



**ALAGAPPA UNIVERSITY**  
**DEPARTMENT OF LIFELONG LEARNING**

Issue 1 | Vol I | Oct-Dec 2016

**JOURNAL OF  
MASS COMMUNICATION**

# **JOURNAL OF MASS COMMUNICATION**

Issue 1 | Vol I | Oct-Dec 2016

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**Karaikudi.**

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## **KARISANAM**

**M. Arunkumar**  
**I MJMC**

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Master of Journalism and Mass Communication (MJMC) students from Alagappa University created a short film named “**Karisanam**”. The duration of short film is just one minute because they have taken to a one minute short film competition conducted by “**V Media Solution**” at Prasad Lab, Chennai.

The short film crew consisted of eight members and I am also one of the member. This was our maiden attempt in this field we gave our best. On 28<sup>th</sup> September with lot of hopes we went to Prasad Lab for screening before entering the gate we thought that 20 to 30 films might come. But when we entered inside we saw nearly 200 youngsters were there and I am totally surprised. They all standing with their creative work. When we heard that total number of films registered was 130, we were shocked and our hopes of getting prize was shattered.

We entered into the big hall with the crowd, the hall is just like the small theatre. We did not had seats to sit and so we stood aside. The anchor begins the program and she read the names of the judges one by one the judges are Director Mahizhl Thirumeni, Director Antony Charles (Neeya Nana Producer), Rathina Siva (Rekkai), Ram Bala (Thiliuku Thuttu), Guru Ramesh (Enna Satham Intha Neram). The films were started to display on the screen the creative works of the youngsters started to display one by one. Every film had a different style and look, some movies were heart touchable. Inside me the learning progress was going on, everything was new and unique. The imaginative and realistic ideas of every individual was visualized on the screen.

After seeing 130 film my mind said wow, wonderful really that was a treat to eyes and watch out such a quality short films, our film also looked good enough for the competition.

Finally the time for distribution awards everyone present there, and we were eagerly waiting for that precious moment. The juries announced the first three prizes and all award winning films were really wonderful one. “Last Minute” short film was the first prize the theme of the film was really different and suspicious film. “Jananayagam” got the second prize, it looks like comedy at the beginning but finally it gives strong message of political corruption. The short film “Tsunami” got third prize the film looks like good poetry, it is simple & made a strong mark.

## **INTERNSHIP TRAINING – VIJAY TV CHANNEL**

**K. Karthi**  
**II MJMC**

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### **INTRODUCTION:**

Learning outcome always deal with all the efforts taken by the trainees. It shows the ability of the trainee as well as trainers. Learning outcome clearly states the important aspect of the training institution. Here I have clearly explained all the learning outcomes for me as follows.

### **LEARNING OUTCOMES:**

The following learning outcomes are given by trainee/ me:

- Learned about how to prepare a script for a daily soap serial.
- Came to know about set designing for a particular show according the script of the programme.
- Observed and came to know about the different softwares and techniques used for editing.
- Observed how an Online Editing is done and learned about the process involved.
- Attended camera class and learned about the different types of camera.
- Came to know about different types of Camera shots.
- Learn about light setting and different lights used for shooting.
- Attended a dubbing session and learned about the software's used while dubbing.
- Learnt about the different camera lens used for photography while shooting.
- Came to know about the ethics that must be followed by an anchor.
- Learned about different camera movements involved for shooting.
- Observed and learned about how shooting location must be set according to the script. Therefore came to know about how to choose location for the shooting.
- Learned about how to manage the floor while the shoot is in process.
- Became familiar with the day to day work of the Vijay TV Channel.
- Became involved in various activities and administrative projects at the internship site that achieves the specified goals of the learning contract.
- Gained self confidence.
- Learnt about time management.

These are the things my internship have taught me. This internship attend as a training platform for me & it moulded my self confidence & personality.

## **INTERACTIVE JOURNALISM**

**Vijayalaxmi Arumugam**  
**II MJMC**

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### **Hackers, Data and Code**

**Published by (author) Nikki usher Date of Pub: Nov 2016**

#### **The revolution will be digitized**

Emerging out of changes in technology, culture and economics, interactive journalism is a visual presentation of storytelling that allows users to interact with the reporting of information. Today it stands at a nexus: part of the traditional newsroom, yet novel enough to contribute innovative practices and thinking to the industry.

Nikki ushers comprehensive portrait of this new journalist identity examines the impact of digital technology on reporting, photo journalism, graphics and the other disciplines that define interactive journalism. Her eyewitness study ranges from the interactive creation of Al Jazeera English to the celebrated data desk at the Guardian to the New York Times Pulitzer – endowed efforts in the new field. What emerges is a richly reported profile of the people coding a revolution that may reverse the decline and fall of traditional journalism.

The future of interactive journalism will not depend on whether it can increase page various or session times, but whether it can deepen our readers and viewers engagement with complex issues. Nikki ushers Interactive Journalism is great introduction into this emerging field of journalism where the most wolfgang Blau, Direction of Digital Strategy, Chief Digital office, Conde, Nast International.

“In Interactive Journalism, Nikki usher skilfully answers three questions rarely addressed at the same time how are news room changing with their adoption, and why new ways of telling stories may affect the impact of journalism. James T. Hamilton, author of all the news that’s fit to sell: how the market transforms information into news.

## TV RANKING ARTICLE

**B. Dhivya Bharathi**  
**II MJMC**

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Television rating point (TRP) is given by the Broadcast Audience Research Council of India. Monthly only once this survey (TRP) given by BARC (Broadcast Audience Research Council).

October – 16 TRP Rating given by

BARC

Rank	Channel
#1	Sun TV
#2	KTV
#3	Star Vijay
#4	Zee Tamil
#5	Polimer

### **SUN TV:**

Best Channels and great equality. Its picture quality is very good. This channel occupies the females heart and mesmerising their mind. Most of the Home makers like this channel. It is started by Tamilan and went to a rapid extent in past 20 years. It's always been entertaining viewers all reality shows & serials. It makes us to sit and see with the family. It may not contain any bad scenes, Its like a Tamil Nadu home Channel.

### **K TV**

It is fully a entertainment channel. It occupies the old generation peoples mind. Because it telecast the 70's, 80's movie. So this is a #2 Rank Channel to announce the BARC. It has a food picture quality. Weekend programmes are super and children mostly like to watch it. Because it telecast the Hollywood movies and other language moveis. So the viewers like this channel.

### **STAR VIJAY:**

Really Super channel. Very innovative and class promo. The Vijay TV anchors are very talented like Gobinath, D.D, Ma.Ka.Pa, Bavana keeps rocking in this channel. In variably all serials portray ladies in bad light. This one has changed the mentality of Tamil audience to give up the serials & watching reality shows. The shows are different and worth to watch. This channel is the role model for other channels. So many of the channels are now coping in this line.

### **ZEE TAMIL:**

One and only channel which care about society and common man. Dubbing serials are easily covered by youngster's heart. They change their way of dressing, attitude, and behaviour.

CID Serial is most popular program in Zee Tamil. It is very interesting and fulfil the viewers thrust. This serial is very interesting and impressive.

### **POLIMER TV:**

Hindi dubbing serials are awesome and it shows the family bonding greatly. It telecast the serials which are very romantic and colourful. So the girls like this channel.

# PROSPECTS OF MASTER OF JOURNALISM AND MASS COMMUNICATION

**N. Gomathi**  
**II MJMC**

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## **INTRODUCTION:**

The world has witnessed phenomenal and unprized explosion in communication technology and media. All boundaries have been transcended and the entire global community seems to have been brought, together into one unified whole. And it's here that mass communication as a stream of study and as a career becomes so important and enviable.

Mass communication is not limited to journalism alone. To great extent mass media is a modern reality, a great change can be observed is the concept of people working in mass media. Career in Mass Communication of a great deal of job. Satisfaction and expression of creativity.

## **Step-by Step:**

Not long ago, people with good communication skills and a degree in literature were considered fit for journalism and other areas of mass communication. However, with technology playing greater role in our lives, all professor related to mass communication now require skilled professionals who work fast and efficiently send across the message to be whole range of audience. Even though with the Proliferation of blogs. It is commonly claimed that anyone can become a journalism a closer inspection of reality proves that any those with professional training make the great.

## **Start Early:**

Unlike engineering or medical streams there are no preparation strategies or set formulae making a career in mass communication? A graduate degree in the field is good to start with but post graduate degree or diploma is almost essential to be considered for responsible positions in any organisation mean while, you need to start blogging or work as a freelance contributor to newspapers and a host of online publishing sites to develop your communication skills. Maturity, objectivity and a sensible rain of thought are essential.

## **Is it the Right Career for me?**

Answering this question requires a critical self-evaluation you need to have creativity a way with words and excellent communication skills as you will be required to explain and inform about the most complex of issues in the simplest of terms to a large number of people moreover, you require great deal of patience because some time, to make it to top.

## **Job prospects**

A professional course in mass communication opens door for a careers in film TV publishing, Public relations journalism, editing, direction, film making, script writing, production etc.,

## **Market Watch:**

Career opportunities in mass communication are expected to increase as not less than 70 news in fact jobs in these organisations are attractive in terms of compensation and offer challenging job profiles.

- Fashion Technology
- Film Director
- Producer



- Radio Jockey/ RJ
- Screen Writer
- Sound Engineer
- Sound Mixer and Sound Recordist
- Special Correspondent
- Video Jockey/ VJ
- Art Director
- Editor
- Event Manager
- Public Relation Officer

## **LEARNING EXPERIENCE – ‘THE HINDU’ (TAMIL)**

**M.Parthiban**  
**II MJMC**

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### **INTRODUCTION:**

The learning outcomes is an essential & important segment in industrial vist. It helps the individual in developing ourself and in realizing the set of objecting to be fulfilled through the field exposure. This learning outcomes have given clear picture to the real field experience of print media.

### **Learning Experience:**

These internship training provided me with all the required skills, confidence, freedom, independence, fearlessness and other things which a reported must process in the real field of media while gathering news and then arranging them according to the importance of the event recorded.

Internship training programme was my first step towards the world of journalist, their day to day life activities in the field and then in the office. I did my internship training in “The Hindu-Tamil” news paper at the station of Tiruchirappalli. Gained much knowledge about the arrangement of news printing, periodical presentation, process involved in the printing news paper and the other field exposure.

Working with the experienced reporter helped me gain more knowledge & made me to act actively in the field of media.

## **TRAINING OUTCOMES – VENDHAR TELEVISION**

**Vigneshwari S  
II MJMC**

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### **INTRODUCTION:**

I took my training in Vendhar Television centre at Chennai. First day, I was more anxious and also it is my new experience. It is my first experience. I met Mr. Pandiyaraj, Personal Relation Officer. He received all certificates which were produced by me. Then he asked to stay in news room. Then he came back and introduced Mr. Rajkumar Chief Reporter of Vendhar TV. Mr. Rajkumar had taught me all the activities of desk room about news typing. Then he asked to read some news papers for analyzing the difference between the news papers and television news. It is a new experience for me. Recording my training experience. I have learnt about reporting work, editing work, file transform protocol work. Collection of data, updating the data converting work and telecast work etc., I have learnt about time management and public relations.

### **Internship Experience:**

I had a chance to practice Tamil type writing, view live programmes gathering of regional, national and international news, participation in press meets. I learned how the collected news is converted into news format.

