GLOBAL RESEARCH ANALYSIS

ISSN No 2277 - 8160

Listed & Indexed with

ISSN Directory, Paris



Multi-Subject Journal

Volume : 1 | Issue : 2 | July 2012 | ₹ 250/-

GLOBAL RESEARCH ANALYSIS

ISSN No 2277 - 8160

GLOBAL RESEARCH ANALYSIS

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INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Application of One Way ANOVA and Tukey's HSD Post Hoc test to Ecological Data	T B Mruthunjay, Dr. Shankar P Hosmani	Biotechnology	1-3
2	"New Area and Management Through Value Based"	Dr. Pankaj. K. Trivedi	Commerce	4-5
3	E-Supply Chain Strategies	Dr. Vipul Chalotra	Commerce	6-7
4	Socio-economic and Cultural factors in health, health services and prevention: An over view	Jaibarath Mageshkar	Economics	8-9
5	A Discriminant Analysis on Demographic Factors and Satisfaction Level of Credit Card Users in Coimbatore City	Dr.Malarvizhi.V	Economics	10-12
6	Effects of Socio-Cultural Determinants on Fertility	Prof. Dr. K.J. Thankachan	Economics	13-15
7	"Need of Effective Communication Model in Teaching Learning Process"	Dr. Mujibul Hasan	Education	16-18
8	Awarness on Special Education for B.Ed Students	Dr. S. K. Panneer Selvam	Education	19-20
9	Quality Improvement in Elementary Teacher Education	Ramesh B. Sakhiya	Education	21-22
10	Mobile operating system: A Case study on Symbian and Android	Vidyasagar S.D.	Engineering	23-25
11	IIR Filter Design to remove noise from ECG signal	Aarti J Patel	Engineering	26-28
12	Assessment of Godavari River Water For Sustainable Utilization.	I. B. Ghorade, S. S. Patil, M.D. Wagh	Environment Science	29-32
13	Shiksha, Saksharta aur Media	Dr Subodh Kumar	Journalism	33-34
14	Television Viewing Behaviour of Rural Women	Dr. H.Ramakrishna	Journalism	35-36
15	Female Foeticide and PNDT Act: Issues and Challenges	Dr. Anu, Dr. Pawan Kumar	Law	37-38
16	Product Invasion from foreign Competitors Whether Indian Product will win this Competition?	Dr. Ashish Singh	Management	39-40
17	"Role of State Wise Employment Exchanges on Condition That Employment In India."	Mr. Vimal P. Jagad	Management	41-43
18	A Study for The Growth of Micro, Small, Medium Service Enterprises Thorugh Tourism Development	Prof. Nikita Gupta, Prof. Parag Gadve, Prof. Farha Hussain	Management	44-45
19	To Study The Need of Capacity Building for Rural Tourism	Prof. Parag Gadve, Prof. Nikita Gupta, Prof. Farha Hussain	Management	46-47
20	CRM and Information Technology	Prof KVSN Jawahar Babu	Management	48-49
21	Strategies for Seizing Rural Markets- A Checklist for Fmcg Firms	Prof KVSN Jawahar Babu, N Meena Rani	Management	50-52
22	Implementation of Adaptive Controller based on FPGA for Flow System	Ankit V Bhaiya, Prof. Vandana V. Patel	Management	53-55
23	"A Study of Evaluation of Operating Performance of Selected Mutual Fund in Global Era"	Mital R Menapara, Bhavesh P Chadamiya	Management	56-57
24	"Remarks on the Measurement, Valuation and Reporting of Intangible Assets"	Dinesh C. Dhoniya	Management	58-59

