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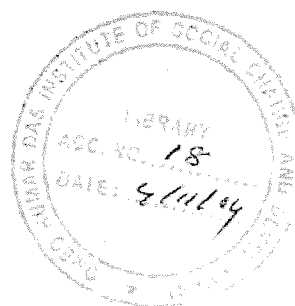
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IMPACT OF TELEVISION ON RURAL AREAS OF ASSAM
A CASE STUDY IN KAMRUP DISTRICT

Kakali Bora
Rajiv Gandhi Scholar

1993-94



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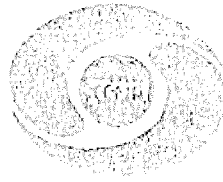
Foreword

The Institute has been running since its inception the Junior Short-term Fellowship Programme under which a few fresh Post-graduates are awarded fellowships every year for a period of six months to conduct studies on topics having special bearing on the north eastern region of India. The Fellows receive guidance and supervision from senior scholars. The basic objective of the Programme is to create a cadre of young social scientists with a proper understanding of the society, polity and economy of the region. These young scholars, after completing their studies under the Programme, are likely to play a catalytic role in the process of development of the region, which despite rich resource base in terms of natural endowments, remains backward till date. The Institute identifies the scholars and their supervisors, monitors and reviews the progress of work, besides rendering advice regarding how to go about the task in hand. Studies under the Programme are conceived as a prelude to much more comprehensive and matured research studies likely to be pursued by the fellows subsequently.

This study was conducted by Ms. Kakali Bora under the supervision of Dr. P.M. Buzarbaruah. The scholar was one of the recipients of Rajiv Gandhi fellowship for the year 1993-94. The Institute is grateful to the Rajiv Gandhi Foundation for providing financial support to Institute's Junior Short-term Fellowship Programme, without which the Programme could not have been implemented with its present coverage.

Guwahati
September, 1995

Atul Goswami
Director



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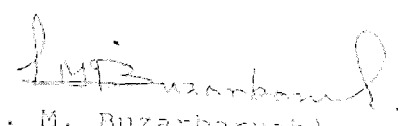
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Dr. Pramod Mallik Buzarbaruah, M.Sc, Ph.D. (Lib).
Audience Research Officer,

FOREWORD

This is to state that, the Project Report entitled 'Impact of TV on rural areas of Assam' an original research work is being submitted by Miss Kakali Bora, M.A., short term Junior Research Fellow of the Institute of Social Change and Development, Assam. The research work is carried out by Miss Bora under my supervision and guidance. Miss Bora has fulfilled all the requirements for submitting the Project report.


(P. M. Buzarbaruah)
Audience Research Officer
DDK, Guwahati
Assam

ACKNOWLEDGMENT

Here I would like to take the opportunity of offering my sincere thanks and gratitude to these persons without whose help and assistance it would not have been possible on my part to complete this project report.

This work has been completed under the supervision of Dr. P.M. Bezbaruah, Audience Research Officer, Doordarshan Kendra, Guwahati. I am grateful to him for his guidance, suggestion and valuable advice. My deep sense of gratitude is also due to Dr. B.K. Medhi, Reader of Anthropology Department, Gauhati University for his kind help, encouragement and valuable suggestions in carrying out my study.

I am grateful to all the villagers for their help and co-operation to me.

KAKALI BORA
25/04/1994

C O N T E N T S

	<u>Page</u>
CHAPTER - I	
INTRODUCTION	1 - 12
CHAPTER - II	
(I) METHODS AND METHODOLOGY	13 - 15
(II) VILLAGE PROFILE	15 - 22
CHAPTER - III	
NATURE OF VIEWING DIFFERENT TV PROGRAMME	23 - 76
CHAPTER - IV	
IMPACT OF DOORDARSHAN (TV) ON RURAL AREAS	77 - 91
CHAPTER - V	
SUMMARY	92 - 98
BIBLIOGRAPHY	99

CHAPTER - I

INTRODUCTION :

Communication is a basic human activity. If it suddenly disappears, our whole way of life would crumble. So, man's each and every activity is the result of communication. It is the act of transmitting information, ideas, attitudes from one person to the other. For smaller societies, this type of communication, i.e. interpersonal communication is enough. But when society grows and becomes large and complex, there is a need that communication should cater to a diversified audience. Under such circumstances the only option left is the use of mass communication facilities in providing information to the masses. Mass communication is a process of delivering information, ideas, attitudes to a sizeable and diversified audience through the mass media (like news papers, radio, television, Film etc.) developed for the purpose.

At present, among the mass media, television is one of the most popular and powerful medium all over the world. India launched its television programme on September 15, 1959 in Delhi. At the initial stage it transmitted educational and developmental programme on an experimental basis to the population in the capital city and around. Since then Television/Doordarshan had completed 34 years and 3 months of its existence in India on the 31st December, 1993. In the last ten years television has expanded in the country at a

very fast rate and today 82 per cent of the population is covered by Doordarshan network. Television has become an integral part of life in the cities and towns. In the last few years with a large number of "Low power transmitters" (LPT) coming up in various parts of the country, television is also reaching the villages. Doordarshan network had 553 transmitters by the end of 1993.

Rural India accounts for 67 per cent of the population and with the Green Revolution, development is achieved in other fields in the last ten years. The improved transport and communication has narrowed the gap between the urban and rural areas. It is also said that cable and satellite television is already reaching many villages. Now Doordarshan has expanded its net work and the scope of its activities and has crystallised its main objectives as under :

- (a) To act as a catalyst for social change
- (b) To promote national integration
- (c) To stimulate scientific temper among the people
- (d) To disseminate the message of family planning as a means of population control and family welfare
- (e) To stimulate greater agricultural production by providing essential information and knowledge
- (f) To promote and help in preservation of environmental and ecological balance
- (g) To highlight the need for social welfare including welfare of women, children and the less privileged
- (h) To promote interest in games and sports

- (i) To stimulate appreciation of country's artistic and cultural heritage
- (j) To promote entertainment of the people.

In Assam, the Guwahati Doordarshan Kendra was initially commissioned with a LPT on 19th November '82 with a power transmission of 10 KV covering a range of 95 to 120 kms. There are at present, three HPT and nine LPTs in Assam. An estimated population of 183 lakhs is under the coverage of Doordarshan. Of these, about 140 lakhs are rural. Many programme for the benefit of the rural people are being telecast by Guwahati Doordarshan. Guidance for self employment through small scale industries, discussion on agriculture, programme on women's health and family welfare, sports etc. are regularly telecast. A great deal of efforts have also been made in providing information and entertainment in the form of news and cultural programmes. Of late, Guwahati Doordarshan has also been trying to create awareness about the serious dangers of environmental pollution and deforestation.

So, there is a need to assess the impact of TV on rural areas including spread of television sets and viewing habits in rural areas in an organised way.

The main objectives of this study is to cover the ownership, viewership and its impact on rural areas of Assam. For the said purpose the following aspects have been included in the study :

OWNERSHIP :

- (i) The availability of cable and satellite TV service in the village.
- (ii) The ownership of television, in terms of the socio-economic characteristics of the ownership.
- (iii) The family characteristics of the television owners. The details of family and non-family members who have access to the set.
- (iv) The community TV, its operation and utilisation in the village.

VIEWERSHIP :

- (i) Regularity of viewing television.
- (ii) Programmes preferred.
- (iii) Normal timings of viewing.
- (iv) Other media habits,
- (v) Impacts on day to day life.

GEOGRAPHICAL PROFILE OF ASSAM :

Assam is situated in the north eastern region of India, extending from 24° 8' N to 27° 56' N latitude and 89° 42' E to 96° E longitude. It is surrounded by Bhutan and Arunachal Pradesh in the north ; Arunachal Pradesh and Nagaland in the east and south-east ; Nagaland, Manipur, Mizoram and Meghalaya on the South. The State is bordered by Bangladesh in the west and south west and West Bengal in the west. So it has international boundaries with two foreign countries - Bhutan and Bangladesh. The state along with other

constituents of North East India, viz. Meghalaya, Nagaland, Manipur, Tripura, Mizoram and Arunachal Pradesh is linked with the rest of India by a narrow strip of submontane region in North Bengal. It has geographical area of 78,523 Km² and a population of 22,414,322 (1991 census) persons.

Assam may be divided into three physiographic divisions (i) the Brahmaputra valley (ii) the Barak (or Cachar) valley and (iii) the Hill region. The Brahmaputra river valley consists of eighteen plains districts and the Barak valley consists of three and the Hill region consists of two districts.

Being a place of great scenic beauty, Assam is a veritable paradise for tourists. Numerous blue hills and lush green forests dot the entire landscape. Added to this is the majesty of the river Brahmaputra which flows across the entire length of the state from east to west.

CLIMATE :

In general, the climate of Assam is characterised by the relative coolness, extreme humidity, heavy summer rainfall and winter drought.

Rainfall is almost uniform during a year in all the plain districts except the areas adjoining the Meghalaya plateau especially in the southern part of the Nagaon district which falls in a rainshadow belt. The district of Dibrugarh, Lakhimpur and Sibsagar in the upper part of the

Brahmaputra valley, Goalpara in the lower part and Cachar in the Barak valley receive very heavy rainfall. Kamrup, Darrang, Nagaon and Karbi Anglong districts receive comparatively less amount of rainfall.

The pressure of an increasing population, deforestation and industrial population have made visible changes in the climate. The average annual rainfall has decreased while the average temperature has recorded a sharp increase in the last few years. Consequently the average rainfall varies from 4 mm to 570 mm. The annual temperature is generally between 50° Celsius in December and 40° Celsius in May.

THE PEOPLE :

The composite character of the people of Assam is a distinctive feature of the state. It is difficult to recognise any particular racial strain in the Assamese society, because the present day society has been built up by a process of continuous assimilation of various races down the ages, who had migrated to Assam at different periods of history. Among the first migrants to Assam were the Austro-Asiatic, Dravidians, Indo-Aryans and the Indo-Mongoloid people. The Indo-Mongoloids, whose descendants were the mighty Ahom rulers had ruled over Assam for a long period in history. A very large proportion of the Assamese speaking people belong to tribal population of Indo-Mongoloid stock. Assam, however, remained predominantly a land of the Tibeto-Burmese. The vast section of the people of Assam belong

either to this stock or owe their origin to the fusion of this stock with other racial groups.

A large section of the Assamese Muslims are the descendants of Mughal soldiers who were sent by their emperors to conquer Assam. The Mughal emperors repeatedly failed to conquer Assam and many of their soldiers stayed back and made Assam their permanent home, merging themselves totally into the social fabric of the Assamese society.

A handful of Sikhs from Punjab who had originally come as mercenaries, similarly got transformed into Assamese Sikhs.

During the British regime, there have been fairly large scale migrations of people, mainly Santals, Gonds, Mundas, Orangs, Savers etc. who were brought in as cheap labour for the tea gardens. They never returned to their homelands and instead stayed back in Assam as their own homeland.

Muslim immigrants and Bengali Hindu refugees coming from preparationed East Bengal and the Nepali immigrants of Nepal along with their Assamborn descendants now constitute a sizeable population of the State.

POPULATION AND POPULATION DENSITY :

According to 1991 census, the total population of Assam is 22,294,562 of which 11,579,693 is male and 10,714,869 female. Kamrup district has the largest population (20 lakhs)

and North Cachar Hill District the smallest. The percentage of growth rate in rural areas is 48.65% and urban areas is 91.66% (1981-91).

The population is not evenly distributed. Over three fourths of the population is distributed only one-third of the area, of the State, the remaining one fourth of the population is scattered over the remaining two-third area of the State. The density of population is 284 persons per sq km. Assam has a very low urban population accounting for only 9 per cent of the state's total population as per 1971 census which compares very unfavorably with the all India average of 20 p.c. in 1971 and 23 p.c. in 1981. Thus nearly 91 p.c. of the state's population live in rural areas spread over 21995 inhabited villages.

LITERACY :

Literacy is one of the most important demographic features responsible for economic growth and development. According to 1991 census, the literacy rate of Assam is 52.89 per cent. Literacy rate is 61.87 per cent for males and 43.03 per cent for females. In the rural areas, literacy is only 39.96 per cent while in the urban areas, it is as high as 69.19. The female literacy in rural areas is still lower, being only 31.88 per cent as against 63.26 per cent in the urban areas.

ECONOMY :

The economy of Assam is predominantly agricultural. About half of the state's income is derived from agriculture and allied activities which provide employment for some three-fourths of its working force. Any development in this sector, therefore, bears special significance on the overall economic development of the state. The slow pace of development in this sector is attributed to a number of unfavorable factors which still continues to stand on the way of its development. There are (i) increasing number of small and uneconomic farm units, (ii) low crop intensity, (iii) low level technology, (iv) low productivity (v) meagre irrigation facilities, (vi) inadequate institutional financial facilities, (vii) traditional system of cultivation etc. Further, frequent occurrence of floods and at times droughts also affect large chunks of area under crops in the state causing substantial loss of crops almost every year.

The tea industry, set up by the British in pre independence days still remains the major flourishing industry of the state. There are a few forest based and agro based industries like jute, sugar and paper mills, a cotton spinning mill, a spun-silk mill and a number of plywood factories.

Assam is rich in mineral resources. It holds a unique position in the production of mineral oil. Other minerals found in the state are coal, limestone, refractory clay,

dolomite and natural gas. Petroleum and petroleum products amount to a large share of the country's total output of petroleum and natural gas. The state has three oil refineries and fourth at Numaligarh is under installation. There is also a public sector fertilizer factory at Namrup. Assam has many traditional cottage industries carried on in the villages, viz. handloom weaving, sericulture, blacksmith, pottery and cane and bamboo works. An export oriented handloom project has been started at Sualkuchi to exploit the export potentialities of Eri and Muga.

