

Chapter V

Modern Mass Media Exposure of the Respondents in Jarultala

The present chapter deals with mass media exposure of the respondents in Jarultala village in terms of their exposure to newspaper (number of newspaper read, language of newspaper read, time spent on newspaper reading, sections of the newspaper read, subscription of newspaper) magazines (type of the magazine, language of the magazine), radio (programs listen, frequency of radio listening, ownership), television (programs watched, time spend on watching television, ownership, channels watched, place of watching), cinema (frequency of cinema going, types of film preferred, language of the film), VCD player, DVD player, letter sent/received by post in a week/month, number of member using mobile phone in a household, number of sms received or sent in a day/week, number of call received in a day/week, facility of telephone, duration of using mobile/telephone, average bill of mobile/land line telephone in last six month, purpose of using mobile, impact of mobile/ telephone on their communication patterns with their family members, relatives, neighbors, workmates, and other persons, number of members having access to computer and internet in a household, number of visit to internet café in a week/month.

NEWSPAPER

Subscription of Newspaper

So far as the subscription of newspaper is concerned, as the village is located in an interior place and having bad road communication system, no hawker wants to go to the village to deliver a newspaper. Therefore, only a few respondents subscribed newspaper who can receive it from a shop of Jarultala market after leaving the newspaper to the shop by hawkers. The distribution of the respondents is shown below in table no 5.1.

Table No. 5.1
Subscription of Newspaper by the Respondents

Sl. No.	Subscription of newspaper	Frequency			Percentage
		Male	Female	Total	
0	Non- Subscribed	51	50	101	98.05
1.	Subscribed	02	00	02	1.94
	Total	53	50	103	100

The data show that majority of the respondents, that is 98.05% did not subscribe newspaper and only a few that is 1.94% of the respondents subscribed newspaper, in this study.

Types of Newspaper

To analyse the type of Newspaper read by the respondents, categorization of newspaper has been made into 12 different type, such as-(1)The Times of india (2)The Assam Tribune (3) The Sentinel (4) Poknapham(a Manipuri Daily) (5) Dainik Sonar Cachar (6) The Frontier Sun (7) The Telegraph (8) The Asian Age (9)Aaj kal (10) Dainik Jugasankha (11)Samoyik Prasanga (12)Employment News. The distribution of the respondents has been shown below in table no 5.2.

Table No. 5.2
Types of Newspaper

Sl. No.	Reading news papers by the respondents	Frequency			Percentage
		Male	Female	Total	
1	Times of India	01	00	01	0.97
2.	Assam Tribune	00	00	00	00
3.	The Sentinel	00	00	00	00
4.	Poknapham (Manipuri)	01	00	01	0.97
5	Dainik Sonar Cachar (Bangla)	00	00	00	00
6	The Frontier Sun	00	00	00	00
7	The Telegraph	00	00	00	00
8	Asian Age	00	00	00	00
9	Aaj kal	00	00	00	00
10	Dainik Jogasankha	00	00	00	00
11	Samoyik Prasanga	00	00	00	00
12	Employment News	00	00	00	00
	Total	02	00	02	1.94

The above data reveal that only two types of newspapers were read by the respondents, in the present study. It is also found that out of the 103 respondents, 0.97% of the respondents read the Times of India and another 0.97% of the respondents read Poknapham (A Manipuri Daily).

Time spent on Newspaper Reading by the Respondents

To analyse the time spent on Newspaper reading in a day, it has been categorized into five categories such as- (1) Don't read (2) Less than one hour (3) 1-2 hours (4) 3-4 hours (5) More than 5 hours. The distribution of these categories is shown below in table no.5.3

Table No. 5.3

Time Spent on Newspaper reading in a day

Sl. No.	Time Spent on Newspaper Reading in a Day	Frequency			Percentage
		Male	Female	Total	
1.	Don't read	51	50	101	98.05
2.	Less than 1 hour	01	00	01	0.97
3.	1-2 hours	01	00	01	0.97
4.	3-4 hours	00	00	00	00
5	More than 5 hours	00	00	00	00
	Total	53	50	103	100

The data represents that 0.97% of the respondents spent less than one hour in a day and again another 0.97% of the respondents spend 1-2 hours in a day on newspaper reading, while 98.05% of respondents do not read newspaper.

Parts of Newspaper read by the Respondents

To find out which part of the newspaper is most interested among those readers in this study, the part of newspaper read by the respondents has been classified into 17 parts, such as, editorial, cinema, matrimonial, sports, advertisement, politics, zodiac sign, employment, current affairs, reader's column, headlines, first page news, defense related matters, international issues, business, foreign news and entertainment . The distribution of this classification is shown in table no 5.4.

Table No. 5.4

Parts of Newspaper read by the Respondents

Sl. No.	Parts of Newspaper read by the Respondents	Frequency			Percentage
		Male	Female	Total	
1	Editorial	01	00	01	5.88
2	Cinema	01	00	01	5.88
3	Matrimonial	00	00	00	00
4	Sports	02	00	02	11.76
5	Advertisements	02	00	02	11.76
6	Politics	00	00	00	00
7	Zodiac Signs	01	00	01	5.88
8	Employment News	02	00	02	11.76
9	Current affairs	02	00	02	11.76
10	Reader's Column	00	00	00	00
11	Headlines	01	00	01	5.88
12	First page News	00	00	00	00
13	Defence related matters	01	00	01	5.88
14	Business	01	00	01	5.88
15	Foreign News	01	00	01	5.88
16	International Issues	02	00	02	11.76
17	Entertainment	00	00	00	00
	Total	17	00	17	100

The data indicate that the parts of newspapers, such as, advertisements, employment news, current affairs, sports and international issues are most interested by the respondents with equally 11.76% whereas the parts such as- editorial, cinema, zodiac signs, headlines, defence related matters, business & foreign news are less interested with equally 5.88%, but the respondent are not interested to read the other parts of newspapers, in this study.

MAGAZINE

Reading Magazine

Magazine is a publication, generally published on a regular schedule, containing a variety of article. Though different types of magazine are available in the market, the rural people do not have must interest in reading magazine as they can not spent time in reading magazine due to their busy household work. Therefore, to find out the status of reading magazine, the respondents were asked whether they read magazine or not. The distribution of the respondents is shown below in table no 5.5.

Table No. 5.5

No of Magazine Reading Respondents

Sl. No.	Do you read Magazine	Frequency			Percentage
		Male	Female	Total	
0	No	49	49	98	95.14
1.	Yes	04	01	05	4.85
	Total	53	50	103	100

In this study, the data reveal that less than one tenth (4.85%) of the respondents read magazine whereas more than four fifth (95.14%) of the respondents do not read magazine.

Types of Magazine Read by the Respondents

As far as the different types of magazine read by the respondents are concerned, the distribution of different types of magazine is shown in table no 5.6.

Table No. 5.6

Name of the Magazines Read by the Respondents

Sl. No.	Name of the Magazines Read by the Respondents	Frequency			Percentage
		Male	Female	Total	
1	India Today	00	01	01	12.5
2	Out look	01	00	01	12.5
3	Sunday	00	00	00	00
4	Ichemma (Manipuri)	02	00	02	25.00
5	Business World	00	00	00	00
6	Frontline	00	00	00	00
7	Sports World	01	00	01	12.5
8	Women's Era	00	01	01	12.5
9	Femina	00	00	00	00
10	Competition Success Review	02	00	02	25.00
11	Yojna	00	00	00	00
12	Kuruk Shetra	00	00	00	00
13	North East Sun	00	00	00	00
14	Competition Refresher	00	00	00	00
15	Eastern Panorama	00	00	00	00
16	Health	00	00	00	00
17	Digit	00	00	00	00
18	Inside	00	00	00	00
19	Wisdom	00	00	00	00
20	Reader's Digest	00	00	00	00
21	Film Fare	00	00	00	00
22	Star Dust	00	00	00	00
23	Cine Blitz	00	00	00	00
24	Chronicle	00	00	00	00
25	Cosmopolitan	00	00	00	00
26	Desh	00	00	00	00
27	Sananda	00	00	00	00
28	Bartaman	00	00	00	00
29	Indian Management	00	00	00	00
30	Business Today	00	00	00	00
31	Susastha	00	00	00	00
32	Alokpath	00	00	00	00
	Total	06	02	08	100

The data indicate that out of the 8 respondents who read magazine, equally 25% of the respondents read Competition Success Review and Ichemma (a Monthly Manipuri Magazine) while equally 12.5% of the respondents read India Today, Outlook, Sports World and Women’s Era.

