

# **Chapter-1**

## **The Framework of the Study**

The process of globalization in India, in last twenty years has brought many changes in Indian economy as well as brought plenty of scope for mass media communication to expand its network at global level. Everywhere, the mass media flow defies national boundaries. This is one of its obvious, but at the same time amazing features. Recent advancements in the mass communication have affected the working of cultural life i.e. customs, beliefs etc. and are shaping the life style of the people. One of the few effects of electronic media, today, is the trend towards globalization of mass communication. The rise of global media culture has many reasons. The most important reason is the big increased capacity to transmit sounds and moving images at minimum affordable price across frontiers and around the world. Since early nineties different tools of electronic media particularly the advent of Satellite Television and internet have been contributed towards globalization of mass media in Indian subcontinent significantly.

Movies have long been an influential form of mass media, both reflecting and creating social mores. Due to the advent of new communication technology since nineties of 20<sup>th</sup> Century movies are playing an important role in case of cultural globalization. American popular culture is unavoidable that hundreds of millions of people love. Entertainment is one of America's top exports, in 1999, in fact Movies, Television, Music, Radio, advertising, print publishing and computer software together were the top export. Mickey mouse and Coke are everywhere recognized and even enough enjoyed. Today, along with these

components of electronic mass media, Television has enabled of fast and uninterrupted communication among the masses located even in remote area. This new communication in terms of Television is giving rise to new pattern of communication and culture which impact on the style of life of the viewers.

Singh (1995) conducted a pioneer study about the impacts of satellite television on the middle class youth of Bhopal city of Madhya Pradesh in tendency of the shift in their habits of using other media of mass communication specifically broadcast media and print media. In this study he analyzed the impact of satellite television network on the viewing of National Television network and specific impact of the channels of STAR Television Network on the urban middle class youth. Singh (1993) found that the advent of the innovation of the satellite television has affected the Indian middle class in two ways. On the one hand, it has changed the habits of using other media of mass communication in the middle class and on the other hand, it has an impact on their value orientation. The major findings of the pioneer works of Singh (1995) lying on the fact that a significant decrease in the frequency of radio listening and cinema going was observed which is an indicator of change in their media habits. However, the exposure of urban middle class to the print media was not affected by the satellite television. The programmes of foreign origin have an edge over the indigenous programmes of Doordarshan. Another finding of the study was that there was a change in the value-orientation.

The present study is aimed to examine the social background of the Television viewers, the patterns of mass media exposure of the Television viewers and the pattern of viewing television of the respondents in a social setting on developing urban situated in remote area.

For relevant sociological literature on the theme may now be reviewed.

## **Review of literature in mass communication**

The communication as an area of scientific investigation has attracted the sociologists in the early part of twentieth century under the influence of “Chicago school” in Sociology. The Chicago school developed a general approach to social theory that emphasized the role of communication in social life (the most important general statements were Cooley, 1902, 1909, Dewey, 1927, Mead, 1934).

There were also many important Chicago style studies of the social significance of communication conducted outside the Chicago sphere. These included most notably the attention given to communication media and leisure in Lynd and Lynd’s (1929, 1937) classic studies of “Middle town” but also major studies of journalism and film (Desmond 1937, Lee 1937, Rosten 1937, 1941, Thorpe 1939). These studies suggested that mass communication was having broad impact on patterns of everyday life and the creation of a national culture. They also showed the importance of understanding media institutions as parts of a larger social process.

After World war second the center of sociological communication research was to shift from the Chicago school to Columbia. Lazarsfeld had more substantial impact on the sociology of communication, however, through the establishment of a unit for applied social research at Columbia. Lazarsfeld succeeded in translating the office into a general center for applied research that became an integral part of the university structure. Lazarsfeld’s applied research institute evolved into a model that was duplicated in many other universities. Some of the significant works of Columbia research shops were such classic works as Lazarsfeld (1940), Lazarsfeld and Stanton (1941,1944,1949), Merton (1946), Katz and Lazarsfeld (1955) and Kalappar(1960).