Of late, the tourism industry has been doing well, with the Kaziranga National Park, along with the Manah and Orang sanctuary attracting annually a large number of tourists from the country and abroad.

The need for a well developed system of transport and communication is of vital importance for an economically backward state like Assam. Till few years ago it was the railways which served as the main communication system between Assam and the rest of India. Of late, road transport also emerged as another important mode of communication with growing involvement in both intra-state and inter-state movement of goods and passenger traffic. However, the existing availability of transport and communication facilities in the state can hardly be called satisfactory. In fact, inadequate transport and communication facilities still continue to be one of the major impediments to the economic development of the state. Although efforts have been made

over the successive plan periods to make up the leeway, much more still remains to be done.

MASS COMMUNICATION AND MEDIA PUBLICITY :

The communication and information network in the state is yet to be fully developed. In order to create awareness about the various governmental schemes, different communication media like mass contact, mass campaign, exhibition, etc. are utilised. Publicity is made through newspaper, radio and TV etc. Booklets are published and public meetings are also held for publicity. All this is done by the State Govt's Information and Public Relation Office which serves as the vital link between the government and people.

ALL INDIA RADIO :

The All India Radio covers 98 per cent of the population of Assam. The main objectives of the radio are to provide information, education and entertainment to the masses at large. At present, in Assam, there are 3 Radio stations, one each at Guwahati, Dibrugarh, Silchar and 3 local station at Jorhat, Haflong and Nagoan functioning.

According to a IGSS figure, 63 per cent of rural population were radio listeners. Since the literacy rate of rural population of Assam is still very low, the AIR and Doordarshan have an important role in providing education as well as information.

DOORDARSHAN :

The Guwahati Doordarshan Kendra had a humble beginning on the 19th November '82. there are at present, three HPT and nine LPTs in Assam. An estimated population of 183 lakhs is under the coverage of Doordarshan, of which about 140 lakhs are estimated to be rural.

NEWS PAPER :

The history of Assamese News papers dates back to nearly a century ago. At present most of the daily and weekly newspapers in Assamese, Bengali, Hindi and English are published from Guwahati. The Dainik Asom, Natun Dainik, Ajir Asom, Ajir Batori etc. are leading dailies in Assamese language while Uttarkal, Purbanchal Prahari are important Hindi dailies. The important English dailies are the Assam Tribune, the Sentinel and the North-East Times. Several weeklies and biweeklies and fortnightly magazines in Assamese, English and Hindi are also published from Guwahati. The leading national news papers are also available in the major towns. The news papers of Assam have a great role in projecting the various economic, political, social and cultural problems and prospects of Assam.

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CHAPTER - II

METHODS AND METHODOLOGY :

Data had been collected from three selected villages of Kamrup District, Assam. Villagers of all the three villages of Kamrup District view National/Network T.V. programme (Delhi) and Regional programmes from DDK, Guwahati. No cable and satellite T.V. are not yet available in these villages. The transmission timings of national network and regional programmes are given below :

National/Network	Regional
Sun : 6:55-8:35 A.M. 9:00-12:00 Noon 1:00-5:15 P.M. 8:30-11:30 P.M.	Sun : 8:45-8:50 A.M. 5:15-8:30 P.M. Sat : 8:45-8:50 A.M. 7:25-7:55 P.M.
Sat : 6:55-8:45 A.M. 2:00-7:25 P.M. 7:55-11:30 P.M.	Mon-Tue-Thu : 8:45-8:50 A.M. 6:00-8:30 P.M.
Other days 6:55-8:45 A.M. also 2:00-4:00 P.M. 8:30-11:30 P.M.	Wed-Fri : 8:45-8:50 A.M. 6:00-8:30 P.M.
Tue : 4:00-5:00 P.M. Wed : 7:55-8:30 P.M.	

For the project report, field work was done in two levels. In the first level the three villages were identified in the following orders :

- i) One village from an under developed area (the tribal and other backward area).

- ii) One village from moderately developed area.
- iii) One village from developed area.

After the identification of the villages all the TV houses were listed.

In the second level only 190 TV households were selected from these three villages. Out of 190 selected households 97 were from developed village, 72 from the moderately developed village and 21 from the under developing village. Only one member from each TV household had been selected to fill up questionnaire schedules. Besides these 45 respondents were selected from the three villages for in-depth interview. The respondents were randomly selected who were comprised of teachers, students, servicemen, housewives and cultivators.

Duration of the field work was November to December 1993.

The three villages contained a population of about 7345 persons distributed over 1171 households. Of these, only 328 households had television. Category wise, the distribution of TV households was found to be as follows :

TABLE-A1

STATE : ASSAM
DIST : KAMRUP

Village Introduction

Sl. No.	Village Name	Category	Population	No. of Households				No. of TV Households			
				FC	BC	ST/SC	Others	FC	BC	ST/SC	Others
1.	Dharapur	Developed	2472	352	30	2	28	197	7	1	12
2.	Dhopatari	Moderately Developed	3636	465	-	113	-	65	-	25	-
3.	Rani	Under Developed	1167	-	63	113	-	-	7	14	-
Total			7345	817	98	228	28	262	14	40	12

Forward Caste 262
Backward Caste 14
SC/ST 40
Others 12

In order to find out the pattern of viewership, 140 households were selected from forward caste (FC), 12 from backward caste (BC), 34 from SC/ST and 4 households from other castes.

At the time of field survey, the required data had been collected by different methods such as schedule fillings, interview, observation and in-depth study.

VILLAGE PROFILE :

The villages which were placed under the category 'developed', 'moderately developed' and 'under developed' village are listed in Table-A1. the total number of

households in Dharapur (developed) village were found to be 412 which contained a population of 2472. Out of the 412 households only 217 had television sets. In Dhopatari (moderately developed) village contained 578 households with a population of 3686 having 90 TV sets only. The total population of another village Rani (under developed) were found to be 1187 which was distributed over 181 households. The number of TV households however, was only 21.

The village Dharapur and Rani is situated towards west at a distance of almost 10 km. and 28 km. respectively from Guwahati city. And the village Dhopatari is situated towards north at a distance of almost 15 km. from Guwahati.

The village Dharapur comprises of heterogeneous community like Kalita, Koch, Muslim etc.

The Rani area mainly comprises of tribal communities like Rabha and Bodo. Of course, Kharapara hamlet is completely comprises of Rajbonshi caste.

The village Dhopatari consists of six hamlets, viz. Agarchuba, Majar Chuba, Bharalkite Chuba, Kaibarta para, Baidyapara and Silbharal. The first three hamlets are inhabited by Kalita people. Kaibartapara comprises of Kaibarta people and Baidyapara is completely comprised of Keot(Halua) people. And another hamlet Silbharal is comprised of Muslim community.

The educational facilities of the Dharapur village is satisfactory. There are two Primary Schools, one M.E. School, one Higher Secondary School and College.

In Dhopatari village also satisfactory educational facilities are noticed. there are two Primary Schools, one M.E. School and High School. In Rani village, there are one Primary School, one M.E. and High School.

TABLE - A2
TV Ownership

Sl. No.	Village Name	Category	Total No. of House holds	Total No. of TV Households	No. of TV Household Enumerated
1.	Dharapur	Developed	412	217	97
2.	Dhopatari	Moderately Developed	578	90	72
3.	Rani	Under developed	181	21	21
Total			1171	328	190

TABLE - A3

STATE : ASSAM
DISTS : KAMRUP

TV Viewers and Family Pattern

Subject	No. of TV Households			
	Dev.	M.Dev.	U.Dev.	Total
1. Size of Family:				
Up to 2 Nub	1	1	-	2
3 to 4 "	20	8	-	28
5 to 6 "	37	27	9	73
7 to 8 "	20	12	4	36
9 to 10 "	6	8	3	17
Above 10 "	13	16	5	34
Total	97	72	21	190

2. Others Watching TV :				
Up to 2 Wub	3	3	-	6
3 to 4 "	6	2	-	8
5 to 6 "	12	6	3	21
7 to 8 "	9	8	1	18
9 to 10 "	9	2	1	12
Above 10 "	31	31	14	76
Total	70	52	19	141
=====				
3. Family Income :				
Up to Rs. 1500	10	6	5	21
Rs. 1500 to Rs. 3000	24	22	12	58
Rs. 3001 to Rs. 4000	47	32	2	81
Rs. 4000 & above	16	12	2	30
Total	97	72	21	190
=====				

TABLE - A4

TV Household Profile

Subject	No of TV Households			Total	%
	Dev.	M.Dev.	U.Dev.		
A. Type of TV :					
Black & White	90	64	20	174	91.58
Colour	7	8	1	16	8.42
Total	97	72	21	190	100.00
=====					
B. Possession of Durable:					
Radio/Transistor	70	60	13	143	75.26
Tape Recorder	52	38	10	100	52.63
Two-in-one	14	6	3	23	12.11
Motor cycle/Scooter	17	9	2	28	14.74
Fans/Table Fans	95	71	21	187	98.42
Fridge	12	3	1	16	8.42
Gas connection	41	30	3	74	38.95
Electric Grinder/Mixie	3	2	-	5	2.63
Washing Machine	-	-	-	-	-
Total	304	219	53	576	303.16

The number of TV households of three villages are shown in Table-A2. The maximum number of TV households were found among the families who had a family income from Rs. 3001 to Rs. 4000 (81). Another notable feature is that maximum number of this category was found in developed villages (47 households). Only 21 households were found from the category having monthly income upto Rs. 1500 (Table-A3).

In these three villages the highest number of families (73) consist of 5 to 6 members. Out of 73 families, 37 families were found in developed village.

Since the number of TV households in the under developed villages were less, the number of viewers from other families was higher. The survey also revealed that, out of the 190 TV sets of the three villages, the maximum number of TV sets were Black and White (174) and remaining 16 were coloured. Of the 16 colour TVs, 7 were found in developed villages, 8 in moderately developed village and only 1 in the under developed village.

Among the other durables the electrical fans were almost common in all the TV households. However, other electrical durables such as Fridge, Grinder/Mixie were very few in number. Out of the 190 TV households, 74 houses had Gas connection. Out of 41 found in developed villages, 30 in moderately developed villages and only 3 in the under developed villages. 143 TV households possessed Radio or Transistors and 100 TV households possessed Tape recorders (Table-A4).

TABLE - A5

STATE : ASSAM
DIST : KAMRUJ
Sample Information
Village : Dharapur

Category	Respondents		Total
	Male	Female	
1. Age Group (yrs) :			
16 to 20 yrs	6	8	14
21 to 25 yrs	11	13	24
26 to 30 yrs	7	12	19
31 to 35 yrs	6	4	10
36 to 40 yrs	3	4	7
41 to 45 yrs	7	1	8
46 to 50 yrs	6	-	6
51 and above	8	1	9
Total	54	43	97
=====			
Percentage ==>	55.67%	44.33%	
2. Education :			

Graduate and above	16	1	17
P.U./H.S.	11	9	20
Matriculate	11	15	26
High School level	15	16	31
Below High School	1	1	2
No Formal Education	-	1	1
Total	54	43	97
=====			
3. Occupation :			

Agriculture	1	-	1
Service	26	1	27
Business	12	-	12
Student	17	13	30
Housewife	-	26	26
Others	-	1	1
Total	56	41	97
=====			

Village : Dhopatari
(Moderately Developed)

1. Age Group (yrs) :			
15 to 20 yrs	2	9	11
21 to 25 yrs	4	15	19
26 to 30 yrs	4	8	12
31 to 35 yrs	5	6	11
36 to 40 yrs	2	2	4
41 to 45 yrs	2	2	4
46 to 50 yrs	7	-	7
51 and above			
Total	28	44	72
Percentage ==>	38.89%	61.11%	

2. Education :			
Graduate and above	6	5	13
P.U./H.S.	1	11	12
Postulate	9	8	17
High School level	4	15	19
Below High School	5	5	10
No Formal Education	1	-	1
Total	28	44	72

3. Occupation :			
Agriculture	6	-	6
Service	9	4	13
Business	6	-	6
Student	5	18	23
Housewife	1	22	23
Others	1	-	1
Total	28	44	72

Village : Rani
(Under Developed)

1. Age Group (yrs) :			
15 to 20 yrs	-	1	1
21 to 25 yrs	1	4	5
26 to 30 yrs	-	3	3
31 to 35 yrs	-	2	2
36 to 40 yrs	2	-	2
41 to 45 yrs	-	-	-
46 to 50 yrs	4	-	4
51 and above	1	-	4
Total	11	10	21
Percentage ==>	52.38%	47.62%	

2. Education :

Graduate and above	1	1	2
P.U./H.S.	2	3	5
Matriculate	1	1	2
High School level	3	3	6
Below High School	3	1	4
No Formal Education	1	1	2

3. Occupation :

Agriculture	7	-	7
Service	2	1	3
Business	1	-	1
Student	1	4	5
Housewife	-	4	4
Others	-	1	1

From the table No. A5, it is revealed that in the developed village Dharapur, out of the 97 respondents, 54 respondents were males and 43 females. In this area, 1 had collected data from 30 students respondents, 26 housewives, 12 businessmen, 27 servicemen and 1 agriculturist. In Dhopatari village (moderately developed), 28 respondents were males and 44 females. In Rani village (under developed), 11 respondents were males and 10 females. In all the three villages most of the respondents had education upto High School level (Table No. A5).

