

## **Chapters 7**

### Patterns of Mass Media Exposure in Silchar Town

## CHAPTER-7

The present chapter deals with the pattern of Mass-Media exposure of the respondents. The patterns of Mass-Media exposure of the Respondents may be analyzed in terms of their exposure to different media of mass communication i.e. Radio, Newspapers, Magazines, Television, Cinema, VCD/DVD player. It may also include New Communication Technology devices such as Internet, Computer, and Mobile Phone, I-Pod etc.

1. Ownership of Radio, Time Spent on listening Radio, Programme Preferences, Radio Station Preferences, Health Programmes, and Time listened to Health Programmes.
2. Subscription of Newspaper, Name of the Newspaper, Time Spent on reading Newspaper, Reading Sections of Newspaper.
3. Reading Magazine, Name of the Magazines read by the respondents.
4. Ownership of Television, Watching Television, Time Spent on Watching Television, Cable Connection, Programme watch on Television, Television channels watched by the respondents, Health Programmes, Time Spent on watching Programme.
5. Movie Theatre watched by the respondents, Movie watched by the respondents in 3 months, Movie preferences, Language preference while watching Movies.
6. Watching movies on VCD/DVD Player by the respondents, Ownership of V.C.D.
7. Frequency of sending Letter by the respondents, Postal Preferences, Purpose of Sending Letter,
8. Mobile Ownership, Regular Call preference of the respondents on Mobile.
9. Frequency of access to Computer of the respondents, Place of Accessing to Computer by the respondents, Purpose of using Computer.
10. Access to Internet by the respondents, Frequency of using Internet, Place of accessing Internet, Purpose of using Internet, Frequency of using Internet by the Family member of the Respondents.

11. Comfort level of using Computer, Comfort level of using Internet, Digital Literacy, and Preference of Message Sending.

The Mass media can be categorized under three sub-headings: The Broadcast Media, The Print Media and the Audio-Visual Media (Singh 1995:8). A combination of a number of discoveries by technicians and scientists from different countries gave rise to the development of wireless telegraphy and later to radio broadcasting. It took ten years for wireless telegraphy, whose sole use was point-to-point tele-communication, to become a broadcasting system that was one of the main media for mass culture.

**Patterns of Exposure to Radio:**

The Patterns of exposure to Radio may be analysed in terms of Ownership of Radio, Time spent on Radio listening, Programme Preferences, Radio Station Preferences, and Health Related Programme, Time listened to Health Programme,

**Ownership of Radio:**

The respondents were asked to mention whether they have radio or not. Their responses are shown below in Table 7.1

**Table No: 7.1 Ownership of Radio**

Sl. No	Ownership of Radio	Sex		Total	Percentage %
		Male	Female		
1	No	{42.7%} 41 (77.7%)	{57.3%} 55 (90.1%)	96	83.5
2	Yes	{68.4%} 13 (24.1%)	{31.6%} 06 (9.8%)	19	16.5
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100.0</b>

The data show that majority of the respondents (83.5%) do not have radio, while one sixth of the respondents (16.5%) have radio.

**Time spent on Radio listening:**

The respondents were asked to mention about the frequency of radio listening. For this, purpose, they are categorized into four categories: i) Do not listen ii) Less than one hour

and iii) 1-2 hour and iv.3-4 hour. The distribution of the respondents into these categories is shown in the table 7.2

**Table No: 7.2 Times Spent on Radio Listening**

Sl. No	Time Spent on Radio Listening	Sex		Total	Percentage %
		Male	Female		
1	Do Not Listen	{42.1%} 43 (79.6%)	{57.8%} 59 (96.7%)	102	88.7
2	Less than 1 hour	{83.3%} 10 (18.5%)	02 {16.6%} (3.3%)	12	10.4
3	1-2 hours	{100%} 01 (1.8%)	00	01	0.8
4	3-4 hours	00	00	00	00
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100.0</b>

The data show that majority of the respondents (88.7%) do not listen to radio, while one tenth of the respondents (10.4%) listen to radio less than 1 hour and only and a few of the respondents (0.8%) listen to radio for 1-2 hours.

#### **Programme Preferences:**

The respondents were asked to mention what kind of programme they listen on radio. For this purpose, they are categorized into four categories: i) Do not listen ii) News iii) Entertainment and iv) Regional Based Programme. The distribution of the respondents into these categories is shown below in Table No 7.3

**Table No: 7.3 Programme Preferences**

Sl. No	Programme	Sex		Total	Percentage %
		Male	Female		
1	Do Not Listen	{42.1%} 43 (79.6 %)	{57.8%} 59 (96.7%)	102	88.7
2	News	{66.6%} 02 (3.7%)	{33.3%} 01 (1.6%)	03	2.6
3	Entertainment	{50%} 01 (1.8%)	{50%} 01 (1.6%)	02	1.7
4	Regional Programme	{100%} 08 (14.8%)	00	08	6.9
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100.0</b>

The data reveal that majority of the respondents (88.7%) do not listen radio, while less than one tenth of the respondents (6.9%) listen Regional Based Programme and a few of the respondents listen News (2.6%) and Entertainment Programme (1.7%).

**Radio Station Preferences:**

The respondents were asked to mention about the preferences of radio station they listen on radio. For this purpose, they are classified into four categories: i. Do not Listen ii. Listen International Programme iii. National Programme and iv. Regional Programme. The distribution of the respondents into these categories is shown below in Table No 7.4

**Table No: 7.4 Radio Station Preferences**

Sl. No	Radio Station	Sex		Total	Percentage %
		Male	Female		
1	Do Not Listen	{42.1%} 43 (79.6 %)	{57.8%} 59 (96.7%)	102	88.7
2	International	00	00	00	00
3	National	00	00	00	00
4	Regional	{100%} 03 (5.5%)	00	03	2.6
5	All of the above	{80%} 08 (14.8%)	{20%} 02 (3.3%)	10	8.7
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100.0</b>

The data reveal that majority of the respondents (88.7%) do not listen radio, while less than one tenth of the respondents (8.7%) listen to all kinds of station such as international, national and regional. And a few of the respondents (2.6%) tune to regional station too.

#### Health Related Programme:

The respondents were asked to mention whether they listen to health programme or not.

Their responses are shown below in Table 4.5

**Table No: 7.5 Health Programme**

Sl. No	Health Related Programme	Sex		Total	Percentage %
		Male	Female		
1	No	{46.4%} 52 (96.3%)	{53.6%} 60 (98.3%)	112	97.4
2	Yes	{66.6%} 02 (3.7%)	{33.3%} 01 (1.6%)	03	2.6
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100.0</b>

The data reveal that majority of the respondents (97.4%) do not listen any health related programme on radio, while only a few of the respondents (2.6%) listen health programme on radio.

#### Time listened to Health Programme:

The respondents were asked to mention about the time they spent on listening health programme. For this purpose, they are classified into two categories: i) Do not listen and ii) less than one hour. The distribution of the respondents into these categories is shown below in Table No. 7.6

**Table No: 7.6 Time listened to Health Programme**

Sl. No	Time spend on listening health related Programme	Sex		Total	Percentage %
		Male	Female		
1	Do Not Listen	{46.4%} 52 (96.3%)	{53.6%} 60 (98.4%)	112	97.4
2	Less than 1 hour	{66.6%} 02 (3.7%)	{33.3%} 01 (1.6%)	03	2.6
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100.0</b>

The data reveal that majority of the respondents (97.4%) do not listen health related programme on radio. While, a few of the respondents (2.6%) listen health related programme on radio for less than 1 hour.

**The Print Media:**

The print media include printed matter such as News papers, Magazines, Pamphlets, and Posters etc. But in the context of the present study Newspapers and Magazines are taken as major forms of Print Media.

**Pattern of Exposure to Newspaper:**

The pattern of exposure to Newspaper may be analyzed in terms of Newspaper Reading and Name of the Newspaper, Subscription of Newspaper and Name of the Newspaper, Times Spent on Reading Newspaper and Parts of Newspaper.

**Newspaper Reading:**

The respondents were asked whether they read Newspaper or not. Their responses are shown below in table no 7.7

**Table No: 7.7 Newspaper Reading**

Sl. No	Newspaper Reading	Sex		Total	Percentage %
		Male	Female		
1	No	{14.3%} 04 (7.4%)	{85.7%} 24 (39.3%)	28	24.3
2	Yes	{57.5%} 50 (92.6%)	{42.5%} 37 (60.6%)	87	75.6
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100.0</b>

The data reveal that majority of the respondent (75.6%) read newspaper, while less than one fourth of the respondents (24.3%) do not read newspaper.

