METHODOLOGY AND APPLIANCES
The process, techniques and methods have been clustered together in one unit, and the same may be regarded as the Methodology. At this initial point a few points are considered worth mentioning. Many works have been undertaken in the discipline of mass-media and communication and thereby a good deal of techniques and methods have emerged through implementations operations, and finally experiences.

Previously Used Appliances

For the present work very little assistance has been rendered from any source in the aspects of methodology. The reason being one, and it is, simply, no such works, at least to the author's knowledge has been carried out in its entirety in India. Of course, the generalized and unified methodology has been utilized in necessary details.

The works which have already been carried out in India are not only meagre, but mostly descriptive and generalized. Besides these, there are a few reports. Among those reports, that of Chanda (1966) is of some value as in putting forth the recommendations, the brief background on broadcasting and information, of the past, of the Government of India, was included. Since then no major proposals were taken up till 1978, when, under the Chairmanship of B. G. Verghese, the report of the working group on autonomy for Akashvani (All India Radio) and Doordarshan (Television, India) came out.
The whole attempt could not be operated, perhaps, due to change of political party, holding government, immediately after the work done by the working group. Despite this, the recommendations were not very much practical. For reasons unknown, too much weightage was put on radio and also on the management patterns, and thereby, TV was turned to be comparatively weak. The report in printed form was published by the Government of India in \textit{\textbf{Bharati}}, National Broadcast Trust, volumes I and II.

To begin with the works in the allied areas, perhaps, the initiation was made in 1975, with compilation of programmes of different stations of All India Radio, by Philipose (1975). Masani (1977) brought out a very popular book on All India Radio and a little later, a book on broadcasting (Masani, 1977) came out of almost same stature. Roberge's book (1978) on mediation is a complex popular version of unprecised ideas, does not have much bearing with true media research. An ex-Director-General, Chatterjee (1979), supplied more of philosophy than of communication in his book. It is indeed a pity that he pointed out some of the major hindrances on part of the employees of All India Radio. But no remedial measures have been suggested.

A little change over was made by Dua (1979) about programming potential in India TV. Finally, Buggai (1979) put forward his fifty-two quick essays in a single volume as his own reminiscence. But that does not make any impact in research activities.

Again, for the area of considerations, the greater Calcutta, for this purpose has its own identities in almost all the sectors. The present work is indeed the initiation on a broader canvas, but with specific focus. To work in a
new research area and in an unexplored region has both conveniences and inconveniences. The major opportune aid is perhaps the present leading role. Otherwise the inconveniences are many. Among the latter, the methodological aspect is very crucial. In the other hand it is also interesting to develop a methodology in accordance with the total problems. In such a circumstance, there is a mixed feeling both of agony, of time and of energy, and at the same time, the privileged pleasure of creativity, may be with very minimum anxiety.

It is true that due to lack of earlier works, even in the allied fields, within this region, neither the methodology of the same can be adopted, nor the comparisons could be made for estimating the disagreements and agreements. Above all, due to paucity of such conveniences, the author has been compelled to understand the problem and to formulate the methodologies with the help of "trial and error" process. Conventional methods of research in communication (Emmert and Brooks, 1973) are not always applicable. Rather with variation situational context, the methodology differs. Although there may be some basic norms in communication research.

IN SEARCH OF METHODOLOGY

After an experience of one year in the communication and mass-media, specially, with TV many lapses were discovered. To make these demerits in concrete terms, the collection of materials started from the later part of 1976. For about a year it was the major duty of the author to watch TV almost daily for about three hours. During this, necessary notes were made but finally, when some contradictions have been observed, it was difficult
to place the same in very realistic manner. In such case physical or biological memory did not help to fulfill the desired level. Assistance of some mechanical devices was taken for filling in the short comings. For specific instances, audio-versions of programmes were recorded on magnetic tapes. Unfortunately still today it is beyond the reach of to use videotapes for the purpose of this kind of research.

For about six months within 1977-78 watching of TV programmes was continued by the author in different families. After the programmes the instant reactions were recorded on spots. Reaction tests were also continued in different ways, they are not immediate, but the leftovers which were stored, quite sometimes after programmes were telecast.

