CHAPTER II

EVOLUTION OF TELEVISION

2.1. INTRODUCTION

The literal meaning of television is ‘vision at a distance’ as the word ‘tele’ in Greek means distance. Television in general sense means the transmission of pictures and voices without wires from one place to another over short or long distances. (Vilanilam, 2003) Television programmes generally try to establish a relation between the programmes telecasted and the reality as experienced. (Seiter, Borchers, Kroutzner and Warth, 1989) Television is not a product of single inventor. It is a product of the research of several scientists. (http://inventors.about.com/od/tstartinventions/a/Television.htm) During the 19th century, the intense experimentation in electricity led to the emergence of television. (Banerji, 1992) There were two major paths in the development of television system. One was based on mechanical system while the other one was based on the electronic system. The mechanical method which was mainly based on Paul Nipkow’s rotating disk was followed by Charles Jenkins(USA) and John Baird(Britain). On the other hand, the electronic system based on the model of Cathode Ray Tube invented by Karl Braun was followed by Philo T Farnworth and Vladimir Zworykin. Till 1920, in most of the experiments in television, the mechanical method had been used. Eventually the electronic television system replaced the mechanical system.
2.2.MECHANICAL SYSTEM

The mechanical method had been started with the experiment of Paul Nipkow of Germany. He was the first scientist to develop the scanning principle of television. In 1884 he developed a rotating-disk technology to transmit pictures over wire which was used to analyze and transmit the light intensities of small portions of an image. (http://inventors.about.com/od/tstartinventions/a/Television.htm) His device has been patented under the name of ‘electric telescope’. His rotating disk had small holes in it through which light could be sent as light and dark dots. (Vilanilam, 2003) Again in 1907 Boris Rosing and Cambell Swinton, independent of each other, developed the electronic scanning method of reproducing images. In 1923, Vladimir Zworykin further developed the ideas of Campbell Swinton and patented his television camera tube which he called an electric eye. Later on, in 1929, he improved the cathode ray tube and named it as the kinescope for picture display. He demonstrated a television system which has the features of modern day television system. (http://inventors.about.com/od/tstartinventions/a/Television.htm) The practical electronic system for both transmission and reception of images was first demonstrated by Vladimir Zworykin in 1929 with the help of his kinescope tube. In 1939 an experimental broadcast was conducted by Vladimir Zworykin from the Empire State Building. Zworykin also introduced the colour television in 1925.

2.3.ELECTRONIC SYSTEM

On the other hand, the era of electronic communication began with Joseph Henry and Michael Faraday’s work with electromagnetism in 1831. A still image was
transmitted over wires for the first time in 1862 by Abbe Giovanna Caselli through his invention known as Pantelegraph. In the year 1873 scientists May and Smith caused the possibility of transforming images into electronic signals with the help of their experiment with selenium and light. In 1877 the Boston civil servant George Carey put forward a drawing which he called selenium camera. It would allow people to see by electricity. The term ‘cathode ray’ was coined by Eugene Goldstein to describe the light emitted when an electric current was forced through a vacuum tube. In late 1870s the scientists and engineers like Paiva, Figuier, and Senlecq suggested various alternative designs for Telectroscopes. In 1880 Alexander Graham Bell’s Photophone used light to transmit sound. He also wanted to further develop his device for image sending. In 1881 Sheldon Bidwell experimented with his Telephotography that was similar to Bell's Photophone. In the year 1897, German scientist Karl Braun invented the Cathode Ray Tube Oscilloscope (CRT) which is known as the picture tube in modern day television sets. (http://inventors.about.com/od/tstartinventions/a/Television.htm)

2.4. EVOLUTION OF TELEVISION

In the first International Congress of Electricity held at the World’s Fair in Paris in 1900, Constantin Perskyi of Russia made the first known use of the word "television." (http://inventors.about.com/od/tstartinventions/a/Television.htm) On June 14, 1923 Charles Jenkins transmitted the earliest moving silhouette images through a mechanical television system called the radio vision. The year 1930 was
a landmark in the history of television as the first television commercial was broadcasted by Charles Jenkins and the BBC began regular television transmissions.

