

# **Chapter V**

## **SUMMARY & FINDINGS**

### SUMMARY AND FINDINGS

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In order to bring out the objective of the study, documents from government offices, private offices, journals, and archives were collected and also data from in depth interviews with people working in the field and people who had experience of working with the media but are no longer engaged with it. The summary and important findings are:

#### 5.1 RADIO

1. All India Radio Aizawl station is situated at Tuikhuahtlang locality which is in the main mid area of the capital city Aizawl. Program was officially broadcast from July 31, 1966, which is successfully continued till today.
2. The transmission capacity is 20 kw mw supported by 10 kw. There are three transmissions in a day. The first shift is from 6 am to 9:30 am. The second shift is from 12:30 pm to 3:30 pm and the third and last shift of the day from 5 pm to 10 pm.
3. It is recorded by the station that 76.31% of the population is covered.
4. The transmitter station is located at Chawnpui locality while its main office is in Tuikhuahtlang locality. It has one channel only and the frequency of transmitter is 540 kilohertz, 5050 kilohertz, and 100.7 megahertz.
5. The regional news unit at All India Radio, Aizawl station started functioning in 1975 with one post each of assistant news editor, correspondent and news reader cum translator sanctioned for the unit. It started with a daily Mizo news bulletin of 5 minutes duration. The duration extended to 10 minutes from January 1977 and continues till today.

6. All India Radio station news at 6:30 pm to 6:40 pm 10 minutes in the evening and “Thlirvelna” a type of morning news for 10 minutes in the morning at 7:30 am to 7:40 am is still tuned in by many.
7. Apart from printed news, radio is the pioneer medium to broadcast news. People have trust in radio news.
8. The second station in the state is at Lunglei city in Lunglei district which is in the southern part of the state.
9. Lunglei radio station was started in 1995 as a separate station.
10. FM Zoawi is the first FM radio of Mizoram.
11. All India Radio Aizawl officially started its FM channel to be officially called FM Zoawi on September 15, 2007.
12. It is broadcast at 100.7 MHz. It is designed to be broadcast for 24 hours but due to lack of professional staff, material, infrastructure and required technology instrument it cannot function for 24 hours

## **5.2 TELEVISION**

1. Though there is no written record to refer or to base, it is believed that television reached Mizoram in 1980.
2. In 1982, when India hosted Asian Games. Television turns to color from black and white, it is seen that the number of television sets increases in the state.
3. By 1985, at least one television set was available in each locality in the capital city of Aizawl.
4. After 6 years, in 1986 (ie on 22.8.1986) it is recorded that there were 1078 (One thousands seventy eight) television sets.
5. In June 1991, it has increased to 4114 (four thousands one hundred and fourteen).
6. The latest survey shows that the number of television sets owners in Mizoram is 121,725 (55.1%). Television is viewed by 92.8% of the population surveyed thereby making it the most popular mass medium among all other media. Access to TV channels was

largely through cable connection (69.4%) followed by the Direct to Home (DTH) service (15.3%).

7. A large number of people in Mizoram ie 84.5% are exposed to at least one or more media.
8. Till 1990, viewers in Mizoram could watch only Doordarshan programmes broadcast from New Delhi and also Bangladesh channels.
9. In 1995, Doordarshan Kendra Aizawl was officially inaugurated.
10. After its inauguration Doordarshan Kendra, Aizawl started to telecast programmes of its own and also the local programs.
11. Doordarshan Kendra, Aizawl has progressed well and today it telecasts locally made programs from 3 pm to 6:30 pm everyday.
12. Doordarshan Kendra, Aizawl started to telecast news from May 10, 2000.
13. The Regional News Unit (RNU) Doordarshan Kendra, started functioning with the launch of a 15-minute 'Events of the day' on May 10, 2000. The programme is telecast every Monday, Tuesday, Thursday and Friday.
14. The daily news bulletin in Mizo (recorded) was first telecast on January 26, 2003.
15. Picture headlines and sub-headlines in Mizo were included in the news bulletin from April 21, 2006.
16. News bulletin in Mizo is being telecast live since September 24, 2006. Scroll news in Mizo has been included in the news bulletin since December 20, 2006.
17. A weekly news round-up programme of 30 minutes, entitled 'Zoram Thlirna', in Mizo was first started on June 2, 2007 and is telecast every Saturday.
18. The telecast of 5-minute daily headline news in Mizo (live) was started on May 15, 2007.
19. A 30-minute 'Sports Magazine' programme is being telecast every Tuesday since October 17, 2007.
20. A weather report in Mizo has been included in the news bulletin since July 6, 2009.

21. A 30-minute News and Current Affairs programme in Mizo, 'ZoramThupui' was started on October 8, 2009 and is telecast on every second and fourth Thursday.
22. A 30-minute additional 'Sports Magazine' programme was started on October 23, 2009 and is telecast every Friday.

### **5.3 CABLE TELEVISION**

1. It is important to note that Direct to Home (DTH) system does not find a place in Mizoram because of cable television.
2. Cable television apart from prominent satellite channels provides its local program and attracts more viewers.
3. In the latest state census, it is seen that there are only 16.3% of is DTHDTH connectionsexit in Mizoram.
4. The arrival of cable television has increased the number of television sets.
5. Today, it is seen that in the capital, Aizawl,television sets are available in all houses.
6. The first ever cable television was started on September 5, 2000 by Skylinks, a private owned company.
7. According to Skylinks, it is the first ever company to start cable television not only in Mizoram but also in the Northeast.
8. Skylinks was started as a joint venture comprising of Anthony Chhuanvawra and Yoga Raja.
9. Anthony Chhuanvawra became the official manager and owner of the cable network from the beginning till the end.
10. Skylinks cable television, due to infrastructure problem and lack of professional equipment,could not reach many household in its early stage.
11. In the beginning, Skylinks acted as a mere cable television network by giving only cable connection with satellite channels and did not broadcast local programs.
12. With its development, slowly Skylinks started to produce its own local programs in its small studio in Tuikhuahtlang.

13. The local programs started to attract more viewers and so started to made more programs.
14. Between 2000 to 2005, Skylinks had seen a great progress and development.
15. Skylinks introduced many new local programs and was a pioneer of most of the local hit program like fiamthuhuang, special report, dubbing of films and English news.
16. As it could not afford to buy the professional teleprompter for its studio, Skylinks created its own teleprompter, which was used for its news program successfully.
17. When the second local cable television LPS Vision started its distribution in 1994, there was a tough competition for attracting viewers for its cable.
18. Skylinks believes that till 2005, it had more viewers than the other because of its attractive local programs.
19. Due to lack of professional manpower and financial crisis Skylinks stopped functioning in 2007.
20. The second cable television network started in 1993 officially and started its distribution in 1994.
21. This cable television network was started by a business family in Aizawl, Laldailova Pachuau and Sons, officially called LPS Vision.
22. LPS first began its distribution of cable connection in Chanmari West locality area.
23. It started to telecast local programs from its own studio especially news program.
24. In the beginning LPS did not have fixed program chart for its local channel and telecast any available programs.
25. In late 1994 and early 1995 LPS introduced a program called "Luangliam". Luangliam is a program where viewers can send their requests for songs.
26. Luangliam became the most popular local program of its time. It was hosted and designed by Malsawmi popularly known as Mali. Mali was employed in LPS in 1994 for news reader and video jockey.

27. LPS did its first live coverage of Mizoram Assembly session.
28. In 2006, LPS made a program called “Youth Icon”. Youth Icon is a program like American Idol where a search is done for the best artist.
29. Youth Icon became popular show. It is believed that, since it is first time this type of show is made in Mizoram, viewers appreciated it and LPS Vision cable connection also increased.
30. Pro Fight, a live show on boxing competition is another hit program of the cable network.
31. The third cable television called Zonet cable network was established in August 2004.
32. It was started as a the partnership between three prominent citizens RK Lianzuala who has an experienced working in All India Radio Aizawl station, K. Sapdanga, a journalist and owner and publisher of the leading daily newspaper of the state “Vanglaini” and Vanneihluanga, journalist owner and editor of most popular monthly magazine of the state “Lengzem” and who also had an experience working with All India Radio Aizawl.
33. Zonet became a private limited company in 2011. It is the only licensed Mizo satellite TV channel that provides viewers with a wholesome 24- hour entertainment.
34. 150 set top boxes have been distributed throughout Mizoram and neighboring states. The channel is uplinked via INSAT 4A, the signal can be received over the entire South East Asia region.
35. With the entry of Zonet, cable television fee was reduced to Rs.200/-. Not only Zonet, other cable operators also collect a fee as Rs.200/-. It has the most viewed program on the local cable in Mizoram.
36. Dubbing was started in 2003.
37. Today, there are private dubbing studios that have linked up with the cable television having their own local channels broadcasting dubbed serials and films for 24 hours.

## **5.4 ADVERTISING**

Modern mass media, relentlessly corporatized in recent times, need advertising for survival. In print, it is always more than 50 percent of the total print area, when it comes to newspapers with large circulation. No radio station or any television channel can survive without advertisements. Mizoram, unlike most states of the country, due to its agrarian background and geographical topography, does not have any major industry worth its name to promote development. Nor there is any support to media except from small business advertisers. Like other states, the state government is the major supporter and source of advertising income for the media.

When it comes to the country as a whole, the advertisement spend is a mere 0.43 per cent of the GDP which is very low from the international standards. Mizoram being a small state has to spend upon the service industry only for any kind of development. Unfortunately, even tourism is not yet developed to attract outside tourists. Even for quality education, the local people prefer institutions outside the state. Naturally, the electronic media in Mizoram cannot expect to earn heavy profits, as they depend mostly on cable subscriptions. Perhaps, with the ONGC taking up the exploration for gas and oil in the state, it is hoped that several ancillary industrial units would come up, if the exploration is successful. Mass media will develop only when there is economic development and it applies to the electronic media in Mizoram also.

## **5.5 ACCESS AND REACH**

The state, with a hilly terrain is a technological challenge due to large shadow areas and weak reception. Despite the geographical inaccessibility, the electronic media in Mizoram have been able to reach the entire state. There cannot be too many radio stations or television channels in a small state, but scope exists for a few more. Once the mediascape becomes competitive, the programmes broadcast or telecast will become more qualitative. The high literacy rate among the population



of the state can easily be converted into an advantage. Here, a comparison can be drawn with Kerala, a southern state known for its high media density and political participation. Though Mizoram has its own uniqueness, a few lessons of positive nature can be drawn from the Kerala state.

For, active mediatisation promotes a vibrant democratic system. Education active political participation, mobility and urbanization are identified as development inputs. Mass media is the basis of transparent democracy. Media will definitely prepare for an enlightenment citizenry by its constructive guidance for policy makers and if need be a vigilant opposition. In terms of economic self reliance, the state has to go a long way. Such a scenario is possible only with an active, if not overzealous mass media. No doubt, the electronic media in Mizoram has played a vital role in strengthening the state's democratic institutions, and elections are held in the most peaceful atmosphere.

