping of current meanings of the audience concept. The original 'audience'
was the set of spectators for drama, games, spectacles, for performances of all
kinds which have taken different forms in different civilizations and stages of
history. Despite variations, some central features of the pre-media audience
have persisted:

- The audience was planned for in advance and thus organised.

- It was localized in place and time, often with special provisions to maximise
  the quality of reception.
It belonged to the 'allocutory' (direct address) mode of communication.

The settings for the audience (theatres, halls, churches, arenas, etc.) were designed with indications of rank and status of spectators.

It was a public and open gathering.

It was the result of individual and voluntary acts of choice.

These acts were motivated by expectations of enjoyment or related experiences of admiration, amusement, pity, relief, terror, etc.

It was subject to potential or actual control by authority of city or state.

In sum, it was an institutionalized form of collective social behaviour with the features listed just above.

All these features remain, although they are no longer adequate on their own to account for the audiences of present-day mass communication. The changes in the nature of the audience are the result of changes in communication technology and changes in society. The former have made new kinds of formation possible, the latter have changed the nature and scale of demand for public communication provision. Both kinds of change continue, so that both the concepts and the realities of audiences are continually changing.

The first major historical addition to the audience idea follows the invention of printing and is the development of a 'reading public' -- consisting of those who engage in private reading and provide the following for particular authors,
publications and genres (including the newspaper). This development tended to "delocalize" the audience, make it less time-bound and diversify its basis. Identifiable reading public could exist without a unique location in time and space. It also introduced a clearer social-economic division of audiences and also a differentiation according to interest, taste, education, politics, religion, as societies began to experience more rapid social and political fragmentation in the print era.

The second main development was the growing commercialization of most forms of public performance and communication, but especially of the print media, leading to a larger-scale operation and the separation out of advertising and other media industries. This development strengthened the tendency for the media to recruit and shape audiences according to their own plans and interests. It reinforced the concept of audience as an aggregate defined by a set of interest rather than as a social group able to act autonomously.

Thirdly, electronic media have helped further to delocalize and socially 'decompose' the audience, detaching its members from each other and from the senders. The ties of space and time have been loosened and patterns of communication and associated types of relationship have been diversified accordingly. There is now more possibility, and likelihood for interactive 'exchange', for 'search' and for the registration by source of audience choices and uses. It is also much easier to record and re-use content at the convenience of the receiver, rather than as determined by the sender. The audience is thus less predictable or open to planning and management than the ideal--typical case of the original audience. While the audience is, in one sense, decomposed and less manageable, from the point of view of the sender, the changes can be interpreted as increasing receiver, and therefore, audience autonomy and diversity.
To sum up the consequences of changes at the level of audience, it would be in the following terms. Audiences in the elementary sense of aggregates giving attention to media sources are less open to planning and prediction by sources: the allocutory (direct address) mode is no longer dominant; reception does not involve participation in a public in any sense; control by authority over reception is much lower; and in general, the degree of institutionalization is much lower. With these descriptions, the target audience and the receiver--audience of the foreign satellite TV programmes in the Indian homes can be categorized (dealt separately in the next chapter with emphasis on effects of programmes on audiences with diverse backgrounds). However, before, we move to trace the impact on audience it is imperative to detail the impact of what kind of programmes. For this, programme--wise analysis or content analysis follows.

**Background of Satellite Programmes in India**

It was the Gulf War in 1991 that gave Indian homes the first taste of satellite broadcasting and television companies the first glimpse of the potential market in the sub-continent. After that there has been no looking back, with STAR (Satellite Television Asian Region) TV network taking over where CNN left off. Even the national network Doordarshan joined the battle for the skies with the launch of Insat-2B Satellite, five transponders on the satellite widened the network's horizons and it announced then five new channels to counter the threat from foreign Satellite TV network like STAR TV.

From a handful of cable operators supplying about as many household to begin with, by January 1992 0.4 million homes were hooked on to cable. By May 1994 there were around 35,000 cable operators in India linking 7.3 million homes,
with subscribers increasing at the rate of 5,000 households a day [The Times of India, May 1, 1994].

The STAR network which uses the ASIASAT satellite reaches around 53 countries and which after Doordarshan has the widest reach across India. (See map for the Southern footprint of ASIASAT)

Channels

STAR TV which has its earth station [from where the programmes are beamed to satellite up in the sky, in turn to be beamed back to the receiving countries/places] in Hongkong, has six channels. They are STAR PLUS, PRIME SPORTS, V CHANNEL, STAR MOVIES and the fifth and the sixth ones are leased out to BBC and ZEE TV. While the channel STAR MOVIES' is the latest addition
in 1994, the other channels of STAR TV including BBC took off simultaneously in September, 1991. ZEE TV, an Indian Hindi network, joined the STAR TV a little later in 1992.

**Category**

The Channel STAR PLUS consists of serials, soap-operas, talk-shows, lifestyle programmes and movies. PRIME SPORTS telecasts programmes related to sports only. V channel which came after MTV [Music Telivision-an American programme hired by STAR TV] withdrew in 1993, is a music Channel. STAR MOVIES telecasts only movies round the clock. BBC caters to the need of latest news, views, analysis and documentaries alongwith talk shows and other programmes which can be bracketed under information and education. Zee TV is a Hindi network with entertainment programmes as its main package to the viewers. For content analysis, following is the programme-wise analysis of each channel of STAR TV.

**STAR PLUS**

The popular programmes on this channel are *Bold and Beautiful*, *Santa Barbara*, *Baywatch*, *MASH*, *Wonder Years*, *Dynasty*, *Doogie Howser M.D.*, *Moonlighting*, *Anything but Love*, *The Fall Guy*, *Donahue* and *Oprach Winfrey* talk shows, *Neighbours*, *Crystal Maze*, *Remington Steele*, *Aerobics Oz Style*, *Videofashion*, *Batman*, *The Simpsons*, *Teenage Mutant Ninja Turtles*, *Picket Fences*, *Holiday*, and live programmes related to beauty contests.

Santa Barbara, Bold and Beautiful and Wonder Years were among the best rated programmes in 1994, based on viewship for programmes which included even on DOORDARSHAN and Zee TV [O & M, India Today, April
15, 1994]. Though rated among the best, these serials were far behind on the scale of viewership percentage for popular programmes on DOORDARSHAN, ZEE TV AND STAR TV.

Out of 169 million audiences per week in 1993, STAR TV [including ZEE TV] had 13 per cent of the total viewership for all the channels of DOORDARSHAN, METRO of DOORDARSHAN and STAR TV [Trikya Grey, India Today, April 15, 1994].

STAR TV with ZEE TV had 20 percent of the total advertising of Rs 554.8 crores in 1993 [Trikaya Grey: India Today, April 15, 1994].

In sum, in less than two years of its establishment, STAR TV network made its presence felt in the Indian homes as well in the corporate houses.

For the purpose of content analysis, programmes telecast on various channels of STAR TV have been detailed with descriptions of some of the episodes and series of a particular programme with an aim to find for the Indian viewers as what is novelty in it; what are the contradictions with our value systems; and what are alternatives for which Indian viewers are tempted to look forward to the West for solutions.

Programmes on STAR PLUS are in the category of entertainment, BBC telecasts are for information and education, Channel V is for music and songs and Prime Sports for games and sports.

