

Television as Medium of Information for Social Change in Bangladesh: A case study of Dinajpur District

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Television as Medium of Information for Social Change in Bangladesh: A case study of Dinajpur District

Thesis submitted to the University of Dhaka in fulfillment of the
requirement for the degree of Master of Philosophy in Information
Science and Library Management

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Dedicated

To

My Husband

Md. Shafiul Alam Chowdhury

CERTIFICATE

Certified that the thesis entitled “Television as Medium of Information for Social Change in Bangladesh: A case study of Dinajpur District” submitted by Amena Kohinur for the degree of Master of Philosophy (M. Phil.) in Information Science and Library Management of the University of Dhaka in her original work carried out under my supervision. The thesis has reached the standard fulfilling the requirements of the regulation relating to degree.

Dhaka
December, 2014

Professor Muhammad Mezbah-ul-Islam, *Ph.D.*

DECLARATION

I hereby declared that this thesis entitled “Television as Medium of Information for Social Change in Bangladesh: A case study of Dinajpur District” for submission to the Department of Information Science and Library Management, University of Dhaka for the Degree of Master of Philosophy (M. Phil.) in Information Science and Library Management is completed by my personal effort. I also confirm that no part of this thesis has been submitted elsewhere for the award of any degree or diploma or any other purpose.

Dhaka
December, 2014

Amena Kohinur

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ABSTRACT

Television plays a significant role as a medium of information in determining cultural, social, educational, economic development etc. in the society. The people obtain information from television and enrich themselves as a dignified resident. So, it is easy to implement for the government to success the national goals by television programmes. As a developing country the population of Bangladesh is predominantly rural and agriculture is the main occupation of the rural people. The rural people are living with lack of facilities such as proper education, health, nutrition, electricity connection etc. To prevent the major problems of illiteracy, food crisis, shelter and illness in Bangladesh it is necessary to flow the information in the rural areas frequently. Thus, they can solve their problems which are arising in their daily life especially in agricultural fields and others. In this context, television may provide necessary information to the rural people of Bangladesh. In this study, it has been tried to identify those aspects, which factors effect on the television viewers and non-viewers. Some factors effect on villager's life and bring to changes in society. From the comparative study of two villages, the village with television Chintamon is more developed than the village without television Joyanti. The villagers of Chintamon are more educated, economic, cultured and social from the villagers of Joyanti.

Objectives: The main objective of the present study is to measure television as medium of information for social change. The sub-objectives arising out of it are to:

- a) explore the present sceneries of rural life in Dinajpur district, towards television as medium of information.
- b) identify the relationship between television as medium of information as various social changes e.g. education, economic, culture, etc.
- c) provide suggestions for effective social changes of various parameters in the societies of Dinajpur district.

There are few studies, which have been done about the television in our society and culture, particularly in rural areas. Moreover, some studies have been focused on specific issues and dealing with the urban population. But no comprehensive study has been conducted television as a medium of information for social change in Bangladesh and especially at Dinajpur district. The two villages named Chintamon and Joyanti of Phulbari Upazila were selected as research site. The villages are selected with and without television, since they have similar topography, climatic condition, culture and the influence by the other factors of the society. A random sample of one hundred villagers from each villages and one person from household was chosen as respondent. It is chosen to conduct an ethnographic study of two villages (one closer to the town Chintamon and the other relatively remote Joyanti) using the method of in-depth interviewing and observation appropriate to the field situation and the subject of study. This method enables to gain valuable insights into the villages and the villager's life. Primary data was collected by using questionnaire methods. A pilot survey has been conducted before finalized the questionnaire. A questionnaire "questionnaire booklet" based on standard scales and studies available in the current literature was prepared for assessing television with education, economic, culture, social development and personal information of the villages and the villagers. A total 105 items were divided into six sections.

Findings: An attempt has made in this study to illustrate the role of television in the process of social change at the village society of 'Chintamon' and 'Joyanti' in respect of education, economic, social and culture. Television has been emerged as a new focal center of village life in the past ten years adding to traditional institutions such as the family, agriculture, health and so on. The discussion showed that the television influencing on education, culture, economic and social development on the society. By providing information and knowledge through various subjects such as drama, traveling show, quiz, reality show, news, talk shows, business, share market etc., television effects on education, economic, culture and social development. After analyzed and discussed, the respondent's data of two villages shown that television can act as a social process. Between the two villages, 75% respondents of Chintamon

have said that they own TV set at their home. The villagers of ‘Chintamon’ are more educated, economically developed, conscious about education, health, sanitation, gender relation, socialization and many other things. Some programmes help to make new ideas, values and norms of the villagers.

On the other hand, the village without television ‘Joyanti’ has failed to reach its goal. A small literacy rate and unconsciousness about sanitation, health, education and economy, they are far from development. However, the villagers get information from radio and newspaper and from friends and neighbor, but this is not sufficient to utilize the information in their daily life and make them modern, optimistic and noble. Because television has the power to break all hurdle in respect of race, sex age, illiteracy, disabilities, poor or rich and disseminate information equally to the society. Television is more lifelike, colorful and real than the other media. The villagers of Joyanti are deprived from the opportunity to get information provided by television. Because only 8% villagers have television set which is, powered by newly connected electricity and solar energy. This small number of television in the whole village is not sufficient for socialization, changing in habits, norms, and values and rich in culture. As a result, the villagers have failed to develop their life and society, as like as the villagers of Chintamon.

Suggestions: To determine the basic needs of the villager’s food, shelter, health, and education, the government of Bangladesh take many steps and planning’s. However, the government has failed to acquire desire result due to the absence of awareness of the villagers about information. Television can bring the awareness among the villagers by providing the government policy, action plan of agriculture, education, health and budget for different works etc. Moreover, the government and private owned television channels make different types of television programmes e.g. educational, agricultural, public health, family planning, nutrition, etc. to prove their responsibility to the rural people. The government should ensure rural electricity, that the villagers can harness the benefits of television. Moreover, the teacher, rural leader, NGO’s should take some necessary action to help the villagers in access to television.

The suggestions are based on the observations and experiences gained while conducting the study. Moreover, the suggestions will help to make the television programmes of the government and private owned television channels and more meaningful.

Conclusion: In a developing country like Bangladesh where poverty, hunger and illiteracy still exist and the majority people are continuously fighting for proper education, food and shelter. In this situation, the major objectives of the television have become to provide relevant knowledge, skills and insight to make lives safe, better and free from risk and vulnerability. So with the help of television Bangladesh can go through ahead by facing poverty, illiteracy, food crisis, malnutrition, dowry, acid violence, early marriage and so on. Specially, the television programmes should be targeted for the upgrade of rural life. Dinajpur as a northern part of Bangladesh, the rural areas are suffering form various problems. Television can take part in a significant role to meet up the problems and act as a medium of information. Thus, television plays as a medium of information for social change in rural Dinajpur.

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LIST OF ABBREVIATIONS

ATN	Asian Television Network
BBC	British Broadcasting Corporation
BBS	Bangladesh Bureau of Statistics
BER	Bangladesh Economic Review
BTV	Bangladesh Television
CNN	Cable News Network
ETV	Ekushy Television
EiA	Environmental Impact Assessment
GNP	Gross National Product
GDP	Gross Domestic Product
HIV/AIDS	Human Immune Deficiency Virus/ Acquired Immune Deficiency Syndrome
INSAT	Indian National Satellite System
MPG	Media Professional Group
NGO	Non-government organization
NASA	National Aeronautical and Space Administration
ORS	Oral Dehydration Salts
SITE	Satellite Instructional Television Experiment
UNESCO	United Nations of Educational, Scientific and Cultural Organization
US	United States
ULAB	University of Liberal Arts Bangladesh

CHAPTER-1

INTRODUCTION

1.1. Introduction

In the modern world, television plays a significant role as a medium of information in determining cultural, social, educational, economic development etc. in the society. In the process of social change mass media has a definite role. Television as a supreme mass media can act as a catalyst of social change. Moreover, television can do so by: a) becoming a medium of communication for national development b) conscientising all sections of the society about the “exploitation of the poor” and c) educating the masses and developing the human resources (Yadav, 2004). Television can accumulate the information about education, culture, social, economic and many other things of the world and disseminate to the people within a short time. The people obtain information from television and enrich themselves as a dignified resident. So, it is easy to implement for the government to success the national goals by television programmes.

The UNESCO report (1980) identified that TV, the newest electronic medium performs various functions effectively and with perfection in the society. From the beginning of the society people needs information in order to make decisions about such matters as food, shelter, disease, education and other aspects of family life. To achieve desired national goals, it is very important to provide the information about the needs of the people. Television, as a media disseminates information to all societies about agriculture, education, health, politics, life style etc. and changes the society positively.

1.2 Television

Television is invented by John Baird and the word is derived from mixed Latin and Greek roots, meaning "far sight": Greek *tele* (τῆλε), far, and Latin *visio*, sight (from *video*, *vis-* to see, or to view in the first person). Commercially available since the late 1930s, the television set has become a common communications receiver in homes,

businesses and institutions, particularly as a source of entertainment and news. In 1936, the first regular public transmission of television started in England. This was closely followed by France in 1938, the United States of America in 1941 (Prasad, 2005) and Bangladesh in 1964. For the purpose of the study television defined as, *“a strong, democratic and informative electronic telecommunication medium which changes the human behavior, values, and norms, believe and mind, thinking and life style by providing information about education, culture, economy, agriculture, social development and so on without any discrimination.”*

1.3 Role of Television in Bangladesh

The most important role of television is to help for the socio-economic and cultural development of the country. It brings up to date special education in a variety of ways. The effort is to make these programmes educative, thoughtful, objective, informative, and enjoyable for all the viewers of the country. The television has the better influence on the awareness, passion and the outlook than any other media. The impact of television on the society is often compared with the effect of “water dripping on a stone, steadily, imperceptibly eroding old values and attitudes in favor of new ones (Joshi, 1983). There are many social aspects of television that can be addressed: educational advantages, economical, agricultural, politics, cultural, socializing children, technology trends etc. Specifically for the developing country, television can play a positive role if it is utilized properly (Television-Wikipedia, 2014).

As a developing country the population of Bangladesh is predominantly rural. Almost 70% of the population is living in rural areas. Many people live in remote areas with lack of facilities such as education, health, and adequate roads, particularly road links to market. An estimated 31.5% of the population in rural areas lives below the poverty line and 29% of the rural people are considered moderately poor (BBS, 2011). To ensure the education, health care, economic, cultural and social development, television is playing a vital role by disseminating necessary and latest information to the people. McLuhan (1967) holds that television is the most appropriate medium for mass communication especially for the developing countries because of its involving and absorbing nature.

To prevent the major problems of illiteracy, food crisis, shelter and health in Bangladesh it is necessary to flow the information in the rural areas frequently. Most of the people of Bangladesh live in villages and dependent on agriculture. So the development of their life, they have to do right to get information. Thus, they can solve their problems which are arising in their daily life especially in agricultural fields and others. In this context, television may provide necessary information to the rural people of Bangladesh.

On the light of the thing discussed above, following aspects are taken into consideration for the study of television as medium of information for social change in Dinajpur district of Bangladesh. These are:

1. Television and education
2. Television and economic condition
3. Television and culture
4. Television and Social development

The above variables are considered for the present study, which directly related for social change in a society.

1.3.1 Television and Education

In Bangladesh, to reduce the mass illiteracy television can execute the work sincerely. Education is most important for a citizen to solve the problems in agriculture, health, and so on. “The transmission of knowledge so as to foster intellectual development, the formation of character and the acquisition of skills and capacities at all stages of life (UNESCO, 1980). In many developing countries of the world television perform in the field of education, sincerely and successfully. But the government of Bangladesh can not utilize the television in this field properly. The government may take radical plan to eliminate illiteracy by the assistant of television.

SITE (Satellite Instructional Television Experiment) was India’s first attempt to utilize satellite television to educate rural illiterates. Drawing upon the experience gained from SITE, INSAT-1B routinely transmits educational programmes, which are

focused on agriculture, family planning, health and nutrition (Yadav, 2004). So for the stopping of dropout children, adult education and education in health and malnutrition an attempt to emphasize that television programming potential can be utilized in these fields. Finally, *“Education is the messages of the information in different fields such as agriculture, health, nutrition, preservation of environment, eliminating illiteracy etc. which transmitting through television programmes.”*

1.3.2 Television and Economy

Economy is related with education. The educated people can execute any types of daily arising problems which are related with economic condition. Because a constant flow of information is vital for economic life. As well as being a great economic force with incalculable potentialities, it is a decisive factor in development. As an element of increasing importance in all, national economics, communication represents a growing segment of a country's Gross National Product (GNP) and has direct repercussions on productivity and employment (UNESCO, 1980). In this context television as a medium of mass communication can participate largely. In Bangladesh, the television programmes might be agriculture related. Because, most of the villagers of Bangladesh engaged in agricultural works and depend on agro-economy. In 1975, the Satellite Instructional Television Experiment (SITE) project covering 2,400 villages in six states became a model for other Third World nations in implementing satellite based television educational systems (Pokharapurkar, 1993).

Bangladesh as a developing country improvement in agriculture, increase in education and eliminate poverty, promotion of family planning, inculcation of nutrition, public health and sanitation are the fields of highest significance for national development, sustained economic growth and social change. Therefore, for the desire sustainable economic development television programmes can provide information in these fields effectively. From the above discussion, *“Economic condition depends on the improvement of agriculture, education and eliminating poverty etc. in which field's television programmes can take part in a significant responsibility by providing information.”*

1.3.3 Television and Culture

The men, women especially children and youth are influenced by television in respect of culture, heritage etc. The younger group watches the TV most and is influenced by television advertisement. Parents are spending more time with their children, and there are beginning to be examples of affection between fathers and teenage sons. Over time villagers can be absorb many of the ideas, images, principles, and values they see on television, and the evidence suggests that their behavior begins to reflect some of those values and images. Many television programmes legitimize urban lifestyles and depict images that villagers begin to accept as norms (Johnson, 2000). In the villages of Bangladesh, the motorcycle is very common to see beeping their horns while driving through village streets. More people build latrines next to their homes instead of nearby fields like as urban model. The youth and teenagers today wear blue jeans and T-shirts. Girls are copying the hairstyles which they seen on television. Thus, television effects on village culture in Bangladesh. To conclude the above discussion, *“It may be said that the television programmes influenced the people by ideas, images, principles, values, life styles, and food habits etc., which are absorbed as culture in society.”*

1.3.4 Television and Social Development

Social development is the important part for human being. Face-to-face communication is a crucial component of village relationships. However, with the arrival of television into the village, the role of face-to-face communication has changed on two levels. *First*, television directly contributes to a new social order within the village. Information is no longer filtered down through the elite to the poorest of the village. Therefore, one’s knowledge of the world is no longer dependent on relationships but on individual access to television and the information and images it conveys. *Second*, television allows interaction between individuals that normally would not have taken place, thus restructuring the social dynamic within village life (Johnson, 2000). People who would normally not be in the same networking circle come together as a result of television. With the arrival of television in the village, people who saw each other only in passing away, now spend time together watching television at a mutual friend’s home or in a common places, like village market, tea

stalls etc. Villagers are interacting more with one another and are meeting on common ground. The rural leaders visit the village market and gossip with the people often-viewing television. Moreover, some villagers have not own television at home. They watch television to their neighbor house. Thus, the people come to close with one another and increased social development. In conclusion, *“Social development means the people in the society come to close and interacting more than previous and information is equally disseminates to the society by the television without any favoritism.”*

1.4 Information

The concept of information is closely related to notions of constraint, communication, control, data, form, instruction, knowledge, meaning, mental stimulus, pattern, perception, and representation. Information is like an enormous umbrella, a broad concept which covers communication as one particular type of information. Information is a global concept referring to any pattern of energy input you are exposed to (Myers and Myers, 1982). Access to right information by rural communities can help them to acquire the skills, knowledge and confidence to participate fully in community affairs. Moore (2007) stated, *“Information is a key contributor to the development of individuals and communities. People need information to develop their potential through education and training, to succeed in business, to enrich their cultural experience, and to take control of their daily lives.”* Therefore for the purpose of the study, *“Information means connectivity within different peoples in the society which are related with human progress especially economic, culture, agriculture and social development to grow up knowledge.”*

1.5 Social Change

From the early age to modern communication world, the society has changed caused for agricultural invention, medical technologies, modern education, demolation various culture, language, economic and social development etc. It is not to judgement that society changed positively or negatively. It is only said that society changed gradually. *“Change is ever present in the world, because change is the law of nature”* (Rao, 2006). All societies either primitive or modern undergo change. Change could be rapid or slow, positive or negative and it takes place both in individual or society.

Social Change is an approach to understanding how societies change. Social change is a new mode of life that takes place in a society either modifying or replacing the old in the life of people. It includes modifications in social techniques, relationships, behavior pattern, folklore and institutions. Social change is any modification or alteration that takes place in the structural or functional aspect of the society.