## **5.6 MEDIA MANAGEMENT**

Unlike most other states in the country, the electronic media in private sector is either individually owned or under partnership. The corporate character of mass media is totally absent, for reasons well known. Investment cannot be huge as the total target audience may be lesser than the metros of the country. The returns on investment cannot match the expectations of corporate sector. It can only be a small business. Hence, the state does not have national players for direct business. Moreover, the newsability is marginal as the state is peaceful with different sections of the society living in harmony. The media managers are not professional businessmen, as it is in other places. In other words, the managerial experiences and scope are comparatively restrictive in nature. The organizational structure is simple, with very few employees on the roll. Since the investment is low, the payment of salary is limited. It is a no win situation for all as financial strength of the media houses is concerned. The public sector banks do not show much enthusiasm in

approving loan for media houses, in the absence of the industry tag. Private investment is not forthcoming for the reason already mentioned. Possibly there can be only few individuals in the state who can be labeled rich. Then the ground is left only for political patronage of the media. How much of it is a possibility and whether does it exist are not much known. In the absence of a viable financial support system, modern media management practice does not exist, the way it exists in other parts of the country.

In additions, the scope for foreign direct investment is not recognized. The union government has allowed 49 per cent foreign direct investment in the cable television industry. However, in the case of DTH, the foreign participation is limited to 20 per cent of the 49 per cent component. In the FM radio segment, the FDI component is 20 per cent. Only the TV software production has an advantage of 100 per cent FDI. In such a scenario, the electronic media in Mizoram cannot even dream of FDI. The entire politico-economic scenario media has to emerge as a powerful tool of development. What is possible in other states of India may not be the precise solution for media development in Mizoram. As Such, the electronic media in the state need the state government support for survival, of course, without strings.

## **5.7 PROFESSIONALISM**

Lack of professionalism is an important issue. Most electronic media journalism do not have any training, except the trial and error method. With the establishment of the Department of Mass Communication at Mizoram University and also a branch of Indian Institute of Mass Communication on the university campus, professional training is available. Workshops and internships should be available for professional training. Professional organisations should involve in such programmes. Fellowships and scholarships should be made available for sending media professionals both inside and outside India. The state government, in association with the union government can institute

scholarships and fellowships for upgradation of skills and professional standards.

Then, the need for a professional association of electronic media personnel is to be explored. The association can affiliate itself with Broadcasters association of India. The Move will help exposure to a wider world and improve professional standards. We cannot forget the social responsibilities of broadcast media. In a small state like Mizoram, the electronic media plays a vital role in education, socialisation and integration, which was stressed by the MacBride Commission report. Social responsibility is a two way traffic and it involves both the media and the audience. Then there are issues like drugs and HIV haunting the Mizo society. These social issues should be solved by continuous education of the youth.

Since the Mizo society is exceedingly communitarian and well knit, it is not impossible to carry on sustained campaigns against the social evil. The uniqueness of communitarian journalism in the North – Eastern states is that it is participatory. However, in the case of electronic media, the participation peaks as regards entertainment programmes. The need for participation and produce contents of social awareness is more than essential for the present day mizo society. The emphasis on informal education and to create awareness for self- reliance for sustainable development must be its priority. The agrarian face of Mizoram should be converted into an advantage to showcase the Mizo culture and society, to the outside world. Devoid of corporate competition, the state can encourage prosumerism in the field of media communication. The communitarian format of contents can be effectively adopted to suit the demands of eth society. The Verghese working group suggested that the Indian electronic media should highlight local cultures and diversity of the country. Perhaps, the electronic media of Mizoram is carrying on this function admirably. The North eastern part of India is rich in cultural diversity and the great cultural heritage of the land can be preserved and promoted with the help of electronic media. Japan can be a role model in

this regard as it has preserved its culture devotedly, but westernized in public sphere for its own economic advantage.

## **5.8 ELECTRONIC MEDIA AND AUDIENCE**

On March 13, 2012, the Ministry of Home Affairs of the government of India released comprehensive data under "House listing and Housing Census". The data shows that in 2007 the television ownership in Mizoram was 48.3 per cent whereas in 2011 it was 55.1 per cent.

According to Lalremsiama, Production Assistant, Doordarshan Aizawl even though there is no proper research, it is believed that Doordarshan programmes are watched more by rural areas than urban areas. Doordarshan gets lots of feed back in the form of telephone calls and letters from the rural areas, talking about the programmes, calling during live phone in programmes and requesting for songs request and other programmes. They believe that even Doordarshan news is most viewed in rural areas. Therefore stringers are also placed in all eight districts of the state.<sup>1</sup>

Likewise All India Radio believes that its audiences are mostly from rural areas. Like Doordarshan lots of feed back, in the form of telephone calls and letters are from the rural areas talking about the programmes, calling during live phone in programmes and requesting for songs. Zosangzuala, Assistant Director All India Radio mentioned that the Zoawi FM radio coming has a huge audience attraction but strongly believes that Radio audiences has decreased as other electronic media became more popular in the state.<sup>2</sup>

According to a research done by Dr. Laldinliana, Assistant Professor Department of Commerce, Mizoram University in 2012 "Electronic Media Habits in Tribal Economy: An Empirical Study on Rural and Urban Mizoram" revealed that about 60% of the respondents owned

radio. However, only 2.03% of the household respondents considered radio as the main source of information for nondurable goods. Further, 4.53% of respondents felt radio as a main source of information for durable goods.<sup>3</sup> The frequency of watching television was found as:

**Table 1: Frequency of viewing television**

<b>Responses</b>	<b>Number of household customers</b>		
	<b>Total</b>	<b>Rural</b>	<b>Urban</b>
Everyday	299 46.72%	115 35.94 %	184 57.50%
Frequently	213 33.28%	111 34.69 %	102 31.88 %
Occasionally	128 20 %	94 29.38 %	34 10.63%
Total	640	320	320

The table shows that 46.72% of the household respondents view TV everyday while 33.28% view TV frequently (three times a week), and 20% watch occasionally (less than three times a week).

A study by Indian Institute of Mass Communication revealed that exposure to cross border mass media is more in Mizoram. Mizoram has 96.8% of cable viewers. A large number of people in Mizoram (84.5%) were exposed to at least one or more media. Highest proportion of exposure to cross border media was through television (38.5%). Arirang TV channel of Korea is the most popular channel in Mizoram.<sup>4</sup>

**Table 2 : Gender-wise distribution of respondents based on reason for watching local cable television among daily viewers of local channels.**

<b>Reasons</b>	<b>Woman %</b>	<b>Man %</b>	<b>Total %</b>
Local Flavours	41.61	25.24	35
Access to local news	27.51	46.60	35
Language familiarity	20.13	15.53	18
Self-Identification	10.73	12.62	12
Total	100.00	100.00	100.00

Based on this quantitative study conducted, 54% of respondents view local channels daily and the other 46% also watch local channels but not on a regular basis. The reasons for viewing local channels ranged from availability of local flavours (35%), access to local news (35%), language familiarity (18%) and self-identification (12%).

## 5.9 RESULTS OF QUESTIONNAIRE

**Table 3: Composition of respondent: Demographic Characteristics**

Gender wise distribution of respondent	
Male	60
Female	50
Total	110
Age wise distribution of respondents	
18 – 30 years	70
31 – 50 years	30
50 years and above	10
Total	110
Education wise distribution of respondents	
Upto matriculation	4
Graduation	66
Post graduation	30
Professional degrees	10-
Total	110

**Table 4 (a): Listening to radio: Sex wise distribution of respondents**

Sex	Listening	Not Listening	Total
Male	66.67 % (40)	33.33% (20)	54.55% (60)
Female	40.00% (20)	60.00 % (30)	45.45% (50)
Total	54.55% (60)	45.45% (50)	100.00 % (110)

In the sex wise distribution of respondents as to radio listening, 66.67% men and 40.00 % of women respondents in the affirmative while 33.33% of men and 60% of men answered in the negative. The data shows that men listen to radio more than women.

**Table 4 (b): Listening to radio: Age wise distribution of respondents**

<b>Age wise</b>	<b>Listening</b>	<b>Not Listening</b>	<b>Total</b>
18 – 30 years	45.7 % (32)	54.29% (38)	63.64% (70)
31 – 50 years	63.33% (19)	36.67 % (11)	27.27% (30)
50 years and above	90.00% (09)	10.00% (01)	9.09 % (10)
Total	54.55% (60)	45.45% (50)	100.00% (110)

In the age wise distribution of respondents, 90.00% of the age group of 50 years and above listen to radio followed by 63.33% from the age group of 31-50 years. The largest group of non- listeners is from the age group of 18-30 years, the youth with 54.29%.

**Table 4(c): Listening to radio: Education wise distribution of respondents**

<b>Education wise</b>	<b>Listening</b>	<b>Not Listening</b>	<b>Total</b>
Upto matriculation	100.00 % (4)	-	3.64% (04)
graduation	49.23% (33)	50.77 % (33)	60.00% (66)
Post graduation	76.67% (23)	23.33% (07)	27.27 % (30)
Professional degrees	-	100.00% (50)	9.09% (10)
Total	54.55% (60)	45.45% (50)	100.00% (110)

When the educational qualification is taken into account, 76.67% of post graduates and 70.00% of professional degree holders listen to radio while 50.77% of graduates do not listen to radio.

**Table 5 (a): Time spent on listening to radio and sex wise distribution of respondents.**

<b>Sex</b>	<b>Up to one hour everyday</b>	<b>More than one hour everyday</b>	<b>Occasionally</b>	<b>Total</b>
Male	37.50 % (15)	05.00% (02)	57.50% (23)	66.67% (40)
Female	20.00% (04)	05.00 % (01)	75.00% (15)	33.33% (20)
Total	31.67% (19)	10.00% (03)	63.33 % (38)	100.00 % (60)

In the gender wise classification of time spent on listening to radio, 57.50% of men and 75.00% women listened to radio occasionally. 37.50% of men

and 20.00% of women respondents listened to radio for up to one hour everyday. In the category of more than one hour everyday, the listenership was negligibly meager.

**Table 5 (b): Time spent on listening to radio and age wise classification of respondents.**

<b>Sex</b>	<b>Up to one hour everyday</b>	<b>More than one hour everyday</b>	<b>Occasionally</b>	<b>Total</b>
18 – 30 years	34.38 % (11)	05.25% (02)	59.37% (19)	53.33% (32)
31 – 50 years	42.11% (08)	05.26 % (01)	52.63% (10)	31.67% (19)
50 years and above	-		100.00 (9)	15.00% (09)
Total	31.67% (19)	05.00% (03)	63.33 % (38)	100.00 % (60)

In the age wise classification of time spent on listening to radio, 59.37% of 18 – 30 years, 52.63% of 31-50 years and 100.00% of 50 years and above stated occasionally, while 34.38% of 18-30 years and 42.11% of 31`50 years spent up to one hour of everyday for the purpose.

