CHAPTER - II

REVIEW OF RELATED LITERATURE
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In the previous chapter description was made about the status of women in the Indian Society from the ancient to the modern times. Discussion was also made about role of the mass media in helping the women to change their status in the society. Among the various media stress was laid on the importance of television in this aspect. It described about the origin of television, its development in the world as well as in India including Assam. It also dealt with the functions of television, its role in society and its impact on society. In the present chapter a review of the related literature has been presented from the meaning of mass communication to impact of television on the society and its various people.

2.1 MEANING OF MASS COMMUNICATION

In general mass communication means a process through which messages can be communicated to a large number of people through any mass medium. In this regard different writers have expressed their views. A few of them are given below :-

Desmond A.D' Abreo (1994) says that "Mass communication is communication which uses technical media and is oriented to a vast number of persons, who are not
contacted personally. As individuals they are considered only statistically. The individuals identity is lost, and communication is considered to be an interaction of groups or large bodies of persons or even one person with large bodies of persons. This mass human communication is effected through mass media."

Fedler (1978) says that, "Mass Communication is technologically and institutionally based on mass production, mass distribution and mass consumption of public messages in the modern setting. The media of communication are books, magazines, newspapers, journals, radio films and television. The media disseminates information to reach thousands and millions of people."

Keval J. Kumar (1991) described mass communication as "group communication has now been extended by the tools of mass communication; the press, the radio, television, video and the cinema. Mass communication is generally identified with these modern mass media."

Mass communication has also been described as a live subject. In the words of R.K. Chaterjee (1977), "Mass Communication functions in relation to actual events, policies and programmes, and in terms of the needs and objectives that the nation sets before itself. It is an extremely live subject."
Subir Ghosh (1991) giving the meaning of Mass Communication says "Mass communication is a process by which mass produced messages are communicated through a mass medium to a large number of people."

2.1.1 IMPORTANCE AND NEED OF MASS COMMUNICATION

In the modern world the need and importance of mass communication in every field of our lives cannot be ignored. All nations use the modern mass communication technologies in every field for their development. A nation which does not use such technologies can never make any process. It has become a part and parcel of every human being. In this regard the views of a few specialists are given below:

C.S. Rayadu (1993) says that, "The world of modern day is often called as Age of communication and information. In these days communication is business and it would be very hard to find the managers, subordinates, salesman, technicians, foreman, lawyers, auditors, consultants, teachers, doctors or any one else who are not at least concerned with the problem of communication. It is the process of understanding people."

Stressing on the need of communication D.S. Mehta (1992) says that "communication with the people is necessary in any society and in any form of government. It is much more so in a democracy where the government depends on popular
backing. People must be told about the government plans, programmes, policies, activities, successes, achievements etc. so as to involve them and to get their willing participation. Also, communication from the people, reaction of the people to the policies and programmes, must reach the policy makers and administrators to enable them to modify or change the programmes accordingly.

M.R. Dua and V.S. Gupta (1994) in their book 'Media and Development' have emphasised the importance of communication through some examples. They say that, "we can send a man to the moon in less time than in it takes for a post card to travel from old Delhi to New Delhi. We can instantly talk on the phone to almost any part of the world. Satellite television makes us eye witness observers to the swearing in ceremony of the President of the United States, the phone-in answering by Mr. P.V. Narasimha Rao, the Prime Minister of India to questions from anyone from any part of the world, Unfolding and stroke by stroke execution of the Gulf war, excitement of cricket and baseball games brought live in our drawing room with a flick of a switch on the remote control device of television. These and many more are the wonders of modern communication."

The above explanation shows that mass communication has reduced the distance between two countries. It has brought near the citizens of the different countries of the
world. Again P.V. Sharada (1992) stressing on the importance of mass communication in India says, "Mass communication accelerates the interaction among various cultures of the world especially in countries with high population, the majority of which being illiterate, this technology can bring out certain radical and imperative changes."

R.K. Chatterjee (1977) stressing on the need of mass communication in Indian democracy says, "Mass communication in India has a positive role. While the administration carries out government policies and programmes, mass communication provides the understanding and the motivation lying behind such decisions and helps in generating popular response to government's order and decisions. The function of mass communication is to smoothen the pace of social transformation and to mobilise human resources behind the national effort, Wisely employed, it can also help in controlling the mood and temper of the people."

2.2 MEANING OF MASS MEDIA

The influence of Mass media is increasing in our lives from day to day. But first we have to know what a mass media is. To find the meaning of mass media the definitions or meaning of mass media given by different writers can be taken into consideration.
C.S. Rayadu (1993) giving the meaning of mass media says "The term mass media implies or means something through which an effect is produced or is made known. Mass media denote these channels of communication that reach large number of people such as television, newspaper, radio, cinema etc."

Desmond A.D.'Abereo (1994) says that, "The word "Medium" can have different meanings. It can mean the spoken, written, audio visual, non-verbal language. It can also signify a text or message, formulated in a medium, like a story in a book, a song on the radio, a film in the cinema or a soap opera on a TV. The word is also used to express a channel of transport for messages, like a radio broadcast or a television production. Finally, it can also mean a media organisation, producing and sending programmes like a broadcasting station, a newspaper office or a film producing company. In our context in this book, we take in mainly as a channel of transport for messages."

Keval J. Kumar (1991) describes mass media as, "As generally interpreted the 'mass media' are the press, cinema, radio and television. But magazines, pamphlets and direct mail literature and posters also need to be included in the label. They are so termed because their reach extends to vast heterogenous masses of the population living in a wide and extensive area of a country. The means they employ to
communicate messages to the masses are technological printing machines, records, cameras and related equipment, broadcasting setellites. Their communications are thus interposed, not direct as in interpersonal exchanges."

Subir Ghosh (1991) describing the mass media says that, "Mass Media, like the special gestures are aspects of human communication. Mass media have far reaching consequences for human society."

Wilbur Schramm (1964) says that, "A mass medium is essentially a working group organised round some device for circulating the same message, at about the same time to a large number of people.

2.2.1 NEED AND IMPORTANCE OF MASS MEDIA

Modern society is influenced by the various mass media in all aspects. The different types of mass media such as radio, cinema, newspapers, television etc. exert great influence on our daily life. Seeing this influence the need of mass media has been greatly felt by various media experts and persons connected in this field. Today mass media has become a part of every human life. Stressing on the need and importance of mass media different writers have expressed different views. The role of mass media has been greatly emphasised in the national policy on Education (1986). It states that, "Mass media must commit itself to mass literacy
programmes of diverse nature. The mass literacy programmes include literacy, functional knowledge and skills and awareness among learners about the socio-economic reality and possibility to change it. Adult and continuing education programmes are to be implemented through various ways and channels, including the use of radio, television and cinema as mass and group learning media. Programmes through distance teaching involving the use of mass media will also be offered for academic courses.