I learnt the various functioning of the news department. Some work was done in the news department as flash news. In between the news reporter, I have seen the recording of live news.

The news are recorded in SD card by incher room, I learnt how to record from this. I learnt about the B to C report given by the reporter. I learnt about online editing and offline editing.

I also learnt about editing the news and visual editing. I have learnt how to put the news in ..... order given by the reporter.

I learnt about live back in news reporting and news story. They used some technical in News reading room. Producer Mr. Ramesh taught me about work in the master control room. In all, I learnt about all the departments work in vendhar television.

## **EDUCATIONAL TOUR /INDUSTRIAL VISIT (2015-16)**

### **KODAI FM (BROADCASTING STATION) 100.5 FM KODAIKANAL**

**Vijiyalaxmi Arumugam**  
**II MJMC**

**Date: 28<sup>th</sup> January 2016.**

#### **OBJECTIVE:**

The industrial visit at Kodai FM, A Broadcasting station, is intended to provide students of Journalism and Mass Communication, Department of Lifelong Learning with required exposure to the working environment and practical knowledge. The motive is to learn and supplement the class room teaching.

#### **INTRODUCTION:**

The core communication subjects introduced for Journalism and Mass Communication branch is the first step to understand and develop the necessary prerequisites for the advanced communication. The theoretical aspects are covered in the classroom and to enhance the conceptual understanding an educational visit to the FM broadcasting station at Kodai FM 100.5 located at Kodaikanal was conducted.

Frequency modulation (FM) is the popular modulation technique for broadcasting information within a range of few 100 kilometres. The FM broadcasting, over the years, has become commercially competitive market in the entertainment segment attracting millions of listeners.

#### **TIME OF VISIT:**

- |                          |  |
|--------------------------|--|
| 10.00 A.M. to 11.00 A.M. | : Travelling to Kodai FM, Kodaikanal   |
| 11.00 A.M. to 12.00 P.M. | : Welcome lecture and overview of Kodai FM Station, conducted by Mr. Harish (Executive Engineer) |
| 12.00 P.M. to 01.00 P.M. | : Detail visit of the studio and demonstration   |
| 02.00 P.M. to 04.00 P.M. | : Participated in a programme specially conducted for students of Alagappa University.           |
| 04.00 P.M. to 04.30 P.M. | : Interactive session: Questions and Answers.  |

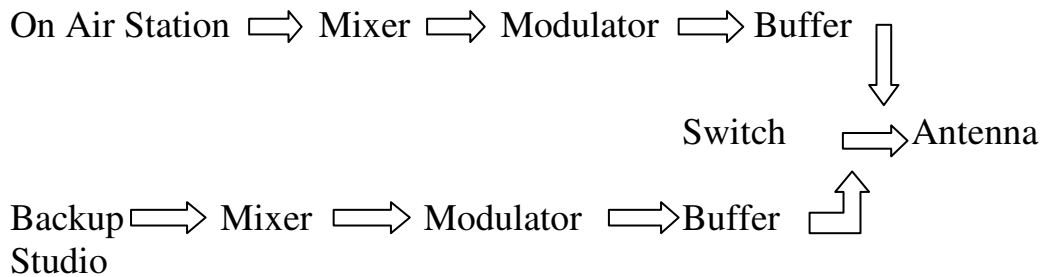
#### **TECHNICAL SPECIFICATION:**

##### **Kodai FM 100.5 FM.**

- |   |   |
|---|---|
| Broadcasting Frequency                                | : 100.5 MHZ   |
| No. of Transmitters                                   | : 2X5 KW FM   |
| Languages in which programmes are broadcast P.M daily | : Tamil and Multi Lingual songs between 2.00 P.M and 3.00 P.M daily |
| Population Covered                                    | : Approx... 4.5 Crores  |
| On Air/ Off Air Production Management                 | : Governed by proprietary Software                                  |
| Power Backup & Redundancy                             | : Online UPS & Diesel Generator                                     |
| No. of Studios  | : 1 Transmission Studio & Multipurpose studio                       |

**Working:**

The block diagram of a FM broadcasting station is shown below:

**On Air Studio:**

The On Air Studio is a sound proof room from where the live on scheduled radio baseband signal is generated. The signal either comes from the Micro phone provided to the radio jockey or from the music library.

**Back up station:**

The backup studio is identical to the on air studio to provide redundancy for transmission in case the on air studio fails due to technical reasons.

**Modulator:**

The baseband signal from the mixer is frequency modulated by the modulator at the prescribed frequency i.e., 100.5 MHZ.

**Antenna:**

A 120 metre antenna tower holds size omni-directional for transmitting for transmitting the FM waves.

**Q & A Session:**

The visit to Kodai FM, broadcasting station, included with a Question & Answer session between students, faculty members, Mr. Harish (Executive Engineer) and Mr. Natrajan (Director, Kodai FM, Kodaikanal).

**Special Programme Organized:**

A Special entertainment programme was conducted live On AIR exclusively for the students of Department of Lifelong Learning , Alagappa University. The participated are listed below:

**Students:****II Year**

1. V. Anitha
- 2.N. Kanimozhi
3. R.Muthu Kumar
4. M. Ramya
5. J. Vaishnavi
6. M. Vijaya Raj

**I Year**

1. B. Dhivya Bharathi
2. K .Dinesh Babu

3. N. Gomathi
4. K. Karthi
5. M. Parthipan
6. P. Priyadharshini
7. S. Rajakumar
8. V. Ramadevi
9. SM. Ranjitha
10. B. Ravina
11. S. Satheesh
12. H. Sivabharathi
13. M.Vennila
14. S.Vigneshwari
15. Vijayalaxmi Arumugam

**CONCLUSION:**

In the afternoon session, demonstration and the live programme was conducted at Kodai FM. It gave students the required insightful knowledge on Frequency Modulation Technique an important part of electronic communication subject. Also, for students the visit made a great contribution in developing their practical knowledge. The director highly appreciated the effort from the Department of Lifelong Learning (DLL) for their support and participation at the Kodai FM, Broadcasting Station.

## **TRAINING IN MEDIA FIELDS (2015-16)**

**Dhivyabharath B**

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I am Dhivya Bharathi. B. Pursuing my Master Degree in Master of Journalism and Mass Communication in Alagappa University. Internship training will equip the student's career for their future. It will lead the students to develop their life style. Hence the curriculum has involved an Internship Training Programme. The MJMC students are involved in one month (4-5 weeks) Internship Training Programme in which they are asked to their Internship Training in any reputed media field in their third semester. It involves submission of work dairy report and training report. So, I chosen the Electronic Media and I completed my Internship Training in **“Global Villagers Production in Vijay TV, Chennai”**. My internship period was from May 27 to June 25, 2016.

### **Learning Experience:**

Global Villagers Media Group is a post production office. This institution gave me a lots of valuable ideas, innovation thoughts information etc., Observed the editing techniques in lab. I went to the LV Prasad Studio for “Oru Varthai Oru latcham” shooting. Met the director of Mr. Raj Mohan demonstrated the ability to plan, implement and evaluate effective strategies grounded in the field of daily soap opera channel.

Organize and communicate ideas clearly and professionally. Learnt about managing time to complete assign task. Experience operations at programmatic departments at the channel.

Became familiar with functioning in a professional work place environment. Also develop network professional contacts made during the Internship Training.

Internships are an important part of gaining real-world experience in your field. An internship is a form of experimental learning that integrates knowledge and theory learned with practical application and skills development in a professional setting.

### **Internship Training Experience:**

I learnt about the current relevant and practical ways followed by the responders to collect news. Understand the importance of collection management in the television media. Gain knowledge of proper object documentation, photographing and research. Gain insight into the care and maintenance of a collection.

Gained at the knowledge of audience development through new techniques. Understood the role of local, national and international news among the audience. Gained the ability to ask questions, analyze, argument and make connections to enhance their critical thinking skills. Helped me improve self confidence. Gain more disciplinary. Help me gain knowledge regarding television media help transfer my skills and gain more skills by working with the experienced reporters. Earned good communication skills. Acquired the knowledge, skills and abilities required for successful completion of the assignment given by the mentor.

# **A STUDY ON THE OPINION OF WOMEN ABOUT TAMIL SOCIAL EPISODES IN TELEVISION CHANNELS**

**Miss. V. Anitha, II MJMC**

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## **Introduction**

Television or TV is a telecommunication medium used for transmitting sound with moving images in monochrome (black-and-white), or in colour, and in two or three dimensions. It can refer to a television set, a television program, or the medium of television transmission. Television is a mass medium, for entertainment, education, news and advertising. Short for television a TV or tally is an electronics device that receives a visual and audible signal and plays it to the viewer. The Television is often credited as being invented by Vladimir Zworykin a Russian-born American who worked for Westinghouse, and Philo Taylor Farnsworth, a boy in Beaver City, Utah. Vladimir held the patent for the Television, but it was Farnsworth who was the first person to first successfully transmit a Television signal on September 7, 1927.

Television signals were initially distributed only as terrestrial television using high powered radio-frequency transmitters to broadcast the signal to individual television receivers. Alternatively television signals are distributed by coaxial cable or optical fibre, satellite systems and via the Internet. Until the early 2000s, these were transmitted as analogy signals but countries started switching to digital, this transition is expected to be completed worldwide by late 2010s. A standard television set is composed of multiple internal electronic circuits, including a tuner for receiving and decoding broadcast signals. A visual display device which lacks a tuner is correctly called a video monitor rather than a television.

## **Television**

Television became available in crude experimental forms in the late 1920 in Russia. By 1939, television broadcasts began in the United States also. These two countries were clearly ahead in the race. As a result of this, this phase is often called the “golden age” of television.

British Broadcasting Corporation (BBC) of Britain began the first television service of the world 1939. Television gradually matured as a medium during the next two decades. Before 1947 the number of U.S. homes with television sets could be measured in the thousands. After World War II, an improved form became popular in the United States and Britain, and television sets became commonplace in homes, businesses, and institutions. BBC, the world’s oldest television broadcaster, from being “radio with pictures” it acquired a unique style of its own.

Few inventions have had as much effect on contemporary American society as television. The typical American spends (depending on the survey and the time of year) from two-and-a-half to almost five hours a day watching television. It is significant not only that this time is being spent with television but that it is not being spent engaging in other activities, such as reading or going out or socializing. Another development was the move from standard definition television (SDTV) to high-definition television (HDTV), which provides a resolution that is substantially higher. In the next section you will learn about the history of television in India.

## **Title of the Research Study**

A Study on the Opinion of Women about Tamil Serial Episodes in Television Channels



## **Review of Related Literature**

Literature scanning is the basic of the research projects in science and humanities which enables a research to gain further insights from the purpose and result of the study. In the light of the earlier researches, the that “a brief summary of previous research and the writings of recognized experts provides evidence that the researcher is familiar with what is already known, and with what is still unknown and untested, that steps helps to eliminate the duplication of what has been done, and provides useful hypothesis and helpful suggestions for significant investigation”. In the words of **Marriam (1988)**, “An investigator who ignores prior research and theory has to chances of pursuing a trivial problem of duplicating a study already done, or repeating other mistakes. The goal of research contributing to the knowledge base of the field may then, never be realized.

