

Chapter - 2

MASS MEDIA ACCESS AND REACH

2.1 Mass Media Access and Reach-Manipur

Table No. 2.1

Media Access and Reach: 2001-2011- Manipur

Code	India/Manipur /District	Total							
		Total Households		Radio/ Transistor		Television		Telephone	
		2011	2001	2011	2001	2011	2001	2011	2001
1	2	3	4	5	6	7	8	9	10
00	India	78,865,937	53,692,376	25.3	44.5	76.7	64.3	82	23
14	Manipur	50,7152	101,302	63.1	57.0	68.4	46.4	74.4	12.5
01	Senapati	1,519	51,423	45.7	27.3	27.9	5.3	39.3	1.4
02	Tamenglong	24,477	15,691	30.9	31.6	21.4	5.9	24.7	2.1
03	Churhanpur	49,916	38,525	32.4	27.5	35.1	8.8	48.6	2.6
04	Bishnupur	44,891	34,683	60.0	49.9	51.5	25.2	62.9	3.7
05	Thoubal	85,295	66,976	60.2	46.5	40.9	18.6	56.6	2.1
06	Imphal West	111,393	77,996	64.4	58.1	70.0	49.4	74.9	13.5
07	Imphal East	91,806	69,479	65.6	49.9	61.3	37.2	69.0	7.4
08	Ukhrul	35,790	22,539	39.1	26.0	20.6	7.5	33.9	1.1
09	Chandel	29,097	20,344	42.9	34.3	28.6	9.0	42.7	2.4

Census of Manipur, 2011

The data given in the table no 2.1 show that, by 2011 the total number of households in Manipur is 50, 7152 and the reach and access of radio is 63.1 per cent, while in 2001 it is 57.0 per cent.

Listening to radio was quite high with compare to other states. Overall percentage of radio households in India is 25.3 per cent by 2011, but in 2001 it was 45.5 per cent in Manipur. This show that listening to radio is decreasing, but in Manipur it increases day by day.

For television, 46.4 per cent reported television households in 2001 and by 2011, 22.0 per cent increases as it reached 68.4 per cent. The use of telephone is significantly higher as the number of households has reached 74.4 per cent, while it was only 12.5 per cent in 2001.

Table No.2.2

Media Access and Reach: 2001-2011-Rural Manipur

Code	India/Manipur /District	Rural							
		Total Households		Radio/ Transistor		Television		Telephone	
		2011	2001	2011	2001	2011	2001	2011	2001
1	2	3	4	5	6	7	8	9	10
00	India	167,826,730	138,271,559	17.3	31.5	33.4	18.9	54.3	3.8
14	Manipur	335,752	296,354	50.0	38.2	36.7	16.6	48.9	2.9
01	Senapati	32,968	51,423	45.9	27.3	25.9	5.3	37.9	1.4
02	Tamenglong	21,069	15,691	27.8	31.6	15.8	5.9	18.7	2.1
03	Churchanpur	46,647	38,525	32.4	27.5	32.3	8.8	45.9	2.6
04	Bishnupur	28,147	22,484	58.8	48.4	47.9	20.7	59.7	2.2
05	Thoubal	54,653	43,573	59.6	42.8	35.1	14.0	51.9	1.5
06	Imphal West	41,512	34,666	62.6	53.0	59.1	37.7	67.1	6.8
07	Imphal East	54,014	50,149	61.2	47.4	50.6	30.6	61.7	4.8
08	Ukhrul	30,882	22,539	39.0	26.0	16.1	7.5	29.7	1.1
09	Chandel	25,860	17,304	44.9	34.5	25.9	7.2	42.4	1.4

Census of Manipur, 2011

Table 2.2 shows that, 335,752 total households in the rural area of Manipur in 2011. Access and reach of radio is 50.0 per cent and 36.7 per cent of television. For radio households in rural area, it is almost higher as it reached 50 per cent, but for television it is low. The access and reach of television is low, it might be due to the financial constrain as the income of the rural people are low and television is consider as costly medium. 48.9 per cent of users of telephone in the rural area. The total number of households in the rural area of Imphal East is more than Imphal West, but the reach and access of media is slightly higher in Imphal West District.