*A number of very useful reviews of research findings on mass media effects have been attempted by Hovland (1953), and (1954), Klapper (1960), Berelson and Steiner (1964), Halloran (1965), Belson (1967).*

The audience research studies, which have been mainly descriptive have looked at the audience in its social setting and attempted to map out the salient features of audiences behavior, interests and options. The first independent research directed at the mass media audience was Allport and Cantril's work on radio (1935), followed by a group of impressive and lucid studies, dealing with radio, print and film by Lazarsfeld and associates during 1940s. The arrival of television has since promoted a new crop of studies in the radio research tradition (Bogart 1956, Steiner 1963, Belson 1967).

Doob (1961) says that in the examination of the role of mass media in the transition of traditional societies on developing nations to a modern form, the Lerner (1958), Rogers (1962, 1969) and Schramm (1964) have espoused the view that mass media prepare, instigate and undersigned the development of a modern society. Their prominent works on the role of communication in development are most influential.

Lerner (1958) saw the problem as one of 'modernizing' traditional societies. He saw the spread of literacy resulting from urbanization as a precondition to more complete modernization that would include participatory political institutions. Development was largely a matter of increasing productivity and the problem of stimulating productivity was basically "psychological". He pointed out that, development failed to occur because peasants were unable to 'empathise' or imaginatively identify with new roles and a changed and better way of life, and so remained fatalistic, unambitious and resistant to change. According to Lerner, so the media as filling this need, of promoting 'empathy', the 'physic mobility' that was the prerequisite of the social and economic mobility that development required.' Empathy' endows a person with capacity to imagine himself as proprietor of a bigger grocery store in a city, to wear nice clothes and live in a nice house, to be interested in 'what is going on in the world' and to "get out of his hole" Lerner (1963). He pointed to the correlation between economic productivity and media provision in different countries in support of his theory; the richest countries had the most News Paper, Radio and so on and the poorest the least.

*Daniel Lerner's* "The Passing of the Traditional Society" (1958) points out that the mass media were both index and agents of modernization. In Lerner's model, there was a close reciprocal relationship between literacy and mass media exposure. The literate developed the media which in turn accelerated the spread of literacy.

S.C. Dube (1958) studied the importance of communication in community development programme in India.

*Wilbur Schramm* (1964) emphasized on the role of communication in the process of social change by saying that the development of mass media is one of the requisites for and signs of a modernizing society. "Communication is not something that his life of its own, it is something people do. It is the fundamental process of society, the way that people relate to each other" (Schramm 1964:11)

Sacharamn (1964) noticed change in social, cultural, religious and personal attitudes which subsequently have helped change and shape a society completely differently. The society has by and large reacted almost in an identical manner. This has been amply established by some well-known studies conducted by Indian mass communication scholars such as Rao (1965), Danile (1956) and several others. These researches have proved that mass media have immensely aided and assisted the rate and score of development and the pace of people in absorbing the new media which has completely revolutionized the style of people.

Lakshamana Rao's (1966) monographic study of two Indian villages is based on the anthropological approach. He has not administered any systematic technique for collecting data except depending on observation. His two villages of South India – Kothuru (a new village) and Pathuru (an old village) were found at contrasting stage of development. One was becoming industrialized, whereas the other still clung to the agrarian economy. He has tried to study the role that communication plays in the economic, social and political development of a community. The findings reveal the impact of communication on economic, social and political spheres of community. Communication helps a person to find

alternative ways of making a living, helps him to raise a family's social and economic status, creates demand for goods, motivates local initiatives to meet the rising demands, raises the literacy rate, shifts the influence from the age old and traditional status to knowledge and ability helps him in the process of power change from heredity to achievement, motivates the traditional leaders to defend their power by raising their information level, increases awareness about government plans and programmes and helps the community or the nation to achieve power through unity.

Katz (1973) lists five basic needs to be fulfilled by the mass media which included the television:

1. *Cognitive needs: the acquiring information, knowledge and understanding.*
2. *Affective needs: the need for emotional and aesthetic experience, love and friendship, the desire to see beautiful things.*
3. *Personal integrative needs; the need for self-confidence, stability, status, reassurance.*
4. *Social integrative needs: the needs for strengthening contacts with family, friends and others.*
5. *Tension-release needs: the need for escape and division.*

McQual (1972) has identified four main categories /functions of TV

1. *Division and escape – from routines and problems.*
2. *Personal relationship - the media provide company for the lonely and topics for conversation.*
3. *Personal identity the media provide models and values that we can identify with or use as a point of comparison.*
4. *Surveillance – the media satisfy a need to know what is going on in the world.*

Barwise and Ehrenberg (1996) views that watching television is considered a passive activity for two reasons:

1. It involves little physical, emotional, intellectual or financial effort or investment.
2. Most of the time it seems to be something that we do so a 'filter', when we have nothing better or more important to do.