**Newspaper read by the Respondent:**

The respondents were asked to mention about the name of the Newspaper they read. For this purpose they are classified into eleven categories: they are i) Do not read ii) Dainik Jugasankha iii) Samoyik Prasanga iv) The Economic Times v) Samoyik Prasanga+Assam

Tribune vi) Dainik Jugasankha+Samoyik Prasanga vii) Haflong Khurang+Assam Tribune viii)Sentinel+Dainik Jugasankha ix) Dainik Jugasankha+Telegraph x) Dainik Jugasankha+Sonar Cachar xi) Prantojyoti. The distribution of the respondents is shown below in Table No: 7.8

**Table No: 7.8 Newspaper read by the Respondents**

Sl. No	Name of the Newspaper	Sex		Total	Percentage %
		Male	Female		
1	Do Not Read	{14.8%} 04 (7.4%)	{85.2%} 23 (37.7%)	27	23.5
2	Dainik Jugasankha	{61.5%} 24 (44.4%)	{64.1%} 25 (40.9%)	39	33.9
3	Samoyik Prasanga	{71.4%} 10 (18.5%)	{28.3%} 04 (6.5%)	14	12.1
4	The Economic Times	00	{100%} 01 (1.6%)	01	0.8
5	Samoyik Prasanga + Assam Tribune	{33.3%} 02 (3.7%)	{66.6%} 04 (6.5%)	06	5.2
6	Dainik Jugasankha + Samoyik Prasanga	{83.3%} 05 (9.2%)	{16.6%} 01 (1.6%)	06	5.2
7	Haflong Khurang + Assam Tribune	{100%} 01 (1.8%)	00	01	0.8
8	Sentinel + Dainik Jugasankha	00	{100%} 01 (1.6%)	01	0.8
9	Dainik Jugasankha+Telegraph	00	{100%} 01 (1.6%)	01	0.8
10	Dainik Jugasankha+Sonar Cachar	{100%} 01 (1.8%)	00	01	0.8
11	Prantojyoti	{100%} 01 (1.8%)	00	01	0.8
12	All of them	{85.7%} 06 (11.1%)	{14.3%} 01 (1.6%)	07	6.1
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100.0</b>



The data reveal that majority of the respondents (33.9%) read Dainik Jugasankha Newspaper, while less than one fourth of the respondents (23.5%) do not read newspaper, while one eighth of the respondents (12.1%) read Samoyik Parsanga, less than one tenth of the respondents (5.2%) read Samoyik Prasanga & Assam Tribune, and another less than one tenth (5.2%) of the respondents read Dainik Jugasankha & Samoyik Parasanga (5.2%). While a few of the respondents (0.8%) read Economic Times, Haflong Khurang+Assam Tribune (0.8%), Sentinel+Dainik Jugasankha (0.8%), Dainik Jugasankha+Sonar Cachar (0.8%), Prantojyoti (0.8%) and less one tenth of the respondents (6.1%) read all mentioned Newspaper.

#### **Subscription of Newspaper:**

The respondents were asked to mention whether they subscribe to any Newspaper or not. Their responses is shown below in table no 7.9

**Table No: 7.9 Subscription of Newspaper**

Sl. No	Subscription of Newspaper	Sex		Total	Percentage %
		Male	Female		
1	No	{44.8%} 13 (24.1%)	{55.2%} 16 (26.2%)	29	25.2
2	Yes	{47.6%} 41 (75.9%)	{52.3%} 45 (73.7%)	86	74.8
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100.0</b>

The data reveal that majority of the respondents (74.8%) are subscribe to Newspaper while one fourth of the respondents (25.2%) do not subscribe to Newspaper.

#### **Newspaper subscribed by Respondents:**

The respondents were asked to mention the name of the Newspaper they subscribe to. For this it is being categorized into twelve categories: i) Do Not read ii) Dainik Jugasankha iii) Samoyik Prasanga iv) Samoyik Prasanga+Telegraph v) Samoyik Prasanga+Assam Tribune vi) Samoyik Prasanga+Dainik Jugasankha vii)Haflong Khurang+Assam Tribune

viii) Sentinel + Jugasankha ix) Dainik Jugasankha+Telegraph x) Dainik Jugasankha+Sonar Cachar xi) Prantohyoti xii) All of them. The distribution of the respondents into these categories is shown in the table no 7.10

**Table No: 7.10 Newspaper subscribed by Respondents**

Sl. No	Name of the Newspaper	Sex		Total	Percentage %
		Male	Female		
1	Do Not Subscribe	{43.3%} 13 (24.1%)	{56.6%} 17 (27.8%)	30	26.1
2	Dainik Jugasankha	{34.8%} 16 (29.6%)	{65.2%} 30 (49.2%)	46	40
3	Samoyik Prasanga	{75%} 09 (16.6%)	{25%} 03 (4.9%)	12	10.4
4	Samoyik Prasanga+Telegraph	00	{100%} 01 (1.6%)	01	0.8
5	Samoyik Prasanga+Assam Tribune	{33.3%} 02 (3.7%)	{66.6%} 04 (6.5%)	06	5.2
6	Samoyik Prasanga+Dainik Jugasankha	{66.6%} 04 (7.4%)	{33.3%} 02 (3.3%)	06	5.2
7	Haflong khurang +Assam Tribune	{100%} 01 (1.8%)	00	01	0.8
9	Sentinel+Dainik Jugasankha	{50%} 01 (1.8%)	{50%} 01 (1.6%)	02	1.7
10	Dainik Jugasankha+Telegraph	00	{100%} 01 (1.6%)	01	0.8
11	Dainik Jugasankha+Sonar Cachar	{100%} 01 (1.8%)	00	01	0.8
12	Prantojyoti	{100%} 01 (1.8%)	00	01	0.8
13	All of the abve	{75%} 06 (11.1%)	{25%} 02 (3.3%)	08	6.9
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100.0</b>

The data reveal that majority of the respondents (40%) subscribe Dainik Jugasankha Newspaper, while one tenth of the respondents (10.4%) subscribe Samoyik Prasanga, less

than one tenth of the respondents (5.2%) subscribe Samoyik Prasangaand Assam Tribune, Samoyik Prasangaand Dainik Jugasankha (5.2%). While, a few of the respondents subscribe both Samoyik Prasanga and Telegraph Newspaper (0.8%) , Haflong Khurang and Assam Tribune(0.8%), Sentinel and Dainik Jugasankha(1.7%) ,Dainik Jugasankha and Telegraph(0.8%) , Dainik Jugasankha and Sonar Cachar(0.8%), Prantojyoti(0.8%). while a few of the respondents (6.9%) subscribe all of the Newspaper. And a little more than one fourth (26.1%) of the respondents do not subscribe Newspaper.

**Times Spent on Reading Newspaper:**

The respondents were asked to mention about the time spent on reading Newspaper. For this purpose, they are categorized into two categories: i) Do not Read and ii) Less than one hour. The distribution of the respondents into these categories is shown below in table no. 7.11

**Table No: 7.11 Times Spent on Reading Newspaper**

Sl. No	Times spent on Reading Newspaper	Sex		Total	Percentage %
		Male	Female		
1	Do Not Read	{29.6%} 08 (14.8%)	{70.4%} 19 (31.1%)	27	23.5
2	Less than one hour	{51.7%} 45 (83.3%)	{48.3%} 42 (68.8%)	87	75.6
3	1-2 hour	{100%} 01 (1.8%)	00	01	0.8
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100.0</b>

The data reveal that majority of the respondents (75.6%) read newspaper less than 1 hour, while less than one fourth of the respondents (23.5%) do not read newspaper. And a few of the respondents read (0.8%) newspaper for 1-2 hours.

