Iran covers an area of 1,645,000 square kilometers (820,000 miles) bounded on the North by the Soviet Union and the Caspian sea, on the east by Afghanistan and Pakistan, on the south by the Persian Gulf and the sea of Oman and on the west by Iraq and Turkey. Although it is a huge country, one third of it is covered by mountains and forest and another third is desert.

The population of Iran was 25,789,000 in 1345 (1966) according to the general census in that year. Thirtysix point one per cent of the population lived in cities. The population is estimated to be over thirty million at the present time.

Tehran has been the capital of Iran since 1796. It has developed in the past half-century from a small town to a huge and expanding city, now the largest in western Asia, with a population of over three million. Iran's rapid development started from January 1963 after the declaration of the six-point reform programme by his Imperial Majesty Mohammad Reza Shah Aryamehr Pahlavi. Later, six further points were added to complete what has become known as "The White Revolution" under which almost every aspect of Iranian social and economic life has undergone a change for the better. Land Reform, Industrialisation of the country and extensions of the net-work of communication into all parts
of the country are some aspects of the process of reconstruction of modern Iran. Education was given high priority by establishing the Literacy Corps and sending them to remote villages. Recently, the period of free and compulsory education has been extended up to the end of Guidance Cycle Course for the whole Iranian children. Moreover, all kinds of facilities have been extended to those who are able and wish to continue their studies. The suggestion for putting a satellite into space for educational purposes is another step towards mobilization of the man-power in the country, and making the educational process as a continuum from literacy to higher education.

Although Educational Television has found its proper place in this process as an instructional instrument, up to this time no research study has been undertaken to find out its effects on its audiences. It is evident that ETV does not work on any commercial basis. Being as such no pressure is exerted to find out its effects as it is observed in case of General Television. Educational Television is usually confronted with a gap between its output and the effects of its programmes.

Since the author of this study has been teaching in Iran for some years, he got interested in this topic when it was suggested by the Guide Professor and Head of the Department of Sociology and Anthropology of Poona University, Dr. Y.B. Damle. The study is presented as a preliminary foray into a profitable field of research.