

Chapter – 5

Pattern of Viewing Television

Television is the wholesale distributor of images. It contributes greatly to popular culture. It also brings into homes images and messages. People today are exposed to the struggles, joys, conflicts, and ways of behaviour of men and women and types of relationships. There are many potential benefits from viewing some television shows. Some of these are promotion of positive aspects of social behaviour, such as sharing, manners, cooperation, morals, values, cultural experiences, sexual and relationship norms. Constant exposure to advertise portraying masculine and feminine stereotypes directly influences role expectations. Such socially learned gender form attitudes and become the guide to behaviours in society. In this chapter, focus has been made upon exposure to television and pattern of viewing of the respondents.

Television as a vehicle of Mass Media communication

After investigating the exposure of the respondents to television as mass media communication at the town of Golaghat, the researcher tried to find out different aspects of the respondents in case of exposure to television. Hence, an attempt has been made for the purpose in the following paragraphs of this chapter.

Possession of television

Regarding the possession of television by the respondent of television viewers in the study town of Golaghat is shown in the table -5.1 given below.

Table - 5.1
Possession of TV set by the respondents

Sl. No.	Have TV Set	Frequency	Percentage
01	No	0	00
02	Yes	300	100.00
Total		300	100.00

The data show that in the study town of Golaghat all (100.00%) the respondents of television viewers have possession of television set.

Days of watch T.V. in a week

It is important to note that all the respondents (100%) in the study town watch television. On the basis of frequency of watching television in a week the respondents are classified into six categories (1) Don't watch television, (2) Daily/Regularly watch, (3) Watch 5-6 days, (4) Watch 3-4 days and (5) Watch 1-2 days and (6) Rarely/Occasionally. Days of watching television is shown in the table -5.2 given below.

Table - 5.2
Days of watching TV in a week by the respondents

Sl. No.	Watch T.V.	Frequency	Percentage
01	Don't watch T.V.	0	0
02	Daily/ Regularly	273	91.00
03	5-6 Days	18	6.00
04	3-4 Days	06	2.00
05	1-2 Days	03	1.00
06	Rarely/Occasionally	0	0
Total		300	100.00

The data reveal that most (91.00%) of the respondents have watched television daily or regularly, while less than one-tenth (6.00%) of the respondents have watched 5 or 6 days in a week, a few (2.00%) respondents have watched television 3 or 4 days in a week. There is no respondent who have watched television 1 or 2 days.

Thus, it indicates that most of the respondents of television viewers in the study town have watched television daily or regularly

Having Satellite/dish Television

Television is another vehicle of communication. In this study we looked into the exposure of the respondents to television whether they have satellite / dish television. The table - 5.3 shows the exposure of the television whether they have satellite/dish television given below.

Table - 5.3
Having Satellite / dish television connection of the respondents

Having Dish T.V.	Frequency	Percentage
No	0	00
Yes	300	100.00
Total	300	100.00

The data reveal that in the study town all the respondents (100.00%) of television viewers are having satellite /dish television connection.

Hours spent on watching T.V. in a day

In order to analyse the time of watching television in a day, it is classified into four categories (1) less than 1 hour, (2) 1 hour to 3 hours, (3) 4 hours to 5 hours, (4) More than 5 hours. Hours spent on television in a day are shown in the table - 5.4 given below.

Table - 5.4

Hours spent on watching television by the respondents in a day

Sl. No.	Hours of watching TV in a day	Frequency	Percentage
01	Less than 1 hour	00	00
02	1 hour to 3 hours	185	61.67
03	4 hours to 5 hours	84	28.00
04	More than 5 hours	31	10.33
Total		300	100.00

The data reveal that most (61.67%) of the respondents watch television for 1 to 3 hours a day, more than one-fourth (28.00%) respondents watch television for 4-5 hours a day, while a little more than one-tenth (10.33%) of the respondents watch television for more than 5 hours a day, whereas no respondent watch television less than 1 hour a day.

Again the researcher divided the frequency of respondents regarding time spent on watching television in terms of Age Group, Sex and level of Education of the respondents.

Age Group and watching TV

In order to analyse the time of watching television in a day, it is classified into four categories (1) less than 1 hour, (2) 1 hour to 3 hours, (3) 4 hours to 5 hours, (4) More than 5 hours. Age Group and watching television of the respondents are shown in the table - 5.5 given below.

Table: 5.5

Watching TV in a day and Age Group of the respondents

Sl. No.	Age Group	1-3 hours	4-5 hours	Above 5 hours	Total
01	Young	70 (52.63)	42 (31.58)	21 (15.79)	133 (100.00)
02	Middle	65 (60.18)	35 (32.41)	08 (7.41)	108 (100.00)
03	Old	50 (84.75)	07 (11.86)	02 (3.39)	59 (100.00)
Total		185 (61.67)	84 (28.00)	31 (10.33)	300 (100.00)

The data reveal that among the young age group more than half (52.63%) of the respondents watch TV 1-3 hours a day, about one-third (31.58%) of the respondents watch TV by 4-5 hours a day, and a little less than one-sixth (15.79%) of the respondents watch television more than 5 hours in a day. Whereas among the of middle age group more than three-fifth (60.18%) of the respondents watch TV 1-3 hours a day, about one-third (32.41%) watch 4-5 hours a day and a few (7.41%) of the respondents watch above 5 hours a day. While among the old Age group more than four-fifth (84.75%) of the respondents watch television 1-3 hours a day, more than one-tenth (11.86%) of the respondents watch 4-5 hours a day and few (3.39%) of the respondents watch above 5 hours a day. Thus, it indicates that Young age generation is more exposure to television as mass media followed by middle age generation whereas old age generation is less exposure to television.

Sex Group and watching TV in a day

Watching television by the respondents of television viewers a day in terms of sex has been shown in the table - 5.6 below.

Table - 5.6

Sex of the respondents and hours spent on watching TV

Sl. No.	Sex Group	1-3 hours	4-5 hours	Above 5 hours	Total
01	Male	94 (64.38)	41 (28.08)	11 (7.54)	146 (100.00)
02	Female	91 (59.09)	43 (27.92)	20 (12.99)	154 (100.00)
Total		185 (61.67)	84 (28.00)	31 (10.33)	300 (100.00)

The data reveal that in case of male television viewers about two-third (64.38%) of the respondents watch television 1-3 hours a day, more than one-fourth of the respondents (28.08%) watch 4-5 hours and a few (7.54%) respondents watched television above 5 hours a day. Whereas among the female television viewers about three-fifth (59.09%) of the respondents watch 1-3 hours a day, more than one-fourth (27.92%) of the respondents watch 4-5 hours a day and more than one-tenth (12.99%) respondents watch above 5 hours a day.

Thus, it indicates that female respondents are more exposure to television than the male respondents of television viewers in the study town.

Education level and watching TV in a day

Watching television by the respondents of television viewers a day in terms education level of the respondents has been shown in the table - 5.7 given below.

Table - 5.7**Education level of the respondents and watching TV in a day**

Sl. No.	Education	1-3 hours	3-5 hours	Above 5 hours	Total
01	Secondary	71 (65.74)	26 (24.07)	11 (10.19)	108 (100.00)
02	Higher	100 (58.82)	50 (29.41)	20 (11.77)	170 (100.00)
03	Other (Technical & Professional)	14 (63.64)	08 (36.36)	00	22 (100.00)
Total		185 (61.67)	84 (28.00)	31 (10.33)	300 100.00

The data reveal that among the secondary education level group of respondents about two-third (65.74%) of the respondents watch TV 1-3 hours a day, a little less than one-fourth (24.07%) watch 3-5 hours a day and more than one-tenth (10.19%) of the respondents watch above 5 hours a day. While in case of Higher education level of the respondents about three-fifth (58.82%) respondents watch television 1-3 hours a day, a little less than one-third (29.41%) of the respondents watched 4-5 hours a day and more than one-tenth (11.77%) of the respondents watch above 5 hours a day. In case of Other (Technical & Professional) level of education group about two-third (63.64%) respondents watch television 1-3 hours a day, more than one-third (36.36%) respondents watch television 3-5 hours a day whereas no respondent watch television more than 5 hours a day.

Thus, it indicates that higher education level group of respondents have spent more times in a day for watching television followed by secondary education level group of respondents.

Occupation and watching TV in a day

Watching television by the respondents of television viewers in a day in terms of occupation category of the respondents has been shown in the table - 5.8 below. In the columns of the table (0) signifies Housewife/ Student / Unemployed; (1) signifies Government Officer/ Executive/ Manager/ Engineer / Doctor / College Teacher; (2) signifies Businessman; (3) signifies White Collars (shop keeper/clerks/school teacher); (4) signifies Skilled Worker; and (5) signifies Unskilled worker.

Table - 5.8
Occupation of the respondents and watching of TV

Sl. No	Occupation Group	1-3 hours	3-5 hours	Above 5 hours	Total
01	0	36 (40.45)	41 (46.07)	12 (13.48)	89 (100.00)
02	01	51 (55.43)	28 (30.44)	13 (14.13)	92 (100.00)
03	02	13 (81.25)	03 (18.75)	0	16 (100.00)
04	03	48 (75.00)	10 (15.62)	06 (9.38)	64 (100.00)
05	04	19 (95.00)	01 (5.00)	0	20 (100.00)
06	05	18 (94.74)	01 (5.26)	0	19 (100.00)
Total		185 (61.67)	84 (28.00)	31 (10.33)	300 (100.00)

The data reveal that among the occupation groups of respondents, (0)= Housewife/ Student / Unemployed occupation groups of respondents more than two-fifth (40.45%) spent 1-3 hours for watch television, more than two-fifth (46.07%) of the respondents watch

television a day 3-5 hours, more than one-tenth (13.48%) of the respondents watch TV by more than 5 hours a day. Whereas in case of occupation group (1) =Government Officer/ Executive/ Manager/ Engineer / Doctor / College Teacher of respondents more than half (55%) of the respondents watch TV 1-3 hours a day, almost one-third (30.44%) watch 3-5 hours a day and more than one-tenth (14.13%) of the respondents watch above 5 hours a day. While in case of occupation group (2) =Businessman of the respondents more than four-fifth (81.25%) respondents watch television 1-3 hours a day, less than one-fifth (18.75%) of the respondents watch 4-5 hours a day and no respondent watch above 5 hours a day in this category. In case of occupation group (3) = Three-fourth (75.00%) respondents watch 1-3 hours, (15.62%) watch 3-5 hours, (9.38%) of the respondents watch television above 5 hours a day In case of occupation group of (4)=Skilled Worker of the respondents more than nine-tenth (95.00%) respondents watch television 1-3 hours a day, a few (5.00%) respondents watch television 3-5 hours a day and no respondent watch television above 5 hours a day. In case of occupation group (5)=Unskilled Worker of the respondents more than nine-tenth (94.74%) respondents watch television 1-3 hours a day, a few (5.26%) respondents watch television 3-5 hours a day and no respondent watch television above 5 hours a day.

Thus it indicates that in case of (Housewife/ Student / Unemployed) occupation group two-fifth (40.45%) respondents watch television 1-3 hours and about half (46.07%) respondents watched television 3-5 hours while in occupation group (Government Officer/ Executive/ Manager/ Engineer / Doctor / College Teacher) of the respondents more than half (55.43%) respondents watch television 1-3 hours, less than one-third (30.44%) respondents watched 3-5 hours a day. In case off Occupation group (White Collars (shop keeper/clerks/school teacher) three-fourth (75.00%) watch TV for 1-3 hours and less than two-tenth (15.62%) watch 3-5 hours. Among Businessman group more than four-fifth (81.25%) respondents watch 1-3 hours, skilled worker group (95.00%) watch TV 1-3 hours and unskilled worker (94.75%) respondents watch television for 1-3 hours.

Place of watching television

Place of watching television by the respondents of television viewers in the study town has been shown in the table - 5.9 below.

Table - 5.9

Place of watching television by the respondents

Sl. No.	Place of watch T.V.	Frequency	Percentage
01	At home	300	100.00
02	In neighbourhood	00	00.00
03	At friend's house	00	00.00
04	At relative's house	00	00.00
05	At shop	00	00.00
Total		300	100.00

On the basis of place of watching television the respondents are classified into four categories (1) At home, (2) In neighborhood, (3) At friend's house, (4) At relative's house and (5) At shop. The data reveal that all the respondents (100.00%) watch television at their home. Thus, it indicates that all (100.00%) respondent of television viewers watch television at their home.