Sr. No.	Title	Author	Subject	Page No.
25	Corporate Social Responsibility: Micro and Macro level	Parul Jain	Management	60-61
26	Role of Management Schools in Transformation of Rural India	Dr. H.Ramakrishna	Management	62-64
27	A Study on Customer Experience in Modern Retail Stores with Reference to Big Bazaar, Hyderabad	N Meena Rani	Management	65-67
28	Impact of Satellite Television on Adolescent Girls of Silchar Town in Southern Assam	Dr Partha Sarkar	Mass Communication	68-70
29	Quality Assurance Procedure for Computerised Tomography Scanners(Test Followed In India)	Suresh Sukumar, Sushil Yadav	Medical Science	71-74
30	Magnetic Resonance Imaging of Routine shoulder protocols	Suresh Sukumar, Sushil Yadav	Medical Science	75-76
31	A Simple Teaching Module for Brain Sections: Integration of Traditional Teaching Methods and Modern Computer Technology.	Dr. Archana U. Shekokar, Vandana A. Tendolkar	Medical Science	77-78
32	Effects of Mand Training on Negative Behaviours and Verbal Behaviour Development: A Case Study	Prasanna V, Sunila John, B Rajashekhar	Medical science	79-81
33	Effectiveness of Videotaped/Photographs in Teaching Handling Techniques for Caregivers of Children with Spastic Cerebral Palsy	V.Guruprasad, KR.Banumathe, T. BalaKrishnan	Medical Science	82-84
34	Comparision of Thresholds of Single Frequeny and Muti Frequency Auditory Steady State Responses in Normal Hearing Adults	Sadanand Gore, Hari Prakash P	Medical Science	85-87
35	Clinical applications of Speech Evoked Cortical Auditory Potentials (SECAPs) in Pediatric Hearing assessment & Aural habilitation- A case report	Ayas Muhammed, Archana, Kishan, Hariprakash, Prajakta Prabhu	Medical science	88-89
36	Rudimentary horn pregnancy: A Case Report	Dr Ashwini Avinash Yelikar , Dr Vidya Vijender Ambatkar, Dr Kishore Hol, Dr G S Shekhawat	Medicine Science	90-91
37	A rare case: Typhoid fever with ARDS	Dr. Ramakrishna Ghubde, Dr. Archana Shekokar	Medicine Science	92-93
38	Motivation, Well-Being & Adjustment of Economic Downturn Survivors: An Empirical Study in a Manufacturing Industry	Vijaya.R, Dr.M.Y.Manjulat	Psychology	94-96
39	Diversity of cladocerans, copepods and ostracods of Kapsi Lake Kapsi, Akola (MS) India	P. P. Ade	Zoology	97-100
40	Study of macromolecular contents of different tissues of Channa punctatus under stress condition	Pooja S. Thakur	Zoology	101-102
41	Spider diversity of Katepurna Sanctuary District Akola (MS) India	Shegokar M.M.	Zoology	103-106

Volume : 1 | Issue : 2 | July 2012 • ISSN No 2277 - 8160

Research Paper | Mass Communication

Impact of Satellite Television on Adolescent Girls of Silchar Town in Southern Assam

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ABSTRACT

The study entitled IMPACT OF SATELLITE TELEVISION ON ADOLESCENT GIRLS OF SILCHAR TOWN IN SOUTHERN ASSAM " is analytically aimed to explore the importance of impact of satellite television among the adolescent girls in Silchar town. This particular study tried to find out how satellite television impacts on the values, attitudes, and aspirations of people over here in Silchar, and whether it really has any impact on them at all. The status, contributing factors which concentrates upon impact of satellite television, and media exposure level of the people, opinion of the respondents in preferring which channel are the specific objectives which has been investigated in the study.

As required by its nature, objective and design the study is based on survey research and secondary data. This study reveals that how satellite television has an impact on their decision making process. However this study is an important one because the various influences of satellite television on people have been studied extensively in a number of other countries. The study is in no way comprehensive or complete. Thus, the study attempts to find out the impact of satellite television and its impact on the values, attitudes and aspirations on these teenagers. All the sources providing data on the impact of satellite television has been tapped comprehensively to analyze the impact of satellite television in Silchar town.

KEYWORDS:

Introduction

Television, invented by John Baird, is one of the newest inventions of man among all newly invented electronic media. The first public (regular) transmission started in England in 1936. It has been universally acclaimed as a very powerful medium of mass communication. It has overcome the barrier put up by illiteracy which is the main hurdle with the print media because through this media people learn by seeing and listening. It has the capacity to reach the largest number of people in the shortest possible time.

