HYPOTHESIS AND MODEL
Science of communication has emerged as a specific discipline in recent years, tests and examinations have been made in this area in enormous forms and ways. It is a relatively better atmosphere for the communication scientist because in majority of the cases the total work is based on material data. This does not mean that the abstraction is completely absurd. Endeavours have been made lately to formulate some kind of system and structure (Tomkins 1971; Cassata and Asante, 1979). They are not failures, specially in the context in which the theories have been built. At the same time, these nascent theories are not efficiently applicable to other cases. It is not really the demerit, even not the drawback, but these are the limitations.

PERSPECTIVES IN COMMUNICATION

The handicaps are mainly due to the fact that in the holistic communication the factors are almost infinite if the tries to go to the deeper levels. Again, all these factors are so heterogenous that the relationship, directly or indirectly may or may not be found. Finally communication is a blanket term which is used in various forms. It is not merely the verbal or non-verbal communication but in the same area the speech, auditions, organs, visions, smell etc. are included.

All these components do not have any constant unit. The reasons for the same may vary and the explanations are many. Above all, there is no basic unit which is Man.

In this case, concerning man, the variations are related to individual families, class, community etc.
Again the other perspective is more difficult to ascertain which is linked with societies, culture and tradition. This aspect is one and it is concerned with all the areas, i.e., source, channel and the recipients or receivers.

The technology is another issue in which the controlling effects are more probable but the people who are contributing the same cannot be restricted within one facet.

There are a number of hypotheses, even theories and models related to communication. All of these are provided with merits and demerits. Any model is the most favourable one in connection with the area and data on which it is built up. At the same time the same model cannot be utilized effectively in other areas. If so, it requires modification.

With the scope of present work there should be a provision of explaining the theoretical importance. In fact, attempts have been made in this direction and what comes out is not very much restricted but there is some amount of flexibility.

The flexibility of this nature was the initial goal. But to achieve the same, no maintenance has been done in logical ways. As this work covers an area of different nature, i.e., urban and non-urban, the stress has already been released.

It is to be pointed out that in this case communication and mass media do not pervade all forms. In the present work it is mostly of audio-visual, rather emphasis has been laid on the effects of 'audio-visuals' than mere solitary
actions of aural and visual impressions. The combined audio-visual effect is better served by TV—a mass medium of the present age.

**IDENTIFICATION OF MASS**

In the present case the mass does not include the population of any time and space but the 'target mass' is the people living in an area centering round the city Calcutta. The limited time period is of at least five years between 1976 and 1980. Again there is a selection of mass on the basis of their relationships with TV medium, mostly the owner of TV sets, who have the liberty of exposing themselves, in comparison with the people who do not have.

Here the two major points are the source and the recipients. It is true that the source in its turn is a receiver which receives the information from other sources. But instead of storing, the information are turned into messages and they are thrown channelised in somewhat indiscriminate ways to the probable/expected receivers.

Under the circumstance the TV station (Door Darshan Kendra) is a secondary, or in cases a tertiary source. At the same time, it is a better receiver. The minimum expectations are there to receive both the information and the messages. Of course, the expectations are not always fulfilled because of a controlling point the policy of the Government.

**ABOUT INFORMATION**

If some information are received at this non-primary source there is a strict provision of further screening the controlled point served not merely as a kind of regular, but it can enhance or depress the coverage in accordance with
the policy. This is almost true to all sources which emits the beams of information. It is not unlikely that here in this case a good deal of intentional effects are added.

This kind of break motivation and a kind of pretention is not found to be met with in case of TV centre of any region. It is almost throughout with all TV centres and more so with all centres of secondary sources where the information are not converted into messages without any further alteration.

The technical rather mechanical performance of encoding and decoding have not been included here for obvious reasons. They are included in the hardware technology. With that the major development has already been made and it is always making progress forward.

From the above discussions it reveals that the secondary source is making some necessary shifts in accordance with the views and policies of the organisations. As a matter of fact, the factor of credibility can not be ignored. Naturally, pure, unmixed and genuine messages can not be expected cent percent. The question on credibility is further accentuated on a broad vista where crude information are made to messages and finally channelised through various media.

In this regard, primary importance may be laid on the political affairs, news and related matters, both national and international. In many cases even contradictions are brought out in very conspicuous manner. Both TV and radio are supplying almost exactly the same messages. While, conflicting situations
arise when they are compared with newspapers. This remark is even made considering the national newspapers, which are not only of wide circulation but they do have created a confidence among the readers.

In connection with news, the content itself is of one kind, and the interpretations are diverse in most of the cases. News related to local areas specially related to states are turning to be more ambiguous specially in cases when they are added with political influences and flavour. No hard and fast rule can be applied to test with the factors on these issues.