Types of programme watched on TV

During the investigation the researcher enquired of the respondents about their interests in various types of programmes. Table - 5.10 shows the type of programme watched on television by the viewers. The programmes are categorised into fourteen types. (1) News, (2) Mythological programme, (3) Serial, (4) Children's programme, (5) Sports, (6) Music, (7) Fashion, (8) Dance, (9) Debate & Current affairs, (10) Feature film, (11) Educational programme, (12) Documentary, (13) Business Marketing, (14) Other.

Table - 5.10**Type of programme watched on TV by the respondents**

Sl. No.	Watch T.V. Programme	Frequency	Percentage	Ranks
01	News	298	99.33	1
02	Serial	284	94.67	2
03	Feature film	273	91.00	3
04	Dance	230	76.67	4
05	Music	221	73.67	5
06	Mythological Programme	193	64.33	6
07	Children's Programme	143	47.67	7
08	Sports	139	46.33	8
09	Documentary	63	21.00	9
10	Fashion	61	20.33	10
11	Educational Programme	27	8.67	11
12	Debate on current affairs	22	7.33	12
13	Business/Marketing	11	3.67	13
14	Other	10	3.33	14

The data reveal that in case of type of programme watching by the respondents in the study town almost all (99.33%) television viewers watch News and News programme ranked first followed by more than nine-tenth (94.67%) respondents view Serial ranked second place. Whereas more than nine-tenth (91.00%) respondents view mostly feature film and ranked third followed by more than three-fourth (76.67%) respondents view the programme of Dance and ranked fourth while less than three-fourth (73.67%) respondents viewed the programme of music and ranked fifth.

The data further indicate that mythological programme is most preferable for about two-third (64.33%) respondents and ranked sixth whereas Children's programme get first preference by almost half (47.67%) and ranked seventh. Programmes on sports prefer by less than half (46.33%). Programmes like Documentary prefers by one-fifth (21.00%), and a few

respondents prefer most Business/Marketing, Fashion, education, Debate on current affairs and other programmes.

Type of programme watched on TV by Male respondents

During the investigation the researcher enquired of the respondents about their interests in various types of programmes. Table - 5.11 show the type of programme watched on television by the Male viewers. The programmes are categorised into fourteen types. (1) News, (2) Mythological programme, (3) Serial, (4) Children's programme, (5) Sports, (6) Music, (7) Fashion, (8) Dance, (9) Debate & Current affairs, (10) Feature film, (11) Educational programme, (12) Documentary, (13) Business Marketing, (14) Other.

Table - 5.11
Type of programme watched on TV by Male respondents

Sl. No.	Watch T.V. Programme	Frequency	Percentage	Ranks
01	News	145	99.32	1
02	Feature film	123	84.25	2
03	Dance	118	80.82	3
04	Serial	116	79.45	4
05	Mythological programme	99	67.80	5
06	Music	69	47.26	6
07	Children's Programme	61	41.78	7
08	Sports	56	38.36	8
09	Documentary	27	18.49	9
10	Educational	21	14.38	10
11	Debate on current affairs	18	12.33	11
12	Fashion	12	8.21	12
13	Business/Marketing	07	4.79	13
14	Other	03	2.05	14

The data reveal that in case of type of programme watching by the Male respondents in the study town almost all (99.32%) television viewers watch News and News programme and ranked first followed by more than four-fifth (84.25%) respondents view Feature film ranked in second place. Whereas four-fifth (80.82%) respondents view Dance programme and ranked third followed by a little less than four-fifth (79.45%) respondents mostly view TV Serial and ranked fourth while more than two-third (67.80%) respondents view Mythological programme and ranked fifth.

The data further indicate that music programme is preferred by less than half (47.26%) respondents and ranked sixth whereas Children's programmes get first preference by more than two-fifth (41.78%) and ranked seventh. Programme on sports most prefer by less than two-fifth (38.36%). Programmes like Documentary, Business/Marketing, Fashion, education, Debate on current affairs and other programmes are preferred by a few respondents of television viewers.

Thus, it indicates that in case of type of programme watching by the Male respondents in the study town almost all (99.32%) television viewers watch News and News programme and ranked first followed by more than four-fifth (84.25%) respondents view Feature film ranked in second place. Whereas four-fifth (80.82%) respondents view dance programme and ranked third followed by a little less than four-fifth (79.4%) respondents mostly view TV Serial and ranked fourth while more than two-third (67.80%) respondents view mythological programme and ranked fifth.

Type of programme watched on TV by female respondents

During the investigation the researcher enquired of the respondents about their interests in various types of programmes. Table - 5.12 show the type of programme watched on television by the Female viewers. The programmes are categorised into fourteen types. (1) News, (2) Mythological programme, (3) Serial, (4) Children's programme, (5) Sports, (6) Music, (7) Fashion, (8) Dance, (9) Debate & Current affairs, (10) Feature film, (11) Educational programme, (12) Documentary, (13) Business Marketing, (14) Other.

Table - 5.12**Type of programme watched on TV by the female respondents**

Sl. No.	Watch T.V. Programme	Frequency	Percentage	Ranks
01	News	152	98.70	1
02	Serial	143	92.86	2
03	Feature film	142	92.21	3
04	Dance	119	77.27	4
05	Music	113	73.38	5
06	Mythological programme	98	63.64	6
07	Children's Programme	81	52.60	7
08	Sports	68	44.16	8
09	Documentary	48	31.17	9
10	Fashion	32	20.78	10
11	Educational Programme	19	12.34	11
12	Debate on current affairs	15	9.74	12
13	Business/Marketing	04	2.60	13
14	Other	02	1.30	14

The data reveal that in case of type of programme watch by the Female respondents in the study town almost all (98.70%) female television viewers watch News and News programme and placed in first rank followed by more than nine-tenth (92.86%) respondents view Serial and ranked second. Feature film watch by more nine-tenth (92.21%) respondents ranked third whereas more than three-fourth (77.27%) respondents view the programme of Dance and ranked fourth. Music programme is watched by less than a little three-fourth (73.38%) and ranked by fifth. In case of mythological programme almost two-third (63.64%) respondents watch and ranked sixth whereas children's programme watch by more than half (52.56%) and ranked seventh. Sports programme watch by more than two-fifth (44.16%) and ranked eight followed by one-third (31.17%) respondents mostly view documentary and ranked ninth. While one-fifth (20.78%) respondents view the programme of Fashion and the

rank is tenth. The data further indicate that programmes like education, Debate on current affairs, Business/Marketing and others prefer by a few respondents.

Thus, it indicates that in case of type of programme watch by the Female respondents in the study town almost all (98.70%) female television viewers watch News and News programme and placed in first rank followed by more than nine-tenth (92.86%) respondents view Serial and ranked second. Feature film watch by more nine-tenth (92.20%) respondents ranked third whereas more than three-fourth (77.27%) respondents view Dance programme and ranked fourth. Music programme is watched by less than a little three-fourth (73.38%) and ranked by fifth. In case of mythological programme almost two-third (63.64%) respondents watch and ranked sixth.

Kinds of Films prefer

After knowing the types of programme watched on television, the researcher asked the respondents about the kind of film they prefer. The table - 5.13 shows the kind of film preferred by the respondents. The films have been categorized into five (1) Romantic film, (2) Action film, (3) Art film, (4) Comedy film, (5) Any other.

Table - 5.13

Kinds of film preferred by the respondents

Sl. No.	Preferable Film	Frequency	Percentage	Ranks
01	Romantic Films	174	58.00	1
02	Action films	42	14.00	2
03	Art Films	35	11.67	3
04	Comedy Film	25	8.33	4
05	Any Other	24	8.00	5
Total		300	100.00	

The data reveal in the study town that about three-fifth (58.00%) respondents of television viewers prefer romantic film and placed in the rank first; whereas less than one-seventh (14.00 %) respondents prefer Action film and placed in the rank second. In case of Art film is concerned more than one-tenth (11.67%) respondents of television viewers prefer and placed in rank third; and (8.33%) respondents prefer Comedy film. On the other hand a few (8.00%) respondent of television viewers prefer any other kind of film to watch in television.

Thus, it indicates that majority of the respondents of television Viewers prefer romantic film followed by Action film and Art film.

Age Group and film preferred by the respondent on TV

After knowing the types of programme watched on television the researcher asked the respondents about the kind of film they prefer. The table - 5.14 shows the kind of film prefer by the respondents in terms of Age Group. The films have been categorized into five (1) Romantic film, (2) Action film, (3) Art film, (4) Comedy film, (5) Any other.

Table - 5.14

Film preferred most and Age group of the respondents

Sl. No.	Age Group	Romantic	Action film	Art film	Comedy Film	Others	Total
01	Young	84 (63.16)	17 (12.78)	17 (12.78)	12 (9.02)	03 (2.26)	133
02	Middle	72 (66.67)	15 (13.88)	11 (10.18)	08 (7.41)	02 (1.85)	108
03	Old	18 (30.52)	10 (16.95)	07 (11.86)	05 (8.47)	19 (32.20)	59
Total		174 58.00	42 14.00	35 11.67	25 8.33	24 8.00	300 100.00

The data show in the study town in case of kind of film preferred by the respondents of television viewers in the study town in terms of age group. Among the Young age group almost two-third (63.16%) respondents prefer romantic film followed by a little more than one-tenth (12.78%) respondents prefer action film, again a little more than one-tenth (12.78%) prefer art film, less than one-tenth (9.02%) prefer comedy film and a few (2.26%) prefer other kind of film. The data show in case of Middle Age group of respondents more than two-third (66.67%) respondents preferred romantic film followed by a little more than one-tenth (13.88%) respondents prefer action film, again a little more than one-tenth (10.18%) prefer art film, less than one-tenth (7.41%) prefer comedy film and a few (1.85%) prefer other kind of film.

The data show in case of Old Age group of respondents about one-third (30.52%) respondents prefer romantic film followed by more than one-sixth (16.95%) respondents prefer action film, again a little more than one-tenth (11.86%) prefer art film, less than one-tenth (8.47%) prefer comedy film and about one-third (32.20%) prefer other kind of film.

Thus, it indicates that about two-third (63.16%) respondents of Young age group of respondents prefer romantic film followed by middle age group of respondents (66.67%) prefer romantic film and in case of old age group respondents (30.52%) prefer romantic film.

Sex and film preferred by the respondent on TV

The data in the table – 5.15 revealed the kind of film prefer most by the respondents in terms of Sex category to watch on television. The researcher asked the respondents about the kind of film they prefer. The films have been categorized into five: (1) Romantic film, (2) Action film, (3) Art film, (4) Comedy film, (5) any other.

Table - 5.15

Sex of the respondents and film preferred most by the respondent on TV

Sex	Romantic	Action film	Art film	Comedy film	Others	Total
Male	80 (54.79)	21 (14.38)	23 (15.76)	08 (5.48)	14 (9.59)	146 (100.00)
Female	94 (61.04)	21 (13.65)	12 (7.79)	17 (11.03)	10 (6.49)	154 (100.00)
Total	174 (58.00)	42 (14.00)	35 (11.67)	25 (8.33)	24 (8.00)	300 (100.00)

The data show in the study town in case of kind of film prefer by the respondents of television viewers in terms of sex group. Among the male group more than half (54.79%) respondents prefer romantic film followed by a little more than one-seventh (14.38%) respondents prefer action film, a little less than one-sixth (15.76%) prefer art film, a few (5.48%) prefer comedy film and a little less than one-tenth (9.59%) prefer other kind of film. The data show in case of female respondents more than three-fifth (61.04%) respondents prefer romantic film followed by a little more than one-tenth (13.65%) respondents prefer action film, a little less than one-tenth (7.79%) prefer art film, more than one-tenth (11.03%) prefer comedy film and a few (6.49%) prefer other kind of film.

Thus, it indicates that majority of the female respondents (61.04%) prefer romantic film followed by male respondents (54.79%) preferred romantic film.

Film prefer most by the respondent on TV and Education level of the respondents

The data reveal the kind of film prefer most by the respondents in terms of Education level category to watch on television. The researcher asked the respondents about kind of film they prefer. The table - 5.16 shows the kind of film prefer by the respondents. The films were categorized into five (1) Romantic film, (2) Action film, (3) Art film, (4) Comedy film, (5) Any other.