**Lee Ann Kahlor and Matthew Eastin (2010)** studied the Television's Role in the Culture of Violence toward Women a Study of Television Viewing and the Cultivation of Rape Myth Acceptance in the United States. Program with food cues tended to have a lower total energy intake and ate significantly less peanut chocolate candies than participants who watched the same TV program without food cues. This effect was particularly pronounced among participants with a higher BMI. Food advertisements did not affect energy intake. Findings may indicate that subtle continuous food cues during TV programs could make young females more aware of their own eating and/or weight, leading to reduced intake of particularly sweet snack foods during TV viewing. Considering the non-significant trend for the effect of the TV program with food cues on total energy intake, findings should be replicated to provide possible tools for prevention campaigns using food cue reminders to watch one's intake.

**Aaliya Ahmed (2012)** studied women and soap-operas: popularity, portrayal and perception in the multi-media world of today, television has emerged as an important instrument of transmission of knowledge and information. Working as a complimentary agent to other sources, television has enhanced the process of change by providing timely information about education, hygiene, health, and customs and so on. The purpose of television is to inform, educate and entertain its viewers. Television, because of its predominance of visual movement has the capacity of bringing the world into the living room with great authenticity and efficacy. As a result of this, television has a more profound and persuasive impact on its viewers, particularly women. Women are treated as “special audience groups”, so that appropriate measures can be taken to cater to their propensities and inclinations. In this context, problems and issues pertaining to women are shown regularly on television in different programmes. Soap operas are one of the most popular genres on television and as a cultural produce, this format is extremely popular among the masses. Soap-operas, inevitably, have attracted a large and loyal fan base. Soaps enjoy a momentous and immense popularity among the contemporary society and they have found a place for themselves and also allow a multiplicity of interpretations to suit the diverse tastes of the dominant Indian middle class.

**Arnab Ghosh and Minakshi Bhagat (2014)** attempted a study on association of television viewing time with central obesity status in rural Asian Indian Women. The present community based cross-sectional study aimed to investigate anthropometric and body composition measures and blood pressure characteristics by TV viewing times in rural women of Asian Indian Origin. A total of 343 apparently healthy rural Asian Indian women living in and around Santiniketan, West Bengal, India and aged between 25 and 65 years took part in the study. Anthropometric measures namely body mass index (BMI), percentages of body fat (PBF), basal metabolic rate (BMR), and intra-abdominal visceral fat (IVF) were measured using an Omron body fat analyser. Fat mass (FM), fat free mass (FFM), arm

muscle area (AMA), arm fat area (AFA), and arm muscle circumference (AMC) were calculated using standard techniques. Each individual was also asked how many minutes/day they spend watching TV.

**Pugalendhi (2015)** conducted a study on television programmes popularity among Chennai urban women. Television has a brisk audience throughout the world. The accessibility of television has enabled viewers to update information about entire world; this study explores how television as a medium plays an important role in the lives of urban Chennai women. A study was designed to compare the viewing habits of working women and homemakers to analyse the respective role played by this important medium in these two groups. An effort was taken by the researcher to determine which sector of the women are heavy television viewers and what sort of television programs they give importance too. This study population included of the 350 respondents belonging to the urban Chennai, which included KK Nagar, Guindy, Mylapore and Porur. The data was collected through a structured questionnaire. The plan of research was to categorize the urban women into two categories; namely, workingwomen and homemakers. The results of this preliminary study gave an insight into the role television played in influencing and improving life and practices among the Chennai urban women. This study also provides the basic input as to how television programs create social awareness in the lives and minds of Chennai urban women.

**SajjadAli, Muhammad Shahzad, Junaid Nazir and Ahmad Ijaz (2016)** studied education level of women and watching of cable television. The objective of this study was to investigate the negative and positive effect of cable television, importance of educated women, major purpose of viewing cable television and relationship between level of education of women and level of watching of cable television. Data was collected through a structured questioner from the educated women of district Swat. For presentation of data, frequency distribution was used and significance of the relationship was tested by Chi square test. The analysis showed that there is significant relationship between level of education of women and the level of watching cable television. Further major purpose of watching cable television was entertainment. The researcher suggested that, in making policy, PEMRA should keep in view the negative and positive impact of cable television, Also highly educated women were focus by PEMRA in their policies.

### **Methodology**

The methodology section is very important in an investigation. It describes in detail the activities of the research measuring instruments to be used individuals participating in the research sample data analysis. It is also to have an appropriate and complete description of the procedures followed in the study.

Research may be classified into different types either on the goal and purpose of the research and on the way the research is conducted fundamental or pure research. Applied Research and action Research belong to the former and Historical Research, Experimental Research, Ex-post factor Research, Survey Research and Ethnographic Research to the latter.

Survey Research is method of collecting analysis data obtained from large number respondents representing a specific population collected through lightly structured questionnaire or even interviews.

In the words of Adiseshiah and Sulerhana Sekar (1977) the survey approach is necessary for the collection of facts and information relevant to the problem investigated. The steps in a survey research are construction an appropriate instrument most likely a questionnaire and selection of the sample, collection of the data description of the data and interpretation of the data.

### **Objectives of the Study**

The objectives of the present investigation are stated below:-

1. To access the opinion of women about Tamil Social episodes in Television Channels of Tamil Nadu.
2. To find out the preference of women about Tamil Social Episodes in Television Channels in view of their opinion.
3. To find out the significant difference if any on the opinion of women about the Tamil social episodes in Television Channels in Tamil Nadu in relation to certain demographic variables such as Age, Marital Status, Educational, Qualification, Nature of Family, Number of Children, Occupation, Monthly Income, Religion and Community.
4. To suggest based on the opinion of women for the better production of Tamil social episodes in Tamil Television Channels in future.

### **Hypotheses**

The following hypotheses are formulated based on the above objectives and will be statistics tested by the way of analysis and interpreting data.

1. There is a significant difference on the opinion of women about Tamil social episodes in Television Channels in respect to their age.
2. There is a significant difference on the opinion of women about Tamil social episodes in Television Channels in respect to their marital status.
3. There is a significant difference on the opinion of women about Tamil social episodes in Television Channels in respect to their educational qualification.
4. There is a significant difference between joint and nuclear family women about the opinion of the Tamil social episodes in Television channels.
5. There is a significant difference on the opinion of women about Tamil social episodes in Television Channels in respect to their number of children.
6. There is a significant difference on the opinion of women about Tamil social episodes in Television Channels in respect to their occupation.
7. There is a significant difference on the opinion of women about Tamil social episodes in Television Channels in respect to their monthly income.
8. There is a significant difference on the opinion of women about Tamil social episodes in Television Channels in respect to their religion.
9. There is a significant difference on the opinion of women about Tamil social episodes in Television Channels in respect to their community.

### **Limitation**

The limitations for the present study are:

1. The respondents of women for the present study are taken from Karaikudi and nearby places.
2. Only Tamil social episodes of Tamil Television channels consider for the present investigation.
3. Investigator made research tool is used for finding out the opinion of the women.

### **Research Methods**

Descriptive research includes survey and fact finding enquires of different kinds, it helps executive to choose among the various courses to action a descriptive study attempts to obtain a complete and accurate description of the situation.

A research design followed for this study is descriptive research where in a study on opinion of women about Tamil social episodes in Television Channels and their suggestions are described. For analysing the collected data an in-depth research analysis is framed and various statistical tools and techniques are also used for the purpose.

The use and scope of the diagnostic research are: for gathering information, establishing priorities for advanced research, increasing familiarity with the problem, formulation a problem in terms of hypothesis. The aim of the research is to discover the unknown wants to fill gap between the known and unknown information.

For the present study the primary data is collected through direct interview with the respondents with help of a structured questionnaire.

### **Construction of Research Tool**

As warranted by the survey method questionnaire are used in the present study to collect relevant data. To study the opinion of the women about Tamil social episodes in Television channels, the Opinion Scales on Tamil Serial Episodes (OS-TSE) developed and validated by the investigator herself.

### **Reliability of the Opinion Scale on Tamil Social Episodes (OS – TSE)**

The investigator randomly selected 20 respondents and the prepared questionnaires are administrated to them. After administering filled questionnaires, the investigator started to score in accordance with the procedure. Accordingly the entire questionnaire is valued by the investigator.

The investigator established reliability which is **0.811** by using **Split half method** for the tool Opinion Scale on Tamil Social Episodes (OS – TSE).

The investigator used **K-R-20 reliability** for the tool Opinion Scale on Tamil Social Episodes (OS – TSE) and found the reliability is **0.748**.

Hence it is concluded the reliability values **0.811 and 0.748** are positive and high.

Therefore that developed Opinion Scale on Tamil Social Episodes (OS – TSE) by the investigator is highly reliable.

### **Validity of Opinion Scale on Tamil Serial Episodes (OS-TSE)**

The term validity means truth Validity refers to the degree to which a test measures what is claims to measure Validity is not the self-coronation of the test rather its correlation with same outside independent certain which are regarded by the experts as the best measure of the trait or ability being measured by the test the content validity of Opinion Scales on Tamil Serial Episodes (OS-TSE) established by the field experts on the basic of the modulation to be suggest by the panel necessary change will be carried out in the tool. Then the content validity of the tool is established.

### **Locale and Population**

The Karaikudi city and nearby places of Sivagang District in Tamil Nadu is the locale for the present investigation.

The women in the age group between 15<sup>th</sup> and above are the population of the present research study.

### **Sample of the Study**

By using Stratified Random Sampling technique, the investigator has selected 120 women as sample for her investigation.

The present study on contribution with 120 women is sample for the present research study.

## **Findings, Conclusions and Recommendations**

The findings related to representation of women who are the Television viewers in Karaikudi area are:

1. 66.70% of women are belonging to 31 and above years of age group followed by 26-30 years (18.30%), 22-25 years (10.08%), 19-21 years (3.30%) and above 15-18 years (0.80%).
2. 89.20% of women are married and 10.00% is unmarried and 0.80% is separated.
3. 27.50% of women is qualified with 8<sup>th</sup> Std. and 25.80% is 9<sup>th</sup> Std and 10<sup>th</sup> Std. only. It is noted that 16.70% of women is studied Higher secondary and 15.00% of is obtained Graduation, 9.20% of women possessed Post Graduate Qualification. 4.20% of women are having Diploma Qualification. Only 1.70% of women is qualified with above Post Graduate.
4. 65.00% of women are living as joint family, and the rest of 35.00% of women is in Nuclear families.
5. 49.20 % of women are having two children followed by one child (22.50%) and No children (14.20%). It is noted that 2.5% of women is having more than four children, 8.30% of women is having three children and 3.30% of women is getting four children.
6. 78.30% of women is jobless and 8.30% of women is doing business followed by 6.70% of women is in private sector, 4.20% of women is working as daily wages and 2.50 of women is in government sector.
7. 39.2% of women is belonging to Rs. 5,001 to 10,000 monthly income group followed by Rs. 10,001 to 15,000 group (26.70%), Rs. up to 50,000 (20.00%) group and Rs. above 15,001 (14.20%) group.
8. 85.00% of women is Hindu followed by Christian (10.08%), Muslim (3.3%) and others (0.8%).
9. 70.00% of women are in backward community followed by MBC& DNC (10.8%), scheduled caste (10.00%), ST (0.83%) and forward community (0.8%).

The finding related to influences of Demographic variables of Women on the Opinion about the Tamil Social Episodes in Television Channels is:

The Age, Marital Status, Educational, Qualification, Nature of Family, Number of Children, Occupation, Monthly Income, Religion and Community of the women is not significantly influences the opinion of the women about the Tamil social episodes in Television channels.

