APPENDIX - III

QUESTIONNAIRE FOR PILOT STUDY

NAME : 
AGE : 
QUALIFICATION : 
MARITAL STATUS : 
OCCUPATION : 
DESIGNATION : 

Q.1 Do you have a television? Yes/No

Q.2 Do you have a cable connection? Yes/No

(a) If yes, which is your favourite TV channel?
   DD1/DD2/Zee TV/MTV/Star TV/ATN

Q.3 How much do you watch TV?
   A Lot/ A Little/ Occasionally/ Mostly

Q.4 Which telecast do you prefer more?
   Morning/Afternoon/Evening

Q.5 Do you watch TV only when there is a programme of your interest? Yes/No

Q.6 For what purpose do you watch TV?
   Entertainment/Education/Information

Q.7 What type of programme do you like to watch on TV?
   i) Music  ii) Dance  iii) Sports
   iv) Job News  v) Serials  vi) Science
   vii) Women Programmes  viii) Agriculture
Q.8 Which news reader do you prefer?
   Male/Female
   If female, why?

Q.9 How do you feel about our regional TV programmes?
   Good/Satisfactory/Poor.

Q.10 Do you think they have been able to compete with the national channel? Yes/No

Q.11 Are you satisfied with TV's contribution to our knowledge of the events taking place all over the world? Yes/No.

Q.12 How do you feel about the quality of advertisement on TV? Good/Bad.

Q.13 What do you think about the total amount of time spend on TV advertisement? More/Less/Sufficient.

Q.14 Have you ever been benefitted by advertisement on TV? Yes/No.

Q.15 Do you like any particular advertisement shown on TV?
   i) If yes, which one and why?

Q.16 Do you think that the showing of violence, sex and bad language on TV has any lasting effect on children and young people in general either good or bad? Yes/No.
   i) If yes, good or bad?

Q.17 Should programmes and serials on "Drug Taking" be shown on TV? Yes/No.
   i) Have you ever watched any such serial?

Q.18 Do you watch the serial "Shanti"? Yes/No.
   i) If yes, which lady character you like most?
      a) Shanti     b) Ayesha     c) Maya
      d) Nidhi      e) Indu       f) Ranjana
      g) Sundari
Q.19 Do you think that the status of women is same in the society as shown on TV? Yes/No.

Q.20 Do you think TV programmes will help in changing the status of women in the society? Yes/No
   i) If yes, how?
   ii) If no, how?

Q.21 Do you watch the serial "Thoda sa Aasman"? Yes/No

Q.22 What kind of TV programmes do you like most meant for women?
   Cooking/Doll making/Decoration/ Social Drama

Q.23 Do you think these can help in the social and moral upliftment of women? Yes/No

Q.24 Do you watch programmes on agriculture telecast on TV? Yes/No

Q.25 Do you think that TV programmes on agriculture through co-operative societies will solve the unemployment problem in our state? Yes/No

Q.26 Are you in favour of the advertisements for sanitary napkins and undergarments on TV? Yes/No

Q.27 Do you favour the showing of advertisements on cigarette and alcoholic drinks on TV? Yes/No

Q.28 Should the advertisements on family welfare and birth control be shown in the general time? Yes/No

Q.29 Do you watch the programmes on 'AIDS' on TV? Yes/No
   i) Do you know what it is? Yes/No
   ii) Are you in favour of the telecast of such programmes on TV? Yes/No