Mass media has also been described as very powerful. Its importance has also been felt in politics. In this connection we can mention the words of Desmond A.D.'Abreo (1994). He says, "The mass media are powerful. Even as they entertain, they play a major role in creating and influencing social change. Whether through advertising or entertainment or news, radio and television are sources of information for the social system. New information is given, existing attitudes and beliefs are confirmed, emotions are activated. Mass Media reach a wider audience than other means of communication. There is no doubt about the effect of mass media on the public in matters concerning public opinion on political issues, politicians frequently blame newspapers and television coverage for their electoral defeats. Sometimes they credit these for their victories. There is a lively controversy centering on the effect of the mass media in matters of the development of personal life styles and tastes."
There have been sharp criticisms, especially of the films and television, regarding the possible inducements to the sensibilities and dispositions of children, not only to violence but also to consumer behaviour. Fashion, new fads in music, dance and life styles are very obviously and directly influenced by material in the past, in films and television. All in all, it cannot be denied that the mass media have influences and effects on humanity and society."

I. Arul Aram (1993) also lays great importance on the need of mass media in education. He says, "Mass media duplicate a single effort made by the teacher so that thousands can see and hear him. Being both instructional and recreational they hold the students' attention and so can be easily used as teaching aids. Mass media are flexible. Educational programmes on mass media are meant to provide a unique classroom covering a vast area for education of high quality. They help overcome practical problems in school, like shortage of laboratory equipment, libraries and trained teachers. They can respond vigorously to changes in curriculum and can introduce material not available in text books."

J. Mohanty (1986) lays stress on the influence of mass media on society and its various aspects. He says, "Influence of mass media on social relations is extremely significant. No aspect of our behaviour, relationship and
habits escapes the impact of the mass media. Our social conditions, neighbour relations, racial issues, students tensions, marriage ceremonies, eve teasing, cheap music, fashions in dress, food and so on are constantly reported and discussed over mass media. Our curiosity to know and imitate is always apt to be influenced by the mass media, sometimes blindly. For example, a new style of dress worn by a popular star in a film can start a national fad and a cheap music on trivial matters like frivolity of ornaments or fraility for other sex may be played again and again."

Dr. J.S. Yadava (1989) states that, "The mass media are effective whenever the contents are relevant and/or of political significance and the sources are considered as credible. More importantly, the interface and interaction between mass media and other modes of communication influence significantly the reach and effect process."

Keval J. Kumar (1991) says that "Yet another feature of the mass media is that they are founded on the idea of mass production and mass distribution - the marks of an industrialised society, copies of newspapers and magazines, for instances are printed in thousand and are circulated over a vast area. But to enjoy a mass audience, the media have to cater to a taste that is not very 'cultured' or sophisticated. What the mass media therefore reflect and propagate is a popular culture. The culture made
popular by Hindi films in our cities is a case in point. With the rapid expansion of television and video in cities and towns, popular culture is likely to take on new forms, the myths of our culture will find expression in ever new ways."

R.K. Chatterjee (1978) stressing on the need of mass media states that "The activities of the mass media flow closely the developments in various fields, informing people, reacting to policies and creating the social climate in which development and nation building programmes can take place. They cannot operate in a social and political vacuum nor do they deal with abstruse philosophies. Mass Media are everyday dealing with problems that affect the destiny of the nation and in the wider context, of humanity as a whole."

Subir Ghosh (1991) also gives his views on the importance and need of mass media. He says, "The drop by drop impact of mass media ultimately creates an irreversible deposit in human consciousness and results in the most permanent effect. Mass media can reinforce or strengthen existing attitudes, opinions and values. It can create ties of union or make the viewer feel part of the larger group and thereby pave the way for national integration of federal countries like India. Multiple receivers of a mass medium may also impact with other in a group. The colleagues in an office, students in a college or members of a family exchange their views about a particular article in a newspaper or a television show. The influence of media is thus extended as
their contents become topics of conversation in daily life. The mass media help us to keep the culture and heritage of our society alive and transmit it to others. They pass on social heritage by holding up a mirror to society, reflecting stands for behaviours, cultural values, social norms and folklore. Mass media as indeed all the means of communications, play a vital role in holding societies together specially in a country like India, passing through a process of change from traditional to modern systems of communication and cohesion. Nearly everywhere, the media are expected to advance national interests and promote certain key values but specially so, in times of crisis. In most developing societies a mobilising role is formally allotted to the media. Mobilising implies campaigning for social objectives in the sphere of politics and development. Mass media can play a significant role in national development, bring in its wake changes in values and attitudes and throws up a new set of problems on account of rapid industrialisation. Mass Media can prepare the mind of the people to meet the challenge of these momentous changes. The functions of mass media in a developing country like India ideally is to smoothen the pace of social transformation and to mobilise human resources behind national development.

Vikram Sarabhai (1969) stressing on the need of Mass Media in India said, "In any developing country, one of the prime ingredients of development is the dissemination of
information, information about new fertilizers, seeds, insecticides cropping patterns, new technology, new findings and discoveries in all fields, new goods and services, new living patterns etc. The process of education is basically related to an information dissemination transfer process. For the rapid and sustained growth of developing countries the urgent need to disseminate information to the masses is obvious. Mass media are clearly the main components in this system of information transfer."

From the above views it is clear that there are various agencies of mass media which carry the message to the people of the world. The various agencies are the press, cinema, folk media, radio and television. Among all these the importance of television has been felt very greatly in our day to day life. In this regard a brief history of the development of television in India and the views of a few writers in this regard will be worth mentioning. Television in India was introduced on an experimental basis on 15th September, 1959. Since the media of television has been progressing in leaps and bounces. The programmes telecast by Doordarshan has been influencing the lives of various people in various ways. Today the development of television in India has become a very popular topic of discussion among different strata of people. The educationists have also expressed their
2.3 DEVELOPMENT OF TELEVISION IN INDIA

Abid Hussain (1986) a member of the Planning Commission, in a paper presented in a seminar on Television organised by NAMEDIA expressed his views on the policy of Planning Commission regarding expansion of television in India. He said, "The Planning Commission as you know, has extended full support to the expansion of television in the country. The reason for this is that we genuinely feel that the television medium has the capability to provide a strong support to the planned developmental effort if it is used widely and effectively. Let us emphasise however, that this is a big 'if' and it is precisely the purpose of this colloquium to discuss the ways and means as to how this ideal can be achieved. This issue becomes critical especially when we have fixed for television as high an outlay as ₹.700 crores in the Seventh Plan as compared with only ₹.86 crores initially in the Sixth Plan. Subsequently, of course, the outlay was raised to ₹.208 crores in the Sixth Plan for the crash programme to set up 178 transmitters and it is certainly to the credit of the I&B Ministry that this ambitious target was achieved in a record time."