### Section of Newspaper:

The respondents were asked to mention about the section of the Newspaper they read. For this purpose, they are categorized into five categories: i) Editorial ii) Cinema iii) Sports iv) Politics and v) Regional section. The distribution of the respondents into these categories is shown below in the table no 7.12

**Table No: 7.12 Section of Newspaper**

Sl. No	Section of Newspaper	Sex		Total	Percentage %
		Male	Female		
1	Editorial	{76.1%} 35 (19.6%)	{23.9%} 11 (10.3%)	46	16.1
2	Cinema	{100%} 02 (1.1%)	00	02	0.7
3	Sports	{100%} 18 (10.1%)	00	18	6.3
4	Politics	{54.02%} 47 (26.4%)	{45.9%} 40 (37.4%)	87	30.5
5	Health	{64.4%} 29 (16.3%)	{35.5%} 16 (14.9%)	45	15.8
5	Regional	{54.02%} 47 (26.4%)	{45.9%} 40 (37.3%)	87	30.5
	<b>Total</b>	<b>178</b>	<b>107</b>	<b>285</b>	<b>100</b>

The data reveal that majority of the respondents (30.5%) read regional and political section, while one-sixth of the respondents (16.1%) read editorial section and Health section of the Newspaper (15.8%), less than one-tenth of the respondents (6.3%) read sports related news. And a few of the respondents (0.7%) read cinema section of the newspaper.

### Pattern of Exposure to Magazine:

The Patterns of exposure to Magazine may be analyzed in terms of Magazine reading, Frequency of Watching Television, Place of Watching Television,

### Magazine:

On the basis of reading Magazine, they were asked whether they read Magazine or not. Their responses are shown below in table no 7.13

**Table No: 7.13 Magazine**

Sl. No	Reading Magazine	Sex		Total	Percentage %
		Male	Female		
1	No	{42.2%} 38 (70.4%)	{57.7%} 52 (85.2%)	90	78.3
2	Yes	{64%} 16 (29.6%)	{36%} 09 (14.7%)	25	21.7
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that majority of the respondents (78.3%) do not read Magazine, while little more than one fifth of the respondents (21.7%) read Magazine.

#### **Magazine Read by the Respondent:**

The respondents were asked what Magazines they read are. For this purpose, they are categorized into nine categories. The distribution of the respondents into these categories is shown in the table no 7.14

**Table No: 7.14 Names of the Magazine**

Sl. No	Names of the Magazine	Sex		Total	Percentage %
		Male	Female		
1	Do Not Read	{43.3%} 39 (72.2%)	{56.6%} 51 (83.6%)	90	78.3
2	India Today	{64%} 16 (29.6%)	{36%} 09 (14.7%)	25	21.7
3	Navakallol	{100%} 01 (1.8%)	00	01	0.8
4	Udbodhan	{50%} 02 (3.7%)	{50%} 02 (3.3%)	04	3.5
5	NorthEast	{75%} 03 (5.5%)	{25%} 01 (1.6%)	04	3.5
6	Health	{100%} 01 (1.8%)	00	01	0.8
7	Hudaang	{75%} 06 (11.1%)	{25%} 02 (3.3%)	08	6.9
8	Saheli	00	{100%} 01 (1.6%)	01	0.8
9	Sananda	00	{100%} 02 (3.3%)	02	1.7
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (78.3%) do not read magazine, while little more than one fifth of the respondents (21.7%) read India Today. Less than one tenth of the respondents (6.9%) read Hudaang (Dimasa Magazine), North East Magazine (3.5%) and Udbodhan (3.5%). And a few of the respondents read Navakallol(0.8%) , Saheli(0.8%), Sananda (1.7%) , Health Magazine (0.8%).

#### **The Audio Visual Media:**

Cinema and Television are main audio-visual media provide pictures with works and sounds effects. These media are cosmopolite in approach and can be used to create instant mass awareness. It can deal with topical problems and provide solution. They contribute information and speeds up the process of adoption. Television is strong in providing the stimulus, exposing the audience to a whole range of ideas and experiences. In comparison to motion picture, television can create more impact due to its flexibility, less time taken to record and telecast programmes and wider coverage. Compared to radio, television has, however, less impact in rural India, mainly because of low availability of this medium and due to high cost of receiving sets.

Television is a powerful medium of mass communication and agent of social and educational change is now being very well recognized in our developing country, and despite grave financial stringency the nation has resolved to sacrifice it's most precarious and precious resources for the expanding TV facilities for the benefit of our teeming millions. Television came to the Indian media since September 1959 as an experimental project aimed at transmitting educational project aimed at transmitting educational and developmental programmes. In due course, Indian television, by then known as 'Doordarshan', started expanding its network. The trust came in 1982 during Asian Games when the colour television production and transmission was introduced. In the context of the present study television and cinema are taken as audio-visual media. In comparison to motion picture, television can create more impact due to its flexibility, less

time taken to record and telecast programmes and wider coverage. Compared to radio, television has, however, less impact in rural India, mainly because of low availability of this medium and due to high cost of receiving sets. Coverage of more area by increasing the transmission facility of television does not necessarily indicate the availability of this medium to the rural audience.

**Patterns of Exposure to Television:**

The Patterns of exposure to Television may be analysed in terms of ownership of Television, Frequency of Watching Television, Place of Watching Television, Time Spent on watching Television, Cable Connection, Programme Watch on Television, Channel watch by Respondent, Health Programme, Time Spent,

**Ownership of Television:**

The respondents were asked about the ownership of Television. The distribution of the respondents into these categories is shown below in Table No 7.15

**Table No: 7.15 Ownership of Television**

Sl. No	Ownership of Television	Sex		Total	Percentage %
		Male	Female		
1	No	00	{100%} 02 (3.8%)	02	1.7
2	Yes	{47.8%} 54 (100%)	{52.2%} 59 (96.7%)	113	98.2
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (98.2%) have television, while only a few of the respondents (1.7%) do not have television.

**Frequency of Watching Television:**

The respondents were asked whether they watched Television regularly or not. The distribution of the respondents into these categories is shown below in table no. 7.16

**Table No: 7.16 Watching Television**

Sl. No	Watching Television	Sex		Total	Percentage %
		Male	Female		
1	No	{37.5%} 03 (5.5%)	{62.5%} 05 (8.2%)	08	6.9
2	Yes	{47.6%} 51 (94.4%)	{52.3%} 56 (91.8%)	107	93.04
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (93.04%) watch television regularly while less than one tenth of the respondents (6.9%) do not watch television regularly.

**Time Spent on watching Television:**

The respondents were asked to mention about their time spent on watching television. For this purpose they are categorized into two categories. They are i. Less than an hour and iii. 1-2 hour. The distribution of the respondents into these categories is shown below in table no.7.17

**Table No: 7.17 Times Spent on Watching Television**

Sl. No	Times spent on watching Television	Sex		Total	Percentage %
		Male	Female		
1	Less than one hour	{48.1%} 50 (92.6%)	{51.9%} 54 (88.5%)	104	90.4
2	1-2 hour	{36.4%} 04 (7.4%)	{63.6%} 07 (11.5%)	11	9.5
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that majority of the respondents (90.4%) spend less than one hour on watching television, while less than one tenth of the respondents (9.5%) watch television 1-2 hours.

**Cable Connection:**

The respondents were asked to mention whether they have cable connection at their home or not. The distribution of the respondents into these categories is shown below in table no 7.18



**Table No: 7.18 Cable Connection**

Sl. No	Cable Connection	Sex		Total	Percentage %
		Male	Female		
1	No	{37.5%} 03 (5.5%)	{62.5%} 05 (8.2%)	08	6.9
2	Yes	{47.6%} 51 (94.4%)	{52.3%} 56 (91.8%)	107	93.04
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (93.04%) have cable connection in their television, while less than one tenth of the respondent (6.9%) do not have cable connection in their television.

#### **Programme Watch on Television:**

The respondents were asked to mention what kind of programmes they watch while watching television. For this purpose, they are categorized into seven categories, they are:

i) News ii) Music iii) Movie iv) Sports v) Documentary and vi) Serial. The distribution of the respondents into these categories is shown below in table 7.19

**Table No: 7.19 Name of Programmes**

Sl. No	Name of Programmes	Sex		Total	Percentage %
		Male	Female		
1	News	{48.6%} 54 (31.4%)	{51.3%} 57 (36.7%)	111	33.9
2	Music	{37.2%} 19 (11.04%)	{62.7%} 32 (20.6%)	51	15.6
3	Movie	{57.1%} 20 (11.6%)	{42.8%} 15 (96.7%)	35	10.7
4	Sports	{95.5%} 43 (25%)	{4.4%} 02 (1.3%)	45	13.7
5	Documentary	{96.4%} 27 (15.7%)	{3.6%} 01 (0.6%)	28	8.5
6	Serial	{15.8%} 09 (5.2%)	{84.2%} 48 (30.9%)	57	17.4
	<b>Total</b>	<b>172</b>	<b>155</b>	<b>327</b>	<b>100</b>

The data reveal that majority of the respondents (33.9%) watch News programme, while more than one sixth of the respondent (17.4%) watch serial, more than one seventh

(15.6%) of the respondent watch music programme, and a little more than one eight (13.7%). of the respondents watch Sports Programme, One tenth of the respondents (10.7%) watch movie related programme. And a little less than one tenth (8.5%) of the respondents (8.5%) watch documentary based programme.

