Many studies have been conducted in the developed countries about the influence of mass media on society. In India also many researches have been conducted on role of media and its impact on varied section of the society. In the latest global scenario the role of the electronic media in moulding the socio-cultural stream of the life, this became a significant issue today.

Simon and Reno (1982) in a study against TV violence as well as Catherine Crusade against pornography have regarded it as politically expedient, non-severe, aimed at fixing images rather than realities. The author have also casually dismissed the importance of the first amendments guarantees of free speech. According to them T.V. is often violent as well as tasteless but the cure lies in criticism, education and viewers choice, not in government intervention.

Fedele (1993) has explored the Italian mass medias use of an ambivalent social alarm for sensitizing or trivializing an issue pending legislation. It is noted that outcome of certain controversial issues depends on the legislator's reading of the climate of public opinion, significantly influenced by the mass media. Decision-making
dynamics behind 1990 laws regulating drug dependency and detention options are reviewed. Due to public concern over increased consumption of drugs, its pervasiveness in public institution in the late 1980s, the parliament passed a prohibitionist oriented law, which accentuated the criminalization of drug dependency. However, the law was considered lenient by enforcement polarized liberal groups against public opinion. A stricter revised law was adopted in 1992 as a result of continued public outcry; but a revised version of a law proposing alternative detention measures, which also supported the regulationist model was discarded for lack of public interest in the problem, reflecting the non-involvement of the press.

In 1993, Gray and Wisa in their study 'fear and reality television' reported an analysis of "America's most wanted" and "unsolved mysteries". Two recent television programmes claim to offer a different treatment of crime in the way they dramatize "real" crimes and encourage the TV audience to assist in locating fugitives. Content analysis of 77 vignettes drawn from 16 episodes of these programs broadcast in 1989 reveals that depictions of crime were consistent with television crime drama, and that these dramatization resemble urban legends in which crime symbolized the uncertainties of modern life. The programs conveyed an unpredictable world filled
with unsafe people and placed - a sense of modern danger that justified their solicitation of audience participation through surveillance.

Fernandez and Francisco (1994) conducted a study of the role of social class and television violence among elementary school students in Chile. Research was carried out among fourth-grade students from urban school and 239 of their mothers in Valparaiso. The uses of mass media in relation with social class were analyzed highlighting data from a subsample of 123 students. The perception and opinions of television violence in relation to gender and social class was studied. Uses and gratifications theory about mass media is partially utilized to explain some results. Analysis reveal no differences in total weekly exposure to television by class. Though significant differences were found in hours of television exposure on Saturdays, with lower class children having higher exposure levels than middle class children. Girls tend to have less total TV exposures than boys and evaluate TV violence more negatively than boys.

A number of laboratory studies have shown a dramatic rise in visual attention to television in the initial five years (Alwitt & Anderson, 1980). Age trends in visual attention over the school age years however have been less thoroughly examined. Studies in India
and abroad show that children are the main viewers of television, they from a majority of the television audience for all programmes (Chaudhry, 1980; Naryan, 1983). In a study conducted by Operations Research Group of Baroda in four metropolitan cities the average percentage of viewing for adults and children were 25.5 and 72.4 and 67.9, 29.8 and 64.1 and 37.4 and 57.2 at Delhi, Calcutta, Bombay and Madras respectively (Chawla, 1986).

Children are not only the viewers but they also watch for longer duration than adults. Various studies in India have indicated that feature films, chitarhar, serials and other film based programmes are very popular among children.

A survey conducted in Delhi in 1992 indicated some perception with regard to trans-national satellite broadcasting (TNSB) and cable. There were 60% respondents who felt that they would have a socio-cultural effect on the younger generation. The reactions include the view that the younger generation will adopt the western life style, that music television (MTV) will hamper their studies and they will be more inclined to migrate to the west.

However, TV can also be used as a source of information and for increasing awareness in children. Van Dar Molen and Van Der
Voort (1998) presented 5 news stories from children’s TV programmes to 152 children (10-12 years). Half of the subjects received information in the original televised form while the remaining half were provided a transcript of story printed word to word. Results indicate that performance of the T.V. group was better during testing. The reason for the better performance of the TV group might be that today's children are more comfortable with TV than the printed medium and might therefore have difficulty in reading. Also, their ability to decode and make inferences from printed material might not be fully developed at this age.

