CONTENTS

		Page
	ACKNOWLEDGEMENTS	
1.	INTRODUCTION ...	1
	1.1 Assumptions ...	4
	1.2 Hypotheses ...	9
	1.3 Limitations of the study ...	10
	1.4 Definition of the terms ...	11
2.	REVIEW OF LITERATURE ...	13
	2.1 Reviews of studies on effectiveness of TV as communication media ...	13
	2.1.1 Reviews on Social evaluation of SITE programme ...	32
	2.2 Reviews of studies on content analysis of TV programmes ...	41
3.	METHODOLOGY ...	53
	3.1 Objectives of the study ...	
	3.1.1 General objectives ...	53
	3.1.2 Specific objectives ...	53
	3.2 Location of the study ...	54
	3.2.1 Kheda television configuration ...	55
	3.3 Research design of the study ...	55
	3.3.1 Selection of the experimental villages ...	56
	3.3.2 Selection of control villages ...	58
	3.4 Selection of sample from the experimental and control villages ...	59
	3.5 Selection of Television programmes ...	62
	3.5.1 Contents of programmes selected for evaluation ...	63
	3.6 Telecasting the programme by video ...	64

		Page
3.7	Construction of tools for data collection ...	65
	3.7.1 Development of knowledge test ...	65
	3.7.2 Schedule on reactions of rural people towards the specific TV programmes ...	69
	3.7.3 Instrument on content analysis ...	69
	3.7.4 Use of socio-economic status scale ...	70
3.8	Collection of data from experimental villages ...	71
	3.8.1 Collection of data from the control villages ...	71
4.	FINDINGS AND DISCUSSION ...	74
4.1	General information about the experimental villages ...	75
4.2	General information about the control villages ...	76
4.3	Background information of the women and men respondents of the Akhdol, Piplag, Bedva and Mogari villages ...	78
4.4	Extent of watching the TV programmes per week by people of Akhdol, Piplag, Bedva, Mogari and the reasons for viewing and not viewing the TV programmes ...	82
	4.4.1 TV watching in Akhdol ...	82
	4.4.2 TV watching in Piplag ...	85
	4.4.3 TV watching in Bedva ...	87
	4.4.4 TV watching in Mogari ...	90
4.5	Content analysis of selected TV programmes ...	93
	4.5.1 Content analysis of TV programme on Green Leafy Vegetables ...	94

		Page
4.5.1.1	Message system analysis of Green Leafy Vegetables ...	98
4.5.2	Content analysis of TV programme on Polio ...	102
4.5.2.1	Message system analysis of Polio programme ...	107
4.5.3	Content analysis of TV programme on Vaccination ...	109
4.5.3.1	Message system analysis of TV programme on Vaccination ...	113
4.5.4	Content analysis of TV programme on Laparoscopy ...	116
4.5.4.1	Message system analysis of TV programme on Laparoscopy ...	120
4.6	Gain in knowledge in the four selected TV programmes ...	123
4.7	Retention of knowledge of rural people on selected TV programmes ...	135
4.8	Association of socio-economic status and age with the gain and retention of knowledge ...	142
4.8.1	Socio-economic status and knowledge gain ...	144
4.8.2	Socio-economic status and retention ...	145
4.8.3	Age and knowledge gained ...	147
4.8.4	Age and retention ...	148
4.9	Reactions of rural poeple towards the selected TV programmes ...	150
4.9.1	Reactions towards Green Leafy Vegetables ...	150

Page

4.9.2 Reactions towards Polio ... 155

4.9.3 Reactions towards Vaccination ... 159

4.9.4 Reactions towards Laparoscopy ... 164

5. SUMMARY AND CONCLUSIONS ... 169

Implications of the study ... 184

BIBLIOGRAPHY ... 188

APPENDICES ... 197

A. Tools for data collection (English)

B. Tools for data collection (Gujarati)

C. Script (English)

D. Script (Gujarati)

E. Map of Gujarat State showing Kheda district

F. Map of Kheda district showing Anand and Nadiad Talukas

G. Map of Nadiad Taluka showing Akhdol Piplag experimental villages and Javol and Palayia control villages

H. Map of Anand Taluka showing Bedva Mogari experimental villages and Khorwad and Navapura control villages.