CHAPTER II
REVIEW OF RELATED LITERATURE

A review of related literature is a background study to begin with any research work. It is very helpful in getting hold of the wider knowledge of the topic concerned and also to understand the attitude of the various researchers and how they interpret the impact of television on the concerned society on which the studies were conducted. The study also enriches the present study undertaken by this researcher. A systematic review of the past investigations helped the researcher to understand the contribution and the threats that television poses to the global village and the measures that were suggested to make use of television for development of individuals and of the society at large and also to overcome those intimidations by our prudent use of television in our day to day life.

In this chapter, an attempt has been made to present a review of the related literature and studies on the impact of television in India and abroad. The studies are grouped under the following categories keeping the objectives of the present investigation under consideration.

2.1 Television and Cultural Change
The developed countries like United States of America, United Kingdom are the provider of television programmes. They not only market their programmes to other countries of the world, but also use their programmes to preserve their culture and develop their country so as to become economically powerful countries. Katz, et al. (1997) studied the impact of television on the social values and social and cultural
practices in Israel. The study showed that 94% of the families owned television in 1990 and 1/3 of their leisure time was spent on watching television, but it did not stop them from going out of their homes, on the contrary they had actively participated in art, music which brought them closer to their families and the world at large. Television was used to increase non formal education as it was mostly used by illiterate people and people of low education as well. It brought in changes in sleeping, eating, reading and listening habits of its viewers. The study also showed that television brought in changes in their social and cultural values and fulfilled the diverse kinds of concerns of those with low education.

Meech and Kilborn (1992) discussed that Scottish culture is composite and changing and open to influences but the government wants to keep its identity and see that the role of culture is to maintain its identity. Hence, it uses the media in fostering the local culture by broadcasting and telecasting local news and local programmes of local interest. In order to achieve this goal, it involves the community volunteers in the preparation of local interest television programmes. Secondly, the technical convergence of television and film has influenced the cultural development programmes. A sense of patriotism is created among the Scottish. Even the programmes that are produced for UK and international markets are based on Scottish culture and traditions. The country not only imports foreign television programmes but it also exports Scottish television programmes to other nations, which helps to maintain its identity in spite of changes brought in by the electronic media. Syvertsen (1992) highlights that until 1980’s Norway had the most regulated television, which had a single television channel with no advertisements in spite of change in European
broadcasting. Together or separately the new communication technologies, political liberalisation and economic restructuring had a deep impact on the European television scene. The author discovered that the obligation of Norway’s broadcasting was to produce programmes of high societal values which are of news, culture, political and current affairs, education and informational programmes to be available to all, for it was concerned about erosion of its language and national culture. The interested programmes encouraged and increased the viewership in spite of the stiff competition faced by the public television with the other channels which are commercialised, and entertainment oriented. The public television broadcasting was still a medium for the public to access for information and to develop its own culture. Vedel and Dutton (1990) while giving a historical sketch of cable development of France identified and discussed in detail the four types of factors that have shaped the development of cables and communication in France and these four factors are:

(i) The politics of new media
(ii) Legal institutional factors
(iii) Market factors
(iv) Symbolic factors

These factors are to preserve the French language and culture. Bulch (2001) highlights the role of public service broadcasting particularly television in preserving the national identity, as the country was facing impressive problems of belongingness, identification, nationalism and community, owing to the growth of international media and post modernisation. The main aim of television programme was to spread Flemish...
high culture and on the one hand to act as a counterforce against the French culture, which was dominant still 1950’s and on the other hand to identify and unify the community. Although television had the threefold responsibility of education, information and entertainment, its main priority was to make the Flemish society an enlightened society. In order to achieve this goal; even the entertainment programmes were didactic in nature. The programmes were planned in such a way that they satisfied the needs and interests of its toddlers, youngsters, elderly and women. The programmes always tried to place Flemish artists next to international ones. Good information service was considered a prerequisite for development so international news on politics, economic and entertainment were projected according to the Flemish perspective. Thus the study found out that Flemish television was a powerful weapon for preserving their national identity by maintaining their language, customs and traditions. Hanke (1990) have highlighted about the life of people in German Democratic Republic and the role of media especially of television, radio, the newspapers and magazines. Television occupies a prime place from 7-10 pm after their day’s work. People spend their leisure time in front of the television. Nearly 70-80% of their free time is spent at home. Hence, the programmes are geared to entertainment programmes but the people are interested in social, political and cultural matters. Watching television, reading and listening to music are most general and widespread. Television programmes are westernised, Americanised and commercialised which have consequences on political thinking and cultural behaviours. The youth are attracted to western style educators. There is a risk of comparing their nation with other western nation. The majority of the young people are able to keep abreast with
international developments primarily top commercial success in Western Europe and U.S.A. in GDR. The television and radio are state owned media programmes in particular television. To cater to their needs and to compete with the international and political style of life, it has increased a number of channels and a greater diversity. More traditional entertainment programmes are televised through the media of entertainment and advertising. Political ideologies, social and cultural value systems are transformed. Television is absolutely dominant in everyday cultural life. It is an omnipresent and freely available utility; it is an effective form of cultural communication. Political programmes are focused on artistic and cultural activities, which are seen as the perceived need of the masses. In this way, the media in general and television in particular are able to maintain their unchallenged supremacy in the everyday cultural life of the nation.

