

## **CHAPTER VI**

### **Summary and Conclusion**

In the preceding chapters an attempt has been made to analyze the social back ground, the pattern of mass media exposure and pattern of viewing television of the respondents of television viewers in an urban setting i.e. town of Golaghat of Assam. The major findings of the study may now be summarized as follows:

#### **Social back ground**

(1) The study shows that among the respondents, more than one-tenth i.e.(11.33), (10.67%,) and (10.33%) respondents are belong to Bengankhowa, Chakbazar, and Old Amolapatty respectively. Again a little less-than one-tenth (9.67%), (9.33%) and (9.00%) are belong to localities of New Amolapatty, Chandmari, and Arrangapara. Whereas (8.67%) respondents are belong to each locality of Tapan Nagar and Jonaki Nagar of Gloaghat town. There are a few respondents (8.33%, 8.00% and (6.00%) who belong to krishna Nagar,Santipur, and kumarpatty respectively.

(2) The study reveals in case of age group of the respondents of television viewers in the study town of Golaghat that about one-fifth (19.67%) respondent belonged to 21-25 age category, followed by a little less than one-fifth (18.00%) respondents belonged to 26-30 age group, more than one-tenth (13.67%) respondents belonged to 31-35 age group, again more than one-tenth (13.00%) respondents belonged to 41-45 age group of respondents. On the other hand more than one-tenth (11.67%) respondents belonged to above 50 years of age,

(9.33%) respondents belonged to 36-40 age group, (8.00%) respondents belonged to 46-50 age group while (4.67%) respondents belonged to 16-15 age group and a few (2.00%) respondents belonged to 11-15 age group.

(3) The study reveals that in the study town of Golaghat among the respondents of television viewers more than two-fifth (44.33%) respondent belonged to young age group whereas more than one-third (36.00%) respondent of television viewers belonged to middle age group. While a little less than one-fifth (19.67%) belonged to Old or Aged group. The data further reveal that majority of the respondents belong to young age group compared other groups of age.

(4) The study shows that Mother Tongue of the respondents of television viewers in the study town more than of Nine-tenth (90.67%) is Assamese, mother tongue of a few (5.33%) is Bengali While again mother tongue of a few (4.00%) respondent is Hindi. Thus it indicates that all most the respondent of television viewers in the study town is Assamese.

(5) The study shows the religion of the respondents in the study town that more than nine-tenth (92.00%) respondents belonged to the religion of Hindu, followed by a few (3.00%) respondent of television viewers belonged to the religion of Islam. Whereas a few (2.67%) respondents of television viewers in the study town belonged to the religion of Christian while a few (2.33%) respondent belonged to the religion of Jainism.

(6) The study shows that among the respondent of television viewers in the study town more than half (51.33%) respondent belonged to female category of sex. While a less than half (48.67%) respondent of television viewers belonged to male category of sex.

(7) The study indicates that among the respondents of television viewers in the study town a little less than one-third (31.33%) respondent belonged to the caste of Kalita followed by , more than one-tenth (13.00%) respondent belonged to Brahmin whereas more than one-tenth (11.33%) respondent of television viewers in the study town belonged to Ahom community. While a little less than one-tenth (9.00%) respondent of television viewers belonged to Chutia

community followed by a few (7.33%) respondent of television viewers belonged to Koch community. On the other hand a few (6.33%) respondent of television viewers belonged to Keot community, (5.33%) respondent of television viewers belonged to Bengali community. In case of respondents of television viewers in the study town (4.33%) respondents belonged to Kaivartta community followed by a few (4.00%) respondent belonged to Marwari community. The data further reveal that a few (3.00%) respondent belonged to Muslim community followed by a few (3.00%) respondent belonged to Mishing community and (2.00%) respondent of television viewers belonged to the community of Bodo.

(8) The study reveals that among the respondents of television viewers in the study town more than three-fifth (63.00%) respondent belonged to General Caste category whereas less than one-third (27.67%) respondent of television viewers belonged to Other Backward Caste (OBC) category. On the other hand a few (4.33%) respondent of television viewers belonged to Scheduled Caste (SC) category whereas a few (5.00%) respondent belonged to Scheduled Tribes (ST).

(9) The study indicates that among the respondents of television viewers in the study town more than two-third (67.00%) respondent belonged to married category whereas one-third (33.00%) respondent belonged to unmarried category.

