



CHAPTER - I

TELEVISION : A MEDIA

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The present chapter deals with the historical review of television in the world.

#### **1. INTRODUCTION :**

Television is referred to mean the electrical transmission of pictures in motion and the simultaneous electrical transmission of the accompanying sounds. It , extends the senses of vision and hearing beyond their limits. Therefore, television systems are designed to embrace the essential capabilities of these senses with appropriate compromises between the quality of the reproduction and the costs evolved. To provide a system suitable for public use and yet capable of such speed is the full resource of modern electronic technology. <sup>1</sup>

#### **2. DEFINITION :**

“Television is an archetype form of mass communication because it is an industry, whose products are recreation, news – reporting and education”.

### **3. MEANING :**

'Tele' means distance and 'vision' means 'to see' which means "to see from distance". The fundamental aim of a television system is to extend the sense of sight beyond its natural limits, along with the sound associated with the sense being televised.<sup>2</sup>

### **4. THE HISTORICAL DEVELOPMENT OF TELEVISION:**

For ages man has dreamt of transmitting sight and sound from one place to another. About 1884 Paul Nipkow made known a different approach to the problem. His new and promising method was a sign post to the theoretically correct path which has led to present day television. It was according to his idea that the first modern experimental television transmissions were carried out in New York from 1923 to 1931. Around 1923 the first demonstration of actual television was given by J. L. Baird in U.K. and C. T. Jenkins in U.S.A. They were successful in demonstrating the electrically transmitted moving pictures in half tones and this conceded to the start of television as an operational technology. The concept of analyzing and synthesing an image for transmission over a single communication patent <sup>was</sup> by P. Nipkow.<sup>3</sup> These variation were

used by Baird and Jenkins, <sup>who</sup> deserves an important place in the history of television.

The conceptual base of the modern electronic television system was laid down in 1907 by a Russian Boris Rosing, an English man, A.A. Campbell Swinton. The development of colour television paralleled that of the black and white variety. The first demonstration of television in colour was given by Baird in 1928, five years after his first monochrome demonstration. In 1929, the first colour television demonstration in U.S. was made by H.E. Ives and his colleagues. Although television broadcast started in 1935, world political developments and the Second World War slowed down the progress of television. With the end of the war, television rapidly grew into a popular medium for dispersion of news and mass entertainment throughout the world.

Although the colour television demonstration was given in 1929, the, present colour system was adopted in 1953 by U.S.A. and transmitted in U.S.A. in 1954.

#### **5. TELEVISION IN INDIA :**

Television made a beginning in India on 15<sup>th</sup> September, 1959, when a pilot T.V. Center was established at Delhi with the assistance of

UNESCO, for carrying out studies in the use of the medium for imparting social education. A transmitter of 500 W power could carry the signals upto 25 Km from Delhi. The regular service with a news bulletin was started in 1965. Television went to a second city; Mumbai only in 1972 and by 1975 Calcutta, Chennai, Srinagar, Amritsar and Lucknow had television stations, too.

The first experiment with Satellite technology in India was the Satellite Instructional Television Experiment (SITE) conducted in 1975-76, which was incidentally the first attempt anywhere in the world of using this sophisticated technology for social education. The year 1982 witnessed the introduction of a regular satellite link between Delhi and other transmitters, the start of National Programme and Doordarshan switching to colour television. The major impetus for these developments was the Asian Games<sup>4</sup> held in Delhi that year.

After 1992, television facilities have been rapidly expanding and during certain periods the country got a new transmitter every day. The number of transmitters increased from 19 to 519 in decade 1981-1990 studios  
were also set up in a number of cities<sup>5</sup>.

Doordarshan has a three-tier primary programme service-National, Regional and Local. It also provides Information Programmes and Educational TV.

#### **6. TELEVISION RECORDING :**

Recording of television programmes<sup>mes</sup> on photographic films or magnetic tape is an important technique. It helps not only to preserve a permanent record of a live scene programme for subsequent rebroadcast, but also to perfect a performance. It is more useful than the photographing and editing methods of the motion picture industry. Recording of television programmes on field involves similar techniques but in reverse. Most television programme recordings are done on magnetic tape. This technique produces rebroadcast programme. Magnetic video recording is widely used in broadcast operations, not only because of its high quality but because it is immediately available for playback. Recording of colour programmes is also possible on magnetic tape. But in the early 1960's it was still subject to somewhat lower quality than black and white recording. It was due to fact that the necessary precession of tape transport and pick up rotation is greater in the colour system.