De Fleur and Ball-Rokeach (1975) propose an 'Integrated theory' of mass media in which the idea of needs becomes the basis for understanding the media. They consider that people need to: (a) understand the social world in which they live; (b) act meaningfully and effectively in that world; and (c) experience fantasy-escape from daily problems and tensions. Based on these needs analysis, they develop the 'Dependency theory' which suggests that everyone in the modern world is to a great extent dependent on the mass media for the information which enable them to satisfy all the above mentioned needs.

McQuail (1972) suggests the following five general conditions which bear upon the effect of media:

1. The greater the monopoly of the communication sources over the recipient, the greater the chance or effect in favour of the source over the recipient.
2. Communication effects are greatest where the message is in line with the existing opinions, beliefs, and dispositions of the receiver.
3. Communication can produce the most effective shifts on unfamiliar, lightly felt, peripheral issues, which do not lie at the center of the recipient's value systems.
4. Communication is more likely to be effective where the source is believed to have expertise, high status, objectivity, or likeability, but particularly where the source has power, and can be identified with.
5. The social context, group or reference group will mediate the communication and influence whether or not it is accepted.

McQuail (1972) classified the relationship between media content and the audience as following:

1. Diversion

- i) Escape from the constraints of routine
- ii) Escape from the burdens of problems
- iii) Emotional release

2. Personal Relationship

- i) Companionship
- ii) Social Utility

3. Personal Identity

- i) Personal reference
- ii) Reality exploration
- ii) Value reinforcement

4. Surveillance

Although McQuail is critical about the inadequacy of studies which seek to measure the effect of media, yet, he recognizes one of the major effects as diversion.

Marshall McLuhan (1965) observed, “ In a culture like ours, long accustomed to splitting and dividing things as a means of control, it is sometimes a bit of a shock to be reminded that, in operational and practical fact, the medium is the message. This is merely to say that the personal and social consequences of any medium –that is, of any extension of ourselves – results from the new scale that is introduced into our affairs by each extension of ourselves, or by any new technology.”



Though McLuhan (1965) agreed with critics who proclaimed that the television was radically altering society, he sneered at their moralistic attempts to censor or curtail certain types of programmes. He claimed that the content of TV (programming) is irrelevant, what is changing society, rather, is the medium's stimulation of new, more active ways of looking at the world, in which 'information' is less important than patterns of feeling and engagement. He observes that TV introduced young people to "mythic" thought, "the instant vision of a complex process that ordinarily extends over a long period of time.

C.R. Prasad Rao and K. Ranga Rao (1976), have studied the village communication channels in three villages of Andhra Pradesh. Their study examines the determination of the communication channel usage in a sample of 209 farmers. Causal relationships between the channel usage and the audience attributes are sought to be identified through path analysis. The farmers, all under 50 years of age, each cultivating over 2.5 acres, were interviewed with the help of a structured schedule. The farmers' willingness to change was determined by their secular orientation, credit orientation and risk orientation: their resource based abilities were determined by applying four dimensions, viz. caste, education, the scale of farming operation and the level of living. Three channels of communication were considered to be dependent variable-urban contact, contact with extension agencies and exposure to mass media. High caste, high SES and wealthy farmers were found to benefit most from the form of extension activity which was not significantly influenced by education. Urban contract was found to promote extension contact which is true, directly contributed to exposure to mass media. One of the important findings is that the knowledge imparted through broadcasting was significantly retained by the respondents even 30 days after the broadcast.

S.C.Dube (1964) conducted a survey on the perception of emergency after Chinese attack. He observed that 83.3% of the respondents were aware of the Chinese aggression. The information reaching the elite through the mass media is relayed to the common village people through the traditional channel.

Lakshamana Rao (1966) studied the role played by the communication in economic, social and political development of a community.