Till the end of 1978, preliminary surveys were conducted on different programmes, within the viewers in the City of Calcutta.

In the beginning of 1979, on the basis of the experiences, acquaintances with a good number of viewers and the producers of the programmes, and on the basis of the collected materials, final programming has been completed with a view to working out the concerned problems.

METHODOLOGY IN SPECIFIC TERMS

Earlier in the discussion on problems various issues have been highlighted. Those issues have a great relevance with the methods, at least for two purposes, they are: 1) understanding and 2) working out.

In terms of the area, it has been found that the area in which the transmissions from Calcutta TV centre can be received is too big to cover in this research project. The covered zone of the Calcutta TV tower in a
circle having a radius of 80 km, the area being 20114.29 sq. km. The minimum expected number of TV receiving sets being 1,43,411*(upto December 31, 1980).

To overcome these obstacles of the numbers, both in terms of space and population, it was necessary to make a compromise. In such case both the attempts and the expectation would be modest. To work on the problem it was decided to pull a relatively small sample. It is conceded here that the sample in this case is not random in nature. This is due to various limitations and handicaps. Some of them are of formalities, and others are of social situations.

In fact it cannot be made so because the minimum desirable elements for random sampling are not available.

Despite all efforts, it was not possible to have the very specific numbers of sets spread within the area. Information are lacking about scattering, clustering and density of sets within the area. To overcome these lacunae, the present project has been programmed in response to the nature and availability of data, and mainly the basic form of enquiry. The main aim of the work is to find out the impact of TV as a medium of communication and its relevance in the network of mass-media. Concerning this basic issue, there are other issues, which are to be clarified. Some of them are dependent on one another while the rest are independent. In some cases the relationship between or among the issues are related and in others they are not.

*Source: Office of the Post Master General, Eastern Circle, Calcutta-1
From continuous works made by the author, he had experiences about the basis in differentiating between mass and TV-mass. Again, in case of the latter, there are manifold divisions, depending upon economy, education, culture etc. In the same way, there are two broad categories of TV mass; one, with TV sets of their own and the other, without.

In the city of Calcutta there is a homogenity of population and at the same time the heterogeneity is not absent. It depends upon the factor, as of ethnic groups, language, profession, academic levels, economy etc. Both nature of homogenity, in uniform scale, and the heterogenic differences with varied parameters have been duly considered. None of these two characters, homogenity and heterogenity, can be taken up as cases of isolation.

Not too many, but a few works have helped this work in understanding the city of Calcutta. It is not merely a wide coverage and the divisions of the same in terms of smaller units as zones. In this city there are concentrations of population in one area with the rich and affluents, and the other areas with poor slum-dwellers and even the pavement dwellers. This has a good deal of relevance with regard to longitudinal designs of communication research, as proposed by Chaffee (1972) for cross-lagged correlation.

The greater interspaces have been taken up by the middle classes. In this case, the term "middle" is a holistic coinage which constitutes economy, and more so, the tradition. In this city, there are flocking of various linguistic groups, and the ethnic classes. Though efforts have been made to have some groups of all the zones, but it may be noted that in most of the cases, the success has not been achieved. The limitations of this kind is inevitable.
Despite many more handicaps the present attempt has at least given a cross-section of the population of greater Calcutta along with their actions, attitudes, values and norms. These characters have bearings in the media of mass communication. A considerable amount of time and endeavour has been spent for the comparative study.

It has been mentioned earlier that from the initiation to the final part of the survey, there were a number of phases. They comprise: 1. reconnoitering study; 2. pilot work with unstructured questionnaire; 3. small but intensive sample surveys.

In all these major phases interviewing method has been applied to a great length, and in cases mixed with participations. It is also true that the participation is of valuable nature.

In case of carrying out the final survey, the schedule used is mostly of structured kind. This is provided with quite a number of components. This has only been possible for continuous works with testing and formation for finalization.

In addition to this large scale survey, representative samples of limited number of problem-oriented surveys have been carried out, as on politics, family welfare (family planning), advertisements (commercials) etc.