Radio

Radio is the transmission of signal by modulation of electromagnetic wave with frequency below those of visible light (<http://en.wikipedia.org/wiki/radio>). Before the invention of television, radio was a very popular audio - medium for communication and entertainment in both urban and rural areas. But, after coming of television into rural areas, the demand of radio is decreasing day by day in rural areas.

To find out the number of radio set in the village, the respondents were asked whether they have radio or not. The distribution of ownership status of radio set is shown in table no 5.7.

Table No. 5.7

Ownership of Radio

Sl. No.	Whether have a radio	Frequency			Percentage
		Male	Female	Total	
0	No	37	34	70	67.96
1.	Yes	16	16	32	31.06
	Total	53	50	103	100

From the above data, it is found that out of the 103 respondents, less than one third (31.06%) of the respondents have radio sets and more than three fifth (67.96%) of the respondents do not have radio set.

Habit of Radio listening

Now a days, in rural areas, it seems that most of the rural people do not listen radio though they have their own radio sets. In this regard, to understand the habit of radio listening, the classification has been made in the following way as shown below in table no 5.8.

Table No. 5.8

Habit of Radio Listening

Sl. No.	Whether listening radio regularly	Frequency			Percentage
		Male	Female	Total	
0	No	04	10	14	43.75
1.	Yes	12	06	18	56.25
	Total	16	16	32	100

The above data show that out of the 32 respondents who have radio set in their households, 56.25% of the respondents listen radio regularly while 43.75% of the respondents are irregular listener.

Daily time spent on listening Radio

To analyse the time spent daily on listening radio by the respondent, the data have been categorised into four categories such as- (1) Less than one hour (2) 1-2 hours (3) 3-5 hours. and (4) more than 5 hours. The distribution of the categories is shown below in table no 5. 9

Table No. 5.9

Duration of listening Radio by the Respondents

Sl. No.	Time spent daily on Radio Listening	Frequency			Percentage
		Male	Female	Total	
1	Less than one hour	04	00	04	22.22
2	1-2 hours	06	04	10	55.55
3	3-5 hours	01	02	03	16.66
4	More than 5 hours	01	00	01	5.55
	Total	12	06	18	100

The data indicate that out of the 18 respondents of regular radio listener, 55.55% of the respondents spent daily 1-2 hours on radio listening whereas 22.22% of the respondents spent less than on hour daily. Again, 16.66% of the respondents spent 3-5 hours daily and 5.55% of the respondents spent more than 5 hours daily on listening radio.

Frequency of Radio listening in a week :

In order to analyse the frequency of listening radio in a week, it has been categorised on the basis of (1) High (Daily) (2) Medium (3-4 days) (3) Low (1-2 days) (4) Very low (sometimes occasionally) and (5) do not listen. The distribution of these categories is shown below in table no 5.10.

Table No. 5.10

Duration of Radio Listening of Respondent (in a week)

Sl. No.	Time Spent on Radio Listening	Frequency			Percentage
		Male	Female	Total	
1.	Daily/high	12	06	18	17.47
2.	3-4 days / Medium	00	00	00	00
3.	1-2 days / Low	00	02	02	1.94
4.	Some times occassionally/very low	04	08	12	11.65
5	Don't listen	37	34	71	68.93
	Total	53	50	103	100

The above data reveal that less than one fifth (17.47%) of the respondents had high degree of radio listening i.e., they listen radio daily, whereas 11.65% of the respondents were having very low degree of radio listening, as they listen radio sometimes occassionally. Again, 1.94% of the respondents were low degree listener while 68.93% of the respondents did not listen radio. Beside this, there was no one who listen radio for 3-4 days in a week.

Programme listen on radio by the Respondents

To know about the programmes they like most, the schedule has been classified into 8 categories, namely, (1) News. (2) Film songs (3) Plays (4) Sports news (5) Classical music (6). Bhajans (7) Children's programme (8) Educational, as it is shown below in table no. 5.11

Table No. 5.11
Programmes listen by the Respondents on Radio

Sl. No.	Programme listen by the respondents on Radio	Frequency			Percentage
		Male	Female	Total	
1	News	16	12	28	32.18
2.	Film Songs	12	08	20	22.98
3.	Plays	07	04	11	12.64
4.	Sports News	04	02	06	6.89
5	Classical Music	05	03	08	9.19
6	Bhajans	02	01	03	3.44
7	Children's Programme	04	01	05	5.74
8	Educational	04	02	06	6.89
	Total	54	33	87	100

Now a day, though Television has become an important medium for entertainment and communication, radio is basically used to listen the local news in rural areas. From the above data, it is revealed that more than one fourth (32.18%) of the respondents listen news on radio whereas, more than one fifth (22.98%) of the respondents listen film songs. On the other hand, while 12.64% of the respondents listen plays, 9.19% of the respondents listen classical music on radio. Again 6.89% of the respondents listen educational programme which is same with the percentage of sports news listener while, 5.74% of the respondents listen children's programme and 3.44% of the respondents listen Bhajans on radio, in this study.

TELEVISION

Television is a widely used telecommunication medium for transmitting and receiving moving images either monochromatic (Black and White) or colour, usually accompanied by sound. Television is an attractive audio-visual media Scoppish inventor John Lagie Baird demonstrated the transmission of moving silhouette images in London in 1925 and of moving monochromatic images in 1926. In 1927, Philofarns Worth made the world first working television system with electronic scanning of both the pick up and displayed devices which he first demonstrated to the press on first September 1928 and the first practical used of television

was in Germany in 1929 (http://en.wikipedia.org/wiki/social_aspects_of_television) . In this study, to know the ownership of television, the respondents were asked whether they have television or not. The distribution of the respondents is shown below in table no 5.12.

Table No. 5.12

Ownership of Television

Sl. No.	Whether have Television	Frequency			Percentage
		Male	Female	Total	
0	No	26	21	47	45.63
1.	Yes	27	29	56	54.36
	Total	53	50	103	100

The data show that out of 103 respondents, most of the respondents (54.36%) have their own television sets in their households and less than two fourth (45.63%) of the respondents do not have television

Types of Television

To understand the types of television owned by the respondents, the item has been categorised in the following way as shown below in table no. 5. 13

Table No. 5.13

Types of Television own by the Respondents

Sl. No.	Types of Television	Frequency			Percentage
		Male	Female	Total	
0	Black & White	22	20	42	66.66
1.	Colour	14	07	21	33.33
	Total	36	27	63	100

The data reveal that more than three fifth (66.66%) of the respondents have black and white television sets while one third (33.33%) of the respondents have colour television sets. The

data also indicate that out of 56 respondents who have television sets in their houses, 33.33% of the respondents each have two television sets of different types.

Place of watching Television

Television is not only an audio-visual media which gives education and information to the masses but also brings close relationship with neighbours and relatives. To understand the place of watching television the data have been categorised into four categories such as - (1) At home (2) At neighbour's / relatives / friends' houses (3) At shop and (4) Don't watch. The distribution of the categories is shown below in table no 5.14.

Table No. 5. 14

Place of watching Television

Sl. No.	Place of watching Television	Frequency			Percentage
		Male	Female	Total	
1	At home	27	29	56	54.36
2	At nighbour's/Relatives/Friends house	09	11	20	19.41
3	At shop/other	00	00	00	00
4	Dont watch	17	10	27	26.21
	Total	53	50	103	100

The data represent that more than half (54.36%) of the respondents watch television at their home, where as less than one fifth (19.41%) of the respondents watch at neighbour's or relatives' houses and more than one fourth (26.21%) of the respondents do not watch television. There is no one who watches television at shop in this study.

Frequency of watching T.V

As regards to frequency of watching television by the respondents in a week, the frequency has been classified into 5 categories such as- (1) Very high (Daily/Regularly) (2) High (5-6 days) (3) Medium (3-4 days) (4) Low (1-2 days) and (5) Very low (Merely/Occasionally). The distribution of the categorisation is shown below in table no 5.15.

