

TELEVISION AND SOCIAL CHANGE

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Abstract:

The fact that television has entered the home has created new problems but also given vast possibility to explore the ocean of information which was not available in the past. For children, housewives, old age person television has become the prime source of information and entertainment; they cannot think of a life without television. Now watching television has become the third most important activity besides sleeping and working. Gradually television has become a formidable power; challenging traditional mode of communication and socialization. The children, teenagers and housewives are a more vulnerable audience and, therefore, carry the maximum impact of any information thrown at them. After reading related literature I thought that this is the appropriate time to explore the areas where the impact of television programmes are clearly visible and to look in to the ways through which we can diffuse it.

Introduction:

There is perhaps no other development that can match the speed and extent of spread that has been witnessed by satellite television in the last one Decade. Nowhere is it more striking than in India. There has been a sea change in the reach and access to television with the spread of satellite cable operations since the gulf-war in 1991. Till 1991, the word television in India was synonym of Doordarshan. The new technology demolished the monopoly of state run radio and television operations and the laws and regulation governing such operations ineffective. Further, the availability of channels originating from outside the country has led worries about the invasion from the sky. The pioneering effort to show live the gulf war by CNN established the technological feasibility of the satellite based transmission. With the opening of skies and breaking of nation-state boundaries the world is now turning towards a global village. Satellite television today has emerged as a new frontier in international relations and an important tool of marketing goods and services globally cutting across national boundaries. The world wide electronic boom ushered in by the introduction of satellite television did not spare India. This invasion from sky gave birth to a spurt of private TV channels introduced by global as well as local media players that together provide a mind boggling variety of options to the Indian viewers.

Global information is vital for the developmental activities. Cable TV provides an effective way of sending information to the masses, thus it can bring awareness in various fields which includes, education, information and entertainment. In the early days of cable broadcasting it was limited to big metros only. Star TV started operating in the early nineties with six channels in the Bombay and within a couple of years it made its presence felt in almost all the big metros. The reason for the sudden growth of cable broadcast was the weak performance of state run television channel, Doordarshan. Now the situation has not only drastically changed in metros but the people in rural areas adjacent to these cities also witnessing a major change in their information and entertainment behavior. Within a span

of ten years now India is witnessing information revolution and cable industry is playing an important role in this process.

A brief account of cable development in the World: The cable television has its roots in a small town in Pennsylvania called Mahanoy city. There, in 1948, an electric appliance store owner was having difficulty selling his TV sets. The reception of TV stations broadcasting from nearby Philadelphia, eighty miles away was poor because of the mountains that loomed over the town. The owner of the store got the idea of putting up a large antenna on a nearby mountain. He ran a wire from the antenna to his store, hooking up houses along the way. The antenna picked up weak signals from Philadelphia, brought them down to an amplifier and carried the stronger signals in to the customers' homes. He charged \$100 for the installation and \$2 a month for service. His customers, as a result, received clear signals from all three channels in Philadelphia, and his TV sets at last began to sell, this was the beginning of what was called community antenna television (CATV). It spread slowly through the country during the 1950s, mainly in rural and deep valley areas. By 1962 there was eight hundred such system in the U.S., reaching a total of fifty-thousand homes. The growth of the TV and desire of the people for better reception produced a brief boom in the cable business.

The federal Communication Commission (FCC) imposed many regulations on the type of programmes that could be transmitted exclusively for cable subscription. Cable Television commercial success was assured in 1972 when, after a five year dispute among broadcasters, cable-operators and copyright owners, the FCC for the first time permitted cable system to operate with distant signals in the top 100 market.

(Because of these restrictions on venture capital the development of cable television slowed down). The growth of cable TV spurted in 1975 with the relaxations of FCC regulations and with use of satellite transmission at signals. The signals are transmitted by programmers in one part of country, bounced off satellite, picked up by the receiving station in another area and transmitted by cable to the local Areas. In addition such "Independent super station" as WTCG in Atlanta, WOR in New York, and WGN in Chicago Transmit programmes through out of country via satellite. Programmes are also supplied by pay-cable programmes such as Home Box Office Showtime which offer recent movies and other special entertainment shows and sports events not seen on regular television. By 1978 more than 450 pay-cable system served 1.2 million subscribers.

