

countries. For Rural Sociology it will be a new task and adequate tools, man power and institutional arrangements will have to be worked out at the global level. The argument of the paper is that the cultural traditions have to be studied and varieties noted, that channels of communication exists within the communities and nations, and they provide the base on which global interaction has to be mobilized.

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SATELLITE TELEVISION AND MIDDLE CLASS YOUTH IN AN INDIAN CITY VIRENDRA PAL SINGH

Mass media communication has acquired an important place in modern industrial societies. These societies are now highly dependent on mass communication. Mass communication comprises "the institutions and techniques by which a specialized social group employ technological devices to disseminate symbolic content to large heterogeneous and widely spread audiences" (Janowitz, 1980 : 41). The social conditions for the development of mass communication in a given society are created by the forces of urbanization, industrialization and modernization. Mass media not only disseminate information in such societies but are also important resources of leisure time activities although sports, games, tourism also constitute other important leisure activities in modern societies. The scholars like Mayersohn (1968) initiated an interesting discussion on the media use particularly on the common view that mass media provide a leisure resource appropriate mainly for the poor and culturally deprived. But his re-analysis of the data collected by Steiner (1963) showed that poor people do not watch television because they have no other leisure resources and that they actually use mass media (particularly television) less than might be expected precisely because they lack the stimulus to do so which is supplied to the majority by their wider range of interest and activities including attention to the media. It suggests that the leisure interests are mutually reinforcing and television viewing is in itself a major leisure activity and is comparable to other more active leisure pursuits. The studies conducted on the use of media indicate that leisure activities are grounded in the personality or character of individuals and are formed in the early childhood during the process of socialization (Kamphorst, 1986). In a nation-wide study conducted in Czechoslovakia Radicova (1989) identified three patterns of leisure time activities. The most frequent responses focussed on activities possible at home such as household chores, viewing television and reading news papers and magazines. The second pattern was found among those who were involved in a higher energy level activities like visiting friends and neighbours. In the third group individuals left their immediate neighbourhood for club, cinema and sports activities. It suggests that different media of mass communication are associated with different patterns of leisure. Therefore, choice of the mass media for leisure may depend on a number of variables like social class, educational level, age group, occupation etc. Simultaneously different media may compete with each other in order to attract the masses in a given society.

The urban middle class in India has been highly receptive to new media of mass communication. The advent of television set in Indian middle

class home in 1970's provided them an opportunity to enjoy audio-visual programmes particularly films and film based programmes on the silver screen in a homely environment. The ownership of a television set became a status symbol and radio set lost its attraction in the middle class families. In recent years, the advent of 'Satellite Television in Asian Region' popularly known as STAR TV, has attracted the urban middle class to watch a wide and varied range of programmes on their colour and/or black and white television sets connected to dish antenna directly at roof of their houses or through a cable connection linked to a big dish antenna operated by a cable operator on rental basis. The advent of this innovation has affected the Indian middle class in two ways. On the one hand it has changed the habits of using other media of mass communication in the middle class. On the other hand it has an impact on their value-orientation (Singh 1993).

The present paper examines the impact of satellite television on urban middle class youth in terms of a shift in their relative exposure to other media of mass communication like radio, news papers, magazines, cinema, V.C.R. and national television network. The study was conducted in Bhopal city in January-February, 1993. The data were collected through an interview schedule administered on a sample of hundred youth in an urban middle class locality.

The paper is divided into three sections. In the first section the impact of satellite television on middle class youth in terms of the shift in their habits of using other media of mass communication like broadcast and print media is analysed. In the second section the impact of satellite T. V. network on audio-visual media is analysed. In the last section specific impact of the channels of Star T.V. network on the urban middle class youth and implications of the study are discussed.

The impact of satellite television on other media of mass communication can be examined by analysing its impact on different media separately. For analytical purpose we have classified mass media into three main categories: (1) broadcast media, (2) print media and (3) audio-visual media.

1. Broadcast media

Radio is one among various broadcast media attained a great importance during the World War and thereafter. Although its expansion was mainly motivated to achieve political ends but gradually it became a major resource of leisure activity among the masses of modern industrial societies. With the improvement of technology portable radio and transistor sets also became popular resources of entertainment and recreation for the rural masses even in the developing countries like India.