Table: 5.16**Educational qualification of the respondents and Film preferred on TV**

Sl. No.	Education	Romantic	Action film	Art film	Comedy film	Others	Total
01	Secondary	62 (57.41)	12 (11.11)	09 (8.33)	15 (13.89)	10 (9.26)	108
02	Higher	102 (60.00)	28 (18.82)	22 (12.95)	07 (1.76)	11 (6.47)	170
03	Other (Professional & Technical)	10 (45.45)	02 (9.09)	04 (18.18)	03 (13.64)	03 (13.64)	22
Total		174 58.00	42 14.00	35 11.67	25 8.33	24 8.00	300 100.00

The data show in the study town in case of kind of film prefer by the respondents of television viewers in terms of level of education. Among the secondary level of education respondents more than half (57.41%) respondents prefer romantic film followed by a little more than one-tenth (11.11%) respondents prefer action film, again a little less than one-tenth (9.26%) prefer art film, more than one-tenth (13.95%) prefer comedy film and one-tenth (10.47%) prefer other kind of film.

Among the higher education level of the respondents three-fifth (60.00%) respondents prefer romantic film followed by a little less than one-fifth (18.82%) respondents prefer action film, again more than one-tenth (12.95%) prefer art film, a few (1.76%) prefer comedy film and less than one-tenth (6.47%) prefer other kind of film. The data show in case of Other (Professional & Technical) level of education respondents more than two-fifth (45.45%) respondents prefer romantic film followed by a little less than one-tenth (9.09%) respondents prefer action film, again a little less than two-tenth (18.18%) prefer art film, more than one-tenth (13.64%) prefer comedy film and again more than one-tenth (13.64%) prefer other kind of film.

Thus, it indicates that majority of the secondary education level of respondents (57.41%) prefer romantic film and by higher education level of respondents (60.00%) prefer romantic film.

Language of Film preferred

Language is an important subject of an individual. The preferable language of film is shows in the table - 5.17 by the respondents of television viewers in the study town below.

Table - 5.17
Language of film preferred by the respondents

Sl. No.	Language of film prefer	Frequency	Percentage	Ranks
01	Hindi	143	47.67	1
02	Assamese	94	31.33	2
03	English	56	18.67	3
04	Bengali	07	2.33	4
Total		300	100.00	

The data reveal that about half (47.67%) of the respondents prefer Hindi as the language of film to watch on television. while a little less than one-third (31.33%) respondents prefer to watch film on television in Assamese language. In case of English language less than one-fifth (18.67%) respondents prefer most to view film on television and a few (2.33%) prefer Bengali as the language of film to watch on television.

Thus, it indicates that Hindi as the language of film prefer by the respondents of television viewers most in the study town.

Television channels watch by the respondents most

The television channels like Dooradarsan, NETV, Ne-Hi Fi, News Live, DY 365, and most of all other satellite channels are available at Golaghat town. The rating of these

channels in terms of viewership percentage among the respondents in general is shown in table - 5.18 given below.

Table - 5.18
Channels watched by the respondents of television viewers

Sl. No.	Watching Channel	Frequency	Percentage	Ranks
01	DY 365 (Assamese)	281	93.67	1
02	News Live (Assamese)	276	92.00	2
03	NE TV	249	83.00	3
04	MTV	201	67.00	4
05	Rong (Assamese)	196	65.33	5
06	Star Plus	143	47.67	6
07	Colours	134	47.67	7
08	Zee TV	123	41.00	8
09	Star One	120	40.00	9
10	ZoomTV	114	38.00	10
11	Sony	114	38.00	11
12	Ne-i-Fi	103	34.33	12
13	Zee Cinema	99	33.00	13
14	Star Gold	94	31.33	14
15	Max	87	29.00	15
16	9xm	87	29.00	15
17	Sahara	74	24.67	16
18	Star Sports	67	22.33	17
19	Star Movies	41	15.67	18
20	HBO	27	9.00	19
21	National Geography	22	7.33	20
22	Discovery	19	6.33	21
23	ESPN	11	3.67	22
24	BBC	09	3.00	23
25	Akash Bangla	07	2.33	24
26	Aaj Tak	05	1.67	25
27	Zee News	03	1.00	26

The data of the study town revealed that DY365 is at the first rank with 93.67% viewership closely followed by News Live and NE TV with 92.00% viewer ship and 83.00% viewer ship respectively. MTV and Rang (Assamese) are other channels popular among the viewers with 67.00% viewer ship and 65.33% viewer ship respectively. The channels like Star Plus, Colours, Zee TV, Star One, have medium level of viewer ship i.e. between 40.00% - 46.67%.viewer ship. While Zoom TV, Sony, Ne-Hi-Fi, Zee Cinema and Star Gold, however have relatively low viewer ship at the range of 31.33% - 38.00% viewer ship. On the other hand, the channels like Max, 9xm, Sahara, Star Sport, have fallen at the range of 15.69% - 29.00% viewer ships. The channels like HBO, National Geography, ESPN, BBC, Akash Bangla, Aaj Tak and Zee News are not popular among the viewers.

Thus, it indicates that Assamese channels DY365, News Live and NETV are most popular among the respondents of Golaghat having 93.67% viewer ship, 92.00% viewer ship and 83.00% viewer ship respectively. MTV is another popular television channel among the respondents with 67.00% viewer ship. The channels like ESPN, BBC, Akash Bangla, Aaj Tak and Zee News are not popular among the viewers as they have less than 10.00% viewer ship.

Television channels watched most in terms of Male respondents

The television channels like Dooradarsan, NETV, Ne-Hi Fi, News Live, DY 365, and most of all other satellite channels are available at Golaghat town. The rating of these channels in terms of viewership percentage among the male respondents is shown in the table - 5.19 below.

Table: 5.19**Channels watched by the male respondents of television viewers**

Sl. No.	Watching Channel	Frequency	Percentage	Ranks
01	DY365 (Assamese)	138	94.52	1
02	NETV	130	89.04	2
03	News Live (Assamese)	128	87.67	3
04	MTV	102	69.86	4
05	Rong (Assamese)	97	66.44	5
06	Star Plus	66	45.20	6
07	Colours	65	44.52	7
08	Star One	59	40.41	8
09	Zee TV	56	38.36	9
10	ZoomTV	54	36.98	10
11	Sony	50	34.25	11
12	Ne-Hi-Fi	48	32.88	12
13	Star Gold	43	29.45	13
14	Zee Cinema	40	27.38	14
15	Max	34	23.29	15
16	9xm	33	22.60	16
17	Sahara	27	18.49	17
18	Star Sports	26	17.80	18
19	Star Movies	23	15.75	19
20	HBO	17	11.64	20
21	National Geography	13	8.90	21
22	Discovery	13	6.33	22
23	ESPN	07	4.79	23
24	BBC	03	2.05	24
25	Akash Bangla	02	1.36	25
26	Aaj Tak	02	1.36	26
27	Zee News	02	1.36	27

The data of the study town revealed that among the male respondents DY365 is at the first rank with 94.52% viewership closely followed by NETV and News Live with 89.04% viewer ship and 87.6% viewership respectively. MTV and Rang (Assamese) are other channels popular among the viewers with 69.86% viewer ship and 66.44% viewer ship respectively. The channels like Star Plus, Colours, Star One, have medium level of viewer ship i.e. between 40.41% - 45.20% viewer ship. While Zee TV, Zoom TV, Sony, Ne-Hi-Fi, however have relatively low viewer ship at the range of 32.88% - 38.36%. On the other hand, the channels, Star Gold, Zee Cinema, Max, 9xm, Sahara, Star Sport, have fallen at the range of 15.75% - 29.45%. The channels like HBO, National Geography, ESPN, BBC, Akash Bangla, Aaj Tak and Zee News are not popular among the viewers.

Thus, it indicates that among the male respondents Assamese channels DY365, NETV and News Live are most popular having 94.25% viewer ship, 89.04% viewer ship and 87.67% viewer ship respectively. Among the respondents of Golaghat town MTV is another popular television channel among the respondents with 69.86% viewer ship and Rong (Assamese) channel Popular with (66.44%). Whereas the channels like ESPN, BBC, Akash Bangla, Aaj Tak and Zee News are not so much popular among the male viewers as they have less than 15% viewer ship.

Television channels watch most in terms of Female respondents

The television channels like Dooradarsan, NETV, Ne-Hi Fi, News Live, DY 3 65, and most of all other satellite channels are available at Golaghat town. The rating of these channels in terms of viewership percentage among the female respondents is shown in the table - 5.20 below.

Table - 5.20**Channels watched by the female respondents of television viewers**

Sl. No.	Watching Channel	Frequency	Percentage	Ranks
01	News Live (Assamese)	144	93.50	1
02	NE TV	140	90.90	2
03	DY 365 (Assamese)	132	85.71	3
04	MTV	104	67.53	4
05	Rong (Assamese)	101	65.58	5
06	Star Plus	78	50.65	6
07	Colours	76	49.35	7
08	Zee TV	70	45.50	8
09	Star One	56	38.31	9
10	Zoom TV	42	38.00	10
11	Ne-Hi-Fi	43	27.92	11
12	Sony	38	24.02	12
13	Zee Cinema	35	22.72	13
14	Star Gold	34	20.08	14
15	Max	30	19.48	15
16	Sahara	30	19.48	15
17	Star Sports	28	18.18	16
18	Star Movies	24	15.58	17
19	9xm	22	14.29	18
20	Discovery	18	11.68	19
21	National Geography	15	9.70	20
22	HBO	14	9.09	21
23	ESPN	11	7.14	22
24	BBC	07	4.54	23
25	Aakash Bangla	5	3.25	24
26	Aaj Tak	3	1.94	25
27	Zee News	2	1.30	26

The data of the study town revealed that New Live is at the first rank with 93.50% viewership closely followed by DY365 and NETV with 90.90% and 85.71% respectively. MTV and Rang (Assamese) are other channels popular among the viewers with 67.53% and 65.58% respectively. The channels like Star Plus, Colours, Zee TV, Star One, have medium level of viewer ship i.e. between 45.50% - 50.65%. While Zoom TV, Ne-Hi-Fi, Sony, Zee Cinema and Star Gold, however have relatively low viewer ship at the range of 20.08% - 38.31%. On the other hand, the channels, Max, Sahara, Star Sport, Star Movies have fallen at the range of 15.58% - 19.48%. The channels like 9xm, National Geography, HBO, ESPN, BBC, Akash Bangla, Aaj Tak and Zee News are not so much popular among the viewers.

Thus, it indicates that among the female respondents Assamese channels News Live, DY 365 and NETV are most popular having 93.50% viewer ship, 90.90% viewer ship and 85.71% viewer ship respectively. Among the female respondents of Golaghat MTV is another popular television channel with 67.53% viewer ship and Rong (Assamese) channel popular with (65.58%) viewers. Whereas the channels like ESPN, BBC, Akash Bangla, Aaj Tak and Zee News are not so much popular among the female viewers as they have less than 15% viewer ship

Members of Home Watch TV with the respondents

The respondents were asked to tell about the members of home watching television whether they watch television with the respondents or not. Table - 5.21 shows about the members of home watching television with the respondents.

Table - 5.21
Members of watching TV with the respondents at home

Sl. No.	Members of watching TV with you	Frequency	Percentage
01	No	00	00
02	Yes	300	100
Total		300	100.00

The data in the study town revealed that all (100.00%) respondents have watched television along with their home members.

Relationship with the members at home

In this study, the researcher has observed the pattern of respondents' relationship with the members watching television at home. The respondents were asked to tell about the relationship with the home members watched television, table - 5.22 shows about relationship with the home members watched television by the respondents.

Table - 5.22
Relationship of the respondents with the members at home

Sl. No.	Relations with others	Frequency	Percentage
01	Wife	57	19.00
02	Husband	76	25.33
03	Son	13	4.33
04	Daughter	20	6.67
05	With other relatives	134	44.67
	Total	300	100.00

The data reveal the relationship of the respondents with other home members watch television. The data indicate that almost half ((44.67%) television viewers watch television with their other relative members at their respective homes while more than one-fourth (25.33%) female television viewers watch television with their husbands, a few (6.67%) television viewers watch television with their daughter and only again a few (4.33%) of television viewers watch television with their son respectively.

Ground (cause) of most favourite TV channel

During the investigation the researcher enquired of the respondents about the ground (cause) of most favorite television channel. On the basis of cause of most favorite channels the respondents are classified into four categories (1) None, (2) Amusing, (3) Informative, (4)

Amusing + Informative. Table 5.23 showed the number of respondents who most favored television channel on the ground of most amusing, most informative, amusing + informative, or other reasons.