CHAPTER - III

NATURE OF VIEWING DIFFERENT TV PROGRAMMES (STATISTICAL ANALYSIS)

TABLE - B1

STATE : ASSAM
DIST : KAMRUP

Frequency of Watching TV .
Village : Dharapur (Developed)

Base	6-7 days	3-4-5 days	1-2 days	Do not watch	Total
Age Group :					
16 - 20 yrs	6	8	-	-	14
21 - 25 yrs	18	6	-	-	24
26 - 30 yrs	10	7	1	1	19
31 - 35 yrs	4	5	-	1	10
36 - 40 yrs	3	4	-	-	7
41 - 45 yrs	6	1	-	1	8
46 - 50 yrs	3	2	-	1	6
51 & above	7	2	-	-	9
Total	57	35	1	4	97
Percentage =>	58.76%	36.08%	1.03%	4.12%	

Village : Dhopatari
(Moderately Developed)

16 - 20 yrs	8	3	-	-	11
21 - 25 yrs	14	5	-	-	19
26 - 30 yrs	10	2	-	-	12
31 - 35 yrs	5	6	-	-	11
36 - 40 yrs	2	2	-	-	4
41 - 45 yrs	2	2	-	-	4
46 - 50 yrs	2	2	-	-	4
51 & above	3	3	-	1	7
Total	46	25	-	1	72
Percentage =>	63.89%	34.72%		1.39%	

Village : Rani
(Under Developed)

16 - 20 yrs	1	-	-	-	1
21 - 25 yrs	4	1	-	-	5
26 - 30 yrs	3	-	-	-	3
31 - 35 yrs	2	-	-	-	2
36 - 40 yrs	1	1	-	-	2
41 - 45 yrs	-	-	-	-	-
46 - 50 yrs	1	3	-	-	4
51 & above	3	-	-	1	4
Total	15	5	-	1	21
Percentage =>	71.43%	23.81%		4.76%	

Grand Total	118	65	1	6	190
Percentage	62.11%	34.21%	0.53%	3.16%	

Village Dharapur
(Developed)

Occupation :

Agriculture	-	1	-	-	1
Service	20	6	-	1	27
Business	5	4	1	2	12
Student	21	8	-	1	30
Housewife	11	15	-	-	26
Others	-	1	-	-	1
Total	57	35	1	4	97
Percentage	58.76%	36.08%	1.03%	4.12%	

Village : Dhopatari
(Moderately Developed)

Agriculture	3	3	-	-	6
Service	10	3	-	-	13
Business	2	4	-	-	6
Student	19	4	-	-	23
Housewife	12	11	-	-	23
Others	-	-	-	1	1
Total	46	25	-	1	72
Percentage	63.89%	34.72%		1.39%	

Village : Rani
(Under Developed)

Agriculture	4	2	-	1	7
Service	3	-	-	-	3
Business	-	1	-	-	1
Student	5	-	-	-	5
Housewife	2	2	-	-	4
Others	1	-	-	-	1
Total	15	5	-	1	21
Percentage	71.43%	23.80%		4.76%	
=====					
Grand Total	118	65	1	6	190
Percentage	62.11%	34.21%	0.53%	3.16%	

TABLE - B2

FREQUENCY OF VIEWING TO DAILY TRANSMISSION
Village : Dharapur
(Developed)

Trans mission	6-7 days		3-4-5 days		1-2 days		Did not watch		Total	
	No.	P.C.	No.	P.C.	No.	P.C.	No.	P.C.	No.	P.C.
Morning Transmission	7	7.22	2	2.06	11	11.34	77	79.38	97	100
Afternoon Transmission	-	-	3	3.09	47	48.45	47	48.45	97	100
Evening Transmission	36	37.11	38	39.18	20	20.62	3	3.09	97	100
Regional Transmission	51	52.58	38	39.18	6	6.19	2	2.06	97	100

Village : Dhopatari
(Moderately Developed)

Morning Transmission	5	6.94	-	-	9	12.5	58	80.56	72	100
Afternoon Transmission	4	5.56	6	8.33	27	37.5	35	48.61	72	100
Evening Transmission	25	34.72	29	40.28	15	20.83	3	4.37	72	100
Regional Transmission	48	66.67	23	31.94	1	1.39	-	-	72	100

Village : Rani
(Under Developed)

Morning Transmission	1	4.76	-	-	1	4.76	19	90.48	21	100
Afternoon Transmission	-	-	1	4.76	5	23.81	15	71.43	21	100
Evening Transmission	8	38.09	9	42.86	3	14.29	1	4.76	21	100
Regional Transmission	14	66.67	6	28.57	-	-	1	4.76	21	100

FREQUENCY OF WATCHING TV

Table - B1 shows that most of the viewers watch Doordarshan Programme every day. Out of the 190 respondents of the three villages, 118 persons viewed the programme for 6-7 days a week. Out of these, most of the respondents were students, servicemen and housewives. Only one respondent viewed Doordarshan Programme 1 to 2 days per week and only 6 persons did not watch the TV programmes, 65 persons viewed the TV programmes for 3-4-5 days a week.

FREQUENCY TO VIEWING TO DAILY TRANSMISSION

Table B2 shows that the maximum number of respondents of the three villages (Dharapur - 51, Dhopatari - 40 and Rani - 14) had viewed the regional transmission 6-7 days per week. Secondly, they preferred viewing evening transmission. Only a few respondents viewed the programmes of Morning and Afternoon Transmission. Because in the morning hour, all sections of the people remain busy in various activities, students are engaged in studies and in getting ready to go school and college, housewives are engaged in domestic works and servicemen also get ready to go to office.

TABLE - B3 (a)

FREQUENCY OF VIEWING OTHER PROGRAMMES

Village : Dharapur
(Developed)

Subject	Most of them		Many of them		Few of them		Did not watch		Total	
	No.	P.C.	No.	P.C.	No.	P.C.	No.	P.C.	No.	P.C.
Column	1	2	3	4	5	6	7	8	9	10
Saturday Evening Film	45	48.45	14	14.43	27	27.84	11	11.34	97	100
Sunday Evening Film	37	38.14	23	23.71	23	23.71	14	14.43	97	100
Late night Film	-	-	3	3.09	11	11.34	83	85.57	97	100
Sunday Afternoon Film	4	4.12	3	3.09	28	28.87	62	63.92	97	100
Chitrakar	25	25.77	7	7.22	25	25.77	40	41.24	97	100
Chitramanjari	15	15.46	11	11.34	16	16.49	55	56.70	97	100
Hindi Serial; 8:45	19	19.59	18	18.56	31	31.96	29	29.89	97	100
9:15	16	16.31	16	16.49	26	26.80	45	46.39	97	100
Assamese Serial	61	62.89	18	18.56	11	12.37	6	6.19	97	100
Sunday Morning Serial	-	-	4	4.12	17	17.53	76	78.35	97	100
Agricultural Programme	2	2.06	7	7.22	28	28.87	60	61.86	97	100
Health & Family Welfare	2	2.06	23	23.71	42	43.3	30	30.93	97	100
Children Programme	-	-	2	2.06	14	14.43	81	83.51	97	100

Contd.....

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	1	1	-	5	7
Service	-	1	1	1	3
Business	-	-	1	-	1
Housewife	1	2	-	1	4
Student	5	-	-	-	5
Others	1	-	-	-	1
Total	8	4	2	7	21
Percentage	38.1%	19.95%	9.52%	33.33%	100%
=====					
Grand Total	57	21	46	66	190
Percentage	30%	11.05%	24.21%	34.74%	100%

TABLE - B4

(B) Viewing of Hindi Film
Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	13	1	-	-	14
21 - 25 yrs	15	5	4	-	24
26 - 30 yrs	7	3	6	3	19
31 - 35 yrs	5	2	3	-	10
36 - 40 yrs	2	-	3	2	7
41 - 45 yrs	-	-	6	2	8
46 - 50 yrs	1	2	-	3	6
51 & above	2	1	5	1	9
Total	45	14	27	11	97
Percentage	46.39%	14.43%	27.83%	11.34%	100%
=====					

TABLE - B3 (b)

FREQUENCY OF VIEWING TO OTHER PROGRAMMES

Village : Dhopatari
(Moderately Developed)

Subject	Most of them		Many of them		Few of them		Did not watch		Total	
	No.	P.C.	No.	P.C.	No.	P.C.	No.	P.C.	No.	P.C.
Column	1	2	3	4	5	6	7	8	9	10
Saturday Evening Film	29	40.28	20	27.78	11	15.28	12	16.67	72	100
Sunday Evening Film	23	31.94	31	43.06	10	13.89	8	11.11	72	100
Late Night Film	-	--	1	1.39	9	12.5	62	86.11	72	100
Sunday Afternoon Film	3	4.17	2	2.78	19	26.39	48	66.67	72	100
Chitrahari	24	33.33	10	13.89	19	26.39	19	26.39	72	100
Chitramanjari	18	25	8	11.11	20	27.78	26	36.11	72	100
Hindi Serial 8-45	16	25	18	25	23	31.94	13	18.06	72	100
9-15	14	19.44	13	18.06	17	23.61	28	38.89	72	100
Assamese Serial	55	76.39	7	9.72	10	13.89	-	-	72	100
Sunday Morning Serial	--	--	10	13.89	10	13.89	52	72.22	72	100
Agricultural Programme	5	6.94	8	11.11	14	19.44	45	62.5	72	100
Health Family Welfare	8	11.11	18	25	25	34.72	21	29.17	72	100

Contd.....

Children Programme	—	—	6	8.33	12	16.67	54	75.0	72	100
Folk Music	1	1.39	8	11.11	30	41.67	33	45.83	72	100
Light Music	—	—	4	5.56	8	11.11	60	63.33	72	100
Plays	—	—	6	8.33	21	29.17	45	62.5	72	100
Classical Music	—	—	1	1.39	3	4.17	68	94.44	72	100
Quiz	13	18.06	21	29.17	21	29.17	17	23.61	72	100
U.S.C.	—	—	1	1.39	8	11.11	63	87.5	72	100
Adult Literacy	—	—	—	—	—	—	72	100	72	100
Sports	7	9.72	14	19.44	16	22.22	35	48.61	72	100
Employment News	4	5.56	1	1.39	3	4.17	64	88.89	72	100
Parliament News	4	5.56	2	2.78	5	6.94	61	84.72	72	100
Current Affairs	1	1.39	2	2.78	6	8.33	63	87.5	72	100
News : Assamese	18	66.67	20	27.78	3	4.17	1	1.39	72	100
Hindi	20	27.78	19	26.39	17	23.61	16	22.22	72	100
English	9	12.5	5	6.94	13	18.06	45	62.5	72	100

TABLE - B3 (c)

FREQUENCY OF VIEWING TO OTHER PROGRAMMES

Village : Rani
(Under Developed)

Subject	Most of them		Many of them		Few of them		Did not watch		Total	
	No.	P.C.	No.	P.C.	No.	P.C.	No.	P.C.	No.	P.C.
Column	1	2	3	4	5	6	7	8	9	10
Saturday Evening Film	9	42.86	6	28.57	3	14.29	3	14.29	21	100
Sunday Evening Film	8	38.1	6	28.57	5	23.81	2	9.52	21	100
Late Night Film	—	—	1	4.76	1	4.76	19	90.48	21	100
Sunday Afternoon Film	—	—	1	4.76	6	28.57	14	66.67	21	100
Chitrahar	8	38.1	4	19.05	2	9.52	7	33.33	21	100
Chitramangla	3	14.29	4	19.05	5	23.81	9	42.86	21	100
Hindi Serial 8-45	3	14.29	4	19.05	7	33.33	7	33.33	21	100
9-15	1	4.76	1	4.76	12	57.14	7	33.33	21	100
Assamese Serial	17	80.95	3	14.29	—	—	1	4.76	21	100
Sunday Morning Serial	—	—	1	4.76	6	28.57	14	66.67	21	100
Agricultural Programme	—	—	4	19.05	6	28.57	11	52.38	21	100
Health Family Welfare	—	—	4	19.05	11	52.38	6	28.57	21	100

Contd.....

Children Programme	—	—	1	4.76	2	9.52	18	85.71	21	100
Folk Music	—	—	5	23.81	5	23.81	11	52.38	21	100
Light Music	—	—	—	—	2	9.52	19	90.48	21	100
Plays	—	—	1	4.76	8	38.1	12	57.14	21	100
Classical Music	—	—	—	—	1	4.76	20	95.24	21	100
Quiz	4	19.05	6	28.57	7	33.33	4	19.05	21	100
U.G.C.	—	—	—	—	1	4.76	20	95.24	21	100
Adult Literacy	—	—	—	—	—	—	21	100	21	100
Sports	1	4.76	5	23.81	8	38.1	7	33.33	21	100
Employment News	2	9.52	—	—	—	—	19	90.48	21	100
Parliament News	—	—	—	—	3	14.29	18	85.71	21	100
Current Affairs	—	—	—	—	3	14.29	18	85.71	21	100
News : Assamese	14	66.67	6	28.57	—	—	1	4.76	21	100
Hindi	5	23.80	4	19.05	4	19.05	8	31.1	21	100
English	—	—	2	9.52	2	9.52	17	80.95	21	100

FREQUENCY OF VIEWING OTHER PROGRAMMES

Table B3(a), (b) and (c) shows that the maximum number of viewers had viewed the Assamese Serial which is telecasted from Guwahati Doordarshan on Sunday, Tuesday and Thursday of every week. Popularity of Chitrahhar, Assamese Film (Sunday) and Saturday Hindi feature film was higher than other programmes. The viewership of "Adult Literacy" programme, late night films and classical music was very poor. The maximum number of respondents of the three villages preferred to view the programme of Assamese News Bulletin than the Hindi and English news. It had been found that the popularity of viewing the Quiz programme also increased in the three rural areas under study.

VIEWING OF FILM AND FILM BASED PROGRAMME :

The film based programme chitrahhar is one of the popular programmes for rural viewers. Table B4(a) shows that in Dharapur (developed) village, out of 97 respondents, 25 viewed this programme regularly. In Dhopatari (Moderately Developed) village, out of 72 respondents, 24 respondents in Rani (Under Developed) village, out of 21 respondents, 7 respondents watched this programme regularly. From this table these viewers were found in the age group between 16 years to 20 years and 21 to 25 years. Maximum viewers of this programme were students and housewives.