The impact of satellite television may be analysed on radio listening pattern of urban middle class youth in terms of the frequency of radio listening in a week. It is categorized as high, if one listens radio almost daily or 4-6 days in a week, medium if one listens radio 2-3 days and low, if one tunes his radio set occasionally or only once in a week and non-listeners who do not listen radio at all.

The empirical evidence indicates that the frequency of radio listening was relatively high among the female respondents (65%) in comparison to their male counterparts (47.5%). A good number of respondents (12%) were non-listeners and only about half of the respondents were used to tune their radio sets almost daily. Remaining respondents were either medium level (9%) or a low level of radio listeners. It suggests that the frequency of radio listening has been significantly declined among the Indian urban middle class youth as a result of their exposure to satellite television and the tendency of radio-listening is relatively high among the females in comparison to their male counterparts.

The pattern of radio listening activity emerged more clearly when the respondents were distributed in terms of the various programmes they usually listen on their radio sets. The evidence suggests that the number of the respondents who prefer to listen songs from films was very high (86%). The listening of news was another programme for which as many as 65% respondents tune their radio. Interestingly, running commentaries of sports emerged as another important programme to which a good number of respondents (41%) tuned their radio sets. Here it may be noted that both Indian television-Doordarshan and STAR Television cover a number of sports and games in their programmes. Recreational programmes (Sponsored by different commercial agencies) also have an attraction among about one fourth of the respondents.

It suggests that although there is a decline in radio listening as leisure activity but it still fulfills some specific media needs of like listening of film songs, news, and running commentaries of sports.

The choice of programmes varies with the sex of the respondent. The male respondents were relatively more interested in news and sports activities (67.5% and 47.5% respectively) in comparison to the female respondents (who scored 55% and 15% respectively) for these activities. On the other hand in case of film songs the female respondents slightly over scored on their male counterparts (85% against 80%).

2. Print media

The print media include printed matter such as news papers, magazines, pamphlets, posters etc. which are circulated among the masses for the purpose of disseminating information. The print media has been relatively a major resource of leisure in today's modern societies. The impact

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of satellite television on print media is analysed in terms of examining its effect on two major media, namely, news papers and magazines. The frequency of newspaper reading and their type are selected as variables for analytical purpose.

(a) Newspapers.

Newspaper is one of the important media of mass communication in modern society. The reading of newspaper has now become a part of life as it disseminate information among the masses. One of its principal functions is to process description of events into printed form:

The frequency of newspaper reading was highest (97%) among the urban middle class youth as all of them read at least one newspaper daily. It suggests that newspaper readings has not been affected at all by the advent of satellite television in urban middle class homes. People still depend heavily on newspaper to know what is happening around and in the world. However, great variations were observed in the type of newspaper read by the respondent. Most of the respondents who read only a national newspaper was lowest (8%) while those who read both local and national newspapers were in a sizable number (16%). On linguistic basis the respondents also vary in their interests. About two third (67%) of the respondents read only Hindi newspapers. The number of readers who read only English newspapers is relatively low (15%) while a little less than one sixth (18%) of the respondents read newspapers of both Hindi and English languages. Surprisingly, no respondent read a national Hindi newspaper. It suggests that most of the people now read newspapers mainly to know local news as news paper are the best source of what is happening around. For national and international news they depend more on broadcast and audio-visual media.

(b) Magazines

Magazine reading is mainly a leisure time activity. The advantage of this medium is that one can read a magazine not only in the house but also outside for example, in train, bus, shop, office or in library. It not only provides detailed information about important events but also provides entertainment. The subject matter of a magazine covers a wide range of topics. Some magazines cover the topics of general interest while the others are devoted to specific subjects like sports, films, science and so on. The most of the respondents under study read magazines (93%). The number of magazines read by a person and their nature varies from person to person. In all 64 magazines were reported by the respondents which shows that magazine reading is still a major leisure time activity for the people who also have a connection to the satellite television. The distribution of the respondents in relation to the number of magazines read suggests that most of the people read at least two magazines regularly. The number of the respondents who read four or more magazines was as high as 61%. It

suggests that most of the youth prefer to read a variety of magazines. Females were also as much interested in magazine reading as their male counterparts.