Table: 5.23

Ground of most favourite TV channel for the respondents

Sl. No.	Most favourite channel	Frequency	Percentage
01	None	0	00.00
02	Amusing	26	8.66
03	Informative	71	23.67
04	Amusing + Informative	203	67.77
Total		300	100.00

The data reveal that less than one-tenth (8.67%) respondent of television viewers' ground (cause) of most favorite television channel is amusing. Whereas, about one-fourth (23.67%) respondents' ground of most favorite channel is informative. It is important to note that more than two-third (67.77%) respondent of television viewers' ground of most favorite channel is amusing + informative.

Thus it indicates that more than two-third (67.77%) respondent of television viewers' ground of most favorite channel is amusing + informative.

Problem of TV service at Golaghat

During the investigation the researcher enquired of the respondents about the problem of television service at the study town of Golaghat. To know the problem of television service problems are classified into three. (1) None, (2) Shortage of signal, (3) Interruption of Power supply. Table 5.24 shows the problems of television service given below.

Table: 5.24

Problem of TV service at Golaghat faced by the respondents

SL. No.	Problems of TV service	Frequency	Percentage
01	None	00	00
02	Shortage of signal	21	7.00
03	Interruption of Power supply	279	93.00
Total		300	100.00

The data reveal that less than one-tenth (7.00%) respondents of television viewers mentioned about shortage of signal as the problem of television service in the study town. Whereas more than nine-tenth (93.00%) respondent of television viewers mentioned about the interruption of power supply.

Thus it indicates that interruption of power supply is the major problem for television service in the study town.

Watching TV for last Months/Years

During the investigation the researcher enquired of the respondents about the time period of watching television at the study town of Golaghat. In order to analyze the time period of watching television by the respondents they are classified into four categories (1) Less than six months, (2) 6-12 Months, (3) 1-3 Years and 4 Years or more. Table 5.25 shows the time period of watching television by the respondents.

Table: 5.25

Watching TV for last Months/Year at home by the respondents

Sl. No.	Time of watching TV	Frequency	Percentage
01	Less than six months	05	1.67
02	6-12 months	13	4.33
03	1-3 years	77	25.67
04	4 years and more	202	67.33
Total		300	100.00

The data reveal in the study town that that a few (1.67%) respondents of television viewers are watching television for less than six months, again a few (4.33%) respondent of television viewers are watching television for 6-12 months; whereas more than one-fourth (25.67%) respondent of television viewers are watching television for 1-3 years. More than two-third (67.33%) respondent of television viewers are watching television for more than 4 years.

Thus it indicates that more than two-third (67.33%) respondent of television viewers are watching television for more than 4 years whereas a few (1.67%) respondent of television viewers are watching television for less than six months.

Bill payment for access of TV channels made by

During the investigation the researcher enquired of the respondents about the pay bill for access of television channels by whom in the study town of Golaghat. For the purpose it is classified into two categories (1) Self/Spouse, (2) Parents. Table 5.26 shows the respective persons who pay bill for access of television channels.

Table: 5.26

Pays bill of the respondents for access of TV Channels by whom

Sl. No	Bill pays by	Frequency	Percentage
01	Self/Spouse	253	84.33
02	Parents	47	15.67
Total		300	100.00

The data reveal in the study town that more than four-fifth (84.33%) respondent pay bill for access of television channel by self/spouse whereas more than one-tenth (15.67%) respondent pay bill by parent.

On average how often watching TV daily

During the investigation the researcher enquired of the respondents on average how often they watch television channels in a day in the study town of Golaghat.

On the basis of frequency of watching television in a day the respondents are classified into three categories (1) More than 9 times, (2) 5-8 times, (3) 1-4 times. Table 5.27 show the respondents' average of how often watch television in a day.

Table: 5.27

Average on how often watching TV daily by the respondents

Sl. No.	Watching TV daily	Frequency	Percentage
01	More than 9 times	54	18.00
02	5-8 times	83	27.67
03	1-4 times	163	54.33
Total		300	100.00

The data of the study reveal that about one-fifth (18.00%) respondent of television viewers watch television more than 9 times in a day. More than one-fourth (27.67%) respondents of television viewers watch television 5-8 times in a day. On the other hand more than half (54.33%) respondents of television viewers watch television 1-4 times in a day.

Thus it indicates that majority (54.33%) respondents of television viewers watch television 1-4 times in a day.

Hours spent on watching T.V. in a week

In order to analyse the time of watching television in a week by the respondents in the study town they are classified into four categories: (1) Less than 7 hours, (2) 7 hour to 21 hours, (3) 21 hours to 35 hours, (4) More than 35 hours. The table - 5.28 shows the hours spent on watching TV in a week by the respondents.

Table: 5.28

Hours spent on watching television in week by the respondents

Sl. No.	Hours of watching TV in a week	Frequency	Percentage
01	Less than 7 hour	0	00
02	7 hours to 21 hours	185	61.67
03	21 hours to 35 hours	84	28.00
04	More than 35 hours	31	10.33
Total		300	100.00

The data reveal that most (61.67%) of the respondents watch television for 7 to 21 hours in a week, more than one-fourth (28.00%) watch television 21-35 hours in a week, while a little more than one-tenth (10.33%) of the respondents watch television more than 35 hours in a week; whereas no respondent watch television less than 7 hours in a week.

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

Age Group and watching TV in a week

In order to analyse the time of watching television in a week by the respondents in the study town they are classified into four categories: (1) Less than 7 hours, (2) 7 hour to 21 hours, (3) 21 hours to 35 hours, (4) More than 35 hours. The table-5.29 shows the respondents who watch television in a week in terms of Age Group.

Table: 5.29**Age Group of the respondents and Watching TV in a week**

Sl. No.	Age Group	7-21 hours	21-35 hours	Above 35 hours	Total
01	Young	70 (52.63)	42 (31.58)	21 (15.79)	133 (100.00)
02	Middle	65 (60.18)	35 (32.41)	08 (7.41)	108 (100.00)
03	Old	50 (84.75)	07 (11.86)	02 (3.39)	59 (100.00)
Total		185 (61.67)	84 (28.00)	31 (10.33)	300 (100.00)

The data reveal that among the young age group more than half (52.63%) of the respondents watch TV a week 7-21 hours, about one-third (31.58%) of the respondents watch TV by 21-35 hours a week, and a little less than one-sixth (15.79%) of the respondents watch television more than 35 hours a day. Whereas in case of middle age more than three-fifth (60.18%) of the respondents watch TV 7-21 hours a week, about one-third (32.41%) watch 21-35 hours a week and a few (7.41%) of the respondents watch above 35 hours a week. While in case of old Age more than four-fifth (84.75%) of the respondents watch television 7-21 hours a week, more than one-tenth (11.86%) of the respondents watch 21-35 hours a week and few (3.39%) of the respondents watch above 35 hours a week.

Thus it indicates that Young age generation is more exposure to television as mass media followed by middle age whereas old age generation is low of exposure to television in a week.

Watching TV and Sex Group in a week

In order to analyse the time of watching television in a week by the respondents in the study town they are classified into four categories: (1) Less than 7 hours, (2) 7 hour to 21

hours, (3) 21 hours to 35 hours, (4) More than 35 hours. The table 5.30 shows the respondents who watch television in a week in terms of Sex.

Table 5.30

Sex Group of the respondents and hours spent on watching TV in a week

Sl. No.	Sex Group	7-21 hours	21-35 hours	Above 35 hours	Total
01	Male	94 (64.38)	41 (28.08)	11 (7.54)	146 (100.00)
02	Female	91 (59.09)	43 (27.92)	20 (12.99)	154 (100.00)
Total		185 (61.67)	84 (28.00)	31 (10.33)	300 (100.00)

The data reveal that in case of male television viewers about two-third (64.38%) of the respondents watch television 7-21 hours in a week, more than one-fourth of the respondents (28.08%) watch 21-35 hours in a week and a few (7.54%) respondents watch television above 35 hours in a week; whereas in case of female television viewers about three-fifth (59.09%) of the respondents watch 7-21 hours in a week, more than one-fourth (27.92%) of the respondents watch 21-35 hours in a week and more than one-tenth (12.99%) respondents watch above 35 hours in a week. Thus, it indicates that female respondents are more exposure to television than the male viewers in the study town in terms of viewing in a week.

Education Group and watching TV in a week

Watching television by the respondents of television viewers in a week in terms of level of education of the respondents has been shown in the table 5.31 below.

Table: 5.31**Education level of the respondents and watching TV in a week**

Sl. No.	Education	1-3 hours	3-5 hours	Above 5 hours	Total
01	Secondary	71 (65.74)	26 (24.07)	11 (10.19)	108
02	Higher	100 (58.82)	50 (29.41)	20 (11.77)	170
03	Other (Technical & Professional)	14 (63.64)	08 (36.36)	0	22
Total		185 (61.67)	84 (28.00)	31 (10.33)	300 100.00

The data reveal that among the secondary education level group of respondents more than two-third (65.74%) of the respondents watch TV 7-21 hours in a week, about one-fourth (24.07%) watch 21-35 hours a day and more than one-tenth (10.19%) of the respondents watch above 35 hours in a week. While in case of Higher education level of the respondents about three-fifth (58.82%) respondents watch television 7-21 hours in a week, about one-third (29.41%) of the respondents watch 21-35 hours in a week and more than one-tenth (11.77%) of the respondents watch above 35 hours in a week. In case of Other (Technical & Professional) level of education group about two-third (63.64%) respondents watch television 7-21 hours a day, more than one-third (36.36%) respondents watch television 21-35 hours in a week whereas no respondent watch television more than 35 hours in a week.

Thus it indicates that higher education level group of respondents spent more hours in a week for watching television followed by secondary education level group of respondents in a week.

Programme watched by the respondents on TV

The following programmes are selected in terms of viewership rating of television for analysis, (i) News (ii) Music (iii) Sports (iv) Children programme (v) Mythological (vi) feature film (vii) TV Serial, (viii) Dance Programme and (ix) Documentary.

Age Group and watching News per week

Watching News by the respondent of television viewers per week in terms of Age Group in the study town has shown in the table 5.32 below. On the basis of television exposure of the respondents in a week they are classified into four categories: i) Low (1-5 hours, ii) Average (6-10 hours), high (11-20 hours) and Very High (over 20 hours) in a week.

Table: 5.32
Age Group of the respondents and watching News per week in hours

Sl. No	Age Group	Exposure to TV				Total
		1-5 hrs. (Low)	6-10 hrs. (Average)	11-20 hrs. (High)	Over 20 hrs. (Very High)	
1	Young	20 (15.04)	52 (39.40)	40 (30.07)	21 (15.79)	133 (100.00)
2	Middle	26 (24.07)	48 (44.44)	32 (29.63)	02 (1.86)	108 (100.00)
3	Old	21 (35.59)	28 (47.46)	10 (16.95)	0	59 (100.00)
Total		67 (22.33)	125 (41.67)	82 (27.33)	26 (8.67)	300 (100.00)

The data indicate that among the young generation respondents in case of News a little less than one-sixth (15.79%) have high television exposure, about one-third (30.07%) medium level exposure, two-fifth (39.40%) low level exposure and 15.04% very level of exposure. In case middle generation respondents a few (1.86%) have high level exposure to

television, less than one-third (29.63%) medium level television exposure, less than half (44.44%) low level exposure, and one-fourth (24.07% very low level exposure; among the old age generation one-sixth (16.95%) have medium level of television exposure, about half (47.46%) low level of exposure and more than one-third 35.59% very low level exposure, whereas no respondents have high television exposure among the old age generation.

Thus it indicates that young age generation respondents are high exposure to television followed by middle age group in case of viewing news.

Sex and watching News per week

Watching news by the respondents per week in terms of sex in the study town has shown in the table 5.33 below. On the basis of television exposure of the respondents in a week they are classified into four categories: On the basis of television exposure of the respondents in a week they are classified into four categories: On the basis of television exposure of the respondents in a week they are classified into four categories: i) Low (1-5 hours, ii) Average (6-10 hours), high (11-20 hours) and Very High (over 20 hours) in a week.

Table: 5.33

Sex of the respondents and watching news per week in hours

Sl. No	Sex	Exposure to TV				Total
		1-5 hrs. (Low)	6-10 hrs. (Average)	11-20 hrs. (High)	Over 20 hrs. (Very High)	
1	Male	32 (21.92)	61 (41.78)	41 (28.08)	12 (8.22)	146 (100.00)
2	Female	35 (22.73)	64 (41.56)	41 (26.62)	14 (9.09)	154 (100.00)
Total		67 (22.33)	125 (41.67)	82 (27.33)	26 (8.67)	300 (100.00)

The data show that among the male respondents about one-tenth (8.90%) have high television exposure, more than one-fourth (28.08%) medium level exposure, two-fifth

(41.78%) low level exposure and more than one-fifth (21.92%) very low level of exposure. In case of female respondents about one-tenth (9.09%) have high level exposure to television, more than than one-fourth (26.62%) medium level television exposure, two-fifth (41.56%) low level exposure, and more than one-fifth (22.73%) very low level exposure.