John Baird was the first person to transmit moving silhouette images using a mechanical system based on Nipkow’s disk. In 1926 John Baird introduced a television system with 30 lines of resolution system running at 5 frames per second. John Baird became the first to open a television studio though the image quality was poor. On 9th April, 1927, the first long distance use of television took place between Washington DC and New York City which was conducted by the Bell Telephone and the U.S. Department of Commerce. Philo Farnsworth developed a dissector tube and with the help of this transmitted an image of dollar sign for the first time in 1927.  (http://inventors.about.com/od/tstartinventions/a/Television.htm) In 1936 British Broadcasting Corporation (BBC) became the first television service in the world. By 1939 television broadcast had been introduced in US also. By the end of 1950s most of the countries adopted it. (http://downloadvertisement.nos.org/srsec335new/ch13.pdf) By 1936, television became a popular media. In that year the coaxial cable which was a pure copper or copper coated wire surrounded by insulation and an aluminum covering had been introduced to transmit television, telephone and data signals. The address of US president Roosevelt in 1939 was the first transmission by the television as a transmission system. This transmission was popularly received by the public though few in numbers as television was developed for field testing purpose. (Banerji,1992) Meanwhile, the breaking out of Second World War led to an abrupt halt in the television services. Television again retrieved its position during the late 1940s. (Datta, 2005)
Television was first demonstrated at the New York World's Fair and the San Francisco Golden Gate International Exposition. (http://inventors.about.com/od/tstartinventions/a/Television.htm) The Dumont Company was the first one to make television sets. In the late 1940’s the cable television then known as the Community Antennae Television or CATV was born in the mountains of Pennsylvania. The 1943 World Series was the first World Series shown on television. Face the Nation, a famous news commentary show, made its debut in 1947 and it was one of the earliest television programme. Louis Parker was issued the patent for the invention of modern changeable television receiver in 1948. In 1948 an attempt had also been made in Pennsylvania to bring television to rural areas and for this purpose cable television had been introduced. The year 1948 can be regarded as a true television year. The Truman- Dewey election was aired in that year. Moreover, shows like The Texaco Star Hour, The Toast of the Town etc also appeared in the television. The Toast of the Town which was hosted by Ed Sullivian was later known as The Ed Sullivan Show ran for 23 long years finally ended on 1971. The 1950s had been regarded as the golden age of television. Many popular shows had been aired during that period such as The Goldbergs; Howdy Doody, Your Show of Shows, The Colgate Comedy Hour, I Love Lucy, The Honeymooners(focused on the "crazy hairbrain schemes" of super dreamer and super under-achiever Ralph Kramden, his patient long-suffering wife, Alice, and his loyal friend, Ed Norton, who was Ralph's comic relief prop.), etc. Shows like See it Now, You are There?, Gunsmoke, Dragnet were also been aired during that period. (http://www.entertainmentscene360.com/index.php/the-history-
(http://downloadadvertisement.nos.org/srsec335new/ch13.pdf)