Thus it can be said that there is no impact on print media of the satellite television. The print media retained its importance as a leisure time activity both among males and females. It is because of the different nature of this media. These two media are complementary of each other rather than competitive. A person who reads something in newspaper or magazine, also likes to see that on audio-visual media and what we see occasionally on television, also like to know about it in some more detail. The newspapers, magazines and book provide detailed information about the subjects of one's interest.

II

Audio-visual media

The audio-visual media include cinema, television, V.C.R. and recently innovated cable television and satellite television. These media are relatively more effective than broadcast and print media. This section is devoted to analyse the impact of newly innovated satellite television on urban middle class youth in terms of frequency of using other audio-visual media particularly cinema, V.C.R. and television.

(a) Cinema

The cinema is a very attractive medium for Indian masses. The main reason for its popularity is that it does not require any initial money to invest in comparison to other audio-visual media like television and V.C.R. Indian masses are not in a position to invest a huge amount of money on these items. Naturally, cinema going is relatively cheaper.

The frequency of cinema going is relatively declined in urban middle class families. It was observed that little more than one third of the respondents had not seen any movie in cinema hall for last one month. While another one third of the respondents had gone to cinema only once. Only three out of every ten went to see two or more films in last one month. It indicates that the frequency of cinema going is negatively correlated with the exposure to television, V.C.R. and satellite television programme. The middle class youth prefer to see films on V.C.R., cable T.V. and channels of Doordarshan and satellite television.

(b) V.C.R.

Video cassette Recorder which is popularly known as V.C.R. is another audio-visual electronic medium which attracted Indian urban middle class in 1980s. In particular they purchase a V.C.R. or V.C.P. to watch films

and programmes of their choice. Gradually it became a status symbol for upper middle class families. In second half of the eighties some video news magazines became very popular because they cover some of those events which could not be shown on national T.V. network, particularly related to anti-reservation movement and temple issue in Ayodhya etc.

The popularity of this medium can be estimated from the fact that three-fourth of the respondents see programmes on V.C.R. All of them were used to see films on V.C.R. while one-third of them reported that they also watch video news magazines on V.C.R. sets. Film song based video cassettes were also seen by about one-fifth of the respondents.

It suggests that V.C.R. is an additional resource of leisure in upper middle class families. Moreover it also indicates that Indian viewers are crazy for films and film based programmes and to watch a film is their favourite leisure time activity.

(c) Television

Television was introduced in India in September 1959 with the establishment of a centre at Delhi as a pilot project. The station mainly telecast educational programmes for school and farmers. Over the year it acquired its Indian name "Doordarshan" and expanded its reach and area of activities in the spheres of information, education and entertainment. Doordarshan network today has about five hundred transmitters. T.V. covers about 82 % of population and 67.6 % of the area. Delhi, Bombay, Calcutta and Madras and a number of big towns are covered by a second channel.

Although it was supposed to use the medium for the development purpose but very soon became an instrument of projecting images of political leaders of the ruling party and the pressures from commercial circles compelled it to deviate from its objectives. Moreover, the viewers also felt boredom in observing its programmes. Because of these facts gradually it had not only lost credibility but also became unpopular among urban middle class which wanted to watch only entertainment programmes. In 1980s cable T.V. made efforts to provide alternative resource of leisure but it could not gain popularity and remain confined to some upper and lower middle class localities of metropolitan cities.

The decade of 1990s brought a big challenge for Doordarshan. The CNN covered Gulf War through Satellite and telecast it on national channels of most of the western and Asian countries. It has created potentiality among the viewers to receive and watch foreign broadcast via satellite particularly in developing countries. In 1992, a Hong kong based group of companies launched STAR TELEVISION (Satellite Television Asian Region). The programmes of STAR Television are beamed by Asia set Satellite. Its channels Star plus, Prime sports, B.B.C. and M.T.V. (now replaced by V Channel) beam their signals round the clock. The Hindi Channel Zee T.V. also

shows its programmes by hiring a transponder from STAR T.V.