Amarjit Mahajan and Nirupama Luthra (1993) say that "In India television was introduced 25 years after its invention and 30 years after its inception. The television
era in India began modestly on September 15, 1959 as a medium of education, rural and community development. The programme were telecast twice a week for a duration of one hour from Delhi Centre. Gradually television centres were commissioned at Bombay, Srinagar, Amritsar, Calcutta, Madras, Lucknow and Pune. The overwhelming response from the people resulted in gradually extending the hours of transmission from every centre. The programme content began to include features on formal and non-formal education, new agricultural practices, health hygiene and nutrition, programmes for children, youth and women including the programmes on drama, music, dance etc. The feature restrospects are to have full-fledged studios in all the states of India. Presently there are 19 and there is a target for 49. Further, there will be three tier service i.e. national, regional and local. There would be a special northeast television service and country wide exclusive channel for education. There has been tremendous increase in the television viewers in India. This can be seen with reference to the number of families possessing television sets. In the year 1983, there were 2.73 million television sets and its number increased to 20 million in the year 1989. The area and population covered by television transmission in 1983 was 7 percent and 19 percent respectively. in 1987 it was 48 percent and 72 percent. In 1989 it increased to 53 percent and 75 percent respectively. At present it covers 70 percent area and 82 percent population."
Amit Khanna (1995) says that, "Doordarshan has an international channel today. There are about 30 channels which are visible in India at the moment and this number is expected to rise to 60 within the next twelve months. Amongst the new satellites due for launch are PANAMSAT 4, EXPRESS and ASIASAT 2 all with a Pan Asian Footprint. All major global networks like HBO, NBC, CNN, ABC, ESPN, DISNEY will be coming to India via the air waves. DD which has the largest terrestrial network in the world with over 500 transmitters and a potential audience reach of 250 million viewers, is also trying to meet the challenge from the skies. After the successful launch of the popular Metro channel last year, it is ready to launch DD 3 an up-market channel later this year. It is also running 10 regional channel through INSAT 2B. Plans are afoot to start a 24 hour international service soon, although a fledgling 3 hours service is being beamed via the ASIASAT I.

Bhaskar Ghosh, Director General of Doordarshan in 1986 emphasising on the development of Television in India during the year 1980-1985 says. "The year 1982 has to be regarded a turning point in the history of TV broadcasting in the country. The decision to introduce colour and the sanction to instal a large number of relay transmitters, items not included in the original sixth plan, made the entire country alive to the role of television. With the completion of all the schemes included in the enlarged sixth
plan for Doordarshan, the country would have a total of 192 transmitters and 14 studio centres. TV signals either in the local language or from Delhi would be available to 70 percent of the country's population including several isolated and remote areas.

Prafulla Kumar Mahanta (1986) the then Chief Minister of Assam said "Television is a very powerful Medium of mass communication. In the present day world, this TV medium has assumed an overwhelming importance in the human society. With the incredible advancement made in the field of communication and information technology, TV today is playing a vital role in the society in tutoring and moulding of opinion, value system and life style."

Subir Ghosh (1991) on the development of TV in India comments, "TV was introduced in India on an experimental measure in 1959 much later than in most other countries. There was, to start with, considerable hesitation in introducing an expensive medium in an under-developed country. It was argued that India had more essential socio-economic priorities which demanded immediate attention. However, reports of its miraculous role as a tool for social progress pouring in from other countries, opinions in favour of TV grew. There was, of course, the other argument which suggested that even smaller and poorer countries had already introduced TV and therefore, we must catch up with them.
immediately for the sake of national prestige. Against this backdrop, with the help of UNESCO Grant, a transmitter available at a reduced price from the Philips and some equipment from the US Government, the first Indian station at New Delhi was inaugurated on September 15, 1959. The service was operated by the All India Radio. The programmes were telecast twice a week for a duration of one hour daily, covering a range of 25 KM. It was officially stated from the very beginning that the pilot project had been set up 'to study rural uplift and country development. But pressure from the urban elite began to mount. By 1995, it was converted into a regular daily service. Simultaneously, entertainment element began to predominate with feature films, light music and plays forming the core of the programme. The craze slowly caught on by 1970, there were 22,000 sets, all imported besides those for community viewing. The daily duration of service also was increased to three hours.'

S.S. Gill (1986) commenting on the rapid development of TV in India said, "In 1984, the number of TV stations in India increased from 41 to 176 and population coverage by TV signal from 21 percent to 70 percent. This phenomenal expansion was matched by a corresponding increase in the manufacture of TV sets, whereas the installation of one transmitter a day for nearly four months at end represents the greatest information explosion in the history of communication, it has to be remembered that only about a
dozen out of the 176 TV stations are equipped to produce programmes locally. The rest are only TV relay stations which televise programmes uplinked from Delhi via INSAT IB. Under the one transmitter a day expansion programme the first transmitter was installed on 1st July, 1984. The first episode of 'Hum Log' was telecast only six day later. Both the transmitter and the TV serial had been in the pipeline for more than a year. Thereafter, started a trickle of new TV serials, which became a torrent in March, 1985 when ten programmes were introduced. Since then Doordarshan has never looked back as the main source of family entertainment."

A report presented in the "Business World (1995) gives us a list of the present satellites of Doordarshan functioning and future satellites To be launched. The present satellites are :- INSAT ID, INSAT 2A, INSAT 2B, Asiasat I, Rinsat GI and G2, Intelsat. The future satellites are :-

- Insat 2C, Insat 2E, Panamsat 4, Asiasat 2,
- Express-6, Palapa 2C, Thaicom, Rinsat and Mesat.

A PTI report (1995) of the North East Times" an English daily of Guwahati describing the development of TV in India says, "Doordarshan has achieved a dominant position in urban India, overcoming stiff competition from foreign networks and can claim to have the largest reach and widest viewership. However, this increase in television watching has been at the cost of radio and newspaper. The reach of
television in urban India rose from 52 percent to 64 percent in the last five years, reading of newspapers and periodicals went up by a mere 2 percent from 44 to 46 percent despite the increase in literacy levels, while radio listening fell sharply from 46 percent to 34 percent, as per the latest national readership survey (NSR-95) as of now DD1 and DD2 (the primary and metro channel) are seen in more than 45 percent of the urban homes receiving television programmes. Doordarshan is seen in 12.1 million homes out of 27 million urban homes that have televisions, while its major rival Zee is seen in 7.8 million homes constituting about one third of 2 percent of the total. Doordarshan's viewership would be further strengthened when its three major channels DD1, DD2 and DD3 are shifted to the new Indian satellite INSAT -2C by the end of the year."

