Appendix

Interview Schedule
INTerview SCHEDULE

Dear Respondent,

I have undertaken a research study entitled "Impact of T.V. Serials on Social Attitudes of Women in Silchar Town of Assam" for the fulfillment of Ph.D. research in Mass Communication.

The answers to the questions asked here would help me in conducting the research, which will be used for academic purpose only.

It is pledge that secrecy will be maintained regarding all the data and information.

Thanking you in anticipation of honest help.

Yours Sincerely,

Mita Das
Research Scholar
Deptt. of Mass Communication
Assam University, Silchar

SECTION - A: GENERAL INFORMATION

1. Name of the respondent: __________________________

2. Address of the respondent: __________________________

3. Tel. No.: __________________________ Mobile No.: __________________________

4. Age: (1) 18-28 yrs. ☐ (2) 29-39 yrs. ☐
   (3) 40-50 yrs. ☐ (4) 51- above 60 yrs. ☐

5. Religion: (1) Hinduism ☐ (2) Islam ☐
   (3) Christianity ☐ (4) Other ☐
   (Please specify) __________________________

6. Caste: (1) SC ☐ (2) ST ☐
   (3) OBC ☐ (4) General ☐

7. Mother tongue: (1) Bengali ☐ (2) Hindi ☐
   (3) Assamese ☐ (4) Manipuri ☐
   (5) Any other ☐ (Please specify) __________________________
8. Languages known:
   (1) Bengali □  (2) Hindi □
   (3) English □  (4) Assamese □
   (5) Manipuri □  (6) Any other □

   (Please specify) ________________________

9. Marital status of respondent:
   (1) Married □  (2) Unmarried □  (3) Any other □

10. Educational qualification of the respondent:
   (1) Illiterate □  (2) Primary □
   (3) High School □  (4) Higher Secondary □
   (5) Graduate □  (6) Post Graduate □
   (7) Technical (Diploma holder from Polytechnic/ITI, etc.) □
   (8) Professional (MBBS, LLB, B.Tech, MBA, MCA, MMC, M.Phil, Ph.D., etc.) □
   (9) Any other □ (Please specify) ________________________

11. What is the educational qualification of your
    (a) Father:
        (1) Illiterate □  (2) Primary □
        (3) High School □  (4) Higher Secondary □
        (5) Graduate □  (6) Post Graduate □
        (7) Technical (Diploma holder from Polytechnic/ITI, etc.) □
        (8) Professional (MBBS, LLB, B.Tech, MBA, MCA, MMC, M.Phil, Ph.D., etc.) □
        (9) Any other □ (Please specify) ________________________

    (b) Mother:
        (1) Illiterate □  (2) Primary □
        (3) High School □  (4) Higher Secondary □
        (5) Graduate □  (6) Post Graduate □
        (7) Technical (Diploma holder from Polytechnic/ITI, etc.) □
        (8) Professional (MBBS, LLB, B.Tech, MBA, MCA, MMC, M.Phil, Ph.D., etc.) □
        (9) Any other □ (Please specify) ________________________

12. Occupation of the respondent:
    (1) Student □  (2) Student + Service □
    (3) Housewife □  (4) Self-employed □
    (5) Service □  (6) Professional □
    (7) Unemployed □  (8) Pensioner/Retire □

13. What is the occupation of your
    (a) Father:
        (1) Business □  (2) Service □
        (3) Professional □  (4) Daily wage labourer □
        (5) Pensioner/Retire □  (6) Any other □

        (Please specify) ________________________
(b) Mother:  
(1) Housewife  
(2) Self-employed  
(3) Service  
(4) Professional  
(5) Pensioner/Retiree  
(6) Any other  
(Please specify) 

14. Monthly family income:  
(1) Below Rs. 5,000  
(2) Rs. 5,001 – Rs.10,000  
(3) Rs. 10,001 – Rs.15,000  
(4) Rs.15,001 – Rs.25,000  
(5) Rs. 25,001 – Rs. 40,000  
(6) Above Rs. 40,000 

MEDIA EXPOSURE WITH SPECIAL EMPHASIS ON TELEVISION
SECTION - B

15. Do you have television set in your residence?  
(1) Yes  
(2) No 

(a) If yes, how many T.V. set do you have?  
(1) One  
(2) Two  
(3) More than two 

(b) If no, do you watch somewhere else?  
(1) Yes  
(2) No 

16. What type of connection do you have to watch T.V.?  
(1) Ordinary Antenna  
(2) Cable Connection  
(3) DTH (Tata Sky, Reliance, etc.) 

