TABLE OF CONTENTS

I Introduction 1

A. The Arrival of a New Medium 3
   1. Development of TV in the West 3
   2. Expansion of TV network in India 6
   3. Satellite channels in Malayalam 9

B. The Growing Concern About TV 11
   1. The debate in the West 11
   2. Growing anxiety about TV in India 14
   3. Impact of TV on Culture 16

C. Perception and Reality 19

D. Hypothesis of the Study 21

E. Objectives of the Study 21

F. Scope of the Study 22

G. Limitations of the Study 22

II The Research Design 24

A. The Universe of the Study 26

B. The Sample of the Study 27

C. The Units of the Study 27

D. The Mode of Data Collection 28

E. The Tools of the Study 29

III Media Effect Studies in the West and in India: An Overview 32

A. Media Effect Studies in the West 33
1. The first phase: the theory of all powerful media
2. The second phase: the theory of weak media
3. The third phase: TV - a powerful medium
4. The fourth phase: negotiated media influence

B. Media Effect Studies in India
   1. Impact of media on society
   2. Impact of TV studies in India

IV Theoretical Perspectives on Media Effect

A. Mass Communication Theory
   1. Encoding and decoding
   2. Audience - producers of meaning

B. Cognitive Structure and Piaget's Theory of the Origin of Intelligence in the Child
   1. Cognitive structure
   2. Assimilation - accommodation

C. The Social Matrix of Cognitive Structure
   1. Social structure
   2. Process of socialization

D. Conclusion

V Analysis and Interpretations

1. TV Viewing Habits and Programme Preferences of Children

   A. TV Viewing Habits
   B. Programme Preferences of Children
2. TV and the Sociality of Children
   A. TV and Social Orientation
   B. TV and Consumerism
   C. Traditionalism Vs Modernism
   D. Music and Dance
   E. TV and Independent Thinking
   F. Sex Mores

3. TV and the Moral Sensibility of Children
   A. Children's Sensitivity to Others' Needs
   B. Children and Human Relationships
   C. Dishonesty - the Right Policy?
   D. Children and Aggression
   E. Sexual Morality
   F. TV and Religious Observances

4. TV and the Cognitive Development of Children
   A. TV and the Academic Performance of Children
   B. TV and Reading Habit
   C. What Do Children Learn from TV?
   D. Children's Perception of Reality
   E. Children's Perception of Violence

5. TV and the Emotional Life of Children
   A. Fear
   B. Anxiety
   C. Love for TV Characters
VI Conclusions and Suggestions

A. TV and the Sociality of Children
B. TV and the Moral Sensibility of Children
C. TV and the Cognitive Development of Children
D. TV and the Emotional Life of Children
E. Media Education or Value Education?
F. Cultural Identity
G. Suggestions
H. Suggestions for Further Research

Bibliography
Appendices