**Channel:**

The respondents were asked to mention about the names of the Channels they watch. For this purpose, they are categorized into different categories: (1) DDI (i) DD sports (3) CNBC (4) ESPN (5) DDII (6) ETV (7) NE TV (8) Sony TV (9) Sony Max (10) SAB TV (11) ETC (12) MTV (13) Ne Hi Fi (14) Zee TV (15) FTV (16) BBC World (17) ZEE Smile, (18) B4U (19) AXN(20) Zee Cinema,(21) Zee Music (22) Star movies (23) Star plus (24) Star gold , (25) Star utsav , (26) Cartoon network (27) NAT Geo (28) Discovery (29) History Channel,(30) Animal planet,(31) Sanskar, (32) Aastha,(33) Ten sports,(34) ESPN, (35) Star sports, (36) Akash Bangla, (37) ETC,(38) DD Bangla,(39) ATN,(40) BTV,(41) CNN,(42) Aaj Tak,(43) Sahara samay, (44) Star News,(45) Local channel, (46) Sahara T.V, (47) HBO , (48) Sony Pix , (49) DD N.E (50) Any other .The ratings of these channels in terms of viewers ship is shown in general in table no: 7.20

**Table No: 7.20 Channels Watched by the Respondent**

Sl. No	Name of Channels	Sex		Total	Percentage %
		Male	Female		
1	DD I	{60%} 03 (0.8%)	{40%} 02 (0.4%)	05	0.6
2	DD II	00	00	00	00
3	Ne TV	{72.9%} 27 (7.2%)	{27.02%} 10 (2.4%)	37	4.7
4	Star GOLD	00	03	03	0.4
5	STAR Utsav	00	00	00	00
6	Cartoon Channel	{83.3%} 05	{16.6%} 01	06	0.7

		(1.3%)	(0.2%)		
7	Discovery Channel	{91.2%} 31 (8.31%)	{8.8%} 03 (0.7%)	34	4.3
8	Nat Geo	{89.5%} 17 (4.5%)	{10.5%} 02 (0.5%)	19	2.4
9	Astha Channel	{52.7%} 19 (5.1%)	{47.2%} 17 (4.1%)	36	4.6
10	Ten Sports	{100%} 24 (6.4%)	00	24	3.1
11	Sanskar	00	{100%} 01 (0.2%)	01	0.1
12	Aaj Tak	{71.4%} 20 (5.4%)	{28.5%} 08 (1.9%)	28	3.6
13	Zee Bangla	{17.02%} 08 (2.1%)	{82.9%} 39 (9.5%)	47	6.01
14	ESPN	{96.7%} 30 (8.04%)	{3.2%} 01 (0.2%)	31	3.9
15	Sony TV	{46.3%} 19 (5.1%)	{53.6%} 22 (5.4%)	41	5.2
16	Sony Max	{75%} 06 (1.6%)	{25%} 02 (0.5%)	08	1.02
17	SAB Channel	00	00	00	00
18	MTV Channel	{66.6%} 02 (0.5%)	{33.3%} 01 (0.2%)	03	0.4
19	NcHiFi	00	00	00	00
20	Zee TV	{18.8%} 13 (3.5%)	{81.1%} 56 (13.7%)	69	8.8
21	Etc	{33.3%}	{66.6%}	03	0.4

		01 (0.3%)	02 (0.5%)		
22	BBC	00	00	00	00
23	AXN	{100%} 02 (0.5%)	00	02	0.2
24	Zee Cinema	{56%} 14 (3.7%)	{44%} 11 (2.7%)	25	3.2
25	Zee music	{37.5%} 03 (0.8%)	{62.5%} 05 (1.2%)	08	1.02
26	Star Plus	{8.7%} 05 (1.3%)	{91.2%} 52 (12.7%)	57	7.3
27	Star Movies	{100%} 01 (0.3%)	00	01	0.1
28	Sahara Channel	00	{100%} 01 (0.2%)	01	0.1
29	Color Channel	{5.5%} 03 (0.8%)	{94.4%} 51 (12.5%)	54	6.9
30	NDTV 24X7	{100%} 02 (0.5%)	00	02	0.2
31	NDTV Imagine	00	00	00	00
32	Star News	{88.8%} 08 (2.1%)	{11.1%} 01 (0.2%)	09	1.1
33	HBO	00	00	00	00
34	DD Ne	{71.7%} 38 (10.2%)	{28.3%} 15 (3.6%)	53	6.7
35	BTN	{53.9%} 48 (12.8%)	{46.1%} 41 (10.02%)	89	11.4
36	TLC	{100%} 02	00	02	0.2

		(0.5%)			
37	Animal Planet	{100%} 07 (1.9%)	00	07	0.9
38	Akash Bangla	{18.2%} 04 (1.1%)	{81.2%} 18 (4.4%)	22	2.8
39	News Live	{47.05%} 08 (2.1%)	{52.9%} 09 (2.2%)	17	2.2
40	Star Jalsha	{7.9%} 03 (0.8%)	{92.1%} 35 (8.5%)	38	4.8
<b>Total</b>		<b>373</b> <b>(47.7%)</b>	<b>409</b> <b>(52.3%)</b>	<b>782</b>	<b>100</b>

The data reveal that majority of the respondents (11.4%) watch BTN local channel, less than one tenth of the respondents (8.8%) watch Zee Tv channel, and Next, Star Plus Channel (7.3%), Color Channel (6.9%), DDNe (6.7%). Zee Bangla (6.01%), Sony TV (5.2%), Star Jalsha (4.8%), NeTv (4.7%) ,Aastha Channel (4.6%), Discovery Channel (4.3%), ESPN (3.9%), Aaj Tak (3.6%), Zee Cinema (3.2%), Ten Sports (3.1%), Aakash Bangla (2.8%), Nat Geo (2.4%), News Live (2.2%), Star News (1.1%), Sony Max & Zee Music (1.02%), Animal Planet (0.9%), Cartoon Channel (0.7%), DDI (0.6%), ETC & M TV (0.4%), Star Gold (0.4%), NDTV & NDTV 24x7 (0.2%), TLC & AXN (0.2%), Sahara Channel & Star Movies (0.1%), Sanskar Channel (0.1%)

### **Health Programme:**

The respondents were asked to mention whether they watch health related programme or not. The distribution of the respondents into these categories is shown below in table no.

7.21

**Table No: 7.21 Health Programme**

Sl. No	Health Programme	Sex		Total	Percentage %
		Male	Female		
1	No	{45.2%} 42 (77.7%)	{54.8%} 51 (83.6%)	93	80.8
2	Yes	{57.1%} 12 (22.2%)	{42.8%} 09 (14.7%)	21	18.3
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that majority of the respondents (80.8%) do not watch health programme on TV, a little more than one sixth (18.3%) of the respondents watch health related programme on TV.

**Time Spent:**

The respondents were asked about their time spent on watching health related programme. For this purpose, they are categorized into three categories: i.do not watch ii. Less than one hour and iii. 1-2 hour. The distribution of the respondents is shown below in table no. 7.22

**Table No: 7.22 Times Spent**

Sl. No	Time spent	Sex		Total	Percentage %
		Male	Female		
1	Do not watch	{44.8%} 43 (79.6%)	{55.2%} 53 (86.8%)	96	83.5
2	Less than 1 hour	{58.3%} 07 (12.9%)	{41.6%} 05 (8.2%)	12	10.4
3	1-2 hours	{57.1%} 04 (7.4%)	{42.8%} 03 (4.9%)	07	6.1
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that majority of the respondents (83.5%) do not watch any health programme on TV, while one tenth of the respondents (10.4%) watch health related programme for less than 1 hour. And less than one tenth of the respondents (6.1%) watch health programme from 1-2 hours on TV.