The UPI in 1977 began a 24 hour satellite News service featuring a continuous voice commentary over a changing series of still photos. In the same year the American satellite Network was formed by digital communication, Inc. as a new delivery system for CATV. An experiment described as "dramatic leap" in cable

TV, began in Columbus, Ohio, in 1977. With an investment of \$10 million, Warner Cable Corporation offered Columbus homes thirty channel choices combining conventional television, community channels, premium programming on a pay per-view basis, and the capacity for subscribers, by pushing five buttons, to participate in local game show, vote on referendums, take quizzes, purchase products and predict the play of a sporting event.

The Birth of television in India:

Television started in India on 15 September 1959 when AIR's first experimental center at Delhi was inaugurated by the President. Equipment was given to the government of India by Philips India Ltd. who had set up closed circuit television at an Industrial Exhibition organized in Delhi. The primary purpose of this pilot project was 'experimentation. There were two programmes a week, on Tuesday and Friday evenings, each of an hour. Initially twenty-one TV sets were installed in the rural areas in the neighborhood of Delhi. Subsequently UNESCO provided approximately fifty sets which were also installed in the rural areas. Tele-clubs were set up at these community viewing centers. From December 1960 to 5 May 1961 under UNESCO's auspices an experiment in social education was undertaken which has been described in UNESCO's 'Reports and papers on mass communication' No. 38 published in 1963. It says that the programmes were designed to 'add to the information of viewers on various topics, to influence, if possible, their attitudes towards aspects of issues and to encourage follow-up group action and behavior.' The general theme of the programmes arranged for the experiment was the 'responsibilities of citizenship' and the topics covered were traffic and road sense, community health, adulteration of food stuffs, good manners, encroachment on public property and town planning.

Subsequently an agreement was made by AIR with the Ford foundation to conduct an experiment in in-school teaching TV. Two hundred and fifty sets were installed in higher secondary schools in Delhi and eight lessons each of duration of twenty minutes were prepared. Each lesson was telecast twice a day, once in the morning and again in the afternoon for the benefit of the second shift in the school. The subjects covered were Physics, Chemistry, Hindi, English, Current Affairs and Geography. The programmes were jointly prepared by the Education Department of the Delhi Administration and AIR.

Thus social education for farmers and educational programmes for children were the initial objectives of experimental TV in India. While the number of community viewing sets went up in Delhi's rural areas and in schools, and AIR's TV transmission were slowly extended, some thirteen years were to pass before AIR's second TV centre was established at Bombay in 1972. This hesitation in promoting TV needs to be explained since the doubts then raised continues to dog the development of TV in India.

The basic point was that since TV is expensive it is widely considered a luxury. Jawaharlal Nehru, for example, often expressed this view and argued that India could not afford such an expensive toy. At the same time he contended that the potentialities of radio had not been fully exploited. The counter-argument was that TV could be a powerful weapon for social change and it should be used for such a purpose and not to provide yet another medium for the entertainment of the rich. Thus the accepted reason d'être

for the introduction and expansion of TV in India has been to provide a medium for the education of the socially deprived. Unfortunately the government has done little to provide community viewing sets in the villages. This, coupled with the high cost of a receiver, has in fact meant that the vast majority of viewers are in the middle or higher income groups in the cities and for this audience sophisticated programmes and entertainment are the prime consideration. The second TV center was inaugurated in Bombay on 2 October 1972 and centers were opened in Srinagar and Amritsar in the Punjab, the following year. The setting up of these centres was the direct result of developments across the border in Pakistan, which had stations in Lahore and Islamabad, whose programmes were being seen by growing numbers of viewers in India. In the Kashmir valley some two hundred and fifty TV receivers were located in the villages for community viewing. A most important year for the development of Television in India was 1975. Centers were opened in Calcutta on 9 August and in November a TV centre in Lucknow. 1982 was an important year in the development of Indian television. It was in this year that color TV was introduced, and advertisers began to realize the commercial potential of the medium. It was also in this year that low power transmitters initiated national transmission, and the first Indian domestic communications satellite was launched. Doordarshan till 1991 virtually enjoyed monopoly in the television market. It has strengthened its network by opening more and more regional production centers and through its relay stations it covers almost entire country. It is one of the largest terrestrial networks in the world. Its network of 1402 terrestrial transmitters covers more than 90.4% of India's population (Over 1 Billion at last count). As a public broadcasting service, Doordarshan's objective is to reach out to the largest possible audience. Its diverse network has been quite successful in meeting this goal, as far as residents of India were concerned. Today, using the Internet, a large number of viewers the world over can have access to the content aired by Doordarshan, at the click of a mouse.

