ACKNOWLEDGMENTS

I wish to express my deep felt appreciation and gratitude to
* Dr. Prerna Mohite, my supervisor in this investigation, for her critical, insightful guidance, her deep understanding of my needs as a researcher and her constant, friendly companionship during the last four years of my study.
* Dr. Veena Mistry, the Head of the Department for providing facilities and a congenial atmosphere for conducting this research.
* Prof. Amita Verma, Dr. Baljit Kaur, Dr. T.S. Saraswathi, Dr. Mary Andrews and Dr. John Condry for their critical evaluation of my research conceptualization.
* Ms. Shagufa Kapadia for her excellent insightful ideas regarding analysis and interpretation of data, and her companionship during the writing of this dissertation.
* Ms. Niti Chopra for her patient viewing and indepth description of the content of the 34 hours of Doordarshan programmes.
* Ms. Nishi Bharadwaj for spending valuable time and efforts in recording all the 34 hours Doordarshan programmes for content description and assisting in identifying sample viewers.
* My friends Ms. Annapurna Ravikumar, Ms. Jigisha Shastry, Ms. Kalpana Yagnik, Ms. Hema Shah, Ms. Archana, Ms. Anjana Shridharan and Ms. Anupama Joshi for their ever cheerful assistance in this work.
* the men and women who participated in this research as respondents for their patience during the long sessions of interview.
* Mr. Mahesh Soni, for his patient reading and accurate typing of the rough drafts of my dissertation.

* Mr. K.K. Bansal has been great assistance in analysing the data. The typing of dissertation, making graphic presentations etc. were also carried out in his office.

* Indian Council of Agricultural Research, Andhra Pradesh Agricultural University for financial assistance during the period of my study.

* My husband, Mr. N.N. Chari for being immensely patient with me during this long endeavor.

* and my daughter, Prashanti, who has made tremendous adjustments and generally been a little darling.

(K. MAYURI)