TABLE - B4

Frequency of Viewing of Film and Film Based Programmes

(A) Viewing of Chitrahari Programme
Village : Dharapur (Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	9	1	4	-	14
21 - 25 yrs	11	3	6	3	24
26 - 30 yrs	2	1	10	6	19
31 - 35 yrs	2	1	1	6	10
36 - 40 yrs	-	-	1	6	7
41 - 45 yrs	-	-	1	7	8
46 - 50 yrs	-	-	2	4	6
51 & above	-	1	-	8	9
Total	24	7	25	40	97
=====					

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	6	1	1	3	11
21 - 25 yrs	10	6	3	-	19
26 - 30 yrs	4	2	4	2	12
31 - 35 yrs	2	1	5	3	11
36 - 40 yrs	1	-	2	1	4
41 - 45 yrs	1	-	2	1	4
46 - 50 yrs	-	-	2	2	4
51 & above	-	-	-	7	7
Total	24	10	19	19	72
=====					

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	1	-	-	-	1
21 - 25 yrs	4	1	-	-	5
26 - 30 yrs	2	-	1	-	3
31 - 35 yrs	-	1	-	1	2
36 - 40 yrs	-	1	1	-	2
41 - 45 yrs	-	-	-	-	-
46 - 50 yrs	-	1	-	4	5
51 & above	1	-	-	2	3
Total	8	4	2	7	21

Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Occupation :					
Agriculture	-	-	-	1	1
Service	2	-	4	21	27
Business	1	-	4	7	12
Housewife	6	3	8	9	26
Student	16	3	9	2	30
Others	-	1	-	-	1
Total	25	7	25	40	97
Percentage	25.77%	7.22%	25.77%	41.24%	100%

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	1	-	-	5	6
Service	2	1	2	8	13
Business	1	1	4	-	6
Housewife	7	3	10	3	23
Student	13	5	2	3	23
Others	-	-	1	-	1
Total	24	10	19	19	72
Percentage	33.33%	13.89%	26.39%	26.39%	100%

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	1	1	-	5	7
Service	-	1	1	1	3
Business	-	-	1	-	1
Housewife	1	2	-	1	4
Student	5	-	-	-	5
Others	1	-	-	-	1
Total	8	4	2	7	21
Percentage	38.1%	19.95%	9.52%	33.33%	100%
=====					
Grand Total	57	21	46	66	190
Percentage	30%	11.05%	24.21%	34.74%	100%

TABLE - B4

(B) Viewing of Hindi Film
Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	13	1	-	-	14
21 - 25 yrs	15	5	4	-	24
26 - 30 yrs	7	3	6	3	19
31 - 35 yrs	5	2	3	-	10
36 - 40 yrs	2	-	3	2	7
41 - 45 yrs	-	-	6	2	8
46 - 50 yrs	1	2	-	3	6
51 & above	2	1	5	1	9
Total	45	14	27	11	97
Percentage	46.39%	14.43%	27.83%	11.34%	100%
=====					

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	17	3	1	-	11
21 - 25 yrs	13	5	-	1	19
26 - 30 yrs	6	4	2	-	12
31 - 35 yrs	1	4	3	3	11
36 - 40 yrs	1	2	1	-	4
41 - 45 yrs	1	1	-	2	4
46 - 50 yrs	-	1	2	1	4
51 & above	-	-	2	5	7
Total	39	20	11	12	72
Percentage	40.28%	27.78%	15.28%	16.67%	100%

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	1	-	-	-	1
21 - 25 yrs	4	1	-	-	5
26 - 30 yrs	3	-	-	-	3
31 - 35 yrs	-	2	-	-	2
36 - 40 yrs	-	1	1	-	2
41 - 45 yrs	-	-	-	-	-
46 - 50 yrs	-	2	2	1	5
51 & above	1	-	-	2	3
Total	9	6	3	3	21
Percentage	42.86%	28.57%	14.29%	14.29%	100%
=====					
Grand Total	83	40	41	26	190
Percentage	43.68%	21.05%	21.58%	13.68%	100%

Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Occupation :					
Agriculture	-	1	-	-	1
Service	6	4	11	6	27
Business	4	1	4	3	12
Housewife	12	4	8	2	26
Student	22	4	4	-	30
Others	1	-	-	-	1
Total	45	14	27	11	97
Percentage	46.39%	14.43%	27.83%	11.34%	100%

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	-	1	1	4	6
Service	2	2	5	4	13
Business	1	3	1	1	6
Housewife	10	7	3	3	23
Student	15	7	1	-	23
Others	1	-	-	-	1
Total	29	20	11	12	72
Percentage	40.2%	27.78%	15.28%	16.67%	100%

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	1	2	1	3	7
Service	1	1	1	-	3
Business	-	-	1	-	1
Housewife	1	3	-	-	4
Student	5	-	-	-	5
Others	1	-	-	-	1
Total	9	6	3	3	21
Percentage	42.86%	28.57%	14.29%	14.29%	100%
Grand Total	83	40	41	26	190
Percentage	43.68%	21.05%	21.53%	13.68%	100%

TABLE - B4

(C) Viewing of Assamese Serial
Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	8	4	2	-	14
21 - 25 yrs	19	1	3	1	24
26 - 30 yrs	13	3	2	1	19
31 - 35 yrs	4	3	1	2	10
36 - 40 yrs	4	-	2	1	7
41 - 45 yrs	4	3	1	-	8
46 - 50 yrs	2	3	-	1	6
51 & above	7	1	1	-	9
Total	61	18	12	6	97
Percentage	62.89%	18.56%	12.37%	6.19%	100%
=====					

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	8	-	3	-	11
21 - 25 yrs	19	-	-	-	19
26 - 30 yrs	9	2	1	-	12
31 - 35 yrs	8	2	1	-	11
36 - 40 yrs	3	-	1	-	4
41 - 45 yrs	2	-	2	-	4
46 - 50 yrs	3	1	-	-	4
51 & above	3	2	2	-	7
Total	55	7	10	-	72
Percentage	76.39%	8.72%	13.89%		100%
=====					

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	1	-	-	-	1
21 - 25 yrs	5	-	-	-	5
26 - 30 yrs	3	-	-	-	3
31 - 35 yrs	1	1	-	-	2
36 - 40 yrs	1	1	-	-	2
41 - 45 yrs	-	-	-	-	-
46 - 50 yrs	4	-	-	1	5
51 & above	2	1	-	-	3
Total	17	3	-	1	21
Percentage	80.95%	14.29%		4.76%	100%
=====					
Grand Total	133	28	22	7	190
Percentage	70%	14.74%	11.58%	3.68%	100%

Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Occupation :					
Agriculture	-	1	-	-	1
Service	14	8	5	-	27
Business	3	3	1	5	12
Housewife	22	2	2	-	26
Student	21	4	4	1	30
Others	1	-	-	-	1
Total	61	18	12	6	97
Percentage	62.89%	18.56%	12.37%	6.19%	100%
=====					

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	3	1	2	-	6
Service	9	2	2	-	13
Business	4	-	2	-	6
Housewife	18	3	2	-	23
Student	20	1	2	-	23
Others	1	-	-	-	1
Total	55	7	10	-	72
Percentage	76.39%	9.72%	13.89%		100%

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	5	1	-	1	7
Service	3	-	-	-	3
Business	-	1	-	-	1
Housewife	3	1	-	-	4
Student	5	-	-	-	5
Others	1	-	-	-	1
Total	17	3	-	1	21
Percentage	80.95%	14.29%		4.76%	100%
Grand Total	133	28	22	7	190
Percentage	70%	14.74%	11.58%	3.68%	100%

TABLE - B4

(D) Viewing of Hindi Serial (8.45 P.M.)
Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	1	3	6	4	14
21 - 25 yrs	11	4	3	6	24
26 - 30 yrs	5	3	6	5	19
31 - 35 yrs	1	3	2	4	10
36 - 40 yrs	-	1	2	4	7
41 - 45 yrs	-	1	5	2	8
46 - 50 yrs	-	1	2	3	6
51 & above	1	2	3	3	9
Total	19	18	29	31	97
Percentage	19.59%	18.56%	31.96%	29.89%	100%
=====					

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	4	2	5	-	11
21 - 25 yrs	6	6	5	2	19
26 - 30 yrs	3	5	2	2	12
31 - 35 yrs	2	3	4	2	11
36 - 40 yrs	1	1	-	2	4
41 - 45 yrs	1	-	3	-	4
46 - 50 yrs	-	1	1	2	4
51 & above	1	-	3	3	7
Total	18	18	23	13	72
Percentage	25%	25%	31.94%	18.06%	100%
=====					

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	1	-	-	-	1
21 - 25 yrs	1	-	2	2	5
26 - 30 yrs	1	-	2	-	3
31 - 35 yrs	-	1	-	1	2
36 - 40 yrs	-	1	-	1	2
41 - 45 yrs	-	-	-	-	-
46 - 50 yrs	-	1	2	2	5
51 & above	-	1	1	1	3
Total	3	4	7	7	21
Percentage	14.29%	19.05%	33.33%	33.33%	100%
=====					
Grand Total	40	40	61	49	190
Percentage	21.05%	21.05%	32.11%	25.79%	100%

Village Jharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Occupation :					
Agriculture	-	-	-	1	1
Service	1	5	12	9	27
Business	2	2	4	4	12
Housewife	4	8	6	8	26
Student	12	3	8	7	30
Others	-	-	1	-	1
Total	19	18	31	29	97
Percentage	19.59%	18.56%	31.96%	29.89%	100%
=====					

Village : Chopetari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	2	-	1	3	6
Service	2	3	5	3	13
Business	-	4	2	-	6
Housewife	5	4	7	7	23
Student	9	6	8	-	23
Others	-	1	-	-	1
Total	18	18	23	13	72
Percentage	25%	25%	31.94%	18.06%	100%

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	-	2	2	3	7
Service	-	-	2	1	3
Business	-	1	-	-	1
Housewife	-	1	1	2	4
Student	2	-	2	1	5
Others	1	-	-	-	1
Total	3	4	7	7	21
Percentage	14.29%	19.05%	33.33%	33.33%	100%
Grand Total	40	40	61	49	190
Percentage	21.05%	21.05%	32.11%	25.79%	100%

Table 24 (b) shows that Hindi film is another popular programme for rural people. Out of 190 respondents of the three villages 83 respondents viewed this programme regularly. 40 respondents watched this programme frequently and 41 respondents viewed this programme occasionally. Most of these viewers were students and housewives.

Gwahati Doordarshan telecast the Assamese serials three days per week. From this survey it is known that this programme is most popular among the rural viewers. All sections of the viewers had preferred this programme. Table B4 (c) reveals that out of 190 respondents of the three villages; 177 persons watched this programme regularly, 28 persons viewed this programme occasionally and only 7 respondents did not watch this programme.

Among the rural viewers, popularity of Assamese Serials is found to be high than that of the Hindi Serials. Some respondents replied that telecasting time of Hindi serial is not convenient for them because most of the rural people take night meal (supper) at that time. The highest number of regular viewers of this programme fall within the age group of 21 to 25 years in all the three villages. They were mainly students. Out of the 190 respondents of the three villages 40 persons viewed this programme regularly, another 40 persons watched this programme frequently and 61 respondents viewed this programme once or twice a week. Some of my respondents informed that though they are poor in Hindi they watch Hindi Film and serials. They can understand the story of the Film and serials by action.

VIEWING OF EDUCATION AND INFORMATION PROGRAMME :

The Assamese News is most popular among the rural people. Table B5 (a) shows that all section of the viewers had preferred this programme. Out of the 190 respondents,

only 5 respondents did not watch this programme and 114 respondents viewed this programme 6 to 7 days a week.

TABLE - B5
STATE : ASSAM
DIST : KAMRUH

Frequency of Viewing of Education & Information Programme
(A) Viewing of Assamese News Bulletin

Village : Dharapue
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	5	0	1	-	14
21 - 25 yrs	17	6	1	-	24
26 - 30 yrs	9	9	1	-	19
31 - 35 yrs	2	6	1	1	10
36 - 40 yrs	3	2	1	1	7
41 - 45 yrs	6	1	1	-	8
46 - 50 yrs	4	1	-	1	6
51 & above	0	3	-	-	9
Total	52	32	10	3	97
Percentage	53.61%	32.95%	10.31%	3.09%	100%

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	5	3	-	-	11
21 - 25 yrs	14	3	2	-	19
26 - 30 yrs	10	2	-	-	12
31 - 35 yrs	6	5	-	-	11
36 - 40 yrs	3	1	-	-	4
41 - 45 yrs	2	2	-	-	4
46 - 50 yrs	2	2	-	-	4
51 & above	3	2	1	1	7
Total	48	20	3	1	72
Percentage	66.67%	27.78%	4.17%	1.39%	100%

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
15 - 20 yrs	1	-	-	-	1
21 - 25 yrs	4	1	-	-	5
26 - 30 yrs	3	-	-	-	3
31 - 35 yrs	-	2	-	-	2
36 - 40 yrs	1	1	-	-	2
41 - 45 yrs	-	-	-	-	-
46 - 50 yrs	3	2	-	-	5
51 & above	2	-	-	1	3
Total	14	6	-	1	21
Percentage	66.67%	28.57%	-	4.76%	100%
=====					
Grand Total	114	58	13	5	190
Percentage	60%	30.53%	6.84%	2.63%	100%

Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Occupation :					
Agriculture	1	-	-	-	1
Service	10	9	2	-	27
Business	6	2	3	1	12
Housewife	1	1	1	1	4
Student	20	8	2	-	30
Others	-	-	1	-	1
Total	52	32	10	3	97
Percentage	53.61%	32.99%	10.31%	3.09%	100%
=====					

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Occupation :					
Agriculture	3	2	-	1	6
Service	11	2	-	-	13
Business	1	4	1	-	6
Housewife	13	10	-	-	23
Student	19	2	2	-	23
Others	-	-	-	-	-
Total	47	20	3	1	71
Percentage	66.19%	28.17%	4.17%	1.38%	100%
=====					

