

## CHAPTER 15

### TELEVISION CHANNELS

**Meaning:** Television started in India during seventies; the first channel that people could watch was Doordarshan. During mid seventies Doordarshan used to broadcast only black and white programmes for a few hours only. People who owned television sets would wait for the time to switch on the television. Today, we are fortunate enough to have a varied range of television channels offering us different programmes. Improved technology has changed the world of television.

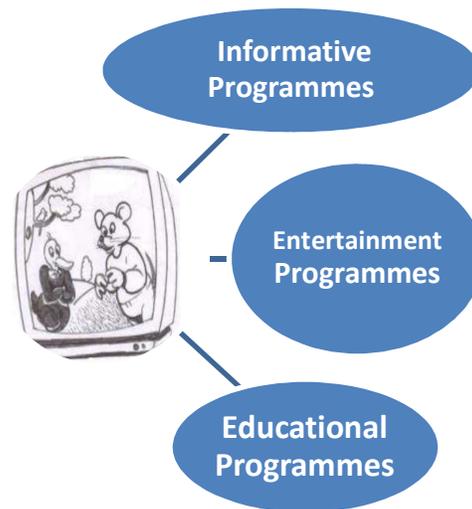
#### 15.1 DIFFERENT CATEGORIES OF TELEVISION CHANNELS

To develop a content for television programme a director and producer keeps all types of audiences in mind whether they are children, women, youth, elderly, farmers, industrial workers, students or even illiterates and thus offers a number of channels for everyone.

**Categories of television channels are as follows:**

- (a) News Channels
- (b) Sports channels
- (c) Cartoon Channels
- (d) Entertainment and Lifestyle Channels
- (e) Science and Discovery related channels.

There are various types of television programmes:



**Informative Programmes:** Programmes whose main aim is to provide information to its viewers are termed as informative programmes. Different types of informative programmes are:

- **News and Current Affairs Programmes:** For eg. News bulletins, news commentaries - direct coverage of proceedings of important events, news based interviews and panel discussions.
- **Sports Programmes:** for eg. Cricket matches, sports diaries, sports commentary.
- **Cookery shows,** food related programmes eg. Cook it up with

#### 15.2 TYPES OF TELEVISION PROGRAMMES

Tarla Dalal, Khana Khazana, Mirch Masala.

- Programmes imparting information related to contemporary environmental issues, scientific and technological inventions and discoveries and economic policies are Surabhi, Bharat ek Khoj.

### **Entertainment Programmes**

Apart from programmes that provide us with information, there are a number of programmes on television that entertain us. These programmes are known as entertainment programmes.

Examples of entertainment programmes are:

- Serials, soap operas, dramas and plays like: Junoon, Ghar ek Mandir, Cartoons like Tom and Jerry Fairy tales/ fantasy based programmes like Alladin ka Chirag
- Horror shows like Aahat
- Reality television shows like Indian Idol, Sa Re Ga Ma Pa and Voice of India

### **Educational Programmes**

Programmes that come under this category are: Open university and distance learning programmes (UGC and IGNOU) Social and development programmes: Health and science, fitness and hygiene, agriculture and

rural development programmes, public service telecasts, literacy campaigns, family planning and welfare.

- Culture and gender studies programmes : Programmes related to literature, arts, theatre, cultural heritage and gender sensitisation.
- Kyunki saas bhi kabhi bahu thi, Banu mein teri dulhan.
- Comedy shows like laughter challenge, comedy circus.
- Musical programmes: Light music programmes, classical music programmes like Ghazal Goshthi
- Game shows like Master Card Family Fortune
- Chat shows like Koffee with Karan, Oye, its Friday!, Jeena isi ka naam hai.