By the 1960s television came to be known as the ‘little box that ruled the world’. 
(http://www.entertainmentscene360.com/index.php/the-history-and-evolution-of-television-the-1940s-and-1950s-15184/) Peter Goldmark is regarded as the first to introduce a broadcasting colour television system. His mechanical process had been first used in 1949 to broadcast the operations from Pennsylvania and Atlantic City Hospitals. Eventually his mechanical system had been replaced by the electronic system. The V shaped television antenna was invented by Marvin Middlemark. In 1950 FCC approved the first colour television system which was eventually replaced by the second one in the year 1953. In 1950 the Zenith Radio Corporation, later known as the Zenith Electronics Corporation introduced the television remote control called the ‘lazy bones’. In June 1956, the remote control first entered the American home. On 19th August 1950, the American Broadcasting Company aired the Saturday morning television shows for children for the first time. 
(http://inventors.about.com/od/tstartinventions/a/Television.htm) The first remote control which was called the ‘Zenith Space Commander’ was invented by Robert Adler in 1956. The first satellite Telstar was launched in 1962 by American Telephone and Telegraph Company (AT&T) to carry television broadcasts. In the year 1962 the exchange of television programmes becomes possible between Europe and America. (Datta, 2005) In 1964 plasma television was invented by Donald Bitzer, Gene Slottow, and Robert Willson. 20th July 1969 was an important
day in television history. On that day the first television transmission was done from the moon and 600 people watched it. It was a great success in television history.

In the early 1900s television was semi mechanical with huge bodies and tiny screens. Eventually the size of the television became more compact though the screen stayed small. With the passing year the electric television captured the market and television became relatively cheaper. By the pre Second World War period, many countries started broadcasting. But with the outbreak of the Second World War many channels stopped it. It was after the Second World War, television started regaining its position and in the next few years television became a household name. After the end of the Second World War thirteen channels emerged and with this there was no looking back. In 1950s new developments took place in the field of television. Television had been changed design wise. After the devastating effect of Second World War, Japan also started rebuilding its empire on the basis of technology which led to the production of first real Japanese made television. Moreover the introduction of the remote control turned this lazy device into a total couch potato maker. Coming of the colour television in the market gave a new experience to the people. By the end of the 1980s television became less expensive and in 1997 Pioneer introduced the plasma television and it became a possession.

2.5. TELEVISION IN INDIA

The first demonstration of television in India took place in 1955 at an industrial exhibition in New Delhi. After the end of the exhibition, the All India Radio
acquired a part of the television apparatus and set up the television project at an experimental basis. Again, in 1956, at the UNESCO General Conference, the Government of India introduced a proposal asking UNESCO to organize a television centre at New Delhi with the objective of educational and community development. (Dua, 1979) Eventually, a makeshift centre was established at Akashvani Bhavan (Broadcasting House), New Delhi and the President of India inaugurated the centre on 15th September, 1959 with the help of a grant of 20 thousand dollars given by the UNESCO to study the use of television as a media of education and rural upliftment and community development. (Banerji, 1992) 180 teleclubs were set up where free television sets were provided by UNESCO. 21 community television sets were installed in different parts of Delhi. The Ford Foundation donated television sets to about 250 schools. Gradually this number rose up to 500. (Vilanilam, 2003)

Earlier the programmes broadcasted on Indian television were mainly the educational and agricultural programmes meant for school children and farmers. For this purpose several community television sets were set up in the rural areas of Delhi and schools around Delhi. (http://downloadadvertisement.nos.org/srsec335new/ch13.pdf) In August 1965 the Federal Republic of Germany gave assistance in setting up a modern studio in Delhi and with this the first regular general service began from Delhi. The programmes were telecasted both in Hindi and English and it included programmes on folk music and folk dances, news and news reviews, light entertainments, quiz programmes, discussions on topical subjects, and interviews with noted personalities and experts. During the period 1959 to 1971
television covered only Delhi area and it was concentrated mainly on rural programmes and school television programmes. Till the mid of 1965, only two programmes each with one hour duration per week were telecasted. The duration of the programme was increased to 4 days a week with effect from 1st June 1965. By 15th August 1965, daily service of one hour duration was started. (Banerji, 1992)

Moreover, from August 1965, entertainment and information programmes had also been telecasted on television along with social educational programmes on public demand.