The vidican camera tube, first used in the early 1950's was the first camera device to employ the phenomenon of photo conductivity. In its early form it was sluggish and hence it was limited to industrial applications. Later on versions were free of this defect and the vidican came to enjoy some use in broadcasting in black and white and colour service. The television channel contains the picture carrier frequency, one complete picture side band and a small portion of the other picture side band. The picture signal wave form produced by the television camera is initially very weak. The picture signal is applied to the grid of the electron tube, which governs the passage of electrons from the negative electron element.

### 7. FUNCTIONS:

The functions of television in relation to audiences are fundamental to any television system in a democratic country. First of all, it should provide substantial services for the common needs of the majority of the population. The broadcasting authority should entertain us and keep us abreast of happenings in the world. The taste of today's audiences is potentially more varied. On account of variety of tastes of

today's audiences, it is difficult for the programme planners to design the programmes which would satisfy all audiences.

If the broad-casters are successful in obtaining the kind of consistent attention then, they are tempted to decide that their audiences are as uniform in tastes as their own programmes. The existing tastes are not a product simply of irremovable hereditary factors, but they are to a large extent a product of opportunities, education, social class, available money and alike.

The Pilkington Committee on broadcasting in its report published in 1962 said, broadcasting authorities certainly have a duty to keep awareness of the public tastes and attitudes in all their varieties and a duty to care about them. Any decision to put on programmes other than those apparently justified by simple 'feed back' from the market with existing taste which can be called paternal, patronizing or propagandist. Indeed, all such decisions are risky because programme planners are only mortal men with circumsented views and assumptions that are not always examined.



It is difficult to define a good programme. Counting heads is not a proper test of a programme's success, but it can't be rejected completely. A programme attracts an unexpectedly small audience though the producer did all he could to make it interesting with integrity. Again technical competence is important and technical brilliance admirable. But, the difficulty one has to face while defining 'good television' without patronizing or either as a victim of the market. Many television producers hold on to "technical professionalism" as an end in itself. While presenting the material, the broadcasters are required to aim at 'Objectivity and balance'. The two are not synonymous as objectivity means the decision not to push a particular editorial line. 'Balance' means ensuring that all sides have a fair and reasonable chance to be heard. Hence 'objectivity' and 'Balance' are very important.

Television is not a cottage industry or home industry. It is a many layered industry with stage often interposed between the original idea and what appears on the screen. Television has a peculiar 'immediate' and 'fluidity'. On television everything

tends to become an instant report from the frontline. Television tends to seek 'personalities of its own. Of course, television personalities help to build up 'channel loyalty' and link disparate items, which are favoured by the programme planners.

Television has an exceptional sense of immediate history. When a great public occasion or a terrible event or a state funeral such as Sir Winston Churchill's or the assassination of Mrs. Indira Gandhi is seen on television, brings a sense of immediate historical presence which is overwhelming. Sometimes one really behaves in the reality of an event only because it has been validated through seen on television. There are three kinds of formal structure for television. These are the state controlled, the commercially impelled and the in between or the potentially democratic.

#### **8. MEDIA OF MASS ENTERTAINMENT :**

Television is one of the media's of mass entertainment in the advanced countries though in India it is yet in its infancy. Television has been called, the wonder child of mass media, a child of prodigy. And like all prodigious children it is not stable.

So far its influence is limited to the advanced countries, and it has not yet reached the masses due to the expensive equipment involved. But it has all the possibilities of becoming an important item of the leisure time of the general public.

Although television is regarded as very important and strongly based in its effects on the attitudes and behaviour, is probably not as important as is commonly thought. Television reaches right into the living rooms of its audience. It seeks to hold them and retain that hold, rather than being content to be reached as far as the mood arises. This becomes less true if the mood arises, if there is more than one channel and if the programmes on these channels are arranged so as to contrast with each other and encourage selective viewing. However, when the funds of television come from advertising, the point holds true even where there are several channels.

The professionals progressively worship the machine that draws out their talents. They become bored at the thought of looking outside their mystery and thinking about its relations to society and individuals. It is difficult to define mass

communications precisely<sup>6</sup>, but television, of all the media has the highest number of those characteristics which feature in any reasonable definition. It has by far the largest audiences of all forms of communication, it sometimes reaches virtually the entire population of a nation, such as a national message, state funeral or a cricket game. The use of satellite is now becoming more and more common like all major mass communications, television has a continuous production belt. It is a recreational cultural, Informational and educational 'Sausage Machine'. It must be fed day after day so as to maintain continuity.