In India television was formally started on 15th September 1959, when first telecast was started from Delhi with the help of UNESCO sponsored state television transmission as an experiment. The development of Indian television got a turning point when the daily telecast was increased to 1 hr. with the help of West Germany. This telecast included both entertainment and informative programmes.

On 1st August 1975 "Satellite Instructional Television Experiment - SITE" was started to provide information to rural area with the permission of UNESCO (1976). In 1982 India launched it's first satellite system, Indian national satellite INSAT IB, due to which colored transmission was made possible

Objectives:

1. To find out the media use
2. To know the attitude of girls towards selected program television viewing and various channels
3. To analyze the extent of knowledge gained and retained through television viewing exposure
4. To study overall change in the outlook towards various aspects of life

Methodology:

.100 girls were selected randomly as respondents from various Girls High and Higher Secondary School . The information was collected with the help of an Interview schedule. The school were both Bengali and English medium and had students of all socio-economic strata. The respondents were of age group 13-17 years studying in class 9th to 12th .The data was tabulated and percentage was calculated under different heads as mentioned in the interview schedule

Results and Discussion:

The results have been obtained on the basis of the survey conducted.

Table 1 : Classification of respondents on the basis of their age and education status

Class	Age Group (Years)	Numbers	Percentage
9	13-14	15	15
10	14-15	28	28
11	15-16	21	21
12	16-17	36	36
	Total	100	100

Table 1 indicates that 15% respondents were in IX class and belonged to age group 13-14 years , 28% were of class X belonged to 14-15%, 21% were XI class of age group 15-16 years and 36% of the respondents were in XII class of group 16-17 years

Table 2A : Classification of respondents on the basis of parent's education

Education Level	Father		Mother	
	No.	%	No.	
High School	6	6	15	15
Intermediate	17	17	22	22
Graduate	47	47	45	45
Post-graduate	14	14	10	10
Higher	16	16	8	8
Total	100	100	100	100

The table 2A shows the parent's education of the respondents. The education was categorized as High School, Inter, Graduate, Post graduate and higher and it was found that 16 %, 14%, 47%, 14% & 6% fathers belonged to the above categories respectively, while the distribution of mother were 33%, 27%, 22%, 10% & 8% respectively. It's clear that most of the respondent's parents were educated.

Table 2B : Fathers and mothers occupation

Occupation	Father		Mother	
	No.		No.	
Business	27	27	-	-
Job	54	54	20	20

Professional	19	19	-	-
Housewife			80	80
Total	100	100	100	100

The table 2B reveals that 54% of the fathers were in some kind of job, 27% fathers did business and 19 % were professional viz. lawyer, doctors etc. while most of the mothers were housewife (80%) and only 20 %were employed.

Table 3 : Classification of respondents on the basis of having television and cable connection

Respondents No.	Have only DD	Have Cable	Total	Have T.V.	Don't have T.V.
	40	60	100	87	13
%	40	60	100	87	13

The table reveals that 60% of the respondents have cable connection while 40% don't have i.e. they have only Doordarshan. It also shows that 87% of the respondents have television sets in their home while 13% did not have T.V. sets.

Table 4 : Distribution of respondents according to time spent in watching T.V. daily.

Time (Hours)	No	%
1-2	27	27
2-3	43	43
3 and above	30	30
Total	100	100

The table 4 reveals that 43% of the respondents watch T.V. for 2-3 hours daily i.e. 14-21 hours / week. 30% viewers such who watched T.V. for 3 or more than 3 hours daily. In this category some were such who could watch T.V. for 6-8 hours daily. 27% watched T.V. only for 1-2 hours

Table 5 : Distribution of respondents on the basis of views about usefulness of Television.

Usefulness of T.V.	No.	%
Yes	86	86
No	14	14
Total	100	100

The table 5 reveals that 86 % of the respondents find TV useful while only 14 % do not find it useful.

Table 6 : Distribution on the basis of type of programmes

SL	Name of Programmes	Like very much	Very little	Not at all	Total
1	News	55	30	15	1OO
2	Cinema	60	35	5	
3	Chitrahar	55	40	5	
4	YouthProgramme	60	22	18	
5	Light music Advertise-	48	30		
6	ment	45	30	22	
7	Sports	34	35	25	
8	Serials	65	30	40	
				5	

It was observed that serials were most liked programme with.65%, followed by Cinema and Youth Programmes (60% each) then news and Chitrahar 55 % each, while light musical programmes were liked by 48, then Adertisement with 45 % and lastly sports programmes were liked by only 34%.