## **Implications of the Study**

From the above all findings from this research investigation, the following implications has recommended by the investigator based on the opinion of the women for Episodes producers and Television Channels for better production in future

1. The episodes should be produced for the target group of 31 and above years of age group of women and will catch married women also.
2. The episodes should be reached and produced for the level of below 12<sup>th</sup> std women.
3. The stories should be attracted for joint family, lower income group and jobless women.
4. The prime time for telecasting episodes will suitable in evening timing and also in afternoon.

5. The directors and story writers should be reduced revenge king of character and stories in episodes.
6. Family counselling for women viewers is recommended to safe their mental health, to care about their children and avoiding the problems and quarrels in the family.
7. Other then Vijay and Sun TV, the reset of the television channels will catch women by telecasting innovative episodes in future.

### **Suggestions for further Research**

The suggestions for further researches are:

1. Similar kind of studies will be carried out for men and senior citizens to seek opinion about Tamil Episodes.
2. Similar kind of will be carried out for women, men and senior citizens to seek opinion about other programmes in Television channels.
3. Similar kind of studies will be carried out for men and senior citizens to seek opinion about Tamil Episodes other than Karaikudi area.
4. Opinion about Sports, Science and other Channels will also be carried out.

### **Conclusion**

At the outset the investigator has carried out and completed the opinion study on women about the Tamil social episodes in television channels which reflects that women are mostly addicted to viewing episodes daily in television channels.

It indicated that in addition to some of the healthy points for viewing episodes, the study concluded with remarks that causing mental health and family quarrels are the alarming points which should be addressed and rectified.

It is the social responsibility of every one and particularly for episode makers and television channels to taken care of this serious social issue among women for viewing episodes.

The researcher being women after completing this investigation, she concluded that the viewing episodes are for mere entertainment alone and it should not be causing any social and personal damages to women.

Hence it is high time for the episode producers and telecasters to have such social responsibility to produce and telecast episodes in future.

## **LERANING EXPERIENCE – LOTUS CHANNEL**

**B. Ravina, II MJMC**

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### **Introduction:**

As a part of curriculum I was asked to attend internship programme for one month in any media field. I choose to do my internship programme in Lotus Channel. Within this one month internship programme I have learned many new technologies involved in the channel house in different departments of the channel.

### **Learning experience:**

The below mentioned are the learning outcomes that I pursued during my internship programme.

I have learned how to act as a receptionist in a TV Channel. And I knew about editing software and functions in editing room. My internship provided me a vivid experience to worth with all statwarts in electronic media. The experience that I got from the chief reporters and other technical, non technical team helped me a lot and strengthened me to choose a prospective liking and interest towards media. In total it was a very good learning platform.

This platform thought me the necessary skills to work in the field of electronic media with utmost case interns were encouraged to work together to help the company gain more followers. Often people think that an internship is when you're a spoon fed everything you need to know and are not able to do your own thing.

The important think that I got from this internship is all about what I learnt. Learn to get better future. I learned how to communicate with my supervisors and other employees. Last but not the least I would thank all you my co-workers with whom I worked with. I gained much knowledge through thing internship training.

# OPINION OF THE PUBLIC ABOUT THE BROADCASTING OF KODAI FM 100.5 MHZ

Miss. M. Ramya

## Introduction

The term "radio" is derived from the Latin word "radius", meaning "spoke of a wheel, beam of light, ray". It was first applied to communications in 1881 when, at the suggestion of French scientist Ernest Mercadier, Alexander Graham Bell adopted "radiophone" (meaning "radiated sound") as an alternate name for his photo phone optical transmission system. However this invention would not be widely adopted.

Following Heinrich Hertz's establishment of the existence of electromagnetic radiation in the late 1880s, a variety of terms were initially used for the phenomenon, with early descriptions of the radiation itself including "Hertzian waves", "electric waves", and "ether waves", while phrases describing its use in communications included "spark telegraphy", "space telegraphy", "aerography" and eventually and most commonly, "wireless telegraphy". However, "wireless" included a broad variety of related electronic technologies, including electrostatic induction, electromagnetic induction and aquatic and earth conduction. So there was a need for a more precise term referring exclusively to electromagnetic radiation.

The United States Navy would also play a role. 1907 Electrical World about the need for legal restrictions warned that "Radio chaos will certainly be the result until such stringent regulation is enforced". The United States Navy would also play a role.

Radio is the use of radio waves to carry information, such as sound, by systematically modulating some property of electromagnetic energy waves transmitted through space, such as their amplitude, frequency, and phase. The power consumed in a transmitting station varies depending on the distance of communication and the transmission conditions.

The power received at the receiving station is usually only a tiny fraction of the transmitter's output, since communication depends on receiving the information, not the energy that was transmitted KodaiFM 100.5 (Kodaikanal)

Kodai FM is the largest FM channel in the world coordinates: 10°14'23"N 77°30'5"E. **All India Radio, Head Office**, All India Radio, Anathagiri 4th Street, Losscut Road, Kodaikanal, Tamilnadu – 624101.

**Kodai FM 100.5 MHz** started its music journey at July 1<sup>st</sup> on 2001 since it has travelling for 10 years. It gives its service to the state of TAMIL NADU as well as the nearest state like KERALA. In the past 10 years, it reached a huge peak in India's radio stations. KODAI FM 100.5 MHz is the NO.1 FM in INDIA. It covers 24 districts and its listeners are about 3 crore. It gives variety of programmes with experienced Radio Jackie.

## Station AIR (FM) Kodaikanal

06-07-2000	Relayed Air
01-07-2001	Madurai
01-07-2001 to 07-10-2001	2.30 Pm To 9.00 Pm
08-10-2001	6.00 Am To 12.00 Noon
14-01-2003	6.00 Am To 6.00 Pm, From 14.11.2004 – 6.00 Am To 10.00 Pm



No. of Transmitters 2 X 5 Kw Fm Transmitter, Location of Transmitter  
St. Marys' Road, Kodaikanal-1

Frequency of Transmissions 100.5 Mhz Single Transmission, 103.7 Salem Surroundings, 101.2 Tanjore Surroundings 5.50 AM TO 10 PM - 16 Hrs & 10 Mnts

Transmission Timings & Duration Morning Sunday, Weekdays- Afternoon Sunday, Weekdays- Evening Sunday, Weekdays Transmission Time only one transmission from 5.50 am to 10.00 pm, Duration 16 Hrs & 10 Mts.

**Programmes Origination** Sunday, Weekdays , Except News All Are Origination.

**Relay of Programmes and News** Sunday, Weekdays 6.45 Am, 1.45 Pm 10 Mts Each Relayed From Chennai And Triuchirapalli, Tamil And Multi Lingual Songs Between 2 And 3 Pm Daily.

**Composition of Originated Programmes** Film Song Based Public Service Programmes.6 Hrs of Live Interactive Programmes Daily Others Are Film Songs With Service Announcements And Titbits.

**No. of Studios** Two Nos A) Transmission Studio -No. 1, B) Multipurpose Studio - No.1

**Area Covered** Main 10 ( Dindigul, Theni, Madurai, Virudhunagar, Sivagangai, Karur, Namakkal, Erode, Coimbatore Rural, TrichirappalliRural ) Partial 9 ( Thirunelveli, Tuticorin, Ramanathapuram, Pudhukottai, Thanjavur, Perambalur, Salem, Dharmapuri, Nilgiris ) Eastern Parts Of Iduki Dt, Kerala. Mobile Listenening In Vehicles In Highways: Villupuram To Nanguneri. Hosur To Rameswaram

**Population Covered** Approximately 4.5 Crores.

**Sanctioned strength in all cadre** Programme SD : 1, PEX : 3, Engineering SE : 1, ASE : 1, SEA : 5, EA: 7, Sr.Tech : 2, Tech : 6, AdminUDC : 1, LDC : 2

Library Facilities, Discs-6232 All Complementary 2830 + Complementary =572, Tapes 427, Books 1399.

**Participation of Public** No. of Music Artists on Station's Register: NIL, No. Of Drama Artists On Station's Register: NIL, No. of Casual Announcers:77. Telephone No: 04542 -246186, FAX No/:04542 – 242465,

#### **Men Radio Jackie/Announcers**

Kandha Moorthy, Savithra, Kaliya Perumal, Mahendran, Shahjahan, Miller, Lenord Suresh, JohnBritto, ShivaKumar, Siddique, Ariudai Nambhi, YugaBala, Karthikeyan, Subramanian, Senthilkumar, Ezhil, Ravichandran, Kanalmenon, Chandran, Amalan Antony.

#### **FemaleRJs/Announcer**

Tara Raveendran, Viyula, Sahana, Chithra S.Ravi, Lakshmi, Nagendran, Yasodha, Vasanthi, Meena, Amutha, Karpaga Selvi, Nirmala, Shanthini, Mahimai Selvi, Priya, Sumathi Srinivasan Udhaya Shanthi, Sheela Rani, Merlin, Saraswathi,SasiRekha Kumara Guru,SudhaPalanisamy

#### **Title of the Study**

“A Study on the Opinion of the Public about the Broadcasting Of Kodai FM 100.5 MHz”

## **Review of Related Literature**

In this chapter, research studies pertaining to the problem under investigation, which is of fundamental importance to the researcher, have been reviewed. Reviewing of existing literature related to the present study would provide an insight into the problems under study. Further it broadens the general concept and principles and sharpens the understanding of problem being studied.

**Shekhar Parajulee and Martin Chautari (2007)** studied the Seven Decades of Radio Listening in Nepal. They tell the story of the coming of Radio to Nepal, and the creation of a radio audience, first through listening to overspill broadcasts from neighbouring countries, on sets which required the express permission of the King to possess until Radio Nepal finally began broadcasting in 1950. It focuses on the social aspects of broadcasting, and on the problems of audience research, and argues for the use of listeners' memoirs to supplement more quantitative methods.

**Venkatalakshmi and Chandraleka (2013)** made a Study on Social Initiative Activities Given by FM Radio Stations, Student dept of media science, CEG, AnnaUniversity, Chennai, India. The present study is undertaken to establish the social awareness initiative information shared by the FM radio's to the listeners. We all think that the private FM is commercial based but there is also some social awareness information is shared to their listeners. The information's like health, environment, safety measurement, education, gender issues and so on. The people adoption and education level of the social awareness information shared by radio in Chennai. There are two methodology have been used to get the result, one is the survey from the FM radio listeners and other one is an interview.

**Bhavna Sharma (2016)** studied the Popular FM Radio station and listening habits in Greater Noida. This study is stipulated by rapid rise in the number of FM Radio Stations. The overall aim is to study the frequency of listening to radio among the selected audience as well as their preferred timings. It also finds which stations are popular among the audiences and the most popular category of program. Our focus is on the awareness and listening habits of people regarding FM Radio. In all, 100 students of Sharda University from 10 schools of various disciplines responded to the field work. 70 villagers residing in 7 villages and 30 urban dwellers residing in 3 sectors of Greater Noida participated in our survey. The respondents included not only residents of the villages but also five teachers from various schools.

## **Methodology**

Research is considered to be the formal, systematic and intensive process of carrying on a scientific method of analysis (Best and Khar, 1992). It requires careful enquiry and application of various techniques of thinking, employing validated tools and instruments and systematic procedures in order to understand a problem.