The main theme of the programmes broadcasted during the period 23rd December, 1960 to 6th May 1961 was the ‘responsibilities of citizenship’. Five subjects were chosen under this topic with four programmes on each subject. These were-

- Traffic and road sense
- Dangers to community health
- Adulteration of food stuffs
- Encroachment of public property
- Manners of a citizen. (Dua, 1979)

In 1961, the Ford Foundation helped in telecasting an educational television programme for the school children of Delhi. This programme included Physics, Chemistry, General Science and English as well as teacher training programmes on Science and English. The main aims of this experimental project included the telecast of programmes useful to the high school students, to install community sets etc. One of the chief objectives of this project was to make television viewing
available to the people of Delhi suburbs, especially to the farmers. The creation of teleclubs for the discussion of the programmes by the viewers was yet another aim of this project. But till the year 1967, the television transmissions were confined to the urban centers only. It was only in 1967 that the programmes with rural interest were introduced. In the year 1967, January, *Krishi Darshan* programme was started with the help of Department of Atomic Energy, Indian Agricultural Research Institute, Delhi administration, state governments of Haryana and Uttar Pradesh.

At first the television sets were imported. The Ford Foundation, the UNESCO and some other international agencies donated some sets. By 1965, the Central Electronics Engineering Research Institute (CEERI) situated at Pilani, Rajasthan, and government owned organization Bharat Electronics Limited also worked on developing its own television set. As a result, in 1969, the first Indian made television set has been rolled out of the factory. By 1970, several television centres were opened in other parts of the country (http://downloadadvertisement.nos.org/srsec335new/ch13.pdf) and duration of service was increased to 3 hours. Programmes included news, information, entertainment and 2 weekly programmes running to 20 minutes each for the teleclubs and a weekly programme of same duration called *Krishi Darshan*. In 1970 there were around 22000 imported television sets excluding the community sets. Indian sets were in market by mid 1970s and the number touched lakh. Commercials were started in all the television centres from January 1, 1976. In 1972, the second television centre was inaugurated in Bombay and it marked the expansion of television beyond Delhi after 13 years of
its introduction in India. By 1975, television centers were established in Srinagar, Amritsar, Calcutta, Madras and Lucknow.

Finally on 1st April, 1976, television was separated from All India Radio and it was established under the name of Doordarshan in the Information and Broadcasting Ministry. Three channels i.e. DD-I, DD-2 and DD-3 were introduced in the four metro centres- Delhi, Mumbai, Kolkata and Chennai. The Doordarshan telecasted from 36 cities. The 897 transmitters covered almost 87% of the total population. (Vilanilam, 2003) The chief aim of Doordarshan was to help in the social and economic development of the country. It also aimed at motivating the people with socially useful programmes and messages in order to make them participate in the overall development of the country. The chief social objectives of Doordarshan were

- To act as a catalyst for social change
- To promote national integration
- To stimulate a scientific temper in the minds of the people
- To disseminate the message of family planning as a means of population control and family welfare
- To provide essential information and knowledge in order to stimulate greater agricultural production
- To promote and help preserve environment and ecological balance
- To highlight the need for social welfare measures including the welfare of women, children and less privileged
• To promote interest in games and sports
• To create values of appraisal of art and cultural heritage (Vilanilam, 2003)

But an analysis of the television programmes shows a different picture. The television programmes do not promote these objectives and emphasis is given on the entertainment programmes.

Dr Vikram Sarabhai, the founder of Indian Space Programme, was the first person in India to visualize the potential and possibilities of satellite television as an effective medium of mass communication and education. He had a dream of owning India's own satellite and for this purpose a programme known as the Satellite Instructional Television Experiment (SITE) has been launched in India on 1st August, 1975 by the Indian Space Research Organization (ISRO) with the help of NASA, UNDP, ITU and UNESCO. The US- supplied Applications Technology Satellite – ATS-6 has been used in launching SITE. (French and Richards, 1996) Vikram Sarabhai signed an agreement with the National Aeronautics and Space Administration (NASA) on 18th September, 1969, on behalf of the Department of Atomic Energy (DAE), Government of India. This agreement was known as the ‘Indo- US ITV Satellite Experiment Project.’ According to the agreement, NASA provided ATS-6 for 1 year. The SITE was first conceived as a pilot project in 1967-69 and in 1969 decision was taken to implement the project. Under this programme community television sets were distributed among the villagers of 2400 villages in the 20 districts of six states of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan. Through this project, various important development topics like family planning, public health, social and educational improvement of women
and children etc. were introduced to the Indian masses. (French and Richards, 1996) The programmes were telecasted twice a day, in the morning and evening. These programmes mainly dealt with the issues like agricultural information, health and family planning. Moreover some entertainment programmes like dance, music, drama, folk and rural art forms were also telecasted. (http://downloadadvertisement.nos.org/srsec335new/ch13.pdf) This experiment came to an end on 31st July, 1976. (French and Richards, 1996)