On STAR PLUS, according to a survey [India Today, April 15, 1994], viewership reception of the programmes has been in this order: Bold and Beautiful;
Santa Barbara; MASH; The Fall Guy; Beverly Hills 90210; The Picket Fences; Doogie Howser M.D.; Dynasty; Anything but Love; The Wonder Years; Moonlighting; Baywatch. The talk shows [Danahue and Oprah Winfrey shows] have been also popular for its embarking on issues which were earlier never discussed openly. These programmes on STAR PLUS are detailed for the kind of entertainment-information package being beamed into Indian homes.

For the Indian audience, 'Bold and Beautiful' has been a new and bold projection of human relationship. Exposed only to other audio-visual medium like films and theatres earlier, the Indian viewers find this serial an opportunity to see the Western life from close quarters. The soap operas on Doordarshan like 'Buniyaad' [the first such serial on the Indian TV], 'Khandan' and others serials focussed on the intricacies of the family institution during different socio-political situations in the Indian society ['Buniyaad' was set in background of the partition of the undivided India whereas 'Khandan' reflected the problems faced by the members of a joint family in a more industrialised and modernised economic sphere.]

Hence, Bold and Beautiful has been a pleasant surprise for the Indian viewers to see the man-woman relationship in the context of family and wider society through its basic and social instincts.

'Santa Barbara' is another serial on STAR PLUS which can be also bracketed with 'Bold and Beautiful' but with a difference that Santa Barbara has criminal passion as one of its basic themes. From the following descriptions, both these serials reflect about the nature of their content.
**Bold and Beautiful**

This serial besides being very popular, has been debated for its portrayal of man-woman relationship. Sex, love, debauchery, divorce and the crave for individualistic orientation even in intimate physical as well social relationship among the central characters of this soap-opera.

For the purpose of what it depicts and brings home to minds of the Indian viewers who were earlier not exposed to such demanding relationship between men and women, this researcher watched the serial from July 1994 to December 1994 intensively, to know the central theme of it.

[Thorne, Eric, Caroline, Stephanie, Mick Clarke, Donna, Brooke, Beth, Katie, Kristen, Sally are the main characters].

..........Thorne tells Eric he can not forgive Ridge for what he did. Kristen convinces Mick to try again with Eric. Mick talks to Ridge and Ridge agrees to put in a good word for him. Caroline decides to talk to Thorne despite Ridge's discouragement.

..........Ridge realises that one woman made him feel happy and decides to propose her. Donna and Brooke are feeling down.

..........Margo consoles Caroline about Ridge. Eric tells Stephanie that Ridge is going to propose to someone. Beth comforts Brooke about Ridge.

..........Brooke and Caroline both get calls for a date. Eric calls Beth and asks to see her. She accepts. Ridge waits for his true love.
Ridge proposes to Caroline and she accepts. Brook realises her call was from Throne, not Ridge. Eric tells Beth he missed her and they kiss.

Clarke confronts Kristen about Mick. Kristen begins to doubt Mick after what Clarke said. Ridge and Caroline plan to tell the families about their marriage. Thorne and Brooke both hope that Caroline and Ridge are not together.

Stephanie follows Eric over to Beth’s house and is devastated to see Beth and Eric kissing. Beth sees Stephanie spying on her. Macy bumps into Throne again. Margo tries to help Bill accept Ridge.

Stephanie confronts Beth about Eric. Beth realises Stephanie sent Stephen to Paris. Beth tells about her fight with Stephanie-and Brooke vows revenge. Ridge and Caroline tell Bill about the wedding.

Thorne and Macy make love. Ridge breaks the news to Brooke and she is heartbroken. Thorne tells Stephanie that he met a great new woman that night, then tells Ridge he can have Caroline if he wants her. Ridge is shocked. Eric comforts Brooke about Ridge.

Sally is thrilled about Macy’s encounter with Thorne but Macy tells her it was no big deal. Thorne goes to comfort Brooke about their losses. Stephanie and Eric decide to reunite the family.

Kristen asks Clarke for a divorce. Clarke is upset. Kristen tells Mick she wants to get married. She is shocked when Mick says he does not want to get married.
Donna and Macy talk about the new man in both of their lives, not realising they are both dating Thorne.

Sally plans to crash Caroline and Ridge wedding. Caroline asks Eric if she and Ridge should elope. Ridge and Caroline decides to hold a press conference about the wedding.

Thorne is enraged by the newspaper report about Caroline and Ridge. Thorne tells Caroline he knows she never stopped loving Ridge.

Brooke goes to the wedding and Stephanie humiliates her for being there. Kristen is upset to see Mick is taking the wedding photos.

Ridge and Caroline are married and enjoy their honeymoon bed. Sally asks Betty to choose Thorne and Macy as co-chairs of her fund-raiser. Felicica shocks Stephanie with stories about her love affairs.

Clarke admits to Mick that he still loves Kristen. Eric tells Brooke about his mixed feelings for Stephanie. Felicica and Ridge talk about their parents’ improved relationship. Brooke embraces Eric and they kiss. Clarke warns Kristen that Mick will hurt her.

Margo worries that Mick will reveal that Clarke works for Spectra. Ridge is furious to find that Kristen is seeing Mick. Caroline is happy that Thorne accepts her marriage. Brooke tells Donna about Eric’s kiss. Donna says Eric seems to like Brooke a lot.
........Eric tells Brooke he intends to leave Stephanie as soon as possible. Clarke asks Margo if she still loves him. Sally tells Macy she is lonely and Macy sets out to find her mother a man. Kristen tells Eric why she left Clarke.

........Clarke asks Margo to leave Bill and marry him. Eric tells Margo he is in love with a younger woman. Brooke tells Donna about her plans with Eric. Eric admits to Brooke that he loves her and they kiss passionately.

........Sally tries to seduce Clarke but he rejects her. She tells him she has a proposal. Sally asks Clarke to marry her in exchange for renaming Spectra Clarke Garrison Originals. Clarke is tempted. Eric asks for a divorce. Stephanie suspects another woman. Stephanie begs Eric for a second chance but he refuses.

........Eric tells Brooke he asked Stephanie for a divorce. Clarke tells Margo about Sally's proposal. Margo is shocked that he is considering it. Sally tells Macy about her evening with Clarke.

........Ridge fires Mick. Mick tells Ridge he is moving back to New York with Kristen. Stephanie tells the family that Eric wants a divorce. Brooke tells Donna she feels guilty for ending Eric's marriage.

.........Thorne tells Ridge he will find out if Eric is seeing another women. Thorne tries to seduce Brooke to pressure her into admitting to be in love with Eric. Ridge asks Eric if he is seeing another woman but he will not admit it.

.........Ridge tells Caroline that Eric might be seeing another woman. Sally tries to get in shape for Clarke's benefit. Felicica tells Clarke about the divorce.
Caroline tells Brooke that Thorne suspects another woman and thinks it is Beth. Brooke rejects the idea. Eric tells his lawyer he wants to remarry soon. Sally asks Clarke to marry her. Brooke and Eric wonder how to break the news about their affair to Beth. Bill and Clarke get into a fight over who should be Mark's father.

