INTRODUCTION
Any involvement in any work may be considered as the primary gear to initiate a new action. In the present case no exception has been made from this norm. The words like 'mass', 'medium', transmission, 'receiver', 'flow', 'quantum', etc. are very common in communication research (Nilsen, 1970). These are a few of many such terms. In the strictest sense of the term, they are more of useful vocabulary than mere jargons. Each such word is provided with its own specific meaning. In terms of connotation, many vocabularies are of wide depth. It is not really known to what extent the researchers in communication put stress on meaning or on connotation. In the international scale, specially of the developed countries, an awareness is often marked to go into the area of connotation (Meluhan, 1964). On the other hand most of the words mentioned above, along with new terminologies, are simply used in other areas, perhaps, without going into the total coverage. This at times might result in a good deal of dilemmas.

In case of India the organisations related to communication are relatively quite old, and with time new systems are coming into existence. In case of mass-media communication, in systematic form, newspapers are perhaps the oldest, which were initiated in 1780 (Long, 1860; Dev, 1905). It is of course true that prior to this, necessary common networks were established in the form of mass media through other channels. They are naturally audio-visual, direct and indirect, but in all cases they are without the aid of any machine. About this issue the theoretical propositions have been discussed later in the relevant context. And about other data related to this, inclusions have been
made in the chapter on Calcutta. To bring down the focus of the present research in spatial context, Calcutta has been considered as the key point. After all for in-depth study the geographical area of this research work, concentration has been paid to Calcutta only. Moreso, this study puts television in the centre as it is the most modern mass media. Of course where and when necessary other forms of media have been referred and even utilized for comparative assessment.

Television in Indian situation is undoubtedly the latest and most recent mass-medium. It is not yet known about the comparative efficiency level of mass media both of the past and that of the present. Despite this, a good deal of generalization may be made not merely through speculations but through reality, substantiated with concrete material data.

**MASS AND MEDIA**

A message is communicated from a primary source. In this case mainly those communications, are considered, which are made for the mass. Here the term 'mass' is not for the population of the target coverage but for a greater proportion, rather as much as possible. At times it is thought that for any mass medium there would be target audience. This view is not disagreed but as additional comments there are two major points. First, when the medium is utilized for mass, it is always preferred to have the maximum audience. Secondly, the target should be made so that there may be means for expansion of more and more people. These two facts are to be borne in mind in case of Indian situation, herein the area of Calcutta where the audience population
is extremely heterogenous. The commonness is not there in ethnic identity, language, culture, tradition, economy, education etc.

Merton (1949) even in his work on social theory and structure drew the attention of sociologist for research on mass media audiences and made useful suggestions for greater sociological relevance of such work. The characters like sex, age, education, income etc. happen to correspond the role and impact of audience on the one hand and they also signify the chief statistics in the social structure. In the present work an attempt has been made to work in a somewhat integrated manner.

Messages are spread from one individual to another or even from one group to another. In such case psyche is more important than verbal expression (Langer, 1967; Chomsky, 1968). The time lapse is inversely correlated with the importance of the message. This system is perhaps as old as the antiquity of man and it will be continued in the centuries to come. But with better technology the spread of message will be more and more accelerated.

Diverse mass-media were thought of and established for various reasons, and the three crucially important purposes are: a. approach to greater quantum of mass; b. minimization of time; c. avoidance of distortions.

It will not be inappropriate to say that most of the modern 'mass-media' are not purely natural but considerably artificial. This alteration or change over from natural to artificial media are surely creating various major hindrances. In terms of artificial communication of the present day a single
very high scale form of transmission is neither the only essential condition nor the prime criterion. Along with this, receiving ends must be well-equipped, otherwise both transmission and reception will be made with negative entropy, thereby causing greater redundance. It cannot be denied that artificial communication has its own speed and accessibility, whereas natural communication is slow with narrow range.

REGIONAL FEATURES

Each country has its own identities or special features with regard to tradition, heritage, culture etc. All the major mass media have both role and relevance for social learning and even personality development (Brodbeck, 1955; Bandura and Walters, 1963) in group or community level. Specific case studies in these areas have been carried out on ethnic minorities (Clark, 1969) and young groups (Albert, 1957; Anderson et al. 1976). The other cluster of special features comprises economy and literacy or education. Above all, now a days, a country or a nation is judged in terms of its placement in the scale of science and technology. Scientific achievement and technological advancement may be classed in two sections: i. for the privileged group, and ii. for the total mass.