#### **9. TELEVISION ALL OVER THE WORLD :**

Television has become a worldwide phenomenon today. The total number of television sets in the world has touched 2 billion mark in 1995. The first regular public transmission television was started in England in 1936 by B.B.C. , which followed by France and U.S.A. U.S.A. was the first nation to start the transmission of colour television in 1953. The influence of television is seen in the advance countries. The developing and the under-developed countries are also showing keen interest in

television. The importance of television is growing fast throughout the world.

## **10.SATTELITE INSTRUCTIONAL TELEVISION**

### **EXPERIMENT (SITE) :**

The first experiment with satellite technology in India was the SITE conducted in 1975-76. That was in fact the first experiment in the world for direct telecasting to the remote villages. Dr. Vikram Sarabhai, the founder of Indian space programme, was the first to suggest that the satellite television would prove effective medium of mass communication and education. The SITE Project was in operation for a year during 1975-76. The first Indian National Satellite INSAT-1A was launched in April, 1982, by NASA.

Through the joint efforts of ISRO, Doordarshan, the then part of All India Radio and State Government, more than 2,400 villages in the backward areas of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan received programmes on agriculture, health and education etc. in different

languages in the evening and educational programmes in the mornings.

### **11.AGENCIES :**

The various agencies involved in the Indian television for implementation of the SITE are :

- a. United States.
- b. National Aeronautics and Space Administration(NASA).
- c. Indian Space Research Organisation of the department of Space (ISRO).
- d. Satellite – television wing of All India Radio (AIR).
- e. The Bureau responsible for television in the ministry of Information and Broadcasting.

### **12.TELEVISION AS MASS COMMUNICATION :**

Though in India television is in its advanced stages, its influence is limited to the advanced countries. It has not reached to the poor masses due to the expensive equipment involved. It is widely believed that mass media has an important role to play in achieving national goals. Television has overcome the barrier put

up by illiteracy. It is providing unique mass communications which is simple and quick to understand. Television is becoming a powerful medium of communication because it reaches both the literate and the illiterate audience and the distribution process is also simple. It is superior to the print media. According to McLuhan, television is the most appropriate medium for mass communication specially for the developing countries because of its involving and absorbing nature.

According to UNESCO report the place of television in mass communication and society provides eight functions.

1. Motivation.
2. Cultural Promotion.
3. Education.
4. Spread of information, knowledge.
5. Entertainment.
6. Integration.
7. Promoting debates and discussions and
8. Socialisation.

Television is a multi-media system which is predominated by the visual medium. Television has very closely related to the matter for education through the visual and sound presentation.

### **13. GOVERNMENT CONTROL ON TELEVISION:**

According to a German Philosopher Immanuel Kant, autonomy is a doctrine of the human will carrying its guiding principle with itself.<sup>8</sup> The Indian government appointed different committees for the recommendation of autonomous body. The Bhagvatam Committee in 1965 and the Chanda Committee in 1966 had recommended a autonomous corporation for television. Later on Verghese Committee was appointed in 1977 against a specific historical background of emergency. The Committee in its report identifies few facets of autonomy like

1. Substance, not form
2. Monopoly evokes restraint
3. Not a gift, but to be earned by efforts
4. Culture of Independence
5. National environment



## 6.Objective measures, Accountabillity etc.<sup>9</sup>

But, in the year 1978, the Janata Party had realised the significance of the control of Television and was reluctant to make it free. In 1979, the Prasar Bharati Bill was introduced in the Lok Sabha to give autonomy to Doordarshan with full rights to carry out the directives as and when necessary. In 1984 the Joshi Committee submitted its report to the Government on the issue of software policy for Doordarshan was of the opinion that Indian television's present structure hampers creativity. The two most important reasons the Government provides for not accepting autonomy of Doordarshan are:

1. Television has to act as an agent of development of communication and
2. It has to work towards national confidence building.

On April 1<sup>st</sup>, 1976, an independent directorate of Doordarshan was established. The directorate was to manage the programme activities and developing plans. The Director General Doordarshan comes under the Ministry of Information and Broadcasting. He is responsible for the administration,

programming, engineering and all other matters connected with the activities of the entire organisation.<sup>10</sup>

However the Doordarshan – India, the international channel which is in operation from 1995 and reaching about 50 countries in Asia, Africa and Europe has plans to have a round the clock transmission reaching the entire world. Doordarshan has entered into special arrangements with the cable News Network to have news and current affairs channel. The Prasar Bharati act came into existence on September 1990 after the act was unanimously passed by both the houses of Parliament. But it was brought into force with effects from 15<sup>th</sup> September, 1997, under the Chairmanship of Shri Nikhil Chakravarty, the veteran journalist.

