

Chapter – 4

Mass Media Exposure to the Television Viewers

The mass media can be broadly classified into three categories, namely the broadcast media, the print media and the audio-visual media, (Singh, 1995:8). In this chapter, the researcher has attempted to find out the exposure of the respondents of television viewers to Radio as broadcasting media; News Paper and Magazine as print media; Cinema, VCD/DVD as audio-visual media. Though television is a major component of audio-visual media the main research in this work has focused on exposure to television, hence, in the next chapter the researcher would deal with exposure to television.

Radio

Radio is an electronic audio-medium for broadcasting programme to the audience. This medium is cosmopolite in approach and is suitable for communication to millions of people widely dispersed and situated in far flung areas. Availability of low cost receiving sets operated with electricity or battery helped radio to penetrate deep into the life of the people. Radio is suitable for creating general awareness among the people, build up desirable change in attitude and reinforce learning. The medium is extremely convenient for communication in times of crisis and urgent situation. People with no education or little education and those who are not in a position to attend extension programme personally, can take full advantage of this medium. They could build up adequate knowledge and skill. It reaches a large number

of people at a very low cost. The programmes may be listened while one is engaged farming or household work (Kumar 1998).

Radio as a broadcasting media at Golaghat

The respondents of television viewers in the study town of Golaghat are not exposed to radio because of not function of All India Radio services there. There are ten radio station centers are working in Assam. Dhubri (Relay) Dibrugarh (Regional), Diphu (LRS), Guwahati (Regional, Haflong (LRS) , Jorhat (LRS), Kokrajhar (Regional), Nowgong (LRS), Silchar (Regional) and Tezpur (Regional). But still no radio center whether regional or LRS has been sanctioned till present by Government of India. (RTI report 2008). Moreover on 17th December 1998 Minister of State for Information and Broadcasting Government of India informed in the Rajya Sabha that districts of Sonitpur and Golaghat do not lie in the coverage range of HPT, Dibrugarh, reception range in the districts Dhemaji, Lakhimpur, Jorhat and Sibsagar is affected due to the height of the tower. (Rajya Sabha Report)

The Print Media

The print media included printed matter such as News Paper, Magazines, Pamphlets, and Posters etc. But in the context of present study News Paper and Magazines are taken as major forms of print media.

News Paper and Magazine

News Paper depend on one's perspective of news and news values. News is the account of an event, not something intrinsic in the event itself. Hence, news is the written construction of an event itself that makes it news; the event is not the news. Rather, the news is the write-up presentation of the event in case of News Paper and Magazine. Further, such a presentation or representation or construction of an event has to be in a particular format and is selected according to a certain professional value-system to make it news. It needs to be emphasized that news is the end-product of a complex process which begins with a systematic sorting and selecting of events according to a socially constructed set of

categories. So, it is not the event which is reported that determines the form, content, meaning or truth of the news, but rather the news that determines what it is that the event means. News is a social institution and a cultural discourse which exists and his meaning only in relation to other institutions and discourses operating at the same time. News produces and shapes an events or happening, but it is readers who select what is of interest to them and make their own sense of the news.

News Paper reading by the respondents

Since News Paper is a tool of mass media communication, the researcher has enquired of the respondents of television viewers in the study town whether they read News Paper or not. The table 4.1 shows the number of respondents in the study town of Golaghat who read News Papers.

Table: 4.1

News Paper readers

Sl. No	News Paper read	Frequency	Percentage
01	No	0	0.00
02	Yes	300	100.00
Total		300	100.00

The data indicate that in the study town all (100.00%) the respondents of television viewers read News Paper. Thus it indicates that all the respondents of television viewers in the study town read News Paper daily.

News Paper Subscription by the respondents

Since News Paper is a tool of mass media communication, the researcher has enquired the respondents of television viewers whether they subscribe News Paper for reading or not. The table - 4.2 shows the number of respondent of television viewers who subscribe News Paper readers in the study town of Golaghat for reading.

Table: 4.2
News Paper subscription

Sl. No	Subscription	Frequency	Percentage
01	No	0	0.00
02	Yes	300	100.00
Total		300	100.00

The data indicate that in the study town all (100.00%) the respondents of television viewers subscribe News Paper for reading. Thus it indicates that all the respondents of television viewers in the study town subscribe News Paper daily.

Title of the News Paper read by the respondents

News Paper reading of a respondent determines, to a great extent, his/her mode of living, thinking and behaviour etc. Therefore, it is necessary to know the News Paper reading habit of the respondents. The researcher has further inquired the respondents about their interests in title of News Paper they subscribe and the result of which is shown in table - 4.3 given below.

Table - 4.3
Title of the News Paper

SL. No.	Title	Frequency	Percentage
01	The Pratidin (Assamese)	86	28.67
02	The Amar Asom (Assamese)	72	24.00
03	The Khabar (Assamese)	57	19.00
04	The Dainik Janambhumi (Assamese)	47	15.67
05	The Telegraph	34	11.33
06	The Assam Tribune	97	32.33
07	The Hindu	07	2.33
08	The Anadabazar Patrika	07	2.33

The data reveal the habit of reading different categories of News Papers by the respondents of the study town. The data show that Assamese daily News Papers, The Pratidin

has (28.67%) readers by ranked first, The Amar Asom has (24.00%) readers by ranked second, The Khabar has (19.00%) readers by ranked third and The Dainik Janambhumi has (15.67%) readers and by ranked fourth among the respondents of television viewers. The data also indicate that among the English daily News Papers, The Assam Tribune read by (32.33%) respondents and ranked first, the Telegraph read by (11.33%) respondents and The Hindu read by a few (2.33%) respondents while a few (2.33%) respondents read Bengali daily News Paper The Anandabazar Patrika.

Thus, the study indicates that that vernacular Assamese News Papers are most popular among the respondents as (87.33%) read local Assamese News Papers namely The Pratidin, The Amar Asom, The Khabar and The Dainik Janambhumi. A good number of respondents read English News Papers The Assam Tribune, The Telegrph and The Hindu and The Assam Tribune is the most read English News Paper (32.33%) among the respondents, however one Bangla News Paper The Anandabazar Patrika has recorded its presence among the respondents.

Title of the News Paper read by the Male respondents

News Paper reading of a respondent determines, to a great extent, his/her mode of living, thinking and behaviour etc. Therefore, it is necessary to know the News Paper reading habit of the respondents. About the interest of Male respondents in title of News Papers they read are shown in table 4.4 given below.

Table - 4.4

News Paper Title read by the male respondents

SL. No.	Title	Frequency	Percentage
01	The Pratidin (Assamese)	41	28.08
02	The Amar Asom (Assamese)	35	23.97
03	The Khabar (Assamese)	27	18.49
04	The Dainik Janambhumi (Assamese)	23	15.75
05	The Telegraph	15	10.27
06	The Assam Tribune	50	34.25
07	The Hindu	05	3.42
08	The Anadabazar Patrika	04	2.74

The data reveal the habit of reading different categories of News Papers by the Male respondents of the study town. The data show that Assamese daily News Papers, The Pratidin has (28.08%) male readers by ranked first, The Amar Asom has (23.97%) male readers by ranked second, The Khabar has (18.49%) male readers by ranked third and The Dainik Janambhumi has (15.75%) male readers and by ranked fourth among the respondents of television viewers. The data also indicate that among the English daily News Papers, The Assam Tribune read by (33.25%) male respondents and ranked first, the Telegraph read by (10.27%) male respondents and The Hindu read by a few (3.42%) male respondents while a few (2.74%) male respondents read Bengali daily News Paper The Anandabazar Patrika.

Thus, the study indicates that that vernacular Assamese News Papers are most popular among the male respondents as (86.29%) read local Assamese News Papers namely The Pratidin, The Amar Asom, The Khabar and The Dainik Janambhumi. A good number of male respondents read English News Papers The Assam Tribune, The Telegrph and The Hindu and The Assam Tribune is the most read English News Paper (34.25%) among the male respondents, however one Bangla News Paper The Anandabazar Patrika has recorded its presence among the male respondents.

Title of the News Paper read by the Female respondents

News Paper reading of a respondent determines, to a great extent, his/her mode of living, thinking and behaviour etc. Therefore, it is necessary to know the News Paper reading habit of the respondents. About the interest of Female respondents in title of News Papers they read are shown in table - 4.5 given below.

Table - 4.5

News Paper Title read by the Female respondents

SL. No.	Title	Frequency	Percentage
01	The Pratidin (Assamese)	45	29.22
02	The Amar Asom (Assamese)	37	24.03
03	The Khabar (Assamese)	30	19.48
04	The Dainik Janambhumi (Assamese)	24	15.58
05	The Telegraph	19	12.34
06	The Assam Tribune	47	30.52
07	The Hindu	02	1.30
08	The Anadabazar Patrika	03	1.95

The data reveal the habit of reading different categories of News Papers by the Female respondents of the study town. The data show that Assamese daily News Papers, The Pratidin has (29.22%) female readers by ranked first, The Amar Asom has (24.03%) female readers by ranked second, The Khabar has (19.48%) female readers by ranked third and The Dainik Janambhumi has (15.58%) female readers and by ranked fourth among the respondents of television viewers. The data also indicate that among the English daily News Papers, The Assam Tribune read by (30.52%) female respondents and ranked first, the Telegraph read by (12.34%) female respondents and The Hindu read by a few (1.30%) female respondents while a few (1.95%) female respondents read Bengali daily News Paper Anandabazar Patrika.