The lacking of obtain proper information the rural people are suffering from various problems. It is very easy to the people for handling the problems. If they have knowledge about family planning, modern agricultural tools, child care, nutrition, female education, child abuse, dowry, early marriage, gender equality, acid violation etc. To meet up the necessary information there are various media like radio, newspaper etc. However, television is the most effective media, which attract the people a lot. Primarily the rural people have not aim to watch the programmes to gain knowledge or acquire information. Actually, they watch the TV programmes for their entertainment but at their absent mind, they get more and valuable information and messages from the programmes. So, for the diserable progressive life of the people especially the rural areas, television is needed not only for luxury instrument but also for necessary part of life. When the people get information about various fields, their education, economic condition has been being rich and their cutural, social values and views changes positively. As a result the society has changed. Therefore, for the purpose of the study it can be summarized that, *“Social Change means, the change of society where information reaches to the society through media like books, radio, and television for updated and enriches the society in the fields of agriculture, health, education and so on.”*

1.6 Television as Medium of Information for Social Change

Throughout history, human beings have wanted to improve their ability to receive and absorb information about their surroundings and at the same time to increase the speed, transparency and multiplicity of their own methods for transmission of information. From the beginning the people always interchanging information in the society throughout the world and society developed day by day. In the past the socialization process happened slowly. But now in the modern communication world

these are happened rapidly by newspaper, radio, internet, cell phone, television etc. Presently, the most potential medium television influenced various cultures and reflected on society as a medium of information. Television brings various types of information throughout the day and disseminates to all without any differences. Television immediately attracts the attention of the people and changes their pattern and their life style. The people spend much more time in watching television than they would spend time on their personal needs. Though the people watch it for various reasons, to relax, to avoid conflicts to be informed and entertained. Whatever role it may play it keeps informing the people. The people change their opinions, relationships, life style because of television. Moreover, due to television the people are able to get more information faster than in the past. The secret of the fast moving information is the support of new technologies that change the whole face of the earth, society and individuals (Prasad, 2005). Television keeps the society updated with the latest development in various fields like science, technology, politics, culture, education, economy etc. In this way it fulfils its function as a source of information and education. Television offers a large set of relevant facts which are spread through space and time with speed, accuracy and immediacy, crossing the geographical, language, race, religion and age barriers.

The people of the world are brought under the shade of one umbrella. Because of television, we are informed of local, regional, national and global events; which creates awareness, feelings of oneness and moves one to action; it changes the thinking pattern, values, attitudes and standards of living. Television creates a chain relationship between the people of different continents, cultures, traditions and religions. It is a dynamic, powerful visuals and an electronic medium, which is the most democratic of all mass media and shows no favouritism to the rich and the poor, the literates and illiterates the young and the old, the urban and rural. Seksena (1997) states that “The significance of television as a medium of mass communication has universally, been realized and recognized.” Television has the responsibility of interpretation and dissemination of information, which has certainly increased the awareness in people’s mind which brings social change. Even the people in the remote

villages are informed by television in various fields. It is a colourful and most desired medium because of its moving visuals and sound which makes one interested in what is seen and heard. In doing so it conveys its values, its message in a subtle way. Johnson (2000) remarks, “Television can alter knowledge, attitudes, opinions and behaviour in a village. Its influence can be immediate or delayed, long lasting or short lived.”

Thus television is treated as medium through which people learn many things. Television acts as a source of information, education and entertainment, which is influenced the viewers. Television collects information on various subjects such as agriculture, health, crime, political, business, education, economic and so on from newspaper, books, periodicals, internet, interview, interaction with mass people in within the country or the other countries of the world and then arrangement, management and make the information in a systematic way which is further through to the society. Thus, television works as a medium of information. Any single form of communication is known as a medium. Moreover, the process of national development is very complicated. It involves long range planning, industrialization, improvement in the agricultural practices, health and nutrition for all the people, control of population growth, etc. This process also includes utilization of natural resources, transport planning, raising per capita income, increasing production and productivity, harmonious labour relations and, on the whole, involvement of all the people in the activities of the nation. In the whole process television works as an agent of information and changes the society significantly.

1.7 Bangladesh: Dinajpur

Dinajpur is an important district and the northern part of Bangladesh under Rangpur division which is bounded by Thakurgaon and Panchagarh districts in the north, Bogra and Joypurhat districts in the south, Nilphamari and Rangpur districts in the east and the state of West Bengal, India in the west. For the study, the two villages were selected of Phulbari upazilla in Dinajpur district. Moreover, the selected area is located in Indo-Bangla border, agricultural involvement, fertile land; literacy rate is low and easy to collection the data and information etc.

1.8 Conclusion

As a developing country, Bangladesh faces many problems like illiteracy, poverty, density of population etc. To meet up the problems it should be easy for the people of Bangladesh to access in information. Because of, if people get information easily he/she can solve the problems which are arising in their everyday life. So, information is very important which makes knowledge. Bangladesh is now in the process of turning into information and knowledge based society. Advanced information and communication technologies are the essence of this modern era where the predominant ideology is “information is power”. Driven by this ideology, we are also becoming overwhelmed with modern communication technologies more than ever before. The last decade of the 20th century was crucial in the history of Bangladesh as far as technological boom is concerned (Asaduzzaman, 2007). Today there is a number of modern popular communication technologies in Bangladesh, i.e. television, cell phone, computer, internet, face book etc. Among those, the television is more powerful than others, pursuing information because of, its easy going, simplicity and attractive power. It has overcome the barrier put up by illiteracy. So, television is very useful to the rural people of Bangladesh which distributes information without any barrier.

In Bangladesh, most of the people live in villages and engage in agricultural works. The rural people faced many problems in their daily life. Lack of getting desire information they are failed to solve the problems. They need information in order to make decisions about such matters like food, shelter, dowry, early marriage, gender equality and relations, children education, unemployment, natural disaster, mal nutrition, safety of the environment and many other things. In these fields, television can disseminate information to broadcast the programmes, concerning education, health agriculture etc. Television can reach the community without any barriers and speedily. It is a comparatively democratic, liberal and reasonable from any other media. So the rural people pick and choose information in the field of agriculture, education, health, political, life style, social which helps to make them an eligible person. When the people are changed desirably, social changes come essentially.



CHAPTER-2

LITERATURE REVIEW

2.1 Introduction

Television is more powerful medium because it provides information to all over the society equally in respect of race, religion, and age, poor, rich, literate, illiterate etc. and changes the society significantly. The role of television in all societies is to inform, educate, instruct & motivate, and entertain. It can expand horizons, bringing information about the experience of others. Thus television can help creates favorable environment for change the society. Research has become an important part of societal changes. The information infrastructure contributes to and guides the social change in the desired direction. Therefore, it should be continually accelerated to meet the changes for the needs and demands of society (Bilkis, 2011). Advanced countries in the world have tried to utilize the potentialities of TV for their educational, cultural and socio-economic development. Extensive research has been conducted to assess the impact of TV on the minds of the people. In the light of the studies, many developing countries have realized the need for a sophisticated technology like TV, which can bring revolutionary changes especially among illiterate masses (Yadav, 2004).

Bangladesh use to face three major problems like Population, illiteracy and poverty. Television exposed a wonderful effect in developed countries like Japan and our neighbor country India, has already used this instrument as a tool in solving various problems and got on changes in large scale. Therefore, the study for the television should provide new ideas and solutions to meet the problems of the society of Bangladesh in a better ways specially, in rural areas. The research has been trying to analyze the viewers' social, cultural, educational and economical changes. At the same time, it can be said that television has changed the village society by providing the necessary information to the villagers about cultural, economical, social and educational.

For the review of current study, it is necessary to discuss the national and international literature about television and its variables education, economic, culture and social development. The objective of phasing the literature in to two parts is to understand, how many studies have been conducted in Bangladesh and outside of Bangladesh.

2.2 Literature about Television, Information and Social Change in Bangladesh

In Bangladesh, television is a new phenomenon at many villages and remote areas. So far, no original research has been conducted in this field. There are some works, which have been done about the structure and content of the programmes with some casual effect by the National Broadcasting Academy, Press Institute of Bangladesh, Department of Mass Communication and Journalism of University of Dhaka, (Salam, 1997). Recently, some more studies conducted by AC Nielsen's, EiA (BBC World Service), etc. (Anis, 2009). In current years, television viewers are increased in numbers in the country. There are 24 channels (Television-Wikipedia, 2014) of television stations in Bangladesh. A few studies have been done about television, information and social change in Bangladesh.

2.2.1 Television

Television is the latest dramatic media of communication. It has made the home a center of interest for the friendly people of the earth. Moreover, it has the ability to conquer time and distance together, permitting millions of persons to see and hear the same person. There are many scholars of Bangladesh discuss about the usefulness of television in the society. Television eliminates poverty, illiteracy etc. from the society by disseminate information through various programmes. The People can access in television, as a popular medium without any barriers. Television is now not only important for the entertainment of the people, but also for education and information. The scholars discussed the popularity and potentiality of the television in their different studies.

Salam (1997) discussed in his books that television, comparatively a new medium in Bangladesh. The government of Bangladesh has taken some steps to popularize and strengthen the television network throughout the country. He mentioned Bangladesh television is ahead of many developing countries holds good from the point of view of the quality of programmes content and growing popularity at home and abroad.

According to AC Nielsen's Demographic Media Survey (2006), 64.6% of adults in Bangladesh watch TV. Television ownership has increased dramatically during the last decade. Forty-one per cent of households now have a television, whereas only 8% owned a television in 1995 (Khalid, 2006). Moreover, the survey showed that the television has not only popular, but also has increasing access to the medium between 1995 and 2006 in Bangladesh. While in 1995, television has reached to the 31% of the total population, the access to television has increased to 65% in 2006 (National Media survey, 2002). About EiA (2007), the growth in television viewer ship is largely being driven by satellite television. The upward trend in cable and satellite viewing is likely to increase. Connections are relatively cheap by international standards and there is anecdotal evidence that cable and satellite penetration follow electrification.

Fahmidul (2007) stated, after 1990 in a changed global economic and political situation, the scenario of Bangladeshi media was also changed as consistent with global and regional media scenario. Globalization demands market liberalization along with the liberalization of media as well. In that process, though the government of Bangladesh always highly controlled the state owned radio and television channels but, in the early 90s, they gave the permission to broadcast the satellite channels commercially. As a result, Bangladeshi audience was flooded by immense of foreign television channels, which had only the experience of Bangladesh Television (BTV) before 1990s. According to a Buddecomm report (2008), more than 2000 cable operators serve Bangladesh's television households. With the development of studios, digital video editing technology, producers and journalists- news has become a more popular genre of programme (66%) among all; followed by drama (60%), report based

programmes (47%), magazine programmes (46%), cinema (35%), talk show (16%) or other programmes (ULAB, Bangladesh).

Husain, F et al. (2007) conducted a study on Impact of Television upon the Colleges and University Students of Dhaka city of Bangladesh. The findings were some important aspects of the socio economic condition & their notion about TV media. In this research, they got that almost every respondents enjoyed the TV programmes that indicates about 99.4%. The data showed that most of the respondents like to enjoy the Bangladeshi satellite channels that indicate about 19.8%. About 14.6% respondents like to watch the sports channels. A good number of respondents watch English movie channel that indicates about 14.2%. The Hindi channels are also very popular to them because about 11.8% like to enjoy these. About 7.4% & 5% respondents like to watch music channels & educational channels consecutively. Actually, this research has been conducted by them to find out the importance of satellite TV channels and its impact on the society of Bangladesh especially on the students of universities and colleges who are the future leaders of the country. It has come out that the basic demands of entertainment and knowledge is quite fulfilled by these channels. However, it is necessary to fulfill the demands of viewer, to modernize and standardize the programmes and to ensure the quality of those. It should be done considering the demands of different ages and classes.

Anis (2009) argued that television has altered the entire media industry of Bangladesh within a decade. It has also changed the habit of audience how they get information. People in rural areas like to watch television, even if it means going to a neighbors' home because they do not have a TV set. More people in rural areas watch TV than have access to electricity or own a television because 32.2% watch television at a neighbor's home; 8.7% watch television in a shop; 4.4% watch television in a relative's home and 3.3% watch television in the market (AC Nielsen, 2006).

2.2.2 Information

Information is so vital, that nobody can go ahead and success in life without it. In every step in life, information is essential. In Bangladesh, most of the people live in villages and depend on agro-economy. They are suffering many problems, like poverty, ill health, illiteracy etc. Therefore, to improve their socio-economic condition information can play a significant role, which disseminates through television. The scholars of the country feel the importance of information in our society. They described television can disseminates information, which is utilized in different fields and contributes to the human life.

Now a day's information is seen as a facilitator to change, a disturber of traditional relationships and alignments, and as the future basis of financial, political and societal power. It has been called a commodity, a public good, one of the few things that do not diminish in value in proportion to the number of people who use it. Information is vital to solve problem and decision-making (Annual Report, 2000). The present challenge to rural areas in Bangladesh is to ensure that people, businesses and communities have access to the information to improve socio-economic conditions and raise standards of living to be available to contribute to the national development (Rahman, 2000). As the majority of rural dwellers are economically poor and are disadvantaged in all respects, rural communities should endeavor to raise their quality of life by utilizing information on different socio-economic activities.

Iqbal (2004) stated that although there are a good number of different sources and agents involved in dissemination of information and knowledge in rural and informal urban settlements in Bangladesh, people often question the relevance and appropriateness of some of the services offered as these services do not always satisfy the demand for information by local residents. As a result, the service may not be accepted and therefore people may be not developed in information seeking skills, which they can practice elsewhere. Information is an essential resource and can play a fundamental role in the Socio-economic development of a country like Bangladesh (Shariful, 2010).

Bilkis (2011) described, that people in rural areas should have access to information concerning them. Information is the concrete manifestation of knowledge. Knowledge being the key for all human progress, still it will continue to play the most dominant role in any meaningful progress of civilization. The definitions so far discussed concentrate on some concepts like facts, data, knowledge, wisdom etc. Given people's thirst for information, the private TV channels deliver news, on average, ten to twelve times each day; some channels deliver news on an hourly basis (Andalib, et al., 2012). In a country where millions still cannot read or write, television can be the primary disseminator of information, nurturing public opinions, engaging citizens in critical discussions of the state, and facilitating the democratization process.

2.2.3 Social Change

Social change is a continuous process, which depends upon education, culture, agriculture, economic condition etc. In this context, television by providing information can contribute to desire social change. In Bangladesh, it is a new phenomenon to the scholars. Therefore, the scholars in their few studies identified that television programmes provide information, which helps to change the society.

Monirul (2013) stated that wide scale television network emerged through satellite and internet deserves attention in the analysis of social change. Exposure to multiple cultures is a major effect of satellite television network. In the process of acculturation, the effects of television programmes are commonly endorsed. Such effect is not age specific although the vulnerability of the children to cultural change through television is given attention. The behavioral aspect on which it reported effect include among others, becoming fashion aware, developing inclination for fast food, developing liking for foreign music and manner (Shamser & Abdullah, 2012).

2.2.4 Discussion

From the literature review, it has been showed that a few literatures are available in this field in Bangladesh. Moreover, there is not a single study has been done on television as medium of information for social change in Bangladesh. However, some

literatures are available in Bangladesh, which focused on mass media communication and others. On the basis of above literatures, it may be summarized into followings:

- In '90s, television was a social status but now it is a very popular medium to all the people of Bangladesh. They like to watch television programmes specially report, news and drama. There are 41% household own television set and 65% people viewed television and news has become the most popular programme (66%).
- The People recognize that how to get information from the television. The People are thirst for information. The millions of people still cannot read or write. Television can be the primary disseminator of information, promotion public opinions, engaging citizens in critical discussions of the society, and facilitating the democratization process.
- The rural people are interested to watching television and among them 48% watch television at neighbors and relatives home or in a shop. Because they have not own television set at home. The 99.4% students of colleges and universities watch television in Dhaka city. The young and children are influenced by multiple cultures of different countries due to satellite television.
- The government of Bangladesh has commercially permitted 24 satellite channels. Among them government owned television channels are BTV, BTV world and Songshod Television.
- It is also discussed in the literature, that due to providing information, the socio-economic condition of the people is improved. Information is vital for problem solving and decision-making. The village people cannot get their desire information when it is needed. Therefore, television can provide the required information to the people.
- Information is an essential resource and can play a fundamental role in the socio-economic development of a country like Bangladesh. In this context, television can play a significant role by providing information on education, social, economic, agriculture for desired progressing of the people life.

- Due to satellite television, exposure of multiple culture effect on children and youth fashion wear, fast food and development liking to foreign music and manner.

2.3 Literature about Television, Information and Social Change outside of Bangladesh

In the foreign developed country, there are many studies have been completed in the field of television, information and social change. The authority of those countries also has implemented the suggestions of the studies regarding television changing the society by dissemination of information in aspects of education, economic, culture and so on. It is very important to discuss the literature in outside the country about television, information and society. Because we should know how television influences the foreign society, that the experiences to be gained.

2.3.1 Television

Many foreign scholars have identified in their studies the potentialities of television in the society. Television as a powerful medium, which can change human thought, believe, life styles etc. in a desire movement. In many countries, people consider to watch television is a part of everyday life. The scholars are described the different phenomenon of television in their studies.

Kottak (1990) found that television possession increases social status in the community and that it acts as a source of privileged information. The research concluded that people with high socio-economic status watch TV ‘attentively and frequently because it brings them special information, which they gain prestige and authority by disseminating.’ Television, which is especially designed to transmit new ideas and information, may be a particularly powerful source of ideational change. Television has been described as one of the most powerful idea disseminators, socializing agents, and public opinion molders in the contemporary world and television’s power to change attitudes and behavior has long been assumed (Butcher, 2003; Kottak, 1991). Furthermore, the introduction and spread of new ideas through television often transcends traditional barriers of language and literacy. New models

of family structure and social arrangements are introduced through television, and these new models are often labeled as modern and defined as good (Hornick, et al., 2001). These new ideas, techniques and values may result in family change.

Rao (1992) stated television was a medium developed to benefit the rural population. Television was perceived only in terms of its educational potentialities. The inauguration of the Satellite Instructional Television Experiment (SITE) is considered the most significant landmark in the history of TV, not only in India but also all over the world. The experiment was set up in conjunction with the US National Aeronautical and Space Administration (NASA) for reaching the rural audience with developmental messages. Mirchandani (1976) said the primary purpose of the project was to gain experience in development, testing, and management of satellite-based instructional television systems, particularly in rural areas, to demonstrate the potential of satellite in developing countries, and to stimulate national development in India to contribute to health, hygiene, and family planning, national integration, to improve agricultural practices, to contribute to general school and adult education, and improve occupational skills.

