

## 1. History of Television :->

Television in its rudimentary form was invented in United Kingdom by J.L. Baird in 1924; hence it was a twentieth century invention. The combination of motion pictures with sound which could be transmitted by airwaves over a long distance was produced. British Broadcasting Corporation (BBC) was the first to commence regular television broadcasting in 1932. Later BBC began four evenings a week telecast. By 1941, commercial television came into being in New York with only 5000 television sets. (Hubbell, 1946). USA followed suit quickly and American Broadcast, commenced its television telecast in year 1948. The West European nations were linked together by 1955 using the Eurovision networks. In the 1950s, television grew with leaps and bounds in North America, Western European and Japan.

□ Television Comes to India :-> Television was introduced in India on September 15, 1959. With the help of a fund from United Nations to set up a pilot project to study the impact of television as a medium of information, education and entertainment on viewers. The first experimental transmission was from Delhi and was limited to a small area in the nearby places. Regular broadcast started in 1965 under the auspices of the All India Radio centre at Delhi and was under its control for a few years. It was a one hour service, which included a news bulletin in English and Hindi.



Television Programme for teachers was started in 1964. Krishi Darshan, programme meant for the farmers, started in 1967, farmers were provided television sets to form tele-clubs in 80 villages around Delhi and in Haryana.

Later in 1972 Bombay became the second centre for transmission of television signals. In 1973 Amritsar and Srinagar started telecast. The reason for these two cities getting priority was that these centres could be used to counter the anti-India rhetoric by Pakistan TV, which had been able to reach these places from transmission centres at Lahore and Islamabad. In 1975 new centres opened in Calcutta, Madras & Lucknow.

■ Doordarshan → In 1976, television was removed from the control of All India Radio, named as Doordarshan with its own director general, and it became a separate entity. Both All India Radio & Doordarshan were under the direct control of the Information and Broadcasting Ministry of Government of India and started functioning as government departments. DD like AIR being under central government was funded by the Parliament. Indian government maintained monopolistic arrangement for both entities for two more decades. In the latter half of 1970s vigorous expansion of television network was taken up by the Indian government. To cover more areas apart from centres in major regional cities, low power and high power transmission towers were set up at several places all



over the country.

Initially the programmes telecast were educational but later informative and entertainment based programmes also appeared. News bulletins along with programmes on entertainment were instrumental in the increase of popularity of television. The programme in Delhi was mostly in Hindi & English and in regional languages from the different regional centres. In 1982, the national programme commenced for a fixed hours each day, with link up through Insat - IA (Indian satellite system). All regional centres hooked up for news in Hindi and English along with some programmes of music, dance and entertainment. Colour transmission was considered a powerful means of nation building and national integration. (Ninan, 1995).

The basic objective for the advent of television in India was to use it as a tool for communication for various development schemes by the federal government to the audience both urban and rural, in the initial years. After the advent of television in different parts of the country it has been used for communicating various development messages. In the history of television in India, some development communication studies had been formulated of which SITE and KHEDA deserve special mention. These two projects have been executed to understand and measure the degree of acceptability of television as a medium of communication especially for development issues.



Other side Prasar Bharati Act was promulgated in 1990 but it became effective much later in Nov 1997 when all India Radio and Doordarshan were separated from information & Broadcasting ministry and brought under the auspices of Prasar Bharati an autonomous body to have the characteristics of public service broadcaster in the lines of British Broadcasting Corporation.

One of the primary aims of radio and television in India is education of the masses. The other aims are information, entertainment and improvement of the economy. This present time TV has been an integral part of our lives. It has influenced our lives in so many ways. This has resulted in positive and negative influences, but changing its technology and broadcasting system this system is more popular in other.