CHAPTER-III
PROBLEM AND HYPOTHESES

During the past few years the Indian public which was used to a diet of Doordarshan is facing a plethora of channels resulting in a challenge to the preservation of the Indian culture and values. It is probable that this exposure might have some drastic effects on the psyche of the masses, especially the unfound minds of the younger generation.

Obviously mass media became an integral part of our life. They influence the socio-cultural institution of the society. Although media tendencies and effects on society are not scientific theories, they have largely formed the background against which research has been commissioned, hypotheses have been formulated and tested and more precise theories about mass communication have been developed. Mass media influence show much divergence, the most persistent element in public estimation of the media has been a simple agreement on their strong influence. The newly created channels to the new social formation was from the start a very diverse mixtures of stories, images, information, ideas, entertainment and spectacles.
McLuhan (1985) reported great cultural influence to television. The all pervasiveness of electronic media has fundamentally changed social experience by breaking down the compartmentalization between social space which was typical of earlier times.

There has been a continued debate in many countries over a number of issues relating to media - that concerning morals, decency and portrays of matters to do with pornographic sex, crime and violence. Thomsen (1989) reported that the problem of cultural dependency is most acute for poorer, less developed countries, but it arises as a potential problem for countries which are under the influence of a foreign media flow. Our country has been exposed to the foreign electronic media, with the introduction of multichannel electronic media. This network which was initially limited to the metropolis is now spreading even to remote villages. Thus the present investigator was motivated to determine whether a short time exposure to multichannel electronic media would have any social impact.

Problem:

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

The hypotheses of the present study were formulated on the basis of work done by researchers in other countries. In the light of Indian context, sufficient researches are not available on the basis of which hypotheses could be draw. Keeping in view the above factors and the areas identified the following hypotheses were formulated:

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

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

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

We may now pass on to the next chapter dealing with the Design and Methodology of the present investigation.