

APPENDICES

**A. INTERVIEW SCHEDULE
for General Respondents**

IDENTITY CRISIS OF A THIRD WORLD CULTURE: A STUDY OF THE ROLE OF TELEVISION IN BANGLADESH

For General Respondents

Interview Schedule

Please Mark (√)
In appropriate box

PART-A

1. Age _____
2. Sex M _____ F _____
3. Occupation _____
4. Income _____
5. Religion _____
(Subject, if any)

PART-B

1. Where do you view TV programmes?
 - a. At home _____
 - b. At friend's or relatives house _____
 - c. At community centre _____
2. How often do you view TV programmes?
 - a. Every day _____
 - b. Once in two days _____
 - c. Twice in a week _____
 - d. Occasionally _____
3. Which of the following programmes on BTV do you categorise as cultural?
 - Music _____
 - Dance _____
 - Drama _____
 - Films _____
 - Literary programmes _____

Religious programmes _____
Folklore programmes _____
Any other (Please specify) _____

4. How do you rate the cultural programmes on BTV?

Interesting _____ Boring _____
Educative _____ Entertaining _____
Relevant _____ Irrelevant _____

5. What cultural programmes do you like most on BTV?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

6. What do you think is the impact of BTV cultural programmes on audience?

- a. Promote the Bengali culture _____
- b. Bring values of western culture _____
- c. Raise the aspiration of the people _____
- d. Help modernise the traditional society _____

7. Do you think that by telecasting western programmes BTV is responsible for exposing the natives to western values?

Yes _____ No _____

8. Do you think that an Islamic society such as Bangladesh will accept western values?

Yes _____ No _____

9. Do you think that cultural programmes of countries other than western have impact on TV viewers?

Yes _____ No _____ Can't say _____

10. Some people argue that western values through BTV bring materialistic values into the society. Do you agree?

Yes _____ No _____ Can't say _____

11. Do you feel viewing foreign programmes on BTV makes people practice social habits different from yours?

Yes _____ No _____ Can't say _____

12. Does viewing of the BTV foreign programmes prompt changes in dressing habits?

Yes _____ No _____ Can't say _____

13. Do you feel that foreign programmes have influence on native music?

Yes _____ No _____ Can't say _____

14. Do you think viewing BTV's foreign programmes makes people highly individualistic in our society?

Yes _____ No _____ Can't say _____

15. Do you feel that the foreign programmes divide the society into two groups such as commoners and elite?

Yes _____ No _____ can't say _____

16. Do you consider foreign programmes on BTV help modernise the common people?

Yes _____ No _____ Can't say _____

17. What is the psychological impact of BTV cultural programmes?

Makes me happy _____

Unhappy _____

Can't say _____

18. Do you consider that BTV's foreign programmes can alter the religious beliefs of the audience?

Yes _____ No _____ Can't say _____

19. Do you think that western programmes shown by BTV have more violence and sex?

Yes _____ No _____ Can't say _____

20. In what way do the western programmes affect the audience?

a. Raise their aspiration _____

b. Raise their frustrations _____

c. Create feelings of inferiority _____

d. Can't say _____

21. Do you think foreign programmes help you understand different cultures?
 Yes _____ No _____ Can't say _____
22. What do you think of the influence of such programmes on women?
 a. Modernise them _____
 b. Make them aware of their rights _____
 c. Make them seek freedom _____
 d. Make them Un-Islamic _____
23. Do you think that children are more susceptible to alien values through western programmes on BTV?
 Yes _____ No _____ Can't say _____
24. What have you learnt from western values as projected by BTV?
 a. Competitiveness _____
 b. Openness _____
 c. Rejection of religion _____
 d. Desire to learn more _____
 e. Imitate the westerners in social manners _____
25. Do you think that the western programmes on BTV are pushing out local cultural programmes on BTV?
 Yes _____ No _____ Can't say _____
26. Which medium of communication, according to you, would be more effective in preserving the Bengali culture?
 Newspapers _____
 Magazines _____
 Radio _____
 TV _____
 Films _____
 Folk Media _____
27. Which of the following media, according to you, is more influential in altering the native cultural values?
 Newspapers _____
 Magazines _____
 Radio _____
 TV _____
 Films _____
 Folk Media _____

28. Do you prefer more programmes on Bengali culture over TV than western programmes?

Yes _____ No _____ Can't say _____

29. After watching western programmes on BTV, what is your feelings?

a. My country is backward _____

b. Other countries are well developed _____

c. We must make efforts to reach the level of their progress _____

d. It is not at all possible for us to match their progress _____

30. Do you prefer more religious programmes on BTV?

Yes _____ No _____ Can't say _____

31. What do you think of religious programmes on BTV?

a. Promote culture _____

b. Do not promote culture _____

c. Are an obstacle to modernisation _____

d. Create unity _____

**B. Questionnaire
for BTV Personnel**

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ROLE OF TELEVISION IN BANGLADESH**

Please Mark (√)
in appropriate box

**FOR BTV Personnel
Interview Schedule**

PART-A

1. Age _____
2. Sex M _____ F _____
3. Income per month _____
4. Religion _____

PART-B

1. What are the criteria employed for the selection of cultural programme?
 - a. Religion _____
 - b. Local culture _____
 - c. Audience preference through feedback _____
2. Do you have independence in selecting cultural programmes on BTV?
Yes _____ No _____
3. How far do you feel that telecasting of foreign serials is popular?
 - a. Very popular _____
 - b. Popular to some extent _____
 - c. Not at all popular _____
4. Would you prefer more and more telecasting of western programmes on BTV?
Yes _____ No _____
5. What do you think of the quality of foreign serials as compared to local programmes?
 - Good _____
 - Not good _____
 - All right _____
 - Not at all good _____

6. How do you assess the impact of cultural programmes telecast by BTV?
- a. By letters from viewers _____
 - b. Audience research _____
 - c. BTV's independent decision _____
7. Do you want to telecast more and more religious programmes?
- Yes _____ No _____
8. In the global media context, what do you think of the performance of BTV
- a. Good _____
 - b. Satisfactory _____
 - c. Should improve _____
 - d. Can't say _____
9. If western values have more influence on the behaviour of the people who watch BTV programmes, do you offer to remedy situation?
- a. by telecasting more programmes on Bengali culture _____
 - b. by telecasting more religious programmes _____
 - c. by stopping the telecast of western and / or other cultural programmes except Bangla _____
10. Do you feel that telecasting of western cultural programmes by the BTV help strengthen Bangladesh culture?
- Yes _____ No _____ Can't say _____
11. Do you feel western cultural programmes help develop international understanding?
- Yes _____ No _____ Can't say _____
12. Do you consider that such cultural programmes on BTV strengthen the present international communication system?
- Yes _____ No _____ Can't say _____