Damle (1966) enquired into the diffusion of modern ideas and kinds of knowledge in seven villages. The study elicited information regarding the awareness of people about the national political scene, world political structure, modern ideas regarding caste and religion and the impact of new ideas of recreation, movie, radio, sports, news Papers, lectures, political propaganda, etc.

Singhal and Rogers (2001) acknowledge the Internet for serving as an invaluable resource in researching, writing and illustrating. They accessed a number of Indian newspapers, magazines and hundreds of other relevant web sites tracking down the source through the Internet, bringing in an instant the physical distance.

Scott Wallstein (2003) uses data from a unique new survey of telecommunications regulators and other sources to measure the effects of regulations on Internet development. Controlling factors are such as income, telecommunications, infrastructure development, ubiquity of personal computers and time trends. Wallstein finds that countries requiring formal regulatory approval for Internet service Providers (ISPs) to operate have fewer internet users and hosts than countries that do not require such approval. Moreover, countries that regulate ISP final user prices have higher Internet access prices than countries without such regulations. These results suggest that developing countries' own regulatory policies can have large impact on the digital divide.

Holsapple and Joshi (2002) offer professionals a rich framework for planning and applying knowledge management practices within an organization. This framework – organized around themes of knowledge resources, knowledge manipulation, an organizational influences provides a useable and useful common language for practitioners, as well as some important themes for intensive research.

Livraghi and Monti (2002) examine the growth of Italian internet use in international perspective. They show the relatively rapid growth on Italian internet use in the late 1990s with data from 1996-2000 displayed in eight charts. They view internet availability to be a critical infrastructure for important social practice in advanced industrial societies.

Singh (2002) in his PhD research dealt with Network Education and Mobility in Legal Profession analyzed the social background, the patterns of intergenerational and intra-generational occupational mobility, role of social network in professional education and training of the lawyer and shaping his professional role performance of the lawyers of Meerut. One of the main objectives of the study was to explore how the social network of an individual plays a part in the process of educational attainment when he comes from a rural community to an urban setting.

Communication research in India started in earnest in 1950s. Several research studies have been conducted in the realm of mass communication. The focus of communication studies in India in the earliest phase has been developmental process and diffusion of agricultural innovations (Alahari 1997).

Y.B. Damle's article (1956-57) in 'Public Opinion Quarterly' under the title 'Communication of Modern Ideas: Knowledge of Indian Villagers' can be regarded as the first major work in the field of the sociology of communication in India. He studied the diffusion of modern ideas and knowledge in seven villages near Puna (Maharashtra) and showed that it was not merely the distance from the city that facilitated or hindered communication of ideas and knowledge. It was equally affected by the social structure of the community which determined the qualitative quantitative content of the communication.

Another important landmark in communication research in India is the book by Y.V. Lakshmana Rao (1966). He conducted a study in the villages of Andhra Pradesh to find out the role of communication in national development. He came to the conclusion that the development of communication and the resulting flow of information is followed by, or goes

hand in hand with, development in other areas. Information of certain kinds, once released, awakens appetite for new things or for new ways of doing things.

Since the establishment of Indian Institute of Mass Communication (IIMU) in New Delhi in 1965 by Government of India various types of researches have been undertaken in various dimensions of communication such as Communication and Elections, Communication for Tribal Development in North Eastern Region, Response to visual posters, Role of Daily News Papers during elections and effectiveness of puppetry and film (Gupta 1985).

V.M. Patel (1968) conducted a study in a village in Ahmedabad district of Gujrat to assess the effectiveness of the radio as a medium of communication regarding family planning. In all 161 persons (either husband or wife, who possessed a planning a radio set) were interviewed. The study revealed that about 44.6 per cent of the sample did not feel the need to know about family planning through the radio.

R.P. Patel (1969), in a paper presented at the UNESCO Conference on family planning and mass communication discussed mass education strategies for family planning in India. He also discussed the problems of media arrangement and media selection at central, state and districts levels.

The role of television as a tool for promoting family planning in India was discussed by S. K. Sarmah (1971). He also touched upon the importance of mouth media approach.

P. Patankar and Lilian Dey (1973) have analysed the role of village level workers in the communication of information on family planning programme amongst the villagers.