## **Objectives of the Study**

The formulated objectives of the present research study are given below:

1. To find out the opinion of the public towards the broadcasting of Kodai FM 100.5 MHz
2. To find out the preference of public towards the broadcasting of Kodai FM 100.5 MHz based on their opinion.
3. To find out the significant difference if any on the opinion of the public towards the broadcasting of Kodai FM 100.5 MHz in relation to certain demographic variables such as Gender, Age, Nature of Residence, Annual Income, Community, Religion and Nature of Radio Listening.

4. To provide certain suggestions based on the opinion of the public for the improvement of better broadcasting in Kodai FM 100.5 MHz

### **Hypothesis of the Study**

The following Hypotheses are framed to give the specific direction to the study:

1. There is no significant difference on the opinion of men and women towards the broadcasting of Kodai FM 100.5 MHz.
2. There is no significant difference on the opinion of the public towards the broadcasting of Kodai FM 100.5 MHz with respect to their age.
3. There is no significant difference on the opinion of rural and urban public towards the broadcasting of Kodai FM 100.5 MHz.
4. There is no significant difference on the opinion of the public towards broadcasting of Kodai FM 10.5 MHz with respect their annual income.
5. There is no significant difference on the opinion of the public towards broadcasting of Kodai FM 100.5 MHz with respect their community.
6. There is no significant difference on the opinion of the public towards broadcasting of Kodai FM 100.5 MHz with respect their religion.
7. There is no significant difference on the opinion of the public towards broadcasting of Kodai FM 100.5 MHz with respect their nature of radio listening .

### **Limitations**

The limitations of the present investigation are:

1. The broadcasting programme of Kodai FM100.5 MHz is only taken for the present study.
2. The public of Karaikudi and in and around places are the only sample for the present investigation.
3. The opinion of the public is sought out from a research tool which is made by the investigator.

### **Method of Research**

Research method is a d 1945 systematic procedure in which the desired outcomes are achieved by setting up situation in such a form that the investigator gathers information and draws conclusions on this basis of the collected data (Good 1945). In this study opinion of the public about the broadcasting of Kodai FM 100.5 MHz is done. The general type of data gathering instrument used in survey research is called questionnaire through which respondents respond to statements given in the questionnaire. It is used to collect factual information from the target population. Investigator considers four basis standards of survey questionnaire. They are;

- 1) Mode of presentation of items in the questionnaire
- 2) Common questions for all individual respondent
- 3) Ability to respond the items by the respondents
- 4) Willing to respond the items in the questionnaire (Floyd Flower, 1984)

For the present investigation descriptive survey method is employed.

### **Construction of Research Tool**

As warranted by the survey method, questionnaire is used in the present study to collect relevant data. To study the opinion of the public about the broadcasting by Kodai FM 100.5 MHz, the Public Opinion Scale about the Broadcasting of Kodai FM 100.5 MHz (POSB-Kodai FM 100.5 MHz) is developed and validated by the investigator herself.

### **Reliability of the Public Opinion Scale about the Broadcasting of Kodai FM 100.5 MHz (POSB – Kodai FM 100.5 MHz)**

The investigator established reliability which is **0.765** by using **Split half method** for the tool Public Opinion Scale about the Broadcasting of Kodai FM 100.5 MHz (POSB-Kodai FM 100.5 MHz)

The investigator used **K-R 20 Reliability** for the tool Public Opinion Scale about the Broadcasting of Kodai FM 100.5 MHz (POSB- Kodai FM 100.5 MHz) and found the reliability is **0.823**.

Hence it is concluded that the reliability values **0.765 and 0.823** are positive and high.

### **Validity of Public Opinion Scale about the Broadcasting of Kodai FM 100.5 MHz (POSB- Kodai FM 100.5 MHz)**

The term validity means truth of fidelity. Thus validity refers to the degree to which a test measure what it claims to measure. Validity is not the self correlation with same outside independent criteria, which are regarded by experts as the best measure of the truth or ability being measured by the test the content validity of Public Opinion Scale about the Broadcasting of Kodai FM 100.5 MHz (POSB-Kodai FM 100.5 MHz) established by the experience field experts on the basis of the modification to be suggest by the panel, the necessary change will be carried out in the tool. This content validity of the tool will be established by this way.

### **Locale and Population**

The Karaikudi city and nearby places of Sivaganga District in Tamil Nadu is the locale for the present investigation.

The people from the age group 18 and above consisting both men and women is the population of the present research study.

### **Sample of the Study**

120 respondents consisting of both men and women are selected from Karaikudi city and nearby places by using Stratified Random sampling technique for the present research study. 120 public constituted as sample for the present investigation.

### **Findings, Conclusions and Recommendations**

#### **The findings related to representation of Radio Listeners are:**

- 1) 54.2% of women and 45.8% of men is representing the public.
- 2) 63.3% of the public is belonging to above 35 years age group followed by 26-35 years (29.2%), 19-25 years (6.7%) and below 18 year (0.8%).
- 3) 95.0% of the public belonging to above Rs.20, 000 annual income group followed by Rs. up to 10,000 (2.5%) and Rs.10,000 – 20,000 (2.5%).
- 4) 49.2% of the public is backward community followed by MBC & DNC (29.2%), Scheduled Caste (15.0%), ST (5.8%) and Forward community (0.8%).
- 5) 83.3% of the public is Hindu followed by Christian (11.7%) and Muslim (5.0%).
- 6) 74.2% of the public is listening radio by own cell phone and 25.8% of the public as listening through radio sets.

The findings related to Information about General Radio Listening and Kodai FM 100.5 MHz by Public are:

- 1) 89.2% of the public are not having the practice of regularly listening Radio and only 10.08% of public are listening the Radio sometimes. No one has the practice of listening Radio regularly.

- 2) 75.8% of public are listening the Radio for improving the knowledge and 23.3% of public is listening for entertainment.
- 3) It is noted that 92.50% of the public is listening Radio in a longtime and only 3.3% and 4.2% of the public is listening last 2 years and 1 year respectively.
- 4) Majority of the public listening the Kodai FM 100.5 MHz only in the morning (80%), 12.5% and 7.5% of the public listening in night and afternoon respectively.
- 5) 52.50% of public expected that future broadcasting of Kodai FM 100.5 MHz will more focus on education and 43.3% needed political news.

**The findings related to Opinion of the Public about the Broadcasting of Kodai FM 100.5 MHz are:**

- 1) It is happy to note that 89.2% of the public fully accept that they are continuously listening Kodai FM 100.5 MHz every day
- 2) 70.80% of the public full accepted that they are interested to talk in only one the programme of Kodai FM 100.5 MHz through telephone.
- 3) 66.7 and 69.2 % of the public are stated that programs related to youth will be
- 4) welcomeable and the musics songs broadcasting by Kodai FM 100.5 MHZ are most likeable.
- 5) 54.2% of the public opinioned that they have the habit of continues listening where ever they are going. The listeners have given top priority in all programs (59.2%) , listening Kodai FM 100.5 MHZ is felt as along with a friend (52.5%) the programs on special days are very useful (55.80%), The sports messages are given immediate and latest information (56.7%).
- 6) 22.50% of the public are feeling happy while they converse through telephone to Kodai FM 100.5 MHZ, 18.3 % of public viewed that smaller messages given by Kodai FM 100.5 MHZ is very useful to them.
- 7) Nearly 30% of the public fully agreed that they are developed because of listening Kodai FM 100.5 MHZ (22.2%)
- 8) Only 1.7 % of the public expressed that cooking tips are not helpful to them.

**The findings related to Public Preferences about Broadcasting of Kodai FM 100.5 MHz are:**

- 1) 84.2 % of public has given No- 1 Rank to songs and only 7.5 % of the public has given No.1 Rank for SMS Programmes of Kodai FM.
- 2) It is found that 71.14 % of the public preferred songs followed by SMS (18.65%), All Programmes (5.20%), News (2.60%) and Medical information (2.38%) of Kodai FM.

**The findings related to most Listening Programs of Kodai FM 100.5 MHz are:**

- 1) 42.5 % of public has given No. 1 rank to Vanavil Programme Only 20.0 % of the public has given No. 1 rank for Manothodu Ragam programme. 11.7 % of the public has given No. 1 Rank for News.
- 2) It is found that 32.24% of the public preferred ManothoduRagam followed by Vanavil (31.89%), Kodai Thendral (11.89%), Asai Anjal (9.65%), News (8.27%) Lake FM (1.72%) Crossword (1.55%) and Maglir Neram (1.37%) and Manam Virumbuthey (1.37%).

**The findings related to most Favourable Radio Jackie/ Announcer of Kodai FM 100.5 MHz is:**

- 1) 31.7% of public has given No.1 Rank to Amutha, Only 14.2% of the public has given No.1 to Ezhil followed by Sivakumar (10.8%) , Karthikeyan (9.2%), Thara (9.2%) Bala (5.0), Vasanthi (3.3%), Meena (3.3%), Thenkatchi Swaminathan (3.3%) and 2.5 % of the public has given No.1 Rank for John as their preferred Radio Jackey /Announcer.
- 2) It is found that 25.83% of the public preferred Amutha as their preferred Radio Jackey /Announcer of Kodai FM followed by Ezhil (19.12%), Thara (14.26%), Bala (9.56%), Karthikeyan (8.89%), Sivakumar (7.75%), Meena (4.53%), Vasanthi (4.36%), John (3.18%) and Thenkatchi Swaminathan (2.68)

**The findings related to Significant Differences on Opinion about Public about the Broadcasting of Kodai FM 100.5 MHz with certain Demographic variables are:**

- 1) The gender, age, community, religion and the nature of radio listening of public is not significantly influence the opinion of the public about the broadcasting of Kodai FM 100.5 MHz
- 2) The Annual Income of the public is significantly influence the opinion of the public about the broadcasting of Kodai FM 100.5 MHz. The income group of Rs.10,000-20,000 (38.67) is having higher opinion about the broadcasting of Kodai FM 100.5 MHz followed by Rs.below 10,000 (38.000) and Rs above 20,000 (36.30) income groups of public.
- 3) The Radio listening time of the public significantly influence the opinion of the public about the broadcasting of Kodai FM 100.5 MHz. The listeners of afternoon (36.33) are having higher opinion than the morning (36.16) and night (35.40) listeners.

**Implications of the Study**

From the above all discussions, the investigator has given the following implications:

- 1) The Kodai FM should focus equally both men and women for its broadcasting.
- 2) The broadcasting programmes should give more added attention to above 35 years of age group.
- 3) More attractive programme and publicity should be needed to reach more than 80% unreached people in the 22 districts.
- 4) Programme related to improving knowledge should be increased.
- 5) The prime listening time of morning should be utilized properly and more useful programmes should broadcast in that time.
- 6) In future programmes, education and political news should be considered.
- 7) The telephonic interaction programme should be continued and increased with quality in nature.
- 8) Youth oriented programme will be added more.
- 9) The programme related to cooking tips should be given more concentration and improved more.
- 10) The programmes of songs and SMS will be maintained in the present status qua.
- 11) The programmes, Manothodu Ragam, Vanavil and Kodai Thnrral will be continued in the same quality which is most preferred by the public.
- 12) The appreciation and recognition should be given to the top announcers Amutha, Ezil, Thara and Bala who all are ranked by public.

- 13) The programmes should be produced and broadcasted considering the radio listening time of public since it has been influenced the opinion of the public about the Kodai FM.