Donna tells Thorne about Brooke and Eric being in love. Thorne tells Stephanie her marriage failed because she was too strong. Ridge tells Margo he intends to find the woman who is taking Eric away from Stephanie. Beth tells Eric she wants to be with him and is embarrassed to learn there is another woman.

Brooke is worried that Beth still loves Eric. Macy and Thorne kiss at his office. Brooke admits to Beth she slept with Eric. Beth is upset and Brooke is hurt. Felicita kisses Clarke. Clarke asks Margo to consider coming back to him. Brooke finds out she is pregnant.

Sally tells Clarke she expects to sleep with him if he marries her. Carolina tells Eric that Ridge spoke to Brooke and she was upset because her romance was over. Clarke decides to consider Sally's offer.

Macy asks Donna to attend a music talent show so she can meet her new love interest-Thorne. Donna is devastated when she sees Thorne and Macy sing a duet. Clarke agrees to marry Shally, if she gives him time to accept her sexually first. Donna tells Macy she is in love with Thorne. Ridge is determined to find out about Erick's other woman.

Ridge asks Thorne about Erick's another woman, but Thorne has no information. Brooke tells Pierre she is pregnant by a man who does not love her and may not keep the baby and have an abortion. Pierre calls Donna who tells
him Eric is on his way. Margo tells Bill that Clarke has a new girl friend. Clarke is livid. Stephanie knows Eric is going to see the other woman and vows revenge.

........Eric discovers Brooke has not had the abortion. She is happy to see him in the hospital and cancels the idea of abortion. Felicica tells Stephanie to accept the divorce. Stephanie tells Ridge she is giving up on her marriage but still wants to know who the other woman is. Eric asks Brooke to marry him. Clarke asks Macy to tell Sally he needs more time to think about their marriage. Brooke tells Beth she is engaged to Eric. Eric tells Stephanie he owes her an explanation.

........Margo and Bill worry that Stephanie is reacting uncontrollably to Eric’s new love. Brooke tells Storm she got back with her boyfriend. Eric tells Stephanie he wants the divorce immediately. Stephanie is determined to find the other woman. Clarke visits Sally. She tells him she will not marry him and throws him out. Caroline tells Ridge that Brooke is engaged.

........Donnna and Macy tell Thorne he must choose between them. Thorne picks Macy. Brooke tells Storm she is engaged. Eric dismisses the divorce proceedings. Stephanie mistakenly thinks he no longer wants a divorce. Brooke is starting to show her pregnancy. Stephanie offers to help Eric keep the other woman from pressuring him into marriage. Eric refuses. Jake meets Brooke and explains he is living in the spare room. Clarke begs Sally to take him back. She refuses.

........Sally relents and takes Clarke back. Ridge is surprised to find Caroline reading the Bible. Storm goes out with Felicica and is impressed. Storm accuses Brooke of being pregnant.
Thorne invites Macy to a family dinner. Storm accuses Ridge of fathering Brooke's baby. Ridge swears he will find the real father. Macy warns Clarke to be faithful to Sally. Clarke and Sally announce their engagement.

Brooke and Ridge discuss her pregnancy. Brooke worries that Ridge is getting closer to the truth. Felicica encourages Stephanie to date but Stephanie refuses. Ridge and Caroline realise Eric is the father of Brooke's baby. Ridge tells Thorne about Brooke and Eric as well as the pregnancy. Stephanie goes to visit Brooke and sees her engagement ring. Thorne thinks Brooke got pregnant to trap Eric. Thorne and Ridge confront Eric about it. Eric asks them not to tell Stephanie until after the divorce. Brooke tells storm she is pregnant by Eric and plans to marry him.

Storm asks Eric about his intentions towards Brooke. Brooke tells Donna she is getting married that night. Stephanie furious over this goes to visit Brooke. Brooke worries that Ridge is getting closer to the truth. Felicica encourages Stephanie to date but Stephanie refuses. Ridge and Caroline realise Eric is the father of Brooke's baby. Clarke reprimands Sally for expecting a lot of sex. Macy tells Clarke he must prove he loves Sally or she will stop the wedding. Thorne tells Stephanie Brooke is seeing Eric.

And the story continues with new intricacies among the relationship.

Santa Barbara

Santa Barbara is a sex-cum-crime thriller where the central theme revolves around drug trafficking and gruesome murders followed by revenge conspiracy. The main characters are Julia, Mason, Tori, Ted, Eden, Sophia, Pamela, Ben Clarke, Jeffrey, Kelly, Andrea, Cain, Margot, TJ, Gina, Cruz, CC, Hal,
From July, 1994 to December, 1994, this soap-opera went on as followed:

...........Julia goes to Santo Tomaso and Mason worries that she will bump into Tori and ruin everything. Ted confronts T J about his affair and T J beats up Ted. Sophia tries to turn T J away but can not resist. T J is disgusted when he finds T J and Sophia together.

...........Julia suspects Mason is afraid of remarrying. Pamela tells Mason that CC is moving in with her. Ted is interested in Margot. Pamela admits to Keith that she had an affair with Hal. Eden and Cruz are shocked to hear about Sophia and CC's split. Cain asks Richard to help Andrea find her father's killer. Sophia tells CC she would not apologise for her affair with T J. Richard tells Andrea he knows the murderer but will reveal the name of the killer for a price. Ted is furious with Magot. Pamela Kisses CC and he responds. Andrea rejects Cain. Eden and Cruz plan their children.

...........CC is furious when he learns Pamela is a silent partner in his business. Andrea and Cain reunite.


...........Ben tells Scott about Pamela's affair with Hal. Kelly accuses Pamela for it. T J grabs Kelly for insulting him and Sophia tells him to get his hands off her daughter. Pamela tells Keith what happened between her and Hal. CC lies about the murder. Kelly is upset when the doctor tells her she is pregnant. She decides
not to tell Jeffrey. Jeffrey promises Kelly she will never have to see Pamela again. Andrea flies away to find her father's killer.

............Kelly decides to get an abortion but Jeffrey stops Kelly just in time. Cruz's mother tries to change Eden and Cruz's wedding plans but changes her mind. Richard tells Andrea Cruz killed her father. CC and Pamela worry about Mason sleeping with the opposition during their trial. Keith tries to tape Ben and Cruz's conversation but Cruz finds the bug. Kelly is upset when Pamela tells CC about the pregnancy. Keith sets Gina up to be the girl in Cruz's cake so she can eavesdrop on the bachelor's party. Keith proposes to Gina. Gina tells Keith they must marry tonight or not at all. Keith sends a male stripper to Eden's bridal shower.

......The judge refuses to stop the building of the country club for which the partners have filed a petition. Julia is upset. Pearl asks Rita to marry but she laughs it off. Mason tries to discourage Julia from getting married but she refuses. Keith invites a number of hookers to his bachelor party. CC encourages Julia about Mason. Eden encourages her friends and family to love each other. Cain and Andrea have a romantic weekend.