Thus it indicates that majority respondents are average level of exposure to television in respect of news item. On the other hand, Male respondents are high exposure to television than the Male counterpart in case of viewing news.

Education level of the respondents and watching news on TV in a week

Watching news by the respondents per week in terms of education in the study town has shown in the table 5.34 below. On the basis of television exposure of the respondents in a week they are classified into four categories: i) Low (1-5 hours, ii) Average (6-10 hours), high (11-20 hours) and Very High (over 20 hours) in a week.

Table: 5.34

Education level of the respondents and watching news on TV in a week

Sl. No	Education	Exposure to TV				Total
		1-5 hrs. (Low)	6-10 hrs. (Average)	11-20 hrs. (High)	Over 20 hrs. (Very High)	
01	Secondary	46 (41.86)	42 (39.54)	20 (18.60)	00	108 (100.00)
02	Higher	16 (9.41)	74 (43.53)	55 (32.35)	25 (14.71)	170 (100.00)
03	Other(Professional & Technical)	05 (22.72)	09 (40.91)	07 (31.82)	01 (4.55)	22 (100.00)
Total		67 (22.33)	125 (41.67)	82 (27.33)	26 (8.67)	300 (100.00)

The data indicate that among the secondary education level of respondents about one-fifth (18.60%) have medium level exposure to television, and less than two-fifth (39.54%) low level television exposure, more than two-fifth (41.86%) very low level exposure. Among the Higher education level of respondents one-seventh (14.71%) very high television exposure, about one-third (32.35%) medium level of exposure; more than two-fifth (43.53%)

low level exposure and a few (9.41%) have very low level exposure. Among the Other (Professional & Technical) level of education a few (4.55%) have high level exposure, about one-third (31.82%) medium level of exposure, more than two-fifth (40.91%) low level exposure and more than two-fifth (22.72%) very low level exposure.

Thus it indicates that higher education group of respondents are high exposure to television followed by other (professional & technical) group in case of viewing news.

Age Group and watching Music programme in a week

Watching music programme by the respondents of television viewers in the study town per week in terms of Age Group has shown in the table 5.35 below. On the basis of television exposure of the respondents in a week they are classified into four categories: (i) Very Low (1-5 hours, (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.35

Age Group of the respondents and watching Music programme in a week

Sl. No	Age Group	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Young	20 (15.04)	34 (25.57)	50 (37.59)	29 (21.80)	133 (100.00)
2	Middle	30 (27.78)	31 (28.70)	38 (35.19)	09 (8.33)	108 (100.00)
3	Old	28 (47.46)	26 (44.07)	05 (8.47)	00	59 (100.00)
Total		78 (26.00)	91 (30.33)	93 (31.00)	38 (12.67)	300 (100.00)

The data indicate that among the young age generation respondents more than one-fifth (21.80%) have high television exposure, a little less than two-fifth (37.59%) medium

level exposure, more than one-fourth (25.57%) low level exposure and one-seventh (15.04%) very low level of exposure In case middle generation respondents a few (8.33%) have high level exposure to television, more than one-third (35.19%) medium level television exposure, more than one-fourth (28.70%) low level exposure, and again more than one-fourth (27.78%) very low level exposure; among the old age generation less than one-tenth (8.47%) have medium television exposure, more than two-fifth (44.07%) low level of exposure and about half (47.46%) very low level exposure, whereas no respondents have high television exposure among the old age generation.

Thus it indicates that young age generation respondents are high exposure to television followed by middle age group in case of viewing music.

Sex and watching music programme in a week

Watching music programme by the respondents per week in terms of sex in the study town has shown in the table 5.36 below. On the basis of television exposure of the respondents in a week they are classified into four categories: (i) Very Low (1-5 hours), (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.36

Sex of the respondents and watching Music programme in a week

Sl. No	Sex	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Male	42 (28.77)	47 (32.19)	45 (30.83)	12 (08.21)	146 (100.00)
2	Female	36 (23.38)	44 (28.57)	48 (31.17)	26 (16.88)	154 (100.00)
Total		78 (26.00)	91 (30.33)	93 (31.00)	38 (12.67)	300 (100.00)

The data show that among the male respondents a few (08.21%) have high television exposure, less than one-third (30.83%) medium level exposure, a little less than one-third (32.19%) low level exposure and more than one-fourth (28.77%) very low level of exposure. In case female respondents more than one-sixth (16.88%) have high level exposure to television, a little less than one-third (31.17%) medium level television exposure, more than one-fourth (28.57%) low level exposure, and about one-fourth (23.38%) very low level exposure.

Thus it indicates that female respondents are more exposure to television than the male counterpart in case of viewing music programme.

Education and watching music programme in a week

Watching music programme per week in terms of education level of the respondents in the study town has shown in the table 5.37. On the basis of television exposure of the respondents in a week they are classified into four categories: i) Very Low (1-5 hours, ii) Low (6-10 hours), Medium (11-20 hours) and High (over 20 hours) in a week.

Table: 5.37

Education level of the respondents and watching music programme in a week

Sl. No	Education	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
01	Secondary	31 (29.07)	36 (31.40)	30 (27.91)	11 (11.62)	108 (100.00)
02	Higher	40 (23.53)	50 (29.41)	56 (32.94)	24 (14.12)	170 (100.00)
03	Other(Professional & Technical)	07 (31.82)	05 (22.72)	07 (31.82)	03 (13.64)	22 (100.00)
Total		78 (26.00)	91 (30.33)	93 (31.00)	38 (12.67)	300 (100.00)

The data show that among the Primary level education group of respondents more than one-tenth (11.63%) have high television exposure, more than one-fourth (27.91%) have medium level exposure, less than one-third (31.40%) have low level exposure and less than one-third (29.07%) have very low level of exposure. In case of secondary education level of respondents more than one-tenth (11.62%) have high level exposure to television, less than one-third (27.91%) have medium level television exposure, less than one-third (31.40%) have low level exposure, and less than one-third (29.07%) have very low level exposure; among the Higher education level of respondents less than one-seventh (14.12%) have high television exposure, one-third (32.94%) have medium level of exposure, a little less than one-third (29.41%) have low level exposure and a little less than one-fourth (23.53%) have very low level exposure. Among the Other (Professional & Technical) level of education a little less than one-seventh (13.64%) have high level exposure, one-third (31.82%) have medium level of exposure, a little less than one-fourth (22.72%) have low level exposure and a little less than one-third (31.82%) have very low level exposure.

Thus it indicates that higher education group of respondents are high exposure to television followed by other (professional & technical) group in case of viewing music programme.

Age Group and watching sport programme per week

Watching sports programme by the respondents of television viewers in the study town per week in terms of Age Group has shown in the table 5.38 below. On the basis of television exposure of the respondents in a week they are classified into four categories: i) Very Low (1-5 hours, ii) Low (6-10 hours), Medium (11-20 hours) and High (over 20 hours) in a week.

Table: 5.38**Age Group of the respondents and watching sports programme per week**

Sl. No	Age Group	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Young	20 (15.04)	34 (25.56)	54 (40.60)	25 (18.80)	133 (100.00)
2	Middle	30 (27.78)	31 (28.70)	34 (31.48)	13 (12.04)	108 (100.00)
3	Old	28 (47.46)	26 (44.07)	05 (8.47)	0	59 (100.00)
Total		78 (26.00)	91 (30.33)	93 (31.00)	38 (12.67)	300 (100.00)

The data indicate that in case of sports among the young age generation respondents about one-fifth (18.80%) have high television exposure, more than two-fifth (40.60%) have medium level exposure, one-fourth (25.56%) have low level exposure and more than one-seventh (15.04%) have very low level of exposure. In case middle generation respondents more than one-tenth (12.04%) have high level exposure to television, about one-third (31.48%) have medium level television exposure, more than one-fourth (28.70%) have low level exposure, and again more than one-fourth (27.78%) have very low level exposure; among the old age generation less than one-tenth (8.47%) have medium level of television exposure, more than two-fifth (44.07%) have low level of exposure and about half (47.46%) have very low level exposure, whereas no respondents have very high television exposure among the old age generation.

Thus it indicates that young age generation respondents are high exposure to television followed by middle age group in case of viewing sports.

Sex and watching sport programme per week

Watching sports programme by the respondents per week in terms of sex in the study town has shown in the table 5.39 below. On the basis of television exposure of the respondents in a week they are classified into four categories: i) Very Low (1-5 hours, ii) Low (6-10 hours), Medium (11-20 hours) and High (over 20 hours) in a week.

Table: 5.39

Sex of the respondents and watching Sports programme per week

Sl. No	Sex	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Male	34 (23.29)	43 (29.46)	49 (33.56)	20 (13.69)	146 (100.00)
2	Female	44 (28.57)	48 (31.17)	44 (28.57)	18 (11.69)	154 (100.00)
Total		78 (26.00)	91 (30.33)	93 31.00	38 (12.67)	300 (100.00)

The data show that among the Male respondents more than one-tenth (13.69%) have high television exposure, one-third (33.56%) have medium level exposure, less than one-third (29.46%) have low level exposure and one-fourth (23.29%) have very low level of exposure. In case female respondents more than one-tenth (11.69%) have high level exposure to television, less than one-third (28.57%) have medium level television exposure, about one-third (31.17%) have low level exposure, and less than one-third (28.57%) have very low level exposure.

Thus it indicates that majority of the respondents are belonged to the category of medium and low viewers in case of music. On the other hand female respondents are more exposure to television than the male counterpart in case of viewing programme of music.

Education and watching Sports programme per week

Watching sports programme per week in terms of education of the respondents in the study town has shown in the table 5.40. On the basis of television exposure of the respondents in a week they are classified into four categories: i) Very Low (1-5 hours, ii) Low (6-10 hours), Medium (11-20 hours) and High (over 20 hours) in a week

Table: 5.40

Education level of the respondents and watching sport programme per week

Sl. No	Education	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
01	Secondary	33 (30.56)	33 (30.56)	30 (27.77)	12 (11.11)	108 (100.00)
02	Higher	36 (21.18)	51 (30.00)	57 (33.53)	26 (15.29)	170 (100.00)
03	Other(Professional & Technical)	09 (40.91)	07 (31.82)	06 (27.27)	0	22 (100.00)
Total		78 (26.00)	91 (30.33)	93 (31.00)	38 (12.67)	300

The data show that among the secondary education level of respondents more than one-tenth (11.11%) have high level exposure to television, a little more than one-fourth (27.77%) have medium level television exposure, less than one-third(30.55%) have low level exposure, and less than one-third (30.55%) have very low level exposure; among the Higher education level of respondents less than one-sixth (15.29%) have high television exposure, one-third (33.53%) have medium level of exposure; less than one -third (30.00%) have low level exposure and one-fifth (21.18%) have very low level exposure. Among the Other (Professional & Technical) level of education more than one-fourth (27.27%) have medium level exposure, one-third (31.82%) have low level of exposure, two-fifth (40.91%) have very

low level exposure and high level exposure zero. Thus it indicates that among the different group of respondents in terms of their level of education almost in the same degree of exposure to television regarding sports have been noticed.

Age Group and watching children programme per week

Watching children programme by the respondents per week in terms of Age Group in the study town has shown in the table 5.41 below. On the basis of television exposure of the respondents in a week they are classified into four categories: i) Very Low (1-5 hours, ii) Low (6-10 hours), Medium (11-20 hours) and High (over 20 hours) in a week.

Table: 5.41

Age Group of the respondents and watching children programme per week

Sl. No	Age Group	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Young	39 (29.32)	55 (41.35)	35 (26.32)	04 (3.01)	133 (100.00)
2	Middle	48 (44.44)	40 (37.04)	18 (16.67)	02 (1.85)	108 (100.00)
3	Old	37 (62.71)	20 (33.90)	02 (3.39)	0	59 (100.00)
Total		124 (41.34)	115 (38.33)	55 (18.33)	06 (2.00)	300 (100.00)

The data indicate that among the young age generation respondents a few (3.01%) have high television exposure, two-fifth (40.60%) have medium level exposure, one-fourth (25.56%) have low level exposure and less than one-sixth (15.04%) have very low level of exposure. In case middle generation respondents more than one-tenth (12.04%) have high level exposure to television, about one-third (31.48%) have medium level television exposure, more than one-fourth (28.70%) have low level exposure; and less than three-tenth (27.78%) very low level exposure; among the old age generation less than one-tenth (8.47%)

have medium television exposure, less than half (44.07%) have low level of exposure and about half (47.46%) have very low level exposure, whereas no respondents have high television exposure among the old age generation.