As the main reason of the work is to find out the impact of television on society, quite a good number of case-studies have been conducted, touching varied areas.
The author has done the major part of the work himself for the purpose of achieving the minimum standardization. As interviewing has been made by the author, the personal errors, if there be any, will be constant and variation may be minimized. Evaluation of errors has been made with quantitative evidence (Hymen, et al., 1954) and for large scale consideration, it has been minimized. At the same time many of the observations were made through participation (Whyte, 1955), another way to get rid of the errors and even bias.

Why the impacts are found to occur? There are reasons; the causes have resulted into the effects. Neither the population, nor the society is a static one. There is a continuous process of changes. Most of the changes have been explained with the factors. In the present case TV has been considered as a total factor in terms of communication medium. Though TV itself is a unit but within the same there are too many factors, and all these factors are coming from different sources. The major sources are the messages which is engrossed within a structure. The message is communicated through a production unit in which the major aids are rendered by technology.

To consider the effect from the source, data have been collected from the TV studio of Calcutta. Depending upon the nature of materials the procedure of collection varies. The procedures are interviewing, consultation, of published reports of Ministry of the Information and Broadcasting, Government of India, and pulling of information from other written sources. In this case within the one unit, the integrated studio and transmission packages, there are a number of components. They are administration, engineering side and production part in the main.
It has only been possible to study the studio complex for its situation in Calcutta and the area of work also comprises the greater Calcutta.

For the purpose of estimation of the cross-sectional results, the sample size has been estimated as one thousand, covering the whole area. This is of the respondents in the generalised way. In this case the respondents also include the viewers, even without the TV sets of their own. Of course, such data are minimum. Through practical work it has also been understood that there is a usual tendency of receiving one third of the expected target. It may be asked why the estimation was not made three times the target. The flow of such a huge quantum is not possible. Moreover, it has been found that the samples which were collected are very much representative in nature at least in terms of areas.

Quantification may not be the ultimate goal, but the methodology related to quantification, reveals the picture in terms of proportions. Of course, both composition and perspective depend on that part of methodology which constitutes the viewpoints and the related factors of relevance.

**Comparative Methodological Aids**

Quantification has some other merits, specially, to draw the relationship between the factors and the results. In such cases, correlations have been made between and among different radiators.

The correlations of variables have been identified with the utilization of total data in all possible ways. The situation of the present context is a better one. This is due to checking up of a questionnaire responses and observed behaviours. Works along similar line was earlier carried out by
Dechtel et al. (1972). The differential response pattern is found also in the present work and a compensation has been made to a greater extent about the practice, not the attitude.

As the work is first of its kind within a specific area - which was neither explored nor exploited. The methodological comprehensions have been supplied herewith so that for further work, the same methodology may be applied for verification and in this way the modifications may be made in future.

For the same reason a greater part of the data have been corroborated here with an expectation that they may be utilized for similar or allied works in future. Among them, areas of comparisons and correlations are more than one.

With regard to media, the basic medium is TV, and to understand the same in meaningful forms, other two media, viz., radio and newspaper have been utilized. The work of this kind is not for mere comparative purposes, but this will be helpful to reckon the effectiveness of different types of media and the reactions of mass. In fact, the total pattern of messages transmitted through the media of TV, radio and newspapers is not very dissimilar. The differences are there about the people, who receive the messages (John and Lowenstein, 1971). For medial differences the impact also alters. Again, the availability of specific medium or media depends upon various factors of receivers. Considering all these points, it appears that for mass-media and communication studies, the methodology must be of an integrated nature with conjunctive approach even with diverse trends and types of data. Gordon (1973) also believes in the same principle. Here the author does not only believe, but he has taken into account of cross-disciplinary approach.
The approach of methodology has been extended further to formulate a model. This formulation is an attempt at this stage. But the total methodology for the emergence of the problem, collection of data, understanding of the situations etc., is also thriving to develop a model. Unlike many theoretical models, the present one is a data-based one.

In this case a good deal of exercise has been made through content analysis (Wright, 1975) which has resulted in "checks back"(Stone et al., 1960) of data for validity. It is also hoped that this kind of theorization is a better way than to make hypothesis in a vacuum (De Fleur, 1970).