........CC and Sophia remember their past and kiss passionately at the wedding ceremony. Eden and Cruz are pronounced man and wife. Keith and Gina are delayed in going to the wedding by making love. Cain asks Andrea to travel with him. Kelly tells Eden she is pregnant. Sophia asks TJ to move in with her. TJ is overjoyed. The Attorney General asks Julia to work for him to find out all Keith's dirty dealings. Jerome tells Pearl and Jake the police are looking for him. Keith is worried he will end up in jail with Julia's help.
......Keith suspects Julia has stolen his file on Hal Clarke. Sophia asks Kelly to stay out of her affairs. Torry is worried Wilma will get away the baby but Cruz reassures her. Cruz corners Wilma and she threatens to kill Chip if he comes any closer. Mason worries that Cruz has evidence against his parents in Hal's murder. Cruz tells Eden about the explosion in the boathouse which was decided to be bulldozed by Keith and Gina. Eden is upset to hear that CC and Sophia have filed separation papers.

......Cruz finds a heap of human bones and asks Pearl to hide them in his secret room. Keith and Gina steal the bones from Pearl's room. Eden tries to convince Cruz her father had nothing to do with Hal's death. Cruz does not believe it. CC suggests Pamela to confess before the police. Cruz assures Eden that he is not trying to ruin CC. Gina and Keith invite CC and Pamela over for dinner to blackmail them. Eden is upset that CC is being blackmailed. Pamela tells Keith that CC killed Hal in cold blood and she has the skull as proof. Keith tells CC that he wants four million dollars or he will press charges.

...........Mason gets drunk, tells Julia he needs her. Scott realises he was at the boat house during the murder of Hal. CC tells Eden the truth about Hal's murder. Mason accuses Pamela of framing CC and using him against his father. Scott is hypnotized and reveals that after Hal fell, Pamela went back and shot him when she showed some signs of life. Scott tells Keith to prosecute Pamela.

........ Cruz tells Eden that he must hand over the Hal case to the authorities. Mason asks Julia to marry him and gives her an engagement ring. Sophia is upset by TJ's jealousy of CC. Eden and Cruz wonder if the body they found was Marc McCormack's. Eden and Cruz find the skull in Keith's office. Jeffery finds Pamela has attempted suicide but she survives. Keith suspects Mason murdered Mark. Tori tells Cruz that he is Chip's father.
Cruz is shocked by Tori's revelation. She tells Cruz that her bone marrow is not compatible. Julia is upset about Chip's real parentage. Cruz tells Eden that he is Chip's father.

Keith tells Jeffrey that he wants to see Pamela. On finding her Keith handcuffs her to bed. Scott is bitter that Pamela has not been arrested. Ben holds CC and Pamela hostage and prepares to shoot them for killing Hal. Mason sneaks into the cellar as Ben begins to shoot. Ben and Mason struggle for the gun and Mason is shot. Julia accuses Pamela of having started the whole problem. Eden is worried when she realises that Cruz is missing.

Tori learns about Cruz's disappearance and is horrified. Major reveals to Kai that he and Cain were in love with the same woman and the girl could belong to either one of them. Pamela asks TJ to break up Jeffrey and Kelly's marriage. Eden is caught while tracing the missing Cruz by Willoughby and offered a guest house to stay.

Keith shows Gina his new evidence to prosecute Mason for Mark's murder. Cruz and Eden run to escape from Willoughby but caught while making love in a cave by Willoughby. Mason is attacked by someone holding an axe but he escapes. Mason tells Sarah that someone is trying to frame him for Hall Mark's murder. Tori tells Julia she wants Cruz to take care of baby Chip if she dies. CC tries to convince Cruz not to take custody of Chip. Julia is worried about Mason. A burnt body is found.

Major discovers Ming Li is not his child and forces her to join in his plan to ruin Cain. Cruz is shocked to learn that Mason might be the person killed in the explosion. Julia can not accept that Mason is dead. Ted holds Keith responsible...
for Mason’s death. Andrea is upset to see a scantily clad Ming Li sleeping close to Cain. Andrea tells Major that she worries that Ming Li will try to come between her and Cain.

.........Jeffrey tries to win over Kelly and is worried that her relationship with Scott is getting physical too fast. Ming Li refuses to help Cain and Andrea move. Pamela drugs kelly.

......... Keith gets phone bill for phone sex services he never called. Brandon admits that he made the calls. Gina is relieved that Brandon already knows about it. Pamela tells Gina that Jeffrey did not try to kill Kelly and tries to bribe her and Keith. Jeffrey tries to attack Keith when he makes a comment about wife killing. Keith has Jeffrey arrested. Gina tells Pamela that she wants a million dollars to keep silent about what she saw.

......... Cruz and Cain decide to plot to trap Pamela. Pamela tries to shoot both Jeffrey and Kelly. Jeffrey stops Pamela doing so.

The story keeps on going with several plots, conspiracies and spying to get to the truth over the child’s real parentage and the murder of Hall and Mason. Meanwhile, divorce and pre-and-post marital physical relationships make the story more intriguing for the characters and for the spectators as well.

MASH

.........For the Indian audience, life of defence personnel and their patriotic feelings have been never beyond their uniforms. Films made after 1962 Indo-China War and Indo-Pak War in 1965, represented a glorious and sacrificing Indian army. Even a serial "Fauzi" on Doordarshan reflected the same.
........But, even these persons in uniform have a life common as well characteristic of a human being. 'MASH' on STAR PLUS depicts all these. The story revolves around army medical corp, in a camp stationed in a far away land for attending to the injured army personnel. Apart from discipline as is expected of uniformed persons, the serial is full of light moments and humours.

........Hawkeye's (one of camp's inmates and doctor) Christmas letter to his father describes life in the camp (or 4077th). Amid tensions of the operating room he can still trade jokes with Trapper, while Frank Burns is forever demanding military discipline. Col. Henry Blake is good doctor but Daffy Duck when it comes to being a Commander. Father Mulcahy is trying to decorate a Christmas tree and Radar busies himself. Then there is Hot Lips—the chief nurse—a woman of great passion.

........General Iron Guts Kelly arrives for a visit with the 4077th because he has been impressed with its record. Hawkeye and Trapper are busy at work when Blake brings the general to the operating room to observe. But the general is far more interested in the pretty nurses. Later at the officers' club, the general meets and is very much attracted to Hot Lips. He sends an aide and Frank to inspect the camp while he repairs Hot Lip's tent. Unfortunately, the general dies in Hot Lip's tent, a heart attack as diagnosed by Hawkeye and Trapper. The problem on hand is that a celebrated general can not die in a lady officer's tent, he has to die on the battlefield.

........Hot Lips marries Lt. Col. Donald Penobscott, and leaves behind a heartbroken Major Frank Burns. Frank takes a 'rest and relaxation' leave. To fill in his place, Major Charles Winchester is assigned to the 4077th. Charles hates the surroundings and poor conditions in the 4077th but puts up with it thinking it to
only be a two day assignment. Meanwhile, as a delayed reaction to Hot Lip's marriage, Frank goes berserk, attacks two blonde women thinking them to be Margaret and accosts Brigadier General and Mrs Kester mistaking them to be Penobscott and Hot Lips. He is arrested and held for psychiatric observation and finally shipped back to a posting in Indiana and Charles Winchester remains with 4077th.

The Fall Guy

It is a Western version of a Good Samaritan. Tough, macho, fun-loving, romantic and eager to cut through the impossible, the main hero is the man to watch. This serial is a story of a man and his three friends who love to get into trouble and then to come out of it triumphantly. The heroic acts seem natural.