When SITE was launched the social and economic conditions of people especially living in villages were very deplorable. The children were not able to attend schools as they had to assist their parents in household or field works. Moreover, schools were not seemed to be an interesting place for the children. Therefore SITE concentrated on this age group of primary school. Though the programmes were not able to cover the syllabus, still they had managed to cover up some important core issues. Some of the chief objectives of this programme were to make the children learn the skills of community living, aware them about health and hygiene, teach them language, aware them about modernization and also promote aesthetic sensitivity. For this purpose, SITE included programmes like teacher training programme, agriculture, health, hygiene, family planning etc. Moreover, it also made science accessible to village kids by teaching it in a friendly manner. The programmes also made the masses aware of different government plans for the upliftment of people as well as development in the field of science and technology. It also aimed at making the masses aware of social, economic and political changes in the society.
The experience of Pij village (Ahmedabad) Kheda is a landmark in the history of Indian television. It was the rural television of India in the true sense of the term. This project was started in 1976. There were 560 community television sets in the Kheda district and experimental television programmes were produced aiming especially the poverty stricken rural masses which included the landless labourers, the harijans, the marginal farmers and the other weaker sections of the community.

SITE was a pilot project for the beginning of the INSAT (Indian National Satellite System) era. INSAT was a joint venture of the departments of Space, Meteorology, Posts and Telegraph, All India Radio and Doordarshan. India’s first own multipurpose satellite INSAT-1A was launched on 10th April, 1982. But unfortunately due to the depletion of satellite fuel it had to be abandoned after September 6, 1982. This could not stop the scientists from launching another satellite in the INSAT series i.e. INSAT- 1B. The seven years life span of INSAT-1B commenced on 15th October 1983. INSAT was India’s first own satellite system and it helped in the expansion of television in India with its two types of reception system- the DRS system and the VHF system. In the DRS system (Direct Reception System) television programmes are directly received from INSAT. The direct reception sets have been installed to receive the signals directly from the satellite and convert them into audio- visual messages for instant utilization. The other system is known as the VHF (Very High Frequency) system. Unlike the DRS system, in the VHF system, the VHF sets are installed within the range of terrestrial transmitters. In this system, the VHF sets receive the transmissions from terrestrial transmitters which in turn obtained the signals from satellite. The two main
functions of INSAT 1B were to distribute television programmes throughout the
country as well as to provide a development oriented regular service in six specially
selected service areas. These were

- Kurnool, Mehboobnagar and Rangareddy districts of Andhra Pradesh
- Gumla, Lohardaga, Palamau, Ranchi and Singhbhum districts of Bihar
- Jamnagar, Junagadh and Rajkot districts of Gujrat
- Bhandara, Chandrapur, Gadh Chiroli and Nagpur districts of Maharashtra
- Bolangir, Dhenkanal and Sambhalpur districts of Orissa
- Azamgarh, Basti and Gorakhpur districts of Uttar Pradesh

The backwardness of the area, availability of suitable physical and developmental
infrastructure and utilization of existing programme production facilities were the
three main reasons behind this selection of six clusters. (Zachariah, 1996)

The proposed functions of INSAT- 1B were as follows-

- To establish long distance telecommunications (telephone, facsimile etc)
- To provide round-the-clock meteorological earth observation and data relay
- To transmit television programmes directly to the augmented television
  receivers (DRS) in rural areas and to facilitate networking of television
  transmitters; and
- To further improve regional and national networking of the radio
  transmitters.