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	4	2	-	1	7
Service	3	-	-	-	3
Business	-	1	-	-	1
Housewife	1	3	-	-	4
Student	*****				5
Others	1	-	-	-	1
Total	14	6	-	1	21
Percentage	66.67%	28.57%		4.76%	100%
Grand Total	144	58	13	5	190
Percentage	60%	30.53%	6.84%	2.63%	100%

TABLE - B5

Frequency of Viewing of Education & Information Programme
(B) Viewing of Hindi News Bulletin

Village : Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	2	4	6	2	14
21 - 25 yrs	8	9	4	3	24
26 - 30 yrs	5	4	6	4	19
31 - 35 yrs	3	1	4	2	10
36 - 40 yrs	2	2	2	1	7
41 - 45 yrs	3	2	1	2	8
46 - 50 yrs	4	1	1	-	6
51 & above	3	4	1	1	9
Total	30	27	25	15	97
Percentage	30.93%	27.84%	25.77%	15.46%	100%

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	1	3	6	1	11
21 - 25 yrs	6	6	2	5	19
26 - 30 yrs	5	3	2	2	12
31 - 35 yrs	4	2	1	4	11
36 - 40 yrs	1	1	2	-	4
41 - 45 yrs	1	1	2	-	4
46 - 50 yrs	1	1	1	1	4
51 & above	1	2	1	3	7
Total	20	19	17	16	72
Percentage	27.78%	26.39%	23.61%	22.22%	100%
=====					

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	-	1	-	-	1
21 - 25 yrs	2	-	1	2	5
26 - 30 yrs	1	-	1	1	3
31 - 35 yrs	-	-	-	2	2
36 - 40 yrs	1	1	-	-	2
41 - 45 yrs	-	-	-	-	-
46 - 50 yrs	-	2	1	2	5
51 & above	1	-	1	1	3
Total	5	4	4	8	21
Percentage	23.80%	19.05%	19.05%	38.1%	100%
=====					
Grand Total	55	50	46	39	190
Percentage	28.95%	26.32%	24.21%	20.53%	100%

Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Occupation :					
Agriculture	1	-	-	-	1
Service	12	9	5	1	27
Business	6	3	2	1	12
Housewife	1	6	10	9	26
Student	10	9	8	3	30
Others	-	-	-	1	1
Total	30	27	25	15	97
Percentage	30.93%	27.84%	25.77%	15.46%	100%

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	1	-	2	3	6
Service	7	4	2	-	13
Business	1	3	-	2	6
Housewife	5	4	5	9	23
Student	5	8	8	2	23
Others	1	-	-	-	1
Total	20	19	17	16	72
Percentage	27.78%	26.39%	23.61%	22.22%	100%

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	1	-	3	3	7
Service	1	2	-	-	3
Business	-	1	-	-	1
Housewife	-	-	-	4	4
Student	3	1	1	-	5
Others	-	-	-	1	1
Total	5	4	4	8	21
Percentage	23.80%	19.05%	19.05%	38.1%	100%
Grand Total	55	50	46	39	190
Percentage	28.95%	25.32%	24.21%	20.53%	100%

TABLE - B5

(C) Viewing of Quiz Programme
Village : Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	5	1	7	1	14
21 - 25 yrs	10	4	7	3	24
26 - 30 yrs	4	3	7	5	19
31 - 35 yrs	1	-	3	6	10
36 - 40 yrs	-	3	3	1	7
41 - 45 yrs	2	1	2	3	8
46 - 50 yrs	2	1	1	2	6
51 & above	-	1	3	5	9
Total	24	14	33	26	97
Percentage	24.74%	14.43%	34.02%	26.80%	100%
=====					

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	2	4	3	2	11
21 - 25 yrs	6	4	6	3	19
26 - 30 yrs	1	6	3	2	12
31 - 35 yrs	2	3	2	4	11
36 - 40 yrs	1	1	1	1	4
41 - 45 yrs	-	1	1	2	4
46 - 50 yrs	1	-	2	1	4
51 & above	-	2	3	2	7
Total	13	21	21	17	72
Percentage	18.05%	29.17%	29.17%	23.61%	100%
=====					

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	-	-	1	-	1
21 - 25 yrs	2	1	1	1	5
26 - 30 yrs	1	1	1	-	3
31 - 35 yrs	-	1	-	1	2
36 - 40 yrs	-	-	2	-	2
41 - 45 yrs	-	-	-	-	-
46 - 50 yrs	-	3	1	1	5
51 & above	1	-	1	1	3
Total	4	6	7	4	21
Percentage	19.05%	28.57%	33.33%	19.05%	100%
=====					
Grand Total	41	41	61	47	190
Percentage	21.53%	21.58%	32.10%	24.74%	100%

Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Occupation :					
Agriculture	-	-	-	1	1
Service	5	4	10	8	27
Business	1	2	4	5	12
Housewife	3	4	9	10	26
Student	15	3	10	2	30
Others	-	1	-	-	1
Total	24	14	33	26	97
Percentage	24.74%	14.43%	34.02%	26.80%	100%
=====					

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	1	-	3	2	6
Service	4	6	2	1	13
Business	-	1	2	3	6
Housewife	1	5	9	8	23
Student	7	8	5	3	23
Others	-	1	-	-	1
Total	13	21	21	17	72
Percentage	18.05%	29.17%	29.17%	23.61%	100%
=====					

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	1	2	2	2	7
Service	-	1	1	1	3
Business	-	-	1	-	1
Housewife	-	1	2	1	4
Student	3	1	1	-	5
Others	-	1	-	-	1
Total	4	6	7	4	21
Percentage	19.05%	28.57%	33.33%	19.05%	100%
=====					
Grand Total	41	41	61	47	190
Percentage	21.58%	21.58%	32.10%	24.74%	100%

Table-B 5(b) reveals that the number of viewers of Hindi news bulletin is less than the number of viewers Assamese news bulletin. Of the 190 respondents, 55 persons viewed this programme 6 to 7 days a week. The maximum number of regular viewers were students and service holders. Some housewives and agriculturist informed that due to language barrier they had not viewed this programme regularly.

Table-B5 (c) reveals that the popularity of quiz programme has been increasing in these villages. This popularity is seen in the audience waithin the age group of 16 to 25 years and these viewers were mainly students. Out of 190 respondents, 41 respondents viewed this programme regularly, another 41 persons viewed this programme frequently and 61 respondents viewed this programme occasionally.

TABLE - B6

FREQUENTLY VIEWING OF SPECIAL AUDIENCE PROGRAMME

(A) Viewing of Agricultural Programme

Village : Dharapur

(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	-	-	3	11	14
21 - 25 yrs	-	1	6	17	24
26 - 30 yrs	-	1	6	12	19
31 - 35 yrs	-	2	4	4	10
36 - 40 yrs	1	-	3	3	7
41 - 45 yrs	-	-	1	7	8
46 - 50 yrs	1	1	1	3	6
51 & above	-	2	4	3	9
Total	2	7	28	60	97
Percentage	2.06%	7.22%	28.87%	61.86%	100%
=====					

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	-	-	1	10	11
21 - 25 yrs	-	1	2	16	19
26 - 30 yrs	2	2	2	6	12
31 - 35 yrs	1	1	4	5	11
36 - 40 yrs	-	-	-	4	4
41 - 45 yrs	-	-	2	2	4
46 - 50 yrs	1	1	1	1	4
51 & above	1	3	2	1	7
Total	5	8	14	45	72
Percentage	6.94%	11.11%	19.44%	62.5%	100%
=====					

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	-	1	-	-	1
21 - 25 yrs	-	-	-	5	5
26 - 30 yrs	-	-	1	2	3
31 - 35 yrs	-	-	1	1	2
36 - 40 yrs	-	-	1	1	2
41 - 45 yrs	-	-	-	-	-
46 - 50 yrs	-	2	2	1	5
51 & above	-	1	1	1	3
Total	-	4	6	11	21
Percentage		19.05%	28.57%	52.38%	100%
=====					
Grand Total	7	19	48	126	190
Percentage	3.68%	10%	25.26%	61.05%	100%

Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Occupation :					
Agriculture	-	1	-	-	1
Service	1	4	7	15	27
Business	-	-	2	10	12
Housewife	1	1	10	14	26
Student	-	1	9	20	30
Others	-	-	-	1	1
Total	2	7	28	60	97
Percentage	2.06%	7.22%	28.87%	61.86%	100%

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	2	1	2	1	6
Service	2	2	4	5	13
Business	-	1	-	5	6
Housewife	1	3	5	14	23
Student	-	1	3	19	23
Others	-	-	-	1	1
Total	5	8	14	45	72
Percentage	6.94	11.11%	19.14%	62.5%	100%

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	-	3	2	2	7
Service	-	-	3	-	3
Business	-	-	-	1	1
Housewife	-	-	1	3	4
Student	-	1	-	4	5
Others	-	-	-	1	1
Total	-	4	6	11	21
Percentage		19.05%	28.57%	52.38%	100%
=====					
Grand Total	7	19	48	116	190
Percentage	3.68%	10%	25.26%	61.05%	100%

TABLE - B6

(B) Viewing of Health & Family Welfare Programme

Village : Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	-	2	4	8	14
21 - 25 yrs	-	4	12	8	24
26 - 30 yrs	2	3	10	4	19
31 - 35 yrs	-	3	4	3	10
36 - 40 yrs	-	2	4	1	7
41 - 45 yrs	-	5	1	2	8
46 - 50 yrs	-	1	2	3	6
51 & above	-	3	5	1	9
Total	2	23	42	30	97
Percentage	2.06%	23.71%	43.3%	30.93%	100%
=====					

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	-	3	2	6	11
21 - 25 yrs	1	7	7	4	19
26 - 30 yrs	3	2	4	3	12
31 - 35 yrs	2	1	4	4	11
36 - 40 yrs	-	-	3	1	4
41 - 45 yrs	-	1	3	-	4
46 - 50 yrs	1	1	-	2	4
51 & above	1	3	2	1	7
Total	8	18	25	21	72
Percentage	11.11%	25%	34.72%	29.17%	100%
=====					

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Age Group :					
16 - 20 yrs	-	-	-	1	1
21 - 25 yrs	-	1	4	-	5
26 - 30 yrs	-	1	1	1	3
31 - 35 yrs	-	1	-	1	2
36 - 40 yrs	-	-	1	1	2
41 - 45 yrs	-	-	-	-	-
46 - 50 yrs	-	-	4	1	5
51 & above	-	1	1	1	3
Total	-	4	11	6	21
Percentage		19.05%	52.38%	28.57%	100%
=====					
Grand Total	10	45	78	57	190
Percentage	5.26%	23.68%	41.05%	30%	100%

Village Dharapur
(Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Occupation :					
Agriculture	-	1	-	-	1
Service	-	9	9	9	27
Business	-	1	8	3	12
Housewife	1	10	12	3	26
Student	1	2	13	14	30
Others	-	-	-	1	1
Total	2	23	42	30	97
Percentage	2.06%	23.71%	43.3%	30.93%	100%

Village : Dhopatari
(Moderately Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	2	1	1	2	6
Service	1	5	5	2	13
Business	-	1	1	4	6
Housewife	5	5	10	3	23
Student	-	6	8	9	23
Others	-	-	-	1	1
Total	8	18	25	21	72
Percentage	11.11%	25%	34.72%	29.17%	100%

Village : Rani
(Under Developed)

Base	Most of them	Many of them	Few of them	Did not watch	Total
Agriculture	-	1	4	2	7
Service	-	1	2	-	3
Business	-	-	-	1	1
Housewife	-	2	1	1	4
Student	-	-	4	1	5
Others	-	-	-	1	1
Total	-	4	11	6	21
Percentage		19.05%	52.38%	28.57%	100%
Grand Total	10	45	78	57	190
Percentage	5.25%	23.68%	41.05%	30%	100%

VIEWING SPECIAL AUDIENCE PROGRAMMES :

Table-B6 (a) shows that in case of agricultural programme, the popularity was not very encouraging in rural areas, though this programme is telecast specially for them. Only 7 regular viewers were found in these three villages. 19 viewers watched this programme frequently, 48 viewed this programme occasionally and 116 persons did not watch this programme at all.

Table-B (b) shows that in case of special audience programmes, the number of viewers of Health and Family Welfare programme was higher than that of agricultural programmes. Out of 190 respondents, the number of regular viewers was 10, frequent viewers was 45, occasional viewers was 78 and other 57 viewers did not watch this programme. From this table it can be seen that popularity of this programme increased among housewives. In Dharapur village, out of 26 housewives, number of regular viewer was 1, frequent viewers 10, occasional viewers 12 and only 3 housewives did not watch this programme. In Dhopatari village, out of 23 housewives, the number of regular viewers was 5, frequent viewers 5, occasional viewers 10 and only 3 housewives did not watch this programme. In Rani village out of 4 housewives, only 1 housewife did not watch this programme.