It is without any doubt that television network in India was established with a view to communicating diverse messages, with special emphasis on information related to mass education in agriculture, health and hygiene, family welfare, and at large for functional literacy among the adults through one additional mass medium. It is still an open question whether the various messages which are transmitted through such waves are really reaching the
common people who form a greater mass of this country. The answer is markedly negative. The TV transmission coverage is yet scanty and within the covered area the number of sets is still very poor. As for Calcutta TV station, the number of sets is 1,23029 against the population of 31,48,746.

CALCUTTA - THE BACKDROP:

For an intensive examination the present project is focussed to the Calcutta Metropolis, which includes the affluent, educated and higher class people at the epicenter and the exploited uneducated poverty-stricken culturally rural population in the periphery. An approximate estimation of the same may be simply pointed out from the comparative figures of areas of the city of Calcutta and Calcutta metropolis which are 104 sq.km. and 1425 sq.km. respectively.

The intention both of the makers and the operators of TV communication might be good and meant for the purpose of benevolence, or at least betterment. Inspite of this fact it is hard to say that the minimum expected level of communication is properly established.

The present discourse follows the methodological pathway from reality to generalization. In this process a good deal of visualization, and then understanding, has been made through examination to the people who are expected audience within target mass.

This work may or may not be novel. As the criterion for the same depends on the author from his own point of view, and simultaneously the experts in the
field have their own opinion. There may be similarities or even difference between the views from two ends. Inspite of the facts, a minimum amount of novelty is of course there in the totality of the work in which contents, methodology, results and interpretations are collected, analysed and supplied by the author. The present work may be considered as a break-through in terms of the selection of the problem and the operational manifestation. The area of study has been limited so that greater and specific attention may be made on a number of relevant points.

**RESEARCH PURSUITS**

To start with, the problem has been divided into three phases. The first one includes the collection and proper preparation of the messages. In this case there is a procedural selection. It may be noted that, this phase has something to do with the policy matter and even to some extent the administrative principles.

Next phase comprises the delivery or catering, in terms of communication research the transmission, of messages. In this case there are two broad areas. One is concerned with the administrative power including politics while the other is completely dependent on the mechanics of transmission.

The third phase constitutes receiving. For the receiver there is an essential criteria of economy being the main, and the structural and functional scaffolding as subsidiary desirable qualities.

About the first and the second phases, the problem is less. It has turned to be the least, because from the structural point of view the message workers
direct the flow through the transmission diagram. Again, these two phases are closely related to each other both structurally and functionally. The major difficulties arise with the third phase. Whether the third phase is actually existing in term of significant proportional form? Whether the languages of the messages are understandable to the greater mass? Whether they have the capacity of having the bare minimum aids to receive the messages? These are the basic and fundamental problems about which the message makers and propagators pay little heed.

The above comment appears to be generalized but this has emerged from realistic view points; of course substantiated with data of various forms. In a way the data appears to be of diverse nature, but the structuring for the collection of data has been formulated in such a way so that there exists a good deal of integration.

Before long some other dimensions should neither be escaped nor be overlooked. They are surely to be included as a part of introduction.

**MEDIA FORMS**

Mass media include various forms, and for the present purpose a flow of them can never be ignored. They comprise newspapers (including magazines), radio and T.V. These items do not mean that outside these three major forms there is no other media. These media have been considered because they are mass media on the one hand and are also considered somewhat modern and sophisticated mediums. Further, the prime attention of this work is on T.V but relevant comparative units have been included at least with newspapers and radio.
All these media have both direct and indirect relevance on the one hand and a number of handicaps and demerits on the other. To make the whole situation somewhat meaningful, a very brief account of these media have been included here. The additional informations of these kinds will be of great importance for the purpose of evaluation of the media and the estimation of their specific characters of identity.

It is unquestionable to remark that newspapers are not reaching all the families and the reasons for the same are two in the main: (1) Literacy is not found to be present throughout, and, (2) Economy - not in term of the price - standard of the newspaper but with regard to the standard of economy newspapers are more relatively expensive items. About 50% of the urban population think that, though the price is high, it is an essential item for living. On the contrary, the rest 50% lack that attitude. It may be noted that the population who are deprived of the newspapers are quite high, as stated earlier, the reasons being illiteracy and economy. The procession of these two negative characters in part of the total population are marking this group with different entities. Here the mass communication with newspapers as carriers is arrested almost entirely.