Mitra (1990) states that the primary aim of television in India is to develop its people through different forms of programmes like educational, instructional and entertainment. The television had established its popular culture which brought in behavioural and attitudinal changes in the viewing audience. The emphasis on developing television was to bring in social interventions. It holds a dominant place in the cultural map of India. This is due to the following reasons:

(i) By acting as an agent of social change, education and information;
(ii) The medium could be accessed from all parts of the nation, hence it has reached the remotest part of the country;
(iii) It is accessible in the domesticity of home and therefore is now much more accessible and consequently closer to the subjectivity of the audience by its attractive electronic visuals; and

(iv) Television establishes relationship with other cultural practices and forms which enriches its own programmes.

These cultures are not only diverse but also unequal. Growth in material things like inventions, technology and Science and non material aspects like family, religion, government and education change the culture of the world and television acts as a medium of cultural change in a society. The main objectives of the introduction of television in our country are for education, information and entertainment. India is a land of villages where the vast majority of its people live in remote villages where there is little chance of development. Recently television has influenced the society in two ways in particular.

It has brought the people who live in isolation to the main stream of our country and of the global village, and it has contributed to an outstanding explosion of information in our times bringing changes in one’s life, family and society. Thus television plays a very important role in the cultural scenario of India.

It is evident from the above literature that culture has been defined as a way of life of a group of people, who accept the alien behaviours, beliefs, values, and symbols generally without thinking about them, and they are passed along by communication and imitation from one generation to the next which brings cultural change in the society.
2.2 Television and Economic Change

Atkin (1991) studied to find out about the impact of television as a socialising force. This study traced the development of trends and economic influences in serial programming devoted to single working women since 1966. The result showed that the networks have made considerable progress in the quantity and status of roles presented, but minority females continue to be under-represented. Individual network contributions also vary, suggesting that role characterisation is more a function of program for economic development than social encouragement. Comrie (1999) conducted a study in New Zealand on the impact of deregulation on sources of television news. He found that deregulation has increased commercialism and competition. Thus, the aim of deregulation to produce news which concerns ordinary people was waning. The author recommends that there is a need to satisfy depth and at the same time develop elements of newer news models to encourage and increase the diversity of news to improve the economic condition of the society, by creating awareness and providing employments to the youth of the country. Berry (1990) conducted a study of the perceived bias on British Television. His findings were that newscasts were the products of their culture, which is shaped by social, economic and political ideological and institutional factors. The various channels are anti or pro government, which reflect their attitudes through their programmes. Even the camera angles are used to influence people. Even though the viewers make their own conclusions according to their attitude, interest and emotional settings based on previous knowledge yet the author suggests that television does not simply serve the interest of the government but its aim is for national interest, based on the countries
values. In order to achieve this, newscasts should be factual, presented appropriately and effectively without distortion and must be complete. Above all the formulation of news and other programmes should be clear and it should not arouse the emotions of viewers by exaggerated, upsetting and distracting pictures. Rollet (2001) narrates that the European Union prepared the policy to bring in changes in information age by deregulating the media policy for the following reasons - To unify the market, to challenge the supremacy of United States and Japan in the global market, and to channelise the European economy. Direct and indirect consumers spending on audio visual and multi media goods and services contributed 7% of the gross national product; the government aims at building up institutional, structural, technological, cultural and economy of the member states of the union, to create co-operation between the governments and the European corporation, to increase access to communication for private individuals and corporations, to make an account of the convergence between the telecommunication, information technology and audio visual sectors. This would create a number of jobs in the audio visual industry. It also endeavours to create quality programming which provides universal access through satellite television, to preserve the cultural and social values of the nationals, which is inconceivable in the US, where commercial interest dominates everything. The policy of European Union throws challenges in the construction of the single global market, since there will be stiff competition among its member states.

