CHAPTER - V
THE PROGRAMMES AND THE REACTION

In this chapter we discuss the attitudes and responses of the people at large towards the programmes broadcast from AIR, Cuddapah. For this purpose, we prepared different sets of questionnaire specially with reference to the programmes - Palle prantalu and Padi pantalu, Yuvavani and Mahila Bharati, besides General programmes. For each of these we supplied the questionnaire, got the responses and personally interviewed most of them. In each group 100 persons were selected at random keeping an eye on the age group, the area from which they came - rural and urban, educational qualification, occupation, etc.

Copies of these questionnaire are given here under - Palle prantalu - Padi pantalu. For the responses under this programme we selected the Siddhout Mandal and confined ourselves to Siddhout and the villages around Siddhout like Jangalapalle, Eguvapalle and Kammapalem.
QUESTIONNAIRE

PALLE PRANTALU AND PADI PANTALU

AUDIENCE RESPONSE

INTERVIEW SCHEDULE

Given below is the interview schedule. The questions presented here in English were formed and asked in Telugu (personally by the researcher) individually of each respondent.

I. For data on Socio-Demographic factors, the questions asked were:

1. Name :
2. Age :
3. Place :
4. How many members are there: in your family?
5. How are they related to you:
   Own House
   Any other (specify)

II. To determine Frequency:

1. How often do you listen to the Radio? (per week) :
III. To study opinions and preferences of the respondent, one or more questions were asked on each aspect of the programme. Explanations and examples were given where necessary (as shown in brackets).

**Timings**

1. Is the present timing suitable to you?  
   : Yes/No

2. If not, what time would you prefer?  

**Duration**

1. Do you think the amount of time devoted to this rural broadcast is sufficient?  
   : Yes/No

2. If not how long do you think it should be  
   : Longer/Shorter

**Content**

1. Do you find the language of the broadcast easy and simple to understand  
   : Yes/No

**Usefulness**

1. Do you find the information of the broadcast useful?  
   : Yes/No

**Timeliness**

1. Do you think the information of broadcast is timely?  
   : Yes/No

   (i.e. Do you get the information when you need it?)
Practicability

1. Have you ever put to use: Yes/No any of the information, suggestions given in the broadcast?

2. If yes - Results (Specify):

3. If No - Reasons (Specify):

Interest

1. Do you find the topics of broadcast interesting?

Credibility

1. Do you think the information given to you is suitable?

Extent of Coverage

1. Do you get enough information about a particular topic?: Yes/No

2. Do you feel well-informed?: Yes/No

3. Does the information broadcast clear your doubts?: Yes/No
YUVAVANI

For this programme, we contacted the students of the S.V.U. Post-Graduate Centre at Cuddapah which is attached to Sri Venkateswara University, Tirupati. Here there are students of two age groups - of 20 to 25 and 26 to 30. They belonged to both the sexes. The questionnaire supplied to them was this.

QUESTIONNAIRE

YUVAVANI PROGRAMMES OF AIR, CUDDAPAH

AUDIENCE RESPONSE

Name :
Faculty :
Year in College :
Age :
Place :

1. Are you listening to Yuvavani programmes broadcast from All India Radio, Cuddapah? Yes/No

2. How often do you listen? i. Regularly (every day) ii. Occasionally (more than once in a week)
Do you own a: Radio set/Transistor?

Do you listen to the: programmes other than Yuvavani?

Name three of the: programmes other than Yuvavani which you like?

If you are not listening, is there any specific reason for it?

What programmes do you listen to?

Which programmes do you like very much?

Why do you like those programmes very much?

After listening to those programmes, do you feel at any time that you are benefitted from those programmes?

iii. Now and then (less than once in a week)

iv. Rarely (less than once in a month)

v. Never (not at all).
11. If the answer is 'yes' mention how you are benefitted from them?

12. Are you satisfied with the quality of the programmes that you listen to?

13. Would you like to have any change in the programmes?

14. What type of change would you suggest?
   - Change in broadcasting time/introduction of new programmes/increase of film music/others
   - Please explain.

15. What type of new programmes would you prefer?

16. As a listener, do you want to give any suggestions for the improvement of programme production and to increase and encourage the present listening?
   - i.
   - ii.
   - iii.
   - iv.
   - v.
MAHILA BHARATI

This pertains purely to the women's programmes. But we have also taken into consideration other programmes. There were two sets of questionnaires - one pertaining to women programmes (Mahila Bharati programmes of AIR, Cuddapah) and the other pertaining to Family Planning Programmes in Mahila Bharati of AIR, Cuddapah. The area selected for this purpose was Chennur, the headquarters of Chennur Mandal.