There are a good number of theories related to communication (Berlo, 1960, Lorenzen, 1973) and this is mainly due to altered situation, not the media but the mass.

It is true that a separate section has been included here for presenting the methodology and devices. But many specific points on methodology may be omitted. This has been done so that they may be corroborated in specific references in connection with particular point of work.
EMERGENCE OF MASS COMMUNICATION IN CALCUTTA
The city of Calcutta is perhaps unique in its own way from various perspectives. Its metamorphosis from a small collection of villages in the midst of a swampy land has been characterized as unprecedented (Dev, 1905:1).

Any comparison can hardly be made between its present state and the earliest conditions. The present city has most of the identities, which a city is supposed to have. Again, many of the special features of the city are not found in rest of the cities of the world. Naturally, there are the characteristics of Calcutta.

The city Calcutta is of the first magnitude, and indeed a true metropolis. There are few urban concentrations in the world which are more populous, none that are more closely packed at the city's heart, or more extensive in their range of urban influence (C.M.P.O. 1966).

Quite a number of salient features of this city are found to be present for its location within the subcontinent of India. At the same time, in relation to other cities in India like Delhi, Bombay, Madras, the principal ones, the city of Calcutta is provided with a number of conspicuous factors. It is a city with an attached sea-port, a city of commerce and industries, the focal point of a huge regional network of transportation and communications. "It is a city of vital national and international importance both politically and economically, with historic leadership in Indian thought"
and culture. It is the true capital not only of the state of West Bengal, but of all eastern India, the dominant urban centre of an area which includes the states and territories of West Bengal, Orissa, Bihar, Assam, Manipur etc. (C.M.P.O. 1965).

It is true that for the present purpose neither the descriptions nor the discussions on the city of Calcutta will be included. This work is not directly related with the genesis and explosive expansion of the City. It is also to be noted that in terms of development and even extension, there are a number of ways, such as "area", "population", "households", industries, "transportation" etc. At the same time, the furtherance of mass communication through time, can never be ignored.

Within a decade or two more and more radio sets have been acquired by new owners, a number of newspapers have started functioning. Movements in theatre, film and other art and communication forms have attained heights of popularity, quality and both national and international recognitions. Above all, within the last half of a decade, television, Door Darshan Kendra, Calcutta has started functioning in the city and the number of TV receiving sets are more or less making an encircled quantitative progress. This is really the very important feature which comes under the area of the present project.

In case of media, communication and mass, they cannot be even perceived without the bearing of the people — people with variable economy, education, language, culture and even social structures, norms and values.
A QUICK GLANCE ON CALCUTTA

In no way one should be confused that in the part of the present discourse, a significantly clear picture about the city of Calcutta will be displayed. In other words there is no such intention, and the reasons for the same are very simple. About the city of Calcutta, a large number of books and papers have already come out, and to mention a few are the works of Bose (1965, 1967) and John (1940), De (1905), Ghosh (1960), Mukherjee (1968, 1977), Sinha (1978), Sanyal (1980) etc., and among others the works in Bengali can not be excluded.

In courses of a work on mass media and communication, one should not involve to remark on the comprehensive account of the area. In that case diversion is not unlikely. If this be obeyed, justifications may be made at least on the concentration of the present work.

During the present decade, it appears that the city of Calcutta is making an accelerated enlargement in all directions. The word "progress" has been avoided because there may be very many disagreements with regard to parameters. Ever the volume of the city is expanding with the constructions of an increasing number of multistoried buildings both for office-spaces and residential apartments. In fact the total features of the city - Calcutta are changing everyday. In this connection, it deserves mention that Calcutta as a city has atleast two connotations in relation to the special coverage.
The original city of Calcutta had an identity of her own which was gradually getting lost since independence. But to revive and restore the conditions of the city and for its overall reformation with the inclusions of the additional areas, under overall developmental planning and supervision, attempts have been made, first with the set up of Calcutta Metropolitan Planning Organisation (CMPO) in 1961. Within a short spell basic development plan was made ready (CMPO: Basic Development Plan 1966–1968: 1966). But unfortunately the conditions of the city were still deteriorating and in 1970, the Govt. of India decided to do "something special" for Calcutta, considering not only its importance as a national city, serving a big hinterland but also taking note of the disastrous consequences of the collapse of Calcutta.