Table No.2.3

Media Access and Reach: 2001-2011- Urban Manipur

Code	India/ Manipur/ District	Urban							
		Total Households		Radio/Transistor		Television		Telephone	
		2011	2001	2011	2001	2011	2001	2011	2001
1	2	3	4	5	6	7	8	9	10
00	India	78,865,937	53,692,376	25.3	44.5	76.7	64.3	82	23
14	Manipur	171,400	101,302	63.1	57.0	68.4	46.4	74.4	12.5
01	Senapati	1,519	-	41.1	-	72.4	-	71.5	-
02	Tamenglong	3,408	-	50.1	-	56.1	-	61.3	-
03	Churchanpur	3,269	-	32.0	-	73.9	-	87.9	-
04	Bishnupur	16,744	12,199	62.0	52.6	57.8	33.6	68.2	6.4
05	Thoubal	30,642	23,403	61.2	53.4	51.3	27.3	64.9	3.3
06	Imphal West	69,881	43,330	65.4	62.3	76.5	58.7	79.5	18.8
07	Imphal East	37,792	19,330	71.7	56.4	76.6	54.2	79.5	14.2
08	Ukhrul	4,908	-	39.2	-	48.9	-	60.6	-
09	Chandel	3,237	3,040	26.6	33.1	49.8	19.3	45.	7.9

Census of Manipur, 2011

Table 2.3 shows that, 171,400 total households in an urban area of Manipur in 2011. In 2001 out of nine districts, four valley districts namely Imphal East, Imphal West, Thoubal, Bishnupur and only one hill districts Chandel have an urban area.

Other four hill districts namely Churachandpur, Senapati, Tamenglong and Ukhrul have no urban populace.

In total urban area 63.1 per cent radio receivers, 68.4 per cent television sets and 74.4 per cent telephone households.

Radio households is higher in the Imphal East districts with 71.7 per cent but television, telephone have high access and reach in the Imphal West districts.

Internet Users

Table: 2.4

Access to Internet- Manipur

Internet					
Code	India/Manipur/ District	Total number of households	TOTAL		
			Percentage of households having Computer/Laptop		
			Total	With Internet	Without Internet
1	2	3	4	5	6
00	India/Manipur/ District	24,66,92,667	9.4	3.1	6.3
14	Manipur	5,07,152	9.0	2.1	6.9
01	Senapati	34,487	6.3	0.7	5.5
02	Tamenglong	24,477	5.6	0.5	5.1
03	Churachandpur	49,916	9.0	1.7	7.3
04	Bishnupur	44,891	7.7	1.5	6.2
05	Thoubal	85,295	6.0	1.0	5.0
06	Imphal West	1,11,393	13.5	4.4	9.1
07	Imphal East	91,806	10.7	3.0	7.7
08	Ukhrul	35,790	6.8	0.8	6.0
09	Chandel	29,097	6.1	0.6	5.5

Census of Manipur, 2011

Table: 2.5

Access to Internet-Rural

Internet					
Code	India/Manipur/ District	Total number of households	RURAL		
			Percentage of households having Computer/Laptop		
			Total	With Internet	Without Internet
1	2	3	4	5	6
00	India/Manipur/ District	16,78,26,730	5.1	0.7	4.4
14	MANIPUR	3,35,752	6.7	1.1	5.6
01	Senapati	32,968	6.2	0.7	5.5
02	Tamenglong	21,069	4.9	0.3	4.6
03	Churachandpur	46,647	8.4	1.4	7.0
04	Bishnupur	28,147	6.0	1.0	5.0
05	Thoubal	54,653	5.2	0.9	4.3
06	Imphal West	41,512	8.7	2.2	6.5
07	Imphal East	54,014	7.1	1.5	5.7
08	Ukhrul	30,882	6.4	0.6	5.8
09	Chandel	25,860	5.5	0.5	5.0

Census of Manipur 2011

Table 2.4 and table 2.5 show the access to the internet in Manipur. According to the census report 2011, total number of households in Manipur is 50, 7152 and the reach and access of internet is only 2.1 per cent. Among all the nine districts Imphal West has the highest internet households with 4.4 per cent. In rural area, 3,35,752 total households and the internet households is with 1.1 per cent. It is seen that the access to internet is low in the state.

2.2 Leading Newspaper of Manipur

Poknapham

Poknapham is the most read Manipuri language newspaper published in Manipur. It was first registered and published in 1975 with different owners.

From 1st February 1980, Samurailatpam Gopal Sharma bought and owned the poknapham newspaper with single page publication in black and white. During that time treddle machine was used for printing. In the year 1986 Sheet Offset Machine is used for the first time and today it is printed at Padma Printers Imphal.

In the year 1996, a great development comes by installing Wed Machine and increasing the number of pages from single to eight pages.

During 2000 to 2008 great changes with the newspaper that from black and white it convert to colour print with eight pages. Also the number of pages increases tremendously with 12 pages to 18 pages till today, but sometimes it published with 14 pages.

Earlier the newspaper had branch at Silchar, 'Silchar Edition' during 2006 to 2008. But the publication has been stopped for some reason.