( Datta, 2005)
On August 15, 1982, the Indian masses witnessed the Independence Day celebration telecasted live from Red Fort for the first time through the APPLE(Ariane Passenger Payload Experiment). APPLE was a space based communication technology which was launched in June 1981 with the help of French. But the real expansion of television began in India in November 1982 with the coverage of the Ninth Asian Games which was held in Delhi. The year 1982 was also important as the colour television came into being during the Asiad. The Research and Development Wing of All India Radio started colour television transmission on 17th November 1982. For this purpose a temporary studio had been put up at the Indian International Trade Fair at Pragati Maidan, New Delhi. People in lakhs watched Asiad in colour television. The coverage of the Asian games, 1982, was the most formidable challenge faced by Doordarshan’s professionals. They had no previous experience of covering such a gigantic and prolonged event in colour. The coverage included direct live relays, daily highlights in the evening and point-to-point and multi-point feeds to foreign countries. It was to Doordarshan’s credit that its professionals came out with flying colours. Along with the Asian games, the Non-Aligned meet and the Commonwealth meet also gave Doordarshan some scopes. In short, 15th August 1982 was a red letter day in the Indian mass communication history as it witnessed four major events through INSAT. These were

- Commencement of National Network for all India relay
- Conversion of black & white to colour transmission
- Utilization of microwave links for television on a regular basis
- Distribution of networking of television programmes throughout the country
In 1983, the Government of India adopted Rs 68 crores Special Crash Plan for the expansion of television and to bring 70% of total Indian population under the television network by 1984. With the help of the sanction by the government, several transmitters were set up throughout the country and by the end of the decade more than 75% of the total population was covered by these transmitters. The Rs 68 crores plan aimed at providing transmission and production facilities at new television centres around the country. Another big objective of this scheme was to extend television coverage to North East region so that people from that region may become attached with the mainstream. Again this scheme also included setting up of permanent television centres at Ahmedabad, Bangalore, Guwahati and Trivandrum.

The Kanadigas were also demanding more programmes in Kanada language. The plan also included setting up of television relay transmitters at Madurai, Asansol, Cuttack, Varanasi, Murshidabad, Vijayabada, Panaji and Kasauli. Again the programme production centres were to be set up at Raipur, Bhopal, Muzaffarpur, Palina, Gulbarga and Bhubaneswar. Doordarshan Bhavan was also to be set up under this scheme.

Though the North East region was untouched by this development, a major expansion plan had been taken which was supposed to cover 80% of the population. To achieve this goal it had been planned to set up three 10 kilowatt transmitters at Dibrugarh, Silchar and Tura and 5 one kilowatt transmitters at Shillong, Kohima, Imphal, Itanagar and Aizawl. Again, for the telecasting of common North East service from Guwahati, a plan had been taken up to link these 8 transmitters. The Rs
68 crores plan aimed at establishing 180 television stations and relay centres by November, 1984 in the country.

On September 19, 1984, the channel II of Doordarshan was launched at Delhi on the eve of the silver jubilee celebration of Indian television. Consequently, the channel II had been launched in Bombay, Calcutta and Madras. The morning transmission was started from February 1987 and the afternoon transmission started from January 26, 1989. The mid day service was meant for the housewives, children and retired people.

In the year 1987, another important development took place. A scheme providing three tiers of television in India viz. national, regional and local services had been implemented. It helped in the transmission of programmes in regional languages.

Maharashtra was the first state to get the regional networking arrangements and Andhra Pradesh was the second one. The main aim of these regional programmes was to project the cultural and literary heritage of the concerning states. Now, most of the Indian states have the regional linking facilities.