The Questionnaires are given below.

QUESTIONNAIRE

MAHILA BHARATI PROGRAMMES OF AIR, CUDDAPAH

AUDIENCE RESPONSE

Name :
Age :
Father's/Husband's name :
Educational qualifications :
Occupation :
Place :
1. Do you listen to Mahila Bharati programmes broadcast from AIR, Cuddapah? : Yes/No

2. How often do you listen: i. Regularly (every day) ii. Occassionally (more than once a week) iii. Now and then (less than once in a week) iv. Rarely (less than once in a month) v. Never (not at all)

3. Do you own a Radio set/Transistor? : Yes/No

4. Do you listen to the programmes other than Mahila Bharati? : Yes/No

5. Name three of the programmes other than Mahila Bharati which you like?

6. What programmes do you listen to?


8. Why do you like those programmes very much?
9. After listening to those programmes, did you feel at any time that you are benefitted from those programmes

10. Are you satisfied with the quality of the programmes that you listen to?

11. Would you like to have any changes in the programmes?

12. What type of change would you suggest?

13. What type of new programmes would you prefer?

14. As a listener, do you want to give any suggestions for the improvement of programme production and to increase the present listening?
   i.
   ii.
   iii.
   iv.
   v.
QUESTIONNAIRE

FAMILY PLANNING PROGRAMMES IN MAHILA BHARATI

OF AIR, CUDDAPAH

AUDIENCE RESPONSE

1. Name : 
2. Age : 
3. Husband's name : 
4. Educational qualifications : 
5. Occupation : 
6. Number of children : 
7. Approximately how much is your family income (per month) : Rs.
8. When did you have your first child? : 
9. Have you ever heard of family planning? If 'yes' where did your first hear about it? : (a) Parents (b) Relatives (c) Radio (d) Films (e) Posters (f) F P Workers (g) Group meetings (h) Hospitals (i) Exhibitions (i) Campaigns (k) News papers
10. Did you plan your family? : Yes/No
11. Do you listen to Radio? : Yes/No
12. If 'Yes' do you have a Radio set of your own? : Yes/No
13. If 'No' where from you listen?

14. Do you listen to Radio Family Planning messages?
   (a) Talks
   (b) Plays
   (c) Documentaries
   (d) Discussions
   (e) Commercials
   (f) Burrakathas
   (g) Other programmes

15. Do you listen to the messages in:
   Telugu
   Hindi
   Urdu
   Other languages

16. If you do not listen to the Family Planning message, what other programmes you hear to?

17. If you do not listen to the Family Planning Programmes, is it because they are
   (a) Dull
   (b) un-interesting
   (c) not interested in the programmes
   (d) Other reasons
GENERAL PROGRAMMES

QUESTIONNAIRE

PROGRAMMES OF AIR, CUDDAPAH

AUDIENCE RESPONSE

1. How frequently do you listen to Radio in a week?
   i. Regularly (every day)
   ii. Occasionally (more than once in a week)
   iii. Now and then (less than once in a week)
   iv. Rarely (less than once in a month)
   v. Never (not at all)

2. Which AIR Stations/Foreign Stations you normally tune in?
   : AIR STATIONS
   (1) Hyderabad
   (2) Vijayawada
   (3) Cuddapah
   (4) Visakhapatnam
   (5) National Channel (Delhi)
   (6) Others

   FOREIGN STATIONS
   (1) Radio Srilanka
   (2) B.B.C.
   (3) Radio Pakistan
   (4) Others

3. What kind of programmes do you normally listen to?
   : NEWS BASED PROGRAMMES
   (1) News in Telugu (Delhi)
   (2) Regional News (Telugu)
   (3) News in Urdu (Delhi)
   (4) Regional News (Urdu)
   (5) News in English (Delhi)
   (6) News in Sanskrit
   (7) Sports News
   (8) Current Affairs
   (9) Spot Light
3. NEWS BASED PROGRAMMES

(10) Assembly Review/
     Today in Legislature
(11) Today in Parliament
(12) Jeevana Sravanti
(13) Rastra/Zillah
     Samachara Lekha/
     Samkshema vartalu
(14) Others