Thus, the study indicates that that vernacular Assamese News Papers are most popular among the female respondents as (88.38%) read local Assamese News Papers namely The Pratidin, The Amar Asom, The Khabar and The Dainik Janambhumi. A good number of female respondents read English News Papers like The Assam Tribune, The Telegrph and The Hindu. The Assam Tribune is the most read English News Paper (30.52%) among the female respondents; however one Bangla News Paper The Anandabazar Patrika has recorded its presence among the male respondents.

Time Spent on Reading News Paper by the respondents

News Paper is also one of the important vehicles of communication. People having a higher degree of time spent on reading News Paper will have a correspondingly greater degree of impact upon them. According to the study, table - 4.6 shows the time spent on reading News Paper by the respondents in the study town. In order to analyze the time spent on reading News Paper by the respondent of television viewers in a day are classified into four categories: (1) Don't read (2) Less than 1 hour, (3) 1-2 hours, (4) 3 hours.

Table - 4.6

Time spent on reading News Papers daily

Sl. No.	Time Spent	Frequency	Percentage
01	Don't Read	0	0.00
02	Less than one hour	114	38.00
03	1-2 Hours	162	54.00
04	3 Hours	24	8.00
Total		300	100.00

The data reveal that in the study town among the respondents of television viewers who read News Paper, more than half (54.00%) of the respondents spent 1-2 hours for reading News Papers daily; whereas less than two-fifth (38.00%) readers spent time for reading News Papers less than one hour while a few (8.00%) News Papers' readers spent three hours of time daily for reading News Paper.

Thus, it indicates that more than half (54.00%) of the respondents of television viewers in the study town spent 1-2 hours for reading News Paper; whereas a few (8.005%) respondents spent three hours daily for reading News Paper daily.

Again the researcher divided the respondents regarding time spent on reading News Paper in terms of Age Group, Sex and level of Education.

Age Group and time spent on reading News Paper

News Paper is also one of the important vehicles of communication. People having a higher degree of time spent on reading News Paper will have a correspondingly greater degree of impact upon them. Table - 4.7 shows the time spent on reading News Paper by the respondents in the study town. In order to analyze the time spent on reading News Paper by the respondent of television viewers in a day in terms of Age Group are classified into three categories: (1) Less than 1 hour, (2) 1-2 hours, (3) 3 hours. Here age of the respondents are broadly divided into three groups i.e. Young (11-30 years), Middle (31-45 Years) and Aged Group (46 years and above)

Table - 4.7

Age group and Time spent on News Paper reading daily

Sl. No.	Age Group	Frequency of Time spent on reading newspaper			Total
		Less than 1 Hour	1-3 Hours	3 Hours	
01	Young	74 (55.64)	55 (41.35)	04 (3.01)	133 (100.00)
02	Middle	40 (37.00)	58 (53.74)	10 (9.26)	108 (100.00)
03	Old	14 (23.73)	19 (32.20)	26 (44.07)	59 (100.00)
Total		114 (38.00)	162 (54.00)	24 (8.00)	300 (100.00)

The data indicate that among the Young Age group of respondents in the study town that more than half (55.64%) of the respondent of television viewers read News Paper less than 1 hour, more than two-fifth (41.35%) respondent of television viewers read News Paper 1-3 hours and a few (3.01%) respondent of television viewers read News Paper 3 hours per day. In case of Middle Age group of respondents in the study town that less than two-fifth (37.00%) respondent of television viewers read News Paper less than 1 hour, more than half

(53.74%) respondent of television viewers read News Paper 1-3 hours and less than a little one-tenth (9.26%) respondent of television viewers read News Paper 3 hours per day. In case of Old Age group of respondents in the study town that less than one-fourth (23.73%) respondent of television viewers read News Paper less than 1 hour, a little less than one-third (32.20%) respondent of television viewers read News Paper 1-3 hours and more than two-fifth (44.07%) respondent of television viewers read News Paper 3 hours per day.

Thus it indicates that large numbers (44.07%) of Old age group of respondents of television viewers spent 3 hours compared to Young age Group of respondents (3.01%) and Middle Age Group of respondents (9.26%) on reading News Papers. Whereas majority (55.64%) Young Age Group of respondents of television viewers read News Paper less than 1 hour.

Educational level and time spent on reading News Paper

News Paper is also one of the important vehicles of communication. People having a higher degree of time spent on reading News Paper will have a correspondingly greater degree of impact upon them. Education level of the News Paper readers has a definite role in case of reading News Paper. Table - 4.8 shows the time spent on reading News Paper by the respondents in the study town. In order to analyze the time spent on reading News Paper by the respondent of television viewers in a day in terms of educational level are classified into three categories: (1) Less than 1 hour, (2) 1-2 hours, (3) 3 hours. Here age of the respondents are broadly divided into three groups i.e. Young (11-30 years), Middle (31-45 Years) and Aged Group (46 years and above)

Table - 4.8**Educational level and time spent on Reading News Paper Daily**

Level of Education	Less than 1 hour	1-3 hours	3 hours	Total
Secondary	47 (43.52)	54 (50.00)	07 (6.48)	108 (100.00)
Higher	55 (32.36)	100 (58.82)	15 (8.82)	170 (100.00)
Other(Professional & Technical)	12 (54.55)	08 (36.36)	02 (9.09)	22 (100.00)
Total	114 (38.00)	162 (54.00)	24 (8.00)	300 (100.00)

The data show the level of education and time spent on News Paper in a day of the respondents of television viewers who read News Papers. In case of secondary level of education category, it is found that more than two-fifth (43.52%) respondent spent less than 1 hour in a day, followed by half (50.00%) respondents who spend 1-3 hours while less than one-tenth (6.48%) respondents of this category spend more than 3 hours for reading newspaper in a day. In case of higher educational level category respondent, a little less than one-third (32.36%) less than 1 hour, about three-fifth (58.82%) spent 1-3 hours for reading newspaper followed by a little less than one-tenth (8.82 %) respondent spent 3 hours for reading newspaper in a day. Apart from this, in the context of Professional & Technical education level of respondent it is found from the study that majority (54.55 %) respondents have spent less than 1 hour for reading newspaper while a little more than one-third (36.36 %) have spent within 1-3 hours for newspaper reading. On the other hand, a little less than one-tenth (9.09 %) Professional & Technical level respondents have spent more than 3 hours for reading newspaper.

Thus, it indicates that respondents of television viewers in the study town having higher level of education have high mass media exposure in case of News Paper.

Occupation and time spent on News Paper reading

News Paper is also one of the important vehicles of communication. People having a higher degree of time spent on reading News Paper will have a correspondingly greater degree of impact upon them. Occupation level of the News Paper readers has a definite role in case of reading News Paper. Table - 4.9 shows the time spent on reading News Paper by the respondents in the study town. In order to analyze the time spent on reading News Paper by the respondent of television viewers in a day in terms of occupational level are classified into six categories: category: (0) Housewife/ Student / Unemployed, (1) Government Officer/ Executive/ Manager/ Engineer / Doctor / College Teacher, (2) Businessman, (3)White Collars,(4) Skilled Worker, (5)Unskilled worker.

Table: 4.9
Occupation and time spent on News Paper reading daily

Sl. No	Occupation Group	Less than 1 hour	1-3 hours	3 hours	Total
01	0	32 (35.96)	51 (57.30)	06 (6.74)	89 (100.00)
02	1	32 (34.04)	46 (8.94)	16 (17.02)	94 (100.00)
03	2	09 (56.25)	07 (43.75)	00	16 (100.00)
04	3	14 (22.58)	46 (74.19)	02 (3.23)	62 (100.00)
05	4	12 (60.00)	08 (40.00)	00	20 (100.00)
06	5	15 (78.94)	04 (21.06)	00	19 (100.00)
Total		114 (38.00)	162 (54.00)	24 (98.00)	300 (100.00)

The data show the occupation and time spent of newspaper reading of the respondents. It is found from the study that out of 89 in category – (0) i.e. (housewife/ student/ unemployed) respondents, more than one-third (35.96%) respondents spent time on reading newspaper less than one hour, followed by about three-fifth (57.30%) respondents 1-3 hours and a few (6.74%) respondents more than 3 hours. In the context of the category-1 i.e. (Government Officer/ Executive/ Manager/ Engineer / Doctor / College Teacher) respondents, more than one-third (34.04%) respondent spent time on reading newspaper less than 1 hour while a little less than half (48.94%) respondents 1-3 hours and a little less than two-fifth (17.02%) respondents spent time on newspaper reading more than 3 hours. In case of category-2 (Businessman), more than half (56.25%) respondents spent time on reading newspaper less than one hours followed by more than two-fifth (43.75%) of the respondents 1-3 hours whereas no respondents spent time for newspaper reading more than 3 hours. Among the category-3(White Collars) respondents, more than one-fifth (22.58%) of respondents spent time for reading newspaper less than one hours while three-fourth (74.19%) of respondents 1-3 hours and a few (3.23%) of respondents spent time for newspaper reading more than 3 hours. Apart from these category-3 and category-4, three-fifth (60.00%) of category-3 respondents and more than three-fourth (78.94%) of category-4 respondents spent time for read newspaper less than 1 hours followed by two-fifth (40.00%) of category-3 and more than one-fifth (21.06%) of category-4 respondents spent time 1-3 hours whereas no respondents in category-3 and category-4 spent time for reading newspaper more than 3 hours. Remaining category unskilled worker-5, almost four-fifth (78.94%) of the respondents spent time for reading newspaper less than 1 hours followed by more than one-fifth (21.06%) of respondents 1-3 hours respectively.