TABLE - C1 (A)

WATCHING AT DIFFERENT TIMINGS

STATE : ASSAM
DIST : KAMRUP

Timings	Dev.		M. Dev.		U. Dev.		Total	
	No.	%	No.	%	No.	%	No.	%
7 am to 8 am	3	3.09	2	2.78	-	-	5	2.63
8 am to 9 am	6	6.19	1	1.39	1	4.76	8	4.21
2 pm to 3 pm	26	26.80	27	37.5	-	-	53	27.89
3 pm to 4 pm	-	-	-	-	-	-	-	-
4 pm to 5 pm	-	-	-	-	-	-	-	-
5 pm to 6 pm	-	-	-	-	-	-	-	-
6 pm to 7 pm	8	8.25	9	12.5	-	-	17	8.95
7 pm to 8 pm	84	86.6	67	93.06	20	95.24	171	90
8 pm to 9 pm	66	68.04	51	70.83	12	57.14	129	67.89
9 pm to 10 pm	25	25.77	26	36.11	2	9.52	53	27.89
10 pm to 11 pm	-	-	-	-	-	-	-	-
11pm to mid night	-	-	-	-	-	-	-	-
Total Respondents	97		72		21		190	

TABLE - C1 (B)

STATE : ASSAM
DIST : KAMRUP

WATCHING AT SELECTED TIMINGS

Village Dharapur
(Developed)

Base	7-8 am	8-9 am	2-3 pm	7-8 pm	8-9 pm	9-10 pm
Age Group :						
16 - 20 yrs	1	1	3	12	8	2
21 - 25 yrs	-	2	4	23	20	8
26 - 30 yrs	-	1	11	13	10	5
31 - 35 yrs	2	1	2	7	6	4
36 - 40 yrs	-	-	2	7	3	2
41 - 45 yrs	-	-	1	8	4	2
46 - 50 yrs	-	-	1	4	4	1
51 & above	-	1	2	10	9	1
Total	3	6	36	84	66	25
Percentage	3.09	6.19	26.80	86.6	68.04	25.77

Village Dhopatari
(Moderately Developed)

Base	7-8 am	8-9 am	2-3 pm	7-8 pm	8-9 pm	9-10 pm
Age Group :						
16 - 20 yrs	-	-	6	11	10	2
21 - 25 yrs	1	1	6	18	16	9
26 - 30 yrs	-	-	7	12	9	6
31 - 35 yrs	1	-	2	9	6	5
36 - 40 yrs	-	-	1	4	2	1
41 - 45 yrs	-	-	2	3	3	2
46 - 50 yrs	-	-	1	4	2	-
51 & above	-	-	2	6	3	1
Total	2	1	27	67	51	26
Percentage	2.78	1.39	37.5	39.06	70.83	36.11

Village : Rani
(Under Developed)

Base	7-8 am	8-9 am	2-3 pm	7-8 pm	8-9 pm	9-10 pm
Age Group :						
16 - 20 yrs	-	-	-	1	1	1
21 - 25 yrs	-	1	-	5	3	-
26 - 30 yrs	-	-	-	3	3	-
31 - 35 yrs	-	-	-	2	1	-
36 - 40 yrs	-	-	-	2	1	-
41 - 45 yrs	-	-	-	-	-	-
46 - 50 yrs	-	-	-	4	2	-
51 & above	-	-	-	3	1	1
Total	-	1	-	20	12	2
Percentage	-	4.76	-	95.24	57.14	9.52

Village Dharapur
(Developed)

Base	7-8 am	8-9 am	2-3 pm	7-8 pm	8-9 pm	9-10 pm
Occupation :						
Agriculture	--	--	1	2	2	1
Service	2	2	-	25	16	6
Business	--	1	2	8	9	3
Housewife	--	--	17	21	14	5
Student	1	3	5	28	24	10
Others	--	--	1	--	1	-
Total	3	6	26	84	66	25
Percentage	3.09	6.19	26.80	86.6	68.04	25.77

Village : Dhopatari
(Moderately Developed)

Base	7-8 am	8-9 am	2-3 pm	7-8 pm	8-9 pm	9-10 pm
Occupation :						
Agriculture	-	-	2	6	3	2
Service	1	-	-	13	9	5
Business	-	-	-	3	6	3
Housewife	-	-	13	22	9	7
Student	1	1	11	22	23	8
Others	-	-	1	1	1	1
Total	2	1	27	67	51	26
Percentage	2.78	1.39	37.5	93.06	70.83	36.11

Village : Rani
(Under Developed)

Base	7-8 am	8-9 am	2-3 pm	7-8 pm	8-9 pm	9-10 pm
Occupation :						
Agriculture	-	-	-	6	2	1
Service	-	-	-	3	2	-
Business	-	-	-	1	1	-
Housewife	-	-	-	4	2	-
Student	-	-	-	5	4	1
Others	-	1	-	1	1	-
Total	-	1	-	20	12	2
Percentage		4.76		95.24	57.14	9.52
Grand Total	5	8	53	171	129	53
Percentage	2.63	4.21	27.89	90	67.89	27.89

WATCHING AT DIFFERENT TIMINGS :

Table - C1(a) shows that the most convenient timing for rural viewers is 7 pm to 9 pm. The table-C1 shows that in the developed village out of the 97 respondents, 84 respondents preferred the time 7 pm to 8 pm and 66 preferred the time 8 pm to 9 pm. In the moderately developing villages, out of the

72 respondents, 67 and 51 respondents preferred to view the TV programmes from 7 to 8 pm and from 8 to 9 pm respectively. And in under developed villages out of the 21 respondents, 21 and 12 persons preferred the times of 7 pm to 8 pm and 8 pm to 9 pm respectively. In these three villages, people generally do not prefer to watch the TV programmes after 11 pm. Because in the rural areas people use go to bed early.

WATCHING AT SELECTED TIMINGS :

Table Cl(b) shows that 7 pm to 9 pm is the most convenient time for watching Doordarshan Programmes for all age groups. On the contrary, 7 am to 9 am is not a convenient time for all sections of the people of all age groups. Because in this time people are busy in various activities. Again it had been found that the most convenient time for watching Doordarshan programmes for the servicemen, housewives, students, businessmen and agriculturists is 7 pm to 8 pm and 8 pm to 9 pm. In case of afternoon programme i.e. 2 pm to 3 pm maximum viewers are housewives.

TABLE - C2

NUMBER OF PEOPLE WATCHING ONE TV SET

STATE : ASSAM
DIST : KAMRUP

Village : Dharapur
(Developed)

Subject	1 - 3	4 - 6	7 - 9	Above 9	Average
	Number	Number	Number	Number	
Hindi Film (Saturday)	4	17	14	36	8.46
Regional Film	7	27	10	27	7.41
Sunday Morning Serial	1	2	-	1	5.75
Regional Serial	3	27	14	17	7.21
Hindi Serial	1	2	-	-	4.0
English serial	-	1	-	-	5
Regional News	9	7	1	2	4.37
Hindi News (8.30 pm)	2	1	-	-	3
English News (9.45 pm)	-	1	-	-	5
Agricultural Programme	1	2	-	-	4
Health and Family Welfare	2	2	-	-	3.5
Sports	2	3	2	-	5
Chitrahar	16	13	4	6	5
Chitramanjari	4	2	4	1	5.55
Quiz	8	5	-	-	3.15
Current Affairs	1	-	-	-	2

Village : Dhopatari
(Moderately Developed)

Subject	1 - 3	4 - 6	7 - 9	Above 9	Average
	Number	Number	Number	Number	
Hindi Film (Saturday)	6	8	10	28	8.46
Regional Film	4	15	7	25	8.12
Sunday Morning Serial	-	-	1	1	9.5
Regional Serial	7	18	9	13	6.79
Hindi Serial	1	1	-	-	3.5
English serial	-	-	-	-	-
Regional News	7	7	3	-	4.29
Hindi News (8.30 pm)	1	3	-	-	4.25
English News (9.45 pm)	1	-	-	-	2
Agricultural Programme	-	4	-	-	5
Health and Family Welfare	2	1	-	-	3
Sports	3	1	2	-	4.5
Chitrahari	4	5	2	12	7.87
Chitramanjari	3	4	-	3	5.9
Quiz	8	3	-	-	4.25
Current Affairs	-	-	-	-	-

Village : Rani
(Under Developed)

Subject	1 - 3	4 - 6	7 - 9	Above 9	Average
	Number	Number	Number	Number	
Hindi Film (Saturday)	-	3	3	13	9.58
Regional Film	2	3	2	12	8.79
Sunday Morning Serial	-	-	-	-	-
Regional Serial	1	-	3	6	9.2
Hindi Serial	-	-	-	-	-
English serial	-	-	-	-	-
Regional News	1	-	-	-	2
Hindi News (8.30 pm)	-	-	-	1	11
English News (9.45 pm)	-	-	-	-	-
Agricultural Programme	2	-	-	-	4
Health and Family Welfare	2	-	-	-	4
Sports	-	-	-	1	11
Chitrabhar	2	1	2	4	7.67
Chitramanjari	2	1	1	1	5.6
Quiz	-	-	-	1	11
Current Affairs	-	-	-	-	-

TABLE - C3

FREQUENCY OF WATCHING DIFFERENT TYPES OF PROGRAMMES WHICH VIEWERS WOULD NOT LIKE TO MISS.

STATE : ASSAM
DIST : KAMRUP

Village : Dharapur
(Developed)

Programmes	Agri culture	Ser- vice	Busi- ness	Stu- dent	House- wife	Others	Total
Play	-	-	-	-	-	-	-
Talk/Discussion	-	-	-	-	-	-	-
Interview	-	2	-	3	-	-	5
Dance	-	-	-	-	-	-	-
Chitrahari	-	-	-	19	-	-	19
Health & Family Welfare	-	-	-	1	4	-	5
Agriculture	-	-	-	-	2	-	2
Sports	-	3	3	7	1	14	14
News	-	17	7	11	5	-	40
Education Programme	-	2	1	2	-	-	5
Film	-	3	1	14	6	-	24
Assamese Serial	-	7	2	13	19	1	42
Quiz	-	1	1	13	1	-	16
Others	-	4	2	7	4	1	18

Village : Dhopatari
(Moderately Developed)

Programmes	Agri culture	Ser- vice	Busi- ness	Stu- dent	House- wife	Others	Total
Play	-	-	-	-	-	-	-
Talk/Discussion	-	-	-	-	-	-	-
Interview	-	-	-	-	-	-	-
Dance	-	-	-	-	-	-	-
Chitrahar	-	2	-	12	1	-	15
Health & Family Welfare	1	-	-	2	3	-	6
Agriculture	3	-	-	-	2	-	5
Sports	1	3	-	4	-	1	9
News	2	11	2	9	3	1	28
Education Programme	-	-	-	1	-	-	1
Film	-	5	-	12	3	-	20
Assamese Serial	2	6	2	15	14	1	40
Quiz	1	2	-	6	1	-	10
Others	-	3	-	12	4	1	20

Village : Rani
(Under Developed)

Programmes	Agri culture	Ser- vice	Busi- ness	Stu- dent	House- wife	Others	Total
Play	-	-	-	-	-	-	-
Talk/Discussion	-	-	-	-	-	-	-
Interview	-	-	-	-	-	-	-
Dance	-	-	-	-	-	-	-
Chitrahahar	-	-	-	3	-	-	3
Health & Family Welfare	-	-	-	-	-	-	-
Agriculture	1	-	-	-	-	-	1
Sports	-	-	-	-	-	-	-
News	3	2	1	2	-	-	8
Education Programme	-	-	-	1	-	-	1
Film	-	-	-	4	1	1	6
Assamese Serial	4	3	-	4	2	1	14
Quiz	-	-	-	3	-	-	3
Others	-	1	-	4	-	1	6

NUMBER OF PEOPLE WATCHING ONE TV SET :

Table C2 shows that the maximum number of outsider viewers came to watch the TV programmes which are mainly based on entertainment, such as Hindi film, Regional (Assamese) film, Assamese Serial and Chitrahahar. On the other hand very small number of outside viewers use to watch

instructional/informational programme like agricultural programme, Health & Family welfare programme, Quiz programme and News etc. In Dhopatari and Rani village, there was not even a single person to watch the programme or current affairs. In Dharapur village, a few number of people (1-3 number) came to watch this programme only in one household.

WATCHING DIFFERENT TYPES OF PROGRAMMES WHICH VIEWERS WOULD NOT LIKE TO MISS

Among the TV viewers, some programme of TV became very popular which they would not like to miss. Table C3 shows that in Dharapur village, the highest number of students respondents (19) would not like to miss the chitrahar programme. This is followed by Films and Assamese Serial by 14 and 13 respondents respectively. Quiz programmes were very popular among the student viewers. In case of service holders, news programmes were very popular, Assamese serial was very popular among the housewives (19), which they would not like to miss. In case of Dhopatari and Rani villages also the viewers preferred the same type of programmes which they would not like to miss.

TABLE - D1

STATE : ASSAM
DIST : KAMRUP

FREQUENCY OF POSITIVE ASPECT OF DIFFERENT TV PROGRAMMES

Category	Developed		M.Devel.		U. Devel.		Total	
	Yes	No	Yes	No	Yes	No	Yes	No
Age Group :								
16 - 20 yrs	14	-	11	-	1	-	26	-
21 - 25 yrs	22	2	17	2	5	-	44	4
26 - 30 yrs	17	2	12	-	3	-	32	2
31 - 35 yrs	7	3	8	3	1	1	16	7
36 - 40 yrs	6	1	3	1	2	-	11	2
41 - 45 yrs	7	1	3	1	-	-	10	2
46 - 50 yrs	4	2	3	1	4	1	11	4
51 & above	6	3	4	3	2	1	12	7
Total	83	14	61	11	18	3	162	28
Percentage=> 85.57 14.43 84.72 15.28 85.71 14.29 85.26 14.74								
Occupation :								
Agriculture	-	1	4	2	6	1	10	4
Service	22	5	11	2	3	-	36	7
Business	9	3	4	2	1	-	14	5
Student	29	1	23	-	5	-	57	1
Housewife	22	4	18	5	3	1	43	10
Others	1	-	1	-	-	1	2	1
Total	83	14	61	11	18	3	162	28
Percentage 85.57 14.43 84.72 15.28 85.71 14.29 85.26 14.74								

TABLE - D2

STATE : ASSAM
DIST : KAMRUP

FREQUENCY OF NEGATIVE ASPECT OF DIFFERENT TV PROGRAMMES

Category	Developed		M.Devel.		U. Devel.		Total	
	Yes	No	Yes	No	Yes	No	Yes	No
<u>Age Group :</u>								
16 - 20 yrs	5	9	4	7	-	1	9	17
21 - 25 yrs	7	17	7	12	1	4	15	33
26 - 30 yrs	5	14	8	4	-	3	13	21
31 - 35 yrs	6	4	3	8	2	-	11	12
36 - 40 yrs	3	4	-	4	-	2	3	10
41 - 45 yrs	3	5	1	3	-	-	4	8
46 - 50 yrs	3	3	3	1	2	3	8	7
51 & above	4	5	4	3	1	2	9	10
Total	36	61	30	42	6	15	72	118
Percentage=>	37.11	62.89	41.67	58.33	28.57	71.43	37.89	61.11
<u>Occupation :</u>								
Agriculture	1	-	4	2	2	5	7	7
Service	10	17	1	12	-	3	11	32
Business	3	9	2	4	-	1	5	14
Student	7	22	8	15	-	5	15	43
Housewife	14	12	14	9	3	4	31	22
Others	1	-	1	-	1	-	3	-
Total	36	61	30	42	6	15	72	118
Percentage	37.11	62.89	41.67	58.33	28.57	71.43	37.89	62.11

POSITIVE ASPECT OF DIFFERENT TV PROGRAMME :

Rural viewers of all the three selected villages were mostly benefitted from different TV programmes like Agricultural programme, Sports, Educational, Cultural and various entertainment programmes. Table-D shows that out of 190 respondents of the three villages, maximum number of student respondents (57) were mostly benefitted from the

aforesaid TV programmes, followed by housewives (43). From this table the highest number of viewers were found in the age group of 21 years to 25 years, this is followed by viewers in the age group between 26 years to 30 years and 16 to 20 years.