The advent of satellite television was a boon for cable operators. It motivated them to receive the programmes of STAR T.V., CNN, ATN, Pakistan T.V. etc. through dish antennas and linking to neighbourhood homes after paying installation charges and monthly rent. Apart from linking satellite channels, cable operators also show their own programmes on one channel (mainly films, popular serials, and film based programmes). It provided an alternative of the 'Doordarshan' to Indian middle class families. The popularity of satellite television was not confined only to metropolitan centres but it also became popular in small towns and villages of India. The growing popularity of satellite television first compelled Doordarshan to improve the quality of its programme on its metro channel with an assumption that the phenomenon of satellite T.V. shall be confined to metropolitan centres. But after receiving reports about its popularity in small towns the Ministry of Information and Broadcasting, Government of India decided to launch some more channels through Satellite INSAT 2B.

The impact of satellite television on Doordarshan may be analysed in terms of the time spent by the respondents in watching the programmes of these two media. All the respondents watch the programmes of Doordarshan and satellite television. The respondents watch more regularly the programmes of satellite television rather than of Doordarshan (see table 1) as far as the weekly frequency of watching the programmes is concerned.

The total time spent per day on these media is also compared in table 2. The data show very clearly the impact of satellite television on Doordarshan watching in terms of the time spent. More than two-third of the respondents watch Doordarshan's programmes not more than one hour a day. As many as 40% of the respondents watch Doordarshan only for half an hour (perhaps to watch news bulletins). On the other hand, the time spent by majority of the respondents on satellite television programmes is on average two to three hours per day. More than about one fourth (28 %) of the respondents spare more than four hours a day to watch Satellite television. It suggests that the advent of satellite television has affected the Doordarshan to a great extent. The main competitor of the Doordarshan seems Zee T.V. (see table 3). A little less than half (43%) of the respondents preferred Zee T.V. programmes out of the five channels of STAR T.V. The Star plus channel is at second place with 22 % and MTV at third place with 15 %. Surprisingly, B.B.C. and Prime sports are not much preferred by the respondents. It suggests that Indian urban middle class viewers prefer entertainment oriented programmes.

Thus, the advent of satellite television has affected cinema and Doordarshan and radio in a significant manner. It has no adverse impact on V.C.R. watching. The print media has no significant impact of satellite television among the middle class families. It is still a routine affair in middle class families to read a newspaper in the morning. People depend on newspaper very heavily, particularly to know about local news. The magazines are

another major resource of leisure time activities among the middle class youth

Table 1: Frequency of watching Doordarshan and Satellite T.V. programmes (weekly)

S.No.	Medium	High	Medium	Low	Total
1.	Doordarshan	86	10	4	100
2.	Satellite Television	90	3	7	100

Table 2: Time spent in a day on watching Doordarshan and STAR T.V.

S.NO.	Time spent (in hours)	Doordarshan	STAR T.V.
1.	Occasionally	5	-
2.	1/2 hour	40	-
3.	1 hour	28	9
4.	2-3 hours	7	63
5.	4-5 hours	-	17
6.	More than 5 hours	-	11
7.	No certainty	20	-
Total		100	100

Table 3: Preference to Channels on Satellite Television

S. NO.	Name of the channel	No of respondents preferred at first place
1.	Zee T.V.(Hindi)	43
2.	Star plus	22
3.	Music television (M.T.V.)	15
4.	B.B.C.	12
5.	Prime sports	7
6.	No response	1
Total		100

III

The impact of the Satellite television on urban middle class youth can also be examined by analysing the nature of the programmes regularly watched by them on different channels of Star T.V. networks. It would be more appropriate to discuss the nature of the programmes of each channel separately. The channels on Star T.V. network are : Zee T.V. Star plus, B.B.C., Prime sports and M.T.V. (replaced by 'V' Channel recently).

Zee T.V.

Zee T.V. is a Hindi channel beamed through Star T.V. network. The channel is owned by an Indian businessman. The channel telecasts its programmes from 2p.m. to 1.10 p.m. daily. On Sunday the programmes are telecasted throughout the day. The most popular programmes as reported by the respondents of the present study have been Chakravayuh, Gane Anjane, Sa Re Ga Na, Ghumta Aaina, Snakes and Ladder, Commander, Films and Bole Tare. the rating of these programmes in terms of their viewership percentage is shown in table 4.