Education is an important factor for the development of an individual and of a society. Vast majority of the people of the developing countries are either illiterate or with less education. In order to make the country a developed country the government
makes use of the electronic media in general and television in particular to impart knowledge information to its citizen so that they will be equipped with necessary information for development, which in turn will boost the economy of the nation. Balaji (1998) stated that 50% of the world’s population, who lives in rural areas of Asia, are poor and illiterate. They are distanced not just by transportation but due to lack of access to information. This gap can be bridged by communicating information through terrestrial television and DTH (Direct to home) which have great influence in shaping cultural values and education of the mass. The development of new emerging communication infrastructure will enable the rural areas to develop fast by reaching inaccessible areas. New opportunities for rural population like education, to market their produce, to access multimedia and edutainment are possible. Global news can be translated to the local needs; for example information relevant to agriculture like weather, pesticides, water management and price of commodities at local market will develop the economic growth of rural people. Hukill (1998) analysed the cause and effects of structural change of television in Singapore. He found that the growth in technology was due to the pressure from the international broadcasts which penetrate Singapore with varieties of programmes. This increased the viewers’ demands for greater choice of programmes. The growth in the economy of the country, had forced the government to bring in structural change in broadcasting television programmes, which helped in bringing about national development and in extending educational service to the school going children. The government had succeeded in carving out an identity of its own by producing their local programmes through entertainment. It was able to compete with the international broadcasting. This has increased its competition.
in the international market which became a source of revenue to the state. Thus, due to the structural change in television the countries’ telecommunication is growing rapidly and the quality of the programmes was improving by leaps and bounds. Badarudin (1998) discussed about the development of Malaysia, which was born in 1963. Due to lack of national budget allocation for the development and production of the quality television programmes were not satisfactory. Although its functions were enormous, such as to promote national development, national unity, community harmony, religious tolerance, understanding, transfer of information and education. The advent of deregulation policy in 1984 opened up the avenues for globalisation bridging the link between national and international global market. This convergence of international community brought in economic development in the country making it possible for the growth of telecommunication system in general and in particular television broadcasting in Malaysia. Chang and Wang (1996) analysed the changes that were brought about in China, after the reform and the decentralisation of the social and economy of the country. The change in political climate had affected the development of television before the reform i.e., in 1970 only 10.5 % of the programmes were imported from the communist countries. After the reform, there was a gradual increase from 1980 onwards. The country’s economy was increased as soon as the imported television programmes became a part of the total trade, which brought in transformation in manufacturing agricultural goods and services.
The classical economists like Adam Smith, J.S. Mill, Dr. Alfred Marshal Robbins and others had given a systematic definition of Economics but for the use of the present study, Economics has been defined as the study of the persons living in society who promotes welfare of the nation in the ordinary fiscal life.

2.3 Television and Educational Change
Tuovinen (2000) had studied the impact of Multimedia in distance education. He came to the conclusion that multimedia is very much in use for distance education for interaction between the instructors, students and content. This framework is very useful for establishing clearer relationships among the existing interaction literature for classifying interaction in distance education instructional design. Oliver & Grant (1995) described the use of television in distance education and open learning courses for country side and rural areas of Australia. Television surpasses the class room teaching and learning process where there is high level of interaction and low level of independence due to organised and rigid frame work for the learning program. Educational television provides equal level of interactivity and independence; furthermore, the visual and auditory components of television help in comprehension and understanding. In spite of the advancement of technologies, television remains a powerful teaching and learning tool because television is able to meet all the four elements of learning process such as discursive, adoptive, interaction and reflection, no other single medium could accomplish this. The research had proved that the interaction by women and farmers influenced, stimulated and motivated the instructors.
Khushu (1993) have stated that the satellite communication has made its entry leaps and bounds in the Asian Pacific region as that of other parts of the world. It has interlinked domestic, national and regional and international into one unit, 'The Global Village' thus making broadcasting an important activity for information education and entertainment, that cannot be ignored in life. The opportunities that are provided by the satellite communications are as follows:

(i) It has an efficient means for transport of programme to cable television system;
(ii) The penetration of television to the rural and island communities at a cheaper rate is made possible;
(iii) It reaches its services direct to home;
(iv) The television audience is offered programmes of their choice;
(v) It renders plural services according to the requirements, such as education information and entertainment;
(vi) It enables the national broadcasters to extend their reach to international audience and to exchange their programmes with others;
(vii) News can be gathered in real time from remote locations; and
(viii) It facilitates the television station to backhaul live feed to the studios regardless of distance.

Promila and Kaushik (1998) undertook a study to find out the impact of solar television on rural communities in Haryana. The study revealed that solar television is very much appreciated when there is no electricity. Teachers and students used the solar television more than the panchayat members as there were no other means for the teachers and students to get information. Though it is costly it is very much
beneficial. So the government should adopt the method of solar television in the remote villages where there is no power supply. Fernandes (2000) stated that there is shifting relationship among local, national and global realms of culture, politics and economic. Television and print media contribute to the changes that occur within the society and the world economy. This interaction with the international countries helps India to progress economically, educationally and scientifically.

For the purpose of the present study Education is defined as a medium of information for the development of knowledge, skill, values, positive attitudes and character. Thus, from the above definition, we might assume that the rationale of education is to enrich children, youth and elders for the transformation of individuals and of the society.