Thus, it indicates that in case of occupation, three-fourth (74.19%) respondents among the category-3(White Collars) spent time 1-3 hours for reading News Papers followed by about three-fifth (57.30%) respondents in the category – (0) i.e. (housewife/ student/ unemployed) spent 1-3 hours and more than two-fifth (43.75%) respondents in the category - 2 (Businessman) spent 1-3 hours for reading News Paper in a day.

Part of News Paper relatively preferred by the readers

In order to analyse the part of News Paper relatively preferred by the respondent of television viewers in the study town parts of News Paper are categorise into thirteen categories: (1) Editorial, (2) Cinema, (3) Sports, (4) Matrimonial, (5) Politics, (6) Advertisement, (7) Zodiac Signs, (8) Headlines, (9) First Page (10) News, (12) Defence related matters, (11) Foreign News, (12) Entertainment (Story/Joke etc.), (13) Environment parts of News Paper are included. The table - 4.10 shows the respondents interest upon parts of News Paper they read.

Table - 4.10
Part of News Paper relatively preferred to read

Sl. No.	Part of News Paper	Frequency	Percentage	Ranks
01	Zodiac signs	56	18.67	1
02	Politics	36	12.00	2
03	Cinema	31	10.33	3
04	Sports	30	10.00	4
05	Headlines	28	9.33	5
06	Entertainment (story/joke) etc.	27	9.00	6
07	First Page News	19	6.33	7
08	Advertisement	18	6.00	8
09	Environment	18	6.00	8
10	Matrimonial	17	5.67	9
11	Foreign News	08	2.67	10
12	Editorial	07	2.33	11
13	Defence related matters	05	1.67	12
	Total	300	100.00	

The data indicate that among the respondents of television viewers who read News Paper in the study town about one-fifth (18.67%) gave 1st preference to reading items on Zodiac signs and rank in first place while more than one-tenth (12.00%) gave 1st preference

to Politics and rank second; and again one-tenth (10.33%) gave 1st preference on Cinema ranked third; and one-tenth (10.00%) gave 1st preference on Sports and ranked fourth. The study also reveals that among the respondents of television viewers who read News Paper less than one-tenth (9.33%) gave 1st preference to reading items on headlines and ranked fifth, less than one-tenth (9.00%) gave 1st preference on the part of entertainment and ranked sixth, a few (6.33%) gave 1st preference on first page news and ranked seventh, a few (6.00%) gave 1st preference on the part of advertisement and ranked eight, again (6.00%) gave 1st preference on the part of environment and ranked eight, (5.67%) gave 1st preference on the part published about matrimonial and ranked ninth, (2.67%) News Paper readers gave 1st preference about foreign news and ranked tenth. The data further reveal that other parts are not preferred due importance by the News Paper readers.

Thus, the study reveals that regarding the relatively preference on reading item of the respondents about one-fifth (18.67%) gave 1st preference to reading items on Zodiac signs and rank in first place while more than one-tenth (12.00%) gave 1st preference to Politics and rank second; and again one-tenth (10,33%) gave 1st preference on Cinema ranked third.

Part of News Paper Read relatively preferred by the Male readers

In order to analyse the parts of News Paper read most by the Male respondents of television viewers in the study town parts of News Paper are categorised into thirteen categories: (1) Editorial, (2) Cinema, (3) Sports, (4) Matrimonial, (5) Politics, (6) Advertisement, (7) Zodiac Signs, (8) Headlines, (9) First Page (10) News, (12) Defence related matters, (11) Foreign News, (12) Entertainment (Story/Joke etc.), (13) Environment parts of News Paper are included. Table -4.11 shows the male respondents interest upon parts of News Paper they read.

Table - 4.11**Part of News Paper read relatively preferred by Male respondents**

Sl. No.	Part of News Paper	Frequency	Percentage	Ranks
01	Politics	26	17.80	1
02	Zodiac sign	19	13.01	2
03	Cinema	16	10.96	3
04	Sports	15	10.27	4
05	Headlines	14	9.59	5
06	Entertainment (story/joke) etc.	13	8.90	6
07	First Page News	10	6.85	7
08	Advertisement	09	6.16	8
09	Environment	08	5.48	9
10	Matrimonial	07	4.79	10
11	Foreign News	04	2.74	11
12	Editorial	03	2.05	12
13	Defence related matters	02	1.37	13
	Total	146	100.00	

The data indicate that among the male respondents of television viewers who read News Paper in the study town about one-fifth (17.80%) gave 1st preference to reading items on Politics and rank in first place while more than one-tenth (13.01%) gave 1st preference to Zodiac sign and rank second; and again one-tenth (10.96%) gave 1st preference on Cinema ranked third; and one-tenth (10.27%) gave 1st preference on Sports and ranked fourth. The study also reveals that among the respondents of television viewers who read News Paper less than one-tenth (9.59%) gave 1st preference to reading items on headlines and ranked fifth, less than one-tenth (8.90%) gave 1st preference on the part of entertainment and ranked sixth, a few (6.85%) gave 1st preference on first page news and ranked seventh, a few (6.16%) gave 1st preference on the part of advertisement and ranked eight, again a few (6.00%) gave 1st preference on the part of environment and ranked eight, (5.48%) gave 1st preference on the part published about matrimonial and ranked ninth, (4.79%) News Paper readers gave 1st preference about foreign news and ranked tenth. The data further reveal that other parts are not preferred due importance by the News Paper readers.

Thus, the study reveals that among the Male respondents relatively preference to reading items about one-fifth (17.80%) gave 1st preference to reading items on Politics and ranked in first place while more than one-tenth (13.01%) gave 1st preference to Zodiac sign and rank second; and one-tenth (10.96%) gave 1st preference on Cinema ranked third.

Part of News Paper read relatively preferred by female

In order to analyse the parts of News Paper read relatively preferred by the Female respondents of television viewers in the study town parts of News Paper are categorise into thirteen categories: (1) Editorial, (2) Cinema, (3) Sports, (4) Matrimonial, (5) Politics, (6) Advertisement, (7) Zodiac Signs, (8) Headlines, (9) First Page (10) News, (12) Defence related matters, (11) Foreign News, (12) Entertainment (Story/Joke etc.), (13) Environment parts of News Paper are included. Table 4.12 shows the male respondents interest upon parts of News Paper they read.

Table - 4.12

Part of News Paper read relatively preferred by female

Sl. No.	Part of News Paper	Frequency	Percentage	Ranks
01	Zodiac signs	30	19.48	1
02	Cinema	19	12.34	2
03	Politics	17	11.04	3
04	Sports	16	10.39	4
05	Headlines	15	9.75	5
06	Entertainment (story/joke) etc.	14	9.09	6
07	First Page News	11	7.14	7
08	Advertisement	08	5.19	8
09	Environment	08	5.19	8
10	Matrimonial	07	4.54	9
11	Foreign News	04	2.60	10
12	Editorial	03	1.95	11
13	Defence related matters	02	1.30	12
	Total	300	100.00	

The data indicate that among the female respondents of television viewers who read News Paper in the study town about one-fifth (19.48%) gave 1st preference to reading items on Zodiac sign and rank in first place while more than one-tenth (12.34%) gave 1st preference to Cinema and rank second; and again more than one-tenth (11.04%) gave 1st preference on Politics ranked third; and one-tenth (10.39%) gave 1st preference on Sports and ranked fourth. The study also reveals that among the respondents of television viewers who read News Paper less than one-tenth (9.75%) gave 1st preference to reading items on headlines and ranked fifth, less than one-tenth (9.09%) gave 1st preference on the part of entertainment and ranked sixth, a little less than one tenth (7.14%) gave 1st preference on first page news and ranked seventh, a few (5.19%) gave 1st preference on the part of advertisement and ranked eight, again (5.19%) gave 1st preference on the part of environment and ranked eight, (5.19%) gave 1st preference on the part published about matrimonial and ranked eight again, (4.54%) News Paper readers gave 1st preference about foreign news and ranked ninth. The data further reveal that other parts are not preferred due importance by the News Paper readers.