**Table 5 (c): Time spent on listening to radio and education wise distribution of respondents.**

<b>Education wise</b>	<b>Up to one hour everyday</b>	<b>More than one hour everyday</b>	<b>Occasionally</b>	<b>Total</b>
Upto matriculation	75.00 % (03)	-	25.00% (01)	6.66% (04)
graduation	30.30% (10)	09.09 % (03)	60.61% (20)	55.00% (33)
Post graduation	26.09% (06)	-	73.91 % (17)	38.33 % (23)
Professional degrees	-	-	-	-
Total	31.67% (19)	05.00% (03)	63.33% (38)	100.00% (60)

In the education wise distribution of respondents regarding the time spent on listening to radio, 75.00% of matriculations spent upto one hour everyday to listen to radio, 60.61% of graduates and 73.91% of post graduates were occasional listeners.



**Table 6 (a): Hour of time of listening to radio and sex wise distribution of respondents.**

<b>Sex</b>	<b>Morning</b>	<b>Afternoon</b>	<b>Evening</b>	<b>Whenever I find time</b>	<b>Total</b>
Male	05.00 % (02)	-	-	95.00% (38)	66.67% (40)
Female	05.00% (01)	-	05.00% (01)	90.00% (18)	33.33% (20)
Total	05.00% (03)	-	01.67 % (1)	93.33 % (56)	100.00 % (60)

When the hour of listening to radio is considered, 95.00 % of men and 90.00 % of women respondents averred that they listen to radio whenever they find time. This clearly shows that there is no fixed time slot to listen to radio broadcasting among the respondent of Aizawl.

**Table 6 (b): Time of listening to radio and distribution of respondents age wise.**

<b>Sex</b>	<b>Morning</b>	<b>Afternoon</b>	<b>Evening</b>	<b>Whenever I find time</b>	<b>Total</b>
18 – 30 years	-	-	-	100.00% (32)	53.33% (32)
31 – 50 years	5.26% (1)	-	5.26% (1)	89.48% (17)	31.67% (19)
50 years and above	22.22% (2)	-	-	77.78% (7)	15.00% (09)
Total	05.00% (3)	-	1.67 % (1)	93.33 % (56)	100.00 % (60)

When different age groups were asked about the time of the day they listen to radio, 100.00% of 18 – 30 years, 84.48% of 30-50 years and 77.78% of 50 years and above posited that they listened to radio whenever they found time. It shows that there is no fixed time slot for radio listener to listen to programmes broadcast.

**Table 6 (c): Time of the day for listening to radio and education wise distribution of respondents.**

<b>Education wise</b>	<b>Morning</b>	<b>After noon</b>	<b>Evening</b>	<b>Whenever I find time</b>	<b>Total</b>
Upto matriculation	-	-	-	100.00% (04)	6.67% (04)
Graduation	-	-	-	100.00% (33)	55.00% (33)
Post graduation	13.04% (3)	-	4.35% (1)	82.61% (19)	-
Total	05.00% (3)	-	1.67% (1)	93.33 % (56)	100.00% (60)

As is the case with the groups of other classification, most respondents belonging to various education groups listen to radio broadcasting whenever they find time. This category of reponse includes 100.00% each of matriculations and graduates and 82.61% of post graduates.

**Table 6 (d) :Radio programme preference of respondents**

N=60

Classical music	86.67% (52)
Modern music	100.00 % (60)
Film songs	20.00% (12)
Drama	60.00% (36)
Features	78.33% (47)
News	90.00 % (54)
Documentaries	13.33 % (8)
Discussions	53.33 % (32)
Interviews	68.33 % (41)
Farm programmes	NIL
Women's programmes	70.00 % (42)
Youth programmes	93.33 % (56)

The number of respondents who watch television is 100.00%

**Table 7 (a): Time spent on watching television and sex wise distribution of respondents.**

Sex	Up to one hour everyday	More than one hour everyday	Occasionally	Total
Male	-	100.00 % (60)	-	54.55% (60)
Female	-	100.00 % (50)	-	45.45% (50)
Total	-	100.00 % (110)	-	100.00 % (110)

All the respondents watch television for more than a day, and the same is thru in the case of age wise classification also as given in the table below.

**Table 7 (b): Time spent on watching television and age wise distribution of respondents.**

Sex	Up to one hour everyday	More than one hour everyday	Occasionally	Total
18 – 30 years	-	100.00% (70)	-	63.64% (70)
31 – 50 years	-	100.00 % (30)	-	27.27% (30)
50 Yrs&above	-	100.00% (10)	-	09.09% (10)
Total	-	100.00% (110)	-	100.00 % (110)

**Table 7 (c): Time spent on watching television and education wise distribution of respondents.**

Education wise	Up to one hour everyday	More than one hour everyday	Occasion ally	Total
Upto matriculation	-	100.00% (04)	-	3.64% (04)
Graduation	-	100.00 % (66)	-	60.00% (66)
Post graduation	-	100.00 % (30)	-	27.27 % (30)
Professional degrees	-	100.00 % (10)	-	09.09% (10)
Total	-	100.00 % (110)	-	100.00% (110)

As was in other categories, respondent belonging to different educational groups also spent more than one hour watching television everyday.

**Table 8 (a): Time of watching television and sex wise distribution of respondents.**

<b>Sex</b>	<b>Morning</b>	<b>Evening</b>	<b>Whenever I find time</b>	<b>Total</b>
Male	-	-	100.00 % (60)	54.55% (60)
Female	-	08.00 % (4)	92.00 % (46)	45.45% (50)
Total	-	3.64 % (4)	96.36 % (106)	100.00 % (110)

Most respondent of males and 96.36% of females watch television whenever they find time.

**Table 8 (b): Time of watching television and age wise distribution of respondents.**

<b>Age wise</b>	<b>Morning</b>	<b>Evening</b>	<b>Whenever I find time</b>	<b>Total</b>
18 – 30 years	-	-	100.00% (70)	63.64% (70)
31 – 50 years	-	13.33 % (4)	86.67% (26)	27.27% (30)
50 years and above	-	-	100.00% (10)	09.09% (10)
Total	-	3.64% (4)	96.36 % (106)	100.00% (110)

On similar line, like the previous table most age group respondents have stated that they watch television whenever they find time, except a small number of respondents 13.33% of 31-50 years, who have said that the time of watching television was evening. The table shows that there is no fixed period of the day for watching television.

**Table 8 (c): Time of watching television and education wise distribution of respondents.**

Education wise	Morning	Evening	Whenever I find time	Total
Upto matriculation	-	-	100.00% (04)	3.64% (04)
Graduation	-	-	100.00% (66)	60.00% (66)
Post graduation	-	13.33% (4)	86.67% (26)	27.27% (30)
Professional degrees		-	100.00 % (10)	09.09 % (10)
Total	-	3.64% (4)	96.36 % (106)	100.00% (110)

Except 4 post graduates (13.33 %), all others educational groups respondents watch television whenever they find time. In terms of total percentages, the figures for the evening viewers and those who viewed according to their convenience stand at 3.63 % and 96.36%. The absence of fixed timing of watching television can be attributed to modern day pre-occupation with many other works.

**Table 8 (d) :Television channel preferred**

N=110

STAR	100
NDTV	73
CNN-IBN	78
Headlines today	36
LPS	86
ZONET	91
Doordarshan	73
Korean Channels	60

The table shows multiple preferences.

A good respondents in the survey preferred STAR as the first preference, followed by ZONET, the local cable channel. Headlines Today had the least number viewers along with Korean channels.

**Table 8 (e):Television for television programmes.**

N=110

Film songs	28
Films	69
News	85
Discussions	52
Interviews	57
Comedy shows	75
Dance	65
Music programmes	73
Drama	76
Quiz	65
Serials	68

The table shows multiple preferences.

News is preferred by the largest number of respondents followed by drama and comedy shows. While films are preferred by a good number of people, film songs were least preferred by the respondents.

**Table 9 (a): Objectivity in TV news presentation and perception of viewers sex wise.**

<b>Sex</b>	<b>Objective</b>	<b>Not Objective</b>	<b>Total</b>
Male	70.00% (42)	30.00 % (18)	54.55% (60)
Female	66.00% (33)	34.00 % (17)	45.45% (50)
Total	68.18 % (75)	31.82 % (35)	100.00 % (110)

On the issue of objectivity in news presentation by television channels, 70.00% of male and 66.00 % of female respondents have felt the television of news is objective while 30 % of men and 34.00% of women do not find it objective. The data shows women outnumber men in disbelieving the television news. However, in terms of real numbers, not much difference exists between the two groups of respondents.

**Table 9 (b): Objectivity in TV news presentation and perception of viewers age wise.**

<b>Age wise</b>	<b>Objective</b>	<b>Not Objective</b>	<b>Total</b>
18 – 30 years	81.43% (57)	18.57% (13)	63.64% (70)
31 – 50 years	36.67% (11)	63.33 % (19)	27.27% (30)
50 years and above	70.00% (7)	30.00% (3)	09.09% (10)
<b>Total</b>	<b>68.18% (75)</b>	<b>31.82% (35)</b>	<b>100.00% (110)</b>

The youth group of below 31 years, i.e 18 to 30 years believe that TV channels news presentation is objective (81.43%), followed by 70.00% of 50 years and above. 63.33% of 31-50 years have said that the television news presentation is not objective. It means the young and the old believe in television news whereas the middle age group does not think so.

**Table 9 (c): Objectivity in TV news presentation and perception of viewers education wise.**

<b>Education wise</b>	<b>Objective</b>	<b>Not Objective</b>	<b>Total</b>
Upto matriculation	100.00% (4)	-	3.64% (04)
Graduation	75.76 % (50)	24.24% (16)	60.00% (66)
Post graduation	66.67 % (20)	33.33% (10)	27.27% (30)
Professional degrees	10.00% (1)	90.00% (9)	09.09 % (10)
<b>Total</b>	<b>68.18 % (75)</b>	<b>31.82% (35)</b>	<b>100.00% (110)</b>

On educational plate, 100.00 % of matriculates, 75.76% of graduates, and 66.67% of post graduates have stated that the television news presentation is objective. In contrast, 90.00% of professional degree holders dispute the claim. It appears that professionals are more skeptical as to the veracity of television news presentations than other groups.