On 6th September, 2012 a new sister publication of Poknapham was started called 'People's Chronicle' in English edition with the circulation of 3000. And on 13th September 2013, a Sunday supplement also added 'Nongmaiijing' with eight pages.

Poknapham is the first newspaper in Manipur to cross 50,000 circulation and till today it is the largest circulated newspaper with 60, 083 circulation.

Around 120 staffs at Head Office and each correspondents from every district work sincerely and dedication for the betterment of the newspaper. There are 200 hawkers enrolled in the Hawkers Association and 1500 un-enrolled hawkers who circulated the paper in every corner of the state.

Circulation figures of the local newspapers/ periodicals of Manipur

<u>Sl.No.</u>	<u>Names of Newspapers/ Periodicals</u> Daily Newspapers	<u>Circulation Figures</u>
1.	Poknapham (Manipuri)	60,083
2.	Sangai Express (Manipuri)	40,000
3.	Naharolgi Thoudang (Manipuri)	27,567
4.	Hueiyen Lanpao (Manipuri)	26,103
5.	Hueiyen Lanpao (Meitei-Mayek)	25,691
6.	Gosem (Thadou Kuki)	23,586
7.	Manipur Express (Paite)	15,985
8.	Sana Leibak (Manipuri)	15,369
9.	Imphal Free Press (English)	14,407
10.	Sangai Express (English)	18,400
11.	Manipur Mail (English)	10,148
12.	Lamka Post (Paite)	9,943
13.	Aja (Tangkhol)	8,602
14.	Ireibak (Manipuri)	8,512
15.	Paojel (Manipuri)	7,333
16.	Hmasawwna-Thar (Hmar)	5,320
17.	Kangla Pao (Manipuri)	5,197
18.	Kangleipakki Meira (Manipuri)	4,290
19.	Sikni-Eng (Mizo)	3,012
20.	People's Chronicle (English)	3,000
21.	Nisinthuiltu (Vaiphei)	2,140

Weekly Newspapers

1.	Zalen Baner (Thadou Kuki)	4,755
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Directorate of Information and Public Relations, Government of Manipur, 2011

2.3 Radio Listening

Radio listenership has taken a severe beating in recent years. The urban populace has been enjoying the access to a multitude of electronic media for some time. Improved connectivity and availability of electricity in the rural areas have enabled the rural population to access these mediums too in the recent years. Between 2001 and 2011 the numbers of Radio Households in Manipur increased by about 9.0%. During the same period the number of television households increased by about 22.0%.

The All India Radio Imphal conduct Radio Audience survey Manipur in 60 areas with 600 sample, 30 rural and 30 wards in urban area

Listening to Radio

Table: 2.6

Radio listening	Rural		Urban		Combined	
	Number	%	Number	%	Number	%
Yes	264	88.0	251	83.7	515	85.5
No	36	12.0	49	16.3	85	14.2
Total	300	100.0	300	100.0	600	100.0

The above table 2.6 shows that listening to radio in the radio households was quite high with as many as 85.8 per cent respondents reported listening to radio. Listening was slightly higher among rural respondents (88.0 %) than urban respondents (83.7%).

Type of Radio Receiver

Table: 2.7

Type of Radio Receivers	Rural		Urban		Combined	
	Size: 300		Size: 300		Size: 600	
	Number	%	Number	%	Number	%
Radio set	260	86.7	236	78.7	496	82.7
FM Radio in mobile	83	27.7	146	48.7	229	38.2
FM/MW in Car	8	2.7	10	3.3	18	3.0
Radio on DTH	0	0.0	1	0.3	1	0.2
Radio on Internet	3	1.0	0	0.0	3	0.5
Others	0	0.0	0	0.0	0	0.0

In the above data, 82.7 per cent of the listeners reported using normal radio sets to listen to radio programmes. Another 38.2 per cent reported using their mobile phones for listening to FM broadcast. The use of mobile phones for radio listening was significantly higher in the urban areas with 48.7 per cent respondents doing so against a moderate 22.7 per cent in rural areas.

Place of Listening to Radio

Table: 2.8

Type of Radio Receivers	Rural		Urban		Combined	
	Size: 300		Size: 300		Size: 600	
	Number	%	Number	%	Number	%
At Home	257	5.7	238	9.3	494	82.5
While travelling	15	5.0	20	6.7	35	5.8
Driving car/other vehicle	5	1.7	9	3.0	14	2.3
Place of work	113	7.7	58	9.3	171	28.5
Others	0	0.0	0	0.0	0	0.0

The data shows that home remains the favourite place with 82.5 per cent respondents listening to radio at home. However, a significant number of respondents (28.5%) were listening to radio at place of work. This trend was more obvious in the rural area with 37.7 per cent against 19.3 per cent in urban area. Listening to radio also while travelling and driving recorded 8.1 per cent, however the trend was reversed with more urban respondents (9.7%) listening while travelling and driving than rural.