Mitra (1993) discussed that, the original priority of education has been supplemented by an entertainment orientation, particularly aided by the commercial sponsors. Consequently, television has now been established as primarily an urban phenomenon. Television is accepted as a quasi-commercial medium, as the advertisers recognize television's potential of reaching the affluent urban viewer. Television is more widespread, with a large number of people having access to television receivers. Finally, television has emerged as a popular cultural forum and a large number of people across the country now consider watching television a part of their everyday material practices and activities. Since Mitra's research, television has permeated the Indian countryside even further. Some of the most remote areas of the country now have access to entertainment, news, and information, which are watched by people all over the world. In the late 1990s, villagers are rapidly becoming full participants in the television age, and this is dramatically reshaping village life (Johnson, 2000).

Pokharapurka (1993) said, the initial objectives visualized by the government of India for television were: a) to act as a catalyst for social change b) to promote national integration c) to stimulate scientific temper among the people d) to disseminate the message of family planning as a means of population control and family welfare e) to stimulate greater agricultural production by providing essential information and knowledge f) to promote and help preservation of environmental ecological balance g) to highlight the need for social welfare measures including welfare of women, children, and the less privileged h) to promote interest in games and sports i) to stimulate appreciation of our artistic and cultural heritage, and j) to educate the masses. Johnson (2000) described, there are two sides of the messages portrayed on television. On the one hand, urban, modernized styles of living and consumption are valued. Programmes depict the 'high life' in a positive light, and some villagers identify with this and restructure their lives accordingly. At the same time, television often romanticizes the agrarian lifestyle, which reinforces the views of others. It is generally the younger generation, which identifies more with the modern messages on television while older people, seems to seek out those programmes, which elevate farming and traditional life.

Srivastava and Lurie (2001) argued that in rural settings, television is considered to be the cheapest, reliable and the farthest-reaching mass media cutting across the literacy and distance barriers. In this regard, they carried out a study in four villages locating near Lucknow city of Uttar Pradesh to ascertain the farmers' awareness about rural agricultural programmes disseminated through television. It was revealed that television programmes were found useful in acquiring new information related to agriculture, animal husbandry, fishery, etc. to most of the farmers interviewed. However, it was found that, to some of the farmers, television programmes were helpful in acquiring additional information only, while some of the farmers opined that television programmes only which created awareness on various agricultural innovations.

Another study by Yadav (2004) described that the respondents perceived television as a cheapest mode of entertainment for the whole family. The respondents also treated television as a medium through which they and their children learned many new things and it is an important source of information and learning. Children in the family are likely to be the most vulnerable population to be influenced by the contents of television transmission. Television acts as a source of information, education, entertainment and consumerism and it is through these functions that it is likely to influence the viewer. During the formative years of life, there is a curiosity among the children to know and learn new things from different sources and television contents play a significant role to meet their curiosity.

Jayakody, et al. (2008) stated that television may affect change through both structural and ideational mechanisms, and rather than being competing alternatives, structural and ideational explanation are interrelated and reinforcing. Ideational frameworks that specify approaches for experiencing and living with reality must take into account the economic and social system, which bound that reality. Similarly, ideational frameworks may modify those economic and social systems. Social and economic systems are also vital in facilitating or limiting the spread of beliefs, values, and motivations across geographical and social boundaries. Television may influence family change by altering social and family relationships, changing aspirations, and introducing new ideas and models of behavior.

2.3.2 Information

From early stage, it is proved that information is essential in everyday life of the people. The modern world depends on information. Information is disseminated by book, newspaper, radio, television etc. to the society. However, television for its sights and views character people can access it easily without any barrier. Therefore, people in the society get information easily from television. The scholars in different countries in their studies recognize the usefulness of information in the society.

Johnson (2000) described, information has always been a source of power and influence within village culture. This is reflected in the status of the teacher or the priest or scholar. Traditionally, a few powerful individuals in the community monopolized information, and these people were the only ones to initiate change. It was this educated minority in the community, which was aware of new ideas and opportunities. Television has changed this. Even today only, a few can afford a higher education, but television has taken previously monopolized information and disseminated it throughout village society. However, hereditary status is still an important force in village life, knowledge and its use has become an essential measuring device. Knowledge and information are no longer in the hands of small elite. Most people attempt to use this newfound knowledge to better their lives. Some are more successful than that of others; these achievers command great respect and hold high status within the community.

Rasmussen (2001) noted that information is an essential ingredient in capacity building process because access to information enables people to be better informed and able to influence make decision. Moore (2007) stated, “Information is a key contributor to development of individuals and communities. People need information to develop their potential through education and training, to succeed in business, to enrich their cultural experience, and to take control of their daily lives.” Moore (2007) further mentioned that access to information is not equal throughout society. People living in affluent urban centers can choose from abundant sources of information. In contrast, people living in poor communities are frequently denied access to information, which could improve their lives. This situation is particularly severe in many rural areas of developing countries. Television has a definite role in providing the farmers with latest scientific and technological innovations in modern agriculture. Harande (2009) stated that development could only be effective if rural dwellers have access to relevant, diverse information for their activities.

2.3.3 Social Change

The scholars of the different countries discussed that television influences to changing the society. Television provides information to the people through its many programmes. As a result, the people have changed their life style, food habits, values and norms, social and political consciousness. The scholars in their many studies shown that television is very powerful to changes the society.

Harold Innis (1972) claimed that societies generally move along a linear path from oral to literate to electronic forms of communication. He argued that oral communication set basic parameters to the functioning of those societies in which it was predominant. Whereas literate societies are governed by written law and by the principles and statements of a constitution, oral societies are governed by knowledge preserved by certain speakers. According to Innis, oral societies become literate, and literate societies move toward electronic forms of communication. Thus, societies are structured according to the type of communication used. Kottak (1990) states, “TV impact is one highly significant part of a more general process of urbanism, nationalism, and state solidification, with many mutually reinforcing aspects. Television characters tend to belong to the national elite, enjoying the good life of wealth, power, and leisure, encourages local-level acceptance of the external messages. Town’s people mine the world of television programmes for patterns and values that eventually influence local prestige norms. More and more people emulate them. TV gradually aids a national process of social liberalization.”

Salzman (1993) argues that because of the particular form of the medium, television has in fact a much more powerful cultural influence than any previous mass medium. He points to three ‘unprecedented’ characteristics of television that ‘make it particularly effective medium of cultural influence. The easy availability of television programmes is due in part to the relatively low purchase and maintenance cost of television receivers. In addition, there is no ‘ financial constraint on how much one watches, for watching more costs nothing more; rather the more one watches the more ‘value’ one gains from one’s investment, the low economic cost of watching TV is

matched by the low personal energy costs and the general convenience'. Watching television requires no work, and, unlike a movie theater, TV is often located in people's homes or the homes of friends or relatives. Second, Salzman points to the broad scope of television as another characteristic in explaining its unprecedented cultural influence. The increased number of programme hour, the diversity of programmes, and the advances in satellite technologies has all contributed to the expanding scope of television. Salzman further argues that television viewing is apparently 'a pleasant, gratifying, and unthreatening activity.' The viewer appears to choose when and what to watch, how long to watch, and when to turn off the television. Therefore, the television 'is, or appears to be, "under the control" of the viewer'. Salzman pointed that television strongly influences cultural change. He highlights certain processes that relate to television's influence. These include :1)The bypassing of elites in the flow of information 2) The cathecting of consumption as an appropriate orientation 3) The legitimization of urban, metropolitan and cosmopolitan models of living and working 4) The authoritative advocacy of established scientific and state ideologies and 5) The privileging of certain languages, dialects, concepts, and terms.

Johnson (2000) said that it must be recognized that social change in the rural context is not a simple process; it involves the interaction of a great many factors. The remote villages have jumped in just a few years into the electronic information age through television. Television can alter knowledge, attitudes, opinions and behavior in a village. Its influence can be immediated or delayed; long lasting or short lived. The effect of television on villagers might be translated into institutional changes, or it might not. Knowledge might change without a corresponding change behavior and attitude.

2.3.4 Discussion

After discussing the above literature about television, information and social change, it may be said that in all studies, the scholars have the same opinion more or less, that television changes the society by providing information continuously. They alleged,

television could change the society. The people collect their necessary information about their daily needs from the television programmes like agriculture, health and family planning, news or discussion, education etc. People are living in rural areas should have access to information concerning them. This will help them to become capable in their social, economical and political obligations and become better-informed citizen. The summary of the discussed literature is:

- Television ownership increase social status in the community and the people with high socio-economic status utilized it as a source of privileged information.
- Television has been described as one of the most powerful idea disseminators, socializing agents, and public opinion molder in the modern world. It has also the power to change attitudes and behavior of the people. The spread of new ideas through television often go beyond barriers of language and literacy. New models of family structure and social arrangements are introduced through television, which are frequently labeled as modern and defined as good.
- Television can act as a medium developed to benefit the rural population. It stimulates national development to contribute to health, hygiene, family planning, national integration, to improve agricultural practices and occupational skills.
- Television is more widespread, with a large number of people having access to television receiver. It has emerged as a popular cultural forum and a large number of people now consider watching television a part of their everyday material practices and activities.
- In the late 1990s, villagers are rapidly becoming full participants in the television age, and this is dramatically reshaping village life. Television programmes value urban, modernized styles of living and consumption. The programmes depict the ‘high life’ in a positive light, and some villagers identify with this and restructure their lives accordingly.

- Television act as a catalyst for social change to promote national integration, stimulate scientific temper among the people, disseminate the message of family planning as a means of population control and family welfare. Moreover, it stimulates greater agricultural production by providing essential information and knowledge. Television also promotes and helps preservation of environmental ecological balance.
- The television is considered the cheapest, reliable and the farthest-reaching mass media cutting across the literacy and distance barriers. The programmes were found useful in acquiring new information related to agriculture, animal husbandry, fishery, etc. Television has a definite role in providing the farmers with latest scientific and technological innovations in modern agriculture.
- The television is a cheapest mode of entertainment for the whole family. The family and their children learned many new things through the medium. Television may influence family change by altering social and family relationships, changing aspirations, and introducing new ideas and models of behavior.
- No society can aspire to greater heights economically, socially, politically and technologically without adequate and relevant information. UNESCO has categorized information as a basic fundamental right after food, clothing and shelter. UNESCO's 'information for all programmes' seeks to narrow the gap between the information rich and information poor.
- Information is an essential ingredient in capacity building process because access to information enables people to better informed and able to influence to make decision. The television has taken previously monopolized information and disseminated it throughout village society. Most people attempt to use this newfound knowledge for their better life.

- People need information to develop their potential through education and training, to succeed in business, to enrich their cultural experience, and to take control of their daily lives. Oral societies become literate, and literate societies move toward electronic forms of communication. Television as an electronic form of communication provides the needed information to the people.
- Television strongly influences cultural change bypassing of elites in the flow of information authoritative advocacy of established scientific and state ideologies.

2.4 Conclusion

It may be concluded that literature so far make prove that television is a powerful medium of transformation and development of the society and it unites even the remotest villages to the global villages with speed and accuracy. In this chapter an attempt has been made to present a brief review of the studies in the country of Bangladesh and outside the country that have been done on the television on various factors of social change.

Access to right information can help the rural people to acquire skills, knowledge and confidence to solve their problems in daily life and enrich their cultural, social and economical position. In this context, television may be the perfect media, which provide information in rural and remote areas. From the above literature, it has been proved that television is a very popular medium in Bangladesh and all over the world. Both the rural and urban people are known about the potentiality of the medium. Now a day, the farmers of rural areas are aware about the agricultural programmes, which are transmitted by television. They can get their necessary information in their related fields. The developing countries utilize the potentiality of the television in the field of eliminating illiteracy and educating of the rural people. The government of Bangladesh can gain experiences from those countries and utilizes the power of television by providing information to face the problem of poverty, illiteracy, unhealthy, mal nutrition of the children and so on.

CHAPTER-3

METHODOLOGY

3.1 Introduction

The literature review in the previous chapter described how television provides information about education, health, agriculture, economic, etc. Bangladesh is a developing and one of the most densely populated country in the world. So it is necessary to connect the people with media that they can reach themselves to acquire knowledge about the latest information on agriculture, education, economic, culture, health etc.

This study identified how television explain its programmes to the villagers and change the village society. This study has also examined the television viewing pattern, timing, style and liking of the villagers and how television effects their education, culture, economic and social life. Therefore, as a conclusion it can be instead of taking an aspect to the social change by television at Dinajpur district to measure the television as medium of information for social change.

3.2 Objectives of the Study

The main objective of the present study is to measure television as medium of information for social change. The sub-objectives arising out of it are to:

- a) explore the present sceneries of rural life in Dinajpur district, towards television as medium of information.
- b) identify the relationship between television as medium of information as various social changes e.g. education, economic, culture, etc.
- c) provide suggestions for effective social changes of various parameters in the societies of Dinajpur district.

3.3 Rationale of the Study

Television is the most significant electronic medium of progress for the transformation of the society. It is considered as the medium of the mass, because it's sound and visual. It captures the mind and heart of its audience and has become a part of a new culture and cultural values of those who watch it. "Television has distrusted traditional expectations and is rapidly altering what society accepts as public behavior" (Krotz and Eastman, 1999). It is a forceful medium of information, education, entertainment and promotion of health. It is a powerful force in the society with its potential to transform individuals and society in order to match them with the developed countries. From the beginning of the civilization, mainly communication or media kept in role to change the society. After the European Renaissance, the technology developed rapidly and with the help of technology newspaper, radio, television, computer has been discovered. These medium served the necessary information to the society and the society changed rapidly. Especially, television raising the level of the people's consciousness and changes the society for its viewing capacity.

Television raises awareness in our life to promote its own ideas, culture and values that are very valuable for the transformation of the society. "Mass media could bring salvation to the less developed countries by transforming information, creating new skills and developing new 'mobile personalities' among the people" (Haque, 1991). Television prepares people to assert themselves in the global village and allows their voices to be heard and their tradition to be seen through the programmes. It transmits the programmes from the remotest areas of villages to the developed countries in the world.

Television is such a powerful medium; the developed countries like America and Japan and developing countries like Bangladesh, India, Malaysia Pakistan make use of this electronic medium for transferring and preserving their culture and tradition. Moreover, it is improving the quality of education, political, social, cultural, global marketing and inter connectivity of far-flung areas of a country and of the world at

large, for growth and development of societies and their variables which brings in change the society.

Television as a mass media came to Bangladesh in 1964. It has been transmitting to all over the Bangladesh which caters to the local target audience of the country. At present, there are 24 satellite television channels transmitting various entertainment programmes and their news based programmes, talk shows and discussions are very popular to the people. Television is a powerful medium of information. Therefore, it acts as an agent of social change. So far, no study has been undertaken to ascertain the impact of television as a medium of information for social change in the country especially of Dinajpur district. The present study is vital to suggest how could make better use of television for social change in Dinajpur.

3.4 Methodology

From the literature review, it is clear that, many studies have been conducted so far to examine the various issues regarding television as a medium of information for social change in the world. But no comprehensive study has been conducted television as a medium of information for social change in Bangladesh and especially at Dinajpur district. The methodology of the present study is below:

3.4.1 The Research Site

There are sixty four districts in Bangladesh and Dinajpur district comprises 13 upazilas, 101 unions and 2142 villages (BBS, 2011). The two villages named Chintamon and Joyanti of Phulbari Upazila were selected as research site. The villages are selected with and without television, since they have similar topography, climatic condition, culture and the influence by the other factors of the society. So as to enable the investigator to study the factors those are causes for changes in the two villages.

3.4.2 Population and Sample

The population of the study includes the villagers in two villages (one with television and the other without television) of Phulbari Upazila under Dinajpur district. A random sample of one hundred villagers from each villages and one person from household was chosen as respondent. It is chosen to conduct an ethnographic study of two villages (one closer to the town Chintamon and the other relatively remote Joyanti) using the method of in-depth interviewing and observation appropriate to the field situation and the subject of study. This method enables to gain valuable insights into the villages and the villager’s life.

3.4.3 Data Collection

Primary data was collected by using questionnaire methods. The questionnaire was divided into six sections. A pilot survey has been conducted before finalized the questionnaire. The pilot survey also held to rephrase, the technical and technological terms that are used in Bangladesh context. Moreover, questionnaire booklets were translated into Bangla for better understanding. Besides these, the personal interview and observation methods were concluded.

3.4.4 Questionnaire Booklet

A questionnaire “questionnaire booklet” based on standard scales and studies available in the current literature was prepared for assessing television with education, economic, culture, social development and personal information of the villages and the villagers. A total 105 items were divided into six sections. A summary is given below in table one.

Table 1: Survey Questionnaire Respondent in the Study

Sections	Name of Variables	Items	Cumulative	Scales
1	Television	27	27	5 Point Likret Type
2	Television and Education	9	36	5 Point Likret Type
3	Television and Economic	21	57	5 Point Likret Type
4	Television and Culture	12	69	5 Point Likret Type
5	Television and Social Development	18	87	5 Point Likret Type
6	Personal Information	18	105	

3.4.4.1 Section-1: Television

In this section, there are 27 items, distributed evenly on five variables question about TV related to the respondents of both villages Chintamon and Joyanti. The scale items were averaged on 5 point Likret type rating scale ranging from 4= very often; 3=often; 2= sometime; 1= seldom; 0= never and 5 = to a very great extent; 4 = to a great extent; 3 = to some extent; 2 = to a small extent; 1= almost to no extent. In the information needs of a respondent, item is in second person, i.e. the `You' format “Do you have TV at home?”

