Annexure

Dear Respected

   I am a Ph.D scholar of the department of Mass Communication, Assam University, Silchar. As a part of my research work entitled "Soaps On Indian Television And The Formation Of Interpretive Community : A Study Of The Response Pattern Of Women Viwers Of Silchar Town Towards Select Television Serials ", I am carrying out a general survey, I, therefore, request you to kindly fill this questionnaire. I asure you that questionnaire would not be published in any newspapers and is purely meant for academic purpose.

Thanking you

Lopamudra Bhattacharjee

Ph.D Regd. No.: Ph.D/1987/12, Dt.01/10/2012

Section A

Demographic profile:

1.   Name of the respondent:_____

2.   Address:_____

3.   Phone No.:

4.   Religion:

5.   Mother Tongue:

        a) 1-3

        b) 3-6

        c) 6-9

        d) 9-above.

13.   Monthly Income:

        a) 5000-10,000

        b)   10,000-15000

        c) 15000-20,000

        d) 20,000-30,000

        e) 30,000-40,000

        f) 40,000 -above.

SECTION B

14.   Do you have television at home?

        a) Yes   b) No

15.   Connection of the television you have?

        a) Cable TV   b) Dish TV

16.   Do you watch daily Soaps?

        a) Yes   b) No

17.   How many soaps do you watch daily?

        a) 1-2   b) 2-3   c) 3-4   d) 4-6

18.   Do you watch repeat telecast of your favourite show?

        a) Yes   b) No

19. How much time do you spend on watching soaps?

        a) 1hr.   b) 2hr.   c) 3 hrs.   d) 4hrs. e) More than 4 hours

20. What kind of programs do you watch?

        a)   Daily soap Opera

        b)   Weekly soap opera

        c)   Reality Shows.

        d)   Movies.

        e)   Sports and news

21.   What kind of TV serials do you watch?

        a) Family Drama b) Love-Story   c) Violent   d) Comedy

        e) Horror & Detective

22.   Which channels do you watch more?

        a) Zee   b) Star   c) Sony   d) Colours   e) Life OK

23.   At what time do you prefer watching soaps?

        a) Lunch time   b) Mid afternoon c) Early evening d) Prime time soaps

        e) Night time.

24.   Do you like ongoing storylines that last for a long time, up to several months?

        a) Yes   b) No

25.   What type of character do you prefer?

        a) Affable   b) Annoying   c) Confident   d) Amusing/funny e) looks good

26. What kind of story lines do you like?

   a) Twists and turns   b) Those that deal with current issues

   c) Relationship based   d) Family feud   e) Epic and Religious stories

25. How often do you watch soap opera?

   a) Rarely   b) Once a week   c) 2-3 times a week   d) Daily

26. Do trailers entice you to watch soap?

   a) Yes   b) No   c) Can't say.

27. The reason for watching a soap opera?

   a) To spend time   b) To be entertained   c) Reality aspects

   d) For latest fashion   e) For para-social interaction

28. Other actions you perform while watching soap opera.

   a) Chopping vegetables   b) Taking care of house hold activities

   c) Flipping through magazinesn   d) Taking meal   e) Talking over phone

   f) Pay full concentration.

SECTION C

29.   Do you watch these daily soaps?

          a) Bade Achhe Lagtey Hain   b) Amrit Manthan

          c) Diya Aur Baati Hum d) Dil Se Di Dua…Swabhagyavati Bhava.

30.   The soaps that you can't miss and watch on a regular basis?

          a) Bade Achhe Lagtey Hain b) Amrit Manthan c) Diya Aur Baati Hum

          d) Dil Se Di Dua …. Swabhagyavati Bhava.

31.   Why do like these serials?

          a) Entertainment b) Information c) They depict the real life

          d) To keep yourself updated on fashion e) Fascination for a particular character

32.   The option you use if you miss any episode?

          a) Record it   b) Repeat telecast c) Call a friend to know the latest

          d) Wait avidly for the next episode e) Neither of these

33.   Does it take equal priority to doing something such as homework or household

     activity?

          a) Yes b) Almost c) No d) Have to think e) Can't say

34.   You discuss the storylines with.

          a) Family b) Friends c) Juniors d) Acquaintances e) No one.

35.   Do you think that the storylines are accurate and representation of real life?

          a) Yes b) Almost c) Completely unreal d) No c) Can't say.

36.   Do you think that the characters are similar to real life people?

a) Yes   b) Almost   c) Completely unreal   d) No   c) Can't say.

37.   How far do you think that these storylines represent you?

a) Almost   b) Quite close   c) Very unlikely   d) Unlikely   e) Not at all

38.   Do you consider these soap operas are a borrowing from real life?

a) Almost   b) Nearly   c) Very unlikely   d) Unlikely   e) Not at all

39.   What makes you wait for every episode of these serials?

a) Dramatic tension   b) Pleasure   c) Entertainment

c) Personal identification   e)   Pull of a character

40.   Who is your favourite character?

a) Priya   b) Natasha c) Shipra (Priya's mother) d) Ayesha (Priya's sister)

e) Juhi (Ram's sister-in-law) f) Amrit g) Nimrit h) Sandhya i) Meenakshi

j) Santosh (Bhabo) k) Sia i) Pihu.

41.   Why do you like Priya?

a) With strict principle b) Negative character c) Similar with your personality

d) Fun loving e) Out spoken

42.   Why do you like Natasha?

a) With strict principle d) Negative character e) Similar with your personality

f) Fun loving g) Out spoken

43.   Why do you like Shipra (Priya's mother)?

a) With strict principle b) Negative character c) Similar with your personality

d) Fun loving e) Out spoken.