Thus, the study reveals that among the female respondents about one-fifth (19.48%) gave 1st preference to reading items on Zodiac sign and rank in first place while more than one-tenth (12.34%) gave 1st preference to Cinema and rank second; and again one-tenth (11.04%) gave 1st preference on Politics ranked third.

Reading of Magazine by the Television viewers

Magazine is another vehicle of mass media communication. In this study the researcher looked into the exposure of the respondents to magazine in the study town. The table - 4.13 shows the number of respondents of television viewers who read magazine in the study town.

Table - 4.13

Reading of Magazine by the respondents

Sl. No.	Reading Magazine	Frequency	Percentage
01	No	0	00
02	Yes	300	100.00
Total		300	100.00

The data reveal that among the respondents of reading magazine in the study town all (100%) respondents were regularly read Magazine.

Subscription of Magazine by the Television viewers

Magazine is another vehicle of mass media communication. In this study the researcher looked into the exposure of the respondents to magazine. Table - 4.14 shows the number of respondents subscribing magazine in the study town.

Table - 4.14

Subscription of Magazines by the respondents

Sl. No.	Subscription of magazine	Frequency	Percentage
01	No	0	00
02	Yes	300	100.00
Total		300	100.00

The data reveal that among the respondents of television viewers in the study town all (100.00%) subscribed for reading magazine.

Title of Magazine Read by the Respondents

Magazine reading of a respondent determines, to a great extent, his/her mode of living, thinking and behaviour etc. Therefore, it is necessary to know the News Paper reading habit of the respondents. The researcher further inquired the respondents about their interests

in title of Magazine they subscribed and the result of which is shown in table - 4.15 given below.

Table - 4.15
Title of Magazine read by the respondents

Sl. No.	Title of Magazine	Frequency	Percentage	Ranks
01	Prantik (Assamese)	235	78.33	1
02	Satsari (Assamese)	218	72.67	2
03	Bismoy (Assamese)	192	64.00	3
04	Maya (Assamese)	160	53.33	4
05	Nandini (Assamese)	121	40.33	5
06	Rahashya (Assamese)	120	40.00	6
07	Kurukhetra	108	36.00	7
08	Competitive success	101	33.67	8
09	Priya Sakhi (Assamese)	90	33.00	9
10	Renu	81	27.00	10
11	Wisdom	68	22.67	11
12	Film Care	59	19.67	12
13	Saystha (Assamese)	47	15.67	13
14	Competitive Refresher	35	11.67	14
15	Gariashi	32	10.67	15
16	India Today	19	6.33	16
17	Frontline	13	4.33	17
18	Business Today	10	3.33	18
19	Femina	09	3.00	19
20	Sananda (Bengali)	07	2.33	20

The data show the title of reading magazine in rank order among the respondents of television viewers, The data reveal that Prantik (78.33%) is the top rank order among the respondents in the study town of Golaghat followed by Satsari (72.67%) is the second rank order, Bismoi subscribed (64.00%) is the third rank order, Maya (53.33) is the fourth rank

order, Nandini (40.33%) is the fifth rank order, Rahashy (40.00%) is the sixth rank order, Kurukhetra (36.00) is the seventh rank order, Competitive Success(33.67) is the eight rank order, Priya-Sakhi (33.00%) is the nine rank order and Renu (27.00) is the tenth rank order. The magazine like Wisdom, Film care, Saystha, Competitive refresher, Gariashi, India Today, Frontline, Business Today, Femine and Sananda are relatively less popular among the respondents of the study Town.

Thus, the study indicates that Assamese language magazines are more popular in the Study town with compare to other languages.

Title of Magazine Read by the Male Respondents

Magazine reading of a respondent determines, to a great extent, his/her mode of living, thinking and behaviour etc. Therefore, it is necessary to know the News Paper reading habit of the respondents. The researcher further inquired the Male respondents about their interests in title of Magazine they subscribed and the result of which is shown in table - 4.16 given below.

Table - 4.16
Title of Magazine read by the Male respondents

Sl. No.	Title of Magazine	Frequency	Percentage	Ranks
01	Prantik (Assamese)	121	82.88	1
02	Satsari (Assamese)	118	80.82	2
03	Bismoi (Assamese)	96	65.75	3
04	Maya (Assamese)	76	52.05	4
05	Nandini (Assamese)	58	39.73	5
06	Rahashya	55	37.67	6
07	Kurukhetra	54	36.99	7
08	Competitive success	53	36.30	8
09	Priya Sakhi (Assamese)	48	32.88	9
10	Renu	43	29.45	10
11	Wisdom	36	24.66	11
12	Film Care	33	22.60	12
13	Saystha (Assamese)	25	17.12	13
14	Competitive Refresher	19	13.01	14
15	Gariashi	17	11.64	15
16	India Today	11	7.53	16
17	Frontline	08	5.48	17
18	Business Today	06	4.11	18
19	Femina	03	2.05	19
20	Sananda (Bengali)	02	1.37	20

The data show the title of reading magazine in rank order among the male respondents of television viewers, The data reveal that Prantik (82.88%) is the top rank order among the respondents in the study town of Golaghat followed by Satsari (80.82%) is the second rank order, Bismoi (65.75%) is the third rank order, Maya (52.05%) is the fourth rank order, Nandini (39.73%) is the fifth rank order, Rahashya (37.67%) is the sixth rank order, Kurukhetra (36.99%) is the seventh rank order, Competitive Success(36.30%) is the eight

rank order, Priya-Sakhi (32.88%) is the nine rank order and Renu (29.45%) is the tenth rank order. The magazine like Wisdom, Film care, Saystha, Competitive refresher, Gariashi, India Today, Frontline, Business Today, Femine and Sananda are relatively less popular among the Male respondents of the Town.

Thus, the study indicates that Assamese language magazines are more popular in the Study town with compare to other languages.

Title of Magazine Read by the Female Respondents

Magazine reading of a respondent determines, to a great extent, his/her mode of living, thinking and behaviour etc. Therefore, it is necessary to know the News Paper reading habit of the respondents. The researcher further inquired the Female respondents about their interests in title of Magazine they subscribed and the result of which is shown in table - 4.17 given below.

Table - 4.17**Title of Magazine read by the Female respondents**

Sl. No.	Title of Magazine	Frequency	Percentage	Ranks
01	Prantik (Assamese)	114	74.03	1
02	Satsari (Assamese)	100	64.95	2
03	Bismoi (Assamese)	96	62.34	3
04	Maya (Assamese)	84	54.55	4
05	Rahashya(Assamese)	65	42.21	5
06	Nandini (Assamese)	63	40.91	6
07	Kurukhetra	54	35.06	7
08	Competitive success	48	31.17	8
09	Priya Sakhi (Assamese)	42	27.27	9
10	Renu	38	24.68	10
11	Wisdom	32	20.78	11
12	Film Care	26	16.88	12
13	Saystha (Assamese)	22	14.29	13
14	Competitive Refresher	16	10.39	14
15	Gariashi	15	9.74	15
16	India Today	08	5.19	16
17	Femina	06	3.90	17
18	Frontline	05	3.25	18
19	Sananda (Bengali)	05	3.25	18
20	Business today	04	2.60	19

The data show the title of reading magazine in rank order among the Female respondents of television viewers in the study town. The data reveal that Prantik (74.03%) is the top rank order among the respondents in the study town of Golaghat followed by Satsari (64.95%) is the second rank order, Bismoi (62.34%) is the third rank order, Maya (54.55%) is the fourth rank order, Rahashy (42.21%) is the fifth rank order, Nandini (40.91%) is the sixth rank order, Kurukhetra (35.05%) is the seventh rank order, Competitive Success (31.17%) is

the eight rank order, Priya-Sakhi (27.27%) is the nine rank order and Renu (24.68) is the tenth rank order. The magazine like Wisdom, Film care, Saystha, Competitive refresher, Gariashi, India Today, Femina, Frontline, Sananda and Business Today are relatively less popular among the female respondents of the Town.

Thus, the study shows that Assamese language magazines are more popular in the Study town with compare to other languages among the female respondents of television viewers.

Time Spent on Reading Magazine in a Week

In this study we also inquired from the respondents about the time they spent on reading magazine in a week. Table - 4.18 shows the time spent by the respondents on reading magazine in the town of Golaghat in a week under study below.

Table - 4.18
Time spent on reading magazine in a week by the respondents

Sl. No	Time Spent	Frequency	Percentage
01	Don't Read	0	00
02	Less than one hour	64	21.33
03	1-3 Hours	134	44.67
04	3-4 Hours	81	27.00
05	5 Hours and more	21	7.00
Total		300	100.00

Magazine is also an important vehicle of communication. People having a higher degree of time spent on reading magazine will have a correspondingly greater degree of impact upon the readers. The study shows that among the respondents of television viewers, more than one fifth (21.33%) spent less than one hour for reading magazine in a week, almost half (44.67%) television viewers spent time for reading magazine 1-3 hours in a week, a little

three-tenth (27%) television viewers spent time for reading magazine 3 hours in a week, and a few (7%) television viewers spent time for reading magazine 5 hours or more in a week.

Thus, the study shows that majority of the respondents of television viewers spent time for reading Magazine 1-3 hours in a week.