3.4.4.2 Section-2: Television and Education

There are 9 items in this section, distributed on two variables of television and education. The scale items were averaged on 5 point likret type rating scale ranging from 5 = to a very great extent; 4 = to a great extent; 3 = to some extent; 2 = to a small extent; 1= almost to no extent.

3.4.4.3 Section-3: Television and Economic

In order to find out the relationship between television and economic there are 21 items distributed on 5 variables question with varying scale. The scale items arranging on 5 point likret type rating scale ranging from 5 = to a very great extent; 4 = to a great extent; 3 = to some extent; 2 = to a small extent; 1= almost to no extent and also items are in second person, i.e. The `you' format, e.g. “What is your family’s monthly income?” “How many hours in a day do you work?”

3.4.4.4 Section-4: Television and Culture

In this section there are 12 items based on the use of television on culture. The scale items arranging on 5 point likret type rating scale ranging from 5 = to a very great extent; 4 = to a great extent; 3 = to some extent; 2 = to a small extent; 1= almost to no extent.

3.4.4.5 Section-5: Television and Social Development

There are 18 items based on the use of television with social development variables. Five response alternatives are presented for each item. The scale items arranging on 5 point likert type rating scale ranging from 5 = to a very great extent; 4 = to a great extent; 3 = to some extent; 2 = to a small extent; 1= almost to no extent and 4= very often; 3=often; 2= sometime; 1= seldom; 0= never.

3.4.4.6 Section-6: Personal Information

Last section of the questionnaire consists of 18 items of back ground variables. The back ground variables taken into consideration are present age, sex, education and occupation of the respondents.

3.4.5 Data Analysis and Presentation

The data has been tabulated and analyzed by using the statistical methods. After scrutinizing, the finally selected questionnaires those were duly filled up, the following functional steps have been pursued for data processing, analyzing and presentation:

- i) Prepared code manual and coding all the answers in the questionnaire
- ii) Designed database using MS Excel impose variable labels and value labels, necessary constraints and validation check as per instruction of the code manual
- iii) Input relevant data in the database
- iv) Data cleaning and removing/correcting inconsistencies.
- v) Produced 22 tables and used them in text.
- vi) A total of 14 tables and 8 figures are designed and presented

This chapter is a description of methodology and procedure followed in conducting the present study. The findings obtained through analysis of data and there are interpretations have been presented in the following chapter of 4 (Four).

CHAPTER-5

TELEVISION AND SOCIAL CHANGE

5.1 Introduction

In this chapter it has been analyzed and interpreted the data which collected through questionnaire as well as focused by interviews and observations. Data is collected from 200 peoples of two villages (Chintamon and Joyanti) in Phulbari upzilla of Dinajpur district. The questionnaire was tabulated and analyzed for use to the statistical methods such as total scores, percentage, mean and median. This is shown in tables and figures. After analyzing and discussing, the findings are valued in numbering i.e. very often, often, sometime, seldom, never and to a very great extent, to a great extent, to some extent, to a small extent and almost to no extent. The questionnaire had twenty-one questions (Booklet Sections) and one hundred five items relating to television, television and education, television and economic condition, television and culture, television and social development of the villages of Dinajpur district.

The objective of television programming was first to educate, then to inform, and last to entertain the viewers. In this study, it has been tried to identify that besides education and entertainment, its mandate is to ensure the equitable dissemination of information to the mass people of the rural areas and contribute to the nation's socio-economic and cultural development of Bangladesh. It telecasts various programmes comprising drama, documentaries, music, education and information. The discussions and findings include background information about the television viewers and non-viewers of the villages and their choice of various programmes on television.

5.2 Favorite Programmes on TV

The favorite programmes of two villages are shown in table six:

Table 6: Favorite Programmes on TV

Favorite Programmes on TV	Village Chintamon		Village Joyanti	
	Total Scores	%	Total Scores	%
Music	263	11.24	56	12.90
Sports	245	10.47	48	11.06
News/Discussion	276	11.80	40	9.43
Educational Programmes	225	9.62	34	7.83
Films/Serials	244	10.43	46	10.60
Quiz	273	11.67	56	12.90
Others	85	3.63	10	2.30
Agricultural Programmse	254	10.86	50	11.52
Health Programmes	205	8.76	38	8.54
Feature Film	198	8.47	52	11.98
Weather	71	3.04	4	0.92

The respondents of two villages were asked about the different types of programmes which they would like to watch. The respondents of Chintamon like to watch and listen to Music, Sports, News/discussion, Educational programmes, Serials, Quiz, Others, Agricultural programmes, Health programmes, Feature film and Weather in respect of, 11.24%, 10.47%, 11.80%, 9.62% 10.43%, 11.67%, 3.63%, 10.86%, 8.76%, 8.47%, and 3.04%. Whereas the respondents of Joyanti like to watch and listen to Music, Sports, News/discussion, Educational Programmes, Films/Serials, Quiz, others, Agricultural programmes, Health programmes, Feature film, and Weather respectfully, 12.90%, 11.06%, 9.43%,7.83%, 10.60%, 12.90%, 2.30%, 11.52%, 8.54%, 11.98% and 0.92%.

After discussion the comparative data of two villages in percentage, it is very clear that the villagers of Joyanti like to watch entertainment programmes like music, sports, quiz, films and serials than the villagers of Chintamon. On the other hand, the villagers of Chintamon like to watch the informative and educational programme

which helps to make a man progressive, and valued in life, i.e., educational, news, health and weather. The villagers of Joyanti like to watch agricultural programmes because they are fully depending on agricultural works. So they feel affection to these programmes.

5.3 Duration of Watching TV

The respondents were asked how many hours they watched television in a day. Their responses are given below in percentages which are shown in figure 2.

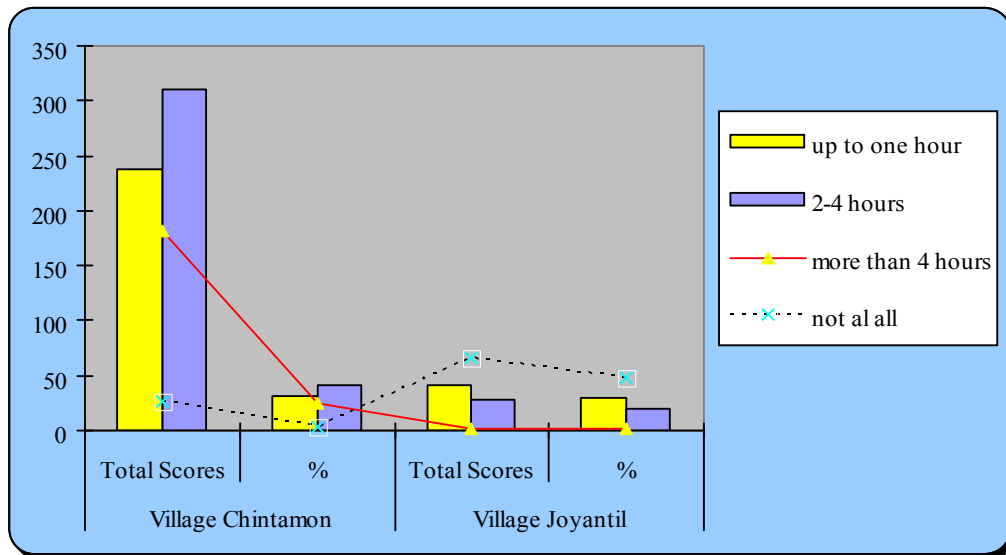


Figure 2: Duration of Watching TV

There are 31.39% of the respondents from Chintamon and 30.43% of Joyanti watch television up to one hour, 41.06% of Chintamon and 20.29% of Joyanti watch TV from 2 to 4 hours. And the villagers of Chintamon and Joyanti watch television more than 4 hours in respect of 23.97%, 1.45%. It is noted that only 3.58% of the villagers of Chintamon does not watch television in a day, while the percentage is 47.83 in Joyanti. It is also signified that only 1.45% villagers of Joyanti watch television more than four hours. Because of, they have not own television at home.

5.4 Helping in Various Television Programmes to the Villagers

The villagers of two villages were asked of how television programmes benefited them. Their responses are represented in table seven.

Table 7: Helping in Various Television Programmes

Helping in Various TV programme	Chintamon		Joyanti	
	Mean	Median	Mean	Median
Entertainment	3.66	4	3.78	4
Information	3.94	4	3.28	3
Education	3.75	4	2.76	2
National integration	3.16	3	1.72	1
Social acceptance	3.49	2	1.76	1
Others	1.39	1	1.06	1

From the median value of the table it is seen that both villagers are consider of the entertainment programmes to a great extent. The villagers with television Chintamon detect the usefulness of television for information and education to a great extent, national integration to some extent, social acceptance to small extent and almost to no extent for other programmes. But the villagers without television Joyanti consider that television is useful for information to some extent, for education to small extent and almost to no extent for national integration, social acceptance and other programmes. The highest average is 3.94 and lowest is 1.39, which depicts the villagers of Chintamon believe that information is most helpful for them. At the same time, the highest average is 3.78 and lowest is 1.06, which depicts the villagers of Joyanti, believe entertainment programmes is more helpful than the other programmes.

After discussion it is concluded that the villagers of Joyanti treated the television only as an entertainment box. Whereas, the villagers of Chintamon treated the television is useful, not only for entertainment; but also for education, information, national integration and social acceptance.

5.5 Sources of Power

The sources of power of both villages are shown in following pie chart.

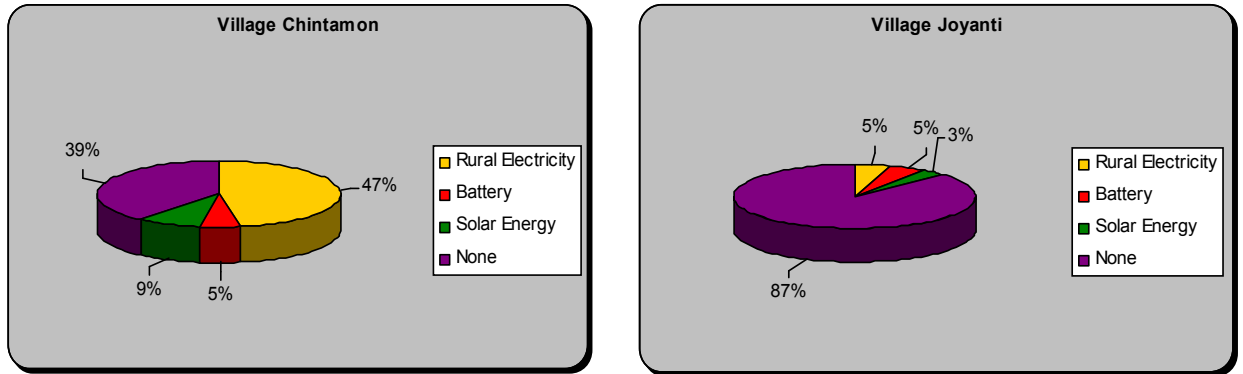


Figure 3: Sources of Power

The pie chart of two villages shows that the village of Chintamon is powered by mainly rural electricity (47%), battery (5%), solar energy (9%) and 39% has no power connection. As the same time as, Joyanti is connected by rural electricity recently, which is only 4.70% (approximately 5%), battery 5% and solar energy 3% and 87% households has no power connection in Joyanti.

5.6 Awareness due to Educational Television

The respondents were asked about various programmes of educational television which creates awareness to the villagers. Their responses are depicts on figure four in area block.

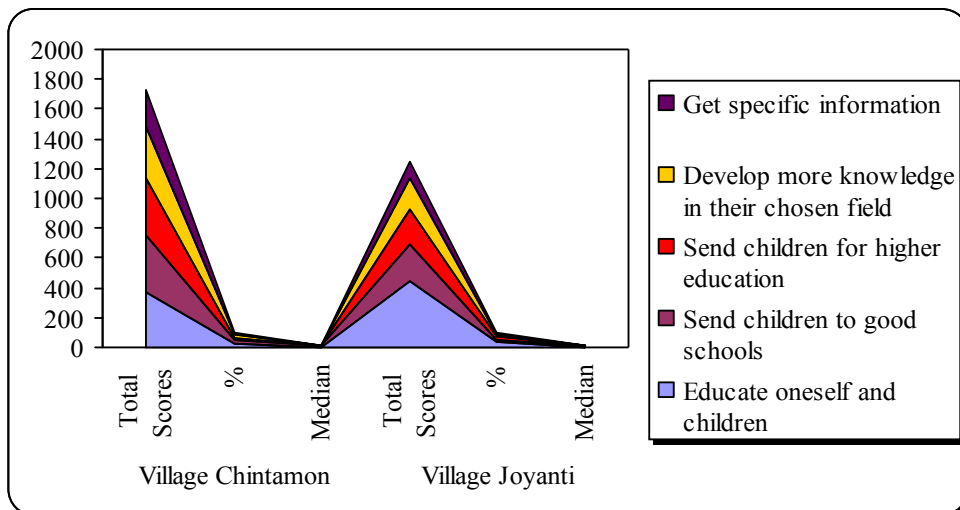


Figure 4: Awareness due to Educational Television

The educational television creates awareness to the villagers by telecast various programmes in different topics. From the median value of the figure it is shown that the villagers of Joyanti believe, the educational television programmes create awareness to educated themselves and children (35.14%) to a very great extent. In the case of send children to good schools (20.29%) and higher education (18.77%), they prefer television programmes to a small extent. Moreover, to develop more knowledge in chosen field the villagers of Joyanti prefer educational TV programmes (16.21%), to a small extent. On the other hand, the villagers of Chintamon believe educational television programmes create awareness in case of educated themselves and children (21.28%), send children to good schools (22.43%), higher education (21.97%) and develop more knowledge in their chosen field (20.17%) to a great extent. In case of get specific information the villagers of Chintamon (14.14%) consider to a small extent and Joyanti (9.58%) almost to no extent.

5.7 Provide Education without any Barriers

The respondents were asked about various conditions which provided education without any barriers. Their responses are given below in table eight.

Table 8: Provide education without any barriers

Provide education without any barriers	Chintamon		Joyanti	
	Mean	Median	Mean	Median
Inaccessible process, Materials, Events and Object	4.55	5	4.79	5
Visual sources	3.21	3	2.39	2
Provide direct contact-cut through Physical barriers	3.39	4	2.18	2
Clarity and create conceptual thinking	2.5	2	1.42	1

The respondents were asked of how television programmes can provide information without any barriers. After analysis, the median value shown in the above table that the both villagers of Chintamon and Joyanti are agreed to a very great extent that television can helps to provide education inaccessible process, materials, events and object. But on the other points like visual sources, provide direct contact-cut through physical barriers and clarity and create conceptual thinking; the villagers of

Chintamon consider respectively to some extent, to a great extent and to a small extent. While the respondents of Joyanti consider visual sources, provide direct contact-cut through physical barriers to a small extent and clarity and create conceptual thinking almost to no extent. The highest mean value 4.55 of Chintamon and 4.79 of Joyanti depicts both villagers prefer at the best that television provides information inaccessible process, materials, events and objects.

5.8 Monthly Income

The respondents reported their family’s monthly income which is shown on table nine.

Table 9: Family’s Monthly Income

Family’s Monthly Income	Village Chintamon		Village Joyanti	
	Frequency	Percentage	Frequency	Percentage
Up to Tk. 1000	1	1	4	4
Tk. 1001 to Tk. 2000	2	2	16	16
Tk.2001 to Tk. 5000	36	36	32	32
Tk. 5001 and above	61	61	48	48
Total	100	100	100	100

The table indicates the analysis of data regarding monthly income of the family’s of two villages under study. There are 36% respondents of Chintamon and 32% of Joyanti informed that their family’s monthly income is from 2000 taka to 5000 taka. The respondents of 61% of Chintamon and 48% of Joyanti said that their family’s monthly income is 5000 taka and above. Only 3% respondents of Chintamon and 20% of Joyanti answered that their family’s monthly income is up to 2000 taka. After analyzed it can be concluded that most of the family’s monthly income is 5000 taka and above in Chintamon. Therefore, comparatively it is said that the family’s monthly income of Chintamon village is more than the Joyanti village.

5.9 Working Hour

The respondents were asked of how many hours they worked in a day. The responses of the villagers are depicts on table ten.

Table 10: Working Hour

Working Hour	Village Chintamon		Village Joyanti	
	Frequency	Percentage	Frequency	Percentage
> 8 hours	41	41	22	22
8 hours	31	31	48	48
< 8 hours	28	28	30	30

The respondents of two villages were asked about their working hours in a day. The 59% villagers of Chintamon and 78% of Joyanti informed that they are working minimum 8 hours or <8 hours in a day. Moreover, 41% respondents of Chintamon and 22% of Joyanti reported that they are working below 8 hours in a day. After analyzing it can be said that both of the villagers are hard working.

5.10 Saving Money

The respondents were asked how they saved money by doing different types of work. Their answers are described in table eleven.

Table 11: Saving Money

Saving money	Village Chintamon		Village Joyanti	
	Mean	Median	Mean	Median
Children's education	3.68	4	3.53	3
Children's future	4.45	5	4.46	5
To buy a house, land, furniture	3.99	4	2.54	2
Travel	2.23	2	1.66	1
Medical expenses	2.5	2	1.45	1
Do not save	1.26	1	1.12	1

The two villagers were asked how they save money by doing different types of work. The median value which depicts in table 11 (eleven) showed that both villagers' believe to a very great extent about their children's future. But in the case of

children’s education, buying house, land or furniture; the villagers with television Chintamon are saving money to a great extent and in traveling and medical expenses; to a small extent. As the same time as, about children’s education and buying house, land or furniture the villagers of Joyanti are saving money respectively to some extent and to a small extent. Again in traveling and medical expenses they are saving money almost to no extent. It is noted that both villagers more or less save money. The highest mean value of Chintamon (4.45) and Joyanti (4.46) depicts that both villagers are very conscious about their children’s future.