There is a much greater mass who are wide apart from TV and even radio. For greater proportion of illiteracy among the mass, newspapers do not serve any purpose. Communication among this greater areas is indeed difficult. Due to lack of flow in the communication system of apt kind, majority of the people are not in a position to generate consciousness among themselves and to work into the matter with a free and open mind.

These are the handicaps with hard varieties of information in the communication net work. In this case, the target receivers are the least for the paucity of minimum qualities, either economic or educational. So far the social factors have not done the minimum compensation, despite the sporadic but sincere efforts of some organisations. The greater organisations who are involved in the issue do not pay heed to this crucial problem.

It is not really necessary to go much further back but after independence the Ministry of Information and Broadcasting has done very little in their own obligations toward the nation or societies. Opening of a large number of
radio stations and TV centres do not serve the purpose for whom these were meant. They are already equipped with the information. The same Ministry is catering more and more amusements and entertainment to a group of people, and the weaker section are deprived of.

It is already a high time when an in depth study could be made in some representative works, and in the cross section of Indian population. This study should be oriented, high lighting these areas.

First, the people along with their habitat, including their environment, their standards of economy and capabilities of understanding. They do not perhaps know about their own interests. In such a circumstance, interests should be developed. The necessities are of minimum literacy, understanding of nature in which they live, agriculture and such other occupational or professional knowhow. And above all, the points in safeguarding their own health, and hygiene.

It is true that a broad generalisation can not be made in a vast country like India, but considerable priority should be given so that the majority population should get the benefit. In such a condition there may be hue and cry from the affluent people, but there is no other way than to assimilate the same without much deterioration.

Secondly, the information planned should be examined in great detail so that the ordering of the same may be made in terms of needs and necessities. About these points brief discussions have already been made earlier.
Thirdly, information packages are to be spread in such a way so that the messages grip at the lower level. In this case there are two things which could not be avoided. Among them is the channel through which the messages can be spread. The other factor is the language which indicates the total system of encoding and decoding. The language should be taken care of. Otherwise the purpose of communication will not be served, and at the same time some amount of noises are very much expected. This entropy has many areas and sources. One of such survey is the obstruction and resistance from the privileged class. This area has never been investigated which has resulted in futile results.

MODELS BASED ON HYPOTHESIS

Coming back to the models of communication it is necessary to point out that the major objectives are to inform the people and to cater the messages. Both information and the messages are immense in quantum and similarly, there is, a factor of likings, selection and choice of the mass.

Under the circumstance, various information as components can be utilized to form one compact message. In such capsule forms the interrelationship among the information is to be taken care of. It is also to be framed in such a way that a single information may serve the satisfactory purpose of the audience. It is a kind of economic approach in which waste has been avoided surplus may be utilized and in one way or the other all sections of the mass will receive the advantages.
In connection with the intrusion of noise or even some kind of pollution in information itself, strict measures are to be applied not by the way of information or imposition, but in terms of adjustment, adoption and even compromise.

Mass, indeed the universe, in which information are created, floated and circulated. Finally, again the same mass receives, assimilates and reacts with the information. The whole communication system is a closed cycle where the turning point and the terminal end coincide with each other.

Mass is the storehouse, full of information of different kinds and forms. The typology of information is a big task and that has to be taken into account for any type of information the pathway does not differ. The variables are of speed, depending upon the contents and composition. Information are a basic material and a transformation is indeed essential to convert the information into messages (fig. 22). In this case of processing the technology related to transformation is of great necessity.

Messages, the processed information are to be spread. In such circumstance a selection procedure is adopted, passing the messages through a sieve. The sieve is provided with variable meshes. In fact the selection of messages largely dependant on the communicator, person or organisation. The selection process cannot be curtailed or minimized. It is the proper formulation of the messages in accordance with the need of the communicator and the necessity of the recipients. There are various channels which are considered
as media. The unadulterated form is the proper channeling. Besides this, there are two poles. One, of elevation through which selected messages are served in better form. At times further elevation is made with addition. In this case exaggeration cannot be ruled out.

The negative side of the channels has two stages. The first tier is depression where exclusions are made. If the messages go further down in tier of deduction the messages are mostly distorted.

When the messages are on the channels they flow straight and spread within the mass. The reception and adaptation depend on the target mass.

On the basis of the above hypothesis which has given rise to a model of mass communication comprising collection of information, transformation into messages, selection through sieves and spread with the help of channels and finally going back to the mass is a complete cycle. Very tentatively we call this model as reversal cyclic model. It may be mentioned that this model is framed on the basis of our data and again in examining the same with the collected data - no appreciable shift is observed.