### **Suggestions for Further Research**

The suggestions for further research studies are:

- 1) Similar research studies may be conducted to seek the opinion about other private FMs.
- 2) Similar opinion studies may be conducted about Kodai FM 100.5 MHz in other than Karaikudi area of Tamil Nadu

### **Conclusions**

The present research study has concluded that the Kodai FM 100.5 MHz is the only FM Radio to reach majority of the public in Tamil Nadu with remarkable achievements. The study witnessed that Kodai FM 100.5 MHz is treated as one of the family member or friend by every listener. Apart from these, the Kodai FM 100.5 MHz has reached nearly one fifth of the public at present, hence honest attempt will be needed to more listeners. Further, the study made with remarking conclusion that Kodai FM 100.5 MHz should retain his earned crown by the way of broadcasting innovative and quality programmes in future.

## **LEARNING EXPERIENCE – ‘THE HINDU’ (ENGLISH)**

**Vijayalaxmi Arumugam**

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### **Introduction:**

Internship is about gaining valuable experience which helps throughout my career. I was lucky enough, to have a good mentor worked with dedicated, talented and helpful team. My internship period was from 25 May 2016 to 24 June 2016.

My mentor was Mr. L. Sri Krishnan, the Chief Editor of The Hindu, Madurai. I went to English newspaper office, for taking training. I learned about how to behave with others and how to collect information from neighbours and public.

### **Learning Experience:**

The internship programme provided me a good platform & taught me the necessary skills to work in the field of print journalism with utmost care. My field of choice has been print media. I learned how to take a company’s values, needs and voice and put that in 140 characters or less. Being able to work with other people in our department was a key. I worked with The Hindu team. Interns were encouraged to work together to help the company gain more followers. Team work is such an important aspect of running successful company and my internship have taught me how to do this on a business level.

My time at “The Hindu” taught me that sometimes you need to teach your self and even the people you are working for being able to work on my own with little guidance and work independently. Believing in your self is vital for success and my internship helped me to gain the experience and refine my thinking process. Hard work and hours devoted the project hopefully got to see a blossom.

These five things i.e., skills, Team work, independence confidence and pride are the things that my internship taught me. I benefited from the depth of my knowledge and careful attention to the internship process.



# **IMPACT OF TELEVISION AMONG UPPER PRIMARY STUDENTS IN TAMIL NADU**

**Mr. R. Muthukumar**  
**Dr. N. Johnson, Assistant Professor**

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## **INTRODUCTION**

Television is considered as a 'Marvel' by many. But today, viewing television and discussing its various programmes is a social habit which almost half of the population of the world practices. It has become the part of popular culture across the world.

"The air has eyes that scan us from the skies  
And Ears that listen from the blue  
So you needn't roam  
From your happy home  
That world will pass you in review"

Anthony Smith quoted this song in his book-Television: an International History (Oxford University Press). According to Anthony Smith, this song was sung at the opening of World's first public service of television in 1938. Today, television is considered as a major source of entertainment and learning form many people, especially the School children. All television programmes such as commercials, news, documentaries and cartoon, affects people of all ages in different ways. The youngsters constitute one group in society who spend a lot of time watching television. The television channels prepare different types of programmes which full fill the requirement of children. Many researchers have been done to understand the psychology of children. Therefore TV programmes have special impact on children mind setup.

Television has entered at home, it has also created new problem. People are worried because T.V. has intruded their privacy. Earlier at home, they enjoyed certain autonomy. Our primary source of education-cum-information-cum-entertainment for children was the home. So far a child of present generation television is acquiring a great importance. It has weakened the influence of parents and teachers. A television has become a major socializing agent for the young children and has notime now for listening to their parents in their home.

Thus, T.V. has emerged as a formidable rival to the authority of the parents over their children. Before this new medium becomes a threat to the personality of young, as experienced by advanced countries, it would be prudent to give a serious thought to the positive potentialities and hazards of television.

### **Statement of the problem**

In this era of globalization, mass media plays a crucial role in shaping the attitudes, values, and behaviours of school going children. Over the past few years, the delivery and scope of mass media have changed dramatically. School going children are exposed to many forms of mass media like television, Music Videos, Video games, Internet, Radio and Newspapers etc. Mass media is creating a global village—a community in which people throughout the world see major news unfold and hence participate in the same event. Mass media is a dominant force in the Information Age. Thus, impact of modern mass media is quite different from, and much more profound than that of any other technology. Media is all the means of communication, such as newspapers, radio and television that provide the public with news, entertainment, etc., usually along with advertising. Mass media is a powerful tool

which carries the responsibility of informing people. Any information that is published in media has a greater impact on its audience. Television has the potential to shape personalities, change the way we perceive and understand the world and our immediate reality.

### **Tools of the study**

**Part I** - General information about the student

**Part II** - Details regarding viewing of Television

**Part III** - Impact of Television

**Part IV** - Interest of upper primary student watching television

In most of the questions 3 point rating scale was used and the opinion of upper primary student in viewing television was collected.

### **Need and significance of the study**

John Dewey stated that education could not be limited within teacher and taught without social environment. So mass media is one such potent force in the social environment education. Through modern electronic techniques and technologies, mass media prove that education is really comprehensive not confined within four walls of the class room. With the evolution of digital technology, the role of mass media has been changing at a quick pace. By definition, mass media is any medium used to transmit mass communication i.e. a message created by a person or a group of people sent through a transmitting device to a large audience or market. Until recently mass media was clearly defined as comprising of eight industries: books, newspapers, magazines, recordings, radio, movies, television and the internet. Really, mass media are the educational medium for the mass and mass education. Irrespective of caste, colour, geographical, sociological, economical diversities mass media prove as an important means for the education to all.

### **LITERATURE REVIEW**

Literature review is considered as the most important phase of the any research process as it allows learning from previous researches and also saves time efforts and money. A logical and systematic review of the literature made completion of study possible. Therefore researcher reviewed studies conducted on television in India and abroad.

**Shanahan and Morgan (1992)** conducted a comparative case study of how adolescents use T.V. and how this relates to interactions with their families in five countries namely Argentina, Taiwan, Korea, China and USA. In the following study the issues addressed including television exposure, family conflict over television and the relationship of T.V. viewing to family communication. The study indicates a strong positive association between the parents in Argentina, Taiwan and USA. Most of the adolescents watch television with their parents and feel closer and more satisfied the amount of time spends together.

**Aggarwal (1993)** made a studied in Shimla city about the impact of cable T.V. on social life. The key objective of the study was the popularity and the possible effects of cable T.V on social life of people in terms of certain demographic variables. The study was conducted through questionnaire technique. The study revealed that more than three fourth of the respondents watch cable T.V. keeping in view their convenience 28 per cent adolescents and 26.53 per cent youngsters take out special time. It may be further observed that 76.92 per cent children and 84.00 per cent adolescents prefer to watch T.V. in the evening. Late night movies are seen by adolescents (60%) and children (46.15%).

**Verma and Larson (2002)** conducted a study to understand the effects of T.V on youth. A sample of 100 urban middle class Indian families selected for research. The author found in his study on an average adolescents viewing T.V. about 12 hours per week, 90% of this viewing occurred at home, 73% done with other family members, including 7% with

grandparents, uncle or aunts. The study indicates that T.V. viewing for these youth is typically a family activity. The finding indicates that the T.V. viewing is typically a relaxed antidote to the stresses of the day that they share with their families.

**Zia Anjum (2004)** conducted a study on Cable Television Watching Habits of the Youth in Pakistan. This study was aimed at to collect precise data to analyze the "opinion" preferences and requirements of the youth in Lahore regarding their cable T.V. watching habits. A sample of 300 respondents in totality selected the result show that young people only acquire entertainment from the cable T.V. They wish to have access to only those selected channels that do not promote immorality and untraditional indecency. Further, the author discussed in her study that a large number of the college and university students have their own access to cable T.V. A vast majority of the youngsters spend 3-4 hours daily to watch cable television programmes.

## **METHODOLOGY**

### **Method of study**

Normative method is followed in the present study. Since normative study to educational problems is one of the most commonly used approaches. In consideration of the above merits, the investigator adopted the normative Survey method for the present investigation.

### **Objectives of the study**

- 1) To find out the impact of Upper primary children in watching television.
- 2) To find out the level of viewing of Upper primary children towards watching television.
- 3) To analyze the growth and development of television.
- 4) To explore the advantages and disadvantages of television.
- 5) To suggest some measures for policy decision making.

### **Hypotheses:**

The following are the hypotheses of the study

- 1) There is no significant difference between boys and girls of Upper Primary students towards TV viewing in Tamil Channel.
- 2) There is no significant difference on the opinion of Upper Primary students towards television viewing of Tamil channels with regards to their class of study.
- 3) There is no significant difference on the opinion of Upper primary students towards Television viewers of Tamil channels with regards to their Age.
- 4) There is no significant difference on the opinion of Upper primary students towards Television viewers of Tamil channels with regards to their family monthly income.
- 5) There is no significant difference on the opinion of Upper primary students towards Television viewers of Tamil channels with regards to their community.
- 6) There is no significant difference on the opinion of Upper primary students towards Television viewers of Tamil channels with regards to their religion.
- 7) There is no significant difference between rural or urban Upper primary students towards TV viewers in the Tamil Channels.
- 8) There is no significant difference between home or hostel of Upper primary students towards TV viewers in the Tamil Channels.

**Sample:**

For the present study a sample of 120 Upper primary students were selected from Karaikudi Taluk. Upper primary student of 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> standard of two government schools was selected for the study. The investigator developed a tool find out the impact of Television among Upper primary student.

**Limitations of the study**

- 1) The upper primary students of 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> standard are only considered for the present study.
- 2) The sample has been limited to 120 Upper Primary students.
- 3) The present study has been limited to Karaikudi taluk only.
- 4) Only Tamil TV channels are taken into consideration for the study.
- 5) The tool for the data collection is researcher made only.
- 6) Only Tamil medium Upper Primary students are selected for the study.

**FINDINGS AND CONCLUSIONS****Findings of the study:**

The following are the findings of the study

1. It was found that the impact of Television among the Upper Primary student is high.
2. There is no significant difference between boys and girls of Upper Primary students towards TV viewing in Tamil Channel.
3. There is a significant difference on the opinion of Upper Primary students towards television viewing of Tamil channels with regards to their class of study.
4. There is a significant difference on the opinion of Upper primary students towards Television viewers of Tamil channels with regards to their Age.
5. There is no significant difference on the opinion of Upper primary students towards Television viewers of Tamil channels with regards to their family monthly income.
6. There is no significant difference on the opinion of Upper primary students towards Television viewers of Tamil channels with regards to their community.
7. There is no significant difference on the opinion of Upper primary students towards Television viewers of Tamil channels with regards to their religion.
8. There is no significant difference between rural or urban Upper primary students towards TV viewers in the Tamil Channels.
9. There is no significant difference between home or hostel of Upper primary students towards TV viewers in the Tamil Channels.
10. Among the upper primary students 55% of male student (N=66) view television more than 44% female student (N=54).
11. It was found that Sun TV is the most viewed Tamil channel than any other channel.
12. The Second, Third, and Fourth listed channels are KTV, Polimer and Pogo.
13. The order of preference of other TV Channels is Cartoon networks, Chutti TV, Sun music, Siripoli, Adithya, Discovery etc.
14. The most interesting program of Upper primary student are Movie , Comedy, Cricket, MAN VS WILD, Ben 10, Animal, Athuethueathu, Dora, Songs, Serial , Tom and Jerry etc.
15. It was found that heavy viewers who watch television for more than four hours daily is 55.83%.