It is quite true that a great amount of population are having both the negative factors. In other words, the relationship between the poor and illiterate is quite significant. This single but basic argument excludes a large number of people to whom the newspapers are not reached. This does not mean in anyway that the newspapers are really a dear item.
NEWSPAPER:

In the city of Calcutta there are at least 3 major dailies in English, and 6 in Bengali, 2 in Hindi besides these there are some more in English, Bengali, Hindi, Urdu etc. albeit, all of them are not published in Calcutta. About the circulation of newspaper in a limited area, as the city of Calcutta or Calcutta metropolis, is beyond reach. Either the individual newspaper does not have the data, or even if it does possess they are not supplied outside the area of self-interest. From the attempts made, the above viewpoint is the result and for this it is better not to make a wild guess. Our own estimation through survey and case study works has revealed that in some families the newspapers are subscribed but minimum utilization is not really made. It appears to be surprising but this is a fact. The investment for subscribing newspapers is more for minimal status than receiving the overview of different messages or information.

On the contrary, there are families where newspapers are not subscribed. Some of the members of such families read and get informed through other families or public places, as libraries, for their own interests.

Barring the English newspapers which are having lesser circulation than the Bengali dailies, the newspapers in Bengali, cover major portion of the total area coverage with advertisements.

The above ideas framed through observation; circulation of newspapers, give an idea of an enormous demand and at the same time it appears, far greater population who are cut off from this printed medium of communication.
A note at this fixture must be included and that too will make the estimated figurative idea somewhat more dismal. It is hard to make out the percentage of families in Calcutta which are subscribing more than one newspaper. The estimated total household in the city is 98345 (according to 1971 census report) and an increase of 8% of the same in 1980 gave rise to 106236. But the total number of exact circulation of newspapers is not known. Moreover, the distribution of families with their nature of economy and education is highly heterogenous. There are families where more than one newspapers are subscribed. In such cases two are very common and the number goes upto four. There are some voluntary organisations who put the newspapers on board and keep those at public places.

During our survey the occurrence of such poster newspapers are very low, has and not even a single instance been observed where the newspaper is a-political or non-political.

The content in these papers are of course information but naturally single-centred and one sided.

Outside the domain of the newspapers, in specific terms, but within the broad circumference of newspapers in general, there is another medium which is magazines and journals. There are two broad categories for the same. One a quasi-newspaper coming out weekly or fortnightly or even monthly. The coverage of the same includes major news event with critical outlooks, and admixture of different items contributing literature (articles, short stories, continued novels), sports features, movies and theatres and a little flavour of science and technology. On the whole these magazines are mostly literature-heavy products.
There are some other magazines which are of specific nature as of science, politics, sports, drama, movies etc. The journals in the truest sense of the term are limited, and their subscription and circulation are more limited.

It is difficult to make an estimation of the number of magazines which are coming out. A number of very traditional magazines have ceased their publication and new magazines are coming out almost every month. Leaving aside the dead and the new born magazines, the little mature magazines are only small in number. The number of subscribers of the same is appreciable. But the subscribers are mostly privileged and provided with a better background of both economy and education. It is true that all these magazines are communicating diverse messages in their own ways but the field of research for all of them is indeed meagre.

It is remarkable to notice that in recent years the technical parts of most of the magazines have achieved a great height. But this does not mean the elevation of the contents. The process of communication would have been better if the technical success were integrated with human skill and thereby greater and better communication must have been made in accelerated form.

Radio:

Radio, a medium of communication, now appears to be relatively antique. At least this is the general idea. The attitude of this kind might have been possible for greater contact between people and radio, and of course in this case the possession of the set by the family is very high. Furthermore in this direction has been possible for transistorized battery operated sets.
which came into the scene of Calcutta and surrounding area in early sixties and a tremendous acceleration has been made since then. At present it may be considered that the optimum height has been attained. Along with this the price of the sets, of course the ordinary one (upto 2 bands) came down very quickly and the Radio sets are within the reach of the greater proportion of the mass. A further discount has been given by the government with the exemption from the k licence fees for the radio sets upto 2 bands. This policy taken up at a very late stage indicates that the government is indeed interested in mass communication, (italics used to make the sense more forceful).