The Doordarshan had set up the Central Production Centre (CPC) with highly sophisticated equipments and it was inaugurated in February 1989 in the Asiad village complex at New Delhi. It had two large studios aided with computer aided cameras and light- control system. Moreover it also had two post production suites with latest gadgetry. The complex shows were preferred for production in CPC. It had been able to achieve a distinct mark both in respect of their production values and technical slickness.
In the year 1997, a statutory autonomous body called the Prasar Bharti was established to convert the Doordarshan and AIR into government corporations. It was established with an objective of granting greater autonomy to Doordarshan and AIR. But it failed to defend the Doordarshan from government control. Doordarshan started as a part of AIR and grown into a major broadcaster with around 30 channels which included Regional Language Satellite Channels, State Networks, International Channels and All India Channels like DD National, DD News, DD Sports, DD Gyandarshan, DD Bharati, Loksabha Channel and DD Urdu etc. In 1995 Doordarshan introduced a new international channel Doodrdarshan International to telecast programmes to foreign countries like Europe, Asia and Africa.

*Humlog* was the first serial to be telecasted on Indian television. *Humlog* was first aired on 7th July, 1984. It was a story of Indian middle class and their day to day struggle. It discussed issues of family planning, freedom of choice to find a life partner or job, and the role of women in society. (http://www.shvoong.com/social-sciences/sociology/493867-psychological-impact-television-serials-soaps/)

Buniyad, aired on 1986, was based on the struggle of two Punjabi families ravaged by communal riots. The whole plot was based on the life of men and women who struggled to live and love in an era of aggression and annihilation. The story was of Master Haveliram who was a patriotic and a very principled man and chose teaching as his way of constructing an ideal society of dreams. This was the story of the trials and tribulations that Master Haveliram and his family experienced during this tremulous phase. Having left most of their material possessions back in the present Pakistan, armed with nothing but memories, how Master Haveliram, Lajoji, their sons and daughter try to settle down in their new home in India-the refugee camp and manage to rise in life, in spite of the limited resources available. The struggle to start from scratch and create a home in a foreign land…the struggle of remaining true to principles over the temptation to give in to easier but unethical ways of life…Buniyaad was the story of struggle that most Indian families faced during the partition. (http://www.pha.jhu.edu/~sundar/tp/buniyaadvertisementsahara.html)
Again, *Nukkad* was a comedy serial aired in 1986. The story dealt with the struggle of the urban youths. It is about some *nukkad* (street) characters that had great aspirations in life but everyone was happy. *Ramayana* was telecasted in 1987-88 and *Mahabharata* in 1989-90. The characters of *Ram, Sita, Krishna* had a hysterical mass following. People touched their feet in public, such was the identification with
their psyche. (http://www.shvoong.com/social-sciences/sociology/493867-psychological-impact-television-serials-soaps/) During the telecast of Ramayana and Mahabharata streets wore a deserted look. (Saksena, 1996)

Malgudi Days - based on works of R K Narayan which was telecasted in 1986. Normally, one story was telecasted in one episode.

Karamchand aired in 1986 was India’s first detective series. Pankaj Kapoor portrayed the character of detective Karamchand. Then came the Sword of Tipu.
**Sultan** in 1990. This serial was based on the portrayal of life and times of Tipu Sultan, the erstwhile ruler of Srirangapatna. Sanjay Khan played the lead role. **Surabhi** was another popular show in 1993-2001 hosted by Renuka Sahane and Siddharth Kak. This show reflected the length and breadth of Indian culture.

### 2.6. EMERGENCE OF PRIVATE TELEVISION CHANNELS

Cable News Network (CNN) was the first private satellite channel which became popular with its coverage of the Gulf War in 1990s. With CNN the era of private television began in the television history. CNN came to India in January 1991 and Star Television in April of that same year. Cable television came into being after the Government of India adopted the liberalization policy under the Prime Ministership of Narasimha Rao.