**Table 10 (a): Perception as to whether television is entertainment-oriented and the sex wise distribution of respondents.**

<b>Sex</b>	<b>Entertainment oriented</b>	<b>Entertainment oriented</b>	<b>Total</b>
Male	91.67% (55)	8.33 % (5)	54.55% (60)
Female	86.00 % (43)	14.00% (7)	45.45% (50)
Total	89.09% (98)	10.91 % (12)	100.00 % (110)

The too much emphasis of television channels on entertainment has received flat from media watchers. 91.67% of men and 83.00% of women agree that the television channels are more entertainment oriented than education. Only 14.00% of women and 8.33% of men do not consider so.

**Table 10 (b): Perception as to whether television is entertainment-oriented and the age wise distribution of respondents.**

<b>Age wise</b>	<b>Entertainment oriented</b>	<b>Entertainment oriented</b>	<b>Total</b>
18 – 30 years	88.57% (62)	11.43% (8)	63.64% (70)
31 – 50 years	36.67% (26)	13.33 % (4)	27.27% (30)
50 years and above	100.00% (10)	-	09.09% (10)
Total	89.09% (98)	10.91% (12)	100.00% (110)

All the age groups of respondents have the perception that television is heavily entertainment-oriented. 100.00% of 50 years and above, 88.57% of 18-30 years and 86.67% of 31-50 years have this opinion. In fine, 89.09% of respondents feel so.



**Table 10 (c): Perception as to whether television is entertainment-oriented and the educationwise distribution of respondents.**

<b>Education wise</b>	<b>Entertainment oriented</b>	<b>Entertainment oriented</b>	<b>Total</b>
Upto matriculation	100.00% (4)	-	3.64% (04)
Graduation	84.85 % (56)	15.15% (10)	60.00% (66)
Post graduation	93.33 % (28)	06.67% (2)	27.27% (30)
Professional degrees	100.00% (10)	-	09.09 % (10)
Total	89.09 % (98)	10.91% (12)	100.00% (110)

Like the two previous classification according to sex and age, education wise variable also provides the same results. 100% of respondents with education up to matriculation, and also 100% of professional degree holders along with 93.33% of post graduates and 84.85 % of graduates hold the opinion that the medium of television is more entertainment oriented, perhaps than other media.

**Table 11 (a): Perception of TV news channels resorting to sensationalism and distribution of respondents sex wise.**

<b>Sex</b>	<b>Resort to sensationalism</b>	<b>Do not resort to sensationalism</b>	<b>Total</b>
Male	95.00% (57)	05.00 % (3)	54.55% (60)
Female	92.00 % (46)	08.00% (4)	45.45% (50)
Total	93.64% (103)	06.36 % (07)	100.00 % (110)

The above table reveals that 95.00% of male and 92.00% female respondents opine that television news channels resort to sensationalism in their presentation. In the final analysis, 93.64% of them agree with this view. It is a meager 6.36% of the total respondents that do not think so.

**Table 11 (b): Perception of TV news channels resorting to sensationalism and distribution of respondents age wise.**

Age wise	Resort to sensationalism	Do not resort to sensationalism	Total
18 – 30 years	94.29% (66)	05.71% (4)	63.64% (70)
31 – 50 years	90.00% (27)	10.00 % (3)	27.27% (30)
50 years and above	100.00% (10)	-	09.09% (10)
Total	93.64% (103)	06.36% (7)	100.00% (110)

One hundred percent of respondents belonging to the age group of 50 years and above, 94.29% of 18-30 years and 90.00% of 31-30 years and that TV news channels have been resorting to sensationalism in their presentation. The number of respondents who do not think so is only 7(06.36%) of the total.

**Table 11 (c): Perception of TV news channels resorting to sensationalism and distribution of respondents education wise.**

Education wise	Resort to sensationalism	Do not resort to sensationalism	Total
Upto matriculation	75.00% (3)	25.00% (1)	3.64% (04)
Graduation	92.42 % (61)	07.58% (5)	60.00% (66)
Post graduation	96.67 % (29)	03.33% (1)	27.27% (30)
Professional degrees	100.00% (10)	-	09.09 % (10)
Total	93.64 % (98)	06.36% (7)	100.00% (110)

Cent per cent of professional degree holders, 96.67% of post graduates, 92.42% of graduates and 75.00% of up to matriculation respondents accepted the view that television news channels are resorting to sensationalism in their news presentation. In fine, their aggregate percentage was 93.64%.

**Table 12 (a): Opinion on television channels emphasize on politics:  
Distribution of respondents sex wise.**

<b>Sex</b>	<b>Emphasize more on politics</b>	<b>Do not</b>	<b>Total</b>
Male	96.67% (58)	03.33 % (2)	54.55% (60)
Female	96.00 % (48)	04.00% (2)	45.45% (50)
Total	96.36% (106)	03.64 % (4)	100.00 % (110)

On whether television channels emphasize more on politics, 96.67% of men and 96.00% of women have said yes. Those who said “no” are in a microscopic minority.

**Table 12 (b): Opinion on television channels emphasize on politics:  
Distribution of respondents age wise.**

<b>Age wise</b>	<b>Emphasize more on politics</b>	<b>Do not</b>	<b>Total</b>
18 – 30 years	94.29% (66)	05.71% (4)	63.64% (70)
31 – 50 years	100.00% (30)	-	27.27% (30)
50 years and above	100.00% (10)	-	09.09% (10)
Total	96.36% (103)	06.64% (4)	100.00% (110)

One hundred percent each of 31-50 years and 50 years and above have opined that the television channels emphasize more on politics than other subjects, followed by 94.36% of 18-30 years. In aggregate, 96.36% of respondents subscribe to this view.

**Table 12 (c): Opinion on code of ethics for electronic media in Mizoram and  
distribution of respondents education wise.**

<b>Education wise</b>	<b>Emphasize more on politics</b>	<b>Do not</b>	<b>Total</b>
Upto matriculation	100.00% (4)	-	3.64% (04)
Graduation	93.94 % (62)	06.06% (4)	60.00% (66)
Post graduation	100.00% (30)	-	27.27% (30)
Professional degrees	100.00% (10)	-	09.09 % (10)
Total	96.36 % (106)	03.64% (4)	100.00% (110)

Of the different educational categories, 100.00% of upto matriculates, 100.00% of post graduates and also professional degree holders have concurred with the view that television channels emphasize on politics more than other subject. This view is supported by 93.94% of graduates.

**Table 13 (a): Opinion on code of ethics for electronic media in Mizoram and distribution of respondents sex wise.**

<b>Sex</b>	<b>Favor</b>	<b>Not favor</b>	<b>Total</b>
Male	10.00% (06)	90.00 % (54)	54.55% (60)
Female	26.00 % (13)	74.00% (37)	45.45% (50)
Total	17.27.% (19)	82.73 % (91)	100.00 % (110)

Most men and women disfavored a code of ethics for electronic media in Mizoram. The percentages were 90.00 and 74.00, respectively. The data in the table shows that 26.00% of women favored. Most probably, the electronic media in Mizoram do not cross the limits of decency in their contents.

**Table 13 (b): Opinion on code of ethics for electronic media in Mizoram and distribution of respondents age wise.**

<b>Age wise</b>	<b>Favor</b>	<b>Not favor</b>	<b>Total</b>
18 – 30 years	22.86% (16)	77.14% (54)	63.64% (70)
31 – 50 years	10.00% (03)	90.00% (27)	27.27% (30)
50 years and above	-	100.00% (10)	09.09% (10)
Total	17.27% (19)	82.73% 91)	100.00% (110)

In the age wise distribution of respondents, 77.14% of 18-30 years, 90.00% of 31-50 years and 100.00% of 50 years and above have not favored a code of ethics for electronic media in Mizoram. Only 10.00% of 31-50 years have favored the proposition.

**Table 13 (c): Opinion on code of ethics for electronic media in Mizoram and distribution of respondents education wise.**

<b>Education wise</b>	<b>Favor</b>	<b>Not favor</b>	<b>Total</b>
Upto matriculation	-	100.00% (4)	3.64% (04)
Graduation	27.27 % (18)	72.73% (48)	60.00% (66)
Post graduation	03.33 % (1)	96.67% (29)	27.27% (30)
Professional degrees	-	100.00% (10)	09.09 % (10)
Total	17.27 % (19)	82.73% (91)	100.00% (110)

On the same line, 100.00% of respondents whose education was upto matriculation, 100.00% of professional degree holders and 96.67% of post-graduates have disfavored any code of ethics for electronic media in Mizoram, while 72.73% of graduates have disfavored it. Of them, 27.27% wanted a code of ethics for electronic media in Mizoram.

**Table 14 (a): Opinion as to the programme quality of local cable television channels and distribution of respondents sex wise.**

<b>Sex</b>	<b>Good</b>	<b>Not good</b>	<b>Total</b>
Male	78.33% (47)	21.67 % (13)	54.55% (60)
Female	84.00 % (42)	16.00% (8)	45.45% (50)
Total	80.91.% (89)	19.09 % (21)	100.00 % (110)

In both categories of gender, a good majority of respondents i.e 78.33% males and 84.00% females have stated that local cable television programmes are quality wise good. Only 21.67% males and 16.00% of female respondents feel these programmes are not good.

**Table 14 (b): Opinion as to the programme quality of local cable television channels and distribution of respondents age wise.**

<b>Age wise</b>	<b>Good</b>	<b>Not good</b>	<b>Total</b>
18 – 30 years	75.71% (53)	24.29% (17)	63.64% (70)
31 – 50 years	86.67% (26)	13.33% (04)	27.27% (30)
50 years and above	100.00% (10)	-	09.09% (10)
<b>Total</b>	<b>80.91% (89)</b>	<b>19.09% (21)</b>	<b>100.00% (110)</b>

When different age groups are taken into account, 75.71 % of 18-30 years, 86.67 % of 31-50 years and 100.00% of 50 years and above consider the quality of programmes of local cable television channels is good. 24.29% of 18-30 years group think otherwise.

**Table 14 (c): Opinion as to the programme quality of local cable television channels and distribution of respondents education wise.**

<b>Education wise</b>	<b>Good</b>	<b>Not good</b>	<b>Total</b>
Upto matriculation	100.00% (4)	-	3.64% (04)
Graduation	68.18 % (45)	31.82% (21)	60.00% (66)
Post graduation	100.00% (30)	-	27.27% (30)
Professional degrees	100.00% (10)	-	09.09 % (10)
<b>Total</b>	<b>80.91 % (89)</b>	<b>19.09% (21)</b>	<b>100.00% (110)</b>

Respondents in the group of upto matriculation, post graduates and those in professional degree holders thinks that programme quality of local cable television channels is good. Only 31.82% of the respondent in graduates group thinks that it is not good

**Table 15 (a): Support of state government to electronic media in Mizoram and opinion distribution of respondents sex wise.**

<b>Sex</b>	<b>Should support</b>	<b>Need not</b>	<b>Total</b>
Male	8.33% (5)	91.67 % (55)	54.55% (60)
Female	06.00 % (3)	94.00% (47)	45.45% (50)
Total	07.27.% (8)	92.73 % (102)	100.00 % (110)

As regards the issue of state government support to electronic media 92.73% of the respondents vehemently opposed it. 94.00% of women and 91.67% of men are included in it. The numbers of respondents who support the idea are too negligible.