.........In the episode "Bite of the Wasp", Colt, Howie Judy and Terri invest all their money in a movie and also agree to do some spectacular stunts for the same movie, to help a friend, a beautiful film producer Rae Grant. Rae's film is threatened by Lloyd Jarvis who tries to extort money from her to pay his debts to the local syndicate boss - Art Haley. Colt manages to turn the tables and get Haley to help them with the movie and finally turns the bad guys to the police.

.........In this episode, The Fall Guy meets the Huntress, a mysterious hit lady is the object to a search after jumping Terri’s bail on a murder-for-hire charge in the death of a fellow bounty hunter and Colt’s good friend. Aided by the dead man’s spunky widow, Colt, Howie and Judy set of on another exciting hunt. An art gallery, Rodin sculpture, a drama theatre-all lead to a nail-biting finish to the ‘hit-lady’ mystery.
In "Inside, Outside", Colt is set to appear in court as a witness for the prosecution against Sam Garrick, a gangster who tried to bribe a city safety inspector and whom Colt fingered. To keep him from testifying, Terri is kidnapped and all suspicions point to Garrick. It is a simple plan: if Colt testifies, Terri will be dead. When Colt confronts Garrick at his estate, Garrick argues that he knows nothing about Terri being kidnapped. But Colt senses the truth and finally rescues Terri and testifies against Garrick.

In the episode "Just A Small Circle of Friends", Colts and Howie attempt to retrieve beautiful, young daughter of a wealthy industrialist from her new family, an extremist, religious cult known as The Love Truth's, led by their guru, Baba Love Truth. Page is about to inherit a large inheritance from her father, who is really con-man Delmore Tibbs, plans on getting his hands on it but not if Colt and Howie can help. Although Page is completely brainwashed, Colt brings in Terri to penetrate the cult and then teams up with Page's father, Carson Connally, in an affecting the escape with Page. The plan works just in time as Terri is about to succumb to the brainwashing influence of Baba and his followers.

BEVERLY HILLS 90210

One of the most striking characteristics of this American serial is the constant emphasis on family institution. Starting with the Walsh family, the epitome of togetherness, the serial makes emphatic statements with Dylan's father who turns out to be a con artist and Kelly, Brenda's beautiful, I-have-it-all glamorous friend who lives alone with her mother who also happens to be an alcoholic.

Brenda is the impulsive one who is very image conscious. She judges every thing, including her mother by the standards of the 'cool kids' at school and
would rather die than be different. She puts her family through all kinds of hell by means of her various escapades- the night she wanted to sleep with her boyfriend, the time when she came back late from a movie, when she decided to go skydiving, the days she did her hair blonde... the list being endless.

Brandon is the all-around nice guy complete with the innocent, boy-next-door grin. He does not drink or smoke, loves his family, tries to keep up and be faithful to his girlfriend back home and is protective about his sister. He is different from his cousin sister Brenda. Both the families have shifted to Beverely Hills.

An upper-middle class family which portray the image of an average American family. For the Indian viewers, this serial represents both sides of American family-life. Contrary to the general belief that American families are all the same, Beverly Hills comes as an eye-opener for most of the viewer here.

**PECKET FENCES**

There is not much 'newness' in the themes of this serial for the Indian viewers. But, how certain crimes are intriguing in terms of judicial decision - are the only centre of attraction for the viewers here. This serial is a crime thriller. The episode, "Turpitude" has Brock charging Mayor Pugen with the murder of John Dunhill who attempted to car-jack the Mayor and threatened him with dire consequences. The story makes national headlines. The trial, with Littleton defending Mayor Pugen, has many twists and turns-but the jury's decision is final.

........In the episode 'Cross Examinations', a religious debate erupts in Rome and Wisconsin. A car is discovered half-submerged into a frozen pond and the lone driver, Dana Marshal, is declared dead on the scene. But at the Country Morgue,
Dana suddenly springs to life and is rushed to the hospital in a comatose condition. What is more miraculous is that on examination Dana is found to be pregnant, though examinations prove conclusively that she is still a virgin. The pregnancy however has to be terminated, to save Dana’s life. This requires a court order and the motion is challenged on the grounds that this may be a divine pregnancy and hence, the baby’s life can not be terminated. Judge Bone has a difficult decision to make.

In “Guns `R’ Us”, Mathew is cornered by a gang of boys led by Jason Hendricks, in the bathroom of the junior high school. Though he refuses to rat on his assailants, he tells Jason’s brother, Timmy, that he would seek revenge. Mathew and Zack assemble a ‘spud gun’ and launch at Jason’s car. The car spins out of control, seriously injuring Jason. At school, Timmy appears with a gun and shoots Mathew in the stomach. Timmy is charged with attempted murder, Mathew may be partially paralyzed.

In this episode, Alzheimer’s disease finally takes its toll on Mayor Howard Buss’ mental stability, and threatens to kill Brock. Unable to stand by and watch his father descend into madness, Kevin Buss obtains a gun and shoots his father. Howard is rushed to hospital and Jill assures Howard’s daughter Joyce Prewitt, that her father will only incur some brain damage. Convinced that her father is better off dead, Joyce refuses to allow an operation to be performed. Howard dies and Jill has to deal with the repercussions of Joyce’s decision.

DOOGIE HOWSER M.D.

Stories of ‘child prodigy’ are not many in India, though Indian mythologies are full of such. In Doogie Howser M. D., viewers find a young achiever in medical
profession but his ability amidst confusions to sort out problems (other than medical) is what makes this serial an interesting one. This is a story of a wonder kid who qualifies to be a doctor while in teens. An achiever at an unusually early age, Doogie Howser, has to deal with intricacies of an ‘adult-professional-life’.

In the episode “To live and die in Brentwood”, plans for the class formal are dashed when Wanda’s mother is killed in an automobile accident. Returning home from buying Wanda a bracelet for the class formal, Doogie is excited about the event, until he finds out that Wanda’s mother was just killed in a car accident. Everyone is in shock. After the funeral, Wanda is cold and detached, especially to Doogie. She reveals that her mother died because of stupidity- she did not wear her seatbelt because she did not want to wrinkle her dress. Although Wanda is angry, Mrs Howser comforts the agitated Doogie, telling him that he needs to let Wanda deal with her loss.

........In the episode, “Nobody expects the Spanish inquisition”, Doogie’s maternal grandparents, Don and Irene, drop in for a surprise visit. While the Howsers are having their kitchen remodelled, Mrs Howser’s parents drop by unexpectedly. Don, a retired contractor, offends the contractor Stapleton [to remodel the kitchen] such that he quits on the spot. As a result, Don volunteers himself and Doogie and Vinnie to finish the work in the kitchen. Meanwhile, at the hospital, Doogie informs Bill and Nora Stapleton that they are about to become parents, however, Bill informs Doogie that the town where they are from was plagued with a high infant mortality rate from a mysterious disease and so neither he nor his wife want the child. Canfield and Doogie embark on research to solve the mystery.

........In the episode “A Kiss Ain’t Just A Kiss”, Vinnie cheats on Janine and Janine does the same. Vinnie is ecstatic when beautiful Phyllis asks him out on a date. Since this would mean cheating on Janine, he asks Doogie to cover for
him. Janine finds out and Doogie offers moral support, but the two end in a passionate kiss.