MUSIC PROGRAMMES

(a) Devotional Music
(b) Carnatic Music
(c) Hindustani Music
(d) Light Music
(e) Folk Music
(f) Harikatha
(g) Burrakatha
(h) Oggukatha
(i) Rangasthala padyalu
(j) Film Music
(k) Brunda Geetalu
(l) Vadya vrinda
(m) Western Music

ACADEMIC PROGRAMMES

(1) Talks/Discussions/
     Interviews
(2) Magazine programmes
(3) Quiz programmes
(4) Vigyana Lahari/
     Science programmes
(5) Sayings of
     Great men/
     Subhashitamulu

SPECIFIC AUDIENCE PROGRAMMES

(1) Vyavasaya patasala
(2) Illu-vakili
(3) Padi-panta
(4) Vyavasaya soochanalu
(5) Polam panulu/
     Polam kaburulu
(6) Gramaseemalu/
     Palle prantalu
3. SPECIFIC AUDIENCE PROGRAMMES

(7) Karmikula karyakramam
(8) Women's programmes
   (Mahila Bharati, Vanitha vani, Rangavalli)
(9) Children's programmes
   (Balenandam, Bommarillu, Balavihar)
(10) Adult Education programmes
(11) Sports programmes
(12) School Broadcast
   (Telugu, English, Hindi)
(13) Youth programmes
   (Yuvavani)

4. In Radio programmes:
   generally what types of subjects interest you?

5. Have you observed any: Yes/No disturbance in the broadcasts of AIR Cuddapah?

6. How is the reception:
   Good quality of AIR, Cuddapah
   Fair
   Poor

7. Any other comments/suggestions:
   i.
   ii.
   iii.
   iv.
   v.
Let us now examine these responses and reactions to the several programmes noted above. We commence with the programme - Palle Prantalu and Padi Pantalu meaning respectively rural region and the poultry and farming. We know that our country is economically agriculture based and 80 per cent of the country's population live in villages. It is but natural that rural regions have to receive greater Governmental support. As a media of information and spreading of knowledge, the AIR has greater responsibility towards educating the rural folk than the urban. No doubt the agriculturists have been using traditional system of land-use and agriculture. But our scientific knowledge has improved greatly and this has to be made use of to the maximum. In this the AIR has a major part to play. We have seen how the broadcasts attempt to fulfill such needs. But what has the rural folk to say about these programmes which are meant to make the farmers use the latest scientific technology in increasing crop production and also make them participate in rural development programmes? Besides, the programmes also give entertainment through the
broadcast of music, mostly folklore, and also enactment of short skits and plays. Sometimes these plays are serialised. Most of these are based on and related to rural programmes. Other relevant information is also given on the market rates of agricultural products, weather reports, interviews and discussions.

As stated above we interviewed 100 listeners from Siddhout, Jangalapalle, Eguvapalle and Kammapalem, all in the Siddhout Mandal. Siddhout was originally an important township, the fort therein being the construction of Anantabhupala of the Matli family, and the town itself situated on the bank of Pennar. For sometime, in the last century it was the capital of the present Cuddapah district. Kammapalem is a hamlet of Jangalapalle. Those who were interviewed were all agriculturists. 69 of them were in the age group of 25 to 45, 15 in the age group of 46 to 55 and 16 in the age group of 56 to 75. The Palle prantalu programme is broadcast from 6.25 to 6.50 P.M. The one on Padi pantalu is of half-an-hour duration from 7.15 to 7.45 A.M. All the 100 respondents opined that these timings are quite suitable to them. All of them also owned a radio or a transistor set.
46 per cent of them listened to these programmes regularly while 28 per cent of them listened to them occasionally. Of the later, 26 per cent stated clearly that they listened either once or twice or thrice a week, without being vague by using the word 'occasionally'. All of them welcomed the fact that these programmes were broadcast in the regional Telugu language. This was all the more welcome for them since the language was rather colloquial.