Listening to Radio

Gender Wise

Table: 2.9 (1)

Variable	Rural			Urban			Combined		
	Size	No.	%	Size	No.	%	Size	No.	%
GENDER									
Male	178	108	60.7	134	54	40.3	312	162	51.9
Female	122	63	51.6	166	82	49.4	288	145	50.3

Table 2.9 (1) shows that, gender wise male respondents reported slightly higher listening with 51.9 per cent than the female respondent (50.3%), both in rural and urban.

Age Wise

Table: 2.9 (2)

Variable	Rural			Urban			Combined		
	Size	No.	%	Size	No.	%	Size	No.	%
AGE GROUP									
10-18 years	15	5	33.3	7	4	57.1	22	9	40.9
19-30years	32	21	65.6	77	29	37.7	109	50	45.9
31-45 years	86	51	59.3	122	52	42.6	208	103	49.5
46-60 years	115	60	52.2	77	34	44.2	192	94	49.9
61 and above	52	34	65.4	17	17	100.0	69	51	73.9

Table 2.9 (2) show that, age wise, listening to the station was almost directly proportionate to age of the respondents with the 61 years and above group recording highest listening with 73.9 per cent, followed by the 31-45 year age group with 49.5 per cent. It is least listened by the 10-18 years group with only 40.9 per cent listening.

2.4 TV Ownership Profiles

Recent census data of Manipur shows that TV ownership has overtaken radio ownership. TV ownership in the 600 radio households selected for the survey was found to be high with 92.5 per cent. Out of them 43.2 per cent were having TV with cable connection and 25.3 per cent were having DTH facilities. Area wise 93.7 per cent of the urban households had access to TV against 87.7 per cent households in rural area. Expectedly, urban area had more cable

households with 60.3 per cent than rural area (26.0 %). And DTH penetration too was higher in urban area with 27.8 per cent than in the rural area (23.7 %).

2.5 Findings of the Mass Media Access and Reach from the Study Area

In the survey of the two villages and their adjoining areas, Pungdongbam village (Pungdongbam village) and Keirap Khullen Haotak village (Keirap Khullen Haotak Village 2) the findings are analyzed below.

Access to Newspaper and Periodicals

Table: 2.10

Distribution of Persons by Age(in Years), Sex and Reading Newspapers

Pungdongbam village

Age (in Years)	Sex								
	Male			Female			Total		
	Reading Newspapers		Total	Reading Newspapers		Total	Reading Newspapers		Total
	Yes	No		Yes	No		Yes	No	
Under 30	14	18	32	8	0	8	22	18	40
31 - 40	40	17	57	20	10	30	60	27	87
41 -50	56	12	68	14	6	20	70	18	88
Above 50	40	17	57	6	22	28	46	39	85
Total	150	64	214	48	38	86	198	102	300
Percentage	50	21.3	71.3	16	12.7	28.7	66	34	100

Table: 2.11

Distribution of Persons by Age (in Years), Sex and Reading Newspapers

Keirap Khullen Haotak village

Age (in Years)	Sex								
	Male			Female			Total		
	Reading Newspapers		Total	Reading Newspapers		Total	Reading Newspapers		Total
	Yes	No		Yes	No		Yes	No	
Under 30	3	3	6	6	2	8	9	5	14
31 - 40	3	13	16	5	3	8	8	16	24
41 -50	6	22	28	2	5	7	8	27	35
Above 50	8	15	23	0	4	4	8	19	27
Total/ Percentage	20	53	73	13	14	27	33	67	100

Table 2.10 and table 2.11 show that the percentage of newspapers readership is 66.0 per cent for Pungdongbam Village and 33.0 per cent for Keirap Khullen Haotak village.

The newspaper readership record of village 2 is low, it might be due to the lack of communication and transport system in the area.

Both in the two villages, male respondents reported highest newspaper readership against the female respondents.

