



Effects of Television and The Viewers

By Amal Datta

Mittal Publications, New Delhi, 2007. N.A. Condition: New. xv+124pp With the advent of cable channels in India after the late nineties and its rapid consequent growth in society. Television owning people are now having more access to a number of various channels including Doordarshan channels at a time. There is now catering of several programmes by various channels almost overnight 24 hours telecast, thus has brought about remarkable change in the transmission hours. While, earlier there was only Doordarshan channels particularly before the advent of cable and satellite channels in India and the transmission hours was fixed and never continued overnight except for film on holiday. Indeed change in programme contents, number of channels including longer duration of programmes telecast through out the day and night, easy and wide access to different channels and different varieties of programmes etc. might have resulted into changes in viewing options vis-.-vis viewing patterns. And television viewing people are now viewing the Television for more duration due to easy and wider access to a good number of various available Television channels and a wider varieties of programmes. Thereby, it is important to find out the extent of effect of 24 hours telecast vis-.-vis watching...



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