Table 4: The rating of some popular programmes of Zee T.V.

S.NO.	Name of the programme	Viewership percentage
1.	Chakravayh	78
2.	Gane Anjane	75
3.	Sa Re Ga Na	73
4.	Ghumta Aaina	68
5.	Snakes and Ladder	68
6.	Commander	65
7.	Films	65
8.	Bole Tare	61

The Chakravayuh was rated as the most popular programme by the respondents. In this programme every week a social issue is discussed by a cross section of invited experts and viewers who are also invited by the organisers of the programme. Gane Anjane and Sa Re Ga Na are the programmes based on film songs mainly from newly released films. The attraction of youth towards this type of programmes is quite natural. Ghumta Aaina is a weekly news feature video magazine. The coverage of the programme is South Asia.

The reporting and presentation of Zee T.V. programmes are very impressive and attract the viewers. It suggests that the viewers are interested more in such programmes which are better in their quality and presentation. The Snakes & Ladder is another programme which has gained popularity among the youth. Commander, an investigative serial attained a good amount of popularity among the viewers. In Bole Tare a famous astrologer predicts future of persons on the basis of astrological calculations and symbols.

Some other programmes introduced after the study are Apki Adalat, Parampara, Insight, Hum Hunge Kamyab. In fact, Zee T.V. offers a variety of programmes to its viewers which are not only informative but also full of entertainment. This channel is now posing a real challenge to national television-Doordarshan.

Star plus

The Star plus channel of Star T.V. network is broadly based on western oriented programmes. The viewership of this channel is also very high (96 %). A number of programmes of this channel are liked by the respondents. Although these are not as popular as Zee T.V.'s programmes but even though the rating of some of its programmes is very impressive. The programmes which have more than 30 % viewership are shown in table 5 below.

Table 5: Star plus Channel: Some Popular Programmes

S.NO.	Name of the programme	Viewership	percentage
1.	The Spectacular world of Guinness records		60
2.	The bold and the beautiful		58
3.	Life style of the famous		57
4.	Hollywood stars		55
5.	Video fashion		49
6.	Beyond tomorrow		46
7.	Movies		41
8.	Crime Story		37
9.	Remington Steel		35

The popularity of the above mentioned programmes among the youth is an indicator of their attraction towards western style of life. The regular watching of such programmes may create elite aspiration among the youth. Moreover, it may also give rise to consumerism. The exposure of

the youth to this channel may also bring a change in their value-orientation. The traditional values may be replaced by the western values. Thus it may initiate the process of westernization in a new form.

B.B.C.

The B.B.C. World Service also beams its programmes through the transponder of Star television networks. The B.B.C. radio has been very popular in India. During the emergency period in 1976 and Gulf War in 1990 the people trusted to a great extent on it. With the advent of Satellite television, B.B.C. channel was readily adopted by Indian viewers as an authentic news channel. It was observed that 95 % of the respondents were watching World news of B.B.C. The rating of other programmes of the B.B.C. such as ZOO (33 %), Wild Life Safari (21 %), The Travel show (20 %) was relatively low. Thus, the Indian viewers, now have an access to news and views through the specialised services of B.B.C. The regular exposure to this channel will provide a world view to the viewers thereby modernizing their values.

MTV

MTV was most controversial channel of Star Television network. This was a music channel offering western style of music to the viewers. The channel was being viewed by 95 % of the respondents. The most popular programme on this channel was MTV Top 20 Video count Down Asia (53 %) followed by MTV Most wanted (50%). The other programmes being liked by the youth were V.J. Nonie (45 %), V.J. Sophia (44 %), MTV Power pack (41 %) and MTV weekend special (36 %). Despite the objections raised by the social workers, politicians and other sections of the society, MTV became popular among the middle class youth. This Channel was dropped by Star television network after the visit of its owner Rupert Murdoch to India in 1994. A new music channel- 'Channel V' has been started by Star T.V. which is more or less similar to MTV. Now efforts are being made to popularise this channel among the Indian viewers by introducing programmes based on Hindi film songs like 'BPL OYE', Videocon etc. But most of the time songs based on western music are