Table 7 : Distribution on the basis of favourite channels

S.No.	Channels	Best	Better	Less	Total
1.	Doordarshan	26	30	44	100
2.	DD Metro	36	35	29	100
3.	Star Plus	65	25	I0	100
4.	Sony	60	25	15	100
5.	Zee TV	55	30	15	100
6.	Aaj Tak	45	25	30	100
7.	Discovery	55	35	10	100
8.	MTV	60	25	15	100
9.	B4U Music	60	30	10	100
10.	Channel V	50	20	30	1.00

The above table shows that Star Plus leads the hit list with 65%, followed by Sony, MTV and B4U music with 60% each, Zee TV and Aaj Tak with 55% then Channel V with 50% then DD Metro with 36% while Doordarshan is least popular with 26% respondents liking it.

Table 8 : Distribution of the respondents on the basis of views about TV

S.No.	Views	No.	%
1.	Gives world wide information	60	60
2.	Helpful in country's development	28	28
3.	Wastage of time	17	17
4.	Useful for all	20	20
5.	Ads. Are beneficial for economy	12	12
6.	Good time-pass	38	38
7.	All round development of youth	20	20
8.	Causes bad habits in youth	15	15
9.	Weakens eyesight	20	20

The above table 8 shows that 60% hold the view that TV gives worldwide information, 38% consider it as a good time pass 28% think that TV is helpful in country's development. 20% found each TV was useful for all weakens eyesight and helps in all round development of youth 17 % find it wastage of time, 15% thinks that TV causes bad habits in youths and 12% think that ads shown are beneficial for economy.

Conclusion

Television was originally viewed as a "medium of education, rural uplift, and community development". It was expected to help the country- in the words of Dr. Vikram Sarabhai , "to leap ahead from the state of economic backwardness and social disabilities in decades rather than centuries. "

It's, in fact, quite remarkable how a technology (1 hybrid-terrestrial cum-satellite system) designed and intended as a tool for the development of all country folks has been distorted and appropriated to provide entertainment and convey mostly commercial and modern message to vocal urban consumer.

From the data, it was seen that most (36%) of the respondents belonged to age group 16-17 years. The parents of the respondents were mostly educated with maximum of them completing graduation (father's 47% mother 45%). It was seen that 80% of the mothers were housewives sand only 20% were working.60% of the respondents had cable connection in their homes, with 87% having TV sets in their own homes. 13% respondents who did not have their own TV sets watched it at neighbours place. 43% of them watched TV for 2-3 hours daily or approx. for 14-21 hours per most favourite programme of the respondents (65%) while sports is the least favourite (34%). Star plus is the favourite channel and Doordarshan is least favourite. 60% girls agreed to the fact that TV gives world-wide information and 38% find it a good times pass while 17% though that TV was wastage of time. Most of the respondents were ambitions, wanted to get employed after studies, were in favour of family planning and small families and joint families. Most of them found TV programmes a part of their life. According to them they learn a lot from satellite channels, like world-wide information relating to history, animals, fashion and current news. Also, telecasted television the best medium of entertainment. The like the music on various music channels.

Summary

Today television is the most powerful medium of mass communication. It reaches and affects every inch of the country. A revolution has been started in the area of mass communication through the medium of television's modern communication techniques. It's importance has increased so much that it's more or less impossible to imagine live without it. Television has superseded all the other media viz. newspaper, radio, books etc. Now we are able to see the actual picture of any event happening in any part of world.

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GLOBAL RESEARCH ANALYSIS

Multi-Subject Journal

Editor,

GLOBAL RESEARCH ANALYSIS

3, SUHANA, Nr. Ruby Apartment,
B/h NID, Rajnagar Circle, Paldi, Ahmedabad - 380007

Printed at Unique Offset, Novatsing Rupam Estate, Opp. Abhay Estate, Tavdipura, Shahibaug, Ahmedabad

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