### Patterns of Exposure to Cinema:

The Pattern of exposure to Cinema may be analysed in terms of Cinema watching, Watch Cinema in last three Months, Types of Movies, and Language Preferences while watching Cinema

### Cinema:

The respondents were asked to mention whether they watch Cinema in movie theatre or not. The distribution of the respondents into these categories is shown below in table no.7.23

**Table No: 7.23 Cinema**

Sl. No	Movie Theatres	Sex		Total	Percentage %
		Male	Female		
1	No	{45.9%} 51 (94.4%)	{54.05%} 60 (98.4%)	111	96.5
2	Yes	{75%} 03 (5.5%)	{25%} 01 (1.6%)	04	3.5
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (96.5%) do not watch movies in Cinema Hall, while a few of the respondents (3.5%) only watch movies in Cinema Hall.

### Watch movies in 3 months:

The respondents were asked to mention whether they watch cinema in last three weeks or not. The distribution of the respondents into these categories is shown below in table no 7.24

**Table No: 7.24 Watch movies in 3 months**

Sl. No	Watch Movies in 3 Months	Sex		Total	Percentage %
		Male	Female		
1	No	{46.9%} 54 (100%)	{53.04%} 61 (100%)	115	100
2	Yes	00	00	00	00
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that none of the respondents watch movies in 3 months in Cinema Hall.

### Type of Cinema:

The respondents were asked to mention about what kind of cinema they would like to watch. For this purpose, they are categorized into three categories: i) Do not Watch ii) Romantic cinema iii) Commercial cinema iii. Action Cinema and iv. Social Drama The distribution of the respondents into these categories is shown below in table no. 7.25

**Table No: 7.25 Type of Cinema**

Sl. No	Movie Preferences	Sex		Total	Percentage %
		Male	Female		
1	Do Not have Preferences	{44.7%} 34 (62.9%)	{55.2%} 42 (68.8%)	76	66.1
2	Romantic Cinema	00	{100%} 05 (8.2%)	05	4.3
3	Commercial Cinema	{75%} 06 (11.1%)	{25%} 02 (3.3%)	08	6.9
4	Action Cinema	{66.6%} 10 (18.5%)	{33.3%} 05 (8.2%)	15	13.04
5	Social Drama Cinema	{36.4%} 04 (7.4%)	{63.6%} 07 (11.5%)	11	9.6
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that majority of the respondents (66.1%) do not have any choice, while little more than one tenth of the respondents (13.04%) watch Action Movies, less than one tenth of the respondents (9.6%) prefer Social Drama Movies, another less than one tenth of the respondents watch Commercial Cinema (6.9%) and a few of the respondent watch Romantic Cinema (4.3%).

### Choice of Language:

The respondents were asked to mention about their language preferences while watching cinema. For this purpose, they are categories into three categories: i. No Choice ii. Hindi iii. English and iv. Bengali and iv. All of them. The distribution of the respondents into these categories is shown below in table no. 7.26



**Table No: 7.26 Choice of Language**

Sl. No	Language Preferences	Sex		Total	Percentage %
		Male	Female		
1	No Choice	{44.1%} 34 (62.9%)	{55.8%} 43 (70.5%)	77	66.9
2	Hindi	{53.6%} 15 (27.7%)	{46.4%} 13 (21.3%)	28	24.3
3	English	{100%} 02 (3.7%)	00	02	1.7
4	Bengali	{28.3%} 02 (3.7%)	{71.4%} 05 (8.2%)	07	6.1
5	All of them	{100%} 01 (1.8%)	00	01	0.8
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (66.9%) do not have any choice while watching Cinema, while, little less than one fourth of the respondents (24.3%) watch Hindi Cinema, less than one tenth of the respondents (6.1%) watch Bengali language Cinema and a few respondents (0.8%) prefer English Cinema and some of the respondents (0.8%) prefer all mentioned

**Patterns of Exposure to VCD/DVD Player:**

The Pattern of exposure to VCD/DVD may be analysed in terms of ownership of VCD and watching cinema on VCD/DVD.

**Watching Cinema on VCD/DVD:**

The respondents were asked to mention whether they watch Cinema on VCD/DVD player or not. The distribution of the respondents into these categories is shown below in the table no 7.27

**Table No: 7.27 Watching V.C.D**

Sl. No	Watching VCD	Sex		Total	Percentage %
		Male	Female		
1	No	{45.9%} 51 (94.4%)	{54.05%} 60 (98.4%)	111	96.5
2	Yes	{75%} 03 (5.5%)	{25%} 01 (1.6%)	04	3.5
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (96.5%) watch Cinema on VCD, while less than one tenth of the respondents (3.5%) watch Cinema on DVD.

**Ownership of VCD/DVD:**

The respondents were asked to mention whether they have VCD or not. The distribution of the respondents into these categories is shown below in the table no 7.28

**Table No: 7.28 Ownership of V.C.D**

Sl. No	Ownership of VCD	Sex		Total	Percentage %
		Male	Female		
1	No	{49.5%} 47 (87.03%)	{50.5%} 48 (78.7%)	95	82.6
2	Yes	{35%} 07 (12.9%)	{65%} 13 (21.3%)	20	17.4
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that majority of the respondents (82.6%) do not have ownership of VCD, while less than one sixth of the respondents (17.4%) have VCD.

**Letter:**

The respondents were asked to mention whether they send letter or not for any purposes in a month. The distribution of the respondents into these categories is shown below in Table No: 7.29

**Table No: 7.29 Letters Sent**

Sl. No	Letters Sent	Sex		Total	Percentage %
		Male	Female		
1	No	{14.3%} 07 (12.9 %)	{85.7%} 42 (68.8%)	49	42.6
2	Yes	{71.2%} 47 (87.03%)	{28.8%} 19 (31.1%)	66	57.4
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that most of the respondents (57.4%) send letter in a month, while less than half of the respondents (42.6%) do not send letter in a month.

#### **Type of Post:**

The respondents were asked to mention about their Post preferences while sending letter. For this purpose, they are categorized into four categories: i) Do not Send ii) Ordinary iii) Speed Post iv) Registered. The distribution of the respondents into these categories is shown below in the table no 7.30

**Table No: 7.30 Post Preferences**

Sl. No	Post Preferences	Sex		Total	Percentage %
		Male	Female		
1	Do Not Use	{14.3%} 07 (12.9 %)	{85.7%} 42 (68.8%)	49	42.6
2	Ordinary	{76.9%} 20 (37.04%)	{23.1%} 06 (9.8%)	26	22.6
3	Speed Post	{78.6%} 11 (20.4%)	{21.4%} 03 (4.9%)	14	12.2
4	Registered	{61.5%} 16 (29.6%)	{38.5%} 10 (16.4%)	26	22.6
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (42.6%) do not use this medium, while more than one fifth the respondents (22.6%) prefer Registered Post and another little less than one fifth (22.6%) of the respondents prefer Ordinary post. And a little more than one tenth of the respondents (12.2%) prefer Speed Post.

### Purpose of sending Letter:

The respondents were asked to mention about their purpose of sending letter. For this purpose, they are categorized into four categories: i) Do Not Send ii) Personal iii) Official and iv) Academic. The distribution of the respondents into these categories is shown below in table no 7.31

**Table No: 7.31 Purpose of sending Letter**

Sl. No	Purpose of sending Letter	Sex		Total	Percentage %
		Male	Female		
1	Do Not Send	{12.2%} 06 (11.1%)	{85.7%} 42 (68.8%)	49	42.6
2	Personal	{50%} 04 (7.4%)	{50%} 04 (6.5%)	08	6.9
3	Official	{76.8%} 43 (79.6%)	{23.2%} 13 (21.3%)	56	48.7
4	Academic	{50%} 01 (1.8%)	{66.6%} 02 (3.3%)	03	2.6
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (48.6%) send letter for official purpose, while less than half of the respondents (42.6%) do not send letter. And less than one tenth of the respondents (6.9%) send letter for personal purpose and a few of the respondents (2.6%) send letter for academic purposes.

### Patterns of Exposure to Mobile:

The Patterns of exposure to mobile may be analysed in terms of mobile ownership and outgoing call frequency in a day.

### Mobile Ownership:

The respondents were asked to mention whether they have mobile or not. The distribution of the respondents into these categories is shown below in table no 7.32

**Table No: 7.32 Mobile Ownership**

Sl. No	Mobile Ownership	Sex		Total	Percentage %
		Male	Female		
1	No	00 (100%)	01 {100%} (1.6%)	01	0.8
2	Yes	{47.3%} 54 (100%)	{52.6%} 60 (98.4%)	114	99.1
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (99.1) have mobile phone, while only one respondents (0.8%) do not have mobile phone.