(10) The study indicates that among the respondents of television viewers in the study town more than half (51.00%) respondent know English, Hindi and Assamese whereas more than one-fourth (29.33%) respondent know English, Hindi, Assamese and Bengali. A little less than two-tenth (15.00%) respondent of television viewers in the study town know the languages of Hindi and Assamese.

(11) The study shows that among the respondents of television viewers in the study town more than two-fifth (44.33%) respondents' level of education is Graduation. Whereas less than one-fifth (18.67%) of the respondents' level of education is Higher Secondary. The data further indicate that less than one-fifth (17.33%) respondent of television viewers in the study town belonged to High School level of education and more than one-tenth (12.33%)

respondents of television viewers belonged to Post-Graduate level of education category. While a few (4.33%) respondent of television viewers belonged to technical education followed by a few (3.00%) belonged to professional.

(12) The study reveals that educational qualification of the respondent of television viewers in the study town more than two-fifth (46.67%) respondents' fathers belonged to the educational level of high school whereas about one-fourth (23.67%) fathers of respondents belonged to the educational level of Graduate. A little less than one-fifth (19.00%) fathers of television viewers belonged to Higher Secondary Level; while a few (4.67%) fathers of television viewers belonged to education level of Post-Graduate, followed by (3.33%) Technical and (2.67%) Professional.

(13) The study reveals that in case of educational qualification of mothers of respondents three-fifth (60.00%) is belonged to high school level. Whereas more than one-fifth (22.00%) are belonged to Higher Secondary and a little more than one-tenth (10.67%) are belonged to Graduate Level; while a few (4.67%), (3.33%) and (2.67%) are belonged to Post Graduate, Technical and Professional level respectively.

(14) The data show that among the respondent of television viewers in the study town about one-fifth (19.33%) respondents' occupation belong to White Collars (Shop-keeper/Clerks/School Teacher) followed by less than one-sixth (16.33%) respondents' occupation belong to Professionals (Engineer/Doctor/College Teacher). On the other hand less than one-sixth (15.67%) respondents' occupation belongs to student. Whereas (13.00%) respondents' occupation belong to Govt. Official/Executive/Manager, In case of occupation of (12.67%) and (6.67%) respondents' are Housewife and Skilled Worker respectively. While a few (5.33%) respondents' occupation belongs to Businessman followed by (3.33%) respondents' occupations belong to Retired persons.

(15) The study shows that out of the total respondents of the town studied, 13(4.34%) respondents are found engaged in subsidiary occupations. Out of these 13, as many as 02(0.67%) respondents are found engaged as businessman, 03 (1%) are engaged in white

colour jobs like shopkeeper/clerk/school teacher, 02 (0.67%) are engaged in skilled worker, and 06 (2%) are retired persons respectively.

(16) The study shows that occupation of the fathers of the respondents of television viewers in the study town more than one-fourth (26.00%) respondents' fathers occupation belong to White Collars (Shop-keeper/Clerks/School Teacher) and more than one-fifth (22.00%) belong to Govt. Official/Executive/Manager. Whereas more than one-tenth each (13.33%) belong to unemployed and (13.00%) belong to Professionals (Engineer/Doctor/College Teacher). While a few (4.67%), (2.67%), and (2.00%) belong to Businessman, Skilled worker and unskilled worker respectively.

(17) The study reveals that out of the total respondents of the town studied, 18(6.00%) respondents' fathers were found engaged in subsidiary occupations. Out of these 18, as many as 13(4.33%) are found engaged in professionals like engineer/doctor/college teacher, 03 (1%) are engaged in white colour jobs like shopkeeper/clerk/school teacher, 02 (0.67%) are engaged as businessmen, and 03 (1.00%) are white collars jobs like shopkeeper/clerks/school teacher respectively.

(18) The study reveals that among the respondents' mothers, (46.00%) are housewife, (6.33%) are government officials/executive/manager as the study reveals. On the other hand, (6.00%) respondents' mothers are found as professionals like engineer/ doctor/college teacher. (2.00%) respondents' mothers are found businessmen of the town under study. The study reveals the occupation of (13.67%) respondents' mothers are white collars like shopkeeper/clerk/school teacher, (10.33%) are skilled workers, (14.00%) are unskilled workers, (1.67%) are retired persons respectively.