Age group and Time spent on reading Magazine

In this study we also inquired from the respondents about the time they spent on reading magazine in a week. The table - 4.19 shows the time spent by the respondents in terms of Age Group on reading magazine in the town of Golaghat in a week under study.

Table - 4.19
Age group of the respondents and Time spent on reading Magazine

Sl. No.	Age Group	Less than 1 Hour	1-3 Hours	3-4 Hours	4 Hrs. & Above	Total
01	Young	22 (16.54)	74 (55.64)	33 (24.81)	04 (3.01)	133 (100.00)
02	Middle	28 (25.93)	37 (34.26)	35 (32.41)	08 (7.40)	108 (100.00)
03	Old	14 (23.73)	23 (38.98)	13 (22.03)	09 (15.26)	59 (100.00)
Total		64 (21.33)	134 (44.67)	81 (27.00)	21 (7.00)	300 (100.00)

The study indicates that the time spent on reading magazine in terms age group. It is found that young level categories, respondents having less than two-tenth (16.54 %) read less than one hour for magazine reading, followed by young respondents consisting more than half (55.64%) read 1-3 hours per week for reading magazines, almost one-fourth (24.81 %) read 3-4 hours per week and a little (3.01%) read 5 hours above. In the middle age group respondent, a little more than one-fourth (25.93 % read less than one hour per week for reading magazine. They are followed by a little more than one-third (34.26%) read 1-3 hours,

a little less than one-third (32.41%) read 3-4 hours and a few (7.40%) read above 5 hours. In case of Old age category a little less than one-fourth (23.73%) respondents read less than 1 hour, more than one-third (38.98%) read 1-3 hour, less than one-fourth (22.03%) read 3-4 hours, and a few (15.26%) read 5 hours or more.

Thus overall findings regarding age group and time spent for reading magazines, it is noticed that among the young generation majority (55.64%) respondents spent 1-3 hours of time for reading magazine.

Sex group and Time spent on Reading Magazine

In this study the researcher also inquired from the respondents of television viewers who read magazine about the time they spent on reading magazine in a week. The table - 4.20 shows the time spent by the respondents in terms of Sex Group on reading magazine in the town of Golaghat in a week under study.

Table - 4.20

Sex group of the respondents and Nos. of Reading Magazine

Sl. No.	Sex Group	Less than 1 Hour	1-3 hour	3-4 hours	4 hours & Above	Total
01	Male	42 (28.78)	59 (40.01)	36 (24.66)	09 (6.16)	146 (100.00)
02	Female	22 (14.28)	75 (48.70)	45 (29.22)	12 (7.80)	154 (100.00)
Total		64 (21.33)	134 (44.67)	81 (27.00)	21 (7.00)	300 (100.00)

The study reveals that in case of Male respondents of television viewers who read Magazine more than two-fifth (40.01%) respondents read Magazine 1-3 hours followed by more than one-fourth (28.78%) read less than 1 hour, about one-fourth (24.66%) read 3-4 hours and a few (6.16%) read 4 hours and above. In case of Female category of respondents

of television viewers who read Magazine a little less than half (48.70%) read 1-3 hours, followed by a little less than one-third (29.22%) read 3-4 hours per week magazine.

The overall findings of male and female respondents reveal that almost half (44.67%) read 1-3 hours per week for reading magazines.

Part of the Magazine relatively preferred to read

In order to analyse the parts of the Magazine relatively preferred to read by the respondents of in the study town, parts of Magazine are classified into seven categories: (1) Literature, (2) Art & Culture, (3) Politics, (4) Economy, (5) Health, (6) Environment, (7) Zodiac Signs Table - 4.21 shows the respondents interest upon parts of Magazine they read.

Table - 4.21

Part of the magazine relatively preferred by the respondents

Sl. No	Part of the Magazine	Frequency	Percentage
01	Literature	82	27.33
02	Art & Culture	46	15.33
03	Politics	52	17.33
04	Economy	24	8.00
05	Health	51	17.00
06	Environment	33	11.00
07	Other	12	4.00
Total		300	100.00

The data reveal that among the respondents of television viewers in the study town who read magazine more than one-fourth (27.33%) respondents)gave 1st preference to reading item on literature and ranked first, Less than two-fifth (17.33%) respondents preferred Politics and ranked in second. Health is important factor which contributes to social change. In the study reveals that about one-fifth (17.00%) gave 1st preference to reading item like health and ranked third while more than one-tenth (15.33%) gave 1st preference to Art &

Culture and ranked fourth. In the study the researcher further found that (11.00%) magazine readers gave 1st preference to reading item on environment and ranked fifth. (8.00%) readers gave 1st preference to reading item on economy and ranked sixth. A few (4%) respondents do more importance to other item.

The data reveal that among the respondents of television viewers in the study town who read magazine more than one-fourth (27.33%) respondents gave 1st preference to reading item on literature and ranked first, Less than two-fifth (17.33%) respondents preferred Politics and ranked in second and about one-fifth (17.00%) gave 1st preference to reading item like health and ranked third.

Part of the Magazine relatively preferred to read by male respondents

In order to analyse the parts of Magazine relatively preferred to read by the respondents of television viewers in the study town parts of Magazine are categorise into seven categories: (1) Literature, (2) Art & Culture, (3) Politics, (4) Economy, (5) Health, (6) Environment, (7) Zodiac Signs. The table - 4.22 shows the male respondents interest upon parts of Magazine they read.

Table - 4.22

Part of the magazine relatively preferred to read by male respondents

Sl. No	Part of the Magazine	Frequency	Percentage
01	Literature	41	28.08
02	Art & Culture	25	17.12
03	Politics	26	17.81
04	Economy	12	8.22
05	Health	23	15.75
06	Environment	16	10.96
07	Other	03	2.05
Total		146	100.00

The data reveal that among the Male respondents of television viewers in the study town who read magazine more than one-fourth (28.08%) respondents)gave 1st preference to reading item on literature and ranked first, Less than two-fifth (17.87%) respondents preferred Politics and ranked in second. Art & Culture is important factor which contributes to society. In the study reveals that about one-fifth (17.12%) gave 1st preference to reading item like art & culture and ranked third while more than one-tenth (15.75%) gave 1st preference to health and ranked fourth. In the study the researcher further found that (10.96%) male magazine readers gave 1st preference to reading item on environment and ranked fifth. (8.22%) readers gave 1st preference to reading item on economy and ranked sixth. A few (4%) respondents do more importance to others.

The data reveal that among the Male respondents of television viewers in the study town who read magazine more than one-fourth (28.08%) respondents gave 1st preference to reading item on literature and ranked first, Less than two-fifth (17.87%) respondents preferred Politics and ranked in second and about one-fifth (17.12%) gave 1st preference to reading item like art & culture and ranked third.

Part of the Magazine relatively preferred to read by female respondents

In order to analyse the parts of Magazine read most by the respondent of television viewers in the study town parts of Magazine are categorise into seven categories: (1) Literature, (2) Art & Culture, (3) Politics, (4) Economy, (5) Health, (6) Environment, (7) Zodiac Signs. The table - 4.23 shows the female respondents interest upon parts of Magazine they read.

Table - 4.23

Part of the magazine relatively preferred to read by female respondents

Sl. No	Part of the Magazine	Frequency	Percentage
01	Literature	32	20.78
02	Art & Culture	42	27.27
03	Politics	25	16.23
04	Economy	12	7.79
05	Health	23	14.94
06	Environment	16	10.39
07	Other	04	2.60
Total		154	100.00

The data reveal that among the Female respondents of television viewers in the study town who read magazine more than one-fourth (27.27%) respondents gave 1st preference to reading item on Art & Culture and ranked first; more than two-fifth (20.78%) respondents preferred Literature and ranked in second. Politics is important factor which contributes to society. In the study reveals that more than one-fifth (16.23%) gave 1st preference to reading item like Politics and ranked third while more than one-tenth (14.94%) gave 1st preference to Health and ranked fourth. In the study the researcher further found that (10.39%) magazine readers gave 1st preference to reading item on environment and ranked fifth. (7.79%) readers gave 1st preference to reading item on economy and ranked sixth. A few (2.60%) respondents do more importance to others.

The data reveal that among the Female respondents more than one-fourth (27.27%) respondents gave 1st preference to reading item on Art & Culture and ranked first, less than two-fifth (20.78%) respondents preferred Literature and ranked in second and more than one-fifth (16.23%) gave 1st preference to reading item like Politics and ranked third.

The Audio-Visual Media

Cinema, DVD/VCP and television are main audio-visual media provide pictures with words and sounds effects. These media are cosmopolite in approach and can be used to create instant mass awareness. It can deal with problem and solution. They contribute information and speeds up the process of adoption. Television is strong in providing the stimulus, exposing the audience to a whole range of ideas and experiences. Here, the researcher discussed about cinema and DVD/VCP as mass media only.

Cinema

For long the cinema has been the most sought for source of popular entertainment. People of all age groups, young and old, women and children, flocked to the cinema halls in very-increasing numbers and a net-work of Cinema halls was constructed all over the country. But now all this has changed owing to competition, first from Black and White T.V, then from Colour TV. Cinema halls over the country today are faced with dwindling audience and in many cases with closure.