The Prasar Bharati Act of 1990 was to free Doordarshan and Akashwani from the direct control and interference of the Government. The proposed Corporation known as Prasar Bharati (Broadcasting Corporation of India) was to function independently.

#### **14.FINANCE FOR TELEVISION.**

Financing for broadcasting is wholly made from the consolidated fund <sup>11</sup> of India. The budget for Doordarshan is presented as part of the expenditure of the Ministry of Information and Broadcastings. A large portion of revenue for television comes from the commercials which is increasing over the years. Thus the revenue for television financing comes in three ways. The license fee, the commercial revenue and the government aid.

#### **15.PROGRAMME SERVICES :**

The television in India has developed into 3-tier programme service like :

The National Programme.

The Regional Programme.

The Local Programme.

The national programme relays the news in Hindi and English in the morning, afternoon and evening. Apart from this the culture and life styles of the people from different states and countries are relayed. The network programmes which are

attached to the national programmes, includes morning transmission and afternoon transmission. The morning transmission includes news, short documentaries, interviews, music and health programmes. 70 hours of Doordarshan programmes are originated every week.

On 3<sup>rd</sup> December, 1991, Doordarshan started telecasting the recorded version of the question hour of the Lok Sabha and Rajya Sabha. The daily afternoon service carries programmes specially made for women, children and elderly persons.

Doordarshan telecasts regular current affairs programmes. The national service introduced the commercials on television on 1<sup>st</sup> January, 1976. The Metro Service known as DD-2, was started only for the Metro cities which relay programmes of general interests. It can be noted that the commercial service is steadily increasing which shows an upward trend in the revenue of Doordarshan.

The national programmes are on education, information and entertainment. The national service telecasts a programme by UGC known as countrywide classroom in the morning and

afternoons. It telecasts programmes on sports also. The national service telecasts two feature films and one award winning regional feature film every week. Apart from feature films, the national service telecasts various types of programmes based on film songs and excerpts from feature films, cartoon programmes, mythological and children's programmes. The regional programmes are telecasted in evenings which include programmes on agriculture, animal husbandry, health, sanitation etc. for rural viewers and programmes for women, children and youth. Local services are the second channel programmes which are telecasts on state level independently.

#### **16. TELEVISION CHANNELS :**

Apart from the main channel which is popularly known as DD-1, a second channel was inaugurated at Delhi followed Bombay, Calcutta and Madras. Later on these four metro centers were linked and made a satellite channel. On 15<sup>th</sup> August, 1993, the metro entertainment channel was extended and four additional satellite channels were started which are known as DD-1, DD-2, DD-3 and DD-4. Of these four channels DD-1 gives the primary

service and DD-2 is the metro entertainment channel. DD-3 is for the programmes in the field of music, dance, drama and current affairs. The DD-4 channel covers the South Indian Service. The infotainment channel DD-3 is targeted to the small but important section of the audience which is interested in serious subjects like theatre, arts, music, literature etc. It was introduced in 1995. The other channel known as movie club channel, the only free to air channel of Indian films available is a part of DD-3.

The other more common channels are Doordarshan-India, the international channel, Regional Service Channel and Sports Channel. Apart from these channels there are about 100 more channels. The important and most common channels are the Zee, The Zee-Cinema, Star-Movies, Star-Sports, Star-Plus, MTV, Discovery, BBC, Sun, ETV, Jain, India News, City Channel etc.

## **17.GOVERNMENT POLICY FOR EXPANSION OF TELEVISION PROGRAMMES :**

There was no consistent policy for expansion of television network in India, because of political and other reasons. Though there was increase in the funds for television, the

utilisation was very low till the Fifth Five Year Plan. By the end of the Sixth Five Year Plan Doordarshan covered 33% of the population and 86% of the area of the country. It was the special expansion plans that changed the television media scene of India tremendously. The Seventh Five Year Plan had the objective of making television reach <sup>12</sup> the remotest part of the country by making three tier service for doordarshan namely-

1. The Primary Service.
2. National Service and
3. The Local Service.

The development of television system in India was emphasized by the eminent scientist, Vikram Sarabhai by pointing out the importance and potentiality of the television. He was against the idea of control of policies and programmes of the television. He suggested that India should have a television system based on the lines of INTELSAT. Keeping in mind the suggestion of Sarabhai, the Verghese and Joshi Committees have pointed out that the community television sets to be made available, specially in the rural areas.