**Table 15 (b): Support of state government to electronic media in Mizoram and opinion distribution of respondents age wise.**

<b>Age wise</b>	<b>Should support</b>	<b>Need not</b>	<b>Total</b>
18 – 30 years	11.43% (8)	88.57% (62)	63.64% (70)
31 – 50 years	-	100.00% (30)	27.27% (30)
50 years and above	-	100.00% (10)	09.09% (10)
Total	07.27% (8)	92.73% (102)	100.00% (110)

Age wise, 100.00% respondents in the elderly categories overwhelmingly opposed the idea of state government support to electronic media in Mizoram. Only 11.43% of 18-30 years welcomed the idea. The group included 5 men and 3 women out of 8.

**Table 15 (c): Support of state government to electronic media in Mizoram and opinion distribution of respondents education wise.**

<b>Education wise</b>	<b>Should support</b>	<b>Need not</b>	<b>Total</b>
Upto matriculation	-	100.00% (4)	3.64% (04)
Graduation	12.12 % (8)	87.88% (58)	60.00% (66)
Post graduation	-	100.00% (30)	27.27% (30)
Professional degrees	-	100.00% (10)	09.09 % (10)
Total	07.27 % (8)	92.73% (102)	100.00% (110)

When education wise count was done, 100.00% a piece are opposed to the idea of state government support to electronic media in Mizoram from respondent up to matriculation, post graduation and professional degree holders. About 12.12% (8) of graduates respondents favored the idea.

**Table 16 (a): Opinion as to whether electronic media in Mizoram is professional opinion distribution of respondents sex wise.**

<b>Sex</b>	<b>Professional</b>	<b>Not professional</b>	<b>Total</b>
Male	03.33% (2)	96.67 % (55)	54.55% (60)
Female	04.00 % (2)	96.00% (48)	45.45% (50)
Total	03.64.% (8)	96.36 % (106)	100.00 % (110)

The professional dimension of electronic media is important. However, 96% each of male and female respondents categorically asserted that the electronic media in Mizoram is not professional. In other words, the electronic media personnel require professional training in their work to compete with other outside channels.



**Table 16 (b): Opinion as to whether electronic media in Mizoram is professional opinion distribution of respondents age wise.**

<b>Age wise</b>	<b>Professional</b>	<b>Not professional</b>	<b>Total</b>
18 – 30 years	05.71% (4)	94.29% (66)	63.64% (70)
31 – 50 years	-	100.00% (30)	27.27% (30)
50 years and above	-	100.00% (10)	09.09% (10)
Total	03.64% (4)	96.36% (106)	100.00% (110)

Age wise, 100.00% each of 31- 50 years and 50 years and above have felt that the electronic media in Mizoram is not professional. Then, 94.29% of the respondents belonging to the youngest age group of 18 – 30 years have also accepted the view.

**Table 16 (c): Opinion as to whether electronic media in Mizoram is professional opinion distribution of respondents education wise.**

<b>Education wise</b>	<b>Professional</b>	<b>Not professional</b>	<b>Total</b>
Upto matriculation	-	100.00% (4)	3.64% (04)
Graduation	06.06% (4)	93.94% (62)	60.00% (66)
Post graduation	-	100.00% (30)	27.27% (30)
Professional degrees	-	100.00% (10)	09.09% (10)
Total	03.64% (4)	96.36% (106)	100.00% (110)

In the final analysis, except 4 graduates (6.06%) all others have the opinion that the electronic media in Mizoram is not professional.

## 5.10 CHI-SQUARE TEST.

**HO1: The gender of respondents and listening to radio are not related.**

Gender	Listening (O-E)	Not Listening (O-E)	Total
Male	40 (32.71)	20 (27.3)	60
Female	20 (27.3)	30 (22.7)	50
Total	60	50	110

$$d7 = (2-1) (2-1) = 1$$

$$(O-E) (O-E)^2/E$$

$$40-32.7 \quad (7.3)^2 = 53.29 \quad = 1.629$$

$$20 - 27.3 \quad (7.3)^2 = 53.29 \quad = 1.952$$

$$20-27.3 \quad (7.3)^2 = 53.29 \quad = 1.952$$

$$30 - 22.7 \quad (7.3)^2 = 53.29 \quad = 2.347$$

$$X^2 = 7.880$$

The table value at 0.050 level of significance with  $d7= 1$  is 3.841. the calculated chi square value is significant and the stated null hypothesis is rejected.

RH: The gender of respondents and listening to radio are related.

RH is accepted.

**HO2: Age of respondents and radio listening are not related.**

Age	Listening (O-E)	Not Listening (O-E)	Total
18 – 30 yrs	32 (38.2)	38 (31.8)	70
31 – 50 yrs	19(16.4)	11 (13.6)	30
50 yrs& above	9 (5.4)	01 (4.6)	10
Total	60	50	110

$$d7 = (2-1) (3-1) = 2$$

$$O-E (O-E)^2/E$$

$$32-38.2 = (6.2)^2 = 38.44 = 1.006$$

$$19 - 16.4 = (2.6)^2 = 6.6 = 0.412$$

$$38-31.8 = (6.2)^2 = 38.44 = 1.208$$

$$11 - 13.6 = (2.6)^2 = 6.76 = 0.497$$

$$01 - 4.6 = (3.6)^2 = 12.96 = 2.817$$

$$X^2 = 8.340$$

The table value at 0.050 level of significance with  $d7 = 2$  is 5.991. the calculated chi square value is 8.340 which is significant. As such the null hypothesis is rejected.

RH: Age of respondents and radio listening habit are related.

RH is accepted

**HO3: Education of respondents and listening to radio are not related**

Education	Listening (O-E)	Not Listening (O-E)	Total
Upto matriculation	4 (2.2)	0 (1.8)	4
Graduation	33(36)	33 (30)	66
Post graduation	23 (16.4)	7 (13.6)	30
Professional degrees	0 (5.4)	10 (4.6)	10
Total	60	50	110

$$d7 = (2-1) (4-1) = 3$$

$$O-E (O-E)^2/E$$

$$4-2.2 = (1.8)^2 = 03.24 = 1.472$$

$$33 - 36 = (3.0)^2 = 09.00 = 0.250$$

$$23-16.4 = (6.6)^2 = 43.56 = 2.656$$

$$0 - 5.4 = (5.4)^2 = 29.16 = 5.400$$

$$0 - 1.8 = (1.8)^2 = 03.24 = 1.800$$

$$33-30 = (3)^2 = 09.00 = 0.300$$

$$7-13.6 = (6.6)^2 = 43.56 = 3.202$$

$$10 - 4.6 = (5.4)^2 = 29.16 = 6.339$$

$$X^2 = 21.419$$

The table value at 0.050 level of significance with  $d7=3$  is 7.815. The calculated  $x^2$  value is 21.419 which are significant. Hence, the null hypothesis is rejected

RH: Education of respondents and listening to radio are related.

The research hypothesis is accepted.

**HO4: Time spent on television viewing and the gender of respondents are not related.**

Gender	Up to one hour (O-E)	More than one hour (O-E)	Occasionally (O-E)	Total
Male	0 (0)	60 (60)	0 (0)	60
Female	0 (0)	50 (50)	0 (0)	50
Total	0 (0)	110	0	110

$$\begin{array}{rcl}
 d7 = 1 & O-E & \\
 & 60-60 & =0 \\
 & 50-50 & =0 \\
 & X^2 & =0
 \end{array}$$

The table value at 0.05 level of significance with  $d7 = 1$  is 3.841. the obtained value is zero. The null hypothesis is accepted.

There is no relation between time spent on viewing television and the gender of the respondents

The result is the same for categories of age and education.

**H05: There is no association between the gender of respondents and their perception of television channels being objective in news presentation.**

Gender	Objective (O-E)	Not objective (O-E)	Total
Male	42 (40.9)	18 (19.1)	60
Female	33 (34.1)	17 (15.9)	50
Total	75	35	110

$$d7 = (2-1)(2-1) = 1$$

$$(O-E)(O-E)^2/E$$

$$42-40.9 \quad (1.1)^2 \quad = 1.21 \quad = 0.029$$

$$33 - 34.1 \quad (1.1)^2 \quad = 1.21 \quad = 0.035$$

$$18-19.1 \quad (1.1)^2 \quad = 1.21 \quad = 0.063$$

$$17-15.9 \quad (1.1)^2 \quad = 1.21 \quad = 0.079$$

$$X^2 \quad = 0.203$$

The table value at 0.050 level of significance with  $d7=1$  is 3.841. the calculated value is 0.203 which is not significant.

As a result, the null hypothesis is accepted.

These exists there is no association between the gender of respondents and the perception of television channels being objective in news presentation.

**HO6: There is no association between the age of respondents and the perception of objectivity of TV channels in news presentation.**

Age	Objective (O-E)	Not objective (O-E)	Total
18 – 30 yrs	57 (47.7)	13 (22.3)	70
31 – 50 yrs	11(20.5)	19 (9.5)	30
50 yrs& above	7 (6.8)	03 (3.2)	10
Total	75	35	110

$$d7 = (2-1) (3-1) = 2$$

$$O-E (O-E)^2/E$$

$$57-47.7 = (9.3)^2 = 84.49 = 1.771$$

$$11- 20.5 = (9.5)^2 = 90.25 = 4.402$$

$$07-6.8 = (0.2)^2 = 00.04 = 0.005$$

$$13 - 22.3 = (9.3)^2 = 84.49 = 3.788$$

$$19 - 9.5 = (9.5)^2 = 90.25 = 9.500$$

$$03-3.2 = (0.2)^2 = 00.04 = 0.012$$

$$X^2 = 19.478$$

The table value at 0.050 level of significance with  $d7 = 2$  is 5.991. The calculated  $x^2$  value is 19.478 and it is significant. As such the null hypothesis stated above is rejected.

RH: There is an association between the age of respondents and the perception of objectivity of TV channels in news presentation.