Singh (2002) in his studies on Mass Media Communication, Modernity and Social Structure at Silchar town of Assam found that more than half (51.22%) of the respondents have very low degree of cinema going i.e., they have not gone to cinema only in last one month, a little less than one-fourth (23.17%) of the respondents never go to cinema, near about (19.51%) have low degree of cinema going i.e., they go to cinema only once in last month, while less than one-tenth (6.09%) of the respondents have medium degree of cinema going i.e., two to three times in last one month, whereas no respondents have very high degree of cinema going that is more than three times in last one month. Thus, the frequency of cinema going is relatively declined among the urban middle class youth. Singh (2002) in his study viewed that the middle class youth prefer to see film either on Cable TV and channels of Doordarshan and satellite television.

There are two cinema halls in the study town of Golaghat. The researcher confirmed during the field of investigation that both the two cinema halls have been closed for last few years and abandoned place. As such cinema going does not arise at Golaghat. The cinema is still popular among television viewers in the study town. They are choosing other ways convenient to them. The respondents watch cinema through television and DVD/VCD. The great advantages of TV are that it offers free entertainment and doesn't need any further investment.

Thus it indicates that cinema going habit of the respondents of television viewers in the study town is absolutely none. They are choosing other ways convenient to them for watching cinema. The respondents watch cinema through television and DVD/VCD. The great advantages of TV are that it offers free entertainment and doesn't need any further investment.

Watching movies on DVD / VCD

Digital versatile disc which is popularly known as DVD and Video Cassette Disc which are popularly known as VCD and are another form of the audio-visual electronic medium. Watching television is also related to DVD/VCD. It can be said that watching movies through DVD/VCD device also help to increase the television viewers in the study town. To analyze the interest of watching movies on VCD/DVD the respondents of television viewers in the study town were asked whether they watch movies on VCD/DVD. The table - 4.24 shows the watching movies on DVD/VCD by the respondents of television viewers.

Table - 4.24

Watching movies on DVD / VCD by the respondents

Sl. No.	DVD / VCD	Frequency	Percentage
1	Yes	225	75.00
2	No	75	25.00
Total		300	100.00

The data show that in the study town three-fourth (75.00%) of the respondents watch movies on VCD/DVD, while one-fourth (25.00%) of respondents do not watch movies VCD/DVD. Thus it is found that three-fourth (75.00%) of the respondents watch movies on VCD/DVD.

Place of watching movies on VCD/DVD

To analyze the place of watching movies on VCD/DVD it has been classified into three categories; (i) At Home, (ii) Relatives Home and (iii) Neighbours' Home. The table - 4.25 shows the place of watching movies on DVD/VCD by the respondents of television viewers.

Table - 4.25

Place of watching Movie on VCD /DVD by the respondents

Sl. No	Place of watching Movie on VCD/DVD	Frequency	Percentage
1	At Home	200	88.89
2	Relative Home	10	4.44
3	Neighbor's Home	15	6.67
Total		225	100.00

The data reveal that in the study town more than four-fifth (88.89%) respondents of television viewers who watch movies on VCD/DVD, at their respective homes. Among the respondents a few (6.67%) television viewers watched movie on neighbors' house followed by again a few (4.44%) of the respondents watch movies on VCD/DVD at their relative homes.

Frequency of movie viewers who purchase or hire VCD/DVD Cassette

To analyze the respondents of movie viewers who watch VCD/DVDs by purchasing or hiring cassette respondents are classified into (1) Purchased (2) hired. The responses of the viewers of movie on VCD/DVD are shown in the table - 4.26 below.

Table No - 4.26

Purchased or hired of VCD/DVDs Cassette by the respondents

Sl. No	VCD/DVDs Cassette	Frequency	Percentage
1	Purchased VCD/DVDs Cassette	26	11.56
2	Hired VCD/DVDs Cassette	34	15.11
3	Purchase & Hire	165	73.33
Total		225	100.00

The data indicate that in the study town among the respondents of movie viewers who watched movie on VCD/DVD more about three-fourth (73.33%) respondents both purchase and hire VCD/DVD cassette for watching movies. While more than one-sixth (15.11%) respondents of movie viewers on VCD/DVD hire cassette and a few (11.56%) respondents of movie viewers on VCD/DVD hire cassette. The data show that watching movie on VCD/DVD is popular among the television viewers in the study town. Reasons behind the popularity of watching movie on VCD/DVD may be as follows.(1) Watching movie on VCD/DVD through television set is time saver and comfortable at home.(2) Purchasing and hiring VCD/DVD for watching movie is relatively cheaper. (3) A viewer can stop the film on VCD/DVD while he/she goes to kitchen. (4) At home the film runs on viewer's whims and fancies and VCD/DVD is so popular.

Findings

The following findings have emerged from the analysis of data regarding the exposure of the respondents of the study town to radio, News Paper, Magazine and DVD/VCD as tools of mass media communication.

(1) The respondents of television viewers in the study town of Golaghat are not exposed to radio because of non-function of All India Radio services there.

(2) The study regarding read and subscription of News Paper by the respondents in the study town shows that all (100.00%) the respondents of television viewers read and subscribe News Paper.

(3) The study reveals the habit of reading different categories of News Papers by the respondents of the study town. The data show that Assamese daily News Papers, The Pratidin has (28.67%) readers by ranked first, The Amar Asom has (24.00%) readers by ranked second, The Khabar has (19.00%) readers by ranked third and The Dainik Janambhumi has (15.67%) readers and by ranked fourth among the respondents of television viewers. The data also indicate that among the English daily News Papers, The Assam Tribune read by (32.33%) respondents and ranked first, the Telegraph read by (11.33%) respondents and The Hindu read by a few (2.33%) respondents while a few (2.33%) respondents read Bengali daily News Paper The Anandabazar Patrika.

Thus, the study indicates that that vernacular Assamese News Papers are most popular among the respondents as (87.33%) read local Assamese News Papers namely The Pratidin, The Amar Asom, The Khabar and The Dainik Janambhumi. A good number of respondents read English News Papers namely The Assam Tribune, The Telegrph and The Hindu; The Assam Tribune is the most read English News Paper (32.33%) among the respondents, however one Bangla News Paper The Anandabazar Patrika has recorded its presence among the respondents.

(4) The study reveals the habit of reading different categories of News Papers by the Male respondents of the study town. The data show that Assamese daily News Papers namely The Pratidin has (28.08%) male readers by ranked first, The Amar Asom has (23.97%) male readers by ranked second, The Khabar has (18.49%) male readers by ranked third and The Dainik Janambhumi has (15.75%) male readers and by ranked fourth among the respondents of television viewers. The data also indicate that among the English daily News Papers namely The Assam Tribune read by (33.25%) male respondents and ranked first, the Telegraph read by (10.27%) male respondents and The Hindu read by a few (3.42%) male

respondents while a few (2.74%) male respondents read Bengali daily News Paper The Anandabazar Patrika.

Thus, the study indicates that vernacular Assamese News Papers are most popular among the male respondents as (86.29%) read local Assamese News Papers namely The Pratidin, The Amar Asom, The Khabar and The Dainik Janambhumi. A good number of male respondents read English News Papers namely The Assam Tribune, The Telegraph and The Hindu and The Assam Tribune is the most read English News Paper (34.25%) among the male respondents, however one Bangla News Paper The Anandabazar Patrika has recorded its presence among the male respondents.

(5) The study reveals the habit of reading different categories of News Papers by the Female respondents of the study town. The data show that Assamese daily News Papers namely The Pratidin has (29.22%) female readers by ranked first, The Amar Asom has (24.03%) female readers by ranked second, The Khabar has (19.48%) female readers by ranked third and The Dainik Janambhumi has (15.58%) female readers and by ranked fourth among the respondents of television viewers. The data also indicate that among the English daily News Papers, The Assam Tribune read by (30.52%) female respondents and ranked first, the Telegraph read by (12.34%) female respondents and The Hindu read by a few (1.30%) female respondents while a few (1.95%) female respondents read Bengali daily News Paper The Anandabazar Patrika.

Thus, the study indicates that that vernacular Assamese News Papers are most popular among the female respondents as (88.38%) read local Assamese News Papers namely The Pratidin, The Amar Asom, The Khabar and The Dainik Janambhumi. A good number of female respondents read English News Papers namely The Assam Tribune, The Telegraph and The Hindu. The Assam Tribune is the most read English News Paper (30.52%) among the female respondents; however one Bangla News Paper namely The Anandabazar Patrika has recorded its presence among the male respondents.

(6) In case of time spent on reading News Paper is concerned among the respondents of television viewers who read News Paper, more than half (54.00%) of the respondents spent 1-2 hours for reading News Papers daily. Whereas a less than two-fifth (38.00%) readers spent time for reading News Papers less than one hour while a few (8.00%) News Papers' readers spent three hours of time daily for reading News Paper. The study shows that more than half (54.00%) respondents of television viewers in the study town spent 1-2 hours for reading News Paper whereas a few (8.005%) spent three hours daily for reading News Paper daily.