Accordingly under a Presidents Act (Central Act XVII, 1970) a new powerful organisation, Calcutta Metropolitan Development Authority, much known as CMDA, was set up (CMDA - Structure and Activities, 1980) for an overall development of Calcutta Metropolitan District, a conurbation formed in one linear and continuous pattern of urban development along both the banks of the river Hooghly, with an area of 1425 sq.km having a population of about 9 millions (The Corporation of Calcutta, 1978–79) along with other agencies like Metropolitan Transport Project (M.T.P.), the Corporation of Calcutta, the Howrah Improvement Trust, Calcutta Improvement Trust, Calcutta Metropolitan Water and Sanitation Authority and such other development projects of the State Govt. and those of Govt. of India.
GENESIS OF CALCUTTA:

Calcutta was a small village named 'Kalikata' about three centuries back. The prime inception of the metropolis started from the later part of the 17th Century with the incoming of the British East India Company.

It so happened that a few Englishmen, led by their Factor, Job Charnock halted at the small nearby village Sutanuti, now known as Baitakkhana bazar, on the eastern side of the river Hooghly on the 24th of August 1690 and selected Calcutta as a most convenient site for the trading purposes of the English merchants whose agent he then was. Little did he calculate that he was practically laying the foundation of a great empire for his countrymen (Dev : 1905 : 3). This was also the beginning of a primary encounter between Mughal Empire and the British, of course the outset of which was in disguise.

The small village did not stay in isolation as a continuous flow of people started coming into the area and thereby, the neighbouring villages, like Govindapur and a few others were amalgamated to form a single area. The effect was realised by the English business authority within a few years only, as the agents of the company in Bengal in 1698, just eight years after the formation of Calcutta, considered it as "the best money that ever was spent" for the purchase of the three villages, Govindapur, Sutanuti and Kalikata against a sum of rupees fifteen hundred only (Sinha, 1978).

The geographical position of the big village Kalikata was characterised by its position on the river Hooghly and the sea was not far from this situation. During the early formative period the dominant population was the Bengali Hindoos (Mukherjee, 1977) although Job Charnock issued a proclamation in 1690, inviting various nationalities and religions to come and settle in the newly formed trade and business centre of Calcutta (Dev : 1905 : 44).

With time and response to Trade and Commerce, merchantile castes like the Subarnabanik (the gold merchants) and Gandhabanik (the spice merchants), the trading communities, came into this area and went on flourishing both business and occupational activities. Later floatation or intrusion of the upper caste groups like Brahmins and Kayasthas appeared in this area and as a commercial centre Calcutta was coming up very steadily.

Besides trade and commerce and even the latent desire of imperialism, the British East India Company saved the villages from severe natural calamities and disasters like the cyclone of 1737 accompanied with violent earthquake and flood and gave protection against the raids of the Mahratta marauders or the Bargees.

Since the time of the 17th Century Calcutta was flourishing steadily and naturally the population was increasing by leaps and bounds. A greater part of the population of Calcutta, though Bengalees, were coming from different areas of the then Bengal. Further influx was added from the vicinity states like Bihar, Orissa and U.P. and later more and more additions were made by different populations from all over India.
After all Calcutta was of the Bengalees and even today it is partly a major share belongs to them. The present figures show that almost half of the total population in Calcutta comprises the Bengalees, more so, to them it is of their own, unlike the people of other states.

During the present decade it is thought that this city is not very much well planned. A comment of this nature may be examined with logics and reasons on the one hand and facts and figures on the other.

Firstly, who thought Calcutta would turn into a great metropolis? Secondly, originally there was the presence of a great number of villages with their own traditional layouts slowly but steadily the population went on increasing and this area had to render the accommodation facilities for the people. Thirdly, as the focal centre of Calcutta was based on one of the banks, the eastern side of the river Hooghly, its primary extension was made in a linear fashion, both north and southwards almost along the river. When this longitudinal coverage was filled up beyond reach, the direction of extension made a change towards the east – the only possible space for expansions.