**HO7: There is no association between the education of respondents and their perception of TV channels being objective in news presentation.**

Education	Objective (O-E)	Not Objective (O-E)	Total
Upto matriculation	4 (3.6)	0 (0.4)	4
Graduation	56 (58.8)	10 (7.2)	66
Post graduation	28 (26.7)	2 (3.3)	30
Professional degrees	10 (8.9)	0 (1.1)	10
Total	98	12	110

$$d7 = (2-1)(4-1) = 3$$

$$O-E \quad (O-E)^2/E$$

$$4-3.6 \quad = (0.4)^2 \quad = 0.16 \quad = 0.044$$

$$56-58.8 \quad = (2.8)^2 \quad = 7.84 \quad = 0.133$$

$$28-26.7 \quad = (1.3)^2 \quad = 1.69 \quad = 0.063$$

$$10-8.9 \quad = (1.1)^2 \quad = 1.21 \quad = 0.135$$

$$0 - 0.4 \quad = (0.4)^2 \quad = 0.16 \quad = 0.400$$

$$10-7.2 \quad = (2.8)^2 \quad = 7.84 \quad = 1.088$$

$$2-3.3 \quad = (1.3)^2 \quad = 1.69 \quad = 0.512$$

$$0-1.1 \quad = (1.1)^2 \quad = 1.21 \quad = 1.100$$

$$= 21.80 \quad X^2 \quad = 3.475$$

The table value at 0.050 level of significance with  $d7=3$  is 7.815. The calculated  $x^2$  value is 3.475, which is not significant. As a result, the null hypothesis is accepted.

There is no association between the education of respondents and their perception of TV channels being objective in news presentation.



**HO8: Respondents perception of entertainment orientation of television channels and gender are not related.**

Gender	Entertainment oriented (O-E)	Not so (O-E)	Total
Male	55 (50.5)	5 (6.5)	60
Female	43(44.5)	7 (5.5)	50
Total	98	12	110

$$d7 = (2-1) (2-1) = 1$$

O – E	= 55-53.5	(1.5) <sup>2</sup>	= 2.25	= 0.042
	43 – 44.5	(1.5) <sup>2</sup>	= 2.25	= 0.050
	5-6.5	(1.5) <sup>2</sup>	= 2.25	= 0.346
	7-5.5	(1.5) <sup>2</sup>	= 2.25	= 0.409
			9.00	X <sup>2</sup> = 0.847

The table value at 0.050 level of significance with d7=1 is 3.841 Whereas the x<sup>2</sup> value is 0. 847. The obtained value is 0.847 is not significant.

As a result, the null hypothesis is accepted.

The perception of television channels as more entertainment oriented and the gender of respondents are not related.

**RHO9: Age and perception of more entertainmet orientation of television channels are not related.**

Age	Entertainment orientation (O-E)	Not oriented (O-E)	Total
18 – 30 yrs	62 (62.4)	8 (7.6)	70
31 – 50 yrs	26 (26.7)	4 (3.3)	30
50 yrs& above	10 (8.9)	0 (1.1)	10
Total	98	12	110

$$d7 = (2-1) (3-1) = 2$$

O-E	= 62-62.4	= (0.4) <sup>2</sup>	=0.16	= 0.003
	26-26.7	= (0.7) <sup>2</sup>	= 0.49	= 0.018
	10-8.9	= (1.1) <sup>2</sup>	= 1.21	=0.024
	8-7.6	= (0.4) <sup>2</sup>	= 0.16	= 0.021
	4-3.3	= (0.7) <sup>2</sup>	=0.49	= 0.148
	0-1.1	=(1.1) <sup>2</sup>	=1.21	=1.100

$$X^2 = 1.314$$

Age of respondents and the perception of television channels being more entertainment oriented are not related is accepted because the  $x^2$  value 1.314 is not significant when compared to the table value of 5.991 at 0.050 level of significance with  $d7=2$ .

**RH10: Education of respondents and perception of television channels being more entertainment oriented are not related.**

<b>Education</b>	<b>Objective (O-E)</b>	<b>Not Objective (O-E)</b>	<b>Total</b>
Upto matriculation	4 (3.6)	0 (0.4)	4
Graduation	56 (58.8)	10 (7.2)	66
Post graduation	28 (26.7)	2 (3.3)	30
Professional degrees	10 (8.9)	0 (1.1)	10
Total	98	12	110

$$d7 = (2-1)(4-1) = 3$$

O-E	= 4-3.6	= (0.4) <sup>2</sup>	= 0.16	= 0.044
	56-58.8	= (2.8) <sup>2</sup>	= 7.84	= 0.133
	28-26.7	= (1.3) <sup>2</sup>	= 1.69	= 0.063
	10-8.9	= (1.1) <sup>2</sup>	= 1.21	= 0.135
	0 - 0.4	= (0.4) <sup>2</sup>	= 0.16	= 0.400
	10-7.2	= (2.8) <sup>2</sup>	= 7.84	= 1.088
	2-3.3	= (1.3) <sup>2</sup>	= 1.69	= 0.512
	0-1.1	= (1.1) <sup>2</sup>	= 1.21	= 1.100
		= 21.80	X <sup>2</sup>	= 3.395

The table value at 0.050 level of significance with d7=3 is 7.815. Whereas the test statistic is 3.395 which is not significant. The null hypothesis is accepted, that the education of respondents is not related to their perception that the television channels are more entertainment- oriented.

**HO11: Gender of respondents and their perception that television channels are resorting to sensationalism are not related.**

Gender	Resorting to sensationalism (O-E)	Not so (O-E)	Total
Male	57 (56.2)	3 (3.8)	60
Female	46 (46.8)	4 (3.2)	50
Total	103	7	110

$$d7 = (2-1) (2-1) = 1$$

O – E	= 57-56.2	(0.8) <sup>2</sup>	= 0.64	= 0.011
	46-46.8	(0.8) <sup>2</sup>	= 0.64	= 0.013
	03-03.8	(0.8) <sup>2</sup>	= 0.64	= 0.168
	04-03.2	(0.8) <sup>2</sup>	= 0.64	= 0.200
			2.56	X <sup>2</sup> = 0.392

The table value at 0.050 (d7=1) is 3.841 and the obtained value of 0.392 is not significant.

NH: The gender of respondents and their perception that television channels are resorting to sensationalism are not related.

The null hypothesis is accepted.

**HO12: Age of respondents and their perception that television channels are resorting to sensationalism are not related.**

Age	Resorting to sensationalism (O-E)	Not so (O-E)	Total
18 – 30 yrs	66 (65.5)	4 (4.5)	70
31 – 50 yrs	27 (28.1)	3 (1.9)	30
50 yrs& above	10 (9.4)	0 (0.6)	10
Total	103	7	110

$$d7 = (2-1) (3-1) = 2$$

O-E	= 66-65.5	= (0.5) <sup>2</sup>	=0.16	= 0.25
	27-28.1	= (1.1) <sup>2</sup>	= 0.49	= 1.21
	10-9.4	= (0.6) <sup>2</sup>	= 1.21	=0.36
	4-4.5	= (0.5) <sup>2</sup>	= 0.16	= 0.25
	3-1.9	= (1.1) <sup>2</sup>	=0.49	= 1.21
	0-0.6	=(0.6) <sup>2</sup>	=1.21	=0.36

$$X^2 = 3.64$$

The table value at 0.050 level of significance (d7=2) is 5.991 whereas the calculated  $x^2$  value is 3.64, which is not significant.

NH: Age of respondents and their perception that television cahnnels are resorting to sensationalism are not related.

The null hypothesis is accepted.

**HO13: Education of respondents and their perception of television channels resorting to sensationalism are not related.**

<b>Education</b>	<b>Resort to sensationalism (O-E)</b>	<b>Not so (O-E)</b>	<b>Total</b>
Upto matriculation	3 (3.7)	1 (0.3)	4
Graduation	61 (61.8)	5 (4.2)	66
Post graduation	29 (28.1)	1 (1.9)	30
Professional degrees	10 (9.4)	0 (0.6)	10
<b>Total</b>	<b>103</b>	<b>7</b>	<b>110</b>

$$d7 = (2-1) (4-1) = 3$$

$$O-E = 3-3.7 = (0.7)^2 = 0.49$$

$$61-61.8 = (0.8)^2 = 0.64$$

$$29-28.1 = (0.9)^2 = 0.81$$

$$10-9.4 = (0.6)^2 = 0.36$$

$$1 - 0.3 = (0.7)^2 = 0.49$$

$$5-4.2 = (0.8)^2 = 0.64$$

$$1-1.9 = (0.9)^2 = 0.81$$

$$0-0.6 = (0.6)^2 = 0.36$$

$$X^2 = 4.60$$

The table value at 0.050 level of significance with  $d7=3$  is 7.815. As such  $x^2$  value of 4.60 is not significant.

The null hypothesis is accepted.

**HO14: Gender of respondents and their perception that television channels emphasize more on politics are not related.**

<b>Gender</b>	<b>Emphasize on politics (O-E)</b>	<b>Do not (O-E)</b>	<b>Total</b>
Male	58 (57.8)	2 (2.2)	60
Female	48(48.2)	2 (1.8)	50
Total	106	4	110

$$d7 = (2-1) (2-1) = 1$$

O – E	= 58-57.8	(0.2) <sup>2</sup>	= 0. 4	= 0.006
	48-48.2	(0.2) <sup>2</sup>	= 0. 4	= 0.008
	02-02.2	(0.2) <sup>2</sup>	= 0. 4	= 0.181
	02-01.8	(0.2) <sup>2</sup>	= 0. 4	= 0.222
			1.6	X <sup>2</sup> = 0.417

The table value at 0.050 (d7=1) is 3.841. The x<sup>2</sup> value of 0.417 is not significant.

The null hypothesis that the gender of respondents and their perception of TV channels emphasizing more on politics are not related is accepted.

**HO15: Age of respondents and their perception that television channels are emphasize more on politics are not related.**

Age	Resorting to sensationalism (O-E)	Not so (O-E)	Total
18 – 30 yrs	66 (67.5)	4 (2.5)	70
31 – 50 yrs	30 (28.9)	0 (1.1)	30
50 yrs& above	10 (9.6)	0 (0.4)	10
Total	106	4	110

$$d7 = (2-1) (3-1) = 2$$

O-E	= 66-67.5	= (1.5) <sup>2</sup>	= 2.25	= 0.033
	30-28.9	= (1.1) <sup>2</sup>	= 1.21	= 0.041
	10-9.6	= (0.4) <sup>2</sup>	= 0.16	= 0.016
	4-2.5	= (1.5) <sup>2</sup>	= 2.25	= 0.900
	0-1.1	= (1.1) <sup>2</sup>	= 1.21	= 1.100
	0-0.4	=(0.4) <sup>2</sup>	= 0.16	= 0.400

$$X^2 = 2.490$$

The table value at 0.050 level of significance (d7=2) is 5.991. As the  $x^2$  value of 2.490 is not significant, the null hypothesis that age of respondents and their perception of TV channels emphasize more on politics are not related is accepted.