17. Where do you watch T.V.?  
(1) At home  
(2) At neighbour’s/relative’s/friend’s house 
(3) At the work place 

18. How many days do you watch T.V. in a week?  
(1) Don’t watch  
(2) Daily/Regularly  
(3) 5-6 days  
(4) 3-4 days 
(5) 1-2 days  
(6) Rarely/Occasionally 

19. How many hours do you spend daily on watching T.V.?  
(1) 1-2 hrs.  
(2) 3-5 hrs. 
(3) 6-8 hrs.  
(4) More than 8 hrs. 

20. When do you watch T.V.?  
(1) Morning  
(2) Noon  
(3) Evening  
(4) Late night  
(5) All day  
(6) Uncertain
21. Do you watch T.V. programmes?
   (1) Yes ☐  (2) No ☐

   (a) If no, why?
   (1) Don’t have time ☐  (2) Don’t like the programmes ☐
   (3) Any other reason, ☐ (Please specify) ________________________

22. Do you watch T.V. more on Sunday/holiday than other days?
   (1) Yes ☐  (2) No ☐

23. What language do you prefer for watching T.V. programmes?
   (1) Bengali ☐  (2) Hindi ☐
   (3) English ☐  (4) Any other ☐  (Please specify) ________________

24. What is your choice of watching T.V. programmes?
   (1) Random ☐  (2) Selective ☐
   (3) Both random and selective ☐

25. With whom do you like to watch T.V. programmes?
   (1) Alone ☐  (2) With family members ☐  (3) With friends ☐

26. What type of programmes do you like most? (Rank in order of your preference on a scale of 1 to 10)
   (1) Serials/Soaps ☐  (2) Features Films ☐
   (3) News and Current Affairs ☐  (4) Reality Shows ☐
   (5) Documentary ☐  (6) Educative Programmes ☐
   (7) Music/Film Songs Based Programmes ☐  (8) Fashion/Interior Designing ☐
   (9) Comedy Shows ☐  (10) Sports ☐

27. Please mention how many channels do you watch?
   (1) 1-2 ☐  (2) 3-4 ☐  (3) 5-6 ☐  (4) More than 6 ☐

28. Which of the channels do you watch most (Rank in your order of preference on a scale of 1 to 10).

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the Channel</th>
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<tbody>
<tr>
<td>1.</td>
<td>Zee TV</td>
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<td>2.</td>
<td>Star Plus</td>
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<td>3.</td>
<td>Sony</td>
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<td>4.</td>
<td>Star One</td>
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<td>5.</td>
<td>NDTV Imagine</td>
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<td>6.</td>
<td>Star Jalsa</td>
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<td>7.</td>
<td>NE Television</td>
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<td>8.</td>
<td>Sab TV</td>
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<td>Colors</td>
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<td>10.</td>
<td>ETV Bangla</td>
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<td>11.</td>
<td>Sahara TV</td>
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<td>12.</td>
<td>Akash Bangla</td>
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<td>13.</td>
<td>Zee Bangla</td>
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<td>14.</td>
<td>DD National</td>
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<td>15.</td>
<td>Mahua TV</td>
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<td>16.</td>
<td>Aastha</td>
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<td>17.</td>
<td>UTV Bindass</td>
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<td>18.</td>
<td>Star Utsav</td>
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<td>19.</td>
<td>Aajtak</td>
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<td>20.</td>
<td>Zee News</td>
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<td>21.</td>
<td>Star News</td>
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<td>22.</td>
<td>ND 24x7</td>
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<td>23.</td>
<td>CNN IBN</td>
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<td>24.</td>
<td>Live India</td>
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<td>25.</td>
<td>Times Now</td>
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<td>26.</td>
<td>BBC</td>
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<td>27.</td>
<td>Loksabha</td>
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<td>28.</td>
<td>Rajyasabha</td>
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<td>29.</td>
<td>DD News</td>
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<td>30.</td>
<td>NDTV</td>
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<td>31.</td>
<td>DD Sports</td>
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<td>32.</td>
<td>Neo Sports</td>
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<td>33.</td>
<td>ESPN</td>
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<td>34.</td>
<td>Ten Sports</td>
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<td>35.</td>
<td>Star Cricket</td>
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<td>36.</td>
<td>Sony Max</td>
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<td>37.</td>
<td>Star Gold</td>
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<td>38.</td>
<td>Zee Cinema</td>
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<td>39.</td>
<td>Star Movie</td>
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<td>40.</td>
<td>Filmy</td>
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<td>41.</td>
<td>HBO</td>
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</tbody>
</table>
42. UTV Movies □