........In “It’s A Damn Shaman”, Janine’s parents dislike their daughter’s choice of boyfriends, namely Vinnie. The two are forced to meet clandestinely. To solve the problem Janine proposes that Vinnie and she elope. A very scared Vinnie should talk to Janine’s father. Meanwhile, things become a little difficult in the hospital as the Laotian parents of a very ill H’Mong child will now allow an operation for the fear of offending the spirits. As the child’s life is not in danger, the court rules in favour of the parents. Doogie hits on a solution that pleases everybody. A shaman is brought to the hospital to ritually absolve the family of any curse if they allow the boy to be operated upon.

........In “It is a wonderful laugh”, Doogie is miffed When he finds Vinnie and some of his fellow film students paying excessive attention to a Jerry Lewis movie. At the hospital, Jimmy, 12, is being treated for hypertension. He is sarcastic to everyone. Jimmy is amused when an accident causes one of the helpers to fell flat on his face. Inspired by this, Doogie brings a VCR and plays “The Three Stooges” tapes. Jimmy enjoys this. Doogie admits that comedy like Lewis’ films can break down all barriers.

DANASTY

This serial ‘Dynasty’ has not many freshness for the Indian viewers as the Indian Maharajas and kings have been portrayed as the wealthiest ones in various media. But, how a business empire affects life of its beneficiaries (the owner family in this serial) is interesting for many Indian viewers to watch it for the constant tug-of-war among family members on issues of love, romance, business-proposals
and several other things. This serial revolves round the high flying business tycoons and their family lives. Marriages and divorces are purely for the convenience of the business across the globe.

----------In the episode, "The Vote", Blake manages to block Alexis' merger of Denver-Carrington/Colbyco with the help of the Congressman McVane but Alexis takes the details of the congressman's past to the press. As the board of directors gather to vote on the merger, Alexis pointedly tells the group that a nay vote will be met with immediate dismissal. Although initially there is an approval of the motion which sends Blake into a fury, it is later learnt congressman McVane has managed to block the merger. An outraged Alexis spills her knowledge of McVane's scandalous past to the press. Meanwhile, Jeff accuses Adam of falsifying reports regarding Denver-Carrington.

----------When Blake learns that Steven's attorney Chris has moved in with his son, he vows to fight for the custody of little Danny. Morgan Hess, Alexis' private investigator, threatens her when she refuses to pay for his gambling debts. Kerby realises that her baby was fathered by Adam and Fallon, trying to investigate the circumstances of Jeff's illness, meets with Adam's former physician. Alexis tricks Krystle into meeting her at Steven's cabin and offers her money to leave Blake. Enraged, Krystle turns to leave but soon realises that both of them are trapped in a burning cabin.

----------Everyone gears up for the high point of Denver's social season- the Carousel Ball. Relationships are questioned when Kirby decides to divorce Jeff. Dex and Alexis make love. Jeff is jealous when he realizes that Fallon may like Peter De Vilbis, a millionaire. When Peter's champion race horse is up for sale, Blake decides to buy the mare. Blake and Krystle announce their intention to get married.
In this episode “The Note”, Alexis receives a note written by the late Joseph, stating that he indeed set the fire at the cabin to kill her mother claiming she had ruined enough lives with her manipulations, Alexis laughs it off, claiming she never intended to tell Kirby that her mother was an “attic nympho”. Blake lies to protect the girl, telling Kirby her father was worried Alexis would take control on Denver-Carrington and tried to kill Alexis out of loyalty to his employer and when the attempt failed, he tragically killed himself. On another note Claudia is released from the sanitarium and Blake and Steven come to blows over little Danny’s custody.

ANYTHING BUT LOVE

Indian journalist often sport pyjama kurta and a slinging bag on the shoulder—courtesy Indian films and serials. But, journalists can also behave and live like other high category professionals, as depicted in “Anything but Love” which gives a new dimension to the life of these professionals, for the Indian viewers. Story has the theme of lives of journalists in a newsroom of a magazine and their various activities inside as well outside their profession.

Hannah makes a difficult choice between friendship and work in the episode “My Best Friend”. Hannah and Robin join a gym to get in shape. Catherine finds out that one of the girls in their class is Tara Wetherly, who has gained notoriety in the tabloids for having an affair with a married billionaire. She tells Hannah to do an investigative expose on Tara. Hannah is all fired up to get an inside scoop on the home wrecker. She causally drops the fact that she is a journalist when she is with Tara. Tara suggests Hannah to do a story to get her side of the story out. Hannah’s perfect ploy works, but now her conscience makes her doubt if she has done the right thing.
In “Stop Me Before I (Blank) Again”, Patrie Searean is back in town. Patrie comes back to Chicago for an exhibition of his work which happen to be all photos of baked women. When religious fundamentalists threaten to get a court order to block the exhibition opening, Catherine rallies to his cause and assigns Marty to cover the story for the magazine. When Hannah finds out that Marty is working with Patrick, she is furious, still upset by Patrick’s lecherous attempts to seduce her last time.

THE WONDER YEARS

‘Child is the father of man’- may be paradoxical for the viewers but certainly not for those who watch “The Wonder Years”. This is a story of a boy attaining adulthood. His interaction with the evergrowing social roles, he finds always in awkward situation like any young of his age. But, he tries to overcome by posing as a socially expected adult. Narration from the background in the episodes gives an insight of what he thinks when he has to behave like a man in different roles.

In the episode, “Frank and Denise”. Kevin (the boy) learns a thing or two about romance. When Kevin. enters into the lives of Frank and Denise, his perspective of romance changes. After the two “lovebirds” break up, Kevin attempts to bring them together.

In “White Lies”, Kevin invites Winnie to study for the college entrance exams but they both fall asleep while watching a movie. Kevin’s ego is crushed when he learns that Winnie’s parents know nothing. When his friends ask him about the evening, Kevin sketches the truth and leaves the details to their Imagination. Winnie finds out about Kevin’s lie and he realizes their relationship will never be the same gain.
MOONLIGHTING

This serial is based on the popular theme of a story which makes it click. Sex, aristocracy and suspense are what makes 'Moonlighting' interesting. Love, romance, adultery and murder are the basic ingredients of this serial Moonlighting.

In “Yours, very deadly”, Maddie and David track a woman’s secret admirer to stave off a killing while Agnes falls for the agency’s temporary clerk. A married woman who has been receiving love letters straight from the heart of an anonymous pen pal, calls on Maddie and David when the writer’s adulation turns to possessiveness and possessiveness to threats of mayhem. Meanwhile, Ms Dipesto’s flames are fanned by unwitting temporary employee who would like to admire her from afar if only he could outrun her.

A professional killer shoots a corporate president in a call girl’s apartment. On discovering the body, the horrified prostitute, Clarissa, calls on her financial adviser-cum-friend to help hide the body. Bernard, when he is not advising Clarissa, is a brilliant college student and Midred’s nephew. To spare Midred any aggravation, Remington secretly assists Bernard and Clarissa. Meanwhile, an angry killer mistakes another girl for Clarissa.