Table No. 5. 15

Frequency of watching Television in a week

Sl. No.	Frequency of Watching T.V. in a week	Frequency			Percentage
		Male	Female	Total	
1.	Very high (Daily/Regularly)	20	22	42	55.26
2.	High (5-6 days)	01	02	03	3.94
3.	Medium (3-4 days)	02	03	05	6.57
4.	Low (1-2 days)	01	01	02	2.63
5.	Very low (Rarely/ocassionally)	12	12	24	31.57
	Total	36	40	76	100

The data represent that out of the 76 respondents who watch television, more than half (55.26%) of the respondents have very high degree of watching television while less than one third (31.57%) of the respondents have very low degree of watching television. Consequently, 6.57% of respondents have medium degree of watching Television while 3.94% of the respondents have high degree of watching Television and 2.63%of the respondents have low degree of watching television.

Time spent on watching Television

The time spent by the respondents on watching television has been classified into three categories- (1) 1-2 hours (2) 3-4 hours (3) More than four hours as it is shown below in table no. 5.16

Table No. 5.16

Time spent on watching Television in a day

Sl. No.	Time spent on watching Television in a day	Frequency			Percentage
		Male	Female	Total	
1	1-2 hours	18	19	37	48.68
2	3-4 hours	08	15	23	30.26
3	More than 4 hours	10	06	16	21.05
	Total	36	40	76	100

From the above table, it can be said that less than half (48.68%) of the respondents spent 1-2 hours in a day while less than one third of the respondents (30.26%) spent 3-4 hours and more than one fifth (21.05%) of the respondents spent more than four hours in a day on watching television.

Programme watched on Television

To analyse the types of programmes watched by the respondents, it has been categorised into 14 categories, such as- (1)News (2) Music (3) Drama (4) Sports (5) Documentary (6) Educational programme (7) Dance programme (8) Debates (9) Business / Marketing (10). Children's programme (11) Mythological programme (12) Fashion/interior designing (13) Serials (14) Feature films. The distribution of programmes is shown below in table no.5.17

Table No. 5.17

Programme watched on T.V

Sl.	Programme watched on Television	Frequency			Percentage
		Male	Female	Total	
1	News	33	27	60	18.98
2.	Music	12	17	29	9.17
3.	Drama	00	00	00	00
4.	Sports	14	06	20	6.32
5	Documentary	05	03	08	2.53
6	Educational programme	03	00	03	0.94
7	Dance Programme	15	11	26	8.22
8	Debates	02	00	02	0.63
9	Business/Marketing	03	00	03	0.94
10	Children's Programme	07	05	12	3.79
11	Mythological programme	10	12	22	6.96
12	Fashion/Interior Designing	01	00	01	0.31
13	Serials	29	34	63	19.93
14	Feature films	31	36	67	21.20
	Total	165	151	316	100

The data represent that 21.20% of the respondents watched feature films, 19.93% of the respondents watched serials while 18.98% of the respondents watched news on television. Again, 9.17% of the respondents watched music, 8.22% watched dance programme, 6.96% of the respondents watched mythological programme, followed by sports with 6.32%, children's programme with 3.79%, documentary programme with 2.53% and educational programme with 0.94% . It also reveals that the respondents are not much interested to watch the programmes like, business/marketing, debates and fashion/interior designing as their percentages were 0.94%, 0.63% and 0.31% respectively.

From the above data , it reveals that the respondents are very interested in watching feature films, serials and news.

DTH CONNECTION

Since there is no facility of cable connection in this village, the respondents are enjoyed the T.V. Channels through DTH connection. Therefore, to understand the number of families having DTH connection among the television owners, they have been classified in the following way as shown in the table no. 5.18

Table No. 5.18

D.T.H. Connection

Sl. No.	D.T.H. Connection	Frequency			Percentage
		Male	Female	Total	
0	No	23	27	50	89.28
1.	Yes	04	02	06	10.71
	Total	27	29	56	100

The data reveal that out of the 56 respondents who have television in their households, more than one tenth (10.71%) of the families have DTH connection and the rest 89.28% of the families do not have DTH connection.

Channels watched by the Respondents

To analyse the channels watched by the respondents through DTH connection, the data have been classified into the following categories as shown in table no. 5.19

Table No. 5.19

Channels watched by the Respondents

Sl. No.	Channels watched by the respondents	Frequency			Percentage
		Male	Female	Total	
1	DD - I	04	02	06	8.45
2	DD - News	04	02	06	8.45
3	Sony	03	00	03	4.22
4	Zee TV	03	00	03	4.22
5	Zee News	02	00	02	2.81
6	Zee Cinema	03	01	04	5.63
7	Star Plus	03	01	04	5.63
8	Star Sports	01	00	01	1.40
9	Star News	02	00	02	2.81
10	Star Movies	03	01	04	5.63
11	Aaj Tak	02	00	02	2.81
12	BBC world	03	00	03	4.22
13	ETV	00	00	00	00
14	MTV	01	00	01	1.40
15	FTV	00	00	00	00
16	B4U	02	01	03	4.22
17	NBC	00	00	00	00
18	Discovery	02	01	03	4.22
19	CNN	02	00	02	2.81
20	Ne TV	00	01	01	1.40
21	Ten Sports	02	00	02	2.81
22	Sony Max	03	01	04	5.63
23	HBO	01	00	01	1.40
24	9XM	02	01	03	4.22
25	AXN	01	00	01	1.40
26	Sahara TV	01	00	01	1.40
27	Animal Planet	02	00	02	2.81
28	ESPN	01	00	01	1.40
29	DD Sports	03	00	03	4.22
30	Cartoon Network	02	01	03	4.22
	Total	58	13	71	100

The above data indicate that DD - I and DD-News are most popular among the having DTH connection respondents with equal percentage of 8.45%.Consequently 5.63% of the respondents watched Zee cinema, Star plus, Star movies and Sony max , followed by Sony, Zee TV, BBC world, B4U, Discovery, 9XM, DD sports and Cartoon network with 4.22%. Again 2.81% of the respondents watched Zee News , Star News, Aaj tak, CNN, Ten sports, Animal Planet and 1.40% of the respondents watched Star Sports, MTV, NeTV, HBO, AXN, Sahara TV and ESPN channels on television.

CINEMA

Habit of Cinema of going by the respondents

To understand the habit of going to cinema hall among the respondents, they were asked whether they go to cinema hall and their responses have been classified in the following way as shown below in table no.5.20

Table No. 5.20

Habit of Cinema of going by the respondents

Sl. No.	D.T.H. Connection	Frequency			Percentage
		Male	Female	Total	
0	No	23	27	50	89.28
1.	Yes	04	02	06	10.71
	Total	27	29	56	100

Now a days since majority of the people watch movies on VCD at their home, the percentage of the habit of going to cinema hall has decreased. Out of the 103 respondents, only one male respondent has the habit of going to cinema hall. To understand the time of going to cinema hall, he has been asked, how many times in the last three months does he go to cinema hall, it is reported that he goes 1-5 times to cinema hall in the last three months.

VCD/DVD/COMPUTER

Watching movies on VCD/DVD/Computer

To analyse the interest of watching movies on VCD/DVD/Computer, the respondents were asked whether they watch movies on VCD/DVD/Computer. The distribution of the respondents are shown below in table no.5.21

Table No. 5.21

Watching movies on VCD/DVD/Computer

Sl. No.	Whether Watch Movie on VCD/Computer	Frequency			Percentage
		Male	Female	Total	
0	No	38	34	72	69.90
1.	Yes	15	16	31	30.09
	Total	53	50	103	100

The data show that more than three tenth (30.09%) of the respondents watched movies on VCD/DVD/Computer, while less than two third (69.90%) of the respondents do not watch movies on VCD/DVD/Computer.

Place of watching movies on VCD/DVD/Computer

To analyse the place of watching movies on VCD/DVD/Computer, it has been classified into the following categories as shown below in table no.5.22

Table No. 5.22

Place of watching Movie on VCD /DVD/Computer

Sl. No.	Place of watching Movie on VCD/DVD/Computer	Frequency			Percentage
		Male	Female	Total	
1	Home	14	13	27	87.09
2	Club	00	00	00	00
3	Neighbour	01	03	04	12.90
4	Relatives	00	00	00	00
5	Friends	00	00	00	00
6	Shop	00	00	00	00
	Total	15	16	31	100

The data reveal that out of the 31 respondents who watched movies on VCD/DVD/computer,87.09% of the respondents watched movies on VCD/DVD/computer at their respective home while12.90% of the respondents watched it at their neighbour’s houses.