More interesting of the response relates to the suggestion made by them. The broadcasts with regard to weather reports were rather general in nature. Twenty three per cent of the listeners said that these were not enough and were not so helpful either. They thought, on the other hand, that if detailed information regarding the weather conditions in the concerned region, like the Cuddapah district were broadcast they would be much more useful. Further, the broadcast regarding farming of crops pertain in a general way to all crops, garden yields etc. But many of them were seasonal crops. The broadcast were related only to crops irrespective of the season in which they were grown. So, the farmers who
listened for broadcast were of the opinion that emphasis ought to be given to crops that were under cultivation, in the given season. This would be more useful since they can implement the instruction and suggestions made by the experts with regard to cultivation. But such listeners are only 22 per cent of the total number interviewed, viz. 100. The broadcasters make use of the term 'hectare' which the ordinary cultivator is not in a position to calculate since they are used to the term 'acres'. Hence 8 per cent of them felt that the areas could be referred to in terms of 'acres' which each and sundry could easily understand and calculate. Twelve per cent of the respondents felt that instead of giving in general term the use of fertilisers, if focus is laid upon only one or two suitable fertilisers it would be helpful for the cultivator to come to a quick and definite decision about selecting the fertilisers.

Though the farmers were not willing to record some other suggestions in writing, they did make a few orally. One such is related to the commencement of the Radio clubs in the villages. This, according to them would provide
them a forum for discussion. This contention is no doubt true. But this would be somewhat unfeasible. No doubt this would certainly provide a feedback to the authorities who need the information to improve their programmes. The second suggestion was that the inputs suggested in the programme should be made easily available to the villagers. Thirdly since the Village Development Officers and Village Extension Workers play a very prominent role in adopting the innovations suggested, the credibility of these people ought to be high to function effectively. Further, they thought that the Government should be liberal in loans for farmers who adopt innovation. Lastly, the interviewed farmers felt that for early and successful adoption of the message, it should be transmitted through a recognised, knowledgeable and accepted local man who could vouch for its veracity and demonstration to the villagers of the benefits of the message. However, it becomes obvious that some of these suggestions have no direct bearing upon broadcasting as such. But since we went into the interior for a survey seeking answers for our questions the villagers thought that we had something to do with
The next programme with which we were concerned was about the youth. We have stated above that we interviewed the young listeners in this connection and circulated the questionnaire, a copy of which is given above. Even here we contacted 100 students, all of them studying in the Post-Graduate Centre at Cuddapah, of the Sri Venkateswara University (SVU PG CENTRE).

Of the 100 students interviewed by us, there were both male and female students belonging to 4 different faculties - Commerce, Public Administration, Geology and Chemistry. Of these, there were 40 students of the Commerce faculty, the other three being represented by 20 students each. These belonged to two different age groups - 20 to 25 and 26 to 30 years, 88 per cent of them belonging to the first age group while there were 12 students of the later age group. On the basis of the sex there were 75 men students and the remaining 25 were women students. All of them had their own radio sets or transistors. But we
found out only 31 per cent listened to the Yuvavani programmes regularly, while 13 per cent were rarely listening to the programmes. Of the other 43 per cent listened to the programmes occasionally while the frequency of listening of 13 per cent was rather irregular.