Table : 2.12

Distribution of Persons by Age (in Years), Sex and Reading Periodicals

Pungdongbam Village

Age (in Years)	Sex											
	Male				Female				Total			
	No. of Periodical read regularly (Monthly)			Total	No. of Periodical read regularly (Monthly)			Total	No. of Periodical read regularly (Monthly)			Total
	Nil	One	More than One		Nil	One	More than One		Nil	One	More than One	
Under 30	24	2	6	32	8	0	0	8	32	2	6	40
31 - 40	39	6	12	57	16	6	8	30	55	12	20	87
41 -50	46	2	20	68	14	4	2	20	60	6	22	88
Above 50	31	2	24	57	24	0	4	28	55	2	28	85
Total	140	12	62	214	62	10	14	86	202	22	76	300
Percentage	46.67	4	20.67	71.34	20.67	3.33	4.67	28.67	67.33	7.33	25.33	100

Table: 2.13

Distribution of Persons by Age (in Years), Sex and Reading Periodicals

Keirap Khullen Haotak village

Age(in Years)	Sex of Respondent											
	Male				Female				Total			
	No. of Periodical read regularly (Monthly)			Total	No. of Periodical read regularly (Monthly)			Total	No. of Periodical read regularly (Monthly)			Total
	Nil	One	More than One		Nil	One	More than One		Nil	One	More than One	
Under 30	3	3	0	6	2	3	3	8	5	6	3	14
31 - 40	13	0	3	16	6	0	2	8	19	0	5	24
41 -50	24	4	0	28	5	2	0	7	29	6	0	35
Above 50	20	3	0	23	4	0	0	4	24	3	0	27
Total/ Percentage	60	10	3	73.0	17.0	5.0	5.0	27.0	77.0	15.0	8.0	100

The above table 2.12 and table 2.13 shows the exposures of periodicals reading in the two villages. In the Pungdongbam village, 25.33 per cent of respondents were more than one periodicals reading habit and 7.33 per cent having one periodical reading habit. In the Keirap Khullen Haotak, the reading habits of more than one periodicals with 8.0 per cent and 15.0 per cent having one periodical reading habit. Both in the two villages male respondents have higher than female respondents in reading periodicals. The percentage of reading periodicals is low in both the village.

Access to Radio

Table: 2.14

Distribution of Persons by Age (in Years), Sex and Listening Radio

Pungdongbam Village

Age	Sex								
	Male			Female			Total		
	Listening Radio		Total	Listening Radio		Total	Listening Radio		Total
	Yes	No		Yes	No		Yes	No	
Under 30 Years	28	4	32	8	0	8	36	4	40
31 - 40 Years	48	9	57	28	2	30	76	11	87
41 -50	56	12	68	18	2	20	74	14	88
Above 50	46	11	57	14	14	28	60	25	85
Total	178	36	214	68	18	86	246	54	300
Percentage	59.3	12	71.3	22.6	6	28.7	82	18	100

Table: 2.15

Distribution of Persons by Age (in Years), Sex and Listening Radio

Keirap Khullen Haotak village

Age (in Years)	Sex								
	Male			Female			Total		
	Listening Radio		Total	Listening Radio		Total	Listening Radio		Total
	Yes	No		Yes	No		Yes	No	
Under 30	0	6	6	6	2	8	6	8	14
31 - 40	3	13	16	3	5	8	6	18	24
41 -50	17	11	28	0	7	7	17	18	35
Above 50	11	12	23	0	4	4	11	16	27
Total/ Percentage	31	42	73	9	18	27	40	60	100

Table 2.14 and 2.15 shows the radio listenership of the two villages. In the pungdongbam village ; 246 out of 300 respondents were listening to radio daily with 82.0 per cent. And for keirap khullen haotak village, out of 100 respondents 40 were listening to radio. It can be recorded that listening to radio is high in both the two villages.

Gender wise both male and female have higher listening to radio. Again age-wise, above 30 years of age group have higher listening to radio. This is because the older age groups have more free time and can adjust their working time to suit the broadcasting time of the radio. But the younger age groups were busy with their vocation.

Access to Television

Table: 2.16

Distribution of Persons by Age (in Years), Sex and Watching Television

Pungdongbam Village

Age (in Years)	Sex								
	Male			Female			Total		
	Watching Television		Total	Watching Television		Total	Watching Television		Total
	Yes	No		Yes	No		Yes	No	
Under 30	32	0	32	8	0	8	40	0	40
31 - 40	53	4	57	30	0	30	83	4	87
41 -50	68	0	68	18	2	20	86	2	88
Above 50	52	5	57	22	6	28	74	11	85
Total	205	9	214	78	8	86	283	17	300
Percentage	68.3	3	71.3	26	2.7	28.7	94.3	5.7	100

Table: 2.17

Distribution of Persons by Age (in Years), Sex and Watching Television

Keirap Khullen Haotak Village

Age (in Years)	Sex								
	Male			Female			Total		
	Watching Television		Total	Watching Television		Total	Watching Television		Total
	Yes	No		Yes	No		Yes	No	
Under 30	6	0	6	8	0	8	14	0	14
31 - 40	13	3	16	8	0	8	21	3	24
41 -50	21	7	28	4	3	7	25	10	35
Above 50	23	0	23	2	2	4	25	2	27
Total/ percentage	63	10	73	22	5	27	85	15	100

It is seen in the above table 2.16 and table 2.17 shows that the access of television is significantly higher in both the two villages. 94.3 per cent viewers in the pungdongbam village and 85.0 per cent in keirap khullen haotak village.