Development of Cable and Satellite Television in India: In the year 1977 some five star hotels started showing feature films to their consumers with the help of VCR, this particular experiment and related developments gave birth to cable television in India. Up to 1990s cable television was limited to the hotels, industrial families, highly placed government officials etc. But after the gulf war, Star television started operation in India. Since the early 1990s cable technology has evolved from a simple means of improving community television reception to a sophisticated telecommunication medium capable of providing dozens of channels of television programming. Once, merely the relay of commercial television broadcast, cable now has its own sources of movies, sports, concerts, and specialized numbering in millions. These large audiences are increasingly attracting national and regional advertising companies. Cable has become a legitimate competitor among the nation's electronic media.

The growth and development of cable and satellite television in India is remarkable. The growth in satellite and cable penetration is more than twice the growth in TV owning homes. These homes registered a 53 per cent growth jumping up from the 40 million in 2002 to 61 million in 2005. (NRS-2005). Cable and Satellite subscription itself has penetrated 56 per cent of all TV homes. In terms of reach, from the average 134 million individuals a week

watching TV in 2002, the number is at a 190 million individuals in 2005. One more development which is very significant in this regard is color TV penetration. Homes with color TV have doubled leading to 70 percent C&S homes owning color TV sets today.

The growth and development of cable and satellite television has given Indian viewers variety of channels and the monopoly of state run and operated national network 'Doordarshan' came to an end. The variety of information and entertainment provided by the channels very quickly got the attention of all the people. Every one from children to old age people got something of their interest. Soon, Star, Zee, M TV became common names in households.

The cable and satellite industry, since its inception in 1990, has grown manifold and the number of channels they offer also grown almost twenty times (more than hundred channels) than what was available at the initial stage. (Star TV started its operations in India at Mumbai with six channels in 1991.) The time spent on viewing television programmes has also increased. In some of the recent studies it was observed that the average urban adult spends an hour and forty two minutes (1:42 Hour) daily for watching television programmes.

Statement of the problem:

A study to analyze the impact of television programmes on people's social behavior.

Objectives of Study:

- 1) To assess the impact of television programmes on the family relationships;
- 2) To collect information about the individuals information and entertainment behavior;
- 3) To measure the affect of television programmes on individuals social interactions ;
- 4) To measure the impact of television programmes on children's reading habits;
- 5) To assess the impact on individuals daily routine and life-style.

Hypotheses:

- i) Television programmes have created communication gap among family members and they are shearing less time with each other.
- ii) Excess viewing of television programmers has affected social activities, now people have less time for social occasions.
- iii) Excess television viewing has affected the reading behavior of individuals.

Methodology:

Population of the study: The population of the study consists of households of the Badshah Bagh, Gandhi Nagar, Kamala Nagar and Lajpat Nagar colonies of Varanasi city.

Unit of the study:

Individual (male, female members of the household)

Variables of study: A multivariate analyses of following variables:

- a) Age b) Sex c) Socio-Economic Condition

These variables further divided in to several categories which are listed below:

Age: i) Below twenty ii) Twenty-Forty iii) Above Forty

Sex: i) Male ii) Female

Socio Economic Condition:

- i) Lower Middle Class (LMC)
- ii) Middle-Middle Class (MMC)
- iii) Upper-Middle Class (UMC)

Sample of the study:

A sample of the present study comprised of 300 male and female respondents from hundred and twenty household of the areas mentioned above.

Sampling Technique:

The sample of study was selected through non probability sampling method (Judgemental sampling).

The sampling was done in such a way that equal representation was given to all the characteristics. A pre survey has been conducted and only those areas were selected which were most suitable for my research work.. Later on it helped in the process of samples selection for the study.

Tools for Data collection:

For collecting desired information form the subjects, a questionnaire has been prepared having following sections:

- a) Personal details;
- b) Family relationship;
- c) Information and entertainment behavior;
- d) Change in social behavior.