**Outgoing Call Frequency:**

The respondents were asked to mention about their call frequency in a day. For this purpose they categorized into three categories: i) No call ii) 5-10 calls iii) 10-20 calls.

The distribution of the respondents into these categories is shown below in table no 7.33

**Table No: 7.33 Regular Call Frequencies over Mobile**

Sl. No	Call Frequencies	Sex		Total	Percentage %
		Male	Female		
1	No Call	00	01 {100%} (1.6%)	01	0.8
2	5-10	{47.3%} 54 (100%)	{52.6%} 60 (98.4%)	114	99.1
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (99.1%) make calls 5-10 times in a day on mobile phone, while a few respondents (0.8%) do not make any call over mobile phone.

**Pattern of exposure to Computer:**

The patterns of exposure to Computer may be analysed in terms of accessibility to computer, place of accessing to computer and purpose of using computer.

### Access to Computer:

The respondents were asked to mention whether they have access to Computer or not.

The distribution of the respondents into these categories is shown below in table no: 7.34

**Table No: 7.34 Access to Computer**

Sl. No	Access to Computer	Sex		Total	Percentage %
		Male	Female		
1	No	{35.7%} 30 (55.5%)	{64.3%} 54 (88.5%)	84	73.04
2	Yes	{77.4%} 24 (44.4%)	{22.3%} 07 (11.5%)	31	26.9
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that majority of the respondents (73.04%) do not have access to computer, while a little more than one fourth of the respondents (26.9%) have access to computer.

### Place of Accessing Computer:

The respondents were asked to mention about their place of accessing computer. For this purpose, they are categorized into three categories: i. Do not have access ii. Home iii. Cyber Café iv. School/College and v. Office. The distribution of the respondents into these categories is shown below in table 7.35

**Table No: 7.35 Name of the Place**

Sl. No	Name of the Place	Sex		Total	Percentage %
		Male	Female		
1	Do not have access	{35.3%} 30 (55.5%)	{64.7%} 55 (90.2%)	85	73.9
2	Home	{86.6%} 13 (24.1%)	{13.3%} 02 (3.3%)	15	13.04
3	Cyber Café	00	{100%} 01 (1.6%)	01	0.8
4	School /College	00	{100%} 02 (3.3%)	02	1.7
5	Office	{91.6%} 11 (20.4%)	{8.3%} 01 (1.6%)	12	10.4
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (73.04%) do not have access to computer, while little more than one tenth of the respondents (13.04%) have access to computer at their home, while one tenth of the respondents (10.4%) have access to computer in office. And a few of the respondents (1.7%) have access computer in school/colleges. And only one respondent (0.8%) have access computer in cyber café.

**Purpose of Using Computer:**

The respondents were asked to mention about their purpose of using computer. For this purpose, they are categorized into five categories: i) Do not have access ii) Education iii) Business iv) Entertainment v) Games. The distribution of the respondents into these categories is shown below in table no 7.36

**Table No: 7.36 Purpose of Using Computer**

Sl. No	Purpose of Using Computer	Sex		Total	Percentage %
		Male	Female		
1	No	{35.7%} 30 (55.5%)	{64.3%} 54 (88.5%)	84	73.04
2	Education	{45.4%} 05 (9.2%)	{54.5%} 06 (9.8%)	11	9.5
3	Business	{100%} 09 (16.6%)	00	09	7.8
4	Entertainment	{100%} 01 (1.8%)	00	01	0.8
5	Games	{100%} 01 (1.8%)	00	01	0.8
6	Office	{88.8%} 08 (14.8%)	{11.1%} 01 (1.6%)	09	7.8
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>00</b>

The data reveal that majority of the respondents (73.04%) do not use computer. While, little less than one tenth of the respondents (9.5%) use computer for education purpose, and another less than one tenth of the respondents use computer for business purpose

(7.8%) & and official purpose. And one respondents use computer for game purpose (0.8%) and for entertainment (0.8%) purpose.

**Pattern of exposure to Internet:**

The patterns of accessibility to Internet may be analysed in terms of access to Internet, frequency of using internet, place of accessing internet and purpose of using internet.

**Access to Internet:**

The respondents were asked to mention whether they have access to Internet or not. The distribution of the respondents into these categories is shown below in Table No.7.37

**Table No: 7.37 Access to Internet**

Sl. No	Access to Internet	Sex		Total	Percentage %
		Male	Female		
1	No	{41.6%} 40 (74.1%)	{58.3%} 56 (91.8%)	96	83.5
2	Yes	{73.7%} 14 (25.9%)	{26.3%} 05 (8.2%)	19	16.5
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that majority of the respondents (83.5%) do not have access to Internet, while only one sixth of the respondents (16.5%) have access to Internet.

**Frequency of Access to Internet:**

The respondents were asked to mention whether they use Internet regularly or not. The distribution of the respondents into these categories is shown below in table no.7.38

**Table No: 7.38 Frequency of Using Internet**

Sl. No	Frequency of Using internet	Sex		Total	Percentage %
		Male	Female		
1	No	{45.4%} 49 (90.7%)	{54.6%} 59 (96.7%)	108	93.9
2	Yes	{71.4%} 05 (9.2%)	{28.3%} 02 (3.3%)	07	6.1
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>



The data reveal that majority of the respondents (93.9%) do not use internet, while less than one tenth of the respondents (6.1%) use internet regularly.

**Place of Accessing Internet:**

The respondents were asked about the place of accessing Internet. For this purpose, they are categorized into three categories: i) do not have access, ii) cyber café, iii) others place. The distribution of the respondents into these categories is shown below in table no 7.39

**Table No: 7.39 Place of Accessing Internet**

Sl. No	Place of Accessing Internet	Sex		Total	Percentage %
		Male	Female		
1	Do not use	{41.05%} 39 (72.2%)	{58.9%} 56 (91.8%)	95	82.6
2	Home	{85.7%} 12 (22.2%)	{14.3%} 02 (3.3%)	14	12.2
3	Cyber Café	{25%} 01 (1.8%)	{75%} 03 (4.9%)	04	3.5
4	Office	{100%} 02 (3.7%)	00	02	1.7
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data reveal that majority of the respondents (82.6%) do not have access to Internet, while a little more than one tenth of the respondents (12.2%) have access to Internet at home, while a few of the respondents (3.5%) have access internet at Cyber Cafe and some of the respondent have access internet at office (1.7%).

**Purpose of Using Internet:**

The respondents were asked to mention about the purpose of using computer. For this purpose they are categorized into five categories: i. Do not use ii. Education iii. Business iv. Entertainment and v. Games. The distribution of the respondents into these categories is shown below in table no 7.40

**Table No: 7.40 Purpose of Using Internet**

Sl. No	Purpose of using internet	Sex		Total	Percentage %
		Male	Female		
1	Do not use	{41.05%} 39 (72.2%)	{58.9%} 56 (91.8%)	95	82.6%
2	Education	{50%} 03 (5.5%)	{50%} 03 (4.9%)	06	5.2
3	Business	{88.8%} 08 (14.8%)	{11.1%} 01 (1.6%)	09	7.8
4	Entertainment	{50%} 01 (1.8%)	{50%} 01 (1.6%)	02	1.7
5	Games	{50%} 01 (1.8%)	00	01	0.8
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that majority of the respondents (82.6%) do not have access to internet, while less than one tenth of the respondent (5.2%) have use internet for education purpose and another less than one tenth of the respondent use internet for business purpose (7.8%) and a few of the respondents use internet for entertainment purpose (1.7%) and one respondents use internet for game purpose (0.8%) only.

**Whether Family Member uses Internet:**

The respondents were asked to mention whether family used internet or not. The distribution of the respondents into these categories is shown below in table no.7.41

**Table No: 7.41 whether Family Member uses Internet**

Sl. No	Whether Family Member Uses Internet	Sex		Total	Percentage %
		Male	Female		
1	No	{71.4%} 40 (74.1%)	{58.3%} 56 (91.8%)	96	83.5
2	Yes	{73.7%} 14 (25.9%)	{26.3%} 05 (8.2%)	19	16.5
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that majority of the respondents (83.5%) family do not have access to internet, while one sixth of the respondents' family use Internet (16.5%).