Age wise all category of age group have viewers of television and again gender wise also both the male and female respondents have higher percentage of viewership of television.

Access to Cinema

Table: 2.18

Distribution of Persons by Age (in Years), Sex and Cinema

Pungdongbam Village

Age (in Years)	Sex								
	Male			Female			Total		
	Cinema		Total	Cinema		Total	Cinema		Total
	Yes	No		Yes	No		Yes	No	
Under 30	32	0	32	8	0	8	40	0	40
31 – 40	53	4	57	30	0	30	83	4	87
41 -50	68	0	68	20	0	20	88	0	88
Above 50	54	3	57	22	6	28	76	9	85
Total	207	7	214	80	6	86	287	13	300
Percentage	69	2.3	71.3	26.7	2	28.7	95.7	4.3	100

Table: 2.19

Distribution of Persons by Age (in Years), Sex and Cinema

Keirap Khullen Haotak Village

Age (in Years)	Sex								
	Male			Female			Total		
	Cinema		Total	Cinema		Total	Cinema		Total
	Yes	No		Yes	No		Yes	No	
Under 30	6	0	6	8	0	8	14	0	14
31 - 40	13	3	16	8	0	8	21	3	24
41 -50	23	5	28	4	3	7	27	8	35
Above 50	20	3	23	2	2	4	22	5	27
Total/ Percentage	62	11	73	22	5	27	84	16	100

It was revealed in the table 2.18 and table 2.19 shows that, 287 out of 300 (95.7 %) respondents like the entertainers and habit of watching film in the pungdongbam village. Also in keirap khullen haotak village, 84 out of 100 (84.0 %) respondents are in the habit of watching film. Every age groups are in the habit of watching films both for male and female respondents.

Access to Internet

Table: 2.20

Distribution of Persons by Age(in Years), Sex and Use of Internet

Pungdongbam Village

Age (in Years)	Sex								
	Male			Female			Total		
	Using Internet		Total	Using Internet		Total	Using Internet		Total
	Yes	No		Yes	No		Yes	No	
Under 30	12	20	32	4	4	8	16	24	40
31 - 40	14	43	57	8	22	30	22	65	87
41 -50	4	64	68	4	16	20	8	80	88
Above 50	4	53	57	0	28	28	4	81	85
Total	34	180	214	16	70	86	50	250	300
Percentage	11.3	60	71.3	5.3	23.3	28.7	16.7	83.3	100

Table: 2.21

Distribution of Persons by Age (in Years), Sex and Use of Internet

Keirap Khullen Haotak Village

Age (in Years)	Sex of Respondent								
	Male			Female			Total		
	Using Internet		Total	Using Internet		Total	Using Internet		Total
	Yes	No		Yes	No		Yes	No	
Under 30	3	3	6	3	5	8	6	8	14
31 - 40	3	13	16	0	8	8	3	21	24
41 -50	0	28	28	0	7	7	0	35	35
Above 50	0	23	23	0	4	4	0	27	27
Total/ Percentage	6	67	73	3	24	27	9	91	100

The above table 2.20 and 2.21 shows that, out of 400 only 59 respondents are the users of internet. The use internet is only 16.7 per cent in the pungdongbam village and 9.0 per cent in the keirak khullen haotak village. Age wise younger age groups (under 30 -40 years) were highly access than the older age group.

Access to Traditional Media

Table: 2.22

Distribution of Persons by Age (in Years), Sex and Participation in
Traditional Media

Pungdongbam Village

Age (in Years)	Sex														
	Male						Female			Total					
	Participation in Traditional media						Participation in Traditional media		Total	Participation in Traditional media					Total
	Talks and Discussion Festivals	Lila, Drama and Festivals	Talks, Discussion and Festivals	All	Total	Lila, Drama and Festivals	All	Talks and Discussion		Festivals	Lila, Drama and Festivals	Talks, Discussion	All		
Under 30	0	2	12	2	16	32	8	0	8	0	2	20	2	16	40
31 - 40	4	2	17	0	34	57	20	10	30	4	2	37	0	44	87
41 -50	0	0	6	2	60	68	4	16	20	0	0	10	2	76	88
Above 50	2	0	9	4	42	57	18	10	28	2	0	27	4	52	85
Total	6	4	44	8	152	214	50	36	86	6	4	94	8	188	300
Percentage	2	1.3	14.7	2.7	50.7	71.3	16.7	12	28.7	2	1.3	31.3	2.7	62.7	100