Review of Relevant Literature:

A lot has been written and talked about media impact and its uses. Several theories have been propounded by Communicologist, Sociologist and others working in the field of media research. The 'functionalist' theorists believe that media have a significant role to play in building consensus in society. The 'critical' theorists believe that the elite class or those dominating in society use media to propagate their ideology. The 'functionalists' concentrated its research using empirical quantitative methods, while the 'critical' theorists are concerned with the cultural and political context in which media operates and the ownership and economics of the media. These theories deal directly with the effects of the contents of programmes on opinion, attitude, perception, beliefs and social behavior. The present study has been conducted for assessing the impact of media contents on individuals, mainly housewives, children, old age people and young ones. It also focuses on analyzing that how media content affected people's life style, information taking behavior, family relationship, social gathering, sports and reading habits.

The media effects tradition was the only game in town during the early decades of media research, especially in the US. Based on social psychology and aspiring to scientific status, the effects model sought to show causal links between media content and individual behavior. It investigated the effects of sexual and violent content in popular film and television, comics or popular music on adolescents, women and other, supposedly vulnerable, groups. The effects tradition arises from early communications studies, in which communication was understood as a linear process. Mass media were thought to stick messag-

es into people much as a hypodermic needle squirts drugs into a body. Thus, producers of media texts were thought to inject representations and images into viewers (who had no choice but to accept them), and these 'stimuli' were expected directly to influence individuals' behavior, opinion, attitude or mind-set.

Research using this model was in two stages. First, researchers literally counted images and representations on TV that were considered worrying - 'violent acts' for instance - using content analysis. This established the existence of a problem. Second, sample 'subjects' were 'exposed' to the 'stimuli' - they were asked to watch a video tape - and their 'behavior' was recorded, either directly using galvanometers or inductively via diary reports and questionnaires. The 'effect of 'violence' on 'individuals' could then be measured. The researcher then attempted to link their results to social trends.

The problem with a methodology such as this is that it substituted the experimental situation for reality, and regarded audiences as isolated individuals, ignoring factors such as context and personal ideologies that viewers negotiate with watching media texts. The fact that energetic adolescent boys seemed more uppity when they had just seen a TV action show was said to demonstrate that television causes violence. Such a conclusion would have been much more convincing had researchers shown that the same 'stimuli' had the same 'effect' on a 'controlled' group of people who were not noted for their propensity for aggression - ministers of religion, for instance. But such work was never carried out. There was a good deal of wish-fulfillment in 'effects' research. Challenges to the assumptions of the effects model began in the 1970s, with researchers such as Umberto Eco (1972) and Stuart Hall (1973) setting out to investigate whether single texts offered a variety of readings to differing audiences. Media studies recognized the impossibility of carrying out such a task on individuals and instead chose to instigate projects looking at individuals as numbers of nominated groups defined by, for instance, class, race and gender.

History Of television effects research in the world

Major research projects on television surveyed audience attitudes in 1960, 1970 and 1980. A particularly influential volume growing out of this tradition was the *Effects of Mass communication* by Joseph Klapper, then a consultant to CBS. Klapper's review of some of this first generation of research on the effects of the mass media, and television in particular, produced conclusions that were soothing to a television industry already under attack by critics on its violent programming. Research indicated that media rarely stimulated users to convert to other points of view because of mediating factors, including selective exposure, perception and retention - that is the tendency for individuals to select, perceive and retain messages consistent with their current attitudes. Many researches in the field of mass communication later on revealed that media effects are mitigated by the influence of primary groups, such as parents and peers, on the development of attitudes. Instead of viewing the media as major shapers of public opinion and behavior, Klapper suggested their primary effect was to reinforce current attitudes.

The Columbia tradition did not end with Klapper's review. In 1963, in *The People Look at Television*, Gary Steiner moved from questions of effects to attitudes about television. Using CBS-funded survey research data, collected in 1960, Steiner found that the medium had become an accepted member of the

house hold. Viewers were, in general, satisfied with what they saw; more than two-thirds saw television as the most entertaining medium and about half viewed it as a medium that "seems to get better all of the time." The medium was viewed positively by 60 per cent of the respondents and negatively by only 23 per cent. It seemed that initial inquiries in to the use of and attitudes toward television were full of good news for the emerging industry.