MUSIC CHANNELS
43. Channel V □
44. Zee Music □
45. MTV □
46. Etc. □
47. 9XM □
48. B4U Music □
49. VHI □
50. Zee Trends □

DOCUMENTARY CHANNELS
51. The History Channel □
52. Travel AND Living □
53. Discovery Channel □
54. National Geographic □
55. Animal Planet □
56. Any other □ (Please specify) ___________________

SECTION-C
29. Do you watch serials specifically about women?
   (1) Yes □ (2) No □
30. What kind of serials do you like most?
   (1) Mythological serials □ (2) Romantic serials □
   (3) Serials related Indian culture □ (4) Spirituals or Religious serials □
   (5) Family Based serials □ (6) Others □
   (Please specify) ___________________
31. Among the T.V. serials, you know of, write down the names of 3 best serials that you don’t miss.
   (i) __________________________________________
   (ii) __________________________________________
   (iii) __________________________________________
32. Why do you like those particular serials? Give one line statement for each.
   (i) __________________________________________
   (ii) __________________________________________
   (iii) __________________________________________
33. What message is conveyed through these T.V. serials according to you? Give one line answer for each.
   (i) __________________________________________
34. Do the serial comply with your culture?
   (1) Yes □   (2) No □

35. Do you try to follow the designs of costumes from watching these serials?
   (1) Always □   (2) Sometimes □
   (3) Rarely □   (4) No □

36. What kind of costumes do you like to wear?
   (1) Traditional Indian dress □   (2) Western dress □
   (3) Fashion outfits □   (4) Both 1 and 2 □
   (5) All □

37. Do you think that T.V. serials are importing western values into the lives of common people?
   (1) Yes □   (2) No □

38. Are these T.V. serials promoting joint family?
   (1) Yes □   (2) No □

39. Are these T.V. serials acting as a boost up to strengthen family bonds and relationships?
   (1) Yes □   (2) No □

40. Do you support the social system shown in those serials?
   (1) Yes □   (2) No □   (3) Can’t say □

41. Do you think that the type of societal structure represented by the T.V. serials is the real picture of our society?
   (1) Yes □   (2) No □   (3) Can’t say □

42. In your opinion to what extent T.V. serials are affecting the social life of the people?
   (1) Very much □   (2) Somewhat □
   (3) Not at all □   (4) Not sure □

43. Do you think that is a strategy to capture the audience through these T.V. serials?
   (1) Yes □   (2) No □

44. Is there any T.V. serial, which change your life or thought?
   (1) Very much □   (2) Almost □
   (3) Somewhat □   (4) Not at all □
   (5) Not sure □

45. Do you spent a day without glancing your favourite T.V. serial?
   (1) Never □   (2) Rarely □
   (3) Occasionally □   (4) Always □

46. Do you know the specific time and day of your favourite T.V. serial?
   (1) Yes □   (2) No □
(a) If no, then how do you maintain timetable to watch your favourite serial?

(1) Asking family members
(2) Observing programme schedule
(3) Asking neighbours
(4) Asking friends

47. Do you think that these T.V. serials are bringing changes among the women in our society?
   (1) Yes ☐
   (2) No ☐

(a) If yes, what kind of changes are being brought in? Please mention __________________________

48. After watching T.V. serial do you like to imitate the character of actor and actress?
   (1) Very much ☐
   (2) Almost ☐
   (3) Somewhat ☐
   (4) Not at all ☐
   (5) Not sure ☐

49. Do you discuss and analyse T.V. serials?
   (1) Yes ☐
   (2) No ☐

(a) If yes, with whom you discuss and analyse?
   (1) Husband ☐
   (2) Friend ☐
   (3) Sister ☐
   (4) Mother ☐
   (5) Others ☐

50. Do you engage yourself in household activities at the time of watching T.V. serials?
   (1) Very often ☐
   (2) Frequently ☐
   (3) Sometimes ☐
   (4) Never ☐

51. At the time of watching favourite T.V. serial if your mealtime clashes with it what do you do?
   (1) Don’t miss the T.V. serial ☐
   (2) Watch the repeat telecast ☐
   (3) Miss the T.V. Serial ☐

52. Do you watch T.V. at midnight?
   (1) Yes ☐
   (2) No ☐

(a) If yes, whether T.V. watching delay you to woke up?
   (1) Very often ☐
   (2) Frequently ☐
   (3) Sometimes ☐
   (4) Never ☐

53. Do you get annoyed if any of your family members disturb you while viewing your favourite T.V. serial?
   (1) Very often ☐
   (2) Frequently ☐
   (3) Sometimes ☐
   (4) Never ☐

***THANK YOU FOR YOUR KIND SUPPORT***