

## CHAPTER 13

### TELEVISION IN INDIA

#### EVOLUTION OF TELEVISION

- Johan Baird is generally regarded as the father of television.
- British Broadcasting Corporation (BBC) of Britain began the first television service in 1936.
- By 1939, television broadcasts began in the United States also. These two countries such as England and America were clearly ahead in the race.
- Other countries began television broadcasting on a wide scale only by the 1950s.
- In 1953, the first successful programme in colour was transmitted by CBS in USA.

#### 13.2 HISTORY OF TELEVISION IN INDIA

- Television began in India on an experimental basis in 1959.
- Doordarshan became a separate department independent of All India Radio(AIR).
- Satellite Instructional Television Experiment (SITE) was started between 1975-1976.
- Doordarshan provided national coverage for the first time through the Satellite Insta 1A in 1982.
- 1983- Government sanctions huge expansion of Doordarshan.

- 1997- Establishment of Prasar Bharti.

#### 13.3 EMERGENCE OF PRIVATE TELEVISION CHANNELS

- The advent of private television channels in India was on 1990s.
- Before 1990s Doordarshan had a monopoly as it was the only channel available to the Indian television audience.
- Hong Kong based STAR (Satellite Television Asian Region) entered into an agreement with an Indian company and Zee TV was born.
- It became the privately owned Hindi satellite channel of India.
- The Supreme Court ruling of 1995 stated that the airwaves are not the monopoly of the Indian government boosted their growth.
- Several regional channels also came into being during this period. Sun TV (Tamil), Asianet (Malayalam) and Eenadu TV were a few of them.
- Apart from the regional channels, a host of international channels like CNN, BBC and Discovery are also available to the Indian television audience.

#### 13.4 IMPACT OF TELEVISION IN OUR DAILY LIVES

Television is an immensely popular medium of mass communication. It is very much integrated into our daily lives and has the power to influence our outlooks. This influence can have both positive and negative results.

1953 - The first successful programme in colour was transmitted by CBS in USA

### Maximize your marks

POSITIVE	NEGATIVE
-Television plays a role of an excellent teacher in our life.	-Television can not be watched while you are outside. But Technological advancement made it possible to watch it on the mobile phone.
-It is known as an excellent medium for mass education as in the SITE experiment.	-Television is time consuming. People are sitting in front of television screen at home.
-It can also open up new horizons for us	- Watching the violent content has developed violent behavior in children.
-It extends our knowledge and horizons.	
-It can also be used to create awareness about various issues like environmental pollution and global warming etc.	
-It is the medium of entertainment.	

Q1. Classify the different channels offered by the cable network in your area into various categories like news channels, movie channels, religious channels etc.

Q2. Identify three television programmes which have increased your awareness about social issues.

Q3. What is the impact of violent content on children? Discuss with your friends.

### DO YOU KNOW

1936 - British Broadcasting Corporation (BBC) of Britain began the first television service of the world

1939 - Television broadcasts began in US  
1950s - Other countries began television broadcasting on a wide scale