Thus it indicates that young age generation respondents are high exposure to television followed by middle age group in case of viewing sports programme in television.

Sex and watching children's programme per week

Watching children programme by the respondents per week in terms of sex in the study town has shown in the table 5.42 below. On the basis of television exposure of the respondents in a week they are classified into four categories: i) Very Low (1-5 hours, ii) Low (6-10 hours), Medium (11-20 hours) and High (over 20 hours) in a week.

Table: 5.42

Sex of the respondents and watching children programme per week

Sl. No	Sex	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Male	64 (43.84)	55 (37.67)	27 (18.49)	0	146
2	Female	60 (38.96)	60 (38.96)	28 (18.18)	06 (3.90)	154
Total		124 (41.34)	115 (38.33)	55 (18.33)	06 (2.00)	300

The data show that among the Male respondents less than one-fifth (18.49%) have medium television exposure, more than one-third (37.67%) have low level exposure, more than two-fifth (43.84%) have very low level exposure and high level of exposure is zero. In case female respondents a few (3.90%) have high level exposure to television, a little less than one-fifth (18.18%) have medium level television exposure, more than one-third

(38.96%) have low level exposure, and same (38.96%) have very low level exposure to television.

Thus it indicates that Female respondents are more exposure to television than the Male counterpart in case of viewing children's programme in television.

Education level of the respondents and watching children's programme per week

Watching children programme per week in terms of education by the respondents of television viewers in the study town has shown in the table 5.43 below. On the basis of television exposure of the respondents in a week they are classified into four categories: i) Very Low (1-5 hours, ii) Low (6-10 hours), Medium (11-20 hours) and High (over 20 hours) in a week.

Table: 5.43

Education level of the respondents and watching children's programme per week

Sl. No	Education	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
01	Secondary	44 (40.74)	42 (38.89)	20 (18.52)	01 (0.95)	108 (100.00)
02	Higher	66 (38.82)	70 (41.18)	30 (17.65)	05 (2.95)	170 (100.00)
03	Other(Professional & Technical)	14 (63.63)	03 (13.64)	05 (22.73)	0	22 (100.00)
Total		124 41.34	115 38.33	55 18.33	06 2.00	300 (100.00)

The data show that among the secondary education level of respondents few (1.16%) have high level exposure to television, less than one-fifth (18.52%) have medium level television exposure, less than two-fifth (38.89%) have low level exposure, and more than two-fifth (40.74%) have very low level exposure; among the Higher education level of

respondents a few (2.95%) have high television exposure, less than one-fifth (17.65%) have medium level of exposure; more than two-fifth (41.18%) have low level exposure and less than two-fifth (38.82%) have very low level exposure. Among the Other (Professional & Technical) education level of respondents more than one-fifth (22.73%) have medium level exposure, more than one-tenth (13.64%) have low level of exposure, and a little less than two-third (63.63%) have very low level exposure.

Thus it indicates that higher education group of respondents are high exposure to television followed by secondary level education group in case of viewing programme on children's programme.

Age Group of the respondents and watching mythological programme per week

Watching mythological programme by the respondents of television viewers in the study town per week in terms of Age Group has shown in the table 5.44 below. On the basis of television exposure of the respondents in a week they are classified into four categories: i) Very Low (1-5 hours, ii) Low (6-10 hours), Medium (11-20 hours) and High (over 20 hours) in a week.

Table: 5.44

Age Group of the respondents and watching mythological programme per week

Sl. No	Age Group	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Young	16 (12.03)	40 (30.08)	50 (37.59)	27 (20.30)	133 (100.00)
2	Middle	24 (22.22)	35 (32.42)	38 (35.18)	11 (10.18)	108 (100.00)
3	Old	28 (47.46)	21 (35.59)	10 (16.95)	0	59 (100.00)
Total		68 (22.67)	96 (32.00)	98 (32.67)	38 (12.66)	300 (100.00)

The data indicate that among the young age generation respondents one-fifth (20.30%) have high television exposure, more than one-third (37.59%) have medium level exposure, less than one-third (30.08%) have low level exposure and more than one tenth (12.03%) have very low level of exposure In case middle age generation respondents more than one-tenth (10.18%) have high level exposure to television, more than one-third (35.18%) have medium level television exposure, less than one-third (32.42%) have low level exposure, and more than one-fifth (22.22%) have very low level exposure; among the old age generation more than one-sixth (16.95%) have medium television exposure, more than one-third (35.59%) have low level of exposure and less than half (47.46%) have very low level exposure; whereas no respondent has high television exposure among the old age generation. Thus, it indicates that young age generation respondents are high exposure to television followed by middle age group in case of viewing mythological programme.

Sex of the respondents and watching mythological programme per week

Watching mythological programme by the respondents of television viewers in the study town per week in terms of sex has shown in the table 5.45 below. On the basis of television exposure of the respondents in a week they are classified into four categories: i) Very Low (1-5 hours, ii) Low (6-10 hours), Medium (11-20 hours) and High (over 20 hours) in a week.

Table: 5.45

Sex of the respondents and watching mythological programme per week

Sl. No	Sex	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Male	34 (23.29)	45 (30.82)	49 (33.56)	18 (12.33)	146 (100.00)
2	Female	34 (22.08)	51 (33.12)	49 (31.81)	20 (12.99)	154 (100.00)
Total		68 (22.67)	96 (32.00)	98 (32.67)	38 (12.66)	300 (100.00)

The data show that among the Male respondents more than one-tenth (12.33%) have high television exposure, about a little more than one-third (33.56%) have medium level exposure, less than one-third (30.82%) have low level exposure and more than one-fifth (23.29%) have very low level of exposure. In case Female respondents more than one-tenth (12.99%) have high level exposure to television, a little less than one-third (31.81%) have medium level television exposure, one-third (33.12%) have low level exposure, and more than one-fifth (22.08%) have very low level exposure. Thus it indicates that Female respondents are more exposure to television than the Male counterpart in case of viewing mythological programme.

Education of the respondents and watching Mythological programme per week

Watching mythological programme per week in terms of education by the respondents of television viewers in the study town has shown in the table 5.46 On the basis of television exposure of the respondents in a week they are classified into four categories: (i) Very Low (1-5 hours), (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.46

Education of the respondents and watching mythological programme per week

Sl. No	Education	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
01	Secondary	17 (15.74)	44 (40.74)	35 (32.41)	12 (11.11)	108 (100.00)
02	Higher	48 (28.24)	40 (23.52)	57 (33.53)	25 (14.71)	170 (100.00)
03	Other(Professional & Technical)	03 (13.63)	12 (54.55)	06 (27.27)	01 (4.55)	22 (100.00)
Total		68 22.67	96 32.00	98 32.67	38 12.66	300 (100.00)

The data show that among the secondary education level of respondents more than one-tenth (11.11%) have high level exposure to television, a little less than one-third (32.41%) have medium level television exposure, more than two-fifth (40.74%) have low level exposure, and more than one-sixth (15.74%) have very low level exposure. Among the Higher education level of respondents more than one-seventh (14.71%) have very high television exposure, one-third (33.53%) have medium level of exposure; a little more than one-fifth (23.52%) have low level exposure and less than one-third (28.24%) have very low level exposure. Among the Other (Professional & Technical) level of education a few (4.55%) have high level exposure, less than one-third (27.27%) have medium level of exposure, more than half (54.55%) have low level exposure and more than one-tenth (13.63%) have very low level exposure.

Thus it indicates that all educational groups of respondents are almost equal footing though higher education group of respondents were high exposure followed by Secondary education group to television in case of viewing mythological programme.

Age Group of respondents and watching feature film per week

Watching feature film by the respondents of television viewers per week in terms of Age Group in the study town has shown in the table 5.47 below. On the basis of television exposure of the respondents in a week they are classified into four categories: (i) Very Low (1-5 hours), (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.47**Age Group of respondents and watching feature film per week**

Sl. No	Age Group	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Young	16 (12.03)	32 (24.06)	58 (43.61)	27 (20.30)	133 (100.00)
2	Middle	35 (32.41)	28 (25.93)	38 (35.18)	07 (6.48)	108 (100.00)
3	Old	24 (40.68)	35 (59.32)	00	00	59 (100.00)
Total		75 (25.00)	95 (31.67)	96 (32.00)	34 (11.33)	300 (100.00)

The data indicate that among the young age generation respondents one-fifth (20.30%) have high television exposure, more than two-fifth (43.61%) have medium level exposure, a little less than one-fourth (24.06%) have low level exposure and a few (12.03%) have very low level of exposure. In case middle generation respondents a few (6.48%) have high level exposure to television, more than one-third (35.18%) have medium level television exposure, more than one-fourth (25.93%) have low level exposure, and less than one-third (32.41%) have very low level exposure; among the old age generation about three-fifth (59.32%) have low level television exposure, more than two-fifth (40.68%) have very low level exposure, whereas no respondents have high and medium television exposure among the old age generation in case viewing feature film in television. Thus, it indicates that young age generation respondents are high exposure to television followed by middle age group in case of viewing feature film in television.

Sex of the respondents and watching feature film per week

Watching feature film programme by the respondents of television viewers in the study town per week in terms of sex has shown in the table 5.48 given below. On the basis of

television exposure of the respondents in a week they are classified into four categories: (i) Very Low (1-5 hours, (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week

Table: 5.48
Sex of the respondents and watching feature film per week

Sl. No	Sex	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Male	41 (28.08)	50 (34.25)	45 (30.82)	10 (6.85)	146 (100.00)
2	Female	34 (22.08)	45 (29.22)	51 (33.12)	24 (15.58)	154 (100.00)
Total		75 (25.00)	95 (31.67)	96 (32.00)	34 (11.33)	300 (100.00)

The data show that among the Male respondents a few (6.85%) have high television exposure, about a little one-third (30.82%) have medium level exposure, more than one-third (34.25%) have low level exposure and more than one-fourth (28.08%) have very low level of exposure. In case Female respondents a few (15.58%) have high level exposure to television, a little less than one-third (33.12%) have medium level television exposure, less than one-third (29.22%) have low level exposure, and more than one-fifth (22.08%) have very low level exposure.

Thus it indicates that Female respondents are more exposure to television than the Male counterpart in case of viewing feature film in television.

Education of the respondents and watching feature film programme per week

Watching feature film programme per week in terms of education by the respondents of television viewers in the study town has shown in the table 5.49. On the basis of television exposure of the respondents in a week they are classified into four categories: (i) Very Low

(i) 1-5 hours, (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.49

Education of the respondents and watching feature film programme per week

Sl. No	Education	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
01	Secondary	28 (25.92)	39 (36.11)	30 (27.78)	11 (10.19)	108 (100.00)
02	Higher	40 (23.53)	52 (30.59)	58 (34.12)	20 (11.76)	170 (100.00)
03	Other(Professional & Technical)	07 (31.82)	04 (18.18)	08 (36.36)	03 (13.64)	22 (100.00)
Total		75 (25.00)	95 (31.67)	96 (32.00)	34 (11.33)	300 (100.00)

The data show that among the secondary education level of respondents a few (10.19%) have high level exposure to television, more than one-fourth (27.778%) have medium level television exposure, more than one-third (36.11%) have low level exposure, and less than one-fourth (23.92%) have very low level exposure; among the Higher education level of respondents a few (11.76%) have high television exposure, more one-third (34.12%) have medium level of exposure; a little less than one-third (30.59%) have low level exposure and more than one-fifth (23.53%) have very low level exposure. Among the Other (Professional & Technical) level of education a few (13.64%) have high level exposure, more than one-third (36.36%) have medium level of exposure, about two-fifth (18.18%) have low level exposure and less than one-third (31.82%) have very low level exposure.

Thus it indicates that from the secondary level to higher and other group (Professional & technical) of respondents onward the degree of exposure to television in terms of feature film has been marginally different.