The role of television in the context of rural communication was analysed by P.M. Shingi and Bella Mody (1974). They found that farmers watching agricultural programmes on TV were less ignorant than non-viewers.

B.N. Berlhaker (1970) studied the influence of communication in the rural population with special reference to radio and News Paper. His findings indicate that for the younger

generation radio and newspapers followed by cinema were the main media of communication. Specific examples of the impact of mass communication in a village situation include change in social institutions and social relations and adoption of improved agricultural methods and health practices.

Atal (1973), in his essay on 'Dynamics of Nation Building: insulators and Apertures' delivered as the Gandhi Memorial Lecture at the university of London, developed a communication model for analyzing nation building in which he discussed social apertures and insulators as facilitating and obstructing mechanisms in the free flow of information.

Since August 1, 1975 through the Satellite Instructional Television (SITE) development programmes were shown in 2,379 villages of six states. A team of social scientists were employed by SITE to test the efficiency of television on and improving agricultural practices and population control in promoting National integration, in upgrading and expanding education and in promoting better health and hygiene for a better life in rural areas (Gupta 1985).

In fact, very little work has been done in the field of social communication prior to 1990's. Since 1990's onwards the trends have been shifted to National Television Network i.e. Doordarshan and more specifically to successful launch of the Polar Satellite Launch Vehicle (PSLV D2) on October 15, 1994 marks an important mile stone in India's space programmes. (Mahajan 1988) in a study of patterns of television viewing among girls in Meerut city found that television viewing increased knowledge about other countries and promotes the general feeling of universal brotherhood.

Iswar Modi (1985) studied the inter-relation between leisure, mass media and social structure in an empirical situation of Rajasthan. He provided of comprehensive description of traditional forms, folk motifs and cultural roots of leisure and the new challenges from the electronic revolution of the mass media and it's encroachment on leisure, culture and social structure. His work was based on an empirical study of a village Garhi Maamur in Alwar district of Rajasthan and the urban community in Jaipur of Rajasthan. His major finding was

that there exists a clear con- comitance between the social structure and the structure of leisure of a society and change in either of the two influences each other. Thus Modi establishes that social structure influence the nature and form of leisure and the leisure itself helps in generating newer structure, social norms and culture.

Brown (1986) found that in any society, feminine personality comes to define itself in relation and connection to other people more than the masculine personality does. In an analysis of the work of several Japanese films, researcher Yasuko (1977) found that the predominance of the perception of women is either wife or whore – the dichotomy already found in media portrayals. Studies on television programmes have also shown that media present an extremely narrow range of female image a young in traditional feminine occupations – if employed at all, seeking identity through love, or marriage, deliberately home oriented, self- sacrificing and dependable. Television cops with and helps to produce a crucial categorization of its viewers into masculine and feminine subjects.

Bhagat (1992) viewed that improved technologies for rural women are established to be the heart of development and innovativeness was thought to be the best single indicator of the multifaceted dimension called modernization.

Roggers (1976) suggested a new definition of development as a widely participatory process of social change in a society intended to bring about both social and material advancement (including greater equality, freedom and other valued qualities) for the majority of the people through gaining control over their environment. The predominant role of communication has been: (a) to transfer technological innovations from development agencies to the clients and; (b) to create an appetite for change through rising a climate for modernization among members of the public.

K.B.Mathur (1994) in his study on communication for development and social change, viewed traditional folk media as culture and community based media. He observed that traditional folk media existed even before the advent of the modern mass media. It was

through the utilization of these media that some of the dynamic religious movements spread for the wide

Dharamvir (1990) has attempted to delineate the role of mass media in determining political awareness, sense of political efficacy and participation among prospective voters belonging to an urban locality in Uttar Pradesh. He concluded that the level of mass media exposure affects one's level of political awareness and sense of efficacy. However, he also reported that higher exposure to mass media has a negative effect on political participation as the highly exposed tend to be less participative.

Mahajan (1990) in her study of television and women's development investigated the role of television in the process of modernization. Based on the data collected from women college students she inferred that in terms of modernizing process Television is not an unalloyed blessing and it can be counter-productive to the ~~to~~ the modernizing effort, if not rationally planned. She also found ambivalence among the respondents about the effects of television on traditional values.