Table: 2.23

Distribution of Persons by Age (in Years), Sex and Participation in Traditional Media

Keirap Khullen Haotak Village

Age (in Years)	Sex											
	Male				Female				Total			
	Participation in Traditional media				Participation in Traditional media				Participation in Traditional media			
	Talks and Discussion	Lila, Drama, Talks and Discussion	Talks, Discussion and Festivals	Total	Talks and Discussion	Lila, Drama, Talks and Discussion	Talks, Discussion and Festivals	Total	Talks and Discussion	Lila, Drama, Talks and Discussion	Talks, Discussion and Festivals	Total
Under 30	0	3	3	6	0	2	6	8	0	5	9	14
31 - 40	5	11	0	16	5	3	0	8	10	14	0	24
41 -50	19	9	0	28	7	0	0	7	26	9	0	35
Above 50	13	10	0	23	2	2	0	4	15	12	0	27
Total/ Percentage	37	33	3	73	14	7	6	27	51	40	9	100

The above table 2.23 and table 2.24 show the participation of traditional media. Both in the two village respondents have participated and access this medium highly.

1. Percentage Chart for level of Mass Media Access

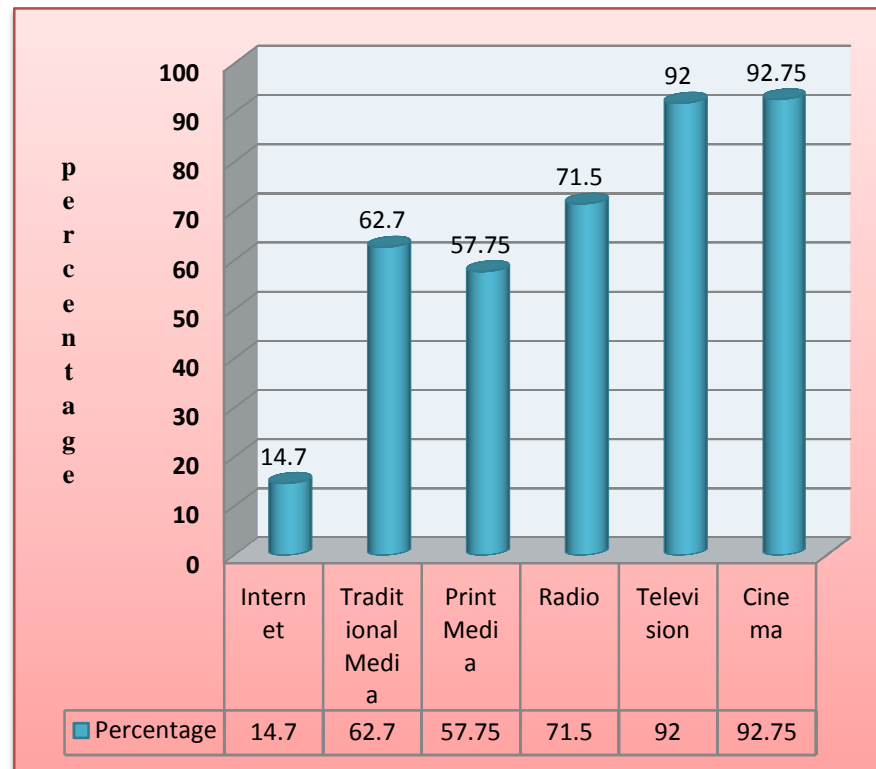


Figure 1: Access to Mass Media

The above figure shows the percentage of access to individual medium. From the study, it is found that cinema has highest access with 92.75 %, television 92.0 %, radio 71.5 %, traditional media 62.7%, print media 57.75 % and internet had lowest access with only 14.7%.

Analysis

1. From the above analysis, the wave of media started in Manipur in the year 1925-26 with the publication of 'Meitei Chanu'. By the end of 1984, there were 33 daily newspapers and 14 weeklies circulating in all four corners of the state.

As per the latest information from Directorate of Information and Public Relations, Government of Manipur, there are 22 newspapers in the state till the end of 2011.

2. Radio is one of the leading sources of infotainment for the people in Manipur and the Imphal station of All India Radio started broadcasting its programme on August 15, 1963.

Presently it is a full-fledged capital station with two channels of broadcast, the primary channel named Kangla channel on the medium wave and the Sangai channel on the FM band.