BAYWATCH

Though often debated for its overexposure of flesh by bikini clad girls on the sea beaches, this serial ‘Baywatch’ in some of its episodes bring certain themes which keep this serial out of “Mills and Boons” romances category often. This weekly programme revolves round the lives of coast guards on the beaches. Each episode has a distinct story to tell but this serial is more popular on the
viewership-chart by market survey agencies for display of beach scene with scantily clad bevy of girls on the beach. But, each episode has one central theme or the other like the one following:

......Mitch tries to convince Captain Thrope that the powerful waverunner watercraft will be valuable life saving aid. The county bureaucrats remain skeptical even after a demonstration. Meanwhile, a designer drug manufacturer, keeping a step ahead of the police, has moved his operations off shore and created a floating drug laboratory. Shauni and Eddie, assisted by the Coast Guard, go out to investigate the lab. When two high speed crafts elude them, they call for back up. Mitch has a chance to display the value of a waverunner. If the lifeguards can capture the culprits with the help of the watercrafts, they can influence the decision to purchase the crafts.....

.......In “Island of Romance”, romance is in the air for everyone. While C.J. and Stephanie are on a “girls-only” trip to Catalina, they come across a burning boat and with Coast Guard assistance, rescue the terrified family. Later, Coast Guard officer Roger Lawrence introduces himself to Stephanie and their mutual affection is evident. C.J. is not left out and she meets the diver clay Burgess. In a short time, this “girls-only” weekend becomes a romantic interlude, however, the girls’ romances take a sinister turn when it is discovered that Clay is a former jewel thief. Meanwhile, Mitch and Hobie hire a live-in housekeeper whose efficiency and beauty turn their lives upside down.

Besides, these serials there are regular programmes like Fashion Television, Aerobics oz Styles (for physical fitness) and talk shows. The talk shows by Danahue and Oprah Winfrey need elaboration for wide range of topics and issues affecting the American societies.
TALK SHOWS

People are discussing what they did not earlier even in developed societies like America. From issues related to intimate relationships to grave ones like teenage crime, people feel to deliberate on openly.

For the Indian Viewers, these talk shows present a unique insight. Though in India, talkshow like “Janwani” on Doordarshan was confined to politics only, Indian viewers are now getting a chance to experience the boldness of the American society to touch issues of varied significance through these two talk shows on STAR PLUS.

In both the talk shows, an issue is raised and those directly affected or having caused them are the main characters while a cross section of the society is there to look for answers to their queries regarding the issues. Some of the topics covered in these talk shows in the period July 1994 to July 1995 are:

**Oprah Winfrey Show**: The fallout of an ugly divorce; Most incredible reunions (couple!) ever; What? I want my spouse to learn more; Womb regression; What men think about their bodies; How to raise a thinking child?; What happens to children from violent homes; Oprah’s unforgettable couples; How to forgive when you can not forget; What women earn; My child tried to kill me- what now; Women who pick up bad men; Co-ed sleepovers and other things your child may be doing; Formulas for financial success; Scandals caught on hidden video; Should you be ashamed; No more excuses day; My wife is an alcoholic; How to live your dreams; When should your family come first.

**Phil Donahue show**: Want more from your love in bed; Should be allowed to publicly embarrass criminals; 12-year-old sues school for allowing sexual
harassment; Where do gays and lesbians get babies to start a family; Did Princess Diana had a torrid 5-year-affair with a secret lover; Should parents be responsible for crimes their kids commit; Healthy at 100 and still going strong at 109; My daughter is dating a prisoner and I am terrified; Husbands who want to change how their wives looks and dress; Why married couples do not have sex; Wives who do everything while their lazy husbands do not do anything; Seven of the America’s most eligible bachelors; Plastic surgeons beware - underwear is reshaping America; Can this marriage be saved; Like mother like daughter - happily married but sleeping with other men.

**BBC**

BBC (British Broadcasting Corporation) is based in London. Reputed for truth revealing news reports in 40 languages on radio, BBC television has carved a niche for news, views and in-depth analysis of events round the world. Some of its programmes are detailed below:

**Video-diaries**

The programme made entirely by members of the public, consists of seven real-life stories told through the diarists’ own eyes. Sharon, a diagnosed schiopherenic turns the camcorder on her life in the community and her struggle to survive public prejudice and psychiatry. A minicab driver finds retirement to the Caribbean is not as idyllic as she had hoped. Other diarists include a former member of the National Front who has found himself confronting old comrades; a teenage trawlerman trapped at sea; a disabled athlete determined to become the fastest men on one leg despite cancer; an eccentric explorer seeking the giant snake of the Amazon and trying to escape marriage to a tribal chief’s daughter.
Ancient Lives

Daily life in ancient Egypt is brought to life by Egyptologist John Romer in this episode of the documentary. On a visit to Deir Medina, a village lying in the mysterious Valley of the Kings on the west bank of the Nile, Romer shows how remarkably preserved historical records reveal fascinating details of the public and private lives of the people who built the Pharoah's tomb over three thousand years ago.

True Brits

"The Pioneer's story". A backroom next to the kitchen in the old East German Consulate, a bedroom in a vast rundown hotel that is plagued by prostitutes, a sideroom in an office belonging to British Petroleum, these are the new British embassies in the former Soviet Union. A country that was once covered by one ambassador has split into 15 different states. With a shrinking dudget the Foreign offices responding to demands with small, simple, single-person embassies, housed in whatever accommodation comes to hand.

Hypotheticals

How and why do professionals take life and death decisions? This three part series focus on medical ethics and use fictionalised case studies to find out: how far doctors go to give parents the baby they want; why doctors sometimes put people at risk by keeping secrets; and when and why some doctors help their patients to die.
Heretic

Linus Pauling, the Nobel Prize winning chemist, has lost scientific respectability, but some say that he is just ahead of his time. The first in a series looks at the colourful career of the guru of Vitamin C. Two decades ago Linus Pauling, a double Noble prize-winner, was world-renowned for his pioneering discoveries in chemistry and considered one of the 20 leading scientists of the 20th century. But, today at the age of 93, Pauling simply evokes criticism in scientific circles. His unorthodox views on nutrition have attracted allegations of quackery. 'Heretics' investigates this famous chemist who was dragged into the limelight thinking that Vitamin C is the most important substance in the world.

Legacy

Pharaonic Egypt was perhaps the most stable and longest lasting of all civilisations. The Great Pyramids, nearly 5000 years ago, still inspire awe today pre-eminent symbols of power and majesty of the Pharaohs. In his journey through Egypt and Egyptian history, Michael Wood shows that the legacy of ancient Egypt did not die with the last Pharaoh but has endured in Egypt through the rule of Alexander the Great, the Roman Empire, the Muslim Caliphate, right up to the present day.

Compassion In Exile

This programme was an intimate portrait of Tenzin Gyatso, His Holiness the 14th Dalai Lama of Tibet. Intertwined with the life of this 1989 winner of the Noble Peace Prize is the plight of the Tibetan people and the genocide they have endured since the Communist Chinese invasion of 1950. In his own words, he
describes (in the telecast) what it was like to be enthroned as the leader of Tibet at the age of 16 and then go to China to argue for the fate of his country with Mao and Chou Enlai. Viewers witnessed his flight to India at age of 20, and the tale of his 30-year-non-violent struggle to save his occupied country. Historic footage previously unseen on television reveals the mystery of Tibet, the country that inspired the legend of Shangrila.