2.4 Television and Social Development

Karthigesu (1990) opines his view on the importance of government policy on television in the developing countries like Malaysia. Though television entered this country only in 1963, yet it had covered 93% of the rural and urban population bringing changes in the nation through its televised programmes. Pirzada (1990) studied the impact of television on the population in Pakistan. It was proved that there was a significant transformation in the lives of its population through this medium. Though television was born only in 1964 in this country yet it brought in tremendous growth and development in all aspects of life. It had reached 84% of the people, and 34% of its region. Its main aim was to provide knowledge and information through intelligent entertainment. These objectives were achieved through programmes on
culture, literature and national integration with the aim of developing rural mass and to create a sense of belonging among the youth. Pirzada further states that the politicians also make use television to influence the citizens. The analysis showed that television is a powerful medium to bring in interconnectivity among the nations and to exchange their news and views. Goonasekera (1993) highlights through his studies on Asian countries the importance of television in national development. He stressed on the need for framing communication policies within social, cultural and political milieu of the Asian region, in order to meet specific situation, its aspiration and style of development. He gives the following reasons why policies should be made:

(i) For building modern nations;
(ii) For providing education;
(iii) To bring in information on current issues, history and development;
(iv) To disseminate cultural values;
(v) To interpret social issues;
(vi) To have control over external forces with their self interest;
(vii) To import television programmes from developed countries, which are highly qualified in technology, industries and system of education but whose values are individualistic and liberal in contrast to the values of the Asians, who aim at building national unity, democracy, social equity preservation of traditional cultures and mores;
(viii) To regulate the control of the government over the media; and
(ix) To enable the indigenous manufacturers to keep up with the production process so as to compete in the world market.
The author of the study also reported that Indonesian satellite television system had been providing information and education to 80% of its population. It was able to reach out its service to the most remote area linking the scattered villages with the centre by most efficient and the quickest ways. The gaps between the affluent and less affluent, educated and uneducated or less educated were narrowed down through television telecasts. Finally according to him rural development was a success because of television. Schofield and Driscoll (1991) studied the impact of television network affiliation, in Miami. The findings show that there had been significant changes in primetime viewership of network affiliated stations than independent stations and also the prime time audience was larger for prime time local news. The viewers stayed on the same channel if the lead in network programmes were of good quality. However, the viewing pattern depended on the structural variables that is the timing duration, place and society in which the viewers live, freedom or constrains, programmes and personal changes. The study found out that the viewers loyalty was more to the prime time network entertainment programmes than the network newscasts. Thus watching various programmes and news changed and developed the society of Miami. Bhatia (1993) compared the development of television between developed and developing countries and found that the growth of television is slower in the developing countries than in the developed countries. Yet it has revolutionised the south Asian regions. Television has been the source of information, education entertainment and development programmes. At the same time, television poses a threat to the developing countries; the author suggests the following five ways to overcome the negative impact of television:
(i) Television should be controlled by government policy;
(ii) By forming a citizen committee to check the programmes;
(iii) The cable and satellite industries should protect and safeguard the national interest;
(iv) Promote trans-national co-operative approach within Asia; and
(v) Finally organise conferences and seminars for the policy makers to highlight their responsibilities to the society, and of the need for uniform code of rules, regulations and ethics keeping in line with national development by covering all aspects of air waves.

Mrozowski (1990) conducted a research study to find out the place of television in Poland and interpreted that television was an important state apparatus, which was controlled by the ruling party and used to popularise its ideology and for political programmes. The value and development of television in Poland and other countries cannot be denied as it acts as a medium of information and as a cultural apparatus, yet it was the then government which made use of this powerful medium for influencing society for social development.

Choudhary (2001) states that the availability of high-speed broadband has ushered in a new era of convergence where traditional television receivers are being transformed into interactive, internet-ready television devices, enabling viewers to interact fast with programmes and events while they continue to watch television. Yadava (2000) highlighted in his study that India is on the threshold of a new communication revolution. It has made it possible for the television and cable to reach the remote areas of our country to raise the living standards of its people. His study
stresses the need for communication policy to clearly define the communication objectives and to achieve them in a most cost effective manner. Kumar (2001) undertook a study in Uttarakhand to find out about the impact of communication of development messages among the rural poor. The study revealed that communication is part and parcel of human life and helps in the process of development. It is an indispensable tool for all human development. The people have to accept that media is their voice in a democratic country. Arunachalam (2002) conducted a study in Pondicherry in the southern part of India. The study describes that the widespread availability and convergence of information and communication technologies, have led to the unprecedented capacity for dissemination of knowledge and information in the rural areas. Information communication technology can become an integral component of development for revolutionising education, agriculture, research, government, medicine and entertainment; provided that the programmes are people centred television can become a powerful weapon to fight against illiteracy, unemployment hunger corruption, and social inequalities and more rapidly in the modern information age. Kumari (2002) highlights the impact of television in the lives of people, which brings in drastic changes in the life style of the people, particularly among the urban dwellers. Television has become the way of life and people regulate their lives according to programmes that they want to watch. Television helps in the transformation of our own cultures but what is necessary is that we need to hold on to age-old customs and traditions which is the source of identity of our nation. Mitra (1993) stated that television is a powerful medium because of sound, language and visual images, which can be used to spread the national image of unity and diversity.
India is more diverse than Europe yet the beauty of it is that there prevails unity among different castes, religions, customs, traditions and culture. Television can become the binding force that helps to create and sustain the varied culture within India and outside it. Chauhan (1999) conducted a research study to find out about the impact of television on college students in Rohtak city, Haryana. The study proved that the television owners make use of the print media more than the non-television owners; which enrich the viewers to be informed. Chew and Palmer (2002) described that television offers effective means to multiply health education efforts and address health issues. The “health and environment” a Washington DC based non-profit organisation launched a media training programme for Indian media and health professionals. The program suggested that modern television techniques can be used for effective communication in spreading information on preventive methods for healthy living.

