List of figures.

1. Conceptual framework depicting expected relationship between variables of the study. - 79
2. Expected interrelationship between perception variables. - 80
3. Mean hours of Doordarshan viewing by SES and gender. - 107
4. Overall programme viewership. - 107
5. News viewership. - 109
7. Viewership of tele-serials. - 110
8. Viewership of general programmes. - 110
9. Reasons for viewing television. - 122
10. Trait attribution's of female portrayals. - 122
11. Attribution of individual positive traits. - 127
12. Characters' positive traits. - 127
13. Attributions of individual negative traits. - 134
14. Characters' negative traits. - 134
15. Perceived reality by SES-gender. - 147
16. Perceived social expectations role by SES and gender. - 147
17. Perceived social expectations role by self esteem and gender stereotype. - 149
18. Identification with female portrayals. - 149
19. Gender differences in traits would like to have. - 151
20. SES differences in traits would like to have. - 151
21. Traits perceived to be similar to self. - 155
22. Identification by SES and gender. - 155
23. Identification by Self esteem and gender stereotype. - 166
24. Women's issues perceived "in reality" "on Doordarshan" by viewers and by analysts. - 166
25. Presence male and female characters in tele-serials. - 174
26. Occupations held by portrayals. - 174
27. Role significance of portrayals. - 176
28. Locations in which portrayals appear. - 176
29. Social class of portrayals. - 177
30. Family role portrayals. - 177
31. Social role portrayals. - 179
32. Age ranges of portrayals. - 179
33. Marital status of portrayals. - 180
34. Conceptual framework that emerged. - 203