Unlike many other cities the opposite bank of Calcutta has never been included within this city. Even it had never been considered as an appendage. Even today almost for all practical purposes the other side of the city of Calcutta has been considered with its own specific identities. This area on the western bank of the river Hooghly is known as Howrah.
Perhaps the only linkage between the two is of economy, where the industrial economy is much in vogue.

As it has been said earlier, the city of Calcutta has reached its present structures and features through a long process of evolution. After the initial settlements considered of mere huts with mudwalls and thatched homes, the English agents of the East India Company decided to resettle themselves in the area which is the city Centre of today.

The British East India Company since the foundation of Calcutta, along with the flourishing business and commerce had a political foresight. In 1757 the English became the de facto master of the whole country. The scales of the merchants turned to the sword of rulers overnight. Their prestige and power and more of the opportunities for trade and employment, attracted more and more people to Calcutta, which began to grow apace. By the end of the 18th century building activities were elaborated along with some roads. An Act was passed in the British Parliament in 1774, following which the entire system of Government in India was changed. Accordingly a Governor-General was employed to rule the entire country. A supreme court was established in Calcutta and Calcutta thus formally became the capital of the British Empire in India.

Some of the Governor-General tried and devised plans to improve the conditions and to revitalize the city of Calcutta. Some funds were raised to look after the municipal work, and from the middle of the 19th century attempts were made for the establishment of a Municipal Corporation for
It is obvious that there was a general trend of population flow from East Bengal to West Bengal and the major receiving pool was Calcutta. Attempts were made to resettle the refugee population in other parts of India but most of them were futile because of drastic cultural differences between the refugees and those of the other states, and ultimately a major part of the incoming population dispersed to the other districts of West Bengal in search of food, shelter and livelihood.

The continuous flow of population penetration made some uneven or temporary and irregular modes. The general trend shot up for a number of times for which the major reasons were some kind of insecurity for the non-muslim Bengalee population in East Bengal. This is evident from the Census report 1951 and those of the authority of the Relief and Rehabilitation Dept., Govt. of West Bengal which show clearly that whereas the refugee population in Calcutta was 6,76,614 (Census, 1951) the same rose to 7,00,000 in 1971 (Relief and Rehabilitation Department reports, Govt. of West Bengal, 1971).

For the inhabitants of Calcutta, this city looks bright from a distance, but it is uncomfortable in many ways. It is not merely the physical death but stagnation of economy, education and the overall culture and society which is prevailing over the city for the last four decades. It is true that the influx of Calcutta city and thereby the original inhabitants specially the Bengalees, had to shift from their earning city to home villages.
In the early part of the 1960's Calcutta was beyond control. For the minimum salvage the development projects OJPO and others were setup gradually, of which some descriptions have already been incorporated.

**PLANNING FOR DEVELOPMENT**

The terms Planning and Development are both relative in nature. The nature of planning and the form of development depend mostly on three factors, especially in connection with Calcutta. The factors are the area itself; the immediate-future needs for the development of the area and, skill and operational technology of making the development.

As a matter of fact, the developments are never static, rather they are dynamic so long the needs are there with time new needs emerge and the process is almost a continuous one.

For about two hundred years, or even more, the village Kalikata was making towards a slow but accelerated progress, and thereby the village turned into a town. In between these two ends, there was at least two intermediate stages, one, of a big village and another, of a small town.

In administrative terminology Calcutta achieved the status of a city in 1727 with the establishment of the first Municipal Corporation of Calcutta, with the formal setup of a major and minor Aldermen to provide urban facilities to the inhabitants.
This is one kind of attainment of a stage through the major guidelines of population, area, density, etc. Later additions were made by central business complex, manufacturing and other allied industries, housing with attending services, trade centres and open land (Blumenfeld : 1965).

Through time, the city was increasing in the aerial dimensions of space and depth. To break the major hindrances Calcutta Metropolitan Planning Organisation (CMPO) was initiated in 1961 for serving Calcutta. In this case the needs were new and the magnitudes were enormous.