The students are listening to Yuvavani programmes and their preferences are shown in a tabular form as under.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the programme</th>
<th>Frequency</th>
<th>No. of listeners</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Quiz programmes</td>
<td>64</td>
<td>100</td>
<td>64</td>
</tr>
<tr>
<td>2</td>
<td>Music specially film songs</td>
<td>47</td>
<td>100</td>
<td>47</td>
</tr>
<tr>
<td>3</td>
<td>Yuvaranjani</td>
<td>31</td>
<td>100</td>
<td>31</td>
</tr>
<tr>
<td>4</td>
<td>Science programmes</td>
<td>30</td>
<td>100</td>
<td>30</td>
</tr>
<tr>
<td>5</td>
<td>Discussions</td>
<td>29</td>
<td>100</td>
<td>29</td>
</tr>
<tr>
<td>6</td>
<td>Advices of a Doctor</td>
<td>23</td>
<td>100</td>
<td>23</td>
</tr>
<tr>
<td>7</td>
<td>Sports programmes</td>
<td>17</td>
<td>100</td>
<td>17</td>
</tr>
<tr>
<td>8</td>
<td>Prajavedhika</td>
<td>16</td>
<td>100</td>
<td>16</td>
</tr>
<tr>
<td>9</td>
<td>Yatra - (Tours)</td>
<td>14</td>
<td>100</td>
<td>14</td>
</tr>
<tr>
<td>10</td>
<td>Snehakalpa</td>
<td>6</td>
<td>100</td>
<td>6</td>
</tr>
</tbody>
</table>
This would indicate that the Quiz programmes are the most popular, more so because the AIR invites, after selection, students not only from the P.G. Centre but also other colleges and they are formed into teams. This creates a sense of competitive spirit among them and hence they brush up their General Knowledge and come prepared. Of course the next preference is for the broadcast of film songs. In fact, it is surprising, having an eye on the modern trend, that the students have given only second preference to this category. Yuvavani is yet another programme meant for the youth. As the name itself suggests this is a programme for the pleasure of the youth in this film duets are broadcast. The music would be titilating and gives a chance to two or more form into groups and each one sings one line to be followed by the other. This programme attracts 31% of the listeners closely followed by science programmes. While the former is meant for pleasure, the latter is meant for knowledge, more so, scientific knowledge. The fact that 30% of the young listeners show interest in such broadcast is
proof enough to show that the youth are certainly interested in gaining knowledge. How this is fed to them becomes more important. It is the way that such knowledge is fed to the youth that is more important. It is not merely the students but even the youth in the rural and urban regions listen to such broadcast. Consequently, the youth have greater interest in the discussions of several topics pertaining to politics or current affairs on national/international economy etc. Surprisingly, there are only 17% of the youth who are interested in sports. This is obviously because the educational institutions or other bodies have no openings for training the students in physical education or sports. Snehakalpa is equivalent to pen friendship which, in normal circumstances, should capture the imagination of the listener. AIR broadcasts about such of those who desire to keep up pen-friendships. But the response from the youth is rather poor considering the fact that only 6% of the youth have shown genuine interest. One factor is the parental attitude towards the correspondence you maintain, which they view from the point of view of the sex of the other correspondent. Secondly, the
money involved towards such friendship, when one cannot afford to spend huge money on postage - which are generally costly. Since the youth are as yet dependents, they hesitate to transfer the burden upon the parents.

There were certain suggestions made by these young listeners. Some of them were rather constructive suggestions while a few others were such that could not be easily fitted into Yuvavani programmes, nor were they related directly with 'Yuvavani'. Some suggestions pertained to:

(1) Increase of the time for broadcasting quiz programmes, (2) Chitrajagat relating to Hindi film music and Chitraseema relating to Telugu film songs, (3) Increase the time for broadcasting the Prajavedhika (peoples platform) wherein the problems of the common people are focussed and ways and means of their solution suggested, (4) Increase of the short time of 3 minutes for Suktiratnavali (i.e., good sayings), (5) Increase of time for advertisements, (6) To increase the time fixed for the broadcast of folk music.

All these are with regard to increase of time-schedule and this is a reflection upon the
good programmes that are being broadcast. The time for advertisement comes under commercial broadcast and has no bearing upon the broadcasts meant for the youth. Some interesting suggestions made may be noted. One such is a suggestion to broadcast features on the evils of eve-teasing and against dowry system. The latter has been covered already by the AIR station while the former is a suggestion worthy of consideration, more so in the light that such eve-teasing commence right from the day of admission into the higher educational institutions. Other suggestions have been offered more out of ignorance, since such programmes have already been introduced.

**MAHILA BHARATI: WOMEN AND THEIR PROBLEMS**

Our next concern is about the women's programmes, under the title Mahila Bharati. We have divided this into two heads: Women and Their Problems and Family Planning. The former is exclusively concerned with the women. In family planning, woman no doubt plays a major role: but this by itself will be meaningless without the active co-operation and involvement of the men. We have already stated in the beginning of the
chapter, that fifty persons were selected from the Cuddapah town as the urban listeners to know about their response to women programme. Fifty and listeners from Chennur Mandal were interviewed, with reference particularly to the family planning programme. This was so since it is the rural folk that have to be educated in such a programme.

We now consider only the women's programmes since it is the urban folk that are more interested in such programmes. These programmes are broadcast only for a short duration for 30 minutes out of which 2 minutes are reserved for the signature tune. In the remaining 28 minutes, on an average about 5-6 minutes are for folk music, songs etc. About 10 to 15 minutes are consumed by talks and discussions while in the remaining 5 to 7 minutes - information regarding decoration of the houses, new recipes for cooking, economising expenses is given.

Out of the 50 interviewed, age-wise, women from 20 to 25 were 36 in number, 10 of the age group of 26 to 35, and only 4 of the age group of 36 to 45. There was none of the higher age
group. Of the 50 only 20 were married while 30 unmarried. However, all these were listening to the Mahila Bharati Programmes and had their own sets. 26 of them (i.e. 52%) were regular listeners while only 2 (4%) heard this programme very rarely (even less than once in a month) and 18 women heard the programme occasionally, more than once in a week.

