Appendix-I
Questionnaire

MEDIA IMAGES OF WOMEN WITH SPECIAL REFERENCE TO TELEVISION

1. Sex
   1. Male 2. Female

2. Age
   1. 18-27 years 2. 28-37 years
   3. 38-47 years 4. 48-57 years
   5. 58- and above.

3. Education:
   1. Illiterate 2. Upto Primary
   3. Upto High School 4. Upto Graduation
   5. Post Graduate 6. Other (Specify)

4. Occupation:
   1. Student 2. Business
   3. Employed 4. Housewife
   5. Any other (Specify)

5. Household Income:
   1. Upto Rs.800/- 2. Rs.801/- to Rs.1,600/-
   3. Rs.1,601/- to Rs.2,400/- 4. Rs.2,401/- to Rs.3,200/-
   5. Rs.3,201/- to Rs.4,000/- 6. Above Rs.4,000/-

6. Caste:
   1. Brahmin 2. Lingayat
   3. SC/ST 4. Any other (specify)

7. Religion:
   1. Hindu 2. Muslim
   3. Christian 4. Sikh
   5. Jain 6. Any other (Specify)

8. Marital Status:
   1. Married 2. Single

9. How frequently do you watch television?
   1. Daily 2. Occasionally
   3. Rarely
10. How much time (in minutes) do you spend on television in a week?

1. 120 - 180 minutes 10( )
2. 181 - 240 minutes
3. 241 - 300 minutes
4. 301 - 360 minutes
5. 361 - 420 minutes
6. 421 - 480 minutes
7. 481 - 540 minutes
8. 541 - 600 minutes
9. Above 600 minutes

11. Morning Transmission:

11.1. Do you watch morning programmes?
1. Yes 2. No 11.1( )
(If no, go to the question 11.7)

11.2. Which of the following programmes do you watch?
   a. News 1 Yes 2 No a( )
   b. Physical Exercises 1 Yes 2 No b( )
   c. Serials 1 Yes 2 No c( )
   d. Children programmes 1 Yes 2 No d( )
   e. Interviews 1 Yes 2 No e( )
   f. Discussions 1 Yes 2 No f( )
   g. Music 1 Yes 2 No g( )
   h. Economic programme 1 Yes 2 No h( )

11.3. Did you watch telecast of parliamentary proceedings?
1. Yes 2. No 11.3( )

11.4. Did you think there was sufficient time allocated for women's issues in discussion in parliament?
1. Yes 2. No 11.4( )

11.5. Are you satisfied with present format of morning transmission?
1. Yes 2. No 11.5( )

11.6. If No. what type of changes would you expect?

11.7. I do not watch morning programmes as
   1. I find them boring 11.7( )
   2. I do not find time
   3. I feel it is waste of my time.

12. Afternoon Transmission:

12.1. Do you watch afternoon programmes?
1. Yes 2. No 12.1( )

12.2. Which of the following programmes do you watch?
   a. News 1 Yes 2 No a( )
   b. Music 1 Yes 2 No b( )
   c. Serials 1 Yes 2 No c( )
12.3 Name few serials which dealt positively with women's issues?


12.4 Give your opinion about the serial 'Chaurah'


12.5 Are you satisfied with present format of programmes?
1. Yes 2. No 12.5( )

12.6 If no, what type of programmes would you want to be telecast?
1. More educative programmes 12.6( )
2. More entertaining programmes
3. More programmes on women issues

12.7 Afternoon programmes are said to be emphasise the home as the focus women's lives and not outside world. Do you agree with it.
1. Agree to some extent 12.7( )
2. Agree to great extent
3. Disagree to some extent
4. Disagree to great extent
5. No opinion

12.8 Give your suggestions regarding portrayal and projection of women in their afternoon programmes.


13. Regional Transmission:

13.1 Did you watch following serials?
 a. Captain Balaram 1. Yes 2. No a( )
 b. Nirmalya Sakshi 1. Yes 2. No b( )
 c. Atmanivedane 1. Yes 2. No c( )
 d. Badaku Jhatkabandi 1. Yes 2. No d( )
 e. Sukhad sopan 1. Yes 2. No e( )
13.2 In which of the above serials did you find positive and negative projection of women? Explain.

13.3 Which of the following programmes do you watch in regional transmission?

<table>
<thead>
<tr>
<th>Programme</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Children</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>b. Agriculture</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>c. Civic</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>d. Women</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>e. Urdu</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>f. Interviews</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>g. Dance &amp; Music</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>h. Health</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>i. Serials</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>j. News</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>k. Film based programmes</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>l. Kannada film</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>m. Discussion</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>n. Industrial programme</td>
<td>1. Yes</td>
<td>2. No</td>
</tr>
</tbody>
</table>

13.4 Agriculture programmes are male oriented and do not refer to the contribution of women to agriculture and rural economy. Do you agree with it?
1. Yes 2. No 13.4( )

b) If yes, how do you feel they could refer to women?

13.5 Which of the regional programmes that you have watched portrayed or contributed to creating a positive image of women? Give details.

13.6 a) Which of the following films have projected women in a positive image or negative image?