In the connection of the introducing of new satellites based TV channels in India, a statement was made by the Minister of State for Information and Technology Mr. K.P. Singh Deo in Lok Sabha on March 23, 1993. The statement runs as follows :-

"As the Hon'ble members are aware, Television in India started in 1959 on experimental manner. During the last 34 years, we have established 546 television transmitters all over the country. These transmitters are capable of giving TV programmes within a fixed geographical area. Initially these
transmitters could not be interconnected into a national network. With the launching of communication satellites it was possible to transmit a common programme from one production centre and network the programme throughout the country. At present, two Indian communication satellites, INSAT-1D and INSAT 2A are in operation and are being used for the purpose of television in India. A number of transponders on these two satellites are being used for regional programmes in the states of Maharashtra, Karnataka, Tamil Nadu, Andhra Pradesh, Orissa, Gujarat and West Bengal. Such regional programmes are produced in the state capital studios and are carried by all the transmitters within the respective states from 5.00 P.M. to 8.30 P.M. At other times of the day, the programmes originate in Delhi and are transmitted and networked throughout the country. Government has considered the need for utilising the spare time available in these transponders and introduce a variety of television services to cater to the deserved interests and needs of the country.

(2) The Hon'ble members are aware that several foreign satellite TV channels have started beaming their signals to this country and we are facing what is described by many as cultural invasion. In order to give a befitting response to this challenge, Govt. proposes to start a few more channels using the spare time on these transponders. These TV signals
up linked through appropriate TV receiving equipment, commonly known as dish antenna and can be further distributed by the cable operators. A large number of cable operators today have installed equipment to receive signals from Asiasat (Star, BBC and Zee TV). The reception from the Indian satellite system can be received by the same dish antenna by changing its direction. Individuals can also have their own dish antenna. One of the attractions for such cable operators to reorient the dish antenna to the INSAT system will be that Doordarshan would also be capable of offering a multi channel option comparable to STAR. It is proposed to start these channels in a phased manner beginning from 1st April, 1993 and increases both the number of the channels and their duration as and when software/hardware facilities are available.

(3) It is proposed to devote these channels to the following :-

i) Primary channel— the present format of DD.

ii) Metro Channel

iii) Entertainment and cultural channel.

iv) Sports channel

I am reiterating for the information of the Hon'ble members that while there will be no change in the present method of reception for the primary channel of Doordarshan, the Metro channel when uplinked through the satellite, can be received by TV viewers only if they are connected to the appropriate dish antenna excepting the cities of Delhi, Bombay, Madras and Calcutta, where it will be received in the normal manner as at present. The other three channels can be received by the TV viewers if they are connected to the appropriate dish antenna.

(4) Govt. has already announced a scheme of allotment of time slots to private production houses and private producers on the Metro channel of Doordarshan. A similar scheme will be adopted for the three new channels proposed to be established now.

(5) Today the transponders used for the existing national channel and Metro channel and the proposed 3 channels are working on two different satellites i.e. INSAT ID and INSAT 2A. It is expected that with the launching of INSAT 2B, it would be possible to re-arrange the transponders on a single satellite so that five channels can be obtained on a single dish antenna.
(6) It may also be of interest and happiness to the Hon'ble members that the advertisers who are advertising on foreign satellite channels after paying foreign exchange would now be able to show their products on the proposed five channels. I am sure that those who saw the unfriendly propaganda on the foreign satellite channels would not like the advertisers to go there.

(7) I hope the Hon'ble members would appreciate the steps now being taken by us to optimally utilise the capability of our Indian satellites designed and put in orbit by our dedicated band of scientists.

2.3.1 FUNCTIONS OF TELEVISION

In the modern world of science and technology the functions of television has become very great. It has been influencing our lives in different ways. Being the most powerful of all media it has got various functions to perform like educating the uneducated, improving the skills of our artisans and tradesman etc. and many other. The views of various writers in this regard can be mentioned here.

Amarjit Mahajan and Nirupama Luthra (1993) states that, "It is generally believed that television has become a very powerful medium and its contents could mould, reshape people's
tastes, likings, social habits etc. However, there is another school of thought which contends that its programme would become meaningful only when they conform to the value system of our society. In short, television plays two main functions.

(1) It can acquaint people with the latest development and through the audio visual mechanism, it has greater appeal. The programmes on health, education, family planning and welfare etc. are likely to create a new awareness among the people regarding their sole responsibilities. Similarly, the commercials have created a felt need among people to go for the latest products.

(2) It can also act as an agent of revivalisation e.g. the popularity of two epic stories of Ramayana and Mahabharata shown on Indian Television stands as a testimony.

The main functions of television in India are:
Information, education and entertainment.

(i) Information has an important role to play in the process of development of society. It is through television and other media that members of society are given the relevant information regarding the current affairs. Television news is an important
source of information. It is also an agency of ongoing socialization. This means that television content serves as a social teacher. Its curriculum, its theoretic content and textual structure have the capacity to create meaning, coherent symbolic world of events, people and objects. There are various other programmes which provide information in the fields of science and technology, agriculture, horticulture, family planning, food and nutrition, ecology, environment, events of world and other current social issues.

Television content is fast becoming the chief agent of educating the masses. This does not mean merely the transfer of body of knowledge or skills, but this lays emphasis on the development of the individuals by making them aware of what lies beyond their own knowledge, their own specialization while making them conscious of possibilities and happenings. There are educational programmes from U.G.C. which are telecast twice a day to help the school-going children to learn basic concepts and skills. For adults also, there are some educational programmes for general masses relating to health, food and nutrition, family planning, hygiene, agriculture etc. which can be termed as educative as well as informative.
As a source of entertainment, television content amuses and relaxes. It breaks the monotony of daily life. It is useful against loneliness and isolation. It also presents a fantasy world in which all dreams come true. Feature films, documentaries, serials, plays, dance, music etc. are oriented for the entertainment of the masses.

In addition to the above noted professed functions, television transmission is also responsible for promoting consumerism. Advertising creates demands for cosmetics, different dresses, exotic foods, kitchen gadgets and luxury goods etc.

Arul Aram (1993) stressing on the educational function of television says that "As an educational medium television is used to present content teach communication skills, and motivate, enrich and guide students. It makes all effort to impart planned educational benefits. Television is considered a very effective learning aid because it encourage active rather than passive learning".

Emery and other (1965) say that "Television and radio are the electronic magic carpets that transport millions of people each day to far away places. They are the twentieth century creations of the technological revolution that has been transforming much of the world for two
centuries, and their impact on our social, political and cultural life has been profound".

According to J. Mohanty (1986), "Television and radio programmes are sought to bring about an overall improvement in the quality of education, generate an awareness of problems of national significance and develop desirable values which will form positive attitudes among the children and youth in particular and people in generally".