5.11 Spend Extra Money

The respondents of two villages spend extra money for various purposes which are depicted on figure five in columns with depth.

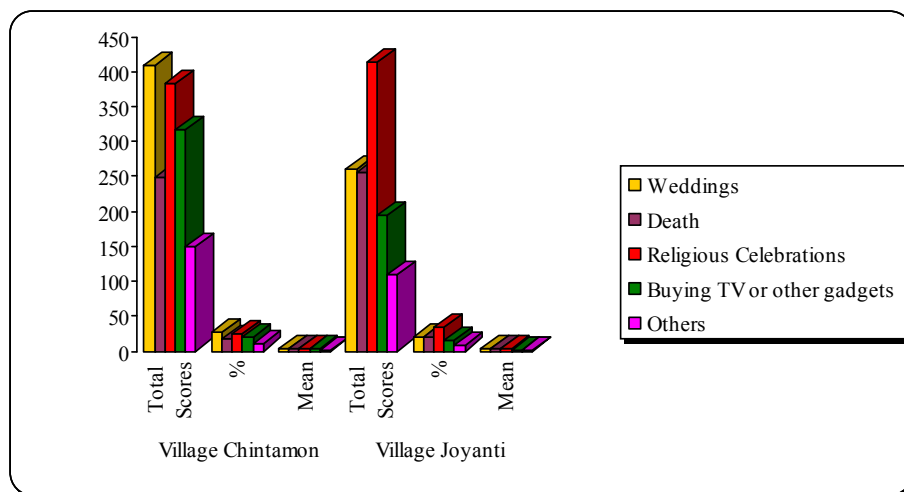


Figure 5: Spend Extra Money

The respondents were asked of how much money they spend in extra works like weddings, death, religious celebrations and others. After analyzing the data it is found that the village without television Joyanti spends extra money for religious celebrations (33.52%) more than that of the village with television Chintamon (25.43%). But in the issues like weddings (27.09%), death (16.53%) or buying television or other gadgets (21.05%) the villagers of Chintamon spend more money than the villagers of Joyanti respectively 21.1%, 20.7% and 15.75%. The highest mean value of Chintamon (4.08) and Joyanti (4.13) indicates that weddings are the

most important to the villagers of Chintamon while the most priority issue is religious celebrations to the villagers of Joyanti.

5.12 Money Spend in Watching Television/Video in a Month

The villagers of two villages spend some money for watching television/video in a month, which is shown in following table twelve.

Table 12: Money Spend in Watching Television/Video in a Month

Money Spend of Watching Television	Village Chintamon			Village Joyanti		
	Total Scores	%	Mean	Total Scores	%	Mean
Less than Tk. 100	296	32.67	2.96	442	60.14	4.42
Between Tk. 100-500	403	44.48	4.03	182	24.76	1.82
Above Tk. 500	207	22.85	2.07	111	15.10	1.11

The above data of the table indicates that the villagers of Chintamon (32.67%) and Joyanti (60.14%) spend money 100 taka per month, for watching television or video. Moreover, the Chintamon (44.48%) and Joyanti (24.76%) spend money from 100 taka to 500 taka in a month. The villagers of Chintamon (22.85%) and Joyanti (15.1%) spend above 500 taka in a month for watching television or video. The highest mean value of Chintamon (4.03) depicts that the villagers of Chintamon spend from 100 taka to 500 taka for watching television or video per month. And the highest mean value of Joyanti (4.42) depicts that the respondents of Joyanti spend 100 taka for watching television or video per month. After analyzing it is clear that both of villages; the villagers of Chintamon spend comparatively more money for watching television in a month.

5.13 Changes in Life Style due to Various Factors

The respondents of two villages were asked about their changes in life style. Their responses are described in the following table thirteen.

Table 13: Changes in Life Style due to Various Factors

Changes in Life Style due to various factors	Village Chintamon			Village Joyanti		
	Total Scores	%	Median	Total Scores	%	Median
Food habits	325	7.98	3	201	7.19	2
Education	405	9.94	4	296	10.59	3
Change of dressing	479	11.76	4	353	12.63	4
Recreation	320	7.85	3	198	7.09	2
Sleeping habits	217	5.33	2	272	9.74	1
Friendship	324	7.95	3	319	11.42	2
Celebrations	341	8.37	4	227	8.12	2
Marketing	403	9.89	2	171	6.12	1
Preservation	326	8.00	3	179	6.41	1
Values/Attitudes	404	9.92	4.5	207	7.41	2
Worship	213	5.23	2	153	5.48	1
Village administration	317	7.78	3	218	7.80	2

The significant changes are found of life style between the respondents of two villages due to various factors. The respondents of Chintamon have changed their food habits (7.98%) to some extent, education (9.94%) to a great extent, change of dressing (11.76%) to a great extent. Moreover, recreation (7.85%) to some extent, sleeping habits (5.33%) to a small extent, friendship (7.95%) to some extent, celebrations (8.37%) to a great extent, marketing (9.89%) to a small extent, preservation (8%) to some extent, values or attitude (9.92%) to a great extent, worship (5.23%) to a small extent and about village administration (7.78%) to some extent. As the same time as, the respondents of Joyanti have changed their food habits (7.19%) to a small extent, education (10.59%) to some extent, change of dressing (12.63%) to a great extent, recreation (7.09%) to a small extent, sleeping habits (9.74%) almost to no extent, friendship (11.42%) to a small extent, celebrations (8.12%) to a small extent, marketing (6.12%), preservation (6.41%), values and attitudes (7.41%) to a small

extent, worship (5.48%) almost to no extent and about village administration (7.80%) to some extent.

It can be concluded from the above discussions that only in the case about dressing, the respondents of two villages have same approach. It means the two villages are in common socialization. Further, it is very important to note that after coming of television, the villagers of Chintamon has comparatively changed their life style due to various factors than that of Joyanti.

5.14 Spend Leisure Time

The respondents of two villages were asked about their leisure time spend style. Their responses are plotted on figure six in area block.

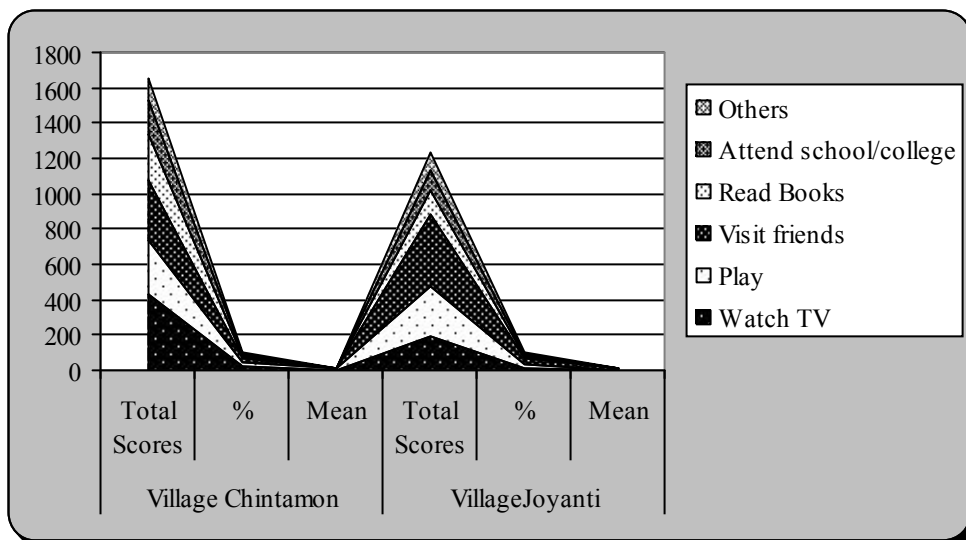


Figure 6: Spend Leisure Time

After analyzing, the findings are shown in area block. The villagers of Chintamon spend more time in watching television (26.23%), reading books (15.26%), and attend schools and colleges (11.93%) than the villagers without television Joyanti. Comparatively the villagers of Joyanti spend more time in playing (22.29%), visiting friends (33.14%) and in others work (8.27%) than that of the villagers of Chintamon. The highest mean value of Chintamon (4.33) and Joyanti (4.09) depicts that the villagers of Chintamon spend their leisure time in watching television and the

villagers of Joyanti spend their leisure time with friends. The lowest mean value of Chintamon (1.23) and Joyanti (1.02) depicts that both villagers are spend a little time in other works.

5.15 Sources of Information

The respondents of two villages were asked of their sources of information about daily happenings. Their responses are depicted on table fourteen.

Table 14: Sources of Information about daily happenings

Sources of Information	Village Chintamon			Village Joyanti		
	Total Scores	%	Median	Total Scores	%	Median
Talking with friends/elders	315	30.70	3	232	34.02	3
Reading newspapers	277	27.00	3	271	39.74	3
Listening to radio	56	5.46	0	94	13.78	1
Watching TV	340	33.14	4	79	11.58	0
Others	38	3.70	0	6	0.88	0

The respondents of two villages were asked their way of getting information about daily happenings. The findings are very interesting. The villagers of Chintamon argue that very often they are getting information (33.14%) from watching television and often from reading newspaper (27%) and talking with friends or elders (30.7%). But the villagers of Joyanti responses that they are getting information about daily happenings often form talking with friends (34.02%) or reading newspaper (39.74%) and seldom listening to radio (13.78%).

After discussion the data from above table, it is very clear that the villagers of Joyanti do not give priority to television for getting information while the villagers of Chintamon give highest priority about daily happenings.

5.16 Watching TV out of the Home

The respondents were asked where they watch television when they are out of their home. Their responses are shown on figure seven in area block.

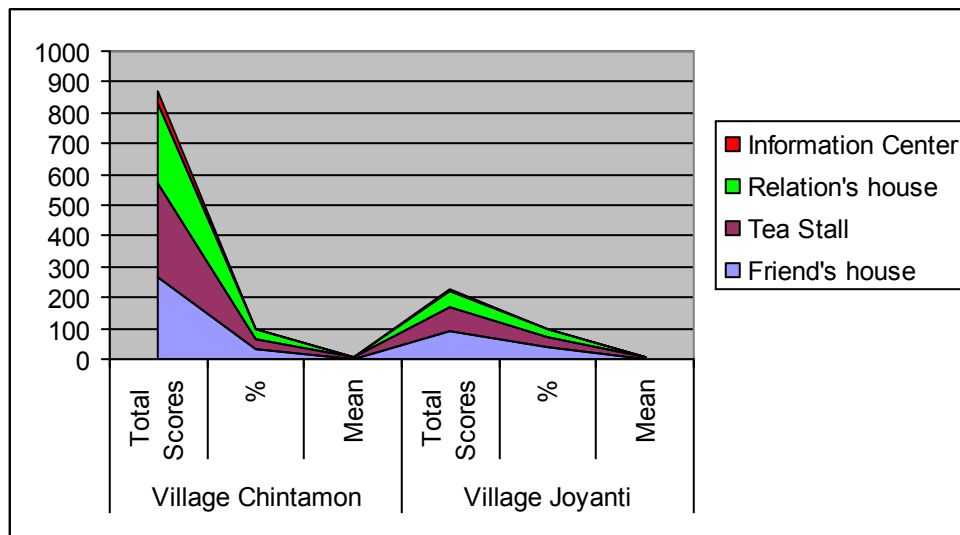


Figure 7: Watching TV out of the Home

In the case of television viewing patterns the respondents of Chintamon reported that sometimes they watch television in friend’s house (30.99%), tea stalls (34.68%), and relation’s house (30.18%). At the same time as, the respondents of Joyanti reported that sometimes they watch television in friend’s house (40.53%), tea stalls (33.48%) and relation’s house (24.23%). The highest mean value of Chintamon (3.01) and Joyanti (2.97) depicts that the villagers of Chintamon watch television in tea stalls and the villagers of Joyanti in friend’s house when they are out of their home.

5.17 Preference of Media

The respondents of two villages were asked about their preference of media. Their responses are depicted on figure eight in line-bar.

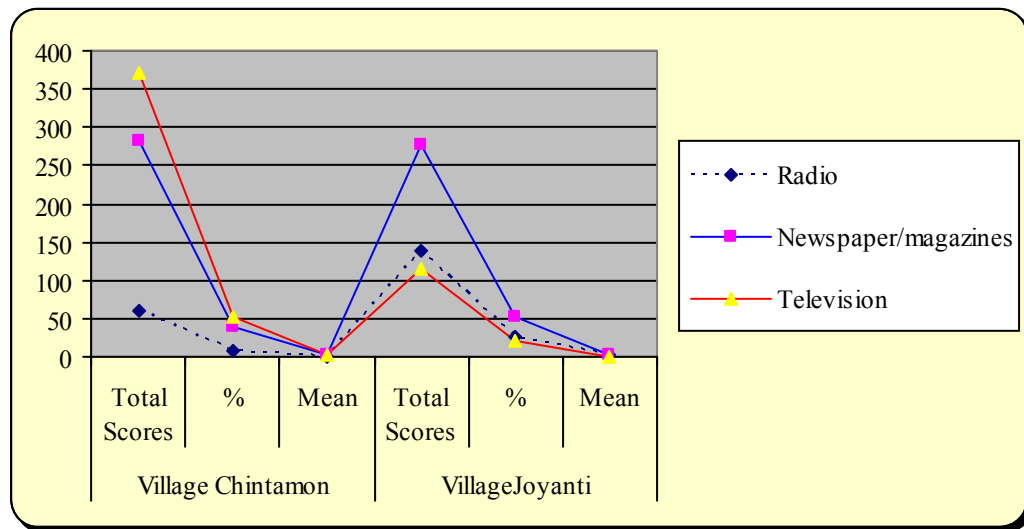


Figure 8: Preference of Media

Within the two villages; the mean value (3.71) of Chintamon indicates that the respondents of Chintamon prefer firstly television (52.03%) and then newspaper (39.69%, mean value 2.83) and radio (8.27%, mean value 0.59). On the other hand, newspaper (52.45%, mean value 2.78) is the first preference to the respondents of the village of Joyanti. After that, they prefer radio (26.04%, mean value 1.38) and television (21.51%, mean value 1.14). From this analysis it can be concluded that the respondents of two villages are conscious about media whatever it is print or electronic. But television is the first preference to the villagers of Chintamon.

5.18 Conclusion

On the basis of above findings and discussions it can be concluded that the respondents of two villages honestly and gladly answered the asked questions. For the improvement of quality life, the people have to sense of their surroundings, rights, responsibilities, and their awareness to the facilities. The development of these

characteristics depends on people's level of education; formal as well as informal. Television by providing information and education, people may acquire those characteristics. From the above discussion it can be said that television is more effective than any other media in imparting education and information. It is the character of television that people feel very close to it. Its sight is hypnotic. Its addiction is so much that the young people and children spend long time sitting by television and never feel tired.

For these advantages the respondents of Chintamon has better outer knowledge than the respondents of Joyanti. So in many questions such as, favorite and useful television programmes, media preference, awareness building, children's education, changing life style; the answering of the respondents of Chintamon village is very moderate and knowledgeable than the villagers of Joyanti. After discussing the whole data of two villages it is very clear that television makes a man cultured, educated and they build progressive society.

CHAPTER- 4

TELEVISION AND RURAL BANGLADESH

4.1 Introduction

An attempt to take a close look at the village life of research area in rural Bangladesh towards television and its role as a medium of information for social change in Dinajpur district. Bangladesh is a rising country in the world. More than 70% of the population lives in rural areas and 31.5% lives below the poverty line (BBS, 2011). Agriculture is the main occupation of the people employing about 43.6% of the total labour forces. This sector directly contributes 19.29% to the Gross Domestic Products (BER, 2012). In such an agro-based rural economy, rural development can play a major role in national development (Ahmed, et al., 1997). But the illiteracy, poverty, growth of population, natural disaster is the main obstacle for desired national development. From the early age people had been communicated with one another by some means and got their necessary information for improving their lives. For the desired national development it is very essential to utilize right information in right issues like education, agriculture, health, economy, culture; which developed the rural life. For this purpose, television can perform very important responsibility by providing the people's necessary information. When village life improved in right way then social change is essential. So for the desired social changes, by providing information television can take part as a medium. In Bangladesh, the government can take necessary action and effective plan to transmit educative and informative programmes for the rural people by providing various programmes of television. For these initiatives the government has given permission to twenty four television channels (Television – Wikipedia, 2014) for free access to information in rural and urban areas of Bangladesh.

4.2 Dinajpur: Study Area

Dinajpur is a northern district of Bangladesh. It is a part of Rangpur division. The district is also known as “the granary of green crops of Bangladesh”. The total area of the district is 3,437.98 sq km. (Hossain, 2012). The highest temperature is 33.5 °C; and lowest 10.5 °C; annual rainfall 2,536mm. Total population is 2,99,0128 (BBS, 2011). Average literacy 52.4%; and the main occupation is agriculture 42.85%, agricultural laborer 29.19% (BBS, 2011). There are 40% landless people in Dinajpur district (BBS, 2011).

Map of Dinajpur District



Source: BBS, 2011

The economy of Dinajpur mainly depends on agriculture-based production. Dinajpur is famous for rice production. ‘Katharivog’ rice is the best produced rice in Bangladesh. The district is also rich in wheat production. The fruit lychee of Dinajpur is the best of Bangladesh. Dinajpur is also famous for its Mangoes. ‘Kosba’ is called the matrix of mango. A huge percentage of people from Dinajpur depend on agricultural based products. The main industry also includes rice processing mills. However, Dinajpur is highly rich with natural resources like coal. The Phulbari coal mine project is a landmark project for the country. There are some notable places of interest in Dinajpur named ‘Kantajew Temple’ ‘Dinajpur Rajbari’ ‘Ramsagor’ ‘Shopnopuri’ an artificial amusement park and so on. The rural people of Dinajpur are very simple in life and almost easy going in nature. They are feeling happy to get minimum facilities in life and their demand is very little. They like easy life and usually not to escaped from their home.