The Colombian Tradition of inquiry continued in the 1970s and 1980s. In 1970, television was still considered the most entertaining medium by 72, per cent of respondents, but only 38 per cent thought that it seemed to be getting better all the time. The number of "super fans" those who agreed that television is wonderful, had dropped from approximately 28 per cent in Steiner's 1960 study to 19 per cent in Bower's 1970 report. As documented in Bower's second volume, this trend toward more negative public attitudes regarding the medium continued in a 1980 survey.

Although the issue of televised violence and its effects remained prominent in discussions of the medium, federal research funds made it possible for scholars to examine a broader range of questions during the 1970s. The emphasis shifted from television's impact on behaviour to its impact on knowledge.

I feel that television is the most influential medium for the general population but it is not that its influence is boundless. Despite its omnipresence and the amount of time devoted to it, television is only one medium of information and entertainment, and the medium represent only one major source in a complex communication mosaic. Although broadcast Television news reaches the largest number of people, print media such as books, newspapers and magazines are still the most important source of new and detailed information. The motion entertainment medium and feature films provide thousands of hours of programming to stations and networks. Consumers increasingly find entertainment options in videotapes, compact discs, cable network, video games, and 900 telephone numbers. On-Line information services and the world wide web have become home libraries in a significant minority of Indian house holds. Even in an increasingly urbanized and fragmented culture, family and friends and social institutions, including schools and religions institutions are still the most important socializing agents. For most people, families and friends and religions institutions are the primary source of values and belief while formal education still provides most baseline knowledge. Television may be our most pervasive medium, but it is still hardly the only source of influence on culture.

Television can and does have a major impact for several reasons. First, television has the widest exposure of any mass medium. More people are exposed to the information and of the same moment than with any other medium. Second, television has both sight and sound. Third, television can be immediate. Events can be experienced in real time and with unplanned consequences that heightened the dramatic impact. The wide exposure, visual-audio channels, and the immediacy of television are likely to be most influential on subjects seldom sought or available from other sources.

As media researcher Wilbur Schramm argued, any communication will have its most immediate impact when it falls on new ground. "When we introduce one drop of communication into a person

where million of drops have already fallen and left their residue, we can hardly expect to reshape the personality fundamentally by that on drop..... (However,) if we are communicating in an area where ideas and values are not yet determined, if our drop of communication falls where not many have fallen before, then we may be able to see a change as a result of our communication.

Although television can have its most dramatic impact on subjects when an individual has little access to information, the medium also can have gradual effects over time. Schramm has compared the gradual effects of communication to the water dripping from a cave that builds a stalagmite.

The stalagmite builds up from the calcareous residue of the water dripping on it from the cave roof. Each drop leaves only a tiny residue, and it is very seldom that we can detect the residue of any single drop, or that any single drop will make a fundamental change in the shape or appearance of the stalagmite. Yet, together, all these drops do build the stalagmite, and over the years it changes considerably in size and somewhat in shape.

Short term exposure may have limited influence on deeply held beliefs and values, but over a period of months and years even these pillars of personality may change.

Assessing the Impact: 'Early Media Studies'.

The concept that the media have different effects on different types of people is relatively new. Early media observers felt that an absolute one-to-one relationship existed between what people read, heard and saw and what people did with that information. They also believed that the effects were the same for everyone. The magic bullet theory, sometimes called the hypodermic needle theory, alleged that ideas from the media were in direct causal relation to behavior. The theory held that the media could inject ideas into someone the way liquids are injected through a needle. This early distrust of the media still pervades many people's thinking today, although the theory has been disproved.

Media research, like other social science research, is based on a continue of thought, with each new study advancing slightly the knowledge from the studies that have come before. This is what has happened to the magic bullet theory. Eventually, the beliefs that audiences absorbed media messages uncritically and that all audiences reacted the same to each message were proven untrue. Research disclosed that analysing media effects is a very complex task.

Some media research existed before television use became widespread in the mid-1950s, but TV prompted scholars to take an even closer look at media's effect. Two scholars made particularly provocative assertions about how the media influence people live. David M.Potter and Marshall McLuhan arrived at just the right moment - when the public and the scholarly community were anxiously trying to analyze media's effects on society.

Findings and conclusions:

In response to the question asked to the respondents, 'Do you like to watch TV programs with family or individually?' it was observed that in the early days of television broadcasting the TV viewing was a family affair, but the technological development and sharp decrease in the price of television sets have affected

the viewing style. Now television has found place in not only drawing room but also entered in the bedroom of the individuals.