3. According to 2011 census report of Manipur, the access and reach of radio in Manipur is 63.1 per cent. The data show that there is highly access of radio receivers in the state. And 50 per cent access and reach of radio in the rural and 36.75 per cent in the urban area. Radio is highly access in all the rural areas of Manipur.
4. The urban populace has been enjoying the access to a multitude of electronic media for some time. In the recent years, the rural populations also access these mediums too. The census data reflect this

reality. Between 2001 and 2011 the number of radio households in Manipur increased by 6.0 per cent.

5. District wise Imphal East district has highest percentage of radio households by 71.7 per cent. Out of nine districts four valley districts namely Imphal East, Imphal West, Thoubal and Bishnupur and only one hill district Chandel have urban area. But the remaining four hill districts have no urban life in the year 2001. By 2011, all the nine districts have urban populace.
6. The All India Radio Imphal conduct Radio Audience Survey in 60 areas, 30 rural and 30 ward from urban area. Listening to Radio in the radio household was quite high with as many as 85.8 per cent respondents. Listening was slightly higher among rural respondents with 88.0 per cent than urban respondents (83.7 %).
7. Gender wise male respondents reported slightly listening with 51.9 per cent than the female respondents (50 %).
Age wise, 61 years and above group recorded highest listening with 73.9 per cent followed by the 31-45 years age group with 49.5 per cent.
8. In Manipur, Doordarshan coverage was brought during the Asian Games in 1982. On 30th April, 1993, the people of the region watch the first ever Regional Transmission. And in 1997 two cable networks namely, Satellite Education and Entertainment Network (SEEN TV) and Imphal Cable Network (IS TV) has launched.

But in the beginning of 2003 January 27, the two cable channel merged together to form 'Information Service Television Network, ISTV' due to the unbearable demand of pay-channels. This two cable network brought a new era in the state. By 2014, there is a new cable network IMPACT TV has launched.

9. According to census 2011 report, 46.4% television households in 2001 and by 2011 it increased 22.0 per cent as it reached by 68.4 per cent. Access and reach of television is 36.75 per cent in rural area and 50.0 per cent in urban area. Imphal West district has the highest number of television households by having 76.5 per cent.
10. Telephone is also one of the medium for communication. According to census report 2011, there are 74.4 per cent telephone subscribers households in 2011 in Manipur. But it was only 12.5 per cent in 2001. In rural areas, 48.9 per cent and in urban 74.4 per cent telephone households in urban areas.
11. In the survey of two villages, Pungdongbam village and Keirap Khullen Haotak village, it record mass are highly access and reach.
12. For Pungdongbam village, the percentage of newspaper subscribers and readership is 66.0 per cent.
For Keirap Khullen Haotak village, the percentage of newspaper subscribers and readership is 33.0 per cent. The percentage is low, it might be the results of communication and transport system.

Both in the two villages, male respondents recorded higher newspaper readership than the female respondents. And also age wise above 40 years age group recorded the highest newspaper readership.

13. For periodicals, both the two villages have low percentage.
14. Out of 300 respondents 246 listened radio with 82.0 per cent in the Pungdongbam village. And 40.0 per cent radio listenership in the Keirap Khullen Haotak village. 41-50 years age group has the average group listened to radio.
15. For television, 94.3 per cent viewers in the Pungdongbam village and 85.0 per cent in the Keirap Khullen Haotak village. Gender wise both male and female respondents have average percentage of television viewers.
16. Generally cinema is considered as a medium for recreation and entertainment. But for cinema, there is no such data or record for audience survey. The study of the two villages also enquired into the film taste of rural people.

From the survey, it is found that in Pungdongbam village, 95.7 per cent of respondents were habit of seeing films. And for the Keirap Khullen Haotak village, 84.0 per cent of respondents were habit of seeing films. This medium attracts people belonging to all categories.

17. Internet is one of the new media which is very useful in everyday life. But according to census data, by 2011 there is only 2.1 per cent of

internet households in Manipur. For rural area it is 1.1 per cent and 4.2 for the urban area.

From the study of two villages, the use of internet is only 16.7 per cent and 9.0 per cent respectively. Out of 400 respondents only 59 were access to this medium.

18. Traditional media helps rural masses to accept social changes because it is familiar to audience and have positive feeling about what they hear.

In both the two villages the access and reach of traditional media is 62.7 per cent. Every category of people was access to this medium. As it is the tool of communication having special characteristics to express socio-cultural, religious, moral and emotional needs of the people of society to which they belong.

From the study, it is found that cinema has highest access with 92.75 %, television 92.0 %, radio 71.5 %, traditional media 62.7%, print media 57.75 % and internet had lowest access with only 14.7%

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