Television plays an effective role in the present society. It informs instructs and entertains and perform an important role toward using social change. It is an agent of social change and works as a reflector of dominant values and as a reinforcer for strengthening of these values. Television has the potentials for transforming the society and to lead public opinion. It is able to shape the belief and attitudes of individuals and society at large. Berkowitz (1990) examines the network communication, and acknowledges that news broadcasts have a gate keeping function. This function is modified by the group decision as well as the nature of the news organisation and the credibility of the news sources. This in turn dictates local news content. It is generally an accepted fact that the content must be relevant, significant
and timely and proximate to local people if it is to have any influence on the television audience. People are better informed and educated by television because of its dual medium. Engstrom and Ferri (1998) conducted a study on the impact of women anchors in the media industry in Nevada Las Vegas; the study proved that there was no significant difference between the men anchors and the increased women anchors in the industry. There was no positive change regarding the women’s issues and their portrayal of women in film and television. This is because of the facts that the women anchors represent the film industry. Secondly they were expected to behave and uphold the values of the society and live up to the societal expectation that is personal appearance of women on television. They were also challenged to cope with their family responsibilities and career advancement. But the women anchors take their barriers as the challenges to prepare themselves for career advancement. Grant (2000) analysed the disparities that existed between the African American and White Americans in the television news content. Just as in television of developed nations, the minorities, lower classes, the poor do not have enough of representation in news of developing nations. This poor representation is mainly due to decisions made by the television news decision makers who often belong to the elite group who make the choice of their own community. Borsius and Peter (2000) conducted a study to examine the role of peoples’ perception of others. The study showed that the people perceive others as inferior because they see that the media impact on others is greater if the media effect is regarded as negative or undesirable. It is because people tend to believe in themselves better than others so if similar norm is used regarding the television viewing negatively. They will find themselves that the television viewing
naturally influence their behaviour if they are uneducated, but the better educated
viewers wanted television to provide better information and the best entertainment
possible. The result proved that television watching is purposeful even with the
entertainment programmes. Larson and Bailey (1998) conducted a study on ABC’s
channels selection of persons of the week for television news. The study showed that
the whites were selected more than the Blacks and male were more than the female
according to their name and fame, whom the audience was familiar with and who
endorsed the values of the media. On the contrary even the individuals were found to
be outstanding if they were not according to the media values they were not selected.
This shows that we need to be in touch with the media, in the information age.

Son et al. (1987) conducted a study to find out the impact of two techniques for
reinforcing the message in television news stories, i.e. (a) The impact of audio-visuals
and (b) The summary of oral recaps.

The findings of the study showed that visual and verbal redundancy helped to
recall the television news and the summary of the oral recapitulation especially
illustrating the consequences of the story helped in understanding the story and events,
which acts as a substitute for the television news, when the visuals for the news items
are not available. Steela (1995) studied the use of experts in airing the television news.
He had analysed in his study that the journalists use experts to predict human events in
an appealing manner. Secondly they rely on experts to interpret and analyse events
when they are unable to do so. Thirdly in order to have great effects on the content and
quality of television news they employ them. Fourthly to enhance the objectivity of
news reporting, which undermines the ideals and objectivity and severely limits the
news? Simon (1997) studied that communication informs and enlightens people. As the saying goes “Out of sight out of mind” it was true of the people of the United States. When they were not informed about the earthquake, they did not care until this was on broadcast. The relief agencies reported that there was a surge in donations, for it created emotional arousal, created empathy. There was no increase in the government’s assistance or international aid. However, the government’s assistance increased when the people were affected by the information of the earthquake.