Place from where taken CDs

To analyse the place from where the CDs are borrowed, the responses of the subjects were classified into three categories, such as- (1) From the village shop (2) Dholai/Lakhipur (3) Silchar. The distribution of the responses of the subjects is shown below in table no. 5.23

Table No. 5.23

Place of bringing CDs

Sl. No.	Place of Borrowing CDs	Frequency			Percentage
		Male	Female	Total	
1	From the village shop	05	03	08	29.62
2	Dholai / Lakhipur	08	10	18	66.66
3	Silchar	01	00	01	3.70
	Total	14	13	27	100

The data indicate that out of the 27 respondents who have VCD/DVD player/computer in their households, 66.66% of the respondents borrow CDs from Dholai/Lakhipur market while 29.62% of the respondents borrow it from their village shop and 3.70% of the respondents borrow it from Silchar town.

Frequency of watching movies on VCD/DVD/Computer in a week

The frequency of watching movies on VCD/DVD/computer in a week has been classified into five categories such as- (1) Nil (2) Once (3) Twice (4) Thrice and (5) More than Thrice. The distribution of the frequency is shown below in table no. 5.24

Table No. 5.24

Frequency of watching movies on VCD/DVD in a week

Sl. No.	No. of films watched on VCD/DVD/Computer in a week	Frequency			Percentage
		Male	Female	Total	
0	Nil	38	34	72	69.90
1	Once	04	10	14	13.59
2	Twice	05	02	07	6.79
3	Thrice	02	02	04	3.88
4	More than three	04	02	06	5.82
	Total	53	50	103	100

The data reveal that 13.59% of the respondents watch movies once in a week while 6.79% of the respondents watch twice in a week. Again 5.82% of the respondents watch movies more than three in a week while 3.88% of the respondents watch movies thrice in a week and majority of the respondents (69.90%) do not watch movies by using VCD/DVD player/computer.

Preferences for movies

To analyse the types of films preferred by the respondents, it has been classified into fifteen categories as it is shown below in table no. 5.25

Table No. 5.25

Preferences for Movie

Sl. No.	Types of film prefer	Frequency			Percentage
		Male	Female	Total	
1	Romantic films	01	04	05	6.41
2	Religious films	15	12	27	34.61
3	Comedy films	06	07	13	16.66
4	Horror films	00	00	00	00
5	Action films	00	00	00	00
6	Romantic + Action films	00	00	00	00
7	Romantic + Religious films	04	06	10	12.82
8	Religious + Comedy films	02	02	04	5.12
9	Romantic + Comedy films	03	09	12	15.38
10	Romantic + Religious + Comedy films	01	00	01	1.28
11	Religious + Action films	01	00	01	1.28
12	Romantic + Action + Religious films	00	00	00	00
13	Romantic + Action + Comedy + Religious films	00	03	03	3.84
14	Romantic + Action + Comedy films	01	00	01	1.28
15	Romantic + Action + Horror films	01	00	01	1.28
	Total	35	43	78	100

From the above table, it is found that out of the 78 respondents who prefer different types of movies, majority of the respondents prefer religious films with 34.61%, followed by comedy films with 16.66% and Romantic + Comedy films with 15.38% .Again 12.82% of the respondents prefer romantic + religious films, while 6.41% of the respondents prefer only romantic films, 5.12% of the respondents prefer religious + comedy films, 3.84% of the respondents prefer romantic + action + comedy + religious films and equally 1.28% of the respondents prefer romantic + religious + comedy films, religious+ action films, romantic+ action+comedy films, and romantic+ action + horror films.

Language preferences for movie

In case of languages of film preferred by the respondents, it has been categorised into nine categories- (1) Manipuri (2) Hindi (3) Assamese (4) Bangla (5) English (6) Hindi + Manipuri (7) English + Manipuri + Hindi (8) English + Manipuri + Hindi + Assamese (9) Manipuri + Hindi + Bengali. The distribution of the categories is shown below in table no.5.26

Table No. 5.26

Language preferences for Movie

Sl. No.	Language of the film prefer	Frequency			Percentage
		Male	Female	Total	
1	Manipuri	12	22	34	43.58
2.	Hindi	02	03	05	6.41
3.	Assamese	00	00	00	00
4.	Bengali	00	00	00	00
5	English	00	00	00	00
6	Hindi + Manipuri	20	17	37	47.43
7	English + Manipuri + Hindi	00	01	01	1.28
8	English + Manipuri + Hindi + Assamese	00	00	00	00
9	Manipuri + Hindi + Bengali	01	00	01	1.28
	Total	35	43	78.	100

The data reveal that out of the 78 respondents who prefer languages of movie, majority of the respondents (47.43%) prefer Hindi and Manipuri films, while 43.58% of the respondents prefer Manipuri films, 6.41% of the respondents prefer only Hindi films and 1.28% of the respondents prefer English, Manipuri, Hindi and Bangla films.

LETTERS

A letter is a written message from one person to another. Since the 19th century, the role of letter in communication has changed significantly. Earlier letter in paper form were the only reliable means of communication between two persons in different location. But as a result of the development of electronic communication, though letter is still remained, it's form has been modified into electronic form like e-mail, fax etc. in some cases. As a result the demand for paper form of letter has been decreasing day by day.

Letters sent in a month

Earlier letter was the main communication system for transferring messages. But in recent years, since the network service of the telephone and mobile phone have been introduced in

rural areas, people communicate through telephone and mobile phone instead of letters and letter is used basically for official purposes.

To analyse the frequency of sending letters by the respondent in a month, five categorization has been made such as- (1) Don't send (Nil) (2) High (More than three) (3) Medium (2-3) (4) Low (One) (5) Very low (Rarely). The distribution of the categories is shown below in table no. 5.27

Table No. 5.27

Letters sent by Respondents in a month

Sl. No.	Letter Sent in a Month	Frequency			Percentage
		Male	Female	Total	
0	Don't send (Nil)	50	46	96	93.20
1	Low (One)	02	01	03	2.91
2	Medium (2-3)	01	01	02	1.94
3	High (More than three)	00	00	00	00
4	Very Low (Rarely)	00	02	02	1.94
	Total	53	50	103	100

The data indicate that most of the respondents (93.20%) did not send letter while 2.91% of the respondents had low degree in sending letters, Again equally 1.94% of the respondents had medium and very low degree while there was no one who had high degree in sending letters. Thus, the finding shows that most of the respondents had low degree of sending letter in a month.

Letters received in a month

To analyse the letters received in a month by the respondents, the categorization has been made on the basis of (1) don't receive (2) high (more than three) (3) medium (2-3) (4) Low (One) (5). Very Low (Rarely). The distribution of the respondents is shown in table no.5.28

Table No. 5.28

Letter received by the Respondents in a month

Sl. No.	Letter Received in a Month	Frequency			Percentage
		Male	Female	Total	
0	Don't receive (Nil)	49	46	95	92.23
1	Low (One)	03	01	04	3.88
2	Medium (2-3)	01	01	02	1.94
3	High (More than three)	00	00	00	00
4	Very Low (Rarely)	00	02	02	1.94
	Total	53	50	103	100

The data show that most of the respondents i.e. 92.23% did not receive any letter whereas 3.88% of the respondents received one letter in a month. Again, equally 1.94% of the respondents received letters in medium and very low degree while there was no respondent who receive letters in high degree. The findings indicate that majority of the respondents had the frequency of low degree in receiving letters.

Purpose of sending letter

The purpose of sending letter has been categorised on the basis of (1) Friends (2) Relatives (3) Business and (4) Official. The distribution of the categories is shown in table no. 5.29

Table No. 5.29

Purpose of Sending Letter

Sl. No.	Purpose of Sending Letter	Frequency			Percentage
		Male	Female	Total	
1	Friends	01	00	01	14.28
2	Relatives	01	01	02	28.57
3	Business	00	00	00	00
4	Official	01	03	04	57.14
	Total	03	04	07	100

From the table, it is found that out of the 7 respondents who send letters, majority of the respondents (57.14%) sent letters for official purpose whereas 28.57% of the respondents sent letters to their relatives and 14.28% of the respondents sent letters to their friends. From the findings it can be noted that most of the respondents send letters for official purpose only.

