ANNEXURE-I

GLOSSARY

Bahu – daughter – in - law
Batori - news
Beta - son
Bhaona – traditional form of entertainment in Assam.
Gauna - a Northern Indian custom and the ceremony associated with the consummation of marriage
Masala - spice
Mekhela sador – traditional Assamese attire
Rakhi – a thread generally tied in the hands of brother
Salwar kameez – traditional North Indian attire
Saree - a garment worn by women from South Asia
ANNEXURE-II

QUESTIONNAIRE

**Topic:** Electronic Media and Its Impact on the Youths: A Case Study of Guwahati City

**Personal profile of the respondents:**

NAME-

GENDER-

ADDRESS-

PH. NO-

COLLEGE-

STREAM-

1. On average how much time do you spend watching television?
   
   □  Less than 2 hrs        □  More than 4 hrs

2. What is the purpose of watching television?
   
   □  Entertainment        □  Information

3. Which channel do you watch most?
   
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4. (a) What is your favourite serial?

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(b) What is your favourite informative programme?

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(c) What is your favourite reality show?

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5. Do you welcome guest during your favourite TV programme?

☒ Yes ☐ No

6. Will you visit your relatives during your favourite TV programme? Justify your answer.

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7. Do you think TV romance has popularized the concept of love marriage among the youths?

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8. Do you think TV has replaced the real life conversation? Give reasons in favour of your answer.

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9. Do you think that the family politics shown in TV has contributed to the growth of nuclear family? Explain.

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10. Do you think that the women centric serial like *Jassi Jaisi Koi Nahi* helps in boosting the morale of women?

☐ Yes  ☐ No

11. Do you watch educational programmes?

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12. Do you think TV provides informative knowledge? Justify your answer.

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13. What type of knowledge do you acquire from television?

☐ Course related knowledge  ☐ Cultural knowledge  ☐ Economic knowledge

☐ Political knowledge  ☐ Current affairs

14. What is the function of advertisements?

☐ Knowledge of new thing  ☐ Motivate to purchase unwanted thing

15. Do you want to buy products shown on TV advertisements?

☐ Yes  ☐ No
16. (a) If yes, what type of products you like to buy?

☐ Cosmetic products ☐ Branded clothes ☐ Accessories
☐ Electronic gadgets ☐ Others. Please specify.

17. Do you think that the advertisement products like chips, candies and burgers have helped in increasing obesity?

18. Do you think that TV can be a powerful tool for educating young people about sex? Explain.

19. Do you think that advertisement of products like I Pill, Condom etc have made sex more casual for youngsters? If yes, how?
20. Do you agree with the fact that advertisement of fairness products has reinforced the prejudice that fair is beautiful?
   □ Yes    □ No

21. (a) Do you believe that watching television has developed the notion ‘thin is beautiful’ among the youths? If yes, why?
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(b) Do you think that the young generation develops eating disorder in the process of emulating the thin models on TV?
   □ Yes    □ No

22. (a) Do you like to imitate the characters shown on TV?
   □ Yes    □ No

(b) What type of habit you like to imitate?
   □ Mannerism □ Dresses □ Hair style □ Language □ All of them

23. If you feel thirsty what will be your preference
   □ Soft drinks    □ Coconut water

24. Do you think television advertisements impart health related information?
   □ Yes    □ No

25. What is your view on pre marital sex?
   □ Nothing immoral    □ Against morality
26. (a) Do you think that the violent programmes shown on TV can be related to the violent behaviour among youths? Explain.

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(b) What type of impact do you feel?
- [ ] Increased fear
- [ ] Indifferent towards violence
- [ ] Violently aggressive in nature

(c) If you see a person beaten up in the road what will be your response
- [ ] Stop to help him
- [ ] Pass by ignoring it
- [ ] Stop to enjoy the situation

27. Do you think women are not properly presented in TV?

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28. Do you think TV promotes stereotype role of women? If yes, how?

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29. Who takes decision in selecting your shoes, dress and other wears?
- [ ] Yourself
- [ ] Parents

30. Who takes decision regarding your career?
- [ ] Yourself
- [ ] Parents
31. What is your view on public display of affection?
   □ It is normal   □ Against morality

32. What measures do you suggest to regulate the negative influence of TV?

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The questionnaire will be used only for my research work.

Chayanika Sarma
Research Scholar
Department of Political Science
Gauhati University