Dahlgren (1988) states that television news broadcast or cable relays remains a prime source of information about the outside world. Even the dramatic development of technology does not alter this fact, because of its intensity of speed. The viewers find that the television news play central role in the production and maintenance of meaning and the audience create meaning from the television news within the context of their daily life. Li Shu-Chu (2001) conducted a study in Taiwan to find out the superiority of television in Taiwan; the findings showed that its news has gained superiority over the newspapers. To remain superior to other news agents, the television news should persuade its audience to be consumers of its news. This can be achieved only if the medium provides gratification to the audience. McLeod (1995) researched to find out the impact of television news in creating public opinion. The findings of the research revealed that the television news can highlight the protesters as deviance or by the journalists’ perception. It can make the public support the protesters or not. The journalists use public opinion to comment by using the bystanders. Television news depends on the journalist perception. Thus, the news coverage may diminish the contributions and effectiveness of protest groups and at the
same time it may pose a threat to the society. Brosius et al. (1996) studied the effect of text-picture relation on the communication of information by television by television news. The results show that standard pictures, which suggest authenticity and actuality but do not correspond to the information in the text, do not facilitate retention of news content whereas the pictures that correspond to the news help to retain the news. Tuggle and Huffman (2001) studied the impact of live television on society, they found out that though the live coverage brings in the immediacy and present news that are worthy and consciousness among the audience yet it was found out that framing of news is important in audience perception, because the very act of going live can distort the importance of event, giving the story greater importance than the facts. Chauhan (1991) conducted a research study to find out about the impact of television on college students of Rohtak city in Haryana and found that there is no significant difference between the television owners and non-television owners in the use of radio. But there is a significant difference between the news papers and magazine. The television owners make use of the print media more than the non-television owners. Lind (1995) studied to access the responsibility of the viewers to improve the quality of television news in America show that in America television plays a dominant role as their most important source of news. They also acknowledged that they are not satisfied by the way the television news is aired yet they remain inactive and uncritical about it, feeling that they are powerless and their action would have little effect in the line of quality improvement on its news. At the same time they realise that it is their responsibility to bring in quality change in television news, the need to play key role to bring in change in television news.
Television and development are inseparable from each other. Communication is part and parcel of human lives and helps in the process of development. Takashima (1993) discussed about the blessings of satellite communication for news gathering and exchange. Though there is a lot of diversity within Asia-Pacific, efforts can be made to overcome this barrier so that programmes will be according to the needs of the region and exporting of programmes from media developed countries can be reduced. Satellite communication will also improve the environment and health by awareness programmes. Parapak (1990) describes that satellite technology is progressing very rapidly in creating networks that are available for development activities in many countries. Television makes it possible to witness live transmission of almost any event around the world which makes it possible to national, regional and local developments. In particular television enhances the quality of education. Shariffadeen (1997) reviews the impact of information and communication from the development planning and implementation perspective, especially its potential to transform the economic, social and political landscape of the high-growth countries in the Asian region. At the same time it requires good leadership for good planning in order to derive effective opportunities for the growth of information and communication industry. Parapak (1993) describes the contribution of satellite communication to national development. The satellite technology is progressing rapidly. It is providing networks for development activities in economic field. It has improved the efficiency of education, commerce, administrative, social and cultural activities. The development in various sectors has reached not only in urban areas but also in rural and isolated areas more attractively because of satellite communication.

75
Due to communication system, travel had been reduced which means it conserves energy for other activities. Hudson (1993) extols the importance of information for the development of education, social, cultural and economic sphere. With the advancement of technology, the growth processes are linked. Information that is crucial for development activities like agriculture, industry, shipping, health and social service, no matter how isolated people are they are united together in the progressing world. Communication is vital for the advancement of rural agriculture and to enhance the quality of life in expansion of regions. Oliveira (1993) reviews the current participatory communication strategies used to collect and exchange information. One of the new approaches is to emphasise communication, in planning participatory development by involving and empowering rural people in their own development processes. Agbamjuy (2000) conducted a study on the impact of development communication in rural development programme in Africa. The author stresses the importance of development communication for the creation of communication situation that will aid development. It also creates opportunities for interaction that will enable the various programmes to reach farmers and other end users of production technology.

Covington (2002) explores the ways and means for nation building. The study proves that nation building is possible when individuals interact with one another by sharing ideas, desires which not only helps in general, but also individuals are enriched by communicating with one another. Based on this theory, communication equipment like television and radio can be used positively for individual and national development. Juddawalla (1993) analysed the contribution of information both as a
commodity and a resource for economic growth and the accumulation of capital. He examined the nature of contribution of the television as an agent of information for economic growth. Information is vital both to the market and to the production sectors. Television as a medium of information contributes to the overall development of national income. Slater and Kelly (2002) state that exposure to an in-school campaign proved to be effective in bringing about attitudinal and behaviour changes. People need to be aware of the impact of media in the individual and group development.

