PREFACE

The means of communication have been much developed in the modern age, besides new ones are also being added to them every day. This development has shortenned distances to quite an extent. Incidences occurring in any part of the world can be widely discussed every where, within minutes. As in the whole world, there are many means of communication in our country also, indeed the most popular among them is “Televisioo”.

Television has become the necessity in every house and family these days. A wide range of programme such as political, social, economical, cultural, and regional along with educational and entertainment programmes are telecast on it. The impact of all these programmes has been explained through seminars, talk shows, articles and scientific studies by sociologists, thinkers, philosopher and psychologists studies by sociologists in their own way, from time to time.

The trend in telecasting programmes through cable TV became popular during the ‘Gulfwar’. Cable TV became the medium of introduction for the viewers, to the latest happenings every where in the world through the numerous channels, both Indian and Foreign, which led to a great increase in interest shown by the people in cable TV. Media experts, thinkers, erudite persons and sociologists etc. all elicited their own reasons for this trend, they opined that these programmes contained a lot of sex, violence and nudity, shown very openly along with glimpses of western culture. Since there is a great deal of difference between Indian and Western cultures, these programmes were criticized. Apart from this people expressed quite a lot of anxiety because children and young viewers became very much enamored with these programmes.

I read a lot of articles in magazines telling about the bad influence of TV programmes full of sex, violence, nudity and rock music, which caused a lot of discussion in the college between staff members as also between the family and
friends - both its positive and negative aspects were touched upon. One day while this topic was being discussed at home, it was pointed out that whether the "Halla bollool" being raised over the negative impact of the TV programmes had ever been scientifically studied or not. If not there should be a proper study on this.

The fact is that apart from generalized comments, very little actual scientific studies have been conducted on this topic. Thus, no clear picture of the effect of TV programme has emerged. Being a student of psychology, I was curious to study this effect through research. The present work is the outcome of this research and is a trial to find out the effect of the westernized TV programme in comparison with the Doordarshan programmes on the personality of the viewers, taking in to consideration three aspects - aggression, value systems and routine habits.

The present work has been divided in to five chapters. Chapter one is the 'Introduction' which deals with objectives, conceptual clarification, television and its programmes, programmes of doordarshan, programmes of cable channel, difference between doordarshan and westernized programmes and impact of television programmes, tells about previous studies.

Chapter two formulates the specific problems and hypotheses bearing in mind the impact of television and the vast difference between doordarshan and cable programmes. Chapter three deals with the methodology. The particulars of the samples under consideration along with detailed description of the tools used are given here. The chapter also describes the designs and procedures followed in the present study.

Chapter four which tells about the results obtained has been divided into three parts discussing aggression, value system and habits. Chapter five, the last chapters summarized the findings.

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