Age Group of the respondents and watching Serial per week

Watching serial by the respondents of television viewers in the study town per week in terms of Age Group has shown in the table 5.50 below. On the basis of television exposure to the respondents in a week they are classified into four categories: (i) Very Low (1-5 hours, (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.50
Age Group of the respondents and watching serial per week

Sl. No	Age Group	Exposure to TV				Total
		1-5 hrs. (Low)	6-10 hrs. (Medium)	11-20 hrs. (High)	Over 20 hrs. (Very High)	
1	Young	24 (18.05)	26 (19.55)	56 (42.10)	27 (20.30)	133 (100.00)
2	Middle	27 (25.00)	34 (31.48)	40 (37.04)	07 (6.48)	108 (100.00)
3	Old	24 (40.68)	35 (59.32)	00	00	59 (100.00)
Total		75 (25.00)	95 (31.67)	96 (32.00)	34 (11.33)	300 (100.00)

The data show that among the young respondents one-fifth (20.30%) have high television exposure, more than two-fifth (42.10%) have medium level exposure, less than one-fifth (19.55%) have low level of exposure and less than one-fifth (18.05%) have very low level of exposure. In case of Middle age respondents a few (6.48%) have high level exposure to television, more than one-third (37.04%) have medium level television exposure, less than one-third (31.48%) have low level of exposure, and one-fourth (25.00%) have very low level exposure. In case of Old age group of respondents about three-fifth (59.32%) have low level of exposure and two-fifth (40.68%) have very low level of exposure to television.

Thus it indicates that young and middle age groups of respondents have more exposure to television than the old respondents in case of viewing serial on television.

Sex of the respondents and watching serial per week

Watching serial by the respondents of television viewers in the study town per week in terms of sex has shown in the table 5.51 below. On the basis of television exposure of the respondents in a week they are classified into four categories: (i) Very Low (1-5 hours), (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.51
Sex of the respondents and watching serial per week

Sl. No	Sex	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (low)	11-20 hrs. (medium)	Over 20 hrs. (High)	
1	Male	41 (28.08)	50 (34.25)	45 (30.82)	10 (6.85)	146 (100.00)
2	Female	34 (22.08)	45 (29.22)	51 (33.12)	24 (15.58)	154 (100.00)
Total		75 (25.00)	95 (31.67)	96 (32.00)	34 (11.33)	300 (100.00)

The data show that among the Male respondents a few (6.85%) have high television exposure, about a little less than one-third (30.82%) have medium level exposure, more than one-third (34.25%) have low level exposure and more than one-fourth (28.08%) have very low level of exposure. In case Female respondents a few (15.58%) have high level exposure to television, a little less than one-third (33.12%) have medium level television exposure, more than one-fourth (29.22%) have low level exposure, and more than two-fifth (22.08%) have very low level exposure.

Thus it indicates that female respondents are more exposure to television than the male counterpart in case of viewing serial on television.

Education of the respondents and watching serial programme per week

Watching serial per week in terms of education by the respondents in the study town has shown in the table 5.52 below. On the basis of television exposure of the respondents in a week they are classified into four categories: (i) Very Low (1-5 hours, (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.52

Education of the respondents and watching serial programme per week

Sl. No	Education	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
01	Secondary	23 (22.00)	36 (33.33)	36 (33.33)	13 (12.04)	108 (100.00)
02	Higher	48 (28.24)	49 (28.82)	54 (31.76)	19 (11.18)	170 (100.00)
03	Other(Professional & Technical)	04 (18.18)	10 (45.46)	06 (27.27)	02 (9.09)	22 (100.00)
Total		75 (25.00)	95 (31.67)	96 (32.00)	34 (11.33)	300 (100.00)

The data show that among the secondary education level of respondents a little more than one-tenth (12.04%) have high level exposure to television, one-third (33.33%) have medium level television exposure, again one-third (33.33%) have low level exposure, and more than one-fifth (22.00%) have very low level exposure; among the Higher education level of respondents more than one-tenth (11.18%) have high television exposure, less than one-third (31.76%) have medium level of exposure; a little more than one-fourth (28.82%) have low level exposure and same (28.24%) have very low level exposure. Among the Other (Professional & Technical) level of education a few (9.09%) have high level exposure, more

than one-fourth (27.27%) have medium level of exposure, about two-fifth (45.46%) have low level exposure and less than one-fifth (18.18%) have very low level exposure.

Thus it indicates that secondary level education groups of respondents are more exposure to television compared to higher education and other (professional & technical) groups in case of viewing serial on television.

Age Group of the respondents watching dance programme per week

Watching dance programme by the respondents of television viewers in the study town in terms of Age Group per week has shown in the table 5.53 below. On the basis of television exposure of the respondents in a week they are classified into four categories: (i) Very Low (1-5 hours), (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.53

Age group of the respondents and watching dance programme per week

Sl. No	Age Group	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Young	30 (22.55)	25 (18.80)	60 (45.11)	18 (13.54)	133 (100.00)
2	Middle	45 (41.67)	38 (35.18)	18 (16.67)	07 (6.48)	108 (100.00)
3	Old	31 (52.55)	23 (38.98)	05 (8.47)	0	59 (100.00)
Total		106 (35.33)	86 (28.67)	83 (27.67)	25 (8.33)	300 (100.00)

The data show that among the young respondents a few (13.54%) have high television exposure, more than two-fifth (45.11%) medium level exposure, less than one-fifth (18.80%) have low level exposure and more than one-fifth (22.55%) have very low level of exposure.

In case of Middle age respondents a few (6.48%) have high level exposure to television, more than one-tenth (16.67%) have medium level television exposure, more than one-third (35.18%) have low level of exposure, and more than two-fifth (41.67%) have very low level exposure. In case of Old age group of respondents a few (8.47%) have medium level of exposure and a little less than two-fifth (38.98%) have low level of exposure and more than half (52.55%) have very low level of exposure to television in case of viewing dance program.

Thus it indicates that young and middle age groups of respondents have more exposure to television than the old respondents in case of viewing dance programme on television.

Sex of the respondents and watching Dance programme per week

Watching dance programme by the respondents of television viewers in the study town per week in terms of sex has shown in the table 5.54 below. On the basis of television exposure of the respondents in a week they are classified into four categories: (i) Very Low (1-5 hours, (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv)High (over 20 hours) in a week

Table: 5.54

Sex of the respondents and watching dance programme per week

Sl. No	Sex	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Male	56 (38.36)	46 (31.51)	38 (26.02)	06 (4.11)	146 (100.00)
3	Female	50 (32.47)	40 (25.97)	45 (29.22)	19 (12.34)	154 (100.00)
Total		106 (35.33)	86 (28.67)	83 (27.67)	25 (8.33)	300 (100.00)

The data show that among the Male respondents a few (4.11%) have high television exposure, a little more than one-fourth (26.02%) have medium level exposure, less than one-third (31.51%) have low level exposure and less than two-fifth (38.36%) have very low level of exposure. In case Female respondents more than one-tenth (12.34%) have high level exposure to television, a little less than one-third (29.22%) have medium level television exposure, one-fourth (25.97%) have low level exposure, and a little less than one-third (32.47%) have very low level exposure.

Thus it indicates that Female respondents are more exposure to television than the Male counterpart in case of watch dance programme on television.

Education of the respondents and watching dance programme per week

Watching dance programme by the respondents of television viewers in the study town per week in terms of education level of the respondents has shown in the table 5.55 below. On the basis of television exposure of the respondents in a week they are classified into four categories: below (i) Very Low (1-5 hours), (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.55

Education of the respondents and watching Dance programme per week

Sl. No	Education	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
01	Secondary	28 (25.93)	40 (37.03)	30 (27.78)	10 (9.26)	108 (100.00)
02	Higher	66 (38.82)	36 (21.18)	53 (31.18)	15 (8.82)	170 (100.00)
03	Other(Professional & Technical)	12 (54.55)	10 (45.45)	00	00	22 (100.00)
Total		106 (35.33)	86 (28.67)	83 (27.67)	25 (8.33)	300 (100.00)

The data show that secondary education level of respondents a few (9.26%) have high level exposure to television, more than one-fourth (27.78%) have medium level television exposure, more than one-third (37.03%) have low level exposure, and more than one-fourth (25.93%) have very low level exposure; among the Higher education level of respondents a few (8.82%) have high television exposure, less than one-third (31.18%) have medium level of exposure; a little more than one-fifth (21.18%) have low level exposure and less than two-fifth (38.82%) have very low level exposure. Among the Other (Professional & Technical) level of education more than two-fifth (45.45%) have low level exposure, more than half (54.55%) have very low level exposure and high and medium level of exposure is 0 (zero).

Thus it indicates that secondary education group of respondents are high exposure to television followed by higher education group. Whereas category Other (Professional & Technical) group is equal footing in case of watching dance programme on television.

Age Group of the respondents and watching documentary programme per week

Watching documentary programme by the respondents of television viewers in the study town per week in terms of age Group has shown in the table 5.56 below. On the basis of television exposure of the respondents in a week they are classified into four categories: below (i) Very Low (1-5 hours), (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.56**Age Group of the respondents and watching documentary programme per week**

Sl. No	Age Group	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Young	59 (44.36)	42 (31.58)	32 (24.06)	00	133 (100.00)
2	Middle	43 (39.81)	32 (29.63)	33 (30.56)	00	108 (100.00)
3	Old	39 (66.10)	20 (33.90)	0	00	59 (100.00)
Total		141 (47.00)	94 (31.33)	65 (26.67)	00	300 (100.00)

The data show that among the young generation respondents about one-fourth (24.06%) have medium level exposure, less than one-third (31.58%) have low level of exposure and more than two-fifth (44.36%) have very low level of exposure. In case of middle generation, less than one-third (30.56%) have medium level exposure, and again less than one-third (29.63%) have low level exposure and less than two-fifth (39.81%) have very low level of exposure; among the old age generation one-third (33.90%) have low level of exposure and two-third (66.10%) have very low level exposure to television, whereas no respondents have very high television exposure among the old age generation in case of watching documentary on television.

Thus it indicates that middle age generation respondents are high exposure to television followed by young age group whereas no respondents of old age group in high and medium level of exposure to television in case of watching documentary on television.

Sex of the respondents and watching documentary programme per week

Watching documentary programme by the respondents of television viewers in the study town per week in terms of sex has shown in the table 5.5 below. On the basis of television exposure of the respondents in a week they are classified into four categories: below (i) Very Low (1-5 hours), (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.57

Sex of the respondents and watching documentary programme per week

Sl. No	Sex	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
1	Male	63 (43.15)	48 (32.88)	35 (23.97)	00	146 (100.00)
2	Female	78 (50.65)	46 (29.87)	30 (19.48)	00	154 (100.00)
Total		141 (47.00)	94 (31.33)	65 (21.67)	00	300 (100.00)

The data show that among the Male respondents less than one-fourth (23.97%) have medium level exposure, a little less than one-third (32.88%) have low level exposure and more than two-fifth (43.15%) have very low level of exposure. In case Female respondents less than one-fifth (19.48%) have medium level exposure, and less than one-third (29.87%) have low level exposure and half (50.65%) have very low level exposure to television.

Thus it indicates that Male respondents are more exposure to television than the Female counterpart in case of watching documentary on television. No male and female respondents are exposure to television in medium and high level of exposure to television.

Education of the respondents and watching documentary programme per week

Watching entertainment programme by the television viewers in the study town per week in terms of education has shown in the table 5.58 below. (i) Very Low (1-5 hours), (ii) Low (6-10 hours), (iii) Medium (11-20 hours) and (iv) High (over 20 hours) in a week.

Table: 5.58

Education of the respondents and watching documentary programme per week

Sl. No	Education	Exposure to TV				Total
		1-5 hrs. (Very Low)	6-10 hrs. (Low)	11-20 hrs. (Medium)	Over 20 hrs. (High)	
01	Secondary	67 (62.04)	41 (37.96)	00	00	108 (100.00)
02	Higher	21 (12.36)	43 (25.29)	80 (47.06)	26 (15.29)	170 (100.00)
03	Other(Professional & Technical)	12 (54.45)	10 (45.45)	00	00	22 (100.00)
Total		100 (33.33)	94 (31.33)	80 (26.67)	26 (8.67)	300 (100.00)

The data show that among of secondary education level of respondents more than one-third (37.96%) have low level of exposure to television, more than three-fifth (62.04%) have very low level television exposure; among the Higher education level of respondents more than one-seventh (15.29%) have high television exposure, less than half (47.06%) have medium level of exposure; a little less than two-fifth (14.13%) have low level exposure and a few (1.76%) have very low level exposure. Among the Other (Professional & Technical) level of education more than one-fourth (27.27%) have high level exposure, less than one-third (31.82%) have medium level of exposure, about one-fifth (18.18%) have low level exposure and more than one-fifth (22.73%) have very low level exposure to television.