Television programmes are no longer confined to a particular village, town, city or country. The growth in technology now unites the remotest of the villagers to the global village and unites them to the main stream of a nation. It has crossed the barriers of time and space by bringing the news and views of the world to their doorstep. Smail (2002) conducted a study on the Australia's Special Broadcasting Service and found out that it observes the authority of the nation and reflects the interest of a dominant culture and audience. At the same time, it broadcasts the multicultural programmes as the people are mostly immigrants having their own culture in this way, it educates in the art of living with different multiculturalism. It is based on the construction of community through a celebration and preservation of differences. It focuses not only on equal access and inclusion but also on education. Public service broadcasters educate the citizenry in the matters of the day that pertain to national political events. It provides information and entertainment program service for recent immigrants from non-English speaking backgrounds. Thus, it caters to the multitude of linguistic and cultural audiences. Gunter (1995) reports an observational study of families watching television in their own homes. The results show that family
members differed in respect of watching television. It also revealed the implications for understanding the nature of television viewing in the natural settings. The choice of programme depended on the age gap between the viewers. Kim (2001) discussed the impact of interactive television in comparison with the traditional television. The study showed that there was little variation from that of ordinary television. Ideas are very important in order to develop changes with the help of technology. Society will change with its complicated settings and relationship among economic, political and cultural factors since they are intertwined, to create a new society. Interactive television helps in this to connect one with the computer, video player to interact with them. Bourdon (2000) states that though television is deeply influenced by its proximity and compresses time yet it is not fully live because it undergoes editing and the time the incident has taken place and the time of watching differs, yet it is very effective because of its visual, sound and live programmes. People are influenced by its presence. Through its influence, it brings in change in the minds of people and society. Lombard, et al. (2000) conducted a study to find out the possibility of creating an illusion of presence in the television audience. The study showed that the male members felt its presence more than the women. The women were emotionally moved and felt excited and involved. The findings proved that a large screen creates more excitement and involvement of the programme than the small screen does. Wurff van der and Cuilenburg, (2001) conducted a research on Dutch television to find out the impact of competition on television programmes and audience. The study proved that if the competition is moderate, the price of the programmes will be low so many audiences will profit by it and there will be supply of diversity of programmes. On the
contrary the destructive competition will not maximise the social welfare. Barbero (2002) studied about the impact of globalisation in the traditional society. Globalisation made the whole world into a village but it has created problems to the communities to maintain their identities. Local communities are inserted into the global community. This has created conflict between self and others. In order to maintain their own culture and social life that threatens the togetherness because there is a temptation to turn others and consider them as their enemy. There is division between the traditional community and modern culture. Cultural diversity is tearing apart our society’s rights and values. Kim and Sawhney (2002) studied the meaning of interactive television. Though this research is recent yet it speaks of technological changes that made it possible to have interactivity among the consumers. It empowers the consumers. There is power shift from the producers to the audience. The convergence of electronic media and technology has helped to achieve the power shift. Negrin and Goodfriend (1988) reviewed the impact of new media in the lives of public in Great Britain. They found out that people use less of cable connection because it is focused on entertainment programmes, which do not form an essential part of their lives. Secondly, there are other media which can be used for the purpose such as VCR. Carroll and Tuggle (1997) conducted a research to find out the difference between the television news between stations that are related to larger market and smaller market. It was found out that the larger the markets the imported news are fewer than the stations that have smaller market. Secondly, the larger the market, stations were devoted to a higher portion of their news that are sensational and of human interest. Whereas when the market was small, the station imported a greater
portion of news than the locally originated news. Thirdly, the larger market stations devoted a smaller portion of the news to local news and gave more attention to the world and national news whereas the stations of smaller market emphasised on importing a greater proportion of their news items. Fourthly, there are differences in proximity, size of population of the area. Chan-Olmsted (2000) conducted a study to describe about the television stations' application of web-sites, which contribute to the effectiveness of their organisation and consumer's perspectives. The study also found out that the television as an interactive medium has its web-sites in order to serve their audience by providing information, communication transaction, entertainment and sociability. The fast growing technology will help to improve the quality and speed.