NEGATIVE ASPECT OF DIFFERENT TV PROGRAMMES :

Table-D2 reveals that among the three selected villages, maximum respondents (72) expressed their opinion that TV has brought a bad impact on rural areas. In this regard they cited the following points :

It has changed the traditional dress and ornaments. The people are greatly influenced by the advertisements of luxury items telecast by TV. This has gradually increased their attraction for high quality clothes, cosmetics and various other goods. As a result, family budget of rural people has definitely increased than before. Most of the entertainment programmes are telecast by TV during the study hour; so students have lost most of their study hours. Many respondents said that, the intimate romantic scenes which are frequently telecast in Chitrahar programme arouses unhealthy emotions among the young ones. Some informants said that people are gradually becoming lazy because they spend maximum time in front of the TV.

TABLE - D3

STATE : ASSAM
DIST : KAMRUP

FREQUENCY OF RESPONDENT'S OPINION ON ROLE OF TV TO
DEVELOPMENT OF RURAL PEOPLE

Category	Developed			M.Devel.			U. Devel.			Total		
	Yes	No	Can't say	Yes	No	Can't say	Yes	No	Can't say	Yes	No	Can't say
Age Group :												
16 - 20 yrs	13	1	-	10	1	-	1	-	-	24	2	-
21 - 25 yrs	22	1	1	13	6	-	5	-	-	40	7	1
26 - 30 yrs	15	1	3	10	2	-	3	-	-	28	3	3
31 - 35 yrs	6	4	-	9	1	1	1	1	-	16	6	1
36 - 40 yrs	6	-	1	3	-	1	2	-	-	11	-	2
41 - 45 yrs	6	1	1	3	-	1	-	-	-	9	1	2
46 - 50 yrs	4	1	1	2	1	1	4	-	-	10	2	2
51 & above	5	2	2	4	-	3	3	-	1	12	2	6
Total	77	11	9	54	11	7	19	1	1	150	23	17
Percentage	79.38	11.34	9.28	75	15.23	9.72	90.48	1.03	1.03	78.95	12.11	8.95
Occupation :												
Agriculture	-	1	-	4	1	1	6	-	1	10	2	2
Service	20	4	3	11	1	1	3	-	-	34	5	4
Business	9	2	1	5	1	-	1	-	-	15	3	1
Student	29	1	-	18	5	-	5	-	-	52	6	-
Housewife	10	3	4	15	3	5	3	1	-	37	7	9
Others	-	-	1	1	-	-	1	-	-	2	-	1
Total	77	11	9	54	11	7	19	1	1	150	23	17
Percentage	79.38	11.34	9.28	75	15.28	9.72	9.48	1.03	1.03	78.95	12.11	8.95

RESPONDENT'S OPINION ON ROLE OF TV TO DEVELOPMENT OF RURAL PEOPLE :

Table-D3 shows that out of 190 respondents of the three villages, 150 respondents expressed their opinion that television as a media can play a role of special attention to development of rural people and 23 respondents expressed their opinion against this view point and remaining 17 respondents had no idea about it. The respondents expressed their opinion in support of this as follows :

Through TV media, rural people get various educational training, and various important information like modern methods of agriculture, irrigation, health and family welfare and recent political rotation, some employment information and so on.

The respondents opinion against this view point are - the main objectives of television is to telecast the news and information of the country and the nation impartially among all the masses. But presently, through TV publishing more importance is given to a particular political party. They do not cease to publish false news also in many a times. Such kind of news mislead the rural people rather than benefiting them.

Some respondents opined that entertainment programmes are more in number than educational/informative programmes. The scenes of crimes and violence, romantic scenes, which often form part of films and film based programmes like

Chitrahar, Rangoli etc. shown on TV, have an immoral and emotionally disturbing effect on children and youth.

TABLE - E1

STATE : ASSAM
DIST : KAMRUP

Hiring VCR/VCP

Watching	Developed		Moderately Developed		Under Developed	
	No.	%	No.	%	No.	%
Yes	22	22.68	20	27.78	6	28.57
No	75	77.32	52	72.22	15	71.43
Total	97		72		21	

Watching	Developer		M. Devel.		U Devel.	
	No.	%	No.	%	No.	%
FREQUENCY :						
Once in a week	-	-	-	-	-	-
Once or twice a month	-	-	-	-	-	-
Less often	22	22.68	20	27.78	6	28.57
Total Respondents	97		72		21	

TABLE - E2
STATE : ASSAM
DIST : KAMRUP

Theatre Going

Frequency	Developed		M. Devel.		U Devel.	
	No.	%	No.	%	No.	%
Once in a week	-	-	-	-	-	-
Once or twice a month	5	5.15	2	2.78	-	-
Less often	46	47.42	32	44.44	12	57.14
Do not see	46	47.42	38	52.78	9	42.86
Total :	97		72		21	
=====						

HIRING VCR/VCP :

Table E1 shows that very few people hire VCR/VCP to watch cinema during their leisure period. Generally, they hire VCR/VCP when they celebrate some occasions at home. So, their frequency of watching is small.

THEATRE GOING :

Table-E2 shows that people of all the three villages only (less often) enjoy the cinema in theatre hall. Some of the respondents informed that they were reputed as cinema goers before the introduction of TV in their villages. Now-a days they do not use to go to the theatre hall to watch cinema. Generally they enjoy cinema from TV.

CHAPTER - IV

IMPACT OF DOORDARSHAN (TV) ON RURAL AREAS

Television has brought about a revolutionary change in our village life in every sphere of activity. These are mentioned in the following paragraphs :

A. IMPACT ON WOMEN :

The television, as a powerful medium of mass communication, has tremendous impact on the lives of rural people of our country. Specially the rural women have been very much benefitted by various programmes of Doordarshan.

Generally, the rural womenfolk are left with no time of their own as they have to devote most part of the day in household chores. They rarely get opportunity to mix up with outsiders so their knowledge is very limited in comparison to urban women. Now-a-days, the television has gained to much popularity among the womenfolk that whenever they get time they prefer to watch different programmes of television at home or at the neighbour's place. They are very much interested in viewing television as they can learn many valuable aspects of life. The programmes on health and family welfare has become very much popular among them. Various teleplays, serials, films, discussions, advertisements have attracted them very much and helped them to enrich their knowledge on various matters. The programmes relating to

family welfare have played a very significant role in enlightening the rural illiterate and ignorant women about the latest sophisticated and cheap contraceptive devices, the utility of various recreations, the modern methods of health and hygiene and preparation of different food and nutritional measures.

Many national network programmes have attracted the rural folk very much, specially in which various pilgrimages and religious places of our country are telecast. Some elderly women have informed that because of monetary problems they can not afford to visit the holy places though they have the desire to go to such places, but now by viewing different pilgrimages of our country like, Mathura, Brindaban, Jagannath Temple of Puri etc. , their desires have been fulfilled.

Different programmes on women have also benefitted the rural womenfolk very much. Such programmes which have been telecast by Guwahati Doordarshan have helped the womenfolk by imparting many new ideas to make many new things. They have not only got the idea of making useful things out of waste materials but also preparing many new delicious cooking items and dishes.

Another programme telecast by Guwahati Doordarshan is called "Jiban aru Jibika". In this programme interviews are taken from those people who by virtue of their own determination, skill and ability have established their own

cottage industries and have become self reliant and independent. Such programmes have inspired the rural people very much to set up their own business. One female respondent who lives in the locality of Rani has informed that such programmes have inspired her very much and with the help of her husband she has opened a nursery at home and now sells different kinds of saplings and potted plants and thus she has been able to help her family economically. Some housewives have started poultry farm in their backyard which have helped them earn little amount, helpful for domestic purchase.

Different telefilms, serials, discussion on legal rights of women have also greatly helped the rural womenfolk in widening their legal consciousness, about new legal acts for women and their rights and duties.

By viewing television regularly the rural womenfolk have been very much benefitted in improving their knowledge of Hindi language.

One respondent of Dhopatari village has informed that different advertisements, teleplays on small saving system have inspired her a great deal and she believes that such programmes help a lot in gaining knowledge about the benefits of savings system, the provision of interest etc.

Thus, this medium of audio-visual communication has a very powerful appeal which can entertain as well as enlighten

our illiterate and ignorant masses - women in the rural areas in particular and widen their mental horizon.

B. IMPACT ON CHILDREN AND YOUTH :

From this field study it is clear that television has immensely affected the children and youth both positively and negatively. Most of the informers told that a good number of students spend their primary study hours in front of TV which is one of the negative aspect of TV. Increasing engrossment of children and youth with television, undoubtedly affects their studies, as a result they lose interest and attention in their book. In this case one student respondent, Shri Prasanna Daimary has confessed that his studies were greatly affected due to unrestrained watching of TV. Now he is studying M.A. in Political Science in Guwahati University. He secured high 2nd division marks in Matric and Higher Secondary Examination. His father had bought a television set when he was studying in the Degree level. At the beginning they viewed almost each and every TV programme alongwith a good number of neighbours. Then gradually he found that he had lost interest and concentration in his book than before. In this case his parents were unconcerned as they were illiterate. He had passed B.A. with just 45% marks in Political Science (Major). Now he has realised that indiscriminate TV watching had cost him his studies. Now-a-days he views only selected programmes in his leisure period. Of course he has confessed also that he has gathered many new useful information from television.

Most of the respondents have found that the programme schedule of the television are ill-timed. Most of the attractive programmes are telecast during the study hours around 7 p.m. to 9 p.m. So, the student have to waste their valuable study hours. Of course, they confessed that children and youth can increase their knowledge through television programmes. In this regard some of the respondents opined that everything depended upon the proper guidance of the parents. If their parents inspire their children to watch good programmes, it will be better for them. From the field study it was found that now-a-days the literate guardians in both the developed and moderately developed villages are conscious about the merits and demerits of the T.V. programmes. According to them, no bad effects had fallen upon their children. Because they did not permit their children to watch TV in the study hours and most of them keep the television sets locked. Children were restrained from watching TV at the time of examination. During the course of field works a question on TV programme was asked. Some guardian answered that they had not watched television programmes for about 2 weeks because of the annual examination of their children. From this point, it is clear that guardians have become conscious in this regard. Of course, some uneducated guardians also realised that as a result of excessive TV watching their children have been spoiled and lost most of their valuable time. Some guardians said that before they have purchased television their

children had showed good result in examination but afterwards their result degraded than before. They had complained that their children used to sit on study table at the evening hours daily but now their children remain glued to their TV sets in the evening.

Most of the respondents, informed that the scenes of crimes, violence, drug addiction, romantic scenes, which often form the part of the films, serials and film based programmes like Chitrahar, Rangoli etc. shown on TV have harmful effects on children and teen aged viewers. During this stage, generally they do not know what is good and what is bad. They do not understand properly the main message (theme) of these films. Generally they pick up the bad side of the programme.

Now-a-days some boys donot hesitate to smoke before elderly people. According to many respondents, it has no direct impact yet the people consider that TV has indirectly influenced the life styles of the masses specially the youth.

Modern age is an age of advancement and competition, students are not expected to gather knowledge only from text books. To keep pace with the world wide competition, students would have to accumulate knowledge from outside sources also. Television undoubtedly imparts immense new ideas and knowledge to the students. Some student respondents of school and college levels have given opinion that they were getting benefitted by viewing various programmes like

"Quiz", "World this week", "Surabhi", "Turning point" etc. Even they had won prizes from quiz competition and science exhibitions held in schools and college.

According to some students, and guardian respondent, youth and children of their villages are benefitted by different programmes on sports and games that are telecast by TV. They could follow various techniques of new games and sports. In comparison to other countries, standard of sports, of our country is very low. Again in case of sports, specially in the villages, there are no training facilities. So those who are interested in sports follow new techniques of games and sports telecast by TV. They were able to raise the standard of their sports activities by themselves.

In our rural areas, cricket is gaining popularity among people of almost all ages. Specially, youths are engaged most of the time in viewing cricket match telecast by TV regardless of their important work. One guardian said that the months of November and December are the harvesting season of rural areas and generally cricket match also starts during these months. Therefore, they waste their precious time. Even his son, does not like to go to the paddy field as he spends the time in watching the cricket match.