**HO16: Education of respondents and their perception of television channels emphasize more on politics are not related.**

Education	Emphasize on politics (O-E)	Do not (O-E)	Total
Upto matriculation	4 (3.0)	0 (0.1)	4
Graduation	62 (63.6)	4 (2.4)	66
Post graduation	30 (28.9)	0 (1.1)	30
Professional degrees	10 (9.6)	0 (0.4)	10
Total	106	4	110

$$d7 = (2-1) (4-1) = 3$$

$$O-E = (O - E)^2 / E$$

4-3.9	= (0.1) <sup>2</sup>	= 0.01	= 0.002
62-63.6	= (1.6) <sup>2</sup>	= 2.56	= 0.040
30-28.9	= (1.1) <sup>2</sup>	= 1.21	= 0.041
10-9.6	= (0.4) <sup>2</sup>	= 0.16	= 0.016
0 - 0.1	= (0.1) <sup>2</sup>	= 0.01	= 0.100
4-2.4	= (1.6) <sup>2</sup>	= 2.56	= 0.066
0-1.1	= (1.1) <sup>2</sup>	= 1.21	= 0.100
0-0.4	= (0.4) <sup>2</sup>	= 0.16	= 0.400
		X <sup>2</sup>	= 2.765

The table value with d7 =3 at 0.050 level of significance is 7.815. As the x<sup>2</sup> value is not significant, the null hypothesis is accepted.

**HO17: Gender and opinion of respondents on code of ethics for electronic media in Mizoram are not related.**

<b>Gender</b>	<b>Favor (O-E)</b>	<b>Do not favor (O-E)</b>	<b>Total</b>
Male	06 (10.4)	54 (49.6)	60
Female	13 (8.6)	37 (41.4)	50
Total	19	91	110

$$d7 = (2-1) (2-1) = 1$$

$$O - E = (O - E)^2 / E$$

06-10.4	$(4.4)^2$	= 19.36	= 1.861
13-8.6	$(4.4)^2$	= 19.36	= 2.251
54-49.6	$(4.4)^2$	= 19.36	= 0.390
37-41.4	$(4.4)^2$	= 19.36	= 0.467
		$X^2$	= 4.969

The table value at 0.050 ( $d7=1$ ) is 3.841. As such the  $x^2$  value of 4.969 is not significant, the null hypothesis is rejected.

The research hypothesis that the gender and opinion of respondents on code of ethics for electronic media in Mizoram are related is valid.

**HO18: Age of respondents and opinion on code of ethics for electronic media in Mizoram are not related.**

Age	Favor (O-E)	Do not favor (O-E)	Total
18 – 30 yrs	16 (12.1)	54 (57.9)	70
31 – 50 yrs	3 (5.2)	27 (24.8)	30
50 yrs& above	- (1.7)	10 (8.3)	10
Total	19	91	110

$$d7 = (2-1) (3-1) = 2$$

$$(O-E) (O-E)^2 (3-1) = 2$$

16-12.1	= (3.9) <sup>2</sup>	= 15.21	= 1.257
3-5.2	= (2.2) <sup>2</sup>	= 4.84	= 0.930
0-1.7	= (1.7) <sup>2</sup>	= 2.89	= 1.700
54-57.9	= (3.9) <sup>2</sup>	= 15.21	= 0.262
27-24.8	= (2.2) <sup>2</sup>	= 4.84	= 0.195
10-8.3	= (1.7) <sup>2</sup>	= 2.89	= 0.348
		<b>X<sup>2</sup></b>	<b>= 4.692</b>

The table value at 0.050 level of significance (d7=2) is 5.991. As the x<sup>2</sup> value of 4.692 is not significant, the null hypothesis is accepted

NH: The age of respondents and the opinion on code of ethics for electronic media in Mizoram are not related.

**HO19: Education of respondents and the opinion on code of ethics for electronic media in Mizoram are not related are not related.**

Education	Emphasize on politics (O-E)	Do not (O-E)	Total
Upto matriculation	- (0.7)	4 (3.3)	4
Graduation	18 (11.4)	48(54.6)	66
Post graduation	1(5.2)	29(24.8)	30
Professional degrees	- (1.7)	10 (8.3)	10
Total	19	91	110

$$d7 = (2-1) (4-1) = 3$$

$$O-E = (O - E)^2 / E$$

0-0.7	= (0.7) <sup>2</sup>	= 0.49	= 0.700
18-11.4	= (6.6) <sup>2</sup>	=43.56	= 3.821
1-5.2	= (4.2) <sup>2</sup>	=17.64	= 3.392
0-1.7	= (1.7) <sup>2</sup>	= 2.89	= 1.700
4 -3.3	= (0.7) <sup>2</sup>	=0.49	= 0.700
48-54.6	= (6.6) <sup>2</sup>	= 43.56	= 0.797
29-24.8	= (4.2) <sup>2</sup>	= 17.64	= 0.711
10-8.3	= (01.7) <sup>2</sup>	= 2.89	= 0.348
		X <sup>2</sup>	= 12.169

The table value at 0.050 level of significance (d7 =3) is 7.815 and the x<sup>2</sup> value is 12.169 which is significant. Hence, the null hypothesis is rejected.

RH: The education of respondents and the opinion on code of ethics for electronic media in Mizoram are related.

**HO20: Gender and perception on quality of programmes in local cable television channels are not associated.**

<b>Gender</b>	<b>Good (O-E)</b>	<b>Not good (O-E)</b>	<b>Total</b>
Male	47 (48.5)	13(11.5)	60
Female	42 (40.5)	8 (9.5)	50
Total	89	21	110

$$d7 = (2-1) (2-1) = 1$$

$$O - E = (O - E)^2 / E$$

$$47-48.5 \quad (1.5)^2 \quad = 2.25 \quad = 0.046$$

$$42-40.5 \quad (1.5)^2 \quad = 2.25 \quad = 0.055$$

$$13-11.5 \quad (1.5)^2 \quad = 2.25 \quad = 0.195$$

$$8-9.5 \quad (1.5)^2 \quad = 2.25 \quad = 0.236$$

$$X^2 = 0.532$$

The table value at 0.050 level of significance (d7=1) is 8.841. As such the  $\chi^2$  value of 0.532 is not significant, the null hypothesis is accepted.

NH: The gender of respondents and the perception on quality of programmes in local cable television channels are not associated.

**HO21: Age of respondents and the perception of quality of programmes in local cable television channels are not associated.**

Age	Good (O-E)	Not good (O-E)	Total
18 – 30 yrs	53 (56.6)	17(13.4)	70
31 – 50 yrs	26 (24.3)	4 (5.7)	30
50 yrs& above	10 (8.1)	0 (1.9)	10
Total	89	21	110

$$d7 = (2-1) (3-1) = 2$$

$$O-E = (O - E)^2 / E$$

$$= 53-56.6 = (3.6)^2 = 12.96 = 0.288$$

$$26-24.3 = (1.7)^2 = 2.89 = 0.118$$

$$10-8.1 = (1.9)^2 = 3.61 = 0.445$$

$$17-13.4 = (3.6)^2 = 12.96 = 0.967$$

$$4-5.7 = (1.7)^2 = 2.89 = 0.507$$

$$0-1.9 = (1.9)^2 = 3.61 = 1.900$$

$$X^2 = 4.665$$

The table value at 0.050 level of significance (d7=2) is 5.991. As the  $x^2$  value of 4.665 is not significant, the null hypothesis is accepted.

NH: The age of respondents and the perception of quality of programmes in local cable television channels are not associated.

**HO22: Education of respondents and the quality of programmes in local cable television channels are not associated.**

Education	Good (O-E)	Not good (O-E)	Total
Upto matriculation	4 (3.2)	- (0.8)	4
Graduation	45 (53.4)	21(12.6)	66
Post graduation	30(24.3)	-(5.7)	30
Professional degrees	10(8.1)	- (1.9)	10
Total	89	21	110

$$d7 = (2-1) (4-1) = 3$$

$$O-E = (O - E)^2 / E$$

4-3.2	= (0.8) <sup>2</sup>	= 0.64	= 0.200
45-53.4	= (8.4) <sup>2</sup>	=70.56	= 1.321
30-24.3	= (5.7) <sup>2</sup>	=32.49	= 1.337
10-8.1	= (1.9) <sup>2</sup>	= 3.61	= 0.445
0 -0.8	= (0.8) <sup>2</sup>	=0.64	= 0.800
21-12.6	= (8.4) <sup>2</sup>	= 70.56	= 5.600
0-5.7	= (5.7) <sup>2</sup>	= 32.49	= 5.700
0-1.9	= (1.9) <sup>2</sup>	= 3.61	= 1.900
		X <sup>2</sup>	= 17.303

The table value at 0.050 level of significance (d7 =3) is 7.815. The calculated chi-square value is 17.303 which is significant. Hence, the null hypothesis is rejected.

RH: Education of respondents and the perception on the quality of programmes of local cable television are associated.

**HO23: There is no association between the gender of respondents and the view that Mizoram electronic media should be supported by state government.**

Gender	Favor (O-E)	Do not favor (O-E)	Total
Male	5 (4.4)	55(55.6)	60
Female	3 (3.6)	47 (46.4)	50
Total	8	102	110

$$d7 = (2-1) (2-1) = 1$$

$$O - E = (O - E)^2 / E$$

$$5-4.4 \quad (0.6)^2 \quad = 0.36 \quad = 0.081$$

$$3-3.6 \quad (0.6)^2 \quad = 0.36 \quad = 0.100$$

$$55-55.6 \quad ((0.6)^2 \quad = 0.36 \quad = 0.006$$

$$47-46.4 \quad (0.6)^2 \quad = 0.36 \quad = 0.007$$

$$X^2 = 0.194$$

The table value at 0.050 level of significance (d7=1) is 3.841. The calculated value is an insignificant 0.194. As such, the null hypothesis is accepted.

Since the same result would be available for the variables of age and education the hypothesis was not tested on these variables.



**HO24: There is no association between the gender of respondents and the view that Mizoram electronic media as professionals.**

<b>Gender</b>	<b>Professional (O-E)</b>	<b>Not professional (O-E)</b>	<b>Total</b>
Male	2 (2.2)	58(57.8)	60
Female	2 (1.8)	48(48.2)	50
Total	4	106	110

$$d7 = (2-1) (2-1) = 1$$

$$O - E = (O - E)^2 / E$$

$$2-2.2 \quad (0.2)^2 \quad = 0.4 \quad = 0.081$$

$$2-1.8 \quad (0.2)^2 \quad = 0.4 \quad = 0.222$$

$$58-57.8 \quad ((0.2)^2) \quad = 0.4 \quad = 0.006$$

$$48-48.2 \quad (0.2)^2 \quad = 0.4 \quad = 0.008$$

$$X^2 = 0.417$$

The table value at 0.050 level of significance (d7=1) is 3.841. The calculated value is an insignificant 0.417 which is highly insignificant. Hence, the null hypothesis is accepted.

As the same matrix would follow the variables of age and education were not tested.