16. It was found that moderate viewers who watch television between 2 -4 hours per day is 26.67%
17. It was found that light viewers who watch television for less than one hour is 17.50%
18. It is evident that Upper primary student view television more in night time.
19. It was found that Upper primary student view television through Government cable connection network.
20. It was found that Upper primary student view television more in their house.
21. It was found that Upper primary student view television at a distance of 10 feet.
22. The order of preferences of television program of Upper primary students is Educational program, WWF, Dora, Cricket etc.
23. It is quite evident that Upper primary students need an exclusive channel for them.
24. It was found that most of the Upper primary student would like to participate in the television program.
25. It was found from the study 88.3% agreed viewing television increases the knowledge of the student.
26. It was found that 60.0% of Upper primary student agreed watching television helps them to learn physical exercise.
27. It was found that 60.2% of upper primary student agreed watching television causes disturbance to other family members.
28. It was found that 74.2% of Upper primary students agreed watching television gives pleasure in spending their time.
29. It was found that 68.3% of Upper primary student agreed that they know about cooking on watching television.

**Recommendations:**

The following are the major recommendations of the study

- (1) The production of more informative and educational programs can help to create the awareness among the adolescents of the country.
- (2) The program on physical activities and exercises must be broadcasted regularly so that it can inculcate and incite the adolescents to take part in different physical activities practically rather than just to watch television in their leisure time.
- (3) Different television contents and commercials have strong impact on the behaviour, attitude and life style on adolescents so that those programs and commercials should be allowed to be broadcasted which induce students to take part in healthy activities and also having a positive impact on their life style.
- (4) The television sets should be in T.V lounge and the youngsters should not be allowed to watch the television in their bedrooms where there is no check and balance on them.

**CONCLUSION**

Television has quite an influencing role as it can create the feeling among the people. No other medium can do this. One can read the story in the newspaper or hear it in the radio. But actually watching the story on television and realizing the feelings of people involved is totally a different thing. When television invaded India, it was an alien culture. Gradually the Government of India started using television for educating the masses through its projects like SITE. After the 80's television becomes a household name and its functions become multidimensional. It includes functions right from educating people through its various

programmes, to sending information, making people updated and aware of the happenings of the World and most importantly entertaining people to a level unknown. Now a day's television can be considered to be a strong agent of socializing the people. It also works as an instrument of social change.

## **LEARNING OUTCOMES – L.V. PRASAD**

**S. Satheesh**  
**II MJMC**

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### **Introduction:**

Learning outcome always deal with all the efforts taken by the trainees. It shows the ability of the trainee as well as trainers. Learning outcomes clearly state the important aspect of the training undertaken in the institution. Here, I have clearly explained all the learning outcomes from my internship training. My internship training period was from 01 May 2016 to 11 June 2016.

### **Learning outcomes:**

Learnt about editing techniques and shortcut keys used for editing about pre-production and post-production process of the short film. Apart from this I have also learnt to write script especially for one – line script which helps the editor at the time of editing. Understand the functions of all the sections including recording room, editing room, sound room at L.V. Prasad Studio. Learned about set designing. I have also worked with the set designing. Had interaction with camera man and practiced to handle the still camera/video camera.

### **Learnt on how to create sets in indoor/ outdoor shootings:**

Worked as a technician in short film. Learned about movements of camera like tilt, elevate, graph right, and depress. Learned how shadow image are done using a bar light and yellow screen in the background. Learned the process of dubbing in post production.

Learned about how the background and added recording to the screens. Learnt using software. Final cut pro Adobe premiere pro. Served as a Assistant to the Director Mr. Benny raj in his short film shooting. Involved in them handling of camera and explained dialogue to the actor etc., participated in out door shootings.

# **EXPECTATION OF VIEWERS ABOUT TAMIL NEWS IN TELEVISION CHANNELS OF TAMIL NADU**

**Mr.M. Vijayaraj  
Dr.Rajan, Associate Professor**

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## **Introduction**

Television is a telecommunication medium used for transmitting sound with moving images in monochrome or incolour, and in two or three dimensions. It can refer to a television set, a television programme, or the medium of television transmission. The television is a mass medium, for entertainment, education, news and advertising.

Television becomes available in crude experimental forms in the late 1920s. After World War II, an improved form became popular in the United States and Britain, and television sets became commonplace in homes, business and institutions. During the 1950s television was the primary medium for influencing public opinion. In the mid- 1960s, colour broadcasting was introduced in the US and most other developed countries.

Television signals were initially distributed only as terrestrial television using high powered radio frequency transmitters to broadcast the signal to individual television receivers. Alternatively television signals are distributed by coaxial cable or optical fibre, satellite systems and via the internet. Until the early 2000s, these were transmitted as analogue signals but countries, started switching to digital, this transition is expected to be completed worldwide by late 2010s. a standard television set is composed of multiple internal electronic circuits, including a tuner for receiving and decoding broadcast signals. A visual display which lacks a tuner is correctly called a video monitor rather than a television.

A television station is a type of broadcast station that broadcast both audio and video to television receivers in a particular area. Traditionally, TV stations made their broadcast by sending specially- encoded radio signals over the air, called terrestrial television.

## **Television News channels**

News Telecasting is the medium of Telecasting of various news events and other information via television. The content is usually either produced locally in a radio studio or television studio newsroom, or a Telecasting network. May also include additional material such as sports coverage, weather forecasts, traffic reports, commentary and other material that the Telecasting feels is relevant to their audience.

## **Research studies**

Reviewing the Literature is highly beneficial for the researcher. It will help to locate and find out the problem for the present study. The review of literature is the basis for further research problem. The review gives the researcher an understanding of the previous work and the data used by them. The review helps to avoid repetition of the problems. It helps to know different views of various researchers on a particular problem. It helps to identify the methodology adopted by different researchers on a particular problem.

Variable affecting the coverage of Arab Issues on Arab news channels was conducted by Hala El- Baghdadi, cairo university, Egypt (2007). The main findings of the study are as follows: the most important news channels on which the Egyptian and Qatari elite rely are arranged in terms of preference as follows: Al Jazeera, Al Arabiya, Nile – Nile news, BBC, CNN, Al Hurruh and Euronews. A Nile news channel has failed to establish itself as a channel for the Arab elite in general and specifically outside the Arab Republic of Egypt.



Elites hardly feel the presence of such a channel, despite the passage of nearly ten years from its inception. 75.7% Of the Qatari and Egyptian elite indicated that Al Jazeera contributes to changing public opinion on current events. Results confirm the superiority of Al Jazeera in equipping its journalists with a database of information and communication technology needed to prepare news materials. Results have also proven that journalists at Nile television are not short of professional competence or academic qualification compared to their counterparts in Al Jazeera, but the nature of work environment is what sets both channels apart. All Al Jazeera employees indicate that external political pressure on the channel dramatically affects the news coverage of Arab issues in terms of quality and quantity, especially in countries where the channel's officers have been shut down.

Another study on Influence of User Comments on Perceptions of Media Bias and Third-Person Effect in Online News was conducted by Brian Houston & Glenn J. Hanesen – June (2011). Results indicate that user comments accompanying online content can influence perceptions of bias in media depictions of presidential candidates. Additionally user comments can influence perceptions of how much online news affects the political attitudes of others (third-person perceptions).

A study on viewer's perception towards watching national English news channels with special reference to Malabar region of Kerala conducted by Mohana Krishnan P.C – in the year (2014), From this study, it is found that viewers find television news to be more attractive as it provide with the advantage of viewing visual while simultaneously listening to the news. In Kerala almost all the segment of population from children's to grownups are eager to watch news updates. Most of the native viewers have instant preference for local news channels ahead of others. But their perception towards watching other news channels especially English is unknown. The project holds the key since it analyzes viewer's perception towards watching national English news channels.

Does partisanship influence the perception of credibility examining the determinants of news media credibility in the south Indian state of Tamil Nadu was conducted by – N. RathiChithra and others (2014), the study on research on media credibility at global level elucidate that people's trust in media has been plummeting gradually year by year. In America the credibility of news media has been negative. A report issued by pew in 2010 shows that 63% of the Americans say that news stories are inaccurate. There has been decline in the believability rating of several popular news organizations among the public in America since 1990s. The prevailing credibility gap all over remains a great concern globally. Media educators and editors of newspapers consider the erosion in media credibility as a major concern and suggested public journalism as a means to improve the credibility of media (Dickson and topping, 2001). However, in India the trend is different. Lowy institute for international policy and the Australia Indian institute, Australia, conducted a survey in India which showed that 86% of Indians believe that Indian news media gives accurate news on events. Yet, credibility research which is exhaustive and widespread in western countries, is only slowly gaining ground in developing countries like Indian as only a few studies were conducted to assess the performance of media among the audiences.

The study on Viewer's perception and expectation content with reference of Tamil news channels in Chennai was conducted by S. Selvabaskar and others (2014), in Tamil Nadu The objective of the study was analysing the news viewing habits of people and to find out the viewer's opinion about Private TV News channels with reference to awareness, positioning and program content and how it influences the viewer's satisfaction level. 200 respondents were approached with a structured questionnaire containing items on the above mentioned objectives form Chennai. The results indicate that there is a strong preference among the

viewers for an entertainment oriented programme in place of mere current news. Further, health awareness, travel and life style programmes are very much expected.

A Study on Television News Channel in Tamil Nadu was conducted by Batabyal- (2015). Television is basically the broadcasting of moving picture and the sound to the audience effectively, most of the time television stays as remarkable evidence about an issue. As an example, an incident quoted from the book, screening culture, viewing politics by Purnima Mankekar, November 1984: A hectic and rewarding year is drawing to close for S.S Gill, India's Secretary for the Ministry Information and Broadcasting. On a Special mission authorized by Prime Minister Indira Gandhi, he has spent the year setting up hundreds of television transmitters that will draw the remotest corners of the nation into the ambit of Indian Television's newly launched National Programme. Suddenly Mrs. Gandhi is assassinated. Ironically, the first TV images viewers nationwide see are of her body lying in state, and close – ups of her grieving son Rajiv Gandhi. Within a few minutes, Rajiv Gandhi is elected Prime Minister. The queen is dead; long live the king. (Mankekar, 1999) The magic of Television has made itself felt.

### **Objectives of the Study**

The following are the objectives of the present study:

1. To assess the opinion and expectation of Tamil News viewers of television channels in Tamil Nadu.
2. To find out the significant difference if any on the opinion and expectation of Tamil News viewers of television channels in Tamil Nadu with regard to certain demographic variables such as age, gender, community, religion, educational qualification, occupation, annual income, marital status and nativity, etc.
3. To find out the relation if any between opinion and expectation of public on viewing Tamil News in television channels
4. To suggest Tamil news viewers' opinion and expectation to the Television channels for making to present better news programs.

### **Hypothesis**

The following are the hypothesis framed for the present study:

1. There is a significant contribution of certain demographic variables such as age, gender, religion, community, educational qualification, occupation, annual income, marital status, nativity in the opinion and expectation of viewers about the Tamil News in Television Channels
2. There is a significant correlation between opinion and expectation of public on viewing Tamil News in Television Channels.