The different programmes broadcast under Mahila Bharati had different responses. They may be shown in a tabular form as here under.

The total number whose responses were recorded were 50.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the Programme</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Beauty Care</td>
<td>38</td>
<td>76</td>
</tr>
<tr>
<td>2.</td>
<td>Discussion</td>
<td>36</td>
<td>72</td>
</tr>
<tr>
<td>3.</td>
<td>Depression in women</td>
<td>35</td>
<td>70</td>
</tr>
<tr>
<td>4.</td>
<td>Women's diseases</td>
<td>30</td>
<td>60</td>
</tr>
<tr>
<td>5.</td>
<td>Talks</td>
<td>27</td>
<td>54</td>
</tr>
<tr>
<td>6.</td>
<td>Childcare</td>
<td>24</td>
<td>48</td>
</tr>
<tr>
<td>7.</td>
<td>Interviews</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>8.</td>
<td>Registered Marriages</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>9.</td>
<td>First aid</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>
It is interesting to see that a majority of them - 38 were interested in Beauty care, making efforts to keep their body fit and appearance beautiful. One reason for this was the attraction by others, a fact which gave impetus for the growth of beauty saloons and parlours. The women in the urban area no more confine themselves indoors but had to per force come out, be it for marketing or, for jobs. They had to receive visitors at home and lead social lives outside. Naturally, they had to keep themselves spick and span. Hence the need for beauty care.

Being educated the women of the urban area took greater interest in discussions regarding several contemporary problems of the society. Naturally, they took interest in discussions that were broadcast over the AIR. The complex nature of the urban society and the heavy burdens the women had to bear in and out of the house, the right time schedules that they had to keep up to run the family and earn more bread outside, often lead to depressions among women and the AIR broadcast useful talks to lessen their depression.
Talks like 'Vesavikalamulo tisukowalasina jagrahalu'
Gas leakage, Consumer awareness (ISI vivaralu),
Neeti Podupu being talks about economy in using water, fuel conservation and the like often eased the tension of the women folk who had the house and also attend to smaller duties like purchase of vegetables, groceries etc., besides going to the office. Women suffer from several diseases both natural for their physique and hence inherent within them and other smaller or bigger diseases imbibed from pollutions, allergy, etc., and they often do not spell them out even to their husbands. Advices and hints given to them through AIR would, therefore, be quite useful for them and 60% of the listeners take interest in such broadcasts. They are also likewise interested in suggestions given in the broadcast on childcare. Such programmes interest 48% of the listeners. But, the first aid lessons have attracted the least number, only 10%.

The Womens' programme provide opportunities for the development of their talent, the spirit of inquiry and quest for knowledge. In the rural areas those who do not have different channels for exposing themselves to the outer world find
in such women broadcasts not only knowledge but also recreation and relaxation. Some of the programmes like childcare, nutrition and new recipes in cooking, medical tips etc., have become quite popular since they are well dealt within these formats by specialists. These rural women being just literate, if not completely illiterate, entertain themselves with this media. These are labelled as Special Audience Programmes and they basically inform, entertain and ease their tensions.

Most of the women interviewed suggested some changes in these programmes. The working class women and those who are seeking jobs suggested that the AIR could arrange interviews with the toppers at the competitive examinations. Some suggested that the AIR could educate them by broadcasting talks on the women participation in freedom struggle. Some wanted more specific pieces of advice by the doctors which could also have more depth. They felt bad, rather disturbed about transmissions and wanted improvement in the transmission itself. Some felt that the time of broadcast 1.30 to 2.0 PM is somewhat inconvenient specially for the working class and the thirty minutes programme was insufficient.
FAMILY WELFARE IN MAHILA BHARATI

This is the second aspect of Mahila Bharati programme. This programme is more applicable to the rural folk. The women in the urban areas, of necessity, adopt the family planning programme. For them each child born is one more mouth to feed and under the materialistic tension-oriented lives, this is considered almost a burden. But it is not so in rural areas. One more child in the rural areas is normally considered an asset since when grown up there would be two more hands to work. This is the application of the Malthusean theory of population. But in modern times, with abnormal growth of population of our country, we are facing so many socio-economic problems.