The important features of the special new policy are :

- 1) The primary television should cover fifty per cent of the population.
- 2) Priority to be given to the border and strategic areas.
- 3) Coverage of all important national project areas.
- 4) The coverage of television in all towns having more than one lakh population.

#### **18. DEVELOPMENT OF TELEVISION IN INDIA :**

Television made a beginning in India on 15<sup>th</sup> September, 1959, when a pilot television centre was established at Delhi with the assistance of UNESCO for carrying out studies in the use of the medium for imparting social education. Now it has developed to a tremendous extent throughout the country. Now a days it is used for entertainment than for social education.

The programmes which were telecasted only 3 days a week has increased to 18 to 20 hours daily. Apart from social education, television was given place to news bulletin in Hindi during the year 1965. Later on the general service was started with a duration of 2 hours in May 1969 and further increased to 3



hours in July 1970. In 1972 India's second television centre came up at Bombay. Another landmark of television in India was its separation from All India Radio. It was made a separate department of the Ministry of Information and Broadcasting, headed by Director General.

On 15<sup>th</sup> August, 1982, Doordarshan telecasted the Prime Minister's Independence day address at Red Fort through colour transmission. After which the television transmitters have been rapidly expanding in number. The number of transmitters increased from 46 to 553 in just one decade.

As on March 13, 1994, the primary service of Doordarshan is reaching 84.5% of the population and 66.6% of the total area of the country. During the years, Doordarshan viewers have increased and more than 40 million people have television sets. The television which started with one-channel has now developed by telecasting nearly 100 channels.

## **19. SELECTION OF TELEVISION PROGRAMME IN**

### **INDIA :**

The basic idea of Doordarshan is to create awareness about the national problems, social changes and economic developments in the country. More thought is given while selecting the programmes. The priority is given to the programmes on national integration, communal harmony, family welfare programmes, cultural heritage of music and dance, Independence struggle, science programmes and current affairs. However, the news is given top priority among all the programmes. The programmes selected for the television today are the various programmes on agriculture, irrigation, animal husbandry, forestry, cottage and small-scale industries, health, hygiene, sanitation, environment. There are also programmes on family planning protection from aids, polio and other infectious diseases. The cultural programmes telecast includes music, Indian dances, plays of various themes and programmes based on novels, stories and plays of different famous writers.

Now a days television is giving more importance to commercials and international sports and games. Among the sports cricket is given more time than other games. Television is no doubt a popular entertainer especially due to the countrywide popularity of feature films and film based programmes. The programmes like Rangoli, Chitrahar, Chayageet are based on songs and dance sequences from Hindi and regional languages. Apart from film based programmes, child films and cartoon films are also relayed. School telecasts which was started in 1961 on a regular basis has further been expanded by telecasting various programmes regarding education like countrywide class room, quiz contests, general knowledge contests etc. emphasis is given to children's programmes especially on Sundays.

### **20.IMPACT :**

An attempt has been made to find out the impact of television viewing on the school going children. The impact is traced regarding their education, behaviour, benefits, social interactions and personality development. Television transmission is no doubt one way communication. According to

P.C. Joshi, the impact of television on the society is often compared with the effect of water dripping on a stone, steadily, imperceptibly eroding old values and attitudes in favour of new ones. It is noted that the impact of television is far and wide and has opened new avenues in diverse fields like public entertainment, social education, mass communication, newscasts, weather reports, announcements of political organisations and campaigns, guidance at public places like air-port terminals etc. Television viewing is not an isolated individual activity in India, but rather it is becoming a family <sup>activity,</sup> television is considered as a member of the family ~~because~~, because no other member of the family commands direct attention like television. Television has an impact on the whole family.

Television has changed the complete time pattern of family. Preparation of food, eating and sleeping pattern also <sup>have</sup> changed. Television is acting as an instrument in keeping all the family members bound in the evening by providing a cheapest mode of entertainment. The positive impact of television viewing is that, it provides an opportunity to converse and discuss with

each other about the programmes shown on television. Television has disciplined the life of the children by making them time conscious and has made them aware to know what is happening around them in the world. Television has proved more beneficial to those children whose parents are illiterate, less educated and can't give time to their children. There are also negative impacts of television. Children are physically present in home but there is no social togetherness, no proper communication because the children sit silently in front of the television set. Children spend most of their valuable time in television viewing.

The study reveals that the background of the family is affecting the impact of television rather than the television affecting the social-interactions-of the children. Thus television viewing has both positive and negative impact because it helps children in seeking knowledge regarding different things and it prevents children's imaginative abilities also.

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