Deve, et al. (1996) explored the influence of television set and its screen. It was found out that the screen, changes the attention and memory of evaluation of people. The results of the study show that people view the content according to the role of the television set. If the set is for news they look for news relevant to the role. Apart from this role the television has psychological effect. The physical role changes the behaviour of audience; for example if they sit close to the television set audience feel that they are close to the programmes, people and events. Television must become two ways medium where the audience can participate. They could make use of television for marketing, banking and many other things. Jussawalla (1996) stated that there are multiples of western interactive channels that are competing in entering the Asian countries although their government is keen on preserving their national cultures. Their multiple channels can divide the global population instead of uniting them, because people of same interest will join together to view their favourites
programmes. The fact is that the new interactive technology can be used for educational programmes that give hope to the millions of illiterates and less educated masses in Asia. The benefits of distance education via satellite television are being accepted and utilised by many developing countries as the universities take their place in educational system. The television revolution is not likely to fail but it will be up to the viewers to make it succeed and benefit all classes of society. This will require a happy blend of entertainment education and information. Wilfelt (2000) studied and examined the teachers’ needs for using multimedia because society changes from an industrial culture to a post modern culture which is called information culture. Students find it motivating when they have to work at the computer and the use of technology may take valuable time. So interacting with the machine is not a means in itself. Hence, teachers must be able to use interactive communication television and multimedia to read, write and do arithmetic because they need to interact with the students who come from the changing society. Leeder (2000) studied the impact of multimedia against lecture. The study shows that interactive media creates, self learning, informs, entertains and engages audiences. The study showed that there is a limitation of human working memory but lectures also has its merits of experience. Both approaches have merits and we need to strike a balance between them. One way to do this could be after the multimedia presentation lectures could be presented in importable document format. Ekstrom (2002) conducted a study on the epistemologies of television. He highlights the type of knowledge that the television journalism produces and offers to its audience. Secondly, the production of programmes by the media and the acceptance of knowledge by the public. According to the author
television journalism depicts reality in a fast movement with accuracy and it presents the events live. The viewers become eye witnesses of all events. The viewers have no chance of evaluating the events because of its speed and which cannot be reviewed. At the same time, it creates confidence that television news is a source of knowledge. Detenber (1996) conducted two experiments based on a Bio, Informational Theory of Emotion. The result of that experiment was that pictures change the emotional responses and emotional experience changes our behaviour. The size of the screen affects the viewers’ attention and viewers evaluate people positively than who watched on small screen. It creates a stronger stimulus and therefore, elicits stronger response because images are vivid and motion constitutes a fundamental attribute of the physical world. Motion plays an important role in aesthetic analysis and theories of film and television form. It creates attention as well as improves memory power and the audience gain knowledge from moving pictures and also it affects our emotional responses. Slattery and Tiedge (1992) conducted a study to find out about the credibility of labelling the stories. The result was that there was no significant difference between the labelled and unlabelled stories, because the visual dimension of television news appears to play an important role in the perception of television news. Powers (2001) studied the market structures and number of competitors. It was surveyed that though television is the number one medium for news yet the viewers find that the network news are on the decline because there are many avenues open for the news programme which helps the viewers to make their choice. Shrikhande, (2001) conducted a study to find out about the effects of competition on the performance of Media Corporation. The two news channels CNNI and BBC world in
Asia was studied. It was found out, as the media competition increased there was a
need to add new programmes and invest money on the programmes. Secondly, the
audience preferred the regional and local programmes to the international news; hence
it was necessary to regionalise the television programmes. Cornell (2002) discussed
about the research he had conducted to see if we can retain the best tradition and also
implement 21st century initiative. The impact of technology has increased crossing the
boundaries because there is progress in all aspects of life. So it has become necessary
that we need to provide life long learning for the young and old. The author
highlighted that though we differ in so many aspects yet we share many things in
common. The military makes use of media to enrich and quicken the learning. The
government of Canada had employed television to bring in the world. The author
found out that there is a great conflict between the traditional and information age.

Li Shu-Chu and Chiang (2001) conducted a study on three television network
in Taiwan to find out about the impact of market competition. Their finding showed
that when the market competition was on the increase there was less programme
diversity, which was due to the fact that the audience had many choices and the profit
decreased. Hence, there was less opportunity for innovation. Excessive market
competition is not a healthy rivalry. Sutz (2002) speaks of globalisation. It is often
connected with economic growth, which is possible only through the acquirement of
market knowledge which is transmitted through telecommunication. Thus,
telecommunication is the fastest supplier of knowledge, without it people will be
alienated from the others. One of the key elements that enable us to benefit from
change is that it helps us to create relationship with new knowledge. Younger (1997)
highlights the fact that the co-operation between the wireless and the print media is on the increase since the broadcasting and publishing technology converge. The BBC uses the native actors and local suppliers to showcase pictures of Asia so that it will cater to the needs of the Asian Society. The author concludes by saying that co-operation and partnership and good quality are important for the effectiveness of media.

Based on the review of literature, Social development has been defined as the positive social change that takes place in social life of a society through changes in beliefs, values, norms, media, ideas, works of art, religious practices fashions, rituals, economic, political development that are passed on to a society by communication from one culture with other cultures. It is a process of bringing advancement in the society through the factors like education, economic, technology and media, which act as the agents of change in the society.

2.5 Conclusion

In this chapter an attempt has been made to present a brief review of the research studies that have been done on the impact of television on various factors of social change. It may be concluded that literature so far generated prove that television is a powerful medium of transformation and development of the society and it unites even the remotest villages to the global village with speed and accuracy.