(19) The study shows that the native place of the respondents of television viewers in the study town Golaghat, more than half (53.67%) of the respondents are originated at Golaghat, While (12.33%) respondents are originated from Jorhat, (5.67%) from Bokakhat, (2.67%) from Dhansiri. The study further reveals that the native place of (12.33%) respondents is

Dergaon and (13.33%) respondents are originated from other places of the state of Assam as well as India.

(20) The study reveals that among the respondents more than two-fifth (43.67%) have been living at Golaghat town since their birth, followed by (8.67%) respondents have been living for last 1-5 Years, (16.00%) respondents are living for last 6-10 years, (9.00%) respondents are living for last 11-15 years, (8.00%) respondents are living for last 16-20 years, (5.33%) respondents are living for last 21-25 years, (1.33%) respondents are living for last 26-30 Years and (8.00%) respondents are living for more than 30 years respectively.

(21) The study indicates that household consumption pattern of more than two-fifth (40.67%) respondents are falling into Average (61-90) category followed by more than one-fourth (25.33%) respondents are falling into High (91-120) category. Whereas more than one-tenth each (16.67% and (14.33%) are falling into Low (31-60) and Very High (121-150) respectively. A few (3.00%) respondents are falling into Very Low (1-30) category of household consumption pattern

### **Mass Media Exposure**

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

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

(24) The study reveals the habit of reading different categories of News Papers by the respondents of the study town. The study shows that Assamese daily News Papers The Pratidin has (28.67%) readers by ranked first, The Amar Asom has (24.00%) readers by ranked second, The Khabar has (19.00%) readers by ranked third and The Dainik Janambhumi has (15.67%) readers and by ranked fourth among the respondents of television viewers. The data also indicate that among the English daily News Papers, The Assam

Tribune read by (32.33%) respondents and ranked first, The Telegraph read by (11.33%) respondents and The Hindu read by a few (2.33%) respondents while a few (2.33%) respondents read Bengali daily News Paper The Anandabazar Patrika.

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

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

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

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

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

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

(28) Regarding time spent on reading News Paper in terms of Age Group is concerned among the Young Age group of respondents in the study town that more than half (55.64%)



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

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

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

one-tenth (9.09 %) Professional & Technical level respondents have spent more than 3 hours for reading newspaper.

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

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

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

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

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

(32) In case of Male respondents relatively preference to reading items who read News Paper in the study town about one-fifth (17.80%) give 1<sup>st</sup> preference to reading items on Politics and ranked in first place while more than one-tenth (13.01%) give 1<sup>st</sup> preference to Zodiac sign and rank second; and again one-tenth (10.96%) give 1<sup>st</sup> preference on Cinema

ranked third; and one-tenth (10.27%) give 1<sup>st</sup> preference on Sports and ranked fourth. The study reveals that among the male respondents of television viewers who read News Paper less than one-tenth (9.59%) give 1<sup>st</sup> preference to reading items on headlines and ranked fifth, less than one-tenth (8.90%) give 1<sup>st</sup> preference on the part of entertainment and ranked sixth, a few (6.85%) give 1<sup>st</sup> preference on first page news and ranked seventh, a few (6.16%) give 1<sup>st</sup> preference on the part of advertisement and ranked eight, again (6.00%) gave 1<sup>st</sup> preference on the part of environment and ranked eight, (5.48%) give 1<sup>st</sup> preference on the part published about matrimonial and ranked ninth, (4.79%) News Paper readers give 1<sup>st</sup> preference about foreign news and ranked tenth. The data further reveal that other parts are not preferred due importance by the News Paper readers.

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

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

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

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

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

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

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

Today, Frontline, Business Today, Femine and Sananda are relatively popular among the respondents of the Town.

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

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

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

(38) Regarding the time spent on reading magazine in a week is concerned, more than one-fifth (21.33%) respondents spend less than one hour for reading magazine in a week, less than half (44.67%) television viewers spend time for reading magazine 1-3 hours in a week, a little three-tenth (27.00%) television viewers spend time for reading magazine 3 hours in a week, and a few (7.00%) television viewers spend time for reading magazine 5 hours or more in a week.