In this connection we interviewed 50 women from Chennur Mandal. Agewise 86% of the listening group are between 26 to 35 years of age. Four per cent i.e., only 2 out of 50 women of the age group 20 to 25 are in the lowest rung while 10% (5 out of 50) occupy the middle rung. All of them own a radio set or a transistor set. Thirty two of them are literates while the remaining 18 are illiterates. Of the former, 19 have studied upto
SSC, while 5 have completed the college education up to Intermediate. Only 8 of them are Graduates. 29 of the 50 that were interviewed had 2 children while 12 had 3 children. Nine of them however had 4 and more children. This would show (1) that family planning had been mostly adopted by the literate who had been influenced by the AIR broadcasting and other agencies and subjected themselves to family planning. Besides broadcasts, 5 of them had been influenced by the wall-posters pertaining to family planning. Almost all of them were educated in the hospitals where they got themselves admitted for their first delivery. The films had their own major share to contribute since 42 of them were educated through films. Parental advice or the whispered words of the near and dear have helped 54 of them (33 + 21) to adopt the methods of family planning. The family planning workers have influenced 30 of the 50. Surprisingly group meetings, campaigns, exhibitions have had no impact upon the listeners. But the newspapers have created interest in 24 of the 50 listeners. These programmes are broadcast in different forms like
talks, burrakatha, plays, discussions, commercials and other miscellaneous programmes each of them in that order numerically.

This programme is defined as the idea, programme or act of preventing births and avoiding their consequences. It is essentially symomymous with, 'Birth Control' and 'Birth preservation.' During the Congress (I) regime of Mrs. Indira Gandhi, when her son Sanjay was virtually holding de facto power, family planning was forcibly introduced almost with an iron hand that it became a nightmare among the people causing a lot of pain and hardship to the people. So the Janata Government that followed changed its nomenclature into Family Welfare, which apart from family planning, also deals with nutrition, health and several other factors connected with the welfare of the family.

We have already examined in Chapter IV the different aspects of broadcast of Mahila Bharati programmes which need not be repeated.
OTHER GENERAL PROGRAMMES

Besides the subject-oriented programmes we are also concerned with other general programmes like Drama, Music, Short plays, Story telling etc., which were not meant for any specific group, but was of interest to many listeners in a general way. For this purpose we supplied questionnaire to one hundred respondents, fifty of whom hailed from rural areas of Chennur, Siddhout, Chintakommadinne and Pendlimarri. The other fifty were urban respondents of Cuddapah town. Twenty-five out of fifty from Cuddapah listened to these programmes regularly, while the other twenty-five were occasional listeners. In the rural areas, however, only sixteen heard the programmes regularly, while 30 of them heard the programmes rather occasionally. The remaining 4 were casual listeners, listening to the programmes less than once in a week. This would show that the rural listeners were not that much interested in these programmes.

Further, listening to programmes from other stations including stations outside the country is restricted, according to our survey, only to
the urbanites. The rural folk did not show any interest in listening to the programmes broadcast over the BBC or the Srilanka Radio Stations, let alone, Radio Pakistan. In fact, even the urbanites did not listen to Radio Pakistan or other foreign stations excepting the Radio Srilanka and the BBC. Almost all the urbanities (50) listen to Indian programmes broadcast by Radio Srilanka while only 52% of them tuned to the BBC.