4.2.1 Phulbari

There are 13 Upazilas in Dinajpur district. Phulbari is one of the Upazila which is located from 40 km distance to Dinajpur. Phulbari has a population of 176023 and average literacy rate of 52.6% (BBS, 2011). The Upazila is with an area of 229.55 sq. km. including 0.87 sq. km forest. It is bounded by Parbatipur and Chirirbandar Upazilas on the north, Birampur Upazila on the South, Nawabgonj (Dinajpur) and Birampur Upazilas on the East and West Bengal of India on the West. Little Jamuna is the main river (BBS, 2011).

Phulbari is an important business centre. Its important has grown significantly with the development of the Barapukuria coal mine and the Madhypara hard rock mine, both located within a few kilometers from the town. In this Upazila, 11% of the households have no toilet facility (BBS 2011). There is 97.4% of dwellings households drink tube-well water (BBS, 2011). In Phulbari Upazila, 50.29% of the dwelling households own and 49.71% do not own agricultural land. In the Upazila, 68.83% of the dwelling households depend on agriculture as the main source of income (BBS, 2011). Phulbari has 10 Unions, 182 Mauzas and 150 villages.

Map of Phulbari Upazila



Source: BBS, 2011

4.2.2 Villages (Chintamon and Joyanti)

The village Chintamon under Betdighi union and the Joyanti under Kazihal union of Phulbari Upazila has been taken for the study. The distance from Phulbari headquarter to Chintamon is 8 km. and the Village Joyanti is 16 km. The area of Chintamon village is 345 in acres with 428 households and total population is 1793, and literacy rate 47.48 %.(BBS, 2011). There are 97% of dwelling households drinking tube-well water and 90% villagers have toilet facility. The electricity connection is 47% and

agriculture land owner 44.9%. On the other hand, the area of Joyanti is 170 in acres with 150 households, total population is 526, and the literacy rate is 42.78%. There are 80% of dwelling households drinking tube-well water and 60% villagers have toilet facility. The agriculture land owner 12.3% and electricity connection is 4.7% (BBS, 2011). The village of Chintamon dominated by the profession of agriculture. The village is characterized by medium land, lack of irrigation facilities, and a relatively large population but comparatively the percentage of literacy is better than the village of Joyanti. Joyanti is also dominated by the profession of agriculture (BBS, 2011). The village chintamon was electrified 1992 and the first television set appeared in the village in 1990 which is switched by battery. Most of viewers of the villagers watch Bangladesh Television (BTV). A television set is become an object of desire and status in the village and also an essential part of the dowry in village marriages. It is mentionable that in Joyanti, a little number of villagers' access in television sets those are switched by recently connected electricity, solar energy or battery.

For the study, it has been taken two hundred villagers of different professions of both villages. The villages are mainly depends on agro-based economy. The fresh air, fresh food, fruits and vegetables are available in the village. The villager's life style is very simple. But most of the villagers are suffering from mal nutrition, poverty, illness and so on. The early marriage, population growth, dowry, gender relation, women violence, eve-teasing, and many other problems which are affected village life. So the problems should be eliminated from the village life and raising their living status. They should know how to prevent the problems. Today, they are aware of those problems due to different programmes of government. But lack of adequate information they are deprived from the chance and failure to handle the problems. In this situation, television can provide information to the rural people for improving their life. The villagers answered to prescribed questionnaire which are discussed below. Moreover, the following tables, figures, data, information etc. are presented to the scenario of television and rural Bangladesh especially in Dinajpur district.

4.3 Television and Rural Bangladesh

There are one hundred respondents selected from each village named Chintamon and Joyanti. They are asked about their television ownership, age, education, occupation of the family and divided them into gender groups. To make some comparative observations it is described the social structures of chintamon and Joyanti, including television ownership pattern, favorite programmes on television, viewing pattern, life style etc.

4.3.1 Television at Home

The ownership of television sets of two villages are shown in table two:

Table 2: Television at home

TV at home	Village Chintamon		Village Joyanti	
	Frequency	Percentage	Frequency	Percentage
Yes	75	75	8	8
No	25	25	92	92
Total	100	100	100	100

Table two described the number of privately owned television sets in the two villages under study. The above table shown that 75% of the villagers of Chintamon possess a television sets at home. On the other hand, only 8% villagers of Joyanti own television sets at home. Electricity is the main cause to switch on television and Chintamon village is electrified in 1992 by rural electricity. On the other hand, Joyanti is electrified recently (4.7%). Therefore, a small number of villagers own television sets in Joyanti.

4.3.2 Sex of the Respondents

The gender distribution is shown in table 3

Table 3: Sex of the respondents

Sex Group	Village Chintamon		Village Joyanti	
	Frequency	Percentage	Frequency	Percentage
Female	31	31	48	48
Male	69	69	52	52
Total	100	100	100	100

The above table clearly indicates that 100 villagers participated in the research study from each village. In Chintamon, female (31%) respondents are half of the male (69%) respondents and in Joyanti male (52%) and female (48%) are almost equally response in this research study. So it can be said that male and female both are participated in the study from the two villages.

4.3.3 Age of the Respondents

The age group distribution is shown in table 4

The respondents were categorized into six age groups i.e. 1) Youth age group 2) Younger age group 3) Pre-mature age group 4) Mature age group 5) Adult age group 6) Old age group

Table 4: Age of the respondents

Age of the respondents	Age Group	Village Chintamon		Village Joyanti	
		Frequency	Percentage	Frequency	Percentage
10 – 20	Youth	3	3	6	6
21 – 30	Younger	35	35	54	54
31 – 40	Pre-mature	18	18	22	22
41 – 50	Mature	30	30	12	12
51 – 60	Adult	9	9	6	6
61 above	Old	5	5	0	0

The age distribution of the participants is shown in the above table. The majority of the respondents fall in the age category is 21-30 (35%), 31-40 (18%) and 41-50 (30%) in the Chintamon and 21-30 (54%), 31-40 (22%) and 41-50 (12%) in the Joyanti. From this table it can be concluded that three age groups dominated in this research study i.e. a) Younger age group b) Pre-mature age group and c) Mature age group.

4.3.4 Level of Education of the Respondents

The education levels of the respondents were categorized into five groups. They are primary, secondary, graduate, professional and others respectively, which are depicted in figure one in bar chart.

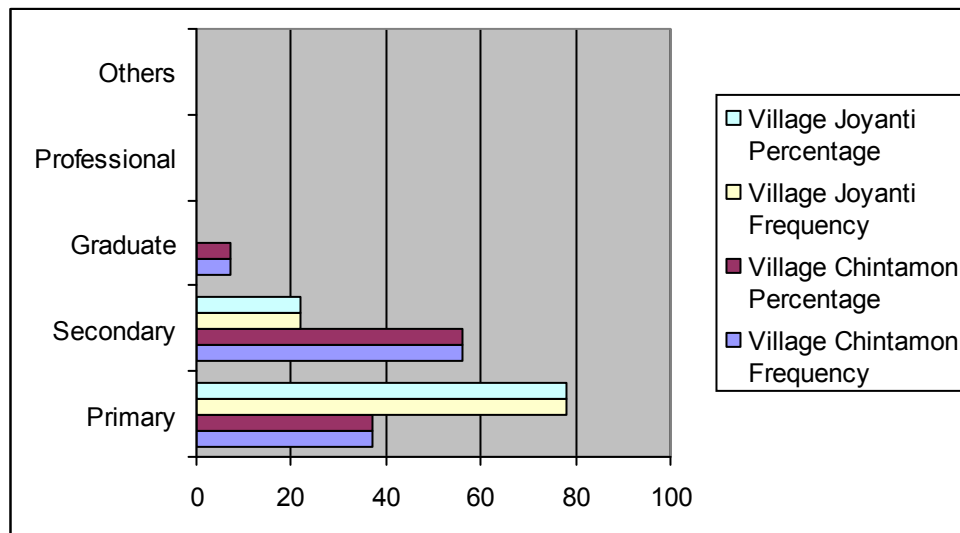


Figure 1: Level of Education of the Respondents

After analyzed the data which is shown in bar, it is found that the participants of Chintamon are educated at primary level in 37%, at secondary level in 56%, at graduate level in 7%. Moreover, no one professional or others respondents are found in the Chintamon village. On the other hand, the respondents of Joyanti are educated 78% at primary level and 22% at secondary level. There are no respondents found in Joyanti at graduation level and professional or others. It can be concluded that most of the respondents are educated at primary level within the two villages and a small number of respondents are found at graduation level in the Chintamon village.

4.3.5 Occupation of the Family

The respondents were asked of their family occupation which is categorized into five groups. The groups are cultivation, business, service, professional and no work which is depicts on table five.

Table 5: Occupation of the Family

Occupation of the Family	Village Chintamon		Village Joyanti	
	Frequency	Percentage	Frequency	Percentage
Cultivation	56	56	90	90
Business	28	28	8	8
Service	10	10	0	0
Professional	2	2	2	2
No work	4	4	0	0

From the table 5 it is said that majority of the family occupation is cultivation of two villages (Chintamon 56% and Joyanti 90%). In Chintamon 28% family related with business and 10% is service. On the other hand, in Joyanti only 8% villagers are related with business and no one is service holder.

Two hundred (200) respondents were taken part in the study from both villages. The village of Chintamon has electricity connection which is the major causes of able to have television set and 75% villagers are able to access in television. So the male (69%) and female (31%) of the village of Chintamon are almost television viewers. On the other hand, 52% male and 48% female respondents of the village of Joyanti, are not watching television programmes regularly. Because of, only 8% villagers have television set at their home. Moreover, only 2% participants of both villages said that their family is engaged in professional work, and only 4% of the respondents of Chintamon said that their family is not related with any work. It is an important observation that all the respondents of Joyanti have said that their family is engaged in work whatever is it. The majority of the respondents of both villagers are educated at

primary level. Moreover, no graduate person is found in Joyanti while only 7% graduates are found in Chintamon.

Though the villagers of Chintamon own television set at their home, so they have to chance to viewing about many things in television which is essential for lives. At the end of day the villagers meet together and gossips in Chintamon moore (Gathering place) which is surrounding by three pavement and joint with different villages. There are some tea stalls and small departmental stores; pharmacy and doctor's chamber, fertilizer and medicine stores etc. located in the village moore. The people of different villages are passing away by this moore. Sometimes they are stopping there for rest and take tea in the tea stalls. There are some television set in the tea stalls and the villagers are watching television and talking with each other from evening to mid-night. They discuss about various television programmes. Generally, they show their interest about talk shows and news or report. Thus, they come to close with one another and their intimacy and friendship is grown up. As a result, they come into socialization. They give their opinion in many topics and also aware of politics, economy, information about daily needs. They also discuss about children nutrition, health care, and family planning, methods of agricultural tools, fertilizer and medicine, gender relationships and so on.

Sometimes many of the villagers spend their time after evening in their house with family and watch television. As a result he/she come into close to their family and grown up family ties. In many times, it is seen that they are eating and watching television together. This scenario was not seen in the village only in the fifteen years ago. The family relationships turned into a new dimension. The younger son or daughter is friendly to their parents and are talking and laughing about the performer of serials, dramas or feature films which they are watching in the television together. Before coming television the villagers were go to bed early in the night, but now a days only for television they often late to go to bed. Television helps the villagers for generating gender relation as a new idea.

Comparatively, Joyanti is dropping in dark at the end of day. It is a small in areas and population than the village of Chintamon. The villagers have no work in the evening and after dinner they go to bed early in the night. Some villagers are watching television in neighbors or friends home or in a tea stall. But they are very small in number. Most of the villager's life of Joyanti are as usual and no excitement in their daily lives. They are backdated and their education level and literacy rate is low. Moreover, they are not aware of sanitation, gender relation or nutrition.

The villagers of Chaintamon are very conscious to send their children to go to the school for proper education. In most of the time they think that they are failed to obtain proper knowledge and education but in the cases of their children they do not think so. Television helps them for knowing about the importance of education and its economic value. Because educative person get jobs and lead a better life. Sometimes the women are talking about their rights which she observes in television.

Few years ago, the villagers are gathering together in necked body and drinking 'hukka'. They had talked about the different myths which were driven in the society, and they liked to tell ghost story. But the scenario has changed. They are now always full in dress and their thinking is very modern. They often discuss about the performing of famous football player Mesi of Argentina or our world famous all rounder cricket player Sakib-Al-Hasan. The young and children especially the women are very interested about the latest fashion and life style, which they look in the various television programmes and advertisements. As a result their life style and dress up has changed and they are being modernized which effects on society.

4.4 Conclusion

The male and female both are in different ages and possesses different occupation and different educational qualification, participated in this research study. The respondents of village with television Chitamon differ in most of the question with the respondents of village without television Joyanti. Chintamon is nearest to the Phulbari town connected by pavement and powered by electricity. On the other hand, Joyanti is far from the nearest town Phulbari and the distance is sixteen (16) kilometer but

comparatively nearest to the border of India. In the village of Joyanti there is not any pavement and recently it is electrified. Moreover, the villagers of Chintamon are more educated than the Joyanti and Chintamon is larger than Joyanti in areas and population. The sanitation facility and literacy rate is better of the village of Chintamon than the village of Joyanti. The 75% villagers of both male and female are watching television in Chintamon. The respondents of both villages are in different ages and both are male and female. In the village of Chintamon there are 56% villagers related with agricultural work, 28% in business and 10% related with service. On the other hand, 90% villagers of Joyanti related with agricultural work and 8% related in business. There are not any single people found in Joyanti who are related with service. Most of the villagers of two villages are educated in primary level. But in Chintamon, 7% villagers are educated at graduation level. So the villagers of Chintamon are better thinker than that of the villagers of Joyanti about life style, education, sanitation etc. which helps them to pick up their desired information, build up knowledge and make their life easy and comfortable.

CHAPTER-6

DISCUSSION, SUGGESTIONS AND CONCLUSION

6.1 Introduction

This chapter is concerned with discussion of the television as a medium of information for social change of Dinajpur district in Bangladesh. There are few studies have been done about the television in our society and culture, particularly in rural areas. Moreover, some studies focused on specific issues and dealing with the urban population. The present study conducted firstly, to understanding the reality of village life towards television as medium of information and secondly, to explore the role of television to determine the educational, social, economical and cultural changes in the villages of Dinajpur district.

After the entrance of color television to Bangladesh in 1980-90 decade, the serials, dramas, documentary, news and the needs of daily life begin to broadcast on television. In recent years, television has changed Bangladesh's villages a lot in respect of culture and economic as well as awareness of every day life. Recently, Bangladesh has achieved some developments specially, at rural level e.g. electricity, sanitation systems, health care and communication. Those are dramatically influenced for social change in rural Bangladesh.

In this study, it has been tried to identify those aspects, which factors effect on the television viewers and non-viewers. Some factors effect on villager's life and bring to changes in society. Therefore, it may be taken some steps and suggestions, which will improve the village society of all over the Bangladesh. The study has discussed about the result obtained from the analysis for the dimentions of television and social change in rural Bangladesh in respect of education, economic, culture and social development.

6.2 Discussion

In the rural areas of Bangladesh, television has emerged as a new focal center. More or less the villagers watch television. Television influences on their education, economic condition, culture and social development. Education is the basic need for the people. The educated people may obtain better earning source and develop their economy. When people are educated and their economy is good, they seek for better living and are cultured. Finally, they become social and social development changes the society. In this chapter, it has been discussed about television and education, television and economic condition, television and culture and television and social development.

6.2.1 Television and Education

The television telecasts various programmes like educational, health, agricultural, news/discussion, serials, films etc. The villagers of Chintamon like to watch informative and educational programmes in television, which helps to make them progressive, modern and better outer knowledge person. The Chintamon village is powered by rural electricity (47%), battery (5%) and solar energy (9%). 75% respondents of the village of Chintamon have television set at their home and they are watching television regularly. Sixty-five percent villagers watch television from two to four hours and more than four hours daily. Only 4% of villagers are not able to access in television. Therefore, most of the villagers have the opportunity to viewing television programmes for long time. They have advantages to choice programmes and channels as like. Moreover, they have time to watch news/discussion, other informative and educational programmes. After watching entertainment programmes, the villagers consider those types of programmes, which helps them for better education and get specific information because of visual sources of television. Moreover, the programmes also increased their national integration and social acceptance. The villagers again consider that television creates awareness to send their children to go to school and for higher study to develop more knowledge in their chosen field. They believe that television disseminates information without any barriers. Television as a visual process creates clarity and conceptual thinking. The

villagers of Chintamon prefer educational and informative programmes. Education brings information and makes knowledge. Anybody can solve his/her problems in life by using proper knowledge in the relevant fields. The different national and international television programmes shows the usefulness of education, which makes their life better and comfortable. After watching television, the villagers of Chintamon feel encouraged to send their children for better and higher education. It is a very valuable observation that the both (Chintamon and Joyanti) villagers like to watch entertainment programmes more or less.

On the other hand, the television without village 'Joyanti' treats television as an entertainment box only. They prefer entertainment programmes more than education and informative programmes. The village Joyanti electrified recently. They depend for rural electricity (4.7%), solar energy (4.84%) and battery (3.23%) for power connection. 87% villagers are deprived from power connection in Joyanti. From the study, 52% villagers can access in television irregularly and 48% does not access in television. Only 8% villagers own television set at their home. So most of the villagers don't have the advantage to access in television and have no freedom to choice the programmes or channels which they like to prefer for watching. They watch television in tea stalls, neighbor's house and friends or relatives home. Twenty-two percent villagers watch television from 2 to 4 hours and more than 4 hours daily. Moreover, the villagers are mostly related with agriculture (90%) and doing hard work in a day (8 hours above). Therefore, they feel tired and desire to go to bed early in the night. Few years ago, the farmers of Bangladesh had enjoyed folk songs or jatra for their entertainment. Now television is playing their part in that place. So the villagers without television seems that it is not so important for education or information, it can be used only for entertainment. However, the villagers of Joyanti prefer that educational television programmes create awareness to educate themselves and their children. They found that, for economic growth and development education is essential. If they want to develop in their agricultural works, they have to watch agriculture programmes. Thus, they also prefer agricultural programmes in term of watching television.