**Comfort level while using Computer:**

The respondents were asked to mention about their comfort level while using Computer. For this purpose, they are categorized into five categories: i) Do not have access ii) Somewhat Comfortable iii) Neither comfortable nor uncomfortable iv) Somewhat uncomfortable v) Very Comfortable. The distribution of the respondents into categories is shown below in table no.7.42

**Table No: 7.42 Comfort level while using Computer**

Sl. No	Comfort level while using Computer	Sex		Total	Percentage %
		Male	Female		
1	Do Not Have Access	{35.7%} 30 (55.5%)	{64.3%} 54 (88.5%)	84	73.04
2	Very Comfortable	{60%} 03 (5.5%)	{40%} 02 (3.3%)	05	4.3
3	Somewhat Comfortable	{81.8%} 09 (16.6%)	{27.3%} 03 (4.9%)	11	9.5
4	Neither comfortable nor uncomfortable	{80%} 08 (14.8%)	{20%} 02 (3.3%)	10	8.7
5	Somewhat uncomfortable	{100%} 04 (7.4%)	00	04	3.5
6	Very Uncomfortable	00	00	00	00
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that most of the respondents (73.04%) do not have access to computer, while less than one tenth of the respondents (9.5%) feel somewhat comfortable and again another less than one tenth (8.7%) of the respondents feel neither comfortable nor uncomfortable while using computer. Then a few of the respondents (4.3%) are somewhat feel very comfortable while using computer. And a very few of the respondents feel somewhat uncomfortable (3.5%).

**Comfort level while using Internet:**

The respondents were asked to mention about their comfort level while using Internet. For this purpose, they are categorized into five categories: i) Do not have access ii) Somewhat Comfortable iii) Neither comfortable nor uncomfortable iv) Somewhat

uncomfortable v) Very Comfortable. The distribution of the respondents into these categories is shown below in table below 7.43

**Table No: 7.43 Comfort level while using Internet**

Sl. No	Comfort level while using Computer	Sex		Total	Percentage %
		Male	Female		
1	Do Not Have Access	{41.6%} 40 (74.1%)	{58.3%} 56 (91.8%)	96	83.5
2	Very Comfortable	{83.3%} 05 (9.2%)	{16.6%} 01 (1.6%)	06	5.2
3	Somewhat Comfortable	{77.7%} 07 (12.9%)	{22.2%} 02 (3.3%)	09	7.8
4	Neither comfortable nor uncomfortable	{50%} 02 (3.7%)	{50%} 02 (3.3%)	04	3.5
5	Somewhat uncomfortable	00	00	00	00
6	Very Uncomfortable	00	00	00	00
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that a majority of the respondents (83.5%) do not have access to Internet. While less than one tenth of the respondents (7.8%) have feel somewhat comfortable while using internet, and a few of the respondents (5.2%) feel very comfortable. And a very few of the respondents (3.5%) feel neither comfortable nor comfortable while using internet.

#### **Digital Literacy:**

The respondents were asked to mention whether they have digital literacy or not. The distribution of the respondents into these categories is shown below table no.7.44

**Table No: 7.44 Digital Literacy**

Sl. No	Digital Literacy	Sex		Total	Percentage %
		Male	Female		
1	No	{42.5%} 40 (74.1%)	{57.4%} 54 (88.5%)	94	81.7
2	Diploma	{33.3%} 01 (1.8%)	{66.6%} 02 (3.3%)	03	2.6
3	Learned by Experience	{72.2%} 13 (24.1%)	{27.7%} 05 (8.2%)	18	15.6
	<b>Total</b>	<b>54</b> <b>(46.9%)</b>	<b>61</b> <b>(53.04%)</b>	<b>115</b>	<b>100</b>

The data show that majority of the respondents (81.7%) do not have digital literacy, while a little more than one seventh of the respondents (15.6%) have digital literacy, and another more than one seventh (15.6%) of the respondents have learned by experienced and a few of the respondents (2.6%) have diploma in digital literacy.

#### **Sending Messages:**

The respondents were asked to mention about their mode of sending messages to others. For this purpose, they are categorized into two categories: i) Telephone; ii) By Sending a Person. The distribution of the respondents into these categories is shown below in table no.7.45

**Table No: 7.45 Sending Message**

Sl. No	Sending Message	Sex		Total	Percentage %
		Male	Female		
1	Mobile	54 (46.9%)	61 (53.04%)	115	00

The data reveal that all the respondents use mobile for sending message.

#### **Level of Mass Media Exposure:**

The score of the respondents on five point scale leads to their categorization into different level of Mass Media Exposure. The distribution of respondents into these categories is shown in the table no 7.45

**Table No: 7.45 Level of Mass Media Exposure**

Sl. No	Level of Mass Media Exposure	Frequency		Total	Percentage %
		Male	Female		
1	Very Low (1-5)	11 (30.5%) {20.4%}	25 (69.4%) {41.8%}	36	31.3%
2	Low (6-10)	17 (54.8%) {31.5%}	14 (45.1%) {23.5%}	31	26.9
3	Average (11-15)	20 (50%) {37.03%}	20 (50%) {32.8%}	40	34.8
4	High (16-20)	06 (75%) {11.1%}	02 (25%) {3.3%}	08	6.9
5	Very High (21-25)	00	00	00	00
	<b>Total</b>	54 (46.9%) 100.0	61 (53.04%) 100.0	115	100

The data show that majority of the respondents have average level of mass media exposure, While little less than one-third of the respondents have very low level of mass media exposure and a few of the respondents have high level of mass media exposure.

### **Summary of the Chapter:**

1. The data show that majority of the respondents (83.5%) do not have radio, while one sixth of the respondents (16.5%) have radio.
2. The data show that majority of the respondents (88.7%) do not listen to radio, while one tenth of the respondents (10.4%) listen to radio less than 1 hour and only a few of the respondents (0.8%) listen to radio for 1-2 hours.
3. The data reveal that majority of the respondents (88.7%) do not listen radio, while less than one tenth of the respondents (6.9%) listen Regional Based Programme and a few of the respondents listen News (2.6%) and Entertainment Programme (1.7%).
4. The data reveal that majority of the respondents (88.7%) do not listen radio, while less than one tenth of the respondents (8.7%) listen to all kinds of station such as international, national and regional. And a few of the respondents (2.6%) tune to regional station too.
5. The data reveal that majority of the respondents (97.4%) do not listen any health related programme on radio, while only a few of the respondents (2.6%) listen health programme on radio.
6. The data reveal that majority of the respondents (97.4%) do not listen health related programme on radio. While, a few of the respondents (2.6%) listen health related programme on radio for less than 1 hour.
7. The data reveal that majority of the respondent (75.6%) read newspaper, while less than one fourth of the respondents (24.3%) do not read newspaper.
8. The data reveal that majority of the respondents (33.9%) read Dainik Jugasankha Newspaper, while less than one fourth of the respondents (23.5%) do not read newspaper, while one eighth of the respondents (12.1%) read Samoyik Parsanga, less than one tenth of the respondents (5.2%) read Samoyik Prasanga & Assam

Tribune, and another less than one tenth (5.2%) of the respondents read Dainik Jugasankha & Samoyik Parasanga (5.2%). While a few of the respondents (0.8%) read Economic Times, Haflong Khurang and Assam Tribune (0.8%), Sentinel and Dainik Jugasankha (0.8%), Dainik Jugasankha+Sonar Cachar (0.8%), Prantojyoti (0.8%) and less one tenth of the respondents (6.1%) read all mentioned Newspaper.

9. The data reveal that majority of the respondents (74.8%) are subscribe to Newspaper while one fourth of the respondents (25.2%) do not subscribe to Newspaper.
10. The data reveal that majority of the respondents (40%) subscribe Dainik Jugasankha Newspaper, while one tenth of the respondents (10.4%) subscribe Samoyik Prasanga, less than one tenth of the respondents (5.2%) subscribe Samoyik Prasanga and Assam Tribune, Samoyik Prasanga and Dainik Jugasankha (5.2%). While, a few of the respondents subscribe both Samoyik Prasanga and Telegraph Newspaper (0.8%), Haflong Khurang and Assam Tribune(0.8%), Sentinel and Dainik Jugasankha(1.7%), Dainik Jugasankha and Telegraph(0.8%), Dainik Jugasankha and Sonar Cachar(0.8%), Prantojyoti(0.8%). while a few of the respondents (6.9%) subscribe all of the Newspaper. And a little more than one fourth (26.1%) of the respondents do not subscribe Newspaper.
11. The data reveal that majority of the respondents (75.6%) read newspaper less than 1 hour, while less than one fourth of the respondents (23.5%) do not read newspaper. And a few of the respondents read (0.8%) newspaper for 1-2 hours.
12. The data reveal that majority of the respondents (30.5%) read regional and political section of the Newspaper, while one sixth of the respondents (16.1%) read editorial section of the Newspaper and Health section of the Newspaper (15.8%), less than one tenth of the respondents (6.3%) read sports related news.