As the data indicate that out of 54 male respondents of below 20 years, 36 of them like to watch programmes individually and 18 prefer to watch programmes with their family.

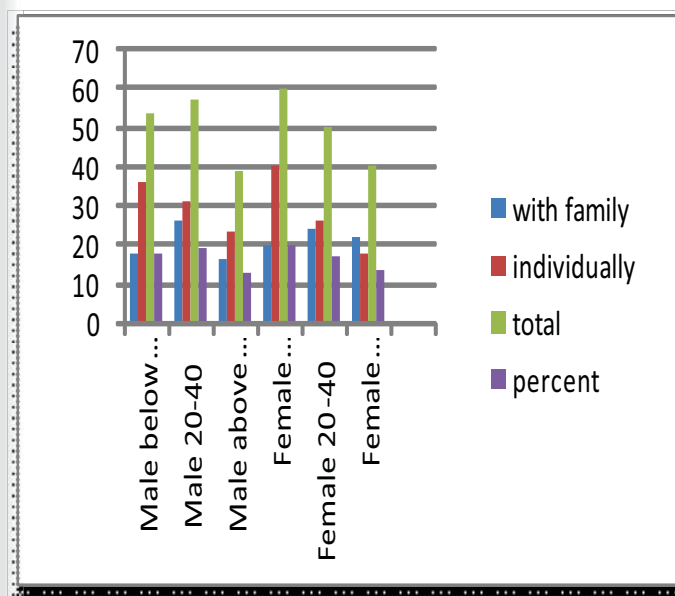
The male between age group of 20-40 have also shown a similar trend, as 31 male respondents out of 57 respondents said that, they love to watch programmes individually, 26 male respondents prefer to watch programme with family. If we analyze data for male below 20 and male in the age group of 20-40, a little change in their preference is visible.

The percentage of male willing to watch TV programmes with family increases from nearly 34 percent to some where about 46 percent. It indicates that there is a little change in the viewing behavior.

Do you like to watch TV programs with family or individually?

Table-1

	Yes	No	total
Male below 20	40	14	54
Male 20-40	44	13	57
Male above 40	20	19	39
Female below 20	38	22	60
Female 20 -40	26	24	50
Female above 40	26	14	40



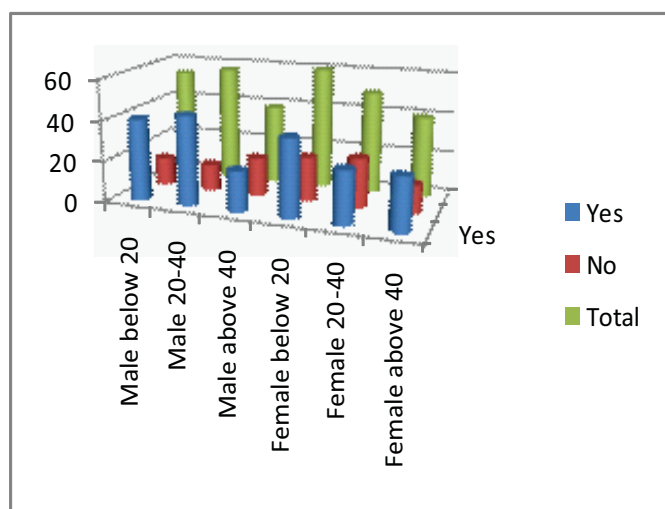
The data for the male above 40 shows similar trends out of 39 males above 40 years of age 23 prefer to watch programme indi-

vidually and 16 like to view the programmes with the family. It clearly indicates that majority is willing to watch programme individually. Out of 150 female respondents between the age group of 20-40, 56% were in favor of watching programme individually and 44 % were willing to watch programme with family. The data clearly shows a dramatic change in the viewing behavior of the respondents.

Do you think television has affected the communication behavior of family members?