Among many important recommendations the organisation proclaimed two Calcutta zones: one, the prior city and the other the Calcutta Metropolitan District area, almost encircling the city proper. The second one has been named as greater Calcutta or Metropolitan Calcutta.

The city of Calcutta is of an area of 104 sqs. km. with a population of about 1.25 millions, while the Metropolitan Calcutta is having area of 1425 sq. km. with a population of nine millions (as per Census report 1971). But the metropolitan development area under CHDA is a bit different from the original CMPO area and population distributions. It is having an area of 4000 sq. miles equivalent to 10,250 sq. km. with a population of 6.44 million (as recorded in Census report 1971 and statistics CHDA:1980). In extent it is the geographical zone from which the city draws the daily food resources and such other requirements.
The planning was made in such a way that the relationship among Metropolitan area, Metropolitan District (CMD) and the city of Calcutta, under the Calcutta Corporation is established with a massive network of transport system.

The major factors in which the development work has been triggered are the transport system, roadways, and the major one, under construction the Metro Rail, connecting the north and the south extremes of the city of Calcutta. There is only one bridge which connects the two sides of the river Hooghly between the two cities Calcutta and Howrah. But a second bridge is under construction.

**COMMUNICATION FOR DEVELOPMENT**

CMDA has also taken care of the educational uplifts, industries, health and hygiene, water supply, drainage and sewerage, housing, removal of slums and resettlement of the slum dwellers in and around the city and also to develop social forestry to fight environmental pollutions.

It is still an open question about the validity of the schemes and plans, and also the perfect implementation. Educational upliftment does not mean more schools; more industry is not the indication of factory shades infested with labour troubles; water supply is not more supply for waste. About slums, the slum dwellers are either not given the new flats or they are selling the same and making other slums.
It is still a basic question, to what extent this organisation is paying heed to communication system in terms of information and enlightenment. It is indeed a pity that to make the people as perfect city dwellers and develop a strong civic sense among them, and also to evolve a feeling of co-operation, a good deal of consciousness is essential. Otherwise there will be simply a changeover from thatched mudwall shelters to smaller brick built apartments without any significant change for proper utilization and better life-style.

The amount of money the QIDA is spending for elementary mass communication, as advertisements, booklets, films, etc. are of very little use to make the people aware.

Unless a consciousness becomes effective the development cannot be properly implemented within the people. In this respect the QIDA has failed to make an impact on mass-communication through different media.

The literacy rate in Calcutta city is nearly 60.32 percent and it is quite less in the metropolitan area under development (Statistics, QIDA, 1980) and newspapers are available to a very minor portion of the total population which are much below the poverty line. This has been dealt later in this work.

In such circumstances, the newspaper advertisements or sign posters or hoardings or even booklets are of very little use to the illiterate population which varies 40 to 60 percent in the city proper and much more among the encircling mass.
For mass communication and enlightenment of people at large Q1D1 has produced a good number of film documentaries as a medium. But unfortunately most of those films were produced as if to show the faces of Ministers and to spread their personal or impersonal credits. Whereas the stresses should have been on the educational aspects. Moreover, as the organisation lacks a field publicity wing, those films were hardly shown to public and mostly remain in stores.

The state Governments of West Bengal have also produced documentary films and newsreels with an idea of educating people, during the last two decades. So far as the logics and quality are concerned, those films were of similar nature and all but substandard. Moreover, even with a good network of publicity and public relations under the auspices of the Ministry of Information and Culture (Information and Public Relations as it was known previously), the films were hardly screened at public places as a result and the whole economy, energy ideas have become useless and the network of the film production promotion as well as the film screening units practically bear no fruit in the field of mass communication. The messages from this unit are not really conveyed to the mass.

A difference may be found with the Film Division, an organ of the Ministry of Information and Broadcasting, which produce films, more in number and under compulsions those films are shown in every cinema hall at least for a week. A bridge, though narrow and of comparatively less effective quality, is made between the Government and the people.
National Council of Educational Research and Training (NCERT) and a few other organisations also produce some educational films, both formal and non-formal in character, but those are hardly screened in Schools and Colleges, community centres, or in any other public place to enhance people's enlightenment or even for the purpose of mass-communication. Even these films are not shown through TV and thereby no effective communication through this media is made.