Radio stations are widespread and close-spaced in India. Even in West Bengal there are four stations and in the Calcutta station (1927) which is one of the oldest in the country (Menon, 1968) and so also one of the modern centres is having three channels for broadcasting and one additional commercial channel Vividh Bharati.

The duration of programme broadcasting is within an average of seventeen hours per day. There is a complete break between 11 P.M. and 6 A.M.

The contents of the programmes are made with the inclusion of diverse issues, news, entertainment, education, rural development, family welfare, farmer's bulletin etc.

For each individual programme set, further break-ups may be made in an intensive scale.
The advertisement channel appears to be tuned more by the majority of the audience. It draws the attention of the diverse audience, as the programmes are exceptionally varietal. This is of course the credit on part of the advertisers to make the programme effective for their own commercial purposes (Barach, 1969). Effects of advertisements on children have been worked in US (Adler, 1977). In our case TV advertisements are still meagre. There are many families where this medium is the only mode of receiving communication.

The data which have been collected and analysed point to the fact that there are many families where TV is a dream. TV is looked at in different forms by the mass. A part of the mass has not heard about TV, another part has not seen the same and a minimum proportion possesses TV (Steiner, 1963). Daily subscription of newspapers is beyond the reach but radio set is considered, perhaps as an essential household object.

The presence of a radio set does not mean that it is solving the purpose of communication channel, if the term communication is considered slightly above the level of simple and pure entertainment.

News are listened to, but not always. Educative programmes are switched on by most of the people. On the other hand the utilization of this medium for light entertainments, specially the film-songs is the highest. Under the situation it will not be improper to consider that radio as a medium of communication is serving most for the purpose of entertaining the people and to bring the people with the present day knowledge of science and technology, politics and economics, health and hygiene and even classical entertainment is least.
It is really high time to make necessary programme orientation in case of radio, so that the people may be elevated at least to an appreciable extent. It would be easier because the sets are almost everywhere for the purpose of receiving the communication messages.

**TELEVISION**

The introduction of Television is late (Cole, 1970) and in India it is rather latish. In specific sense it was introduced in 1959, more than two decades back. During this time, Delhi was the only centre and the telecasts were minimal, half an hour per week. At that particular point of time the total number of sets were only 260. Until 1965 no appreciable change was made for the next six years.

In 1965 the first television centre was inaugurated at New Delhi with a transmission duration of 3 hours a day. Even after that time the number of sets were not at par with the population of the then New Delhi.

This is mainly due to economic reasons as the sets were with those people who have had both money to purchase and influence to exempt from import restrictions.

This period was continued for more than five years and since the late sixties and early seventies, TV sets have started being produced in India. During this early epoch the standard price was nearly Rs. 6,000/- per set. With time technological betterment and modifications came into being. Within a period of seven years opening a number of TV centres as Bombay (1972), Srinagar (1973), Amritsar (1973), Poona (1973), Calcutta (1975), Madras (1975), Lucknow (1976), Pij (1976),
Jaipur (1977), Raipur (1977), Mussoorie (1977), Gulbarga (1977), Hyderabad (1978), Sambalpur (1978), Muzzafarpur (1978), Kanpur (1979) was established and operation was also started.

In relation to the number of TV centres, the centres for relay transmission are very few even today.

In the meantime, more companies floated in and the price went down appreciably at least 50%. With this reduction the television came within the reach of many families, but not in the mass scale.

Calcutta TV centre, known as DDK, Cal, was inaugurated in August 1976 and since then the improvement with regard to time coverage, technical efficiencies programme variations are unfortunately static. The only plus-point is the area coverage of transmission, which started with a radius of 5 km, and went up to 80 km in 1979.

Television sets in the city of Calcutta up to the middle class stratum has termed to be a common item. The reasons are mainly due to considerable shooting down of price, about $3000/-, instant benefits and along with these either for status expression or for the influence by the reference groups also played a great role in having TV.

TV has not achieved the status of an all-purpose a better medium of communication as compared to radio; especially in the present Indian condition. TV is still a "picturised radio" or "moving image" (Gressner, 1968). The programmes are also varietal with greater proportions of entertainments and