### **Sample of the study**

- By using Satisfied Random Sample Technique, the investigator has selected 110 public as sample for his investigation.
- The present study contributing with 110 public is sample for the present investigation.

### **Method of Research Investigation**

For the present investigation, the investigator has adapted descriptive survey method for carry out Opinion and Expectation of viewer about Tamil News in TV channels. A questionnaire will be developed and used in the present survey.

### Tool for the Study

An exclusive interview schedule was prepared for Viewers and used for the present study. A pilot study was conducted by using this tool and reliability and validity are established. The Tool includes Personal details, Channels Ranking, Opinion Scale and Expectation Scale of viewers.

### Findings

- Out of 110 viewers, 37 (33.6%) are Male and 73 (66.4%) are Female.
- 36.4% of viewers are belonging to 20-30 years age group followed by above 50 years (24.5%), 41-50 years (21.8%), and 31-40 years (17.3%).
- 90.0% of the public belongs to Hindu followed by Christian (7.3%) and Muslim (2.7%).
- 60.9% of the public belongs to BC group followed by SC/ST (15.5%), MBC/DNC (14.5%) and OC (9.1%).
- 24.5% studied in between Ist to VIII std, 23.6% studied 9-10 std, (22.7%) are PG and above, (14.5%) studied Degree, (10.9%) are +2 and the remaining (3.6%) Diploma holders.
- 43.6% of them daily wage labourers/ coolies, (23.6%) are employed in private, (13.6%) are government employees, (10.0%) are students and (9.1%) are farmer.
- 50.0% of the public have income of up to 50,000 rupees, 34.5% have income between 50,000- 1,00,000 and 15.5% have income of more than 1,00,000.
- 79 (71.8%) are Married and 31 (28.2%) are Unmarried.
- 77 (70%) are from Urban areas and 33 (30%) are from Rural areas.
- 81.8% of the public are viewing television more than three years followed by two to three years (13.6%) and one to two years (4.5%).
- Majority of the public are viewing television only in the night hours (65.5%) followed by evening hours (14.5%), afternoon hours (10.9%) and morning hours (9.1%).
- 95.5% of the public expressed that they are continuously viewing Tamil News every day.
- 87.3% of them told that national News depicts national scenario.
- 83.6% of the public opined that Tamil News channels telecast State News which is qualitative in nature.
- 80% of public told that their general Knowledge is increasing through News Channels.
- 58.2% of people reported that all the news is politically oriented.
- 52.7% of public opinion that facts are hides in news and 51.8% of public told that sports news are good.
- 45.5% of public agreed that the news's are no use for children/ students and 41.8% viewed that News helps them to take precautionary measures.
- 33.6% of public reported that news's are helpful for their profession or job.
- 25.5% of public told that trade/ economic news's are given more benefits and there is no use for local news's.

- **With regard to choice of viewing Tamil Television channels Rankings are given below:**

As overall over, the public has preferred Sun TV (26.79%) is their first choice followed by Vijay TV (12.56%), KTV (11.00%), Raj (10.60%), Thanthi TV (8.65%), Jaya (8.55%), Puthiyatalaimurai (5.73%), Polimar (5.21%), Sun Music (4.06%), Ztamil (4.11%), Kalaingar (1.72%), . Pothigai (1.19%), Sports (0.93%), Discovery (0.78%), Sathiyam (0.67%) and Captan TV (0.52%) are their choice.

- **With regard to choice of viewing Tamil News in Television channels Ranking are given below:**

As overall over, the public has preferred 30.39% of the public has chosen Sun TV is their first choice followed by Puthiyathalaimurai (20.28%), Thanthi news (19.48%), Jaya News (08.25%), Raj News (08.09%), News7 (3.92%), Polimar (3.68%), Sun News (2.24%), Pothigai (01.76%), Captan (0.96%), Sathiyam (0.48%) and Makkal (0.40%) as their choice.

- **With regard to choice of viewing Regional News in Television channels Ranking are given below:**

With regard Regional wise news preference of viewers 35.22% of viewers preferred National News followed by State News (31.59%), International News (17.55%) and Local News (15.62%).

- **With regard to choice of viewing News content in Television channels Ranking are given below:**

With regard to most likeable News content in Tamil News Channel 37.63% of them reported that People Problems their first choice followed by Day-to-day affairs (35.25%), Sports News (14.22%), Business (4.34%) and others News's (1.49).

- **With regard to their choice on Telecasting News in Television channels Ranking are given below:**

People opinion that the top most Telecasting news was political news (53.47%), followed by day-to-day affairs (15.97%) and society problem (14.69%). The other News such as Society problem (14.69%), National News (6.05%), Election (4.51%), General (2.96%) and Cinema (2.31%) are given less important.

- **Viewers Expectations on the news items are follows**

- It is noted that 80% of public told that quality of the news has to be improved.
- 70.9% of public told that latest technology has to be used.
- 69.1% of viewers told that news's should not be repeated.
- 67.3% of public opined that facts and credibility has to be maintained in the News content.
- 66.4% of public told that reporters should act neutrally.
- 65.5% of public told that advertising can be reduced and News should be telecasted without bias/prejudice.
- 24.4% of public told that News presenters' knowledge and proficiency have to be improved.
- 16.4% of public told that News should not be biased and 5.4% of public told that Supporting religion and communal things is good.

- **Significant Influences of Certain Demographic Variables**

**AGE****Opinion**

The age of the public is not significantly influence on the opinion of the public Tamil News in Tamil Television channels. The mean values of 20-30 years (36.05), 31-40 years (34.81), 41-50 years (36.13) and above 50 years (36.22) age group of public are not vary.

**Expectation**

The expectations of public about Tamil News in Television channels are vary depending upon their age. The age group of 20-30 years (18.15) is having higher opinion about Tamil News in Television channels followed by 41-50 years (17.30), 31-40 years (16.16) and above 50 years (16.15).

**GENDER****Opinion and Expectation**

The gender of the public is not significantly influence the opinion and expectation about the Tamil News in Tamil Television channel. The mean value of Male (36.38 and 16.38) and Female (35.66 and 17.51) are not vary significantly.

**RELIGION****Opinion**

The demographic variable of Religion significantly influences the opinion of the public about Tamil News in Television channels. The Muslim people (37.67) are having higher opinion about Tamil News in Tamil Television channels, followed by Hindus (35.99) and Christians (34.13).

**Expectation**

The religion of the public is not significantly influence about the expectation of the Tamil News in Television channels. The mean value of Hindu (17.00), Muslim (18.33) and Christian (18.25) religion of the public are not significant vary.

**COMMUNITY****Opinion**

The demographic variable of community significantly influences the opinion at the public about Tamil News in Television channels. The SC/ST people (37.70) are higher opinion about Tamil News in Tamil Television channels, followed by MBC/DNC (36.75), BC (35.51) and OC (34.10).

**Expectation**

The expectation of public about Tamil News in Television channels are varies depending upon their community. The age group of BC (17.81) is having higher opinion about Tamil News in Television channels followed by MBC/DNC(16.75), SC/ST(15.94) and above OC(15.20).

**EDUCATIONAL QUALIFICATION****Opinion and Expectation**

The Education qualification of the public is not significantly influence the opinion and expectation about the Tamil News in Tamil Television channels. The mean value of Diploma (36.50 and 13.25), 1-8 (36.11 and 15.63), 9-10(36.04 and 16.65), PG and above (35.80 and 18.60), Degree (35.69 and 18.56) and +2 (35.42 and 17.83) are not vary significantly.

**OCCUPATION****Opinion and Expectation**

The Occupation of the public is not significantly influence the opinion and expectation about the Tamil News in Tamil Television channels. The mean value of Private (36.73 and 16.31), Government (36.36 and 16.36), Farmer (36.10 and 16.30), Student (35.47 and 19.07) and Coolie (35.44 and 17.31) are not vary significantly.

**ANNUAL INCOME****Opinion**

The opinion of public about Tamil News in Television channels are varies depending upon their Annual income. The age group of Above 1,00,000(36.94), is having higher opinion about Tamil News in Television channels followed by Below 50,000(35.84), and 50,000 to 1,00,000(35.53).

**Expectation**

The demographic variable of Annual income significantly influences the opinion at the public about Tamil News in Television channels. The 50,000 to 1,00,000(18.74) is higher opinion about Tamil News in Tamil Television channels, followed by Below 50,000 (16.44), and Above 1,00,000 (15.76).

**MARITAL STATUS****Opinion**

The marital status of the public is not significantly influence the opinion about the Tamil News in Tamil Television channels. The mean value of married (36.10) and Unmarried(35.32) are not vary significantly.

**Expectation**

The demographic variable of marital status significantly influences the expectation of the public about Tamil News in Television channels. The Unmarried(19.23) is higher opinion about Tamil News in Tamil Television channels, followed by Married (16.32).

**NATIVITY****opinion**

The Nativity of the public is not significantly influence the opinion about the Tamil News in Tamil Television channels. The mean value of rural (36.09) and Urban(35.82) are not varying significantly.

**Expectation**

The demographic variable of Nativity of viewers significantly influences the expectation of the public about Tamil News in Television channels. The Rural viewers(18.64), is higher opinion about Tamil News in Tamil Television channels, followed by Urban(16.48).

- **Relation between opinion and expectation of public on viewing Tamil News in Tamil Channels**

There is a negative high correlation between the opinion and expectation of public on viewing Tamil News in Tamil Television Channel. Therefore, the opinion of the public on viewing Tamil News in Television channels is high then the expectation of the public is low. Or otherwise if the expectation of the public is high then the opinion is low.

**LIMITATIONS OF THE STUDY**

The present study is limited to Tamil news viewers of Tamil television channels in Karaikudi town and in and around area only. The expectation of the viewers is assessed only

by opinion scale. The tool for the data collection is interview only. Only Tamil news in Tamil news channels are considered for the research study.

### **IMPLICATIONS OF THE STUDY**

Out of Sixteen Channels, SUN TV and VIJAI TV is their first and second choice to view as opined by the Public. Hence, other Channels have to improve their performances so that most people may also view the Other Channels equally.

Similarly, with regard to Tamil News Channels also SUN NEWS Channel and PUTHIYA THALAIMURAI Channels are top in their Choices/Rankings. The other Remaining News Channels may review their performances and they can improve further. With regard to preferences for Regional News, the public viewed that their choices are National, followed by State and then Local News. These views can be taken care of by all the News Channels while presenting the News.

With regard to priority for Contents Political News, Problem/Issue based news, day to day affairs are their Priorities stated by the viewers. They also made few suggestions. Improvement of the quality of News, Utilization of Latest communication Technologies, Avoiding the biased News, Repetitions and finally facts and credentialibly of the News is suggestions made by them. All these suggestions/views can be taken care in future by Television News Channels for better performances.

### **CONCLUSION**

The study covered 110 respondents from the Karaikudi town in and around area only. The respondents, the majority are Hindus and women members and covered all the category of community and most of them are married. Majority of them are Urban and only few of them are from Rural Areas, Out of sixteen channels given by the researcher to the public, Sun TV stands there first choice followed by Vijay TV. Polimar TV is the least one, reported by the respondents. Unmarried people and persons from Urban Areas have high opinion about Tamil Television channels. Again, variables like Age, Gender, Religion, Community, Occupation, Annual Income, etc are not varying significantly. Improving the quality of news, use of latest technology, variety of news are the same of suggestion made by the viewers.