C. IMPACT ON COMMON PEOPLE :

SOCIO-CULTURAL CHANGE :

It is seen that in our country till the middle part of the present century the communication system particularly in the village areas had been very poor. As a result the socio-cultural life of the village areas had been free from the influence of outside culture. But in recent years, rapid expansion of communication media have greatly influenced the traditional culture of the villages. Among the popular communication media, Radio, television, film and newspapers are important. But above all, TV as an audio visual medium gets the greater priority. At present, this media have reached the nook and corner of the villages affecting their socio cultural life.

The socio-cultural life of the rural areas of Assam is not free from the impact of television. From the study of aforesaid three villages, it has been found that TV has a tremendous impact particularly on the food habit and dress sense of the villagers of Assam. A large number of respondents expressed that from some television programmes, mainly those which are related the preparation of delicious cooking items and dishes of different states, they are not only introduced to the food habit of different societies of the country but they are also able to learn the receipies.

Various advertisements related to food items attracted the village people very much, and now to some extent they tried to acquire such things. Those mothers who were breast feeding their children, now have started giving tin food like ceralac, Farax etc. to their babies. During field investigations a few well to do families have served us Maggie, Maltova etc. From there it is clear that advertisements have greatly influenced the food habit of the people of village areas. Like food habit, advertisements play an important role in the change of fashions also. Particularly the younger generation is greatly influenced by such items. One of my informants had commented that in case of fashion, village youths outclass the youths of the towns and cities. They are now attracted towards fashionable costly dresses. One of guardians of Dhopatari area said that his son now prefers only the "Action shoes". Of course, among most of the young girls, still traditional Assamese dress-Mekhela chadar gets the priority, although some maidens like to wear saluwar kurta, skirt blouse etc.

Among the girls, advertisement of the cosmetics get popularity. Now, village girls have also become beauty conscious. They are attracted towards the costly cosmetics. Most of my girl respondents revealed that they now mainly use Maximum Moisturiser Lotion, Charmis cream, Boro calendula, Nivea, Ponds cream, Fair & Lovely, Hair & care, Keo Karpin, Dabur's coconut oil etc. Previously they had no idea about these things. But now not only the youngsters but also the

elder generation are aware of such things.

Another advertisement that attracted mostly the womenfolk is soap and detergent powder. Many respondents informed that they now use varieties of soaps and detergent powder like Sunlight, Ariel, Henko, Fena, Nirma, Rin etc. to wash their clothes. They use different varieties of toilet soaps also, like Liril, Ganga, Moti, Protex Lux (International), Cinthol, Rexona, Camay, Hamam, Pears etc.

Now-a-days, a very limited number of aged persons use the traditional system for cleaning their teeth by means of ash or a piece of charcoal or by a small piece of Nim twig. Otherwise, majority of the village people use various tooth brushes and pastes to clean their teeth. Most of the respondents said that, they generally use Colgate, Promise, Forhans, Binaca, Close-up, Prudent, Babool tooth paste etc.

Many of my respondents blame that only industrialists are the gainers by these advertisements. On the contrary, the village people are the losers. Because these advertisements increased the family budgets of the middle and lower middle class families of the villages.

However, television has some good impact also on the village life. Previously the world view of the villagers was very limited. But now television has expanded their knowledge in every field. It is really a good sign for our future generation. Superstition, conservativeness and such other social evils are gradually decreasing. From different

programmes like serials, films, documentary and various cultural programmes rural people come in contact with the socio-cultural life of different states and it helps in the unity and integrity of our nation. Some respondents said that, a few days back, most of the illiterate and less educated persons of their villages had an idea that our neighbouring Nagas of Nagaland are most backward and primitive people. But now, from their various colourful cultural programmes shown on TV, our people has given up such idea on the Nagas. In this way, by means of TV programme the misconceptions about different communities are gradually dyeing out.

There has been a marked change in the aesthetic sense of the villagers with the advent of TV. That the people are most inclined towards dresses and cosmetics have already been mentioned. Besides these, they are attracted towards household furniture and items of decoration. Most of the rich households are now furnished with latest model of furniture. Many of the decorable items seen were made with the help of certain programmes that are telecast and some were purchased from the market. The poor who cannot afford the costly furniture have atleast learnt how to tidily place their room furniture.

Thus with the help of TV the villages are greatly influenced by modernism.

AGRICULTURE AND SMALL SCALE INDUSTRY SECTOR :

Television can play a role of special attention in rapid development of agriculture and small scale industry of rural areas of Assam. Because, at present in rural areas popularity of other media have declined. It is a recognised fact that TV media is a key factor in the process of any directed change.

From the study of aforesaid three villages, it is noticed that, villagers also get various new information of agriculture and small scale industry through television. The illiterate and less educated villagers also easily understand the agricultural programme namely "Opoja Matir Parash" telecast by Guwahati Doordarshan Kendra in the regional language i.e. Assamese. By this programme adoption of new procedures is well explained through practical demonstration. So, most of the respondents have said that, they are acquainted with utilization of the modern technology. They are also interested in viewing these programmes when the agricultural procedures are explained by the experienced farmers who achieve a better yield with the help of the instructions given in these programmes. This would help them in increasing their yield and also provide them opportunities to know about the varieties of information like use of high yielding varieties of seeds, fertilizers, pesticides and new technologies etc. and they also have received the information, as to where from they could get these. Some

respondents have informed that to enrich the soil fertility they have used various fertilizers like Urea, Super Phosphate and Nitrogenous fertilizers etc. They were influenced by various advertisements and discussions relating to multiple cropping which were telecast in TV. One unemployed youth who lives in the locality of Dhopatari informed that recently he got a new information of mushroom cultivation through Guwahati Doordarshan which influenced him so much that he is thinking of taking up the matter seriously i.e., he intends to start mushroom cultivation.

Another programme telecast by Guwahati Doordarshan is called "Jiban aru Jibika". By this programme Doordarshan telecast some interviews which are taken from those people who by virtue by their own determination, skill and ability have established their own cottage and small scale industries and have become very much self reliant and independent. Such programmes have inspired the rural people very much to establish their own business. Many unemployed youth have told that they got many new information about various small-scale industries including wax industry, powerloom industry, agarbathi, pickle industry and various plastic goods industries etc. They also got such information where to get the necessary raw materials for the above said small scale industries. Loan facilities were also discussed in such programmes which made it easier for them to approach the banks.

HEALTH AND FAMILY WELFARE :

Regarding the health and family welfare great consciousness has come to the inhabitants of the aforesaid three villages. They could easily understand these programmes telecast by Guwahati Doordarshan Kendra because it was telecast in regional language. In these villages television has played a vital role in health strategies. Earlier superstition took away many lives because the patients were left unattended, thinking that some supernatural power would heal the disease. But now programmes related to health, disease, health care practices have ushered in a total different scenario. Discussion with health specialists bringout the real causes and factors related to different ailments such as Jaundice, diabetis, fever, cholera etc. These were earlier supposed to be due to divine cause. Cures are now better understood. Thus many patients now receive medical care because they are brought to the doctors and hospitals.

Proper sanitation, immunisation are now practised in these villages. This is the outcome of TV programmes which vividly discusses and shows the pros and cons of such matters. Family welfare programmes and incentives shown on TV which throw light on matters relating to infant mortality, death of mothers at tender age, need of proper nutrition for the child and pregnant mothers brings to light many measures and precautions which can be adopted for better health of mother and child. Programmes against child marriage also have

affected the villagers positively, who earlier married off their girls at tender ages when conception is unhealthy and might have even taken away the girls' lives.

Moreover, most of the people of these three villages had accumulated sufficient knowledge regarding the contraceptive methods than before. Some of them are so influenced by viewing these advertisements telecast by TV that they have come forward to use it.

Thus television has played an important role in all sections of our rural society.

CHAPTER - V

SUMMARY

Television is one of the excellent and popular media of mass communication. Its vast potentialities as a powerful medium of mass communication cannot be under estimated. It is, indeed, the last word in entertainment and enlightenment. It can enlighten our illiterate and ignorant masses and widen their mental horizon.

Television was introduced in India in September, 1959 with the establishment of a centre at Delhi as a pilot project. Over the years, it acquired its Indian name Doordarshan and expanded its reach and area of activities in the spheres of information, education and entertainment. In the last ten years, television has expanded in the country very fast and today 82 per cent of the population is covered by Doordarshan network. In the last few years a large number of low power transmitters have come in various parts of the country and it is also reaching the rural areas now.

There is a need to assess the impact of TV on rural areas including the spread of television sets and viewing habits in rural areas in an organised way. So, in this study we have covered only the rural areas of Assam.

Assam is situated in the North Eastern Region of India. It has geographical area of 78,523 sq. km. and a population

of 22,294,562 persons (1991 census). At present, there are 21 plains districts and 2 hill districts in Assam.

For this project report, data has been collected from three villages of Kamrup district of Assam. By and large the people of the three villages view the programmes for National/Network (Delhi) and Regional programmes from Doordarshan Kendra Guwahati. No cable and satellite TV service have yet come to these 3 villages.

The 3 villages are identified in the following order :

One village from under developed area, one from moderately developed area and other village from developed area.

For the representative sample only 190 TV households were selected from these three villages. Only one member from each TV households had been selected to fill-in questionnaire schedules. Besides these, I have selected 45 respondents of these three villages for in depth interview. The respondents were randomly selected.

From the study of above mentioned three villages, it is seen that popularity of the television among the villagers have been increasing day by day. Before the advent of TV in the villages, Radio had occupied increased popularity among them. Now-a-days its popularity of radio programmes has gradually declined. Very small number of villagers listen to Radio and that too only for news and songs. What is more the

villagers who do not have TV set, view programmes of television at neighbour's TV sets.

Interest in reading news papers and magazines have been seen only among the collage students and service holders. Among housewives, school students and agriculturists, the least number of them read news paper that too is not regular. Therefore village people get almost all recent information through television.

To say in brief, TV has played a great role in the process of modernization of villages.

Among the three aforesaid villages, maximum number of TV sets have been found in the developed village Dharapur. There, out of 412 households, 217 households have TV sets. In the moderately developed village Dhopatari, out of 578 households, only 90 households have TV sets and in the under developed village Rani, among 181 households, only 21 have TV sets.

Different programmes of TV have affected both positively and negatively the above mentioned villages.

The entertainment programmes have attracted the rural masses much more than the other programmes. The programmes relating to Assamese serial and film, Hindi serial and film, chitrahari, chitramanjari etc. are very popular among them. Rural viewers are much interested in viewing Assamese News bulletins as they have got opportunities to learn many

valuable recent news and information of our country and abroad. It has also been noticed that popularity of the quiz programme among the village people have gradually increased. Health and family welfare programme are very much appreciated by the housewives. Among the different categories of viewers, it is seen that maximum number of student viewers watch the above programmes and they do it regularly. Service holders and students show less interest in viewing agricultural programmes. It is noticed that mainly the agriculturist and housewives prefer to view these type of programmes.

Various programmes telecast by TV has tremendous impact on the peoples of the aforesaid 3 villages. Specially the womenfolk have been very much benefitted by various programme of television. Besides, they become able to acquire ample knowledge in various fields through TV. Health and family welfare programmes telecast through Guwahati Doordarshan provide many new ideas and information and bring consciousness to the rural womenfolk. They are greatly influenced by different serials, telefilms, discussion on legal right of women telecast through their self reliance along with getting awareness about self respect and their own legal right.

The programme named "Jiban aru Jibika" telecast by Guwahati Doordarshan Kendra, inspired many women, some students and some unemployed youth to be economically independent and maintain their own livelihood.

TV viewing has made the women less introvert and shy. They now watch TV with other male members with ease.

Impact of TV on the methods of cultivation in the aforesaid three villages was also studied. They get many new techniques and information about cultivation from the programme like 'Opaja Matir Parash' telecast through Guwahati Doordarshan Kendra. They have learnt about the results to be obtained from high yielding varieties of seeds, various chemical fertilizers, pesticides, irrigation system etc. Before the advent of TV the village cultivators very little knowledge about modern agricultural practices. But now with the help of TV they have learnt a great deal about the cultivation of Soyabean, Rubber plantation, Mushroom cultivation etc. They also learnt much about small scale industries. The illiterate rural people could easily able to understand this programme due to clear practical demonstration.

Regarding health and family welfare, consciousness has come to the aforesaid three villages. The rural people easily understand these type of programmes telecast by Guwahati Doordarshan Kendra because it is telecast in regional language. There are sample information about the disease and practical demonstration about the preventive measures that are to be taken. Thus various discussions and interviews taken with medical specialist about the various ailments (disease), rural people have really become benefitted by it. They have got many information regarding the diagnosis,

preventive methods and precautionary measures to be taken. They have now come out of many earlier misconceptions about these diseases. Now-a-days proper sanitary methods are applied in almost every household of these villages. They have learnt how to purify water. Moreover they have learnt a lot about modern contraceptive measures than before.

Previously the world view of the villagers was very limited. But now television has expanded their knowledge in every field. Superstition, conservativeness and such other social evils are gradually decreasing. From different programmes like - serials, films, documentary and various cultural programmes the rural people come in contact with the socio cultural life of the people of different states. This has immensely helped in the process unity and integrity of our nation.

The advertisement of high quality clothes and cosmetics can attract the younger generation to lead a luxurious life. Moreover, various advertisements related to food items have greatly influenced the food habit of the people of the aforesaid three villages.

Increasing engrossment of children and youth with television, no doubt affects their studies, as a result of which they have lost interest and attention on their studies.

The scenes of crimes, violence, drug addiction, romantic scenes, which often form part of the films, serials

and film based programmes like Chitrahari, Rongoli etc. shown on TV do have harmful effect on children and youth.

From the above discussion it can be concluded that TV plays a very important role in the villages. Though it is blamed for its ill effects, yet its merits cannot be overlooked because TV has given much information on every aspect of life and as such its usefulness has been well established.

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