So far as the news is concerned all of them heard to the news broadcast in Telugu. The regional news in Urdu broadcast from Hyderabad did not interest the listeners of Cuddapah. The same was the case with regard to news broadcast by Delhi. The fact that no Muslim was subjected to the question may be one of the reasons for such a result of the survey. Interestingly, there was only one listener in Cuddapah who heard to news in Sanskrit. In the rural area 3% of the persons whom we interviewed listened to news in Urdu broadcast from Delhi, while the same number bent their ears to regional news in Urdu. Only 6 of them heard to news in English, while in the urban region 41 (82%) heard the news in English. The
programmes on current affairs have interested 47 (94%) urbanites while 8 (16%) in the rural area showed interest in this programme dealing with the review of discussions in Assembly, although 'Today in Parliament' interested only 12%. The popularity of these two programmes in the urban area showed a reverse interest. While 39 of them were interested in Today in Parliament, only 29 took interest in Today in Legislature. Jeevana Sravanthi is a programme dealing with the biographies of famous people, which depicted to show how even under adverse circumstances they faced life gallantly and solved their problems courageously overcoming depressions. These programmes were meant for those in the society who were undergoing such depressions, to fill in them courage to face life's problems squarely. 17 urbanites listened to such programmes while there was none in the rural regions. This would show that mental depressions occurred only among the urbanites, who were facing tensions in life and therefore were subject to such mental depression. It is natural that the AIR considered it a duty to help such of those citizens.
Music, devotional or classical, Carnatic or Hindusthani, was quite popular programmes among the listeners. Devotional music attracted 37 of the urban listeners and 15 (30%) of the rural. Carnatic music had 31 (62%) listeners in Cuddapah where 25 (50%) were also interested in Hindusthani music. In the rural regions 8 (16%) of them listened to Carnatic music, while only 3 (6%) were interested in Hindusthani Music. The most popular, however, was folk music, which attracted 42 urbanites and 38 of the rural region. It is the Harikatha that gathered a good number 41 (82%) in the countryside. Likewise, the Burrakatha also had 41 (82%) out of the 50 listeners. Rangasthala Padyalu had 21 (42%) listeners in the countryside, while only 2 were interested in Cuddapah town. Oggukatha, similarly, had attracted only 2 from the urban area while 15 took interest in this programme in rural area. Light music attracted 20 people in the urban region while only 3 responded to it in the rural region. This would show that while programmes like Carnatic music attracted greater number in the urban region folk items like Harikatha etc., attracted a large number in the countryside. It
clearly shows that there is a distinct distinction between urbanites and ruralites. Film music is one item which drew good number of listeners in both rural and urban regions, 30 (60%) on the former and 48 (96%) in the latter.

With regard to academic programmes like Talks, Discussions, Interviews, Quiz programmes, Subhashitamulu and Science programmes attracted the urbanites to a greater extent - 40 (80%), 45 (90%), 40 (80%), 19 (38%) respectively. The rural reaction was far less, Subhashitamulu interesting only 3 (6%), Science programmes - 2 (4%) and Quiz programmes - 1 (2%). This would show the importance given to the academic programmes by the urbanites. If the Specific Audience programmes Illuvakili, Polampanulu - Kaburulu, Gramaseemalu/Palleprantalu were practically and equally attractive among the rural and urban listeners. 38 (76%), 39 (78%), 28 (56%) of the rural listeners, 37 (74%), 34 (68%), 33 (66%) in the urban area. Padipanta, on the other hand, interested 25 urban listeners (50%) and 40 (80%) rural listeners, while Karmikula Karyakramam had 41 (82%) of the listeners in the urban area, in the rural regions the former had 40 (80%) listeners while the latter had only 4
(8%) listeners. This would clearly show that the programmes connected with labour had a heavy weight in urban region over those of the rural while Padipanta had, vice versa, a heavy weight in the rural. Adult education programmes were more popular in the rural area 15 (30%). While the children's programmes had 32 (64%) in the urbanside, there were only 10 (20%) in the rural. Even for the women programmes there were 13 (26%) urban listeners and only 6 (12%) rural listeners. It shows that emphasis is laid upon the women/children programmes in urban areas while the adult education programmes drew a greater percentage in the rural areas. The most deploring was the school broadcast which had no listeners in the rural region, while only 6 (12%) heard the programme in the urban area. This is a sad picture showing that nobody in the rural region was interested in the school programmes, while only a handful of 6 (12%) listened to it in the town. This would show that school broadcast which ought to have been more popular drew the attention of the least numbers. Greater importance was given to sports programmes 17 (34%)
in the urban and 3 (6%) in the rural regions respectively. In the town itself as many as 46 (92%) were interested in the youth programmes, while 5 (10%) of the villagers took interest in it.

This analysis would show the tendency of urban and rural listeners towards these programmes - Agriculture, Folk Arts, Film Music drew greater number in the rural area, but they were not interested in educative programmes connected with women and children and also classical music etc.

Of the several suggestions made by the urban listeners some are: (1) Public health to be introduced as a part of Science programmes, (2) Dramas/Serials, Burrakathas ought to be connected with social life and expose social problems, (3) Importance to be given to current topics and affairs, (4) Introduction of new subjects, (5) Extension of time for broadcasting of employment news, (6) Introduction of new techniques and methods to lessen the impact of the Television over the Radio and (7) To give importance to local artists. They are worthy of consideration by AIR.
A general complaint was about the transmission itself which had too many audio disturbances and hampered listening, a complaint made by the rural people also. The latter wanted greater importance to be given to agricultural programmes.