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

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

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

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

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

(41) The study reveals that among the respondents of television viewers in the study town who read magazine more than one-fourth (27.33%) respondents )give 1<sup>st</sup> preference to reading item on literature and ranked first, Less than one-fifth (17.33%) respondents prefer Politics and ranked in second. Health is important factor which contributes to social change. In the study reveals that about one-fifth (17.00%) give 1<sup>st</sup> preference to reading item like

health and ranked third while more than one-sixth (15.33%) give 1<sup>st</sup> preference to Art & Culture and ranked fourth. In the study the researcher further found that (11.00%) magazine readers give 1<sup>st</sup> preference to reading item on environment and ranked fifth. (8.00%) readers give 1<sup>st</sup> preference to reading item on economy and ranked sixth. A few (4.00%) respondents do more importance to other item.

Thus, the study shows that among the respondents of television viewers in the study town who read magazine more than one-fourth (27.33%) respondents give 1<sup>st</sup> preference to reading item on literature and ranked first, Less than one-fifth (17.33%) respondents prefer Politics and ranked in second and about one-fifth (17.00%) give 1<sup>st</sup> preference to reading item like health and ranked third.

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

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

(43) The study shows that among the Female respondents of television viewers in the study town who read magazine more than one-fourth (20.78%) respondents give 1<sup>st</sup> preference to



reading item on Art & Culture and ranked first, Less than two-fifth (20.78%) respondents preferred Literature and ranked in second. Politics is important factor which contributes to society. In the study reveals that more than one-fifth (16.23%) give 1<sup>st</sup> preference to reading item like Politics and ranked third while more than one-tenth (14.94%) gave 1<sup>st</sup> preference to Health and ranked fourth. In the study the researcher further found that (10.39%) magazine readers give 1<sup>st</sup> preference to reading item on environment and ranked fifth. (7.79%) readers give 1<sup>st</sup> preference to reading item on economy and ranked sixth. A few (2.60%) respondents do more importance to others.

Thus the study reveals that among the Female respondents more than one-fourth (20.78%) respondents give 1<sup>st</sup> preference to reading item on Art & Culture and ranked first, less than two-fifth (20.78%) respondents prefer Literature and ranked in second and more than one-fifth (16.23%) give 1<sup>st</sup> preference to reading item like Politics and ranked third.

(44) The study shows that among the Female respondents of television viewers in the study town who read magazine more than one-fourth (20.78%) respondents )give 1<sup>st</sup> preference to reading item on Art & Culture and ranked first, Less than two-fifth (20.78%) respondents prefer Literature and ranked in second. Politics is important factor which contributes to society. In the study reveals that more than one-fifth (16.23%) give 1<sup>st</sup> preference to reading item like Politics and ranked third while more than one-tenth (14.94%) gave 1<sup>st</sup> preference to Health and ranked fourth.

The study further shows that (10.39%) female magazine readers give 1<sup>st</sup> preference to reading item on environment and ranked fifth. (7.79%) readers give 1<sup>st</sup> preference to reading item on economy and ranked sixth. A few (2.60%) respondents do more importance to others.

(45) There are two cinema halls in the study town of Golaghat. The researcher confirmed during the field of investigation that both the two cinema halls have been closed for last few years and abandoned place. As such cinema going does not arise. The cinema is still popular among television viewers in the study town. They are choosing other ways convenient to them. The respondents watch cinema through television and DVD/VCP. The great

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

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

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

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

### **Pattern of Television Viewing**

(49) The study reveals that in the study town of Golaghat all (100.00%) the respondents have possession of television set.

(50) The study indicates that most of the respondents of television viewers in the study town have watched television daily or regularly.

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

(52) 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.

(53) 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.

(54) 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.

(55) 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.

(56) The study 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 watch 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 of 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 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.

(57) The study indicates that all (100.00%) respondents of television viewers in the study town watch television at their home.

(58) 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 1<sup>st</sup> 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.

(59) 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.

(60) The study indicates that in case of type of programme watched by the Female respondents in the study town almost all (98.70%) female television viewers watch News 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.

(61) 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.

(62) The study shows that about two-third (63.16%) respondents of Young age group of respondents preferred 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.

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

(64) The study indicates that majority of the secondary education level of respondents a little less than three-fifth (57.41%) prefer romantic film and by higher education level of respondents three-fifth (60.00%) prefer romantic film.

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

(66) 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.

(67) 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.

(68) 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.

(69) The study reveals that all (100.00%) respondents of television viewers are watching television with their home members.

(70) The study reveals the relationship with other members of home during watch 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.