Subhanarayan (1991) emphasized that light viewer can remain so he attends to his work and make a decent living provide, he does not fall for the glamour and glitter as provided by television. He watches TV for a few specific hours a day and remains so as a light viewer and restricting his choice to programmes like news, documentaries etc. Thus, he leaves out the entertainment as presented by TV and shuns away from commercially oriented serials and music and anything of the kind. He becomes an abnormal person when he starts watching serials and other entertainment oriented programmes. TV is like a magic box and it mesmerises the audience completely. To run away from TV it needs a strong will power and education to cure him of the negative effects of television.

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through the utilization of these media that some of the dynamic religious movements spread for the wide.

Fiske and Hartley (1994) viewed in his study on the impact of TV from a semiotic and cultural perspective leads us to pursue the relationship between the TV message the everyday reality of the audience and the functions performed by TV for that audience.

(Parkin 1972, Hall 1980) in their studies on TV show the power of the TV to construct its preferred meanings on the viewers. Morley (1981), points to the viewer's ability to make own meanings. Words do not have meaning; people have similarly different meanings to different people.

Fisk and Hartley (1978) also emphasis that a "Television massage is made meaningful only at the moment when the semiotic codes interlock with the cultural awareness supplied by the viewer, whose own context will play a major part in shaping that cultural awareness. Therefore, it is difficult to generalize on the individual behavioural aspects of the causes and effects of TV. However, when the same or similar things are repeatedly viewed by people it can have a social or ideological impact on people. It is said that a myth repeated one hundred times may have the chance of being considered true. The TV has the potential to interview fact (for example news) and fiction (for instance social drama). Myths can naturalise history since truth can often be stranger than fiction.

Fiske and Hartley (1978) also observed that "the written word (and particularly the printed word works through and so promotes consistency, narrative development from cause to effect, universality and abstraction, clarity and a single tone of voice. The television on the other hand, is ephemeral, episodic, concrete and dramatic in mode. Its meaning is arrived at by contrasts and by the juxtaposition of seemingly contradictory signs and its 'logic' is oral and visual."

Fiske and Hartley (1978) also observed that TV's information is ephemeral: there is no way for the viewer to go back over material, in the way a newspaper reader or book or



reader can glance back over the page. Fiske and Hartley further point out that TV “uses codes which are closely related to those by which we perceive reality itself. It appears to be the natural way of seeing the world. It shows us not our names but our collective selves.”

Smythe (1986) analyzed all the drama programmes broadcast in New York City in the first week of January of that year. He found, among other things, that most characters worked professional, middle class jobs rather than in routine white collar or blue collar-ones, and males out-numbered females by 2:1 among the lead characters of the stories and 4:1 among villains tend to be older than heroes, and were less likely to be white Americans.

De Fleur (1964) studied, over six months, drama on TV in the early 1960's to examine how the world of work was represented on TV and came up with observations that were quite similar to that of Smythe. Both observed that TV dramas tend to over-represent white males and high prestige jobs. He was particularly concerned that “Television presents least often and as least desirable (from a child's standpoint) those occupations in which its younger viewers are most likely to find themselves later.

Stayer (1995) has reported the results of a survey of 750 children in the age group 10-16 in the USA conducted by a nationally research public opinion research firm of Firbank, Maslin, Maulin & Associates in 1995. The survey results show that TV is sending kids mixed messages about the moral condition of the society. What young people see on TV makes them think that people are mostly dishonest (49%), care more about money than about people (54%), are selfish (46%) and talk back to their parents (52%). On the other hand, kids also report that what they see on TV makes them think people take responsibility for their actions (54%) and have good morals (61%). The study also notes that kids say that TV and the movies do an average job addressing the issues they think are more important. The kids say that the issues which are addressed most often by entertainment TV are crime (37%) it is “often” address), gangs (37%) and drugs (31%); those least often addressed are the education (28%), AIDS (24%), school related issues (18%) and family issues (12%).

Webster (1995) explores whether a high level of TV watching will have only a negative impact on the thinking and behaviour of children and how they can be countered by using TV constructively in teaching. He asked whether long term passive television watching has damaging effects on children's cognitive skills, language, learning, behaviour and achievement and answers in the affirmative. He accepts that, "Those children who spends more time watching television tend to be those with more limited general abilities in any case. In other words the longer a child habitually spends watching Television at home; the worse is her performance on measures such as reading comprehension, spelling, math's concepts or language structure."