Types of Post Prefer:

In order to analyse the preferences of post, the type of post has been classified into the following categories as shown below in table no. 5.30

Table No. 5.30

Types of Post Prefer

Sl. No.	Types of Post Prefer	Frequency			Percentage
		Male	Female	Total	
1	Ordinary	00	00	00	00
2	Speed post	01	00	01	12.5
3	Registered	02	02	04	50.00
4	Pvt. Courier	01	00	01	12.5
5	Ordinary + Speed post	00	01	01	12.5
6	Ordinary + Registered	00	01	01	12.5
7	Ordinary + Pvt. Courier	00	00	00	00
8	Speed Post + Registered	00	00	00	00
9	Speed Post + Pvt. Courier	00	00	00	00
10	Pvt. Courier + Registered	00	00	00	00
	Total	04	04	08	100

The data reveal that out of the 8 respondents who use letter for communication, majority of the respondents (50%) preferred registered post, while speed post, Pvt Courier, ordinary + speed post and ordinary + registered post are preferred by equally 12.5% of the respondents.

FAX

Status of Sending Fax Messages:

Fax is a document i.e. sent or received using a special machine and a telecom line. To analyse the status of sending fax messages, the respondents were asked whether they send any fax message.

The distribution of responses of the subjects have been classified on the following basis as shown in table no. 5.31

Table No. 5.31
Send Messages by Fax

Sl. No.	Whether send any messages by fax	Frequency			Percentage
		Male	Female	Total	
0	No	52	50	102	99.02
1.	Yes	01	00	01	0.97
	Total	53	50	103	100

In this study, it is found that out of 103 respondents, only one respondent uses fax in sending messages and the rest other do not need to send messages by fax. When the respondent has been asked about the purpose, place of sending and frequency of sending messages by fax, it has been reported that he sent 3-5 messages by fax basically for official purposes from the office in the last three months.

TELEPHONE

Telephone is a communication system i.e. used to talk to someone who is in another place. In the village, the telephone line connection was launched in early 1990's. Since the mobile network facility is available in that area, the demand of telephone has replaced by mobile phone. As a result most of the people of the village has surrendered the telephone connection.

Ownership of Telephone connection

In order to understand the status of telephone connection in the village, the respondents were asked whether they have telephone connection, and their responses are classified in the following manner as shown in table no.

Table No. 5.32

Ownership of Telephone Connection

Sl. No.	Whether have Telephone	Frequency			Percentage
		Male	Female	Total	
0	No	51	50	101	98.05
1.	Yes	02	00	02	1.94
	Total	53	50	103	100

The data show that out of the 103 respondents, there were only two (1.94%) of the respondents who had telephone connection whereas 98.05% of the respondents did not have any telephone connection, in this study.

Calls generally made over Telephone in a month

To analyse the phone calls made by the respondents in a month, it has been categorised into five categories such as- (1) 1-50 calls (2) 51-100 calls (3) 101-200 calls (4) 201 - 500 calls and (5) More than 500 calls. The distribution of the categories is shown in table no. 5.33

Table No. 5.33

Calls generally made over telephone in a month

Sl. No.	Calls generally made in a Month	Frequency			Percentage
		Male	Female	Total	
1	1-50 Calls	00	00	00	00
2	51-100	00	00	00	00
3	101-200	00	00	00	00
4	201-500	02	00	02	100
5	More than 500	00	00	00	00
	Total	02	00	02	100

The data reveal that out of the 2 respondents who had telephone connection, all the respondents (100%) made 201-500 calls in a month.

Calls generally received in a month

To analyse the telephone calls received in a month, it has been categorised into five categories as it is shown below in table no.5.34

Table No. 5.34

Calls generally received in a month

Sl. No.	Calls generally received in a month	Frequency			Percentage
		Male	Female	Total	
1	1-50 Calls	00	00	00	00
2	51-100	01	00	01	50.00
3	101-200	00	00	00	00
4	201-500	01	00	01	50.00
5	More than 500	00	00	00	00
	Total	02	00	02	100

From the above table, it is found that out of the two respondents who had telephone connection, one respondent (50%) received 51-100 calls in a month while the another respondent (50%) received 201-500 calls over telephone in a month.

Calls make in a week over Telephone

To analyse the frequency of calls made by the respondents in a week, the responses of the subject were classified into three categories such as- (1) Very frequently (daily) (2) Frequently (3-4 calls) (3) Less frequently (atleast once in a week). The distribution of the responses is shown in table no. 5.35

Table No. 5.35

Persons to whom call frequently in a week

Sl. No.	Person to whom call frequently	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (Daily)	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00
2	Frequently (3-4 Calls)	02	00	02	100	00	00	00	00	00	00	00	00	01	00	01	50	00	00	00	00
3	Less Frequently (At list one in a week)	00	00	00	00	02	00	02	100	00	00	00	00	01	00	01	50	02	00	02	100
	Total	02	00	02	100	02	00	02	100	00	00	00	00	02	00	02	100	02	00	02	100

The data show that out of the two respondents who had telephone connection, all the two (100%) respondents made calls frequently to their family members. As regards to calls made to thier relatives is concerned, one (50%)of the respondent made calls frequently while the another one (50%) respondent made calls less frequently in a week. On the other hand,in case of calls made to their relatives and neighbours is concerned,both the two respondents (100%) equally made calls less frequently to their relatives and nighbours over telephone, in a week.

Calls received in a week over Telephone

To analyse the frequency of calls received in a week by the respondents, it has been classified into three categories as it is shown in table no. 5.36

Table No. 5.36

Persons from whom received calls in a week

Sl. No.	Persons from whom received call in a week	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (almost Daily)	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00
2	Frequently (3-4 Calls in a week)	00	00	00	00	02	00	02	100	00	00	00	00	01	00	01	50	00	00	00	00
3	Less Frequently (At least one in a week)	02	00	02	100	00	00	00	00	02	00	02	100	01	00	01	50	02	00	02	100
	Total	02	00	02	100	02	00	02	100	02	00	02	100	02	00	02	100	02	00	02	100

The data reveal that out of the two respondents, both the two respondents (100%) received calls less frequently from their family members while in case of calls made to their relatives is concerned, they received calls frequently from their relatives. On the other hand , in case of office people and neighbours, equally both the two respondents(100%) received calls less frequently from their office people, and neighbours, while equally one (50%)of the respondent received calls frequently and less frequently from their friends in a week.

MOBILE

A mobile phone is an electronic device used for full duplex two way radio telecommunication over a cellular network of base station known as cell sites. The first mobile telephone call made in a car occurred in St. Louis, Missouri, USA on June 17, 1946 but the system was different from the portable hand set i.e use today. In 1973, Martin Cooper, a Motorola researcher and executive made the first call on a hand-held mobile phone, who is considered to be the inventor of the first practical mobile phone (http://en.wikipedia.org/wiki/mobile_phone).

Ownership of Mobile phone

To understand the status of ownership of mobile phone among the respondents, they were asked whether they have mobile phone or not. The distribution of the responses of the subject is shown below in table no.5.37

Table No. 5.37

Ownership of Mobile phone

Sl. No.	Whether have mobile phone	Frequency			Percentage
		Male	Female	Total	
0	No	14	15	29	28.15
1.	Yes	39	35	74	71.84
	Total	53	50	103	100

From the data, it is shown that more than two third (71.84%) of the respondents had mobile phone while less than one third (28.15%) of the respondents did not have mobile phone . But those respondents, who had no mobile phone, also used it from their neighbours and relatives.