Prafulla Kumar Mahanta (1986) the then Chief Minister of Assam stressing on the manifold functions of television said "Doordarshan's main objective are to stimulate appreciation of national, artistic and cultural heritage, promote national integration, scientific outlook, family planning, agricultural production, preservation of environmental balance and social welfare measures. On the whole, it aims at serving as a catalyst for social change. TV programmes should be prepared in a manner so as to reflect the national personality. Doordarshan in India must reflect the changing patterns and problems of social life, both in towns and villages, their conflicts, hopes and aspiration looking both backward and forward and embodying the promise of India's future. Doordarshan programmes must give precedence to the basic needs of the masses over the recreation or entertainment or relaxation of the rich or the upper middle classes. TV should identify itself as an
instrument of social change and emancipation of the poorer section of the society. Doordarshan programmes must be tailored to the basic needs of the Indian society. We must not copy the TV media in the western countries, which have reached high peaks of material affluence.

P.V. Sharada (1992) says that, "Population, illiteracy and poverty are the three major problems faced by a developing country today television, which has shown a tremendous result in advanced countries can be used as a major instrument in solving these problems and bring about changes in the long run".

2.3.2 ADVANTAGES OF TELEVISION

As discussed in the previous chapter, television is becoming the most powerful audio-visual medium in the present world. It educates and informs the masses on various subjects like agriculture, health and literacy, social issues etc. It also has great impact on the women and other people in the society specially on the uneducated class who just have a knowledge of a single knowledge. It has got various advantages over the other media of mass communication. A few views of some writers regarding the advantage of television over other media are presented below:

Amit Khanna (1995) in his article says that TV is no 'Idiot Box'. In his words, "To call a television set by
its well known sobriquet 'Idiot box' today is to expose your own ignorance and idiocy to the world. Never before has the little box of magic meant so much to so many people than today. Television has altered life styles, living patterns and in fact life itself. Some sociologists may see this as a portent of the second dark ages but to most it's the onset of an exciting new millennium where information is the ultimate power tool. And when information couples with entertainment, there is a force multiplier effect on the minds of the masses."

Arul Aram (1993) states that television combines all the factors of the other media. In his words, "Television combines in itself the immediacy of radio with the mobility of cinema, besides the printed and spoken word, moving and still visuals, colour, music and animation, all blend into one, to convey messages most effectively. A visual experience is made more dynamic and meaningful by the movement and sound associated with it. Television can carry messages over long distances at a relatively low unit cost and it can show taped as well as live programmes. An important aspect that should be considered is that television has the unique ability to bring many other aids into the classroom. Every audio and visual material can be carried by television. This includes motion pictures, filmstrips, slides, recordings, drawings, posters, graphics and maps. Thus, television is a multi-media equipment which can make learning a more demanding and
engaging activity. Television is considered a very effective learning aid because it encourages active rather than passive learning."

Amarjit Mahajan and Nirupama Luthra (1993) describing about the positive effects of TV viewing on children present the views of various writers. According to them:

Howe (1977) says, "Television not only exposes the child to different events and experiences outside his environment but it also exerts influence when the child's knowledge of rules and conventions which govern social actions are incomplete and immature."

Chombard and Jose (1985) says that "Apart from socialization of the young ones, television also helps to resocialize them in terms of imitation of television modes and development of child's image of them and then tries to emulate the new social role criteria."

Edward R. Murrow, a broadcast journalist, admirably summed up the potential of TV in these words.

"This instrument can teach, it can illuminate yes it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it
is merely wires and lights in a box. There is a great and perhaps decisive battle to be fought against ignorance, intolerance and indifference. This weapon of television could be useful."

Hirsch (1971) says that, "Television serves as a major communication link between groups, collecting together the members of different tastes, cultures for common exposure to the larger dominant popular culture. It acts as an integrate influence in the society."

Lull (1980) and Godman (1983) say that, "Television watching reduces boredom and loneliness, however, it is not treated as an individual activity but a family activity because in India television viewing is a family affair. Through its entertaining and informative programmes, television bring family member together. Television contents provide subject matter to talk, to discuss and facilitates greater interaction among the household members."

Mr. Gormac (1981) calling the mass media a 'history teacher says, "Mass media information plays a peculiar teacher's role, that of a history teacher' who by presenting a coherent version of contemporary histroy, even refines the historic sensibility of his audience."
P.S. Deodhar (1991) describing the television as a double edged weapon as well as a third parent says, "TV is often condemned as an "Idiot Box". But this is no idiot box. It is a double edged weapon. It can be the healing knife of a surgeon or a stabbing weapon of a killer. It can be a tool for building a vibrant nation or it can turn out to be destroyer of family ties and of relationships between the young and the old. It can become a reason for cultural degradation or a catalyst for uniting the nation through bonds of understanding and appreciation amongst the people of various regions created by audio-visual communication. The important advantage of television is that anyone can watch and listen to television without any training. Doordarshan, today gives unmediated access to information to anyone who has an access to the medium. Power of media and its manipulative nature or its inexhaustible appeal to children is so unique, that some studies have indignantly labelled it as a 'third parent'. Formerly priests, teachers or gurus were regarded as a third parent but in the western world, TV seems to displace them as the most influencing factor in shaping the young lives. In fact, today efficacy of conventional teaching itself is being questioned. A teacher is now really a facilitator, a person who puts things down and shows students how exciting and wonderful they are. Anyone who wants to learn will learn. Enforcement for compulsion won't work. TV thus, appears to be an insidious teacher."
Schramm (1964) advocated for making mass media a two way process. He says, "Information must flow not only to the television but also from them, so that their needs can be known and they may participate in the decision making process."

Subir Ghosh (1991) stressing on the use of TV for a change in the social set up says, "It can be utilised for transmission of useful information, knowledge and skills. It can be utilised as a weapon against ignorance, superstition and illiteracy. It ushered in almost imperceptibly, a silent social resolution. Like a child with a new toy, people were delighted in seeing thing happen right in their homes. Watching TV became a social ritual, the timing of its programmes changed people's routines. It became an obsession and even changed life styles in many families. TV combines sight, sound, motion and immediacy with the personal involvement of the audience, colour imparts a touch of realism. TV is intimate and personal. It offers what newspapers and radio cannot, direct witnessing of events as they takes place rather than getting a second hand report. TV is unsurpassed in its dramatic involvement into the viewer. It has the potential to approach and appeal to the rich as well as the poor, the highand low, the literate and illiterate, city dwellers as well as villagers. No wonder, TV is already being hailed as the most revolutionary and democratising medium of our times."
In the words of T.S. Eliot, "Television is a medium of expression which permits millions of people to listen to the same joke at the same time and yet remain lonesome."

Vikram Sarabhai (1969) states that, "Television is ideal as a medium to convey information and news to the broad masses of people particularly to the illiterate segment of the population on whom such an audio visual medium would have a profound impact."