<table>
<thead>
<tr>
<th>Name of the film</th>
<th>Positive</th>
<th>Negative</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Hannele Chiguridag</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>2. Mis Leelavati</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>3. Maryade Mahal</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>4. Singapuradalli Rajakulla</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>5. Bhagyavantaru</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>6. Makkala Rajya</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>7. Narad Vijay</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
</tbody>
</table>
b) Give reasons

14. National Programmes:

14.1 Which of the following programmes do you watch
a. News 1. Yes 2. No a( )
b. Serials 1. Yes 2. No b( )
c. Films 1. Yes 2. No c( )
d. Telefilms 1. Yes 2. No d( )
e. Film based programmes 1. Yes 2. No e( )
f. Dance 1. Yes 2. No f( )
g. Music 1. Yes 2. No g( )
h. Focus 1. Yes 2. No h( )
i. Interviews 1. Yes 2. No i( )
j. Discussions 1. Yes 2. No j( )
k. Quiz 1. Yes 2. No k( )
l. Documentary 1. Yes 2. No l( )
m. Current affairs programmes 1. Yes 2. No m( )
n. Special programmes 1. Yes 2. No n( )

14.2 Name few serials in the past which you think projected women more positively (Describe any one/two of the positive images).

14.3 (a) Which of the following serials do you think projected women more positively or negatively?

<table>
<thead>
<tr>
<th>Name of the serials</th>
<th>Positive</th>
<th>Negative</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>Udan</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Milla Naseeruddin</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Hamrahi</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Kashish</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Kahakasha</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Kayar</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Mriganayani</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Sangharsh</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Mazadhar</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Ashiyana</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Manzil</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Chanakya</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Yeh Duniya Gazab ki</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Hum Log</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
</tbody>
</table>

(b) Explain:
14.4 Do you think serials like Udan, Pukar, Mriganayani will have positive effect on social perception and social image of women?

1. To some extent 11.4( )
2. To great extent
3. Can't say
4. No effect

14.5 Men overwhelmingly appear as comperers, experts or even participants rather than women in scientific technical and political affairs programmes. Is it because women are considered to be less capable and less intelligent.

1. Yes 2. No. 3. No opinion 14.5( )

14.6 (a) Do you feel Women and Women's concerns are adequately covered in regional and national news. Do you think more coverage could be given to women?

1. Yes 2. No 14.6( )

(b) If yes, what type of coverage could be given?

14.7 Which of the following Hindi films viewed by you on television you think have projected positive images of women as well as negative images of women.

<table>
<thead>
<tr>
<th>Name of the film</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Nadaniyan</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>2. Kothwalsaab</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>3. Godan</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>4. Pariwar</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>5. Suhag Rat</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>6. Anand</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>7. Godhuli</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>8. Anjam</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>9. Janata Havaladar</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>10. Nazar</td>
<td>( )</td>
<td>( )</td>
</tr>
</tbody>
</table>

15. Advertisements:

15.1 Advertisements shown on television portray following images of women. Do you agree with it?

(a) Women are mostly young & attractive

1. Yes 2. No a( )

(b) Women are frequently depicted as sexual objects.

1. Yes 2. No b( )
(c) Women are shown mostly inside the house
   1. Yes 2. No c( )
(d) Women seldom appear as competent or intelligent people
   1. Yes 2. No d( )
(e) Women are ultimately and naturally housewives
   1. Yes 2. No e( )
(f) Housework and Children are women's responsibility
   1. Yes 2. No f( )
(g) Little girls grow up to be housekeeper wives and mother
   1. Yes 2. No g( )
(h) Boys are interested in outdoor 'manly' activities while girls like to play with dolls or help 'mummy'
   1. Yes 2. No h( )
(i) Men are projected as experts, decision makers and authority figures
   1. Yes 2. No i( )

15.2 In which of the following category advertisement do you find more stereotypical image of women?

a. Detergents 1. Yes 2. No a( )
b. Beverages 1. Yes 2. No b( )
c. Food 1. Yes 2. No c( )
d. Shampo 1. Yes 2. No d( )
e. Soaps 1. Yes 2. No e( )
f. Textile garments 1. Yes 2. No f( )
g. Tyres 1. Yes 2. No g( )
h. Tooth paste 1. Yes 2. No h( )
i. Vanaspati 1. Yes 2. No i( )
j. Household products 1. Yes 2. No j( )
k. Agriculture and Industrial products 1. Yes 2. No k( )

15.3 Name any two commercials which according to you project women negatively.

16 Social Attitudes:

16.1. Do you endorse following statements (views)?

a. A women's place is in the home 1. Yes 2. No a( )
b. The most important and valuable asset of woman is physical beauty 1. Yes 2. No b( )

c. The good woman is the traditional housewife, long suffering, pious & submissive 1. Yes 2. No c( )
d. Women are women's worst enemies 1. Yes 2. No d( )
e. A women's energies and intellect must be directed towards finding the right man and in 'keeping' him. 1. Yes 2. No e( )
f. The working woman is the 'undesirable exception who must be brought into the marriage fold and to submit. 1. Yes 2. No f( )
g. Educated women is usually arrogant, insensitive & self-centred. 1. Yes 2. No g( )
h. Uneducated woman is loving, considerate and sacrificing. 1. Yes 2. No h( )
i. Economically independent woman is the cause of suffering around her. 1. Yes 2. No i( )
j. Men are superior to women in every respect. 1. Yes 2. No j( )

***