Number of Mobile Set in a family

To find out the number of mobile set in a family, the data have been categorised into four categories such as- (1) One (2) 2-3 (3) 4-5 and (4) More than 5. The distribution of the categories is shown below in table no. 5.38

Table No.5.38
No of Mobile set in a family

Sl. No.	No. of Mobile phone in a family	Frequency			Percentage
		Male	Female	Total	
1	One	21	17	38	51.35
2	2-3	14	15	29	39.18
3	4-5	02	02	04	5.40
4	More than five	02	01	03	4.05
	Total	39	35	74	100

The data indicate that out of the 74 respondents who had mobile phone, more than half (51.35%) of the respondents each had one mobile set in their households, while less than two fifth (39.18%) of the respondents each had 2-3 mobile sets in their households. Again 5.40% of the respondents each had 4-5 mobile sets in their households while 4.05% of the respondents each had more than five mobile sets in their households, in this study.

Mobile phone service provider

To analyse the popularity of mobile phone service providers whose networks are available in that area, the respondents were asked what the service provider of their mobile phone is. The distribution of the responses is shown below in table no.5.39

Table No. 5.39

Mobile phone service provider

Sl. No.	Mobile phone service provider	Frequency			Percentage
		Male	Female	Total	
1	BSNL	03	01	04	4.81
2	Reliance	08	08	16	19.27
3	Airtel	08	05	13	15.66
4	Aircel	26	24	50	60.24
	Total	45	38	83	100

The data indicate that most of the respondents (60.24%) used Aircel i.e.the most popular mobile service provider while Reliance is in the second position of popularity with 19.27% followed by Airtel and BSNL with 15.66% and 4.81% respectively.

Types of Mobile connection

To analyse the type of mobile connection, it has been categorised into three categories- (1) Prepaid (2) Postpaid without GPRS and (3). PostPaid with GPRS . The distribution of the categories is shown below in table no.5.40

Table No. 5.40

Types of Mobile connection

Sl. No.	Types of mobile connection	Frequency			Percentage
		Male	Female	Total	
1	Prepaid	38	35	73	98.64
2	Postpaid without GPRS	01	00	01	1.35
3	Post paid with GPRS	00	00	00	00
	Total	39	35	74	100

The data reveal that most of the respondents (98.64%) had prepaid connection while a few (1.35%) of the respondents had post paid without GPRS connection and there was no one who had post paid with GPRS connection, in this study.

How do you get the Mobile set

To know how the respondents have the mobile set, the data have been categorised into eight categories as it is shown below in table no.5.41

Table No. 5.41

How do you get the Mobile Set

Sl. No.	How do you get mobile set ?	Frequency			Percentage
		Male	Female	Total	
1	Purchased by me	22	08	30	40.54
2.	Purchased by Parents	08	12	20	27.02
3.	Purchased by Husband	03	07	10	13.51
4.	Purchased my Brother	00	03	03	4.05
5	Purchased by my Sister	00	00	00	00
6	Purchased by my Son	06	05	11	14.86
7	Purchased by my Daughter	00	00	00	00
8	Presented by my Relatives/Friends	00	00	00	00
	Total	39	35	74	100

The data reveal that out of the 74 respondents, most of the respondents (40.54%) purchased mobile sets by themselves and 27.02% of the respondents' mobile sets were purchased by their parents. Apart from this, 14.86% of the respondents informed about the mobile set purchased by their son, while 13.51% of the respondents reported about the mobile set purchased by their husband. There were few respondents (4.05%) who used mobile set purchased by their brother.

Calls receive in a week over Mobile

To analyse the calls receive in a week, the responses of the subject were categorised into four categories as- (1) Low (1-20 calls) (2) Medium (21-40 calls) (3) High (41-60 calls) and (4) Very high (More than 60 calls). The distribution of the categories is shown below in table no.5.42

Table No. 5.42

Calls Receive in a Week over Mobile

Sl. No.	Call received in a week	Frequency			Percentage
		Male	Female	Total	
1	Low (1-20 calls)	09	06	15	20.27
2	Medium (21-40 calls)	04	06	10	13.51
3	High (41-60 calls)	05	08	13	17.56
4	Very High (More than 60 calls)	21	15	36	48.64
	Total	39	35	74	100

The data indicate that out of the 74 respondents who had mobile phone, 48.64% of the respondents had very high degree in receiving phone calls while 20.27% of the respondents had low degree. Again, 17.56% of the respondents received phone calls in high degree while 13.51% of the respondents had medium degree in receiving phone calls over mobile.

Calls make in a week

To analyse the phone calls make in a week, the responses of the subjects has been categorised into four categories as it is shown below in table no. 5.43

Table No. 5.43

Calls make in a week

Sl. No.	Call make in a week	Frequency			Percentage
		Male	Female	Total	
1	Low (1-20 calls)	10	07	17 ⁰⁰	21.91
2	Medium (21-40 calls)	03	07	10 ⁰¹	13.51
3	High (41-60 calls)	04	09	13	17.56
4	Very High (More than 60 calls)	22	12	34 ¹¹	45.94
	Total	39	35	74 ¹²	100

The data reveal that out of 74 respondents who had mobile phone, most of the respondents (45.94%) had very high degree in making calls while more than one fifth (21.91%) of the respondents made calls in low degree. Whereas, less than one fifth (17.56%) of the respondents made calls in high degree while more than one tenth (13.51%) of the respondents made calls in medium degree over mobile phone.

Persons to whom make calls over mobile

To analyse the frequency of making calls by the respondents to their family members, relatives, office people, friends and neighbours, the data have been categorised into three categories, such as- (1) Very frequently (Almost daily) (2) Frequently (3-4 calls in a week) (3) Less frequently (At least once in a week. The distribution of the categories is shown below in table no.5.44

Table No. 5.44

Persons to whom make calls over mobile

Sl. No.	Person to whom make calls	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (almost daily)	16	07	23	31.08	02	01	03	4.05	00	00	00	00	12	04	16	21.62	00	00	00	00
2	Frequently (3-4 Calls in a week)	08	18	26	35.13	20	11	31	41.89	01	00	01	1.35	12	14	26	35.13	00	01	1	1.35
3	Less Frequently (Atleast once in a week)	10	07	17	22.97	14	20	34	45.94	01	01	02	2.70	07	10	17	22.97	07	18	24	32
	Total	34	32	66	89.18	36	32	68	91.89	02	01	03	4.05	31	28	59	79.72	07	19	25	67

The data show that out of the 74 respondents, more than one fourth (31.08%) of the respondents made call very frequently while more than one third (35.13%) of the respondents made call frequently and 22.97% of the respondents made call less frequently to their family members .

On the other hand , so far as the making call to their relatives is concerned, majority of the respondents (45.94%) made calls less frequently while 41.89% of the respondents made call frequently and 4.05% of the respondents made call very frequently to their relatives.

In case of calling to office people, few 1.35% of the respondents made call frequently while 2.70% of the respondents made call less frequently to their official staffs.

On the other hand, in case of making call to their friends is concerned, 35.13% of the respondents made call frequently, while 22.97% of the respondents made call less frequently and 21.62% of the respondents made call very frequently to their friends.

So far as phone calling to neighbours is concerned, 24.32% of the respondents made call less frequently while 1.35% of the respondents made call frequently to their neighbours.

Persons from whom received calls on Mobile

To analyse the call frequency received from their relatives, family members, office people, friends and neighbours by the respondents, it has been categorised into three categories as it is shown in table no. 5.45

Table No.5.45

Persons from whom received calls over Mobile

Sl No.	Persons from whom received calls	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (almost daily)	15	08	23	31.08	02	01	03	4.05	00	00	00	00	12	04	16		00	00	00	00
2	Frequently (3-4 Calls in a week)	11	16	27	36.48	20	10	30	40.54	01	00	01	1.35	12	14	26		01	00	01	1.35
3	Less Frequently (Atleast once in a	10	08	18	24.32	15	19	34	45.94	01	01	02	2.70	07	10	17		11	07	18	24.32
	Total	36	32	68	91.89	37	30	67	90.54	02	01	03	4.05	31	28	59		12	07	19	25.67

The data show that, as per calls received from family members is concerned, out of the 74 respondents who had mobile phone, more than one third (36.48%) of the respondents received calls frequently, while less than one third (31.08%) of the respondents received calls very frequently and 24.32% of the respondents received calls less frequently from their family members.

In case of calls received from their relatives, 45.94% of the respondents received calls less frequently while 40.54% of the respondents received calls frequently and 4.05% of the respondents received calls very frequently from their relatives.

On the other hand, 2.70% of the respondents received calls less frequently, while 1.35% of the respondents received calls frequently from their official staffs.