2.3.3 **DISADVANTAGES OF TELEVISION**

In the above discussion, the advantages of television viewing were presented. But whatever may be the advantages of television its disadvantages cannot be overlooked. Whereas media people on one hand talk about the advantages of television some other criticise it to the extent of calling it 'an idiot box'. It is often argued by many that television is the main cause behind all the evils that are creeping in the society such as violence, sex crimes, moral degradation, disobedience etc. Moreover, it is also supposed to have some effect on our physical health specially on our eyes. It is often discussed by many that children are the class who have been most affected by this media. Therefore, to discuss on this issue it will be better if we go through the views of different writers in this regard.
Dr. A.J. Wadkar and Dr. Sachin J. Shah (1995) who have studied the effects of long terms TV viewing on both the adult and the young say, "constant exposure to the small screen can have an adverse effect on human physical and mental health, intellect and creativity. Watching violent or vulgar programmes can result in acidity, indigestion, difficulty in breathing, palpitation, dyspnoea, hypertension, ulcerative colitis, severe headache, eye strain and even schizophrenia and depressive psycho neurosis. Some women, may even develop harmonal imbalance and those who are pregnant may permanently harm their foetus because of constant exposure to x-ray. TV watching is like snake poison. When used effectively in small doses it can have medicinal effects but taken in excess leads to fatal consequences."

They call the Indian people, "the unfortunate Indians who have lost their creativity, reasoning because of TV viewing, and whose brains have become rotten because of excessive involvement in the fantastical world of TV."

Ashish Gupta (1995) in his article says that, "The violence and aggression shown on TV has influenced the youth of the developed countries like Britain, France, U.S.S.R. etc. more than any other place. Now it has started to invade Indian also. A report telecast by BBC says that the violence shown on TV very easily influences the young minds. It should be the duty of the producers to develop the conscious of the people and not make it blunt. Here, mention about the famous
book named, "Television, violence and the adolescent Boy" can be made. This book written by W.A. Watson states the relation between the youth and the violence shown on TV. The writer says that there is a deep relation between the youth and tele-violence. The youngmind is not influenced by the cartoons, science fictions and other games, as they are influenced by the violence shown in games like boxing and wrestling. Those youth who watch these programes for a longer period are more involved in violent works. In USSR the parents often complain that the minds of their wards have been polluted by TV. Some teachers say that watching TV decreases the attentive capacity of the child. They argue that the standard of education is also going down."

Austin (1985), Johnstone (1974), Rosengren and Windahl (1972) say, "social isolation, failure to achieve social integration and lack of social interation leads to high television veiwing."

B.S. Bhatia (1986) commenting on the negative portrayal of women in the various television programmes says that "It is very essential to be sensitive to the kind of values our TV programmes consciously or unknowingly tend to propagate. Many situations in Indian cinema tend to glorify violence for some cause, superstitions, blind faith and morales etc. are integral part of many songs, cinema, drama situations. In most cinema and drama situations, the women
tolerating torture is glorified. A lower status for women is reinforced. Most women's programmes deal with subjects like cooking, childcare and kitchen gardening. The sole objective of most songs seem to be to present tantalising scope of the hero and heroine in close proximity leading to formation of wrong concepts and expectations in teenagers."

Television also sometimes leads to the creation of new myths among the children. This may sometimes also happen in the case of adults. In the words of Cazeneneve (1964), "Television creates new myths among the children because it has an impact on passive imagination. Persons, world ideas are presented in a way which mixes fiction and reality."

Comstock (1978), says, "Television has reduced interaction between family members."

Television may also sometimes cause eyestrain and hamper a child in developing its personality, his physical development. Deepali M. Kayal (1995) says, "Too much television viewing is a bane of our times today. Besides causing eyestrain, is also affects family relations as member of the family spend their free time in watching the telly, rather than interacting with each other. This might harm a child's personality development, as the warmth of the intrafamily relationships is very important for one's emotional well being and happiness. If a child watches too
much television, he will be missing out on outdoor sports and other physical activities. This might hamper his physical development. He might also get into the habit of eating so called junk food, which compounded with the lack of physical activity might cause weight problems. The crass TV commercial might also inculcate an unhealthy consumerist tendency in the impressionable minds of young children."

Gurevitch (1971) says, "Primary activity of the people on Friday evening, prior to the introduction of television was visiting and hosting friends. After the television, social framework of Friday evening has been maintained but the primary content of the visit has changed from conversation to watching television programmes."

Johnson (1967) said that, "60 percent of the families changed their sleeping patterns because of television. Further 55 percent altered their meal time."

Malik (1986) says, "The aggression may turn into general animosity towards society or into something as a state of mind. It can also lead to maladjustments in taking up adult roles."

Neena Behl (1988) in her study on Indian household says, "Television not only bring orderliness, it brings great disorderto some aspects of life. Television viewing disrupt
the round of household activities, especially cooking, eating and night sleep."

Noelle-Neumann (1981) says, "Family life changed after the first television set has been bought. Introduction of television in the household reduced conversations between married couples."

Postman (1982) says, "Parents and social critics are very much aware of television faults. Television introduces children to an adult world they should not yet know about. It is violent, sexist, racist and commercial."

The senate sub-committee on Juvenile Delinquency reported, "It is clear that television, whose impact on the public mind is equal to or greater than any other medium, is a factor in moulding the character, attitudes and behaviour patterns of America's young people." (Cited in Larsen, 1968).

Subir Ghosh who spoke about the advantages of television viewing also criticises it from other angles. He says, "But TV has also become a whipping boy of the modern society, a convenient scapegoat upon which it can dump some of its frustrations. Critics of TV today are as common as the many nicknames devised to describe it. TV has been said to stand for transcendental vegetation and variously described as the idiot box, the one eyed monster and a vast
wasteland. It has been accused of being superficial, inoffensive, uninteresting, preoccupied with violence and sex catering to the neo-literates while avoiding cultural uplift and never realising its full potential as a social instrument. There are many who blames TV for teaching violence and inciting children to imitate criminals. Many fear that because television does not make complex demands on our minds, it can stunt intellectual growth. At the same time, it takes away the sense of wonder, inherent in the joys of growing up and in the process, accelerates childhood. It can also easily turn into a colossal liability, promoting cultural rootlessness and consumerism. It can aggravate tensions between regions and classes, if allowed to expand merely for the entertainment of the affluent few. This could be a dangerous trend."

Vatsala Vedantam (1986) in her paper in the NAMEDIA Seminar says, "It would be nothing short of a tragedy if a national network of this dimension is allowed to be misused for cheap propaganda and cheaper pornography— which is what all these song and dance sequences amount to. The captive audience in this case being the youth of the country. If tomorrow's television is meant for today's young people, we have to sit up and correct the situation before more damage is done."
There are still some other critics as (Churchill, Halloran, Heath, Pourtois) who say that, "The heavy doses of televised crime, violence and brutality make the children aggressive, disturbed and anguished. This is evidenced by increasing violence in school grounds."

