

APPENDIX - I

Interview schedule to elicit information on television viewing patterns and perceptions of female portrayals on Doordarshan.

PART-I

DEMOGRAPHIC INFORMATION

1. Name :
2. Age :
3. Gender :
4. Address :
5. Education :
 - No formal education
 - Primary
 - Secondary
 - High School
 - Intermediate/Plus two/Diploma holder
 - Bachelors degree
 - Master's degree
 - Any other
6. Occupation :
 - Not employed out side the home.
 - Unskilled work
 - Semi-skilled work
 - Skilled
 - Clerical, Shop Keepers farm workers
 - Semi profession

- Executive, professional

7. Income

- Less than 500

- 501 - 1000

- 1001 - 1500

- 1501 - 2000

- 2001 - 2500

- 2501 - 3000

- 3000 - 8000.

8. Marital status :

- Single

- Married

- Divorced

- Widowed

9. Number of children :

Age	Male	Female
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10. Family composition (in case of Joint & Extended family).

Relationship to Respondent	Age	Gender	Occupation
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PART - II

TELEVISION - RELATED INFORMATION

A. Access to Television

1. Own it B.W./Colour VCR-VCP Cable T.V.
2. Neighbour's house B.W./Colour " "
3. Community set " "
4. Any other

B. Number of years of possession of television set

C. Number of years of watching television.

D. Daily viewing pattern :

- Morning transmission	:	7.00	-	8.45 a.m.
- UGC Programmes	:	1.00	-	2.00 p.m.
- After transmission	:	2.00	-	3.00 p.m.
- Evening transmission	:	5.30	-	7.30 p.m.
		7.00	-	8.00 p.m.
		8.00	-	8.40 p.m.
- Network transmission	:	8.40	-	9.00 p.m.
		9.00	-	9.30 p.m.

9.30 - 9.50 p.m.

E. Programme preferences.

News

Film based

Sponsored serials

Music & Dance -

Current affairs - Discussions, interviews

Quiz programmes

Educational - UGC programmes

Sport & Games -

Agriculture & related programmes

Domestic & Women's Programmes

Messages & patriotic slogans

Children's Programmes

Commercials

Any other

E. Reasons for watching television -

- For entertainment
- For information
- For entertainment and information
- To pass time
- It provides companionship
- Escape from routine
- Compulsion
- Any other.

PART - III

PERCEPTIONS OF FEMALE PORTRAYALS

A.1. In all the current television serials you watch, name two characters you like most.

2. Why do you like these characters ?

a. Name some actions of the characters you like most.

Character one

Character two

b. Describe the character, what kind of a person is

she/he. Mention traits you like.

Character one

Character two

3. In all the current television serials you watch name two characters you dislike most.

4. Why do you dislike these character ?

a. Name some actions of the characters you dislike.

Character one

Character two

b. Describe the character, what kind of a person is she/he. Mention traits you dislike.

Character one

Character two

B.1. a. Would you like to be like this character ?

Yes / No

b. Would you like to do things like the character does ?

c. Name a few traits that the character has that you would like to have,

2. a. Do you think you are already like the character ?

b. Do you do things that the character does ?

c. In which ways are you like the character and the character is like you ?

C. 1. Who comes more often on television ? Men or Women

2. Who gets more importance on television ? Men or Women

3. Can you name some major problems that women face in the society at present ?

4. Do these problems get mentioned/discussed on the television ? Can you give some examples of such programmes.

5. Do T.V. programmes show solutions for women's

problems ?

6. Do you think these solutions are useful for women ?

7. What do you think are women's programmes (Programmes meant for women). Give a few examples ?

D. To what extent do you agree or disagree with the following statements ?

M.T. S.T. R.T.

1. Very few women in the society are like women on the television
2. Women should be like the women on television.
3. T.V. discusses women's issues adequately.
4. Many women in the society are like the women on the television.
5. T.V. portrays women as they should be in society.
6. T.V. is supportive of women's problems.
7. Female portrayals on T.V. help us to understand how women should be.
8. T.V. gives more importance to male portrayals than female portrayals.
9. T.V. portrays women as they are in society.
10. T.V. does not portray the changing roles of women.

11. T.V. provides solutions for
women's problems.

M.T. - Mostly True.

S.T. - Sometimes True.

R.T. - Rarely True.