As far as calls received from friends is concerned, 35.13% of the respondents received calls frequently while 22.97% of the respondents received calls less frequently and 21.62% of the respondents received calls very frequently from their friends.

Whereas, calls received from neighbours is concerned, 24.32% of the respondents received calls less frequently while 1.35% of the respondents received calls frequently from their neighbours.

In this study, it is found that majority of the respondents (91.89%) received calls from their family members, while 90.54% of the respondents received calls from their relatives and 79.72% of the respondents received calls from their friends. Whereas 25.67% of the respondents received calls from their neighbours while 4.05% of the respondents received calls from their office people, in the village.

SMS received in a week

The frequency of SMS received in a week has been categorised into four categories, such as- (1)1-10 (2) 11-20 (3) 21-30 and (4) More than 30 . The distribution of the categories is shown below in table no. 5.46

Table No. 5.46

SMS received in a week

Sl. No.	SMS received in a week	Frequency			Percentage
		Male	Female	Total	
1	1-10	03	10	13	81.25
2	11-20	01	01	02	12.5
3	21-30	00	00	00	00
4	More than 30	01	00	01	6.25
	Total	05	11	16	100

The data indicate that out of the 16 respondents who received SMS, 81.25% of the respondents received 1-10 SMS in a week while a few 12.5% of the respondents received 11-20 SMS and 6.25% of the respondents received more than 30 SMS in a week.

SMS send in a week

In case of SMS sent by the respondents in a week, the data have been categorised into four categories as it is shown below in table no.5.47

Table No. 5.47

SMS send in a week

Sl. No.	SMS in a week	Frequency			Percentage
		Male	Female	Total	
1	1-10	03	10	13	81.25
2	11-20	01	01	02	12.5
3	21-30	00	00	00	00
4	More than 30	01	00	01	6.25
	Total	05	11	16	100

The data reveal that out of the 16 respondents who sent SMS, 81.25% of the respondents sent 1-10 SMS while 12.5% of the respondents sent 11-20 SMS and 6.25% of the respondents sent more than 30 SMS in a week.

Persons to whom send SMS in a week

To analyse the frequency of SMS sending in a week by the respondents to their family members, relatives, office people, friends and neighbours, the data have been categorised into three categories, such as- (1) Very frequently (Almost daily) (2) Frequently (3-4 SMS in a week) (3) Less frequently (Atleast once in a week).The distribution of the categories has been shown in table no. 5.48

Table No. 5.48

Persons to whom send SMS in a week

Sl. No.	Person to whom send SMS	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (Almost daily)	00	00	00	00	00	00	00	00	00	00	00	00	00	01	01	6.25	00	00	00	00
2	(3-4 SMS in a week)	01	01	02	12.5	00	01	01	6.25	00	00	00	00	02	04	06	37.5	00	00	00	00
3	Less Frequently (Atleast once in a	00	01	01	6.25	01	01	02	12.5	00	00	00	00	03	03	06	37.5	01	01	02	12.5
	Total	01	02	03	18.75	01	02	03	18.75	00	00	00	00	05	08	13	81.25	01	01	02	12.5

The data show that out of the 16 respondents who send SMS, 12.5% of the respondents sent SMS frequently while 6.25% of the respondents sent SMS less frequently to their family members.

Whereas, 12.5% of the respondents send SMS less frequently while 6.25% of the respondents sent SMS frequently to their relatives.

In case of sending SMS to their friends, equally 37.5% of the respondents sent SMS frequently and less frequently while 6.25% of the respondents sent very frequently to their friends. On the other hand, it is found that 12.5% of the respondents sent SMS to their neighbours less frequently, in this study.

Persons from whom received SMS in a week

To analyse the SMS received in a week by the respondents from their family members, relatives, office people, friends and neighbours, the data have been categorised into three categories as it is shown below in table no. 5.50

Table No. 5.49

Persons from whom received SMS

Sl. No.	Persons from whom received SMS	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (almost daily)	00	00	00	00	00	00	00	00	00	00	00	00	01	01	02	12.5	00	00	00	00
2	Frequently (3-4 SMS in a week)	01	01	02	12.5	00	01	01	6.25	00	00	00	00	01	04	05	31.25	01	00	01	6.25
3	Less Frequently (Atleast once in a week)	00	01	01	6.25	00	01	01	6.25	01	00	01	6.25	03	04	07	43.75	00	00	00	00
	Total	01	02	03	18.75	00	02	02	12.5	01	00	01	6.25	05	09	14	87.5	01	00	01	6.25

The data reveal that out of the 16 respondents, 12.5% of the respondents received SMS frequently while 6.25% of the respondents received less frequently from their family members whereas equally they received SMS frequently and less frequently from their relatives with 6.25%.In case of office people 6.25% of the respondents received SMS less frequently.

On the other hand, 43.75% of the respondents received less frequently and 31.25% of the respondents received SMS frequently while 12.5% of the respondents received very frequently from their friends .

As per SMS received from neighbours is concerned,it is found that 6.25% of the respondents received SMS frequently from their neighbours.

In short, from the data it can be noted that majority of the respondents communicate through SMS to their friends.

COMPUTER

A computer is a programmable machine that received input,stores and manipulate data and provide output in a useful format. The first use of the word computer was recorded in 1613, referring to a person who carried out calculation or computation and the word continued to be

used in that sense until the middle of the 20th century (<http://en.wikipedia.org/wiki/computer>).

Access to Computer

To understand the total number of respondents who can access to computer, they were asked whether they can access to computer or not. The distribution of the respondents is shown below in table no. 5.50

Table No. 5.50

Access to Computer

Sl. No.	Whether access to Computer	Frequency			Percentage
		Male	Female	Total	
0	No	49	48	97	94.17
1.	Yes	04	02	06	5.82
	Total	53	50	103	100

The data show that 5.82% of the respondents can access to computer whereas 94.17% of the respondents can not access to computer.

Place of using Computer

To analyse the place of using computer by the respondents, it has been categorised into five categories, such as- (1) Home (2) Cyber cafe (3) Office (4) School/College/University and (5) Other places. The distribution of the categories is shown below in table no. 5.51

Table No. 5.51

Place of using Computer

Sl. No.	Place of using Computer	Frequency			Percentage
		Male	Female	Total	
1	Home	02	00	02	33.33
2	Cyber cafe	01	02	03	50.00
3	Office	00	00	00	00
4	School/College/University	01	00	01	16.66
5	Other place	00	00	00	00
	Total	04	02	06	100

The data reveal that out of the 6 respondents who can access to computer, 50% of the respondents used computer in cyber cafes while 33.33% of the respondents used in home and 16.66% of the respondents used computer in Schools/Colleges/Universities.

Purpose of using Computer

The distribution of the categories of purpose of using computer is shown below in table no. 5.52

Table No. 5.52

Purpose of using Computer

Sl. No.	Purpose of using computer	Frequency			Percentage
		Male	Female	Total	
1	Education	02	02	04	66.66
2	Business	01	00	01	16.66
3	Entertainment	00	00	00	00
4	Games	00	00	00	00
5	Others	00	00	00	00
6	Education + Entertainment	00	00	00	00
7	Education + Business	00	00	00	00
8	Education + Games	00	00	00	00
9	Education +Entertainment+Business+Game	01	00	01	16.66
10	Education+Entertainment+Games+Others	00	00	00	00
11	Education+Entertainment+Others	00	00	00	00
12	Education+Entertainment+Games	00	00	00	00
13	Education+Games+Other	00	00	00	00
14	Business+Entertainment+Games	00	00	00	00
15	Entertainment+Business	00	00	00	00
16	Professional+Education	00	00	00	00
17	Business+Games	00	00	00	00
18	Business+Official	00	00	00	00
	Total	04	02	06	100

The data reveal that out of the 6 respondents, 66.66% of the respondents used computer for educational purpose whereas equally 16.66% of the respondents used computer for business purpose and for the purposes of Education + Entertainment + Business /Games.

