# CHAPERS

## I

### SOCIOLOGY OF MASS COMMUNICATION—

"A THEORETICAL INTERPRETATION:"

| 1. Rise of media of mass communication. | 1 |
| 2. Concepts and definitions. | 9 |
| 3. Theory of media and theory of society. | 19 |
| 4. Processes of media effects. | 43 |
| 5. The mass audience. | 48 |
| 6. Mass communication—A note on its future. | 61 |

## II

### RESEARCH DESIGN AND METHODOLOGY:

| 1. The universe. | 83 |
| 2. Setting. | 88 |
| 3. Hypothesis. | 93 |
| 4. Methodology of research. | 96 |
| 5. Content analysis. | 99 |
| 6. Schedule. | 107 |
| 7. Interview. | 108 |
| 8. Sampling | 109 |

## III

### TELEVISION (DOORDARSHAN) SERVICE IN

**INDIA AND ITS COMMERCIAL NATURE.**

| 1. Origin of Doordarshan. | 117 |
| 2. Growth and development. | 121 |
| 3. Present state of Doordarshan in India. | 127 |
4. Doordarshan and its commercial nature. 144
5. Present rate of advertisement on Doordarshan. 145

IV. SOCIAL PROFILE OF RESPONDENTS: 156 - 178
1. Caste. 156
2. Age. 159
3. Level of education. 161
4. Marital status. 163
5. Rural-urban background. 165
6. Housing status. 168
7. Family structure. 170
8. Occupational structure. 173

V. CONTENT ANALYSIS OF DOORDARSHAN:

ADVERTISEMENTS: 179 - 231
1. Advertisements related to government plans and policies. 181
2. Advertisement by government undertakings. 195
3. Advertisement of multinational companies. 202
4. Advertisement by other companies. 217

VI. IMPACT OF DOORDARSHAN ADVERTISEMENT ON EDUCATED WOMEN: 232 - 265
1. Impact on selection of cosmetics. 244
2. Impact on selection of household articles. 242
3. Impact on food habits. 250
4. Impact on dress patterns. 254
5. Impact on purchasing pattern. 257
6. Changing nature of fashion. 262

VII EVALUATIVE RESPONSES OF THE RESPONDENTS: 266-297
1. Towards womanhood. 268
2. Towards nudity in advertisements. 273
3. Towards image of Indian women. 277
4. The impact of advertisement on children. 283
5. Craze for luxurious Life. 287
6. Price rise and television advertisement. 291

VIII MAIN FINDINGS: 298-324

BIBLIOGRAPHY

INTERVIEW-SCHEDULE.