And a few of the respondents of the respondents (0.7%) read cinema section of the newspaper.

13. The data show that majority of the respondents (78.3%) do not read Magazine, while little more than one fifth of the respondents (21.7%) read Magazine.
14. The data reveal that majority of the respondents (78.3%) do not read magazine, while little more than one fifth of the respondents (21.7%) read India Today. Less than one tenth of the respondents (6.9%) read Hudaang (Dimasa Magazine), North East Magazine (3.5%) and Udbodhan (3.5%). And a few of the respondents read Navakallol(0.8%) , Saheli(0.8%), Sananda (1.7%) , Health Magazine (0.8%).
15. The data reveal that majority of the respondents (98.2%) have television, while only a few of the respondents (1.7%) do not have television.
16. The data reveal that majority of the respondents (93.04%) watch television regularly while less than one tenth of the respondents (6.9%) do not watch television regularly.
17. The data show that majority of the respondents (90.4%) spend less than one hour on watching television, while less than one tenth of the respondents (9.5%) watch television 1-2 hours.
18. The data reveal that majority of the respondents (93.04%) have cable connection in their television, while less than one tenth of the respondent (6.9%) do not have cable connection in their television.
19. The data reveal that majority of the respondents (33.9%) watch News programme, while more than one sixth of the respondent (17.4%) watch serial, more than one seventh (15.6%) of the respondent watch music programme, and a little more than one eight (13.7%). of the respondents watch Sports Programme, One tenth of the

respondents (10.7%) watch movie related programme. And a little less than one tenth (8.5%) of the respondents (8.5%) watch documentary based programme.

20. The data reveal that majority of the respondents (11.4%) watch BTN local channel, less than one tenth of the respondents (8.8%) watch Zee Tv channel, and Next, Star Plus Channel (7.3%), Color Channel (6.9%), DDNe (6.7%). Zee Bangla (6.01%), Sony TV (5.2%), Star Jalsha (4.8%), NeTv (4.7%) ,Aastha Channel (4.6%), Discovery Channel (4.3%), ESPN (3.9%), Aaj Tak (3.6%), Zee Cinema (3.2%), Ten Sports (3.1%), Aaksh Bangla (2.8%), Nat Geo (2.4%), News Live (2.2%), Star News (1.1%), Sony Max & Zee Music (1.02%), Animal Planet (0.9%), Cartoon Channel (0.7%), DDI (0.6%), ETC & M TV, Star Gold, NDTV & NDTV 24x7, TLC & AXN Sahara Channel, Star Movies and Sanskar Channel
21. The data show that majority of the respondents (80.8%) do not watch health programme on TV, a little more than one sixth (18.3%) of the respondents watch health related programme on TV.
22. The data show that majority of the respondents (83.5%) do not watch any health programme on TV, while one tenth of the respondents (10.4%) watch health related programme for less than 1 hour. And less than one tenth of the respondents (6.1%) watch health programme from 1-2 hours on TV.
23. The data reveal that majority of the respondents (96.5%) do not watch movies in Cinema Hall, while a few of the respondents (3.5%) only watch movies in Cinema Hall.
24. The data reveal that none of the respondents watch movies in 3 months in Cinema Hall.
25. The data show that majority of the respondents (66.1%) do not have any choice, while little more than one tenth of the respondents (13.04%) watch Action Movies, less than one tenth of the respondents (9.6%) prefer Social Drama

Movies, another less than one tenth of the respondents watch Commercial Cinema (6.9%) and a few of the respondent watch Romantic Cinema (4.3%).

26. The data reveal that majority of the respondents (66.9%) do not have any choice while watching Cinema, while, little less than one fourth of the respondents (24.3%) watch Hindi Cinema, less than one tenth of the respondents (6.1%) watch Bengali language Cinema and a few respondents (0.8%) prefer English Cinema and some of the respondents (0.8%) prefer all mentioned
27. The data reveal that majority of the respondents (96.5%) watch Cinema on VCD, while less than one tenth of the respondents (3.5%) watch Cinema on VCD.
28. The data show that majority of the respondents (82.6%) do not have ownership of VCD, while less than one sixth of the respondents (17.4%) have VCD.
29. The data reveal that most of the respondents (57.4%) send letter in a month, while less than half of the respondents (42.6%) do not send letter in a month.
30. The data reveal that majority of the respondents (42.6%) do not use this medium, while more than one fifth the respondents (22.6%) prefer Registered Post and another little less than one fifth (22.6%) of the respondents prefer Ordinary post. And a little more than one tenth of the respondents (12.2%) prefer Speed Post.
31. The data reveal that majority of the respondents (48.6%) send letter for official purpose, while less than half of the respondents (42.6%) do not send letter. And less than one tenth of the respondents (6.9%) send letter for personal purpose and a few of the respondents (2.6%) send letter for academic purposes.
32. The data reveal that majority of the respondents (99.1) have mobile phone, while only one respondents (0.8%) do not have mobile phone.
33. The data reveal that majority of the respondents (99.1%) make calls 5-10 times in a day on mobile phone, while a few respondents (0.8%) do not make any call over mobile phone.

34. The data show that majority of the respondents (73.04%) do not have access to computer, while a little more than one fourth of the respondents (26.9%) have access to computer.
35. The data reveal that majority of the respondents (73.04%) do not have access to computer, while little more than one tenth of the respondents (13.04%) have access to computer at their home, while one tenth of the respondents (10.4%) have access to computer in office. And a few of the respondents (1.7%) have access computer in school/colleges. And only one respondent (0.8%) have access computer in cyber café.
36. The data reveal that majority of the respondents (73.04%) do not use computer. While, little less than one tenth of the respondents (9.5%) use computer for education purpose, and another less than one tenth of the respondents use computer for business purpose (7.8%) & and official purpose. And one respondents use computer for game purpose (0.8%) and for entertainment (0.8%) purpose.
37. The data show that majority of the respondents (83.5%) do not have access to Internet, while only one sixth of the respondents (16.5%) have access to Internet.
38. The data reveal that majority of the respondents (93.9%) do not use internet, while less than one tenth of the respondents (6.1%) use internet regularly.
39. The data reveal that majority of the respondents (82.6%) do not have access to Internet, while a little more than one tenth of the respondents (12.2%) have access to Internet at home, while a few of the respondents (3.5%) have access internet at Cyber Cafe and some of the respondent have access internet at office (1.7%).
40. The data show that majority of the respondents (82.6%) do not have access to internet, while less than one tenth of the respondent (5.2%) have use internet for

education purpose and another less than one tenth of the respondent use internet for business purpose (7.8%) and a few of the respondents use internet for entertainment purpose (1.7%) and one respondents use internet for game purpose (0.8%) only.

41. The data show that majority of the respondents (83.5%) family do not have access to internet, while one sixth of the respondents' family use Internet (16.5%).
42. The data show that most of the respondents (73.04%) do not have access to computer, while less than one tenth of the respondents (9.5%) feel somewhat comfortable and again another less than one tenth (8.7%) of the respondents feel neither comfortable nor uncomfortable while using computer. Then a few of the respondents (4.3%) are somewhat feel very comfortable while using computer. And a very few of the respondents feel somewhat uncomfortable (3.5%).
43. The data show that a majority of the respondents (83.5%) do not have access to Internet. While less than one tenth of the respondents (7.8%) have feel somewhat comfortable while using internet, and a few of the respondents (5.2%) feel very comfortable. And a very few of the respondents (3.5%) feel neither comfortable nor comfortable while using internet.
44. The data show that majority of the respondents (81.7%) do not have digital literacy, while a little more than one seventh of the respondents (15.6%) have digital literacy, and another more than one seventh (15.6%) of the respondents have learned by experienced and a few of the respondents (2.6%) have diploma in digital literacy.
45. The data reveal that all the respondents use mobile for sending message.