SUMMARY

Mass media plays a vital role in the present global scenario. The movement towards a global media culture has several sources, most notably the greatly increased capacity to transmit sounds and moving images at low cost across frontiers and around the world, overcoming limits of time and space. Today the consequences of global media (especially multichannel electronic media) have been perceived on different social sphere of life. With the advent of multichannel electronic media developing countries are facing a serious threat in their socio-cultural infrastructure. The positive view of global communication has taken several forms to spread modern ways and democracy. On the other hand there is an influential movement of resistance developed on behalf of developing countries in their struggle to retain their cultural integrity and political autonomy, which is threatened by western media-cultural imperialism.

The present investigation was conducted to study the impact of multichannel electronic media on social interactions and values.
Problem:

To study the social impact of short term exposure to multichannel electronic media.

It was hypothesized that:

1. Exposure to multichannel electronic media would have an effect viewing time.

2. Exposure to multichannel electronic media would result in changes in social interactions.

3. Exposure to multichannel electronic media would result in changes in aspirations, consumer attitude and violence in the society.

An expost facto design was used in the present study. By using purposive sampling technique 79 adult respondents were selected from Rohtak city (residing in five colonies). A semi-structured interview schedule, which had 13 open ended questions (prepared by the investigator) was used to determine the impact of multichannel electronic media on viewing time, social interactions and perceived effects on aspirations, consumer attitude and violence and obscenity in the society. Respondents were interviewed individually in their homes.
The results clearly indicate that advent of multichannel electronic media had resulted in an increase in the viewing time of the respondents. This effect was found to be uniform across gender and economic status. However, viewing time of salaried respondents was significantly more than that of the businessmen. Secondly although there was a significant decrease in hospitality and interactions with friends, interactions within the family were found to be unchanged. Lastly a significant increase in aspirations, consumer attitude and perceived violence and obscenity in the society were reported by the respondents.

Thus the first and third hypotheses were verified while the second was verified only partially, i.e. a significant change was observed in interactions with friends but not within the family.