(7) Regarding time spent on reading News Paper in terms of Age Group is concerned among the Young Age group of respondents in the study town that more than half (55.64%) respondent of television viewers read News Paper less than 1 hour, more than two-fifth (41.35%) respondent of television viewers read News Paper 1-3 hours and a few (3.01%) respondent of television viewers read News Paper 3 hours per day. In case of Middle Age group of respondents in the study town that less than two-fifth (37.00%) respondent of television viewers read News Paper less than 1 hour, more than half (53.74%) respondent of television viewers read News Paper 1-3 hours and less than a little one-tenth (9.26%) respondent of television viewers read News Paper 3 hours per day. In case of Old Age group of respondents in the study town that less than one-fourth (23.73%) respondent of television viewers read News Paper less than 1 hour, a little less than one-third (32.20%) respondent of television viewers read News Paper 1-3 hours and more than two-fifth (44.07%) respondent of television viewers read News Paper 3 hours per day.

The study shows that large numbers (44.07%) of Old age group of respondents of television viewers spent 3 hours compared to Young age Group of respondents (3.01%) and Middle Age Group of respondents (9.26%) on reading News Papers. Whereas majority (55.64%) Young Age Group of respondents of television viewers read News Paper less than 1 hour.

(8) The study shows the level of education and time spent on News Paper in a day of the respondents of television viewers who read News Papers. In case of secondary level of

education category, it is found that more than two-fifth (43.52%) respondent spent less than 1 hour in a day, followed by half (50.00%) respondents who spend 1-3 hours while less than one-tenth (6.48%) respondents of this category spend more than 3 hours for reading newspaper in a day. In case of higher educational level category respondent, a little less than one-third (32.36%) less than 1 hour, about three-fifth (58.82%) spent 1-3 hours for reading newspaper followed by a little less than one-tenth (8.82 %) respondent spent 3 hours for reading newspaper in a day. Apart from this, in the context of Professional & Technical education level of respondent it is found from the study that majority (54.55 %) respondents have spent less than 1 hour for reading newspaper while a little more than one-third (36.36 %) have spent within 1-3 hours for newspaper reading. On the other hand, a little less than one-tenth (9.09 %) Professional & Technical level respondents have spent more than 3 hours for reading newspaper.

Thus, the study indicates that respondents of television viewers in the study town having higher level of education have high mass media exposure in case of News Paper.

(9) In case of occupation and time spent of newspaper reading is concerned, (0) category (housewife/ student/ unemployed) respondents, more than one-third (35.96%) respondents spent time on reading newspaper less than one hour, followed by about three-fifth (57.30%) respondents 1-3 hours and a few (6.74%) respondents more than 3 hours. In the context of the category-1 i.e. (Government Officer/ Executive/ Manager/ Engineer / Doctor / College Teacher) respondents, more than one-third (34.04%) respondent spent time on reading newspaper less than 1 hour while a little less than half (48.94%) respondents 1-3 hours and a little less than two-fifth (17.02%) respondents spent time on newspaper reading more than 3 hours. In case of category-2 (Businessman), more than half (56.25%) respondents spent time on reading newspaper less than one hours followed by more than two-fifth (43.75%) of the respondents 1-3 hours whereas no respondents spent time for newspaper reading more than 3 hours. Among the category-3(White Collars) respondents, more than one-fifth (22.58%) of respondents spent time for reading newspaper less than one hours while three-fourth (74.19%) of respondents 1-3 hours and a few (3.23%) of respondents spent time for

newspaper reading more than 3 hours. Apart from these category-3 and category-4, three-fifth (60.00%) of category-3 respondents and more than three-fourth (78.94%) of category-4 respondents spent time for read newspaper less than 1 hours followed by two-fifth (40.00%) of category-3 and more than one-fifth (21.06%) of category-4 respondents spent time 1-3 hours whereas no respondents in category-3 and category-4 spent time for reading newspaper more than 3 hours. Remaining category unskilled worker-5, almost four-fifth (78.94%) of the respondents spent time for reading newspaper less than 1 hours followed by more than one-fifth (21.06%) of respondents 1-3 hours respectively.

Thus, the study indicates that in case of occupation, three-fourth (74.19%) respondents among the category-3(White Collars) spent time 1-3 hours for reading News Papers followed by about three-fifth (57.30%) respondents in the category – (0) i.e. (housewife/ student/ unemployed) spent 1-3 hours and more than two-fifth (43.75%) respondents in the category -2 (Businessman) spent 1-3 hours for reading News Paper in a day.

(10) Regarding the relatively preference on reading item of the respondents of television viewers who read News Paper in the study town that about less than one-fifth (18.67%) gave 1st preference to reading items on Zodiac signs and rank in first place while more than one-tenth (12.00%) gave 1st preference to Politics and rank second; and again one-tenth (10,33%) gave 1st preference on Cinema ranked third; and one-tenth (10.00%) gave 1st preference on Sports and ranked fourth. The study reveals that among the respondents of television viewers who read News Paper less than one-tenth (9.33%) gave 1st preference to reading items on headlines and ranked fifth, less than one-tenth (9.00%) gave 1st preference on the part of entertainment and ranked sixth, a few (6.33%) gave 1st preference on first page news and ranked seventh, a few (6.00%) gave 1st preference on the part of advertisement and ranked eight, again (6.00%) gave 1st preference on the part of environment and ranked eight, (5.67%) gave 1st preference on the part published about matrimonial and ranked ninth, (2.67%) News Paper readers gave 1st preference about foreign news and ranked tenth.

Thus, the study reveals that regarding the relatively preference on reading item of the respondents about one-fifth (18.67%) gave 1st preference to reading items on Zodiac signs and rank in first place while more than one-tenth (12.00%) gave 1st preference to Politics and rank second; and again one-tenth (10.33%) gave 1st preference on Cinema ranked third.

(11) In case of male respondents relatively preference to reading items who read News Paper in the study town about one-fifth (17.80%) gave 1st preference to reading items on Politics and ranked in first place while more than one-tenth (13.01%) gave 1st preference to Zodiac sign and rank second; and again one-tenth (10.96%) gave 1st preference on Cinema ranked third; and one-tenth (10.27%) gave 1st preference on Sports and ranked fourth. The study further reveals that among the male respondents of television viewers who read News Paper less than one-tenth (9.59%) gave 1st preference to reading items on headlines and ranked fifth, less than one-tenth (8.90%) gave 1st preference on the part of entertainment and ranked sixth, a few (6.85%) gave 1st preference on first page news and ranked seventh, a few (6.16%) gave 1st preference on the part of advertisement and ranked eight, again (6.00%) gave 1st preference on the part of environment and ranked eight, (5.48%) gave 1st preference on the part published about matrimonial and ranked ninth, (4.79%) News Paper readers gave 1st preference about foreign news and ranked tenth. The data further reveal that other parts are not preferred due importance by the News Paper readers.

Thus, the study reveals that among the Male respondents relatively preference to reading items about one-fifth (17.80%) gave 1st preference to reading items on Politics and ranked in first place while more than one-tenth (13.01%) gave 1st preference to Zodiac sign and rank second; and one-tenth (10.96%) gave 1st preference on Cinema ranked third.

(12) Regarding the female respondents of television viewers who read News Paper in the study town about one-fifth (19.48%) gave 1st preference to reading items on Zodiac sign and rank in first place while more than one-tenth (12.34%) gave 1st preference to Cinema and rank second; and again one-tenth (11.04%) gave 1st preference on Politics ranked third; and one-tenth (10.39%) gave 1st preference on Sports and ranked fourth. The study reveals that

among the respondents of television viewers who read News Paper less than one-tenth (9.75%) gave 1st preference to reading items on headlines and ranked fifth, less than one-tenth (9.09%) gave 1st preference on the part of entertainment and ranked sixth, a few (7.14%) gave 1st preference on first page news and ranked seventh, a few (5.19%) gave 1st preference on the part of advertisement and ranked eight, again (5.19%) gave 1st preference on the part of environment and ranked eight, (5.19%) gave 1st preference on the part published about matrimonial and ranked eight again, (4.54%) News Paper readers gave 1st preference about foreign news and ranked ninth. The data further reveal that other parts are not preferred due importance by the News Paper readers.

Thus, the study reveals that among the female respondents about one-fifth (19.48%) gave 1st preference to reading items on Zodiac sign and rank in first place while more than one-tenth (12.34%) gave 1st preference to Cinema and rank second; and again one-tenth (11.04%) gave 1st preference on Politics ranked third.

(13) In case of reading and subscription of Magazine among the respondents of television viewers in the study town all (100.00%) respondents read and subscribe magazine.