Narayanan (1983) in his PhD research dealt with the TV viewing habits of children in Mumbai, shows that TV keeps children indoors in the evening when they should actually be engaged in vigorous outdoor play. Though TV is supposed to provide information and knowledge, Narayanan few of his respondents reported that TV glued kids got good grades in examinations!

Mahajan (1988) in a study of patterns of television viewing among girls in Meerut city found that television viewing increased knowledge about other countries and promotes the general feeling of universal brotherhood.

Singh (2002) analyzed the relationship between mass media communication and level of modernity among the middle class youth in an empirical study conducted during January-March 1999 in Silchar town of Assam by administering an interview schedule on a sample of 44 male and 38 female youth drawn from the voter list of a middle class locality. He found that as far as the relationship between mass media communication and modernity is concerned there was a positive relationship between mass media exposure and modernity at the medium level, but mass media exposures not solely responsible for the modernity level of an individual. It is also influenced by some other variables such as caste, class, occupation and education of the subject. Regarding the relationship between social structure and modernity it was found that there was no clear cut relationship between caste and level of

modernity. Because most of the higher caste subjects have medium level of modernity and the lower caste subjects have developed high modernity. However there is a positive relationship between education and modernity in the sense that no respondents have primary level of education and no one has very low level of modernity. At the secondary level of education 87.05% have medium level of modernity and a few (12.05%) have low level of modernity. Among the highly educated respondents 32.08% have high level of modernity, 56.03% have medium level of modernity and only 12.05% have low level of modernity. It also suggests that although the level of modernity increases with the level of education but it perpetuates more at medium level. As far as the relationship between the income group and level of modernity is concerned that the medium level of modernity was found in a high degree in the low income groups. These suggest that there is no relationship between income group and modernity. Among the Brahmins most 60.83% have medium level of mass media exposure, while among the Kayasthya 52.83% have medium level of mass media exposure, among the Vaishyas (67.67%) have medium level of mass media exposure, among the lower caste no one has low media exposure and most of the subjects have high (33.03%) and medium level of mass media exposure (66.67%). It suggest that the media exposure of lower caste is relatively high than the upper caste respondents. The level of mass media exposure increases with the level of education of the respondents. At the secondary level 25% subjects have low media exposure, while at the graduate and post graduate level it diminishes at 10%. The level of high media increases as one moves from secondary to post graduate level at secondary level 18.75%, graduate level 28.57% and post graduate level 45%. Father's education has positive relationship with son's media exposure. The subjects whose fathers are engaged in in Govt. or private sector have more mass media exposure rather than those whose father are engaged in business activities or retired from the services. There is no relationship between income group and mass media exposure. By sum up it may be said that the relationship between the three variables taken the three variables taken in the study is complex. Although there seems to be a positive relationship between mass media communication and modernity, but level of modernity perpetuates more at the medium level. The other factors like level of education, Father's education and occupation have important

bearings on the level of modernity of a person. However, the structural variable like caste has to some extent in negative relationship not only with level of modernity but also with exposure to mass media communication as lower caste respondents have high and medium level of modernity associated with high and medium level of modernity associated with high and medium level of mass media exposure. Therefore, it can be said that education is most important factor in the advancement of the modernity level from medium to higher level rather than exposure to mass media communication. The factors like religion and caste have a negative impact on the process of modernization.

It is now clear from the above discussion that electronic mass media communications are paving their way in Indian society in a significant manner. It is important to understand the socio-economic background of the television viewers in recent years. What are their media habits? What are the patterns of viewing television?

This work undertakes a research study of social background of the television viewers, the patterns of mass media exposure of the television viewers and the pattern of viewing television of the respondents in a developing urban setting i.e. Golaghat town of Assam.

### **Objective of the Study**

**The specific objectives of the study are as follows:**

- (1) To analyze the social background of the television viewers
- (2) To analyze the patterns of mass media exposures of the television viewers
- (3) To analyze the patterns of viewing television

### **Methodology**

The study has been located in a district town namely Golaghat in Assam. The rationale of selecting this unit for the proposed study is that Golaghat is the Headquarter of the district of Golaghat, Assam. Although, it is one of the developing town of the state of Assam but it is located in the remote area of the state as well as of the country. This seems to

be very suitable in analyzing the social background of the television viewers, the pattern of mass media exposure to them and to find out the patterns of viewing television of the respondents.