44. Why do you like Ayesha (Priya's sister)?

   a) With strict principle b) Negative character c) Similar with your personality

   d) Fun loving e) Out spoken .

45. Why do you like Juhi (Ram's sister-in-law) ?

   a) With strict principle b) Negative character c) Similar with your personality

   d) Fun loving e) Out spoken .

46. Why do you like Amrit?

   a) With strict principle b) Negative character c) Similar with your personality

   d) Fun loving   e) Out spoken.

47. Why do you like Nimrit?

   a) With strict principle b) Negative character c) Similar with your personality

   d) Fun loving e) out spoken .

48. Why do you like Sandhya?

   a) With strict principle b) Negative character c) Similar with your personality

   d) Fun loving e) Out spoken .

49. Why do you like Meenakshi?

   a) With strict principle b) Negative character c) Similar with your personality

   d) Fun loving e) Out spoken .

50. Why do you like Santosh (Bhabo)?

   a) With strict principle b) Negative character c) Similar with your personality

   d) Fun loving e) Out spoken.

51.   Why do you like Sia?

a) With strict principle b) Negative character c) Similar with your personality

d) Out spoken e) Simple thinking.

52.   Why do you like Pihu?

a) Loveable character b) Similar with your child's personality c) Fun loving

d) Cute character

53.   How do these serials connect to you?

a) Close to life   b) Nearly identical c) Reminds me of incidents in my life

d) Purely absurd e) Too dramatic to be true.

54.   You watch serials (family drama) like Diya Aur Baati Hum, Bade Achhe Lag tey Hain
        as they.

a) Remind you of your family b) Remind you of some family incidents in other

families c) Tells you how to solve family crisis d) Stokes up the ambition in you

e) None of these

55.   You watch violent serials like Dil Se Di Dua…..Swabhagyavati Bhava and Amrit
        Manthan?

a) Remind you of your family b) Remind you of some family incidents in other

families c) Gives you an idea how to tackle a family feud d) Tells you that love

is merely a word e) None of these

56.   You watch these family drama and violent serials both because

a) You are aware of these kind of situations

b) You can identify with the characters c) You can predict the end d) You want

to earn experience about life, e) You just want to spend your time.

Section- D

57. How far do you find the heroine of these serials as close to you or some other person whom you know?

    a) Can correlate b) Somewhat similar c) Absolutely unidentifiable

    d) Have seen such character in real life e) Completely untrue.

58. Do you watch a serial even if you do not like any character?

    a) Sometimes b) Don't watch a serial for a character c) Storylines matter

    d) Watch it to spend time e) No.

Section- E

59. How do you perceive Diya Aur Baati Hum and Bade Achhe Lagtey Hain?

    a) Helpful for wasting time   b) Impart a lesson or two

    c) Tell what mistakes not to be committed

    d) Help to understand the necessity of family bonding e) None of the above.

60. How do you perceive Dil Se Di Dua…. Swabhagyavati Bhava and Amrit Manthan?

    a) Helpful for spending time   b) Teach that violence is objectionable

    c) Teach what mistakes are to be avoided in life d) Help to understand the need to avoid violence in life   e) None of the above.

61. These serials teach you

    a) To avoid certain situations in life b) To inculcate certain values in your life

    c) To borrow a few ideas and apply in your life   d) To look at life through the eyes of your characters and imitate some of their actions in your personal life

    e) None of the above.

Section -F

62.   You watch the non-violent family dramas to

        a) To see how the people outside your immediate world live and react

        b) To find out the aspirations and expectations of women of nearly your age

        c) To check aptness of your thinking and sensibilities through the reaction of

        other women to same kind of situation experienced by you

        d) None of the above.

63.   You watch Dil Se Di Dua… Swabhagyavati Bhava and Amrit Manthan to

        a) Understand why people react violently   b) Understand how far greed is

        important in human life c) Understand how far violence should be avoided and

        hated d) Understand how far violence can be destructive e) None of the above.

Section-G

64.   The Non- Violent serials give you a feeling of

        a) Finding new friends among the women characters of the serial

        b) Finding reflection of your own mistakes in these characters

        c) Restlessness by seeing the correct ways of the women character of these

        serials d) How far more you should correct your ways of living to make your

        family a better   place e) None of the above.

65.   The violent serials give you a feeling of

        a) Restlessness and tell you to avoid violence in life

        b) Disgust about the increase of violence in human life in general

        c) Unhappiness to see the people being tortured for no fault of their own

        d) Developing a certain amount of need in your life sometimes to use violence

e) None of the above.

Section -H

66.   You watch these serials to develop a/an

    a) Talking turn among your friends   b) A concern for the change of the society

    c) Understanding of how different people can be in different locations

    d) Understanding of what should be avoided and accepted in your personal life

    as a woman.

67.   You see these serials because

    a) They offer you a slice of life   b) They offer you broader vision of life

    c) These serials tell you how to avoid certain mistakes in life d) These serials

    tell you how to spend life e) None of the above.

68.   While viewing these serials you

    a) Discover new facts of life   b) Understand different nuances of life

    c) Find nothing new about life but hackneyed presented differently and stylishly

    d) You feel and care for living like them   e) None of the above.

69.   These serials provided you with

    a) A coin of exchange in your social life,i.e.you can discuss with people about

    these serials to spend your leisure time. b) A guiding principle on how you would

    conduct your self in your personal and family life and social life. c) An area of

    discussion for improving your appearance and public management. d) A guide

    book for do's and don'ts in your personal life. e) None of the above.