Table-2

	Yes	No	total
Male below 20	34	20	54
Male 20-40	35	22	57
Male above 40	20	19	39
Female below 20	35	25	60
Female 20-40	35	15	50
Female above 40	28	12	40

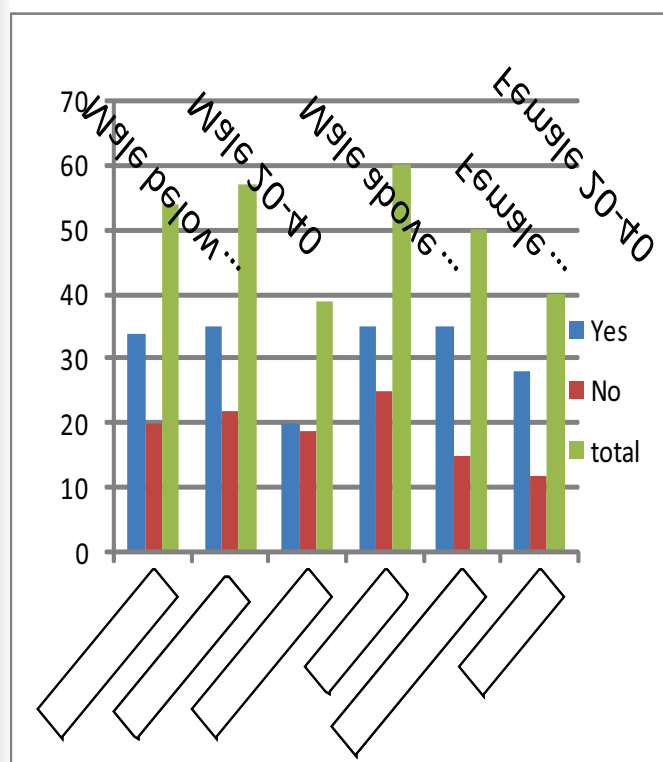


When the respondents were asked about the affect of television viewing on communication behavior of the family members, the majority of the male respondents 104 (69.3%) were of the opinion that the excess viewing of television programmes have affected communication behavior of family members. In case of female respondents too, it was quite apparent, out of 150, 90(60%) female respondents felt that family members are sharing less time with each other. It is quite evident from the data that television viewing has certainly changed the communication behavior of respondents not only within the family but outside as well. Earlier people used to spend their free time either talking with their family members or doing some work for family. But the entry of television in the bedroom has changed the scenario and now individuals are feeling the aftereffects of this medium.

Do you think television viewing has affected your reading habit?

Table-3

	Yes	No	Total
Male below 20		14	54
Male 20-40	44	13	57
Male above 40	20	19	39
Female below 20	38	22	60
Female 20-40	26	24	50
Female above 40	26	14	40



The data above show that out of 150 male respondents 96 (64%) felt that due to excess viewing of television programmes their reading habits have been affected. Out of 150 male respondents 54 (36%) percent were of the opinion that there was no significant change in their reading behavior. The response of Female respondents is also quite similar to their male counterpart. Out of 150 respondents 84 were of the opinion that their reading habits have been affected. Watching their favorite programmes on television have reduced reading time dramatically. A significant number of female respondents (66) said that they did not notice any change in their reading behavior.

The data of this study is collected from 300 male and female respondents of four colonies of Varanasi City. The cultural capital of India is also witnessing the impact of the invasion from sky. The

interpretation of the data collected from male and female respondents of different age groups, occupations, family types has given ample information regarding the research assumptions in hand. The finding of the research clearly indicates that the cable and satellite television development in India is playing vital role in social change. The technology has demolished the national boundaries and the flow of information and entertainment, originating within India and outside its geographical limits, gradually altering the perception of the common man. It is quite evident from this study that individuals are devoting most of their free time watching programmes on cable and satellite television. This viewing behaviour has brought about certain changes in their lifestyle, daily routine, social visits, reading habits, information behaviour. The impact of this medium is phenomenal and everyone is under its striking distance, be it children, housewives, old age people or others.

The television has become an effective instrument of modernization and change. Television is creating a culture of its own, teleculture. The world and culture shown in some of the popular television programmes are not truly representing the world where we live in, thus creating an illusion and those who born and brought up after the advent of this medium showing the maximum effect on their daily routine and lifestyle.

Like all other modern technologies television too has its desirable and undesirable features and it is up to us that how we are using the medium. The ultimate control lies in the hands of human beings who controls the operation of this medium. If we are determined and aware about the pros and cons of our act than no technology will ever determine our future. After all the technologies are developed by the men and they have a definite edge over it.

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