In the year 1991 many foreign players like Rupert Murdoch’s Star TV Network, MTV etc. entered Indian television scenario. 5 channels belonging to Star TV had been introduced in India. These were MTV, Star Plus, Star Movies, BBC, Prime Sports and Star Chinese channel. (Roy, 2009) Later on it expanded its network by introducing few more channels viz. Star World, Star Sports, ESPN and, Star Gold etc. Zee TV which was the outcome of an agreement between the Hong Kong based STAR (Satellite Television Asian Region) with an Indian company became the first privately owned Hindi satellite channel of India. (http://downloadadvertisement.nos.org/srsec335new/ch13.pdf) Sun TV which was the first private channel in South
India was launched in 1992. Today it has 20 TV channels in the four South Indian languages - Kannada, Malayalam, Tamil and Telugu. (Roy, 2009)

Eventually few more channels made its entry into India which included CNN, Discovery Channel, National Geographic Channel etc. By 2001, HBO and History Channel were also introduced in India. Channels such as Nickelodeon, Cartoon Network, VH1, Disney and Toon Disney came into foray in India. Today there are more than 100 satellite channels among which Star TV, Aaj Tak, NDTV, Zee, Colors, Sony are the few to name. News channels started to boom in 2003. (Roy, 2009) Along with these national and regional channels, several international channels like CNN, BBC, and Discovery etc are also available to the Indian viewers. There are different categories of channels like news channels, religious channels, cartoon channels and movie channels etc. The arrival of the satellite channels in India gave a deathblow to the monopoly of the Doordarshan. By the end of the 19th century the Doordarshan lost its monopoly due to the privatization of electronic media and the launch of several new satellite channels.

2.7. TELEVISION IN ASSAM

Television was introduced to the people of Guwahati in the year 1982. The 9th Asian Games hosted by India in New Delhi in that year and the telecast of that event through television brought about extensive changes in the lives of the people of Guwahati.
Initially, the Doordarshan centre of Guwahati was set up in a rented house in Panbazar, Guwahati. Later on, it was shifted to its permanent settlement at R.G.Baruah Road Guwahati on 7th February 1992.

The first regional serial was telecasted from Doordarshan centre Guwahati on 23rd August, 1990. Again on 15th March 1991, the Regional News Network was launched. But this news network was not able to cover the required news fully and the necessity to introduce Batori had been felt. Consequently, it was introduced in the morning transmission with effect from 19th December, 1992.

The Doordarshan centre of Guwahati mainly broadcasts programmes on information, education and entertainment and DD North East broadcasts programmes in English, Assamese and other dialects of North East. DD North East telecasts programmes from Doordarshan. It telecasts programmes in various dialects of North East India. It also covers a wide variety of programmes like entertainment, informative, news, current affairs, art, culture etc. (http://en.wikipedia.org/wiki/DD_North-East)

Here, mention can be made of local channels like NE TV, DY365, News Live, News Time Assam, Rang, Prag etc. NE TV has converted to Focus NE which is the first earth station and teleport of the North East. It broadcasts news in various languages which include Assamese, English, Hindi, Bengali, Manipuri, Nagamese, Bodo, Mizo, Garo, Nepali etc. (http://en.wikipedia.org/wiki/Focus_NE) DY365, launched on 30th October, 2008, is a 24-hour satellite channel of Assam. It broadcasts news in four languages, Assamese, Hindi, Bengali and English.
News Live was launched on 21st January, 2008. This second satellite news channel of North East India broadcasts news in Assamese and English. News Time Assam, another local news channel was launched on 25th December, 2010 with an objective to reach the people from all corners of North East and all avenues of life. It also aimed at mixing investigative journalism with technological innovations in order to create social awareness. Rang is another channel by News Live which emphasizes on general entertainment. Prag channel was launched on 4th March 2001. It covers a wide range of programmes including news and entertainment.
REFERENCES