(71) 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 + informative.

(72) The study shows that interruption of power supply is the major problem for television service in the study town.

(73) The study indicates that more than two-third (67.33%) respondent of television viewers watch television for more than 4 years and a few (1.67%) respondent of television viewers watch television for less than six months.

(74) 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 less than one-sixth (15.67%) respondents pay bill by parent.

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

(76) The study reveals that more than three-fifth (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.

(77) 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 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, 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.

(78) 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.

(79) The study 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.

(80) The study reveals that Young age generation respondents are high exposure to television followed by middle age group in case of viewing News.

(81) 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.

(82) 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.

(83) The study indicates that young age generation respondents are high exposure to television followed by middle age group in case of viewing music.

(84) The study shows that female respondents are more exposure to television than the male counterpart in case of viewing programme of music.

(85) 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.

(86) The study indicates that young age generation respondents are high exposure to television followed by middle age group in case of viewing sports.

(87) 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.

(88) 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.



(89) 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.

(90) The study indicates that Female respondents are more exposure to television than the Male counterpart in case of viewing children's programme in television.

(91) 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.

(92) The study shows that young age generation respondents are high exposure to television followed by middle age group in case of viewing mythological programme.

(9) The study indicates that Female respondents are more exposure to television than the Male counterpart in case of viewing mythological programme.

(94) 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.

(95) The study indicates that that young age generation respondents are high exposure to television followed by middle age group in case of viewing feature film in television.

(96) The study shows that that Female respondents are more exposure to television than the Male counterpart in case of viewing feature film in television.

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

(98) 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.

(99) The study indicates that female respondents are more exposure to television than the male counterpart in case of viewing serial on television.

(100) 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.

(101)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.

(102)The study reveals that Female respondents are more exposure to television than the Male counterpart in case of viewing dance programme on television.

(103)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) groups is in equal footing in case of viewing dance programme watching on television.

(104) 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 high and medium level of exposure to television in case of watching documentary on television.

(1045)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.

(106) 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.

## **Conclusion**

The present study which focused on different locality of Golaghat town was mainly on the youth who constitutes about half of the sample size. The middle aged and old aged people also have significant representation in the sample. Most of the respondents of the study are belonged to Hindu religion and a little more than half of the respondents are female. About three-fourth respondents are belonged to general caste category which includes Kalita, Brahmin, Keot, Bengali, Marwari and Muslim while a little more than one-fourth respondents are belonged to other backward caste category which included Ahom, Koch and Chutia. However, SC (Kaivarta) and ST (Mishing and Bodo) have relatively low representation in the sample. Majority of the respondents are married, bi-lingual or multi-lingual and more than half of them are highly educated. The remaining have secondary level of education, no respondents are primary educated or illiterate. Most of the fathers of the respondents were also attained secondary level of education and about one-fourth fathers of respondents were highly educated. The level of mothers' education also perpetuated at secondary level. The representation of all major occupational categories is present in the sample, however, white colours occupation have slight edge over other occupation, some of the respondents also unemployed, students, housewives and retired persons. In the fathers' generation also predominance of white colours and government officials can also be seen. About half of the fathers of respondents also have engaged in some occupational activities. About two-fifth each of the respondents has high and average level of consumption pattern and about one-fourth of the respondents have high consumption pattern. Very few (one-fifth) of the respondents have low consumption pattern.

It suggests that most of the respondents of the study have predominantly middle class social background. In this sense the present study is in fact a study focused on middle class television viewers.

As far as patterns of mass media communication are concerned it was found that the respondents are not exposed to radio as radio services of All India Radio are not audible on

radio sets here which indicates that how the media needs of Golaghat town have been neglected by the central government that even after sixty five years of independence. Among the print media News Paper and Magazine are important. All the respondents subscribed and read News Paper particularly vernacular Assamese News Paper are most popular among the respondents as 85.00% read local Assamese News Papers namely The Pratidin, The Khabar, The Dainik Janambhumi, and The Amar Asom among these News Papers The Pratidin and The Khabar are on the top. A good number of respondents read English News Papers like The Assam Tribune, The Telegraph and The Hindu. The Assam Tribune is the most (32.25%) read English News Paper among respondents however one Bangla News Paper The Ananda Bazar Patrika recorded its presence among the respondents in Golaghat which is preferred by Bengali respondents. It shows that the News Papers are now highly localized and fulfills local information need of the people. As far as reading of the Magazines is concerned it was found that all the respondents read Magazines, however, most popular Magazines are Prantik, Satsari and Bismoi. Other significant Magazines are Maya, Nandini, Rahashya, Kurukhetra, Competitive Success, Priya Sakhi and Renu. The Magazines like Wisdom, Film Care, Saystha, Competitive Refresher, Gariashi, India Today, Frontline, Business Today, Femina and Sananda are relatively less popular among the respondents of the study. Most of the respondents spent 1-3 hours in reading Magazines weekly.