2.3.4 IMPACT OF TELEVISION

Television exerts great influence on the minds of its viewers. It is like a magic box which has the capability of hypnotising its audience. This is not so only in one country or so but all over the world. It also has great impact on the lives of the Indian people especially in the urban areas and rural areas. Television has social, moral, economical and also political impact on the minds of the viewers. People have even changed their food habits, their social habits under the impact of television. This impact is not felt only on a particular section of the society but the society as a whole i.e. the women, menfolk, youth and the children. It is said to have reduced tensions in some families, people adjust the timings of their other activities whenever there is a programme of their interest on the television. Now, television can no more be called a luxury, it has become a part and parcel of our life. seeing this great impact of television on the lives of the people, different people have conducted research in the field and have made extensive study. The views of a few may be mentioned here.
Amarjit Mahajan and Nirupama Luthra after conducting a study on the impact of television on families came to certain conclusions. They say, "Television content has both positive and negative impact on family life. On the positive side, introduction of television in the family has disciplined the life of the members and made them time conscious. Television is the cheapest source of entertainment and hence helps the family to save money which normally they would spent on entertainment outside. Television has created an information revolution. Its informative and educative programmes open up the horizon of the people and make them aware about the happening in the world and this is more true in case of illiterates and less educated population. Television programmes bring the family members together in the evenings and provide topics for discussion facilitating greater interaction among the members. Further, exposure to different items and brands during the commercials make people aware about the competitive qualities of different brands, facilitating a greater selection. Exposure to television commercials in the families of the lower and lower middle class, on the other hand, has created problems of adjustment in the family budget. Exposure to new brands has, no doubt, created a felt need in the lower segments of society and their failure to buy those things has resulted in greater frustration. Further, physical proximity did not create greater cohesiveness, in spite of setting together, there was lack of communication between the member of the family."
Additionally, introduction of television had adversely affected their routine life, disturbing their outings and sleeping patterns. Television has assumed an important position in the family. It acts as an agent of socialization for children, whether children learn new things, enhance their knowledge or inhibit their imaginative or creative abilities or waste their times at the cost of their studies. The respondents have implicitly admitted that with the introduction of television their authority is being eroded and children are under the spell of television. It does not, however, mean that television has replaced the parents as agents of socialization. It may, however, be added that the degree of attention which children give to television content is dependent upon the parents who decide about the priorities for their children.

A doordarshan study (1994) laying stress on the impact of television on rural life says, "One important area where TV has affected rural life is in creating common interests. In a country of sub-continental dimensions with some 20 major languages and thousands of dialects, with extreme variations in weather, lack of proper communication, varied life styles, etc. There are few areas where the people of all areas have common tastes. Doordarshan while reaching more and more people in rural areas, is helping in this direction. Feature films and film based programmes have appeal in equal measures in all the four regions of the
country. Some of the serials, coverage of major events etc. has also a large viewership in most parts of the country."

One of the Five Year Plan documents competently sums up the impact of communication media, including television on rural masses. It says, "communication media have a key role to play in the development process. Programmes in these sectors will, therefore, be so geared as to enable their use being made more effective for development activities, particularly in rural and agricultural development, education (including adult education), family planning, the preservation of ecological balance, protection of environment, energy management and generally national integration".

Harshad R. Trivedi (1991) had conducted a study on the impact of television on the various segments of the society. He had conducted a research to study the impact of television on the upper middle class to the slum class, the women, children and on the life style of the people. He reports, "The highest number of households which expressed positive impact of TV on children and students came from labour class and slum class social areas. This indicates that the people whose children are devoid of better educational facilities on account of their sub-standard economic conditions have found TV programmes more instructive and useful for children. The formal education, if it cannot reach
the poorer and derived people in the society through school system, TV and video as media can be of great help in providing both formal and informal education to the students and children of lower class people in urban and rural areas. There were 83 households which reported that advertisements created an adverse impact on the demands among children for new goods and items to be purchased for them and household. The demand for items of daily use, such as fancy soap etc. normally not used by the members of the household has increased more on account of TV. Some of the respondents went to the extent of saying that on account of TV programmes the IQ of children had increased. Some of them reported that children had become smart in speaking and behaviour after the introduction of TV in the house. There was also adverse impact on the children. Some of the respondents came out mostly with adverse impact of TV on students and children. They said that a lot of time was wasted in viewing cricket matches on account of TV. This programme is not likely to be of any help to the children in their later life. Moreover, such programmes take away a lot of energy of students and children who can better utilise the same in other activities. In some cases, children are so much attached to viewing TV that they take their supper in front of TV. They may not be even aware of what they are eating. This kind of madness has been described as 'idiot box' impact to which some people get addicted to. Affectionate and intimate social relationship which were expressed by paying frequent visits to kins,
affines and close friends have been considerably decreased after the introduction of TV in the house. TV programmes hang so heavily on the mind of the people that if there is any emergency or serious issues to be discussed with relatives and friends, they would try to do so through a telephonic conversation. The tendency to feel emotionally satisfied by making personal visits and having face to face talks on important social issues is disappearing gradually on account of one's mind being pre-occupied with TV programmes. Children's behaviour towards social life has also radically changed. During interesting TV programmes they refuse to go to a marriage party for meals. This creates bad impression on the relatives who feel that in future even close relatives will find it difficult to know each other's families. A household with small accommodation however, has special advantage with TV. The housewife is able to cut vegetables, cook food and do other chores while enjoying TV simultaneously. This is specially relevant to low and middle income group households having only one or two rooms and kitchen facilities. One young housewife reported that her old father-in-law and mother-in-law spent a lot of time viewing TV and this greatly helped in reducing chances of domestic discord in the family. Some people are of the opinion that the freedom of women shown on TV becomes harmful where a wife is aggressive, week husbands have to suffer more, while a strong one comes in clash with the wife. To some people
TV has provided inspiration to lead a systematic and decent life. They keep the house clean and tidy. They show due recognition, politeness and courtesy to strangers and visitors. It means that they are stepping out of ethnic behaviour and entering into the field of open society of diverse groups of people".

I, Arul Aram (1993) lays importance on the impact of television on the general people and the students in particular. He says "Although television is a relatively new medium, it has a powerful impact on the viewer. Television involves both aural and visual senses along with a wide range of camera techniques. It can reach even remote areas that still remain underdeveloped. Today, satellites are being used to disseminate messages over long distances, particularly where terrestrial signal transmission is not possible. Since television can be both instructive and entertaining it can be used effectively to teach all subjects. Every branch of academic study including humanities, social sciences can be taught through television and since children are the keenest viewers of television, it can be used successfully for their education. Television enable both teachers and students realise their strengths and weaknesses".

A study by the Indian Agricultural Research Institute has convincingly shown the effectiveness of television in imparting technical information to farmers, television has proved to be effective in creating a
favourable attitude among farmers to adopt recommended practices and in including their actual adoption.

J. Mohanty (1986) describing the comments of an American author James Kinder says, "Television has literally captured the country. Its expansion has been much more dramatic than that of radio or the automobile. It has become an important part of our way of life. So much that it is difficult to say whether it is a luxury or a necessity."