Thus it indicates that higher education group of respondents are high exposure to television followed by other (professional & technical) group in case of viewing programme of documentary.

Findings of the chapter

The following findings have emerged from the analysis of data regarding the pattern of watching television by the respondents of television viewers in the study town.

- (1) The study reveals that in the study town of Golaghat all (100.00%) the respondents have possession of television set.
- (2) The study indicates that most of the respondents of television viewers in the study town have watched television daily or regularly.
- (3) The study reveal that in the study town all the respondents (100.00%) of television viewers are having satellite /dish television connection.
- (4) The study reveals that three-fifth (61.67%) of the respondents watch television for 1 to 3 hours a day, more than one-fourth (28.00%) watch television 4-5 hours a day, while a little more than one-tenth (10.33%) of the respondents watch television more than 5 hours a day.
- (5) The study indicates that Young age generation has more exposure to television as mass media followed by middle age whereas old age generation has low of exposure to television.
- (6) The data show that female respondents of television viewers have more exposure to television than the male respondents of television viewers in the study town.
- (7) The study indicates that higher education level group of respondents of television viewers have spent more hours a day for watching television followed by secondary education level group of respondents.
- (8) The study indicates that in case of (Housewife/ Student / Unemployed) occupation group two-fifth (40.45%) respondents watch television 1-3 hours and less than half (46.07%) respondents watched television 3-5 hours while in occupation group (Government Officer/ Executive/ Manager/ Engineer / Doctor / College Teacher) of the

respondents more than half (55.43%) respondents watch television 1-3 hours, less than one-third (30.44%) respondents watch 3-5 hours. a day. In case off Occupation group (White Collars (shop keeper/clerks/school teacher) three-fourth (75.00%) watch TV for 1-3 hours and less than one-sixth (15.62%) watch 3-5 hours. Among Businessman group more than four-fifth (81.25%) respondents watch 1-3 hours, skilled worker group more than nine-tenth (95.00%) watched TV 1-3 hours and unskilled worker more than nine-tenth (94.75%) respondents watch television for 1-3 hours.

- (9) The study indicates that all (100.00%) respondents of television viewers in the study town watch television at their home.
- (10) The study reveals that in case of type of programme watching by the respondents in the study town almost all (99.33%) television viewers watch News and News programme and ranked 1st followed by more than nine-tenth (94.67%) respondent watch Serial ranked in second place. Whereas more than nine-tenth (91.00%) respondents watch feature film and ranked third followed by more than three-fourth (76.67%) respondents watch the programme of Dance and ranked fourth while less than three-fourth (73.67%) respondents watch the programme of music and the ranked fifth.

The study further indicates that mythological programme is preferable for two-third (64.33%) respondents and ranked sixth whereas Children's programme get first preference by almost half (47.67%) and ranked seventh. Programmes on sports most prefer by less than half (46.33%). Programmes like Documentary prefer by one-fifth (21.00%), and a few respondents prefer Business/Marketing, Fashion, education, Debate on current affairs and other programmes.

- (11) The study indicates that in case of type of programme watching by the Male respondents in the study town almost all (99.32%) television viewers watch News and ranked first followed by more than four-fifth (84.25%) respondents watch Feature film ranked in second place. Whereas four-fifth (80.82%) respondents watch dance programme and ranked third followed by a little less than four-fifth (79.4%)

respondents mostly watch TV Serial and ranked fourth while more than two-third (67.80%) respondents watch mythological programme and ranked fifth.

(12) The study indicates that in case of type of programme watch by the Female respondents in the study town almost all (98.70%) female television viewers watch News and News programme and placed in first rank followed by more than nine-tenth (92.86%) respondents watch Serial and ranked second. Feature film watch by more nine-tenth (92.20%) respondents ranked third whereas more than three-fourth (77.27%) respondents watch Dance programme and ranked fourth. Music programme is watched by a little less than three-fourth (73.38%) and ranked by fifth. In case of mythological programme almost two-third (63.64%) respondents watch and ranked sixth.

(13) The study reveals that majority (58.00%) of the respondents of television viewers in the study town prefer romantic film followed by (14.00%) action film and (11.67%) art film.

(14) The study shows that about two-third (63.16%) respondents of Young age group of respondents prefer romantic film followed by middle age group of respondents more than two-third (66.67%) prefer romantic film and in case of old age group respondents less than one-third (30.52%) prefer romantic film.

(15) The study reveals that majority of the female respondents (61.04%) prefer romantic film followed by male respondents (54.79%) prefer romantic film.

(16) The study indicates that majority of the secondary education level of respondents (57.41%) prefer romantic film and by higher education level of respondents (60.00%) prefer romantic film.

(17) The study indicates that Hindi as the language of film prefer by the respondents of television viewers in the study town.

(18) The study indicates that Assamese channels DY365, News Live and NETV are popular among the respondents of Golaghat town having 93.67% viewer ship, 92.00% viewer

ship and 83.00% viewer ship respectively. MTV is another popular television channel among the respondents with 67.00% viewer ship. The channels like ESPN, BBC, Akash Bangla, Aaj Tak and Zee News are not popular among the viewers as they have less than 15.00% viewer ship.

- (19) The study indicates that among the Male respondents Assamese channels DY365, NETV and News Live are most popular having (94.25%) viewer ship, (89.04%)viewer ship and (87.67%) viewer ship respectively. Among the respondents of Golaghat town MTV is another popular television channel among the respondents with (69.86%) viewer ship and Rong (Assamese) channel Popular with (66.44%). Whereas the channels like ESPN, BBC, Akash Bangla, Aaj Tak and Zee News are unpopular among the male viewers as they have less than 15% viewer ship.
- (20) The study shows that among the female respondents Assamese channels News Live, DY 365 and NETV are popular having (93.50%) viewer ship, (90.90%) viewer ship and (85.71%) viewer ship respectively. Among the female respondents of Golaghat town MTV is another popular television channel with (67.53%) viewer ship and Rong (Assamese) channel popular with (65.58%) viewers. .Whereas the channels like ESPN, BBC, Akash Bangla, Aaj Tak and Zee News are unpopular among the female viewers as they have less than (15%) viewer ship
- (21) The study reveals that all (100.00%) respondents of television viewers are watching television with their home members.
- (22) The study reveals the relationship with other members of home during watch of television. The data indicate that almost half ((44.67%) television viewers watch television with their relative members at their respective home while more than one-fourth (25.33%) of female television viewers watch television with their husbands, a few (6.67%) of television viewers watch television with their daughter and only again a few (4.33%) of television viewers watch television with their son respectively.

- (23) The study indicates in the study town that more than two-third (67.77%) respondent of television viewers' ground of most favorite channel is amusing and informative.
- (24) The study shows that interruption of power supply is the major problem for television service in the study town.
- (25) The study indicates that more than two-third (67.33%) respondents of television viewers watch television for more than 4 years and a few (1.67%) respondents of television viewers watch television for less than six months.
- (26) The study reveals in the study town that more than four-fifth (84.33%) respondent pay bill for access of television channel by self/spouse whereas more than one-tenth (15.67%) respondent pay bill by parent.
- (27) The study indicates that majority (54.33%) respondents of television viewers watch television 1-4 times in a day.
- (28) The study reveals that most (61.67%) of the respondents watch television for 7 to 21 hours in a week, more than one-fourth (28.00%) watch television 21-35 hours in a week, while a little more than one-tenth (10.33%) of the respondents watch television more than 35 hours in a week., whereas no respondent watch television less than 7 hours in a week.

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

- (29) The study reveals that among the young age group more than half (52.63%) of the respondents watch TV a week 7-21 hours, about one-third (31.58%) of the respondents watch TV by 21-35 hours a week, and more than one-seventh (15.79%) of the respondents watch television more than 35 hours a day. Whereas in case of middle age more than three-fifth (60.18%) of the respondents watch TV 7-21 hours a week, about one-third (32.41%) watch 21-35 hours a week and a few (7.41%) of the respondents watch above 35 hours a week. While in case of old Age more than four-fifth (84.75%)

of the respondents watch television 7-21 hours a week, more than one-tenth (11.86%) of the respondents watch 21-35 hours a week and few (3.39%) of the respondents watch above 35 hours a week. Thus, the study indicates that Young age generation is more exposure to television as mass media followed by middle age whereas old age generation is less exposure to television.

- (30) The study reveals that in case of male television viewers two-third (64.38%) of the respondents watch television 7-21 hours in a week, more than one-fourth of the respondents (28.08%) watch 21-35 hours in a week and a few (7.54%) respondents watch television above 35 hours in a week.. Whereas in case of female television viewers three-fifth (59.09%) of the respondents watch 7-21 hours in a week, more than one-fourth (27.92%) of the respondents watch 21-35 hours in a week and more than one-tenth (12.99%) respondents watch above 35 hours in a week. Thus, it indicates that female respondents are more exposure to television than the male viewers in the study town in terms of week.
- (31) The study indicates that higher education level group of respondents spent more hours a week for watching Thus it indicates television followed by secondary education level group of respondents in a week.
- (32) The study reveals that Young age generation respondents are high exposure to television followed by middle age group in case of viewing News.
- (33) The study indicates that majority respondents are average level of exposure to television in respect of news item. On the other hand, Male respondents are high exposure to television than the Female counterpart in case of viewing news.
- (34) The study reveals that higher education group of respondents are high level of exposure to television followed by other (professional & technical) group in case of viewing news.

- (35) The study indicates that young age generation respondents are high exposure to television followed by middle age group in case of viewing music.
- (36) The study shows that female respondents are more exposure to television than the male counterpart in case of viewing programme of music.
- (37) The study indicates that higher education group of respondents are high exposure to television followed by other (professional & technical) group in case of viewing music.
- (38) The study indicates that young age generation respondents are high exposure to television followed by middle age group in case of viewing sports.
- (39) The study indicates that majority of the respondents are belonged to the category of medium and low viewers in case of music. On the other hand female respondents are more exposure to television than the male counterpart in case of viewing programme of music.
- (40) The study indicates that among the different group of respondents in terms of their level of education almost in the same degree of exposure to television regarding sports have been noticed.
- (41) The study reveals that young age generation respondents are high exposure to television followed by middle age group in case of viewing sports programme in television.
- (42) The study indicates that Female respondents are more exposure to television than the Male counterpart in case of viewing children's programme in television.
- (43) The study indicates that higher education group of respondents are high exposure to television followed by secondary level education group in case of viewing programme on children's programme.
- (44) The study shows that young age generation respondents are high exposure to television followed by middle age group in case of viewing mythological programme.

- (45) The study indicates that Female respondents are more exposure to television than the Male counterpart in case of viewing mythological programme.
- (46) Thus it indicates that all educational groups of respondents are almost equal footing though higher education group of respondents were high exposure followed by Secondary education group to television in case of viewing mythological programme.
- (47) The study indicates that young age generation respondents are high exposure to television followed by middle age group in case of viewing feature film in television.
- (48) The study shows that that Female respondents are more exposure to television than the Male counterpart in case of viewing feature film in television.
- (49) Thus it indicates that from the secondary level to higher and other group (Professional & technical) of respondents onward the degree of exposure to television in terms of feature film has been marginally different.
- (50) The study indicates that young and middle age group respondents have more exposure to television than the old respondents in case of viewing serial on television.
- (51) The study indicates that female respondents are more exposure to television than the male counterpart in case of viewing serial on television.
- (52) Thus it indicates that secondary level education groups of respondents are more exposure to television compared to higher education and other (professional & technical) groups in case of viewing serial on television.
- (53) The study indicates that young and middle age groups of respondents have more exposure to television than the old respondents in case of viewing dance programme on television.
- (54) The study reveals that Female respondents are more exposure to television than the Male counterpart in case of viewing dance programme on television.

- (55) The study indicates that secondary education group of respondents are high exposure to television followed by higher education group, whereas category of Other (Professional & Technical) group is in equal footing in case of watching dance programme on television.
- (56) The study indicates that middle age generation respondents are high exposure to television followed by young age group whereas no respondents of old age group in high and medium level of exposure to television in case of watching documentary on television.
- (57) The study shows that Male respondents are more exposure to television than the Female counterpart in case of viewing documentary on television. No male and female respondents are exposure to television in medium and high level of exposure to television.
- (58) Thus it indicates that higher education group of respondents are high exposure to television followed by other (professional & technical) group in case of viewing programme of documentary.