**Findings from the application of chi-square test:**

1. The gender of respondents and the listening to radio are related.
2. Age of the respondents and listening to radio are correlated.
3. Education of respondents and the listening to radio are related.
4. Time spent on television viewing and the genders of respondents are not related. The same is the case with other independent variables of age and education.
5. There exists no association between the gender of respondents and the perception of television channels being objective in news presentation
6. There is an association between the age of respondents and the perception of objectivity of TV channels in news presentation.
7. There is no association between the education of respondents and their perception of TV channels being objective in news presentation.
8. The perception of television channels as more entertainment-oriented and the gender of respondents are not related.
9. Age of respondents and the perception of television channels being more entertainment-oriented are not related.
10. The education of respondents is not related to their perception that the television channels are more entertainment-oriented.
11. The gender of respondents and their perception that television channels are resorting to sensationalism are not related.
12. Age of respondents and their perception that television channels are resorting to sensationalism are not related.
13. The education of respondents and their perception of television channels resorting to sensationalism are not related.
14. The gender of respondents and their perception of TV channels emphasizing more on politics are not related.
15. Age of respondents and their perception of TV channels emphasizing more on politics are not related.
16. Education respondents and their perception of TV channels emphasizing more on politics are not related.
17. The gender and opinion of respondents on code of ethics for electronic media in Mizoram are not related.

18. The age of respondents on code of ethics for electronic media in Mizoram are not related.
19. The education of respondents on code of ethics for electronic media in Mizoram are not related.
20. The gender of respondents and the perception on the quality programmes in local cable television channels are not associated.
21. The age respondents and the perception on the quality programmes in local cable television channels are not associated.
22. Education respondents and the perception on the quality programmes in local cable television channels are not associated.
23. There is no association between the gender of respondents and the view that Mizoram electronic media should be supported by the state government. So also the case with age and education.
24. There is no association between the gender of respondents and the view on electronic in Mizoram as professional.

It is also found out that all the respondents want more and more Mizoram related contents on national television channels.

Questions answer by:

**Mr. LR Sailo**

**Former Director of**

**Information & Public Relations Department, Government of Mizoram.**

**& Present Nodal Officer of IIMC, Mizoram Campus**

1. Do you think that electronic media in Mizoram is objective in its coverage of news events?

According to many people who had experienced in media fields thought that electronic media in Mizoram is not at all objective in its news coverage and believes that there is a room for improvements.

2. How do you rate the quality of programmes of electronic media in Mizoram?

It is rated that the quality of programmes of electronic media is fairly good in spite of limited facilities in terms of equipment's and training facilities and opportunities for exposure for media personnel for professional training.

3. What measures do you suggest to improve professionalism among electronic media personnel in Mizoram?

It is suggested that to improve professionalism among those involved in electronic media Pay/remunerations for the personnel engaged in the electronic Media should be increased/upgraded so that the best of talents are attracted. Also Professional training in Media Institutes either a post graduate Diploma or Degree in Mass Communication may be given preference for the new intake plus professional training should be given to its employees.

4. Do you favor a code of ethics for electronic media persons in Mizoram?

Many experts feel that there is no proper code follow by the electronic media. They are not in favor or are not satisfied with the code of ethics being practice. In fact, it is suggested that proper code of ethics is to be adopted for electronic media in the state.

5. According to you what are the real issues before electronic media? Please explain

Lack of professionalism and ignorance of various codes of ethics are regarded as the real issues in electronic media. It is believed that media houses are quite innovative and creative inspite of its many limitations.

6. Do you support the idea of state government giving subsidy to the media in general and electronic media in particular?

The idea of state government giving subsidy to the media in general and electronic media in particular is not supported at all. It is believe that if this happen it will interfere in their independent reporting and also will curb their creativity in one way or the other.

7. How do you assess the future of electronic media in the state?

Here is a great future for electronic media in Mizoram. Even though today television is the main electronic media it is believed that cinemas theatre have a bright future as well. Social media also has a good future but will need to have professional touch.

Questions answer by:

**Dr. C. Lalmuansangkimi**

**Assistant Professor IIMC, Mizoram Campus**

1. Do you think that electronic media in Mizoram is objective in its coverage of news events?

From mere observation, it would be wrong to say that media coverage as a whole in Mizoram is inaccurate and subjective. Based on my assessment of local dialect TV news, many contents carry different viewpoints. This is an indicator of an editor's commitment towards presenting objective news. However, local TV news largely relied on a government run I&PR department's press and video footage releases which put them on risk of being bias towards the government, on the risk of being bias in favor of the government. Additionally the editors face constant political, social and management pressures. It may not be possible to maintain steadfast independence at all times and circumstances thereby putting themselves prey to the so called paid news.

2. How do you rate the quality of programmes of electronic media in Mizoram?

In the context of Mizoram, we refer "electronic media" basically as local TV channels such as LPS, Zonet and DDK. Given its relatively young existence in the state, the achievement of electronic media is overwhelming with regular live coverage and a number of 24hrs local channels to its credits. To run 5 to 10 different channels in reality though is not an easy task. A producer needs atleast 12 different programs on one hour to fill up the time slot each day. Fresh and innovative programmes which occupy largest chunk of the local TV channels time slot cannot be considered as quality programs as it lack originality and hard works. The main set back, however is lack of resource or revenues to produce quality content.

3. What measures do you suggest to improve professionalism among electronic media personnel in Mizoram?

Even though journalists have often been criticized for their lack of professionalism; there is no denying that they are doing a good job in disseminating information to the public. At the same time, the rapid changing times and evolving users necessitated continuous improvements on work performance from the journalists. Though there is no universally accepted hand-book on how a journalist ought to perform his tasks and the best way to learn is to set out in the field, a journalist must take a training of some sort in the subject to acquire background knowledge of the field of study in order to hone and embed himself in his profession.

4. Do you favor a code of ethics for electronic media persons in Mizoram?

At present, the cable television regulations act of 1995, defamation law, officially secret act and other law binding acts which are relevant to the press as well as the electronic media. In fact, ethics are not binding and a journalist cannot be punished for mere violations of code of ethics in the truest sense of the term. As of now, there is no clear cut reason as to how a code of ethics would drastically change and brought about betterment for the field. The aforesaid acts are, as a matter of fact, amended often from time to time to suit the need of time.

5. According to you what are the real issues before electronic media? Please explain

Quality of contents, legal matters, human resources and revenues probably are the main issues facing electronic media in Mizoram. The issues are deeply interlinked as well. For instance, to produce quality contents need efficient human input which in turn requires high revenue. Advertisements and sponsorships are the main sources of income for electronic media, but compared to newspaper space cost much more than that of television space. TV Channels have to cope with tight budget and thus, 'extra' spending to produce quality contents is not feasible. At the same time, resorting to cheap dubbing and playback of blockbuster films itself pose legal issues like copyright. Given the audience and location into consideration, the owners of such products which are played back or dubbed programmes are high in demand among the audiences and the local producers are by and large driven by the audience themselves. To withstand stiff competition, they are being compelled to make their audience happy and go along with what pleased them. Audience driven it has both negative and positive aspect. As a positive point, it is unlikely that audiences may shift to other channel or media portals if they are happy with the contents. On a negative note, driven too much by audiences may hinder the producer from executing his social and moral functions.

6. Do you support the idea of state government giving subsidy to the media in general and electronic media in particular?

The government has been subsidizing local cable television by exempting them from any registration or license laid down by the Ministry of Information and Broadcasting and thus, they do not face any of the regulations that governed registered satellite channels. At present, TV channels are being levied a yearly permission fee of rupees 2 lakhs for up linking and down linking of TV channels and setting up of teleport. The permission fee for down linking of TV channels uplinked from India is



rupees 5 lakhs per channel per year under the government's down linking and up linking of TV channels guide lines. However, a problem arises from the fact that the cable television network regulation act 1995 does not actually define what is the area in which programming generated at the level of cable operator can be transmitted. As a result, it is easy for the larger operator to transmit the same content over their entire network and even share with other operators in other state. In fact, there are multisystem operators which merely transmit multiple local channels. There is no denying that this local, ground based channels are being actually transmitted to much wider geographical areas becoming de facto regional or national channels while the intent or purpose of allowing cable operators to generate and transmit local programmes is to keep the local people or local dialect speaking people informed of relevant local issues or interests. At the same time the need for regulations becomes more critical going to the digitalization and in particular CAS. The question which arises is whether or not there is a need to cap the total number of ground based channels that can be operated by a single MSO or cable operators

7. How do you assess the future of electronic media in the state?

Right from the time when cable television or satellite television made its entry into the state, it continues to be the major players among the media. Though, there is no denying that owing to the penetration rate and popularity of social media, the internet is growing at the fastest rate. Television nonetheless grows at a steady rate and doesn't seem to loss its users to the internet in spite of common believe. Its audience driven contents tend to sustain the users. However, this has blurred the role of television as a medium of information and education while its entertainment roles have been accelerated paramount.

Questions answer by:

**Mr. J. Malsawmzuala Vanchhawng**

**Assistant News Editor,**

**Regional News Unit, Doordarshan Kendra Aizawl.**

1. Do you think that electronic media in Mizoram is objective in its coverage of news events?

Since, the news in Mizoram is about events, incidents, public meetings, government functions, so far investigative reporting cannot be done. Editorial policy as well cannot be plan and certain rules and policy cannot be made. Therefore, till date according to me electronic media is not objective in its news coverage.

2. How do you rate the quality of programmes of electronic media in Mizoram?

Looking at the economics of the state and the population I feel that the electronic media is quite good. At the same time there lies many more for its development.

3. What measures do you suggest to improve professionalism among electronic media personnel in Mizoram?

1. People with professional degree in the field and also experienced people should be more in the media.

2. Training/Seminar should be organized for electronic media regularly.

4. Do you favor a code of ethics for electronic media persons in Mizoram?

Media in Mizoram especially in electronic media code of ethics is not all maintain or follow. Anything which can attracts or glue the viewers are telecast. Therefore a proper guideline is necessary to be made for the media.

5. According to you what are the real issues before electronic media? Please explain

1. More people in the media. At present due to financial constraint there are less people working for the media.
2. Less of professionalism. There are less people with professional degree in the media. Even though many may have experienced working for many years since they don't have professional degrees many a times it becomes difficult for them
3. More salary should be given to the workers.

6. Do you support the idea of state government giving subsidy to the media in general and electronic media in particular?

At present it is the only advertisement fee which is received from the government. It would be good if government can give subsidy for the better development of the media.

7. How do you assess the future of electronic media in the state?

Electronic Media, TV and Radio are growing. The coming of FM radio increases its audience. The coming of digitization will surely put a new chapter in cable television. All analog will be change to digital where better picture quality with better sound will come. It can be strongly predicted that electronic media will grow more strongly and rapidly.

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