**HISTORICITY OF MASS COMMUNICATION IN CALCUTTA**

Mass communication is as old as man's emergence. Naturally, with the beginning of Calcutta there was mass communication among man. About 300 years back, when Calcutta was a small village called Kalikata, with a number of hamlets, there was communication within the area, and that too was extended further with the surrounding villages in terms of reciprocity. By that time there was trade and commerce, revenues and such other formal public matters, in which a good deal of communication must have been established.

Other forms of communications were also there, as in the form of information, in which illustrations may be made about the raiders or even pirates. Otherwise the individual security could not be maintained without the help of group defence.

The entry of the British East India Company made some amount of "break-through" in a local communication system. The British people with English as their mother tongue came into the scene, and for their own sake they picked up the local language, Bengali and bits of Hindi, without which minimum amount of communication would hardly be possible.
For quite a long period, it was the business of the British traders to use a language, Bengali, foreign to them. At the same time, the local people of higher credentials must have picked up Persian and Urdu, the languages of the old Mughal rulers, for communication at the official levels. As during this time there was still the dominations of the reminiscents of the bygone Mughals.

The examples above are simply indicative of the facts that there was variable exposures of communication mainly through verbal language.

The Bengalees have their own language and they were almost forced to learn Persian and Urdu. In the same way the Britishers had greater exposures outside their own language English, the new local languages and the languages of the local dominant groups and rulers, Persian and Urdu. It is without doubts that the level of communication must have reached a state for proper understanding at least in a specific class. It is quite natural that the same form of communication did not penetrate into the lowest level of the contemporary local societies.*

The above illustrations also point to the domination of the language in a stratified society and it is the compulsive business of the recessive groups whose needs are more to communicate.

* The work of H.A. Laird on missionaries and education in Bengal has been referred by Binoy Ghosh (1976) in History of Calcutta (in Bengali).
This hypothesis is further confirmed in the later stages of the history of Calcutta*, when the role and dominance were changed. The British traders made success in their trades and with the proper utilisation and apt exploitations defeated the local rulers and their area of imperialism was stretched into India.

To begin with the spread of occupied area, there were small pockets and finally the whole of India was turned into their own territory. In course of this continuous and processual events the local population of Calcutta did not really learn English but picked up the vocabularies through which special messages about land and money, structure and power, victories or defeats etc. were both transmitted and received. Here too, the communication was again concentrated within the specific classes, or even castes of local population**

The local traders had their own interests in business. The elites had no other alternative than to learn a foreign language for their own survival in the power and structure of the changed society of their own.

Much later the British authority in India felt the need of teaching English to a community of the local population who could help them for the better

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*Relevant information on the history of the Bengalees have been accumulated from source books in Bengali as History of Bengal by Lakshaldes Banerjee (1922); Calcutta through illustrations by Pramathanath Mallik (1934); Daily life in Ancient Bengal by Niharjan Roy (1948); History of Bengal by Namesh Chandra Majumdar (1965); Social History of Bengal by Atul Sur (1975).

**Early communication (in Bengali) by Subhas Majumdar (1977); Introduction to History of Bengal (in Bengali) by Satindramohan Chatterjee (1974).
administration in the country. To make a cheque and to avoid confusion institutions were set in for the Britishers to learn Bengali for the purpose of Calcutta and of course for Bengal.

In the year 1800 Lord Wellesly founded the College of Fort William, first of its kind, for the training of young civilians in Calcutta. It paved the way for the English Education in India, by bringing officers and Indian scholars together so that they could learn each other's language (Hundred years of the University of Calcutta : 1957).

It was so important for the rulers that they made a compulsion for the higher administrative authorities to learn Bengali (Halhed, 1778, Long, 1855; Griegson, 1903; Siddiq, 1961; Laird, 1972) and the competency for the same were to be certified by the scholars (Pandita) of Bengali and Sanskrit.