K. M. Shrivastava (1992) makes comparison between the impact of radio and television on the people. Both the media has got advantages and disadvantages of its own. In his words, "The radio is for just one sense, the sense of hearing but television has impact on two senses hearing and seeing. Therefore, the television is supposed to be more powerful. But it may not be true in certain circumstances. When someone is listening to news on radio with full attention he will know what he has listened to. The same item on television may not be as effective if the picture does not go well with the words. If the two senses complement each other in television it will be more effective but if they go in different directions attention will be distracted and the impact will be less."

Kakoli Bora had conducted a research, on the behalf of the Doordarshan Kendra, Guwahati in 1995. The
research was on the impact of Doordarshan on the rural women in Assam. It was found that there was great impact of Doordarshan programmes on the rural women. They were benefitted in various fields like religious knowledge, family welfare, increment in the knowledge of their rights, cooking etc. In her words, "The television as a powerful medium of mass communication, has tremendous impact on the lives of rural people in our country, specially the rural women have been much benefited by various programmes of Doordarshan. Generally the rural women folk are left with no time of their own as they have to devote most part of the day in household chores. They rarely get opportunity to mix with outside people so their knowledge is very little in comparison to urban women. Now a days, the television has gained so much popularity among the womenfolk that whenever they get time they prefer to watch different programmes of television at home or at the neighbours place. They are very much interested in viewing television as they can learn many valuable things. The programme of Health and Family welfare have become very much popular among them. Various teleplays, serials, films, discussions, advertisement have attracted them very much and helped them to enrich their knowledge on various matters. The programmes relating to family welfare have played a very significant role in enlightening the rural illiterate and ignorant women about the latest sophisticated and cheap contraceptive device, the utility of various recreational and modern methods of health and hygiene and
preparation of different food and nutritional measures. Many national network programmes have attracted the rural folk very much specially in which various pilgrimages and religious places of our country are telecast. Some elderly women informed that because of monetary problem they cannot afford to visit the holy places, but now by viewing different pilgrimages of our country like Mathura, Brindavan, Jagannath temple of Puri etc. their desires have been fulfilled. Different programmes of women have also benefited the rural womenfold. Programmes telecast by Guwahati Doordarshan has helped the womenfolk by imparting many new ideas to make new things. They have not only got the idea of making useful things out of waste materials, but also preparing many new delicious cooking items and dishes. Another programme telecast by Guwahati DD is called "Jiban aru Jibika". In this programme interviews are taken from those people who by virtue of their own determination, skill and ability have established their own cottage industries and have become self reliant and independent. Such programmes have inspired the rural people very much to set up their own business. One female respondent informed that such programme has inspired her very much and with the help of her husband she has opened a nursery at home and now sells different kinds of saplings and potted plants and thereby help her family economically. Some housewives started poultry farm in their backyard which helped them earn little money, helpful for domestic purchase. Different telefilms, serials discussion on legal rights of
women have also greatly helped the rural womenfolk in widening their legal consciousness, about new legal acts for women and their rights and duties. By viewing television regularly the rural women folk have been able to improve their knowledge of Hindi Language. One respondent informed that different advertisements, teleplays on small saving system had inspired her a great deal and she believed that such programmes may attract other women also as these programmes help a lot in gaining knowledge about the benefits of savings system, the provision of interest etc. Thus, this medium of audio visual communication have a very powerful appeal which can entertain as well as enlighten our illiterate and ignorant masses particularly women in rural area in widening their mental horizon."

Meena Gupta and Sheela Nagar (1994) presenting a report of a study conducted by them say, "When information was gathered on the impact of television viewing on the people's way of life, it was interesting to note that 20 percent respondents observed change in their family in terms of education, food habits etc. This is well reflected by the fact that 20 percent women respondents sent their children (Particularly daughters) to school on being influenced by television programmes. It was very disappointing to note that 80 percent respondents reported very low or no change in the attitude, in their family as a result of television programmes. Many respondents reported increase in their
knowledge in various fields after possession of television sets, in terms of gaining new ideas etc. With regard to social contacts some women said that social contacts decreased as everybody wanted to watch television instead of going anywhere else. Some respondents said that their social activities decreased as none of them wanted to go out for other work whenever there was any special programme of their interest on television. Some respondents reported about education problems of school children, who, as a result of watching television programmes were less interested to do their homework. The respondents also reported that the advertisements and some programmes leave adverse effect on socialization and personality development of the children. On the contrary, 32 percent respondents said that television prevented their children from going out of the house to play and thereby avoided bad company because they perceived that whenever the kids are out for play, they fall in bad company. But the social impact of television in rural areas is not so fruitful because rural women do not have enough time to watch the programme of their interest or those shows which are of particular benefit to them. Moreover, they watch television just for entertainment and time pass instead of for information."

M.R. Dua (1994) tells us about the impact of SITE experiment on the villages of six states of India in the following words, "A number of studies conducted on the SITE
villages in six states revealed satisfactory impact on the rural masses. It was found that the overall knowledge of better agricultural practices, seeds, fertilizers increased significantly among villages. Health, hygiene and nutrition programmes were understood and practised in the rural areas. People in villages gained from discussions on social problems and were found making enquiries about the remedial steps. Besides, people also evinced interest in local news and international programmes. Most SITE studies have amply demonstrated and testified the strength of television as a profoundly effective medium of mass communication on the rural audience."

According to an evaluation report prepared by the National Council of Educational Research and Training (NCERT), "Television has positively been useful in increasing knowledge regarding new farm technology. The farmers who viewed television programmes gained more or less the same amount of knowledge irrespective of age, education and farm holding."

P.V. Sharada (1992) also conducted a study on the impact of television on the political awareness of rural masses and came to certain conclusions. In her words, "Though radio also presents varied programmes, most of the villages preferred TV to Radio during evenings. In addition to the visual impact the other reason for preferring television is
that they are habituated to use this particular medium every evening. Instead of switching over to Radio in the middle they prefer to continue viewing television for all sorts of programmes including news. Another limitation that was pointed out was that they could not pay attention to both media simultaneously. Majority of the respondents said that they complete their work and make themselves free for television. It is observed that highest percentage of women adjust their household chores to watch TV programmes. TV plays greater role in familiarizing national leaders to the masses.

Suresh Gandhi and Lali Yadav (1994) stressing on the impact of media on consumer behaviour say, "Television appeared to be the most frequently used medium as source of information by most of the respondents. Television was found to be the medium of paramount importance in influencing consumer's choice. The respondents agreed to the fact that television has certainly brought about changes in their purchase practices through advertisements but they did not find any interest in the consumer protection programmes as these were not so attractive and easy to comprehend. The survey report of Metropolitan cities by operation Research Group(1990) also highlighted that colour television is having maximum impact on today's life styles. "