The villagers of Chintamon are educated at primary level in 37%, at secondary level 56% and 7% at graduate level. On the other hand, the villagers of Joyanti are educated at primary level 78% and 22% at secondary level. There is no graduate person found at household level in the village of 'Joyanti'. Therefore, it is clear that the villagers of Chintamon are more educated from the villagers of Joyanti. From the above discussion it may possibly said that the presence of television in the Chintamon village, advances the education level. Moreover, the villagers of Chaintamon are better thinker than from the villagers of Joyanti.

6.2.2 Television and Economic Condition

The monthly income of the 97% villagers of Chintamon is from two thousand to five thousand taka and above. As the same time as, about the villagers of Joyanti, the percentage is eighty. The villagers of Chintamon are not only engaged in agricultural work but also in business and service. On the other hand, the 90% villagers of Joyanti are engaged in cultivation. Traditionally Bangladeshi farmers are working hard and it is very true in the case of Joyanti that, the 78% villagers are working eight hours and above. In many times, the farmers of Bangladesh cannot get proper price of their agricultural product. Therefore, the villagers of Joyanti are economically weak.

After the comparative discussion of the economic data of two villages, it is found that the villagers of Chintamon are economically in good position than that of the villagers of Joyanti. Both villagers save money for the children's future. However, about children's education, buying television or other gadgets, buying furniture and land; the villagers of Chintamon are saving and spending extra money more than the villagers of Joyanti. In the same case as traveling, weddings, celebrations and medical expenses, that the villagers of Chintamon are saving and spending extra money from the villagers of Joyanti. This has happened for the effects of television. Various television programmes and advertisements always attract the people to buying something for their comfortable and better life. Moreover, their consciousness about health and education is more from the villagers of Joyanti. Therefore, they spend money for medical treatment, education etc. The colorful Pohela Baishak, modern

wedding ceremony, birthday, get together, picnic etc. programmes shown on various television channels, which attracts the villagers of Chintamon. Further, the villagers are encouraged and stimulated to do those celebrations in their life. For this they spend more money for celebration, weddings etc. from the villagers of Joyanti.

The villagers of Chintamon also spend more money for a month to watch television or video than that of Joyanti. However, the villagers of Joyanti are saving money for children's education and future and are spending extra money for death and religious celebrations than the villagers of Chintamon. This type of attitude is very traditional of the villagers of Joyanti. The villager's favorite programmes are often reflected in the advertisements on television. During a cricket match, may be a famous player using a popular branding cell phone, and character in a cinema or drama may brush their teeth with toothpaste in advertisements on television whose brand name is clearly visible. The villagers also feel attracted to their favorite artist, who performs on a new design Sharee. These are affecting and encouraging the villagers of Chintamon who have television set in their house. Today the village's small departmental store is full of coke, chocolate, mango juice, branded soap, shampoo, toothpaste etc. The villagers are now brushes their teeth by toothpaste not 'twig of the Neem Tree'. The villagers are habituated to use in those consumer good products influenced by television advertisement and various entertainment programmes. The various television programmes addresses on how they can get better policy to arise business and earn more money. Further, the villagers of Chintamon are more educated and they are earning more money from the villagers of Joyanti. By disseminating information and education, television influences the villagers of Chintamon. Moreover, they are conscious about their progressive life style and economy. Thus, television effects on economy of the villagers of Chintamon.

6.2.3 Television and Culture

From the comparative data of the two villages it is clearly found the factors, which influences to change the human cultural behavior, are changed more in ‘Chintamon’ than that of ‘Joyanti’. The respondents of Chintamon said that their food habits have changed due to television. Presently, the different satellite television broadcasts various programmes about cooking, nutrition and influences the people. As a result, the people are aware about the usefulness of various foods and cooking process, that has changed their food habits. Advertisement is playing a vast role to change the food habits of the people. The villagers of Chintamon go to bed after watching late night movie or talk show or discussion. For this reason, their sleeping habit has changed more than the villagers of Joyanti.

Values and attitudes of the villagers of Chintamon has been changed to a great extent while the Joyanti to a small extent. The television viewing has changed the attitude of the villagers of Chintamon. In this study, all age groups specially young and women are participated. They have curiosity about the latest serial or cricket match or reality show etc. Every day they wait for watching some of the programmes. Therefore, they want to complete their daily works earlier and get ready for evening television programmes. Before the entrance of television in Chintamon the women were quarreling together and the young, children are gossiping for nothing. Now, they engaged themselves into various types of work such as, education, business, jobs, agriculture etc. The various programmes of television stimulate them and encourage them to progress in life in their related field. The various types of television programmes and the values and ideas are important aspect in shaping the influence of television. Over time, the villagers discuss about many of the ideas, images, principles, and values that they watch on television. Television programmes introduce foreign culture by their language, attitude, dressing up, songs etc., which carries new ideas, concepts and values that influences on village culture. Now the Hindi film songs are popular in Chintamon village. The villagers enjoy the songs in their cell phone when they are working in the field or selling tea in their tea-stalls. By continuous exposure of certain themes, television legitimizes certain processes, which

introduce foreign to village society. It acts as a legitimizing agent displaying certain ideas or practices to be harmonious with accepted norms.

The television advertisements and various programmes attract the viewers always to buy something to make their life comfortable. Therefore, the villagers of Chintamon, who watches television regularly, habituate in marketing. The celebration programmes of national and international influences on their life and thoughts and they are encouraged in making celebrations in many occasions like 'Pohela Baishak' weddings etc. in their village life. The educational programmes and different discussion, news and reports increase their consciousness and the villagers become efficient in village administration. Women and men interact with each other more, due to the presence of television. Instead of visit the friends, a man is spending more time in home with his wife and children. Television presents opportunities for young people to get to know each other and spend time with each other in a controlled environment. As a result, admiration increased within the viewers continuously. The villagers watch on television about the dressing up of their favorite actors-actress and try to observe their life style, fashion, hair cutting specially in Eid or Puzza, which are introduced in fashion world next. They attempt to buy those dresses and to expose themselves as like as their favorite stars.

Seventy-Five percent respondents of Chintamon have television set and both male and female from different ages watch television more than four hours daily. The various television programmes influenced their daily life. As a result, changes are coming to the villager's food habit, sleeping habit, education, recreation, friendship, celebration, marketing, preservation, values, worship and village administration. At the same time, the life style of the villagers of Joyanti has changed a little, because they are also in socialization process in modern global village by interacting with other villages, and by reading newspaper, hearing radio they can get information more or less. Meanwhile, exposure of multiple cultures is a major effect of satellite television network. In the process of accumulation the effect of television, programmes are commonly endorsed. Therefore, from the above discussion it is concluded that the culture of villagers of Chintamon has changed significantly, which is affect on society,

and the village society has changed. Few years ago, the villagers wore in Sharee, Lungi and Panjabi. However, today many of the villagers wear Salwar-Kamiz, maxi and shirt-pant. Thus, television influences on village culture and the life style of the villagers of Chintamon has changed from the villagers of Joyanti.

6.2.4 Television and Social Development

The villagers of Chintamon like to spend their leisure time in watching television, to go to schools and colleges and reading books. However, the villagers of Joyanti spend their leisure time in playing and visiting friends. About the information of daily happenings the villagers of Chintamon generally depends on television and then on newspaper and friends or elder. At the same time, the villagers of Joyanti prefer firstly on talking with friends, secondly on newspaper, thirdly on radio and at last depend upon television to get information about daily happenings. Television is a very important media in Chintamon for entertainment and information. However, to the villagers of Joyanti, newspaper and radio are the important media. It is a reality that only 8% villagers have television set at their home and most of the villagers are deprived from television programmes. Sometimes they do not know or are confused that television can provide information. They seem television as an entertainment box. Because of, they have no experiences about television programmes. Therefore, they depend on newspaper and talking with friends or neighbors for getting information. While the study continuing in 'Chintamon' a new observation has been found in the relationships between the Union Porishod Chairman and the villagers. After evening, they often seated in their Union Parishod Office or visit at 'Chintamon Moore'. During the manifestation of television in the Union Porishod Office or shops or tea stalls, the Chairman talks with the villagers and listen to their complaint if any matter. Only a few years ago it was not possible for the villagers to meet the Chairman easily. Therefore, it may possibly say that television increased social development.

When the villagers watch television in tea-stalls, friends or relative house they interact with each other by talking, laughing, discussing and they argues in many topics. After introducing television in the village the people are gathering in the same networking

circle and are passing more time together by watching television. People, who may normally not be in the same networking circle, they come to close up because of television. Before coming television in Chintamon village, the village women were engaged in household works all day. They were weaving 'katha', hand fan (made with clothes), preparing rice from paddy on 'dekkhi', preparing 'muri, cheera, khoi' in the home. However, now all these are made and prepared by machineries. Therefore, the women can view television in their leisure period with their family, friends and neighbors.

The villagers of Chintamon give more preference in watching television to get information from the villagers of Joyanti. It means the villagers of Chintamon pass more time to view television with family, friends, neighbor and relatives. Thus, the village Chintamon begin to develop in socially. On the other hand, the social interaction is very stumpy among the villagers of Joyanti because of they do not have the advantage to watch television in a common ground with other villagers. Moreover, after hard working of all day they wish to go to bed early in the evening. They watch television occasionally and irregularly. So their social development does not upgrade like as Chintamon. Therefore, it is finding and proving that television is playing a vital role in developing social interaction among the villagers.

6.2.5 Conclusion

An attempt has made in this study to illustrate the role of television in the process of social change at the village society of 'Chintamon' and 'Joyanti' in respect of education, economic, social and culture. Television has been emerged as a new focal center of village life in the past ten years adding to traditional institutions such as the family, agriculture, health and so on. The discussion showed that the television influencing on education, culture, economic and social development on the society. Those factors are playing a vital role in changing the village society significantly. By providing information and knowledge through various subjects such as drama, traveling show quiz, reality show, news, talk shows, business, share market etc., television effects on education, economic, culture and social development. From the

comparative study of two villages, the village with television ‘Chintamon’ is more developed than the village without television ‘Joyanti’. The villagers of Chintamon are more educated, economic, cultured and social from the villagers of Joyanti.

In Bangladesh, Bangladesh Television, Banglavisión and Channel I regularly broadcast the popular agricultural programmes named “Mati o Manush” ‘Ridoye Mati o Manush’ and ‘Shamol Bangla’. These programmes informed the farmers about pesticides, various agricultural methods and tools. Moreover, the new invention on agricultural fields, which are very helpful to the farmer for growing better crops, fruits, tree plantation and so on. The people are informed from television advertisement and different health awareness programmes that how to prepared Oral Dehydration Salts (ORS) and to be careful about various diseases. Because they know, ‘health is wealth’. The serial by former popular novelist and film director Humayon Ahmed ‘Shamol Chaya’ informed and conscious to the people about HIV/AIDS. The very popular programme ‘Ittadi’ by Hanif Songket; transmitted from Bangladesh Television for many years, provides information to the society about various social problems and discrimination and try to aware of the people about social justice. Therefore, the people are alert about themselves towards the society. Thus, television can change the village society. The villagers pick up their necessary information from the various television programmes, which helps them to develop their life and next the village society changes significantly.

6.3 Suggestions

To determine the basic needs of the villager’s food, shelter, health, and education, the government of Bangladesh take many steps and planning. However, the government has failed to acquire desire result due to the absence of awareness of the villagers about information. Television can bring the awareness among the villagers by providing the government policy, action plan of agriculture, education, health and budget for different works etc. Moreover, the government and private owned television channels make different types of television programmes e.g. educational, agricultural, health, etc. to prove their responsibility to the rural people. The

programmes may be made depending on entertainment to fulfill the demand of the villagers. Because the villagers like to watch entertainment programmes more than other types of programmes. Therefore, the some suggestions has been made, which can help the rural people to easily accessible on television. The suggestions are based on the observations and experiences gained while conducting the study. Moreover, the suggestions will help to make the television programmes of the government and private owned television channels and more meaningful. The suggestions are described in below:

6.3.1 Educational Programmes

- a) To execute the government policy for the primary and secondary level education, television programming in the field should fully explore. Television lessons for primary and secondary school children should broadcast regularly. The lessons should be written in simple and friendly way to make children's stay at school an enjoyable experience. The drop out rate of children at primary school stage is quite high in Bangladesh. Therefore, this step would help to detain the tendency. To start an exhaustive plan for those areas where television is operative should be prepared immediately as done in Japanese schools.
- b) In college and university, where the numbers of students are too large, extensive use of television broadcast should made. Where experienced and competent teachers in certain disciplines are not available, television lessons can help to fill the gap.
- c) Educational programmes should be broadcasts for adult, general and particularly women's and children. The local government can be arranging it in community center, Union Information Center or in a club.
- d) The programmes relating to family planning, national integration and presenting shows on cultural development, relevant and depict local/regional angles with an overall national viewpoint should be brought about.

e) The government and private owned channels should conduct education for remote areas. These types of education programmes can be performed to educating adult people and drop out children. Some education programmes are transmitting and conducting by Open University of Bangladesh. However, it is not sufficient. Songshod Television can conduct the education programme for the remote areas people. The programmes would be about government policy, on children, women empowerment, health, agriculture, information technology, gender relationship, earth pollution and so on.

6.3.2 Agricultural Programmes

Bangladesh is a predominantly an agricultural country. Agriculture and related occupations provide livelihood to about one-third of the population and contribute nearly 20% of the national income (BBS, 2011). In this context, the agricultural programmes can disseminate agricultural information regarding the latest agricultural technology. Moreover, the programmes also help in the full utilization of rural labour, use of insecticides and modern irrigation techniques, crops protection, harvesting, storing and marketing the products.

The potential agriculture programmes which have been broadcasted from many TV channels showing many problems of farmers and in agriculture. The programmes are trying to solve their problems. Moreover, these programmes can also help to promote areas of allied agricultural activity such as animal husbandry, dairying, fisheries, forestry, agricultural marketing and educating farmers about the implication of weather changes. Other rural programmes such as community development, rural health, sanitation, housing, rural employment, welfare of women and children might also be positively aided by regular television programmes on agriculture.

6.3.3 Family Planning, Nutrition, Public Health

a) **Family Planning:** The effects of population growth depend on the economic growth and social systems of a country have a direct bearing on the social systems of a country's general welfare. Realizing this, in 1972 after the liberation war

Bangladesh Television performed a programme named “Ma o Shishu” on family planning and others satellite channels performed different types of “Talk Show”. All achievements of economic planning systems and modern technology that have taken place in Bangladesh would be washed out once population growth overtakes economic growth. Television programmes on family planning can play an excellent role in this regard. The television programming for family planning would have to be information disseminating, motivation creating, and action stimulating. The role of television programming in the field of family planning can be helpful.

- b) Nutrition:** Since a sound health is fundamental to economic growth and national progress, it is important to inculcate values of health and nutrition among the masses. Ordinary Bangladeshi people are not properly educated about the significance of health and nutrition programmes. Television programming can make help to fill this gap in numerous ways. Standards of nutrition in Bangladesh are miserably low. Malnutrition continues due to lack of knowledge of food values. The people do not know what types of food, at what time and in how much quantity should be consumed. The needs of an entire family should be focused on during nutrition programmes on television.
- c) Public Health:** Health does not involve only medical or nutritional factors. It also entails economic and educational ability of to be able to buy certain food and consume it in a particular manner. There are some causes of ill health in the country: 1) lack of proper medical care-remedial and preventive. 2) lack of safe water supply and sanitation. 3) absence of proper removal of human waste 4) lack of adequate diet and poor nutrition and 5) lack of general health education. Television can help to provide illustrated programmes and specialist on health and nutrition might instruct people on the use of various types of foods without destroying its nutritive elements.

6.3.4 Electricity of Rural Level

Electricity is the main pre-condition for development. Even many of the villages of Bangladesh have no electricity connection. Therefore, the government should take action for the development of power, whatever it is electricity, solar energy or biogas plant. A study can be undertaken to find out how can be implementing the solar energy plan or biogas plant in the villages by low cost. Furthermore, the government can give subsidy for the establishment of solar energy.

6.3.5 Responsibilities for Rural Leader

The political and social leaders of the villages can unite the rural people and help to make a community or club where rural people can watch television regularly. In those villages, where there is no electricity, the connection may be battery, solar energy or bio- gas plant. The village local leader can arrange it for the people.

6.3.6 Responsibilities for NGOs

In Bangladesh, there are many non-government organizations, which have been working for the improvement of health, education, and economic development for the villagers. Moreover, they conduct micro credit programmes. The NGOs are helping to build in house, non-formal pre-primary school and giving money, cow or goat etc. To get the right information, which is necessary for the rural people, the NGOs can help to buy television.

6.3.7 Responsibilities for Teacher

The teacher can help the students to identify which programmes are helpful for them to enrich their knowledge, attitude, norms etc. Further, the school authority can establish television in the school, that the rural poor children can watch television.

6.3.8 Identifying Problems and Priorities of the Village Life

The people of the villages are not able to identify their problems and priorities about their basic need. They do not know what are the important things are as priority basis that help them in making their better life. Therefore, the research could be undertaken to study their problems and using television for improving their quality of life.