Riffe and Charles (1993) have highlighted the treatment of women in electronics media advertisements. The pervasiveness of using female sexuality to sell products in TV commercials was examined over different time blocks. A total of 898 advertisements appearing on national networks during one week in 1989 were coded for product advertised, actor, gender, provocative dress, sexual interaction, and speaking roles in the sundry professional football, soap opera and prime-time slots. It was found that sporting events were sponsored by products represented by men in commercials, who were given speaking roles more often than women. Instances of provocatively dressed women were the same for soap opera-time and
sporting event advertisements.

Many investigations reveal that the mass media have not been effective weapons for women and the downtrodden section of the society and neither have they been able to elucidate their role in national development. The economically sound families are shown as the Heroes of the nation and people are forced to adopt their culture and way of living standard through new satellite multichannel media.

Joshi (1991) carried out an analysis of communication and social change in India (1991). They pointed out that India is characterized by structural dualism. The co-existence of a majority of "have nots" struggling with problems of basic survival and a minority of "haves" ready to adopt a lifestyle of Western affluence. The prospect of introducing modern communications to such a nation raises questions of purpose and target of communications technology. The introduction of modern technology can either further isolate the have nots or assist in the integration of both segments of the population. Careful planning can help to align the forces of communication and culture.

A survey was conducted by Atkin (1972) to measure violence viewing, aggression, and family environment. Viewing was tabulated
by giving respondents a list of 65 prime-time television programs with a scale measuring how often each was viewed. An index of overall violence viewing was obtained by using independent ratings of the violence level each show and multiplying it by the frequency of viewing. Aggression was measured by seven scales. One measured respondents' approval of manifest physical aggression. Respondents indicated their degree of agreement with each of the items composing the separate scales. The researchers found a moderate positive relationship between the respondents' level of violence viewing and their self-report of aggression.

Leyn (1977) conducted a field experiment in a minimum-security penal institution for juveniles. The researchers exposed groups to unedited feature films that were either aggressive or nonaggressive. On the day after the last film was shown, in the context of a bogus learning experiment, the boys were told they had a chance to hurt a confederate of the experiments who had insulted one group of boys and had been neutral to the other. The results on an electric shock measure revealed that the most aggressive of all were the experimental group boys who had been insulted. These data showed that boys who saw the violent movies were more interpersonally aggressive. However, there was no apparent
cumulative effect of movies on aggression. The boys who watched the aggressive films were just as aggressive after the first film as after the last.

A recent study conducted in India (Hoshiarpur and Faridkot districts of Punjab) by Kaur (1998) reported that the average hours of TV watching per week stands at 16 hours that is 2 hours 20 minutes per day which is far less than the average of the British who watch TV 25 hours per week and also far less than the American men and women who watch it for 29 hours and 34 hours per week respectively. Further a number of positive and negative impacts like application of knowledge gained through T.V. leading to economic betterment, social welfare, improved life style, change in attitude towards orthodox practices, reduced interaction between family members and friends, interjection of undesirable cultural traditions were reported.

The impacts of multichannel electronic media are assuming varied effect on the Indian population as there is a vast cultural and social diversity. The metropolitan culture is already influenced by the western culture, while the suburbs and rural area were relatively free of the western impact. This segment of the Indian society ingrained in the orthodox values are not ready for the invasion by the western culture. However, already 90 percent of the information and
communication industries - which include media informatics, equipment and infrastructure are controlled by the USA. It is difficult to believe that this overwhelming preponderance of the advanced countries can be changed in the foreseeable future. Thus the influence of western values and customs can have a determent effect as this exposure would result in conflicts between the ingrained values and the projected values. The main sufferers are the youth and the adolescents as they are facing a dilemma about which values to accept.

The present investigator selected a small sample from a town of Haryana, Rohtak, which inspite of being adjacent to Delhi was not influenced by the western values. Here a large section of residents had come from neo-rich rural background where the agrarian bondage is much stronger and their life style is determined by their ancestors traits and values. Therefore this study became so much relevant in such region.

We may now pass on to the next chapter dealing with formulation of the problem and hypotheses of the present study.