INTERNET

Internet is a global system of inter connected computer networks that use the standard [Internet Protocol Suite](#) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business and government network of local to global

scope that are linked by a broad array of electronic and optical networking technologies. The internet has enabled or accelerated the creation of new forms of human interaction through instant messaging, internet forums and social networking sites

Access to Internet

The analysis of the respondents who can access to internet is shown below in table no. 5.53

Table No. 5.53

Access to Internet

Sl. No.	Whether access to Internet	Frequency			Percentage
		Male	Female	Total	
0	No	51	48	99	96.11
1.	Yes	02	02	04	3.88
	Total	53	50	103	100

The data reveal that 3.88% of the respondents can access to internet while 96.11% of the respondents can not access to internet.

Frequency of using Internet

To analyse the frequency of using Internet, the data have been categorised into five categories- (1) Occassionally (2) Daily (3) 1-5 days (4) 6-10 days and (5) More than ten days. The distribution of the categories is shown below in table no.5.54

Table No. 5.54

Frequency of using Internet monthly

Sl. No.	Frequency of using Internet	Frequency			Percentage
		Male	Female	Total	
1	Occassionally	00	00	00	00
2	Daily	01	02	03	75.00
3	1-5 days	01	00	01	25.00
4	6-10 days	00	00	00	00
5	More than ten days	00	00	00	00
	Total	02	02	04	100

The data reveal that out of the 4 respondents who can access to internet, 75% of the respondents used internet daily while 25% of the respondents used 1-5 days in a month.

Purpose of using Internet

The distribution of categories for the purpose of using internet is shown below in table no.5.55

Table No.5.55

Purpose of using Internet

Sl.	Purpose of using Internet	Frequency			Percentage
		Male	Female	Total	
1	E-mail	01	02	03	75.00
2.	E- Commerce	00	00	00	00
3.	E - Governance	00	00	00	00
4.	Academic	00	00	00	00
5	Chatting	00	00	00	00
6	Video conferencing	00	00	00	00
7	Inviting	00	00	00	00
8	Download free software	00	00	00	00
9	Download MP3 music	00	00	00	00
10	Download Reading Materials	00	00	00	0
11	E-mail+ Download Reading Materials	00	00	00	00
12	E-mail+ Download Reading materials+Download free software+Download MP3 music	01	00	01	25.00
	Total	02	02	04	100

The data indicate that out of the 4 respondents who can access to internet, majority of the respondents (75%) used internet for the purpose of e-mail while 25% of the respondents used internet for the purposes of e-mail + downloading reading materials + downloading free software + downloading MP3 music.

Sending e-mail in a month

To analyse the frequency of sending e-mail in a month, it has been categorised into three categories- (1) 1-5 e-mails (2) 5-10 e-mails and (3) More than 10 . The distribution of the respondents is shown below in table no. 5.56

Table No. 5.56

E-mail send in a month

Sl. No.	E-mail send in a month	Frequency			Percentage
		Male	Female	Total	
1	1-5	01	02	03	75.00
2	5-10	00	00	00	00
3	More than 10	01	00	01	25.00
	Total	02	02	04	100

The data show that out of the 4 respondents, 75% of the respondents sent 1-5 e-mails in a month while 25% of the respondents sent more than 10 e-mails in a month.

Access to Internet by family members of the respondents

To understand the status of access to internet by family members of the respondents, the respondents were asked whether anyone of your family member can access to internet or not. The distribution of the responses is shown below in table no. 5.57

Table No. 5.57

Access to Internet by family members of the Respondents

Sl. No.	Whether family members access to internet	Frequency			Percentage
		Male	Female	Total	
0	No	45	46	91	88.34
1.	Yes	08	04	12	11.65
	Total	53	50	103	100

From the data it is found that out of the 103 respondents, more than one tenth (11.65%) of the respondents had some members in their families who can access to internet whereas majority of the respondents (88.34%) had no one in their families who can access to internet, in this study.

No. of family members who can access the internet

To analyse the number of family members of the respondents who can access to internet, the data have been categorised into three categories- (1) 1-2 members (2) 3-5 members and (3) More than five members. The distribution of the categories is shown below in table no. 5.58

Table No. 5.58

No. of members using Internet

Sl. No.	No. of members who can access to Internet	Frequency			Percentage
		Male	Female	Total	
1	1-2 Members	06	04	10	83.33
2	3-5 Members	02	00	02	16.66
3	More than five	00	00	00	00
	Total	08	04	12	100

The data reveal that out of the 12 respondents whose some family members can access to internet, 83.33% of the respondents had 1-2 accessed to internet family members whereas 16.66% of the respondents had 3-5 members who can access to internet, in thier families. But there was no respondent who reported about having more than five members who can access to internet in their families, in this study.

Visited outside Borak Valley

The total number of respondents who have visited outside Barak Velly has been analysed and it is shown below in table no. 5.59

Table No. 5.59

Visited outside Barak Valley

Sl.	Visited outside Barak Valley	Frequency			Percentage
		Male	Female	Total	
0	No	35	45	80	77.66
1.	Yes	18	05	23	22.33
	Total	53	50	103	100

The data indicate that more than two tenth (22.33%) of the respondents had visited outside Barak Valley while the rest, i.e. 77.66% of the respondents had not been outside Barak Valley in this study.

The exposure of the respondents to modern mass media communication and new communication technologies may now be summarized:

1. Due to bad road communication system majority of the respondents can not subscribe newspaper.
2. Times of India and Pokanapham (a Manipuri daily) are popular newspapers subscribed by the respondents and they spent mostly less than one hour and 1-2 hours time in a day in reading newspapers
3. They are more interested in reading some parts of the newspapers like, advertisement, employment news, sports, international issues, current affairs etc.
4. Majority of the respondents do not read magazine.
5. Among the magazine read respondents, majority of the respondents read Ichemma (a Manipuri magazine) and Competition Success Review.
6. More than one fourth (31.06%) of the respondents have radio sets.
7. Majority (56.25%) of the respondents who owned radio are regular listeners and most of them spent 1-2 hours time in a day in listening radio.
8. Majority of the respondents listen news on radio.

9. More than half (54.36%) of the respondents owned television set and majority of them have black and white television.
10. Among the television owned respondents, 33.33% of the respondents have two different types of television sets in their households.
11. All the television owned respondents watch television at their home and there are little less than one fifth (19.41%) of the respondents who also watch television at neighbor's or relative's house.
12. Most of the respondents have very high degree in watching television.
13. Majority of the respondents spent 1-2 hours in a day in watching television.
14. Feature films and Television serials are very popular programs to the respondents.
15. Majority of the television owned respondents do not have DTH connection.
16. DD-1 and DD News are very popular channels to having DTH connection respondents.
17. Almost all the respondents do not go to cinema hall.
18. Little less than one third (30.09%) of the respondents watched movies on VCD/DVD/Computer.
19. Majority of the respondents watch movies on VCD/DVD/Computer at their respective home.
20. Most of the respondents borrowed CDs from Dholai or Lakhipur market.
21. Most of the respondents prefer religious films and in case of language preference, they mostly prefer Manipuri and Hindi films.
22. Majority of the respondents do not use letter for communication. They use letters basically for official purpose only and mostly they prefer registered post.
23. Majority of the respondents do not send fax messages.
24. A few (1.94%) of the respondents have telephone connection and they make or receive 201-500 calls in a month.
25. They mostly make calls to family members and receive calls mostly from relatives over telephone.

26. Most of the respondents (71.84%) have mobile phone and most of them have one mobile set in their households.
27. Aircel is the most popular service provider as it is used by majority (60.24%) of the respondents in the village.
28. Most of the respondents (98.64%) have prepaid connection.
29. Majority of the respondents' mobile set is purchased by themselves.
30. Majority of the respondents have high degree in making or receiving phone calls over mobile.
31. Majority of the respondents make or receive calls to their relatives and friends over mobile.
32. Most of the respondents send or receive 1-10 SMS in a week and they receive or send SMS mostly to/from their friends.
33. Majority of the respondents can not access to computer and 5.82% of the respondents can access to computer.
34. Those who can access to computer used computer mostly at their home and school/college/university basically for educational purpose.
35. 3.88% of the respondents can access to internet and among them most of respondents visit to internet daily mostly for doing email.
36. More than one tenth (11.65%) of the respondents have some members in their families who can access to internet and out of them, majority (83.33%) of the respondents have 1-2 family members who can access to internet.
37. Lastly, more than one fifth (22.33%) of the respondents have visited outside Barak valley.