(14) The data show the title of reading magazine in rank order among the respondents of television viewers, The data reveal that Prantik (78.33%) is the top rank order among the respondents in the study town of Golaghat followed by Satsari (72.67%) is the second rank order, Bismoi subscribed (64.00%) is the third rank order, Maya (53.33) is the fourth rank order, Nandini (40.33%) is the fifth rank order, Rahashya (40.00%) is the sixth rank order, Kurukhetra (36.00) is the seventh rank order, Competitive Success(33.67) is the eight rank order, Priya-Sakhi (33.00%) is the nine rank order and Renu (27.00) is the tenth rank order. The magazine like Wisdom, Film care, Saystha, Competitive refresher, Gariashi, India Today, Frontline, Business Today, Femine and Sananda are relatively less popular among the respondents of the study Town.

Thus, the study indicates that Assamese language magazines are more popular in the Study town with compare to other languages.

(15) The study shows the title of reading magazine in rank order among the Male respondents of television viewers, The data reveal that Prantik (80.52%) is the top rank order among the respondents in the study town of Golaghat followed by Bismoy (78.57%) is the second rank order, Nandini subscribed (76.62%) is the third rank order, Satsari (71.43%) is the fourth rank order, Maya (61.59%) is the fifth rank order, Rahashy (58.44%) is the sixth rank order, Kurukhetra (48.55%) is the seventh rank order, Competitive Success(35.06%) is the eighth rank order, Priya-Sakhi (33.770%) is the ninth rank order and Renu (27.27%) is the tenth rank order. The magazine like Wisdom, Film care, Saystha, Competitive refresher, Gariashi, India Today, Frontline, Business Today, Femine and Sananda are relatively popular among the respondents of the Town.

Thus, the study indicates that Assamese language magazines are more popular among the male respondents in the Study town with compare to other languages.

(16) The study shows the title of reading magazine in rank order among the Female respondents of television viewers in the study town. The data reveal that Prantik (74.03%) is the top rank order among the respondents in the study town of Golaghat followed by Satsari (64.95%) is the second rank order, Bismoi (62.34%) is the third rank order, Maya (54.55%) is the fourth rank order, Rahashy (42.21%) is the fifth rank order, Nandini (40.91%) is the sixth rank order, Kurukhetra (35.05%) is the seventh rank order, Competitive Success (31.17%) is the eighth rank order, Priya-Sakhi (27.27%) is the ninth rank order and Renu (24.68) is the tenth rank order. The magazine like Wisdom, Film care, Saystha, Competitive refresher, Gariashi, India Today, Femina, Frontline, Sananda and Business Today are relatively less popular among the female respondents of the Town.

Thus, the study indicates that Assamese language magazines are more popular in the Study town with compare to other languages among the Female respondents of television viewers.

(17) Regarding the time spent on reading magazine in a week is concerned, more than one-fifth (21.33%) respondents spent less than one hour for reading magazine in a week, almost

half (44.67%) television viewers spent time for reading magazine 1-3 hours in a week, more than one-fourth (27.00%) television viewers spent time for reading magazine 3 hours in a week, and a few (7.00%) television viewers spent time for reading magazine 5 hours or more in a week.

Thus, the study shows that majority of the respondents of television viewers spent time for reading Magazine 1-3 hours in a week.

(18) The study indicates that the time spent on reading magazine in terms age group. It is found that young level categories, respondents having about one-sixth (16.54 %) read less than one hour for magazine reading, followed by young respondents consisting more than half (55.64%) read 1-3 hours per week for reading magazines, almost one-fourth (24.81 %) read 3-4 hours per week and a little (3.01%) read 5 hours above. In the middle age group respondent, a little more than one-fourth (25.93 %) read less than one hour per week for reading magazine. They are followed by a little more than one-third (34.26%) read 1-3 hours, a little less than one-third (32.41%) read 3-4 hours and a few (7.40%) read above 5 hours. In case of Old age category a little less than one-fourth (23.73%) respondents read less than 1 hour, more than one-third (38.98%) read 1-3 hour, less than one-fourth (22.03%) read 3-4 hours, and about one-sixth (15.26%) read 5 hours or more.

Thus, the study shows that age group and time spent for reading Magazines among the young generation majority (55.64%) respondents spent 1-3 hours of time for reading magazine in a week.

(19) The study reveals that in case of Male respondents of television viewers who read Magazine more than two-fifth (40.01%) read Magazine 1-3 hours followed by less than read less than 1 hour, and a few (6.16%) read 4 and above hours. In case of Female category of respondents of television viewers who read Magazine a little less than half (48.70%) read 1-3 hours, followed by a little less than than one-third (29.22%) read 3-4 hours per week magazine.

Thus, the study shows that among the Male and Female respondents more than half (53.44 %) spent 1-3 hours per week for reading magazines.

(20) The study reveals that among the respondents of television viewers in the study town who read magazine more than one-fourth (27.33%) respondents gave 1st preference to reading item on literature and ranked first, Less than one-sixth (17.33%) respondents preferred Politics and ranked in second. Health is important factor which contributes to social change. In the study reveals that less than one-sixth (17.00%) gave 1st preference to reading item like health and ranked third while less than one-sixth (15.33%) gave 1st preference to Art & Culture and ranked fourth. In the study the researcher further found that more than one-tenth (11.00%) magazine readers gave 1st preference to reading item on environment and ranked fifth. (8.00%) readers gave 1st preference to reading item on economy and ranked sixth. A few (4%) respondents do more importance to other item.

Thus, the study shows that among the respondents of television viewers in the study town who read magazine more than one-fourth (27.33%) respondents gave 1st preference to reading item on literature and ranked first, Less than one-sixth (17.33%) respondents preferred Politics and ranked in second and less than one-sixth (17.00%) gave 1st preference to reading item like health and ranked third.

(21) The study reveals that among the Male respondents of television viewers in the study town who read magazine more than one-fourth (28.08%) respondents gave 1st preference to reading item on literature and ranked first, Less than one-sixth (17.87%) respondents preferred Politics and ranked in second. Art & Culture is important factor which contributes to society. In the study reveals that less than one-sixth (17.12%) gave 1st preference to reading item like art & culture and ranked third while less than one-sixth (15.75%) gave 1st preference to health and ranked fourth. In the study the researcher further found that more than one-tenth (10.96%) male magazine readers gave 1st preference to reading item on environment and ranked fifth, less than one-tenth (8.22%) readers gave 1st preference to reading item on economy and ranked sixth. A few (4.00%) respondents do more importance to others.

Thus, the study shows that among the Male respondents of television viewers in the study town who read magazine more than one-fourth (28.08%) respondents gave 1st preference to reading item on literature and ranked first, Less than one-sixth (17.87%) respondents preferred Politics and ranked in second and again less than one-sixth (17.12%) gave 1st preference to reading item like art & culture and ranked third.

(22) The study shows that among the Female respondents of television viewers in the study town who read magazine more than one-fifth (27.27%) respondents gave 1st preference to reading item on Art & Culture and ranked first; while more than one-fifth (20.78%) respondents preferred Literature and ranked in second. Politics is important factor which contributes to society. In the study reveals that less than one-sixth (16.23%) gave 1st preference to reading item like Politics and ranked third while more than one-seventh (14.94%) gave 1st preference to Health and ranked fourth. In the study the researcher further found that more than one-tenth (10.39%) magazine readers gave 1st preference to reading item on environment and ranked fifth. Less than one-tenth (7.79%) readers gave 1st preference to reading item on economy and ranked sixth; while a few (2.60%) respondents do more importance to others.

Thus, the study reveals that among the Female respondents more than one-fifth (27.27%) respondents gave 1st preference to reading item on Art & Culture and ranked first, less than two-fifth (20.78%) respondents preferred Literature and ranked in second and less than one-sixth (16.23%) gave 1st preference to reading item like Politics and ranked third.

(23) The study shows that there are two cinema halls in the study town of Golaghat. The researcher confirmed during the field of investigation that both the two cinema halls have been closed for last few years and abandoned place. As such cinema going does not arise. The cinema is still popular among television viewers in the study town. They are choosing other ways convenient to them. The respondents watch cinema through television and DVD/VCP. The great advantages of TV are that it offers free entertainment and doesn't need any further investment. The study shows that cinema going habit of the respondents of television viewers in the study town is absolutely none. They are choosing other ways convenient to them. The respondents watch cinema through television and DVD/VCP. The

great advantages of TV are that it offers free entertainment and doesn't need any further investment.

(24) The study reveals that in the study town three-fourth (75 00%) of respondents watch movies on VCD/DVD, while two one-fourth (25 00%) of respondents do not watch movies VCD/DVD Thus it is found that three-fourth (75 00%) of the respondents in the study town watch movies on VCD/DVD

(25) The study shows that in the study town more than four-fifth (88 89%) respondents of television viewers who watched movies on VCD/DVD, at their respective homes Among the respondents a few (6 67%) television viewers watched movie on neighbours' house followed by again a few (4 44%) of the respondents of television viewers watched movies on VCD/DVD at their relative homes.

(26) Regarding the reasons for watching movie on VCD/DVD is popular among the television viewers in the study town are concerned that (1) watching movie on VCD/DVD through television set is time saver and comfortable at home, (2) purchasing and hiring VCD/DVD for watching movie is relatively cheaper, (3) a viewer can stop the film on VCD/DVD while he/she goes to kitchen, and (4) at home the film runs on viewer's whims and fancies and VCD/DVD is so popular