Voyager

This television series of world adventure, exploration, wildlife and travel transports the viewers to exotic location in all parts of the globe. The series features stunning photography, natural history and hair-raising adventures. In “Hero’s Harbour”, viewers are taken to Israel to watch archeologists in uncovering a harbour from Biblical times. In another series, a journey is taken along the canals of England in Lear’s Magical Lanterns.

In the episode “Before Columbus”, Christopher Columbus discovered the New World on October 12, 1492. He landed on the island of San Salvador (now Waltings Island in the Bahamas) with 90 men and boys from Spain and Genoa. They had crossed the Atlantic in three ships determined to find the shortest route to the Indies and bring back the fragrant and glittering wares of the Orient. Michael Wood, the explorer, looks at the impact of the conquest from the reverse side of the coin - the Indian viewpoint. The Indians tell their own story through the voices of the descendants of the Amerindian tribes.

In another episode, a group of British cave specialists are invited by the Chinese to explore the cave system. The caves in China’s Sichuan Province are one of the world’s greatest unexplored cave system.
In this series greatest inventions and discoveries are detailed. In “Mould, Myth and the Microbe”, four white mice were rescued from death by a substance derived from 'mould juice' in May, 1940. Four years later, 40,000 casualties were treated with it. Penicillin was a miracle. Alexander Fleming became the world hero, often credited for the work he did not do. This is the real story of the scientists who brought the penicillin to the world.

In this part of the programme, a new light is shed on what has been called the last great unsolved mystery of World War II. In December 1938, in Berlin, a simple experiment showed for the first time that the atom can be split, releasing immense power. Within months, the Wehrmacht had started research into nuclear weapons. The Germans were the first to start work on the atom bomb, why was not Hitler the first to use it?

In “The strange Life and Death of Dr Turing”, life, suicide and legacy of Dr Turing are looked at. He was a brilliant mathematician, a key figure in breaking the wartime German Enigma codes and inventor of the stored programme computer.

QED

It represents the portraits of extraordinary events and institutions. In “Walking Back to Happiness”, the condition of a hospital in Ethiopia is projected. The hospital in Addis Ababa has no X-ray machines and uses the 19th century anaesthetics and yet the surgeons transform the lives of thousands of Ethiopian women. Reg and Catherine Hamlin, both gynaecologists, left Sydney 30 years ago. Together
they built the hospital and now run it, training the staff of mostly ex-patients who can not return to their villages.

The programmes on BBC are mostly informative and educative as well. *The Money Programme*, *Business Breakfast* and similar others are based on commerce. The *Kilroy talk show* reflects topical issues covering several aspects of European society. The *Travel Show* and *Holiday* are oriented towards for exploring great resorts for holidaying across the globe. The *Clothes Show* is an indicator of the latest in the garment and fashion industries.

**PRIME SPORTS**

In a country where cricket is the only sport with mass appeal. "Prime Sports" has brought basketball, car races, volleyball, golf tournaments, lawn tennis. Thus for the Indian viewers this channel gives a package of sports. Physical fitness programmes like *Prime Bodies* are giving new meanings to viewers to have their figures in shape, in contrast to the Indian philosophical thrust on soul, and not on body. This channel of STAR TV contains recorded as well live performances on the indoor and outdoor play-grounds.

All events of world sports competition are telecast, like Wimbledon Lawn Tennis, US Open Tennis, French Open Tennis, Cricket (one dayers plus test matches) matches, World Cup Football, All England Badminton Championship, European Figure Skating, World Cup Climbing, World Wrestling Federation [popularly known as WWF].
Rupert Murdock owner of STAR TV, in an interview to The Tribune [Chandigarh Edition, May 8, 1994] confessed that MTV - the music television-beamed into Indian homes, was American version and that MTV was not shown at all in his native Australia.

Though last year (mid-1994) MTV was taken off the air as this American music company’s contract with STAR TV ended and also, precisely MTV producers thought to have their own channel in India (through satellite), sensing the everincreasing MTV's popularity among the Indian youth. It was so much so that the youth-audiences of MTV is often termed as ‘MTV generation’ for their typical liking not only for music and songs and even comperes on MTV but they promptly tried to copy several behavioural aspects of the popular singers (dealt separately in the next chapter).

When MTV withdrew, STAR TV started its own ‘Channel V’ [music channel]. The success of MTV not only in India but in many parts of the world was possibly due to brilliant graphics, and entire way of presenting music - untasted and unseen for the Indian audiences. Now, Channel V in its attempt to earn more revenue from the Indian advertisers and secondly to cater to the Indian taste as well, has started several music-oriented programmes in mixed English-Hindi to woo the Indian viewers. However, majority of upper age group Indians are yet to accept this channel for its undecent exposure of human body.

Summary

Thus, STAR TV with its four channels (the fifth pleased to ZEE TV and the sixth recently launched for movies) is now four-years-old for the Indian viewers.
Channel V is for music, Prime Sports for games and sports, STAR PLUS is for soap-operas and BBC (on contract with STAR TV) is purely for information, education and daily news.

The Indian viewers exposed to all or part of these channels have individual preferences for the programme content. Compared to the state controlled DOORDARSHAN, STAR TV has been like opening a Pandora’s Box for the Indians. (In the next chapter, impact of these various programmes are to be analysed through various categories discussed earlier).

STAR TV programmes—several of them discussed above have been a novelty for the Indian viewers. There are contrasts, conflicts as well contradiction in the themes of these programmes when viewed from the Indian way of thinking. But, in these situations, Indian viewers have tended to look towards the West through these programmes for alternatives to the problems inherent in or because of in the Indian value system.

At one hand, there is cultural invasion but at the same time this is being accepted for not being left out in the process of globalisation. Hence, in the first phase for the Indian audience to have an interface with the satellite foreign programmes any conclusion at this stage is hard to come by in any concrete shape.
References

Bahr, H.

"Women and the Media"; London: Pergamon, 1980

Breed, W.

"Mass Communication and Socio-cultural Integration"; Social Forces 37: 109-16

Cohen, S.

"Folk Devils and Moral Panics"; London: MeGibbon and Kee; 1972

DeFleur, M.L.

"Occupational Roles as Portrayed on Television"; Public Opinion Quarterly 28: 57-74; 1964

Fedler, F.


Gans, H.J.

"Deciding What is News"; New York: Free Press, 1979

Gerbner, G. and Gross, L.P.


Gerbner, G. and Marvanyi, G.


Golding, P. and Elliott, P.

"Making the News"; London: Longman; 1979

Graber, D.

"Crime News and the Public"; New York: Praeger; 1980

Hartman, P. and Husband, C.

"Racism and Mass Media"; London: Davis Poynter; 1974
Hall, S.  
“Coding and Encoding in the Television Discourse”, in S. Cohen and J. Young 'The Manufacturer of News'; London: Constable; 1973

Hackett, R.A.  

Hemanus, P.  
“Objectivity in News Transmission”; Communication Research 26: 102-7; 1976

McQuail, D. and VanCuilenburg, J.J.  

Rosengren, K.E.  

Robinson, J. and Levy, M.  

Schlesinger, P. Murdock, G. and Elliott, P.  
“Televising Terrorism”; London: Comedia; 1983

Shoemaker, P.J.  

Tuchman, G.  