### **Techniques of Data collection**

The study is focused on a set of the respondent namely television viewers. During the initial fieldwork it was observed that the changes in the field of television are taking place at faster rate. The important players in the field of television in Golaghat are Dooradarsan, NETV, Ne-Hi Fi, News Live, DY 365, and all other satellite channels available. Thus, the study is focused on a set of 300 respondents who have accessed to television in Golaghat town. The respondents are selected by using purposeful sampling of television viewers.

### **Variables of the study**

The variables of the study are as follows:

(a) Social Background, (b) Mass media Exposure, (c) Pattern of viewing Television.

### **Social background**

The social background of the respondent is studied in terms of their Age Group, Sex, Religion, Mother tongue, Caste, Marital status, Languages known, Educational level of the respondent, Income, Father's education and occupation, Mother's education and occupation, Household consumption pattern and Native place.

### **Mass media exposure**

Mass media exposure of the respondent is studied in terms of exposure to the:

**(1) News Paper:** Read and Subscription of News Paper, Number of News Paper read, Language of the News Paper read, Time spent on News Paper reading, ~~Types of News~~ Paper read, Sections of the News Paper read.

**(2) Magazine:** Read and Subscription of magazine, Number of Magazine read, Language of the Magazine, Time spent on magazine reading, Types of Magazine read, and Sections of the Magazine read.

### **Pattern of viewing television**

For the understanding of the patterns of viewing television among the respondents, the study is done in terms of Ownership of television, Time spent on watching television, Place of watching, Channels watched, Programs watched.

### **Collection of Data**

The data of the study were collected from two sources – primary and secondary. To collect the primary and secondary data following techniques were applied:

- (1) Interview Schedule
- (2) Interview Guide
- (3) Observation

### **Interview Schedule**

In this study, structured interview schedule was used. The total scheduled has been divided into three parts, viz., general information of the respondents, exposure to mass media of the respondents, and question related to television. The part wise distribution of the questions in the interview schedule was as follows: general information of the respondents: 20 exposure to mass media: 14 and questions related to television: 25. The total number of questions in the schedule was 59. The questions were framed on each aspect of the study in a logical sequence. The total interviews were completed during the period of months, beginning from October 2010 to March 2011.

## **Interview Guide**

Interview guide was used to collect the secondary data. Through the help of interview guide data were collected regarding the setting of the town, historical background, Population, number of household, caste wise division of households, educational institutions, theatre hall and all other necessary data through different sources.

## **Observation**

Observation was another important technique which was adopted to collect data in the present study. Through field observation, we tried to collect as much details of the field as were possible. Besides these, observation helped us to know the attitude of the respondents towards the issues of the study.

## **Tabulation**

The classified data were put into tables. Tabulation was done by hand employing the method of simple frequency count and cross tabulation. The frequencies were converted into percentages. In each of the table the data have been presented in terms of frequencies and percentages which have been work out up to two decimals.

## **Analysis**

The unit of analysis was the town of Golaghat. The data were analyzed statistically according to the tables.

## **Experiences gathered during field study**

Quite a lot of experience was gathered by us during the course of field investigation. The developing urban setting selected for the study provided us some interesting experience. At first, the people of the study area presumed that we went to the town for surveying the needs of the town community. But when we specifically told them that it was purely for academic purpose, their misconception regarding our visit was removed. The respondents of the developing urban setting i.e. Golaghat town particularly told us that they learnt a lot in the

course of replying to the questions put in the interview schedule. This gave us immense pleasure. The urban people, it appeared to us, to be proud of giving first kind of interview on viewing television to us. It was all the more a novel experience both to them and to us.

### **Scope of the Study**

Television has been emerging as powerful mass communication tool with tremendous capacity to attract and influence the people. The present study is useful in determining the possible impact of television on its viewers in society of Assam as well as Indian society. It may also be useful for the planners and policy makers particularly in formulating communication policies for the areas located in remote areas of the country.