The habit of Cinema going is highly diminished as both the cinema halls in the town have been closed for last a few years and now abandoned places. But the demand of watching film is not diminished as the respondents now watch film at their choice on VCD/DVD upon television sets. As many as three-fourth of the respondents watched VCD/DVD at their home.

As the study was focused on television viewers, all respondents owned television sets, no respondents having black & white television set, most of the respondents are regular television viewers having DTH connection and generally watched television 1-3 hours a day. The youth and middle aged respondents have relatively high tendency to watch television in comparison to older generation. The women have relatively high tendency to watch television to their counterpart men. There seems to be a positive relationship between the level of

education of the respondents and tendency of watching television as frequency of watching television increases the level of education of the respondents.

News, TV Serial and Feature film are the most popular programmes watched by almost all the respondents (more than 90.00%), however, dance and music programmes are also very popular among the respondents. Mythological programmes are preferred by two-third of the respondents and children's programmes are preferred by almost half of the respondents, sports programmes are also relatively popular among the respondents. The programmes like documentary, business, fashion, education, debate on current affairs are relatively less watched by the respondents. Youth and women respondents are preferred to watch romantic film rather than action or art film. Hindi films are preferred more on television rather than regional films. Regional Assamese News channels are quite popular among the respondents. Most of the respondents are preferred to watch News at channels like DY365, News Live, NE TV. Among the music channels MTV is the most popular, on the other hand, News channels like Aaj Tak, BBC, ESPN are not popular having viewership of less than 15.00% among the respondents. Most of the respondents are watched television at their home with their family members. Most of the respondents are dissatisfied due to interruption of power supply in the town. Most of the respondents have been watching television for more than three years now. Most of the respondents have watched television for 7-21 hours a week.

These trends of watching television predominantly in the middle class family of a small town like Golaghat which is South-East boundary of the state of Assam touches boundary of the Nagaland (distance of 32 km only) and these trends are important in depicting the role of television in shaping the public opinion. DTS agencies are now well established in the remote corners of the country where All India Radio is not able to provide coverage and DD Channels are not having much popularity among the television viewers. The advent of private owned channels and their transmission to direct to home like TATA SKY and Dish TV are major media service providers in this region established the importance of the process of globalization and privatization as far as television is concerned.

Television has become a major vehicle of communication revolution all over the country. However, popularity of local Assamese news channels for watching news and TV Serials helped to enrich the people getting information in their own language about the events happening not only in their own region but also all over the world. Thus, global and local both co-exist in the realm of mass media communication. This is also evident from the trends of News Paper and Magazine that most of the respondents have preferred to read local Assamese News Papers and Magazines. This predominance of local vernacular media over the national channels indicates that the people are more interested to know at the first place of what is happening around them or in their region where they are placed which is more effectively reflected in local Assamese print media and television channels. The popularity of TV Serials in local language which has a tendency to highlight the local Assamese culture and the contemporary issues related to Assamese society and culture are highlighted more in these serials. The mass media communication does help not only in changing some of the elements of local culture, but also at the same time is strengthen some of the strong rooted local culture. Thus, from the sociological point of view the universalization and percolation of local, national and global culture are going to-gather which is evident from not only popularity of the mythological serials but also at the same time popularity of the programme of MTV channel which represents to global post-modern culture.

Thus, the globalized television now not just a vehicle of multi-culturist, a process by which certain elements of different countries across the globe become popularize in different parts of the world particularly in the world of music and films. This is also evident from the dubbing most of the Hollywood films in Hindi language available at very cheap rate on DVD/VCD at almost all the DVD/VCD shop throughout the country. Globalization of mass media creates a global market for culture which is consumed by the people throughout the world. How the people of globalization will affect the structural culture of the society can be studied in wider research study.