

APPENDIX

Dear Respondents,

I am working on a research: **“Electronic Media in Mizoram: An interpretative study of its development”**. The main aim underlying the present study is to:

1. To construct a research base timeline of electronic media in Mizoram.
2. To study the comprehensive and critical account of recent development of electronic media in Mizoram.
3. To highlight the important transitional time of electronic media in Mizoram and to study in detail the transitional reasons and causes.

The study would address the concern of all electronic media in the state and people involved with the media.

The process entails collection and compilation of a great variety of information, facts & figures. It would therefore, be of great help, if you could kindly spare your Electronic media available information/documents and your valuable time for interview. Please extend your necessary cooperation.

Thanking you,

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Questionnaire

Part A

Name: _____

Sex: A. Male
B. Female

Age: A. Upto 18 years
B. 18 – 30 years
C. 31 – 50 years
D. 50 years and above

Education: A. Upto Matriculation
B. Graduation
C. Post- graduation and above
D. Professional education
E. BE, B tech
F. B. Arch
G. MBBS, BDS
H. Charter Accountancy
I. Others (Please specify) _____

Occupation: A. Self – Employed
B. Private Service
C. Government Service
D. Housewife
E. Student

Annual Income: A. Upto Rs. 50,000
B. Between Rs. 50,000 – 100,000
C. Between Rs. 100,000 – 200,000

D. Rs. 200,000 and above

Part B

1. Do you listen to radio?
 - A. YES
 - B. NO

(If NO, don't answer till question 6)

2. Which radio station you regularly listen to?
 - A. All India Radio
 - B. FM
 - C. Any other (Please Specify)_____

3. How much time do you spend listening to radio?
 - A. Upto one hour everyday
 - B. More than one hour everyday
 - C. Occasionally

4. Which part of the day you listen to radio broadcasts?
 - A. Moring
 - B. Afternoon
 - C. Evening
 - D. Whenever I find time

5. Which of the radio programmes do you like most? (mention any three and rank the preference as 1,2 and 3)
 - A. Classical music
 - B. Modern music
 - C. Film songs
 - D. Drama
 - E. Features

- F. News
- G. Documentaries
- H. Discussions
- I. Interviews
- J. Farm programmes
- K. Women's programmes
- L. Youth programmes
- M. Any other (Please specify)_____

6. Do you view television programmes?

YES

NO

7. How much time do you spend on watching television programmes?

A. Upto one hour everyday

B. More than one hour everyday

C. Occasionally

8. Which TV channels you prefer to watch most? (Please rank your preference as 1,2,3,4,5)

A. STAR

B. NDTV

C. CNN_IBN

D. Headlines today

E. LPS

F. ZONET

G. Doordarshan

H. Any other (Please specify)_____

9. Which programmes over television channels do you like most

- A. Film songs
- B. Films
- C. News
- D. Discussions
- E. Interviews
- F. Comedy shows
- G. Dance
- H. Music programmes

I. Drama

J. Quiz

K. Any other programmes (Please Specify) _____

10. Do you think that television channels are objective in news presentation?

YES

NO

11. Do you think that television channels are more entertainment oriented?

YES

NO

12. Do you think that TV News channels are resorting to sensationalism in their presentation?

YES

NO

13. What kind of programmes you would like to listen or view?

A. Educative programmes

B. Religious programme

C. Any other (Please Specify) _____

14. Do you think that TV News channels emphasize more on politics?

YES

NO

15. Do you favour a code of ethics for electronic media in Mizoram?

YES

NO

16. What do you think of the quality of radio programmes in Mizoram?

GOOD

NOT Good

17. What do you think of the quality of programmes of local cable television channels?

GOOD

NOT Good

18. Do you want electronic media in Mizoram media to be supported by the state government?

YES

NO

19. Do you think that electronic media in Mizoram is professional?

YES

NO

20. Do you think that more and more time should be given for Mizoram on national channels of radio and TV?

YES

NO