6.4 Conclusion

Knowledge is power. Knowledge enlightens man, which forms from information. Everybody has the right to get right information. Television, as a passionate media providing information to the society and the society has changed tremendously. Information makes a man knowledgeable. A knowledgeable person can solve any problems in his/her daily happenings. When a person improves his life after solving his health problems, food crisis, children's mal nutrition, knowing about good sign of education and touch in other culture e.g. dress up, food habit and find to get way for right income generate, the person changes significantly. We know human being cannot live without society. Therefore, in socialization process man can change society.

In this study after analyzing and discussions, the respondent's data of two villages shows that television can act as a social process. Between the two villages, the villagers of 'Chintamon' are more educated, economically developed, conscious about education, health, sanitation, gender relation, socialization and many other things. Some programmes help to make new ideas, values and norms of the villagers. Thus, we can observe that the couples or all members of family are eating together. Few years ago, it was absurd. The women took food at the last after the eating of all family members'. Parents now equally treat daughter and son in the case of nutrition and education. After coming television in the village, the villager's views have changed to their wife and daughter.

On the other hand, the village without television 'Joyanti' has failed to reach its goal. A small illiteracy rate and unconsciousness about sanitation, health, education and economy, they are far from development. However, the villagers get information from radio and newspaper and from friends and neighbor, but this is not sufficient for them to utilize the information in their daily life and making them modern, optimistic and noble. Because the television has the power to break all hurdle in respect of race, sex age, illiteracy, disabilities, poor or rich and disseminate information equally to the society. Television is more lifelike, colorful and real than the other media like radio. The villagers of Joyanti are deprived from the opportunity to get information provided by television. Because they do not own television set at their home. There are only 8% villagers have television set which is powered by newly connected electricity and solar energy. This small number of television in the whole village is not sufficient for socialization, changing in habits, norms, and values and rich in culture. As a result, the villagers have failed to develop their life and society, as like as the villagers of Chintamon.

Television, as influential medium provides information to all over the society equally in respect of race, religion, age, poor, rich literate, illiterate etc. and changes the society significantly. The role of television in all societies is to inform, to educate, to instruct, to motivate and to entertain. Television can help create an environment favorable for changing the society and development. It can expand horizons, bringing information about the experience of others. Thus, television has found as leading to increase in literacy, in public awareness and in national, economic and social development. People in all societies need information in order to make plan and implementation way such as food, shelter, employment, and other aspects of family life. Thus, we can say that television is a democratic, free, and fare media from any other media, which disseminate information to all societies about agriculture, education, health, political, life style, social, human behavior and change the society positively.

Regardless of much poverty and political instability, Bangladesh is the first case in South Asia of the ‘TV media boom’ trend. Phenomenally, the number of television viewers in Bangladesh is more than 40 million, which is a big number of viewers for a country with merely \$440 per capita GNP. Despite a huge expansion of print and electronic media in the country (Anis, 2009), Media experts (Khan, 2007; Ferdous, 2007) argue that ‘due to lack of a proper broadcasting policy’ there has been deepening commercialization within the media industry and a growing information divide between urban and rural people. Therefore, action can be taken to reduce it. If the country has to accelerate its march of the road to progress, it has to focus its attention on the upliftment of these people. Most of the people of Bangladesh are living in the rural area and 43.6% engaged in agricultural work (BBS, 2011). In the early 1970’s immediately after the liberation period, the country’s economic image has severely improved that the country might attain a level of middle-income status in next few years. Country’s economic progress can be identified easily from the reduction of the poverty level (Monirul, 2013). For example, 40% people were below poverty level in 2005, which reduced to 31.5% in 2011 (BBS 2011). The creation of enabling condition through economic progress has brought positive changes at other levels, such as health and education (BBS, 2011).

There is currently only one terrestrial television station in Bangladesh, Bangladesh Television (BTV). This channel has emerged as a powerful and effective mass medium since its inception in 1964. BTV is a state-owned channel that stepped into the arena of electronic media with objectives like dissemination of information and expansion of educational and motivational programmes to expedite development works and entertainment (MPG, 2007).

Bangladesh entered the era of satellite broadcasting in 1992, by giving access to CNN and the BBC to broadcast on the government-regulated channel-BTV. After this, it was long expected that broadcast media would bring down the barriers stopping poor and marginalised groups accessing information (Anis, 2009). In the context of a dominance of foreign satellite channels in the country, ATN Bangla came into being on July 15, 1997 as a first Bangla private satellite channel. Channel-I, established in

1999, is the first-ever digital Bangla television channel in Bangladesh. Ekushey Television (ETV), the first private terrestrial channel in Bangladesh has begun transmission on 2000. ETV changed all traditional approaches to TV media and set a new standard in a short span of time (MPG, 2007). Today, the people can sit at home and simultaneously watch the events that are taking place even in very remote corners of the world. Applying space technology in the communication system is one of the world's recent developments. It strengthens the cultural, social, political and economic structure of the world, which relates with social change in a country. Satellite television can play an important role in bringing social change.

Today, many villages' family does not see television as an urban luxury but also a necessity. It consumes people too many that farmers who used to go to bed early after sunset are now awake up to 12 pm watching news or talk shows or movies. Television has been in the past decade become a very large part of most villagers' daily lives. Simultaneously, television had become a common household artifact. Most middle class urban and rural homes are able to afford one television set per household, and television has begun to play a central role in redefining domestic space and time. Family viewing of television as a leisure activity became increasing popular.

In a developing country like Bangladesh where poverty, hunger and illiteracy still exist and the majority of people are continuously fighting for proper education, sanitation, food and shelter. In this situation, the major objective of the television has become to provide relevant knowledge, skills and insight to make lives safe, better and free from risk and vulnerability. So with the help of television Bangladesh can go through ahead by facing poverty, illiteracy, food crisis, malnutrition, dowry, acid violence, early marriage and so on. Now a days, disagreed of values of people is the vicious problem in the society. Television can help to eliminate those problems from the society and keep up pace of Bangladesh. Especially, the television programmes should be targeted for the upgrade of rural life. Dinajpur as a northern part of Bangladesh, the rural areas are suffering from various problems. Television can take part in a significant role to meet up the problems and act as a medium of information. Thus, television plays as a medium of information for social change in rural Dinajpur.

Further Research

The study about television as medium of information for social change is a recent phenomenon in this area. The current research is the scope to great deal of interesting work to be carried out, which has beyond the capacity of this study. Several areas of research in this area seem appropriate for consideration in the immediate future. Particular areas of interest are discussed below:

- This study is conducted on two villages in the northern part of Bangladesh. More such research on rural people in other parts of Bangladesh is needed about the effects of television.
- There are only four variables e.g. education, economic condition, culture and social development focuses of this research is to examine to get information provided by television to the rural people. Further research is needed to identify the other variables like agriculture, politics etc.
- Future research would be focused on how local community members can be motivated to the villagers to acquire information from television programmes. Moreover, research should be directed at new approach to consider an existing structure such as community centre, school, club, union information center etc. for housing a shared television facility.
- This study proposed some suggestions to the government and privately owned television to speed up rural development in Bangladesh. Researchers might explore the applicability of the suggestions in the country and beyond.
- Further studies may be conducted to examine the existing policies for rural information services provided by union information center. The existing policies of the other section of government and NGOs about education, health agriculture etc. for rural people should be examined.
- Another important area of future research is the information literacy among the villagers.

- The comparative study would be done between rural and urban areas of the Bangladesh to identify distinguish between the economical, cultural, educational, political and social position etc.
- The study would be made among the people of different districts of Bangladesh especially remote areas, coastal areas, low-landed and flooded areas, where people are fighting against natural disaster.
- The further study might be conducted about the bad effects of television viewing on children and youth and the foreign culture influencing on the people.

Limitations of the Study

There are certain problems in television caused social change because it desires the attention of the multiple variables instead of four variables e.g. education, economic, culture and social development. Only two villages of Dinajpur district are considered for the study. The conclusion is drawing on 21 variable questions about television, education, economic condition, culture, social development and personal background. It is not sufficient to determination the role of television for social change as a medium of information only depending on 21 questions and 105 items of variables. Continued research is needed to recognize the role of television for social change to test the tentative variables among the above-mentioned variables. Moreover, it would be done in different districts and villages all over the Bangladesh considering a large sample. Even though the literature is full of theoretical expositions on the topic, literature does not through much light on the empirical studies considering multiple variables. Therefore, the limitations of this study have been identified which are as follows:

- The study would be done considering a large sample from urban and semi urban areas of the people who own television and who does not own television.
- The sample should be taken from same village. The villagers who have television set and who have not.

- The comparative study would be done between different cities and villages of the people. Thus, the result would be different.
- The comparative study should be done about the effects of television viewing on the children and youth of the rural and urban areas.
- Comparative study would be done between urban and rural areas relating television. So, that the villagers can identify the differences between rural and urban life and recognize what type of factors help to develop their life.

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([http://en.wikipedia.org/wiki/Television_\(band\)](http://en.wikipedia.org/wiki/Television_(band))), 25/July/2014)

Date:.....

To

Subject: Request for filling up of Research Questionnaire

Respected Sir/Madam,

I have undertaken a research entitled, “Television as Medium of Information for Social Change in Bangladesh: A case study of Dinajpur District” for Master of Philosophy (M. Phil.) under the supervision of Professor Muhammad Mezbah-ul-Islam, Ph.D. and Department of Information Science and Library Management, University of Dhaka.

For the purpose of this study, the effects of television as medium of information is considered in terms of educational, cultural, economic condition and social development, of villager’s life and village society. The result of these measurements can be used to evaluate the real pictures of village society and thereby determine whether it is effective. This research is likely to be great value for the village and villager’s of Bangladesh. I need your co-operation in pursuing this research work.

Your kind completion of the enclosed questionnaire for the above purpose will be highly appreciated. Further, your response will be used only for research purpose and kept confidential.

Best regards

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**TELEVISION AS MEDIUM OF INFORMATION FOR SOCIAL CHANGE IN
BANGLADESH**

A CASE STUDY OF DINAJPUR DISTRICT

**SECTION-I
TELEVISION**

Instructions:

The following statements are about the television of your village which affected or not in your daily life. Please read carefully and decided whether it is often or never in his/her case. Please select the number of your choice as given below and encircle (0) the number against each item:

Please tick (✓) mark the item applicable to you

1. Do you have TV at home?

(i) Yes

(ii) No

Please select the number of your choice as given below, and encircle the number against each item

Very often	4
Often	3
Sometime	2
Seldom	1
Never	0

2. Your favourite programmes on TV

(i) Music	4	3	2	1	0
(ii) Sports	4	3	2	1	0
(iii) News/Discussion	4	3	2	1	0
(iv) Educational Programme	4	3	2	1	0
(iv) Films/Serials	4	3	2	1	0
(v) Quiz	4	3	2	1	0
(vi) Others	4	3	2	1	0
(vii) Agricultural Programme	4	3	2	1	0
(ix) Health Programme	4	3	2	1	0
(x) Feature Flim	4	3	2	1	0
(xi) Weather	4	3	2	1	0

3. How many hours in a day do you watch TV

(i) Up to one hour	4	3	2	1	0
(ii) 2-4 hours	4	3	2	1	0
(iii) More than 4 hours	4	3	2	1	0
(iv) Not at all	4	3	2	1	0

Please select the number of your choice as given below, and encircle the number against each item

To a very great extent	5
To a great extent	4
To some extent	3
To a small extent	2
Almost to no extent	1

4. Watching various programmes on TV helps to have

(i) Entertainment	5	4	3	2	1
(ii) Information	5	4	3	2	1
(iii) Education	5	4	3	2	1
(iv) National integration	5	4	3	2	1
(v) Social acceptance	5	4	3	2	1
(vi) Others	5	4	3	2	1

5. Your television is switch in

(i) Rural electricity	5	4	3	2	1
(ii) Battery	5	4	3	2	1
(iii) Solar energy	5	4	3	2	1
(iv) None	5	4	3	2	1

SECTION-II

TELEVISION AND EDUCATION

Please select the number of your choice as given below, and encircle the number against each item

To a very great extent	5
To a great extent	4
To some extent	3
To a small extent	2
Almost to no extent	1

6. Educational television programmes creates awareness to

(i) Educate oneself and children	5	4	3	2	1
(ii) Send children to good schools	5	4	3	2	1
(iii) Send children for higher education	5	4	3	2	1
(iv) Develop more knowledge in their chosen field	5	4	3	2	1
(v) Get specific information	5	4	3	2	1

7. TV programmes on education brings to classes

(i) Inaccessible process, materials, events and objects	5	4	3	2	1
(ii) Visual sources	5	4	3	2	1
(iii) Provide direct contact through physical barriers	5	4	3	2	1
(iv) Clarify and create conceptual thinking	5	4	3	2	1

SECTION-III

TELEVISION AND ECONOMIC CONDITION

Please tick (✓) mark the item applicable to you

8. What is your family's monthly Income

- | | |
|---------------------------|--------------------------|
| (i) Up to taka 1000 | <input type="checkbox"/> |
| (ii) Tk. 1001 to 2000 | <input type="checkbox"/> |
| (iii) Tk. 2001 to Tk.5000 | <input type="checkbox"/> |
| (iv) Tk.5001 and above | <input type="checkbox"/> |

9. How many hours in a day do you work?

- (i) > 8 hours
- (ii) 8 hours
- (iii) < 8 hours

Please select the number of your choice as given below, and encircle the number against each item

- To a very great extent 5
- To a great extent 4
- To some extent 3
- To a small extent 2
- Almost to no extent 1

10. You save money for

- | | | | | | |
|-------------------------------------|---|---|---|---|---|
| (i) Children's education | 5 | 4 | 3 | 2 | 1 |
| (ii) Children's future | 5 | 4 | 3 | 2 | 1 |
| (iii) To buy house, land, furniture | 5 | 4 | 3 | 2 | 1 |
| (iv) Travel | 5 | 4 | 3 | 2 | 1 |
| (v) Medical expenses | 5 | 4 | 3 | 2 | 1 |
| (vi) Do not save | 5 | 4 | 3 | 2 | 1 |

11. You spend extra money on

- | | | | | | |
|---------------------------------|---|---|---|---|---|
| (i) Weddings | 5 | 4 | 3 | 2 | 1 |
| (ii) Death | 5 | 4 | 3 | 2 | 1 |
| (iii) Religious celebrations | 5 | 4 | 3 | 2 | 1 |
| (iv) Buying TV or other gadgets | 5 | 4 | 3 | 2 | 1 |
| (v) Others | 5 | 4 | 3 | 2 | 1 |

12. How much do you spend in a month on watching TV/Video

- | | | | | | |
|--------------------------|---|---|---|---|---|
| (i) Less than Tk.100 | 5 | 4 | 3 | 2 | 1 |
| (ii) Between Tk. 100-500 | 5 | 4 | 3 | 2 | 1 |
| (iii) Above Tk. 500 | 5 | 4 | 3 | 2 | 1 |

SECTION-IV
TELEVISION AND CULTURE

Please select the number of your choice as given below, and encircle the number against each item

To a very great extent	5
To a great extent	4
To some extent	3
To a small extent	2
Almost to no extent	1

13. What are the changes do you find after the coming of TV in your village

(i) Food habits	5	4	3	2	1
(ii) Education	5	4	3	2	1
(iii) Change of dressing	5	4	3	2	1
(iv) Recreation	5	4	3	2	1
(v) Sleeping habits	5	4	3	2	1
(vi) Friendship	5	4	3	2	1
(vii) Celebrations	5	4	3	2	1
(viii) Marketing	5	4	3	2	1
(ix) Preservation	5	4	3	2	1
(x) Values	5	4	3	2	1
(xi) Worship	5	4	3	2	1
(xii) Village administration	5	4	3	2	1

SECTION-V
TELEVISION AND SOCIAL DEVELOPMENT

Please select the number of your choice as given below, and encircle the number against each item

To a very great extent	5
To a great extent	4
To some extent	3
To a small extent	2
Almost to no extent	1

14. What do you do at other time

(i) Watch TV	5	4	3	2	1
(ii) Play	5	4	3	2	1
(iii) Visit friends	5	4	3	2	1
(iv) Read books	5	4	3	2	1
(v) Attend school/college	5	4	3	2	1
(vi) Others	5	4	3	2	1

Please select the number of your choice as given below, and encircle the number against each item

Very often	4
Often	3
Sometime	2
Seldom	1
Never	0

15. How do you get information about daily happenings?

(i) Talking with friends/elders	4	3	2	1	0
(ii) Reading newspapers	4	3	2	1	0
(iii) Listening to radio	4	3	2	1	0
(iv) Watching TV	4	3	2	1	0
(v) Others	4	3	2	1	0

16. If you do not have TV at home where do you go to watch TV programmes

- | | | | | | |
|-------------------------|---|---|---|---|---|
| (i) Friend's house | 4 | 3 | 2 | 1 | 0 |
| (ii) Tea stall | 4 | 3 | 2 | 1 | 0 |
| (iii) Relative's house | 4 | 3 | 2 | 1 | 0 |
| (iv) Information center | 4 | 3 | 2 | 1 | 0 |

17. What do you prefer to have

- | | | | | | |
|--------------------------|---|---|---|---|---|
| (i) Radio | 4 | 3 | 2 | 1 | 0 |
| (ii) Newspaper/magazines | 4 | 3 | 2 | 1 | 0 |
| (iii) Television | 4 | 3 | 2 | 1 | 0 |

SECTION-VI PERSONAL INFORMATION

Please tick (✓) mark the item applicable to you

18. Your age between:

- 10-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61 above

19. You are

- Female
- Male

20. Your Educational Qualification

- Primary
- Secondary/Higher Secondary
- Graduate
- Professional
- Others

21. What is the Primary Occupation of your family?

- Cultivation
- Business
- Service
- Professional
- No work