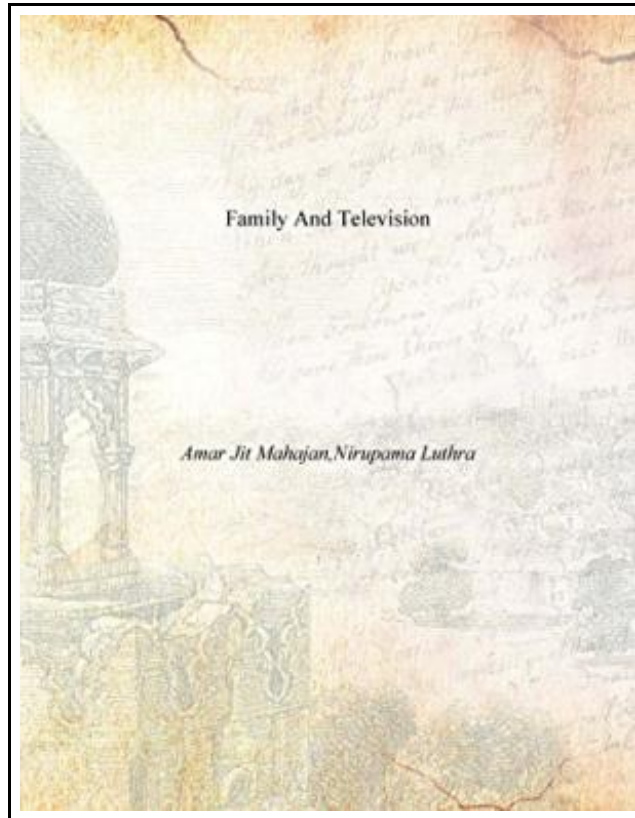


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Gyan Books Pvt. Ltd., New Delhi, India, 1993. Hardcover. Book Condition: New. Dust Jacket Condition: New. Television viewing involves a two-way relationship between television and family. On the one hand, social class background of the viewers influences their television viewing behaviour pattern as well as their interpretation and evaluation of different programmes. On the other hand, watching television programmes affects intra and inter Family social interactions. Television has become an agent of socialization for the children. They have become very vulnerable to commercials shown on television. However, the parents still exert their authority by regulating their children's television viewing behaviour pattern. Doordarshan has become a powerful medium for information dissemination. It has helped the viewers to become more aware about different problems which our country is facing. Cable network has not posed a serious threat to Doordarshan as yet because its transmission is alien to our cultural ethos. Nevertheless, as we enter 21st century, communication and information technology will soon change the shape of television programmes and viewership. It is high time that the administrators give a serious thought to improving the quality of Doordarshan programmes so that it could successfully compete with foreign transmission. The Book would be of interest to the students of mass communication in general and Sociology in particular. It also provides an Insight to the administrators who are responsible for working out guidelines for the functioning of Doordarshan. , About the author:- Dr. Amarjit Mahajan (b. 1933) is currently Reader in the Department of sociology, Punjab University, Chandigarh. He obtained his M.A. degree in Sociology from Lucknow University and Ph.D. Degree from Punjab University , Chandigarh. Dr. Mahajan has more than twenty five years of teaching and research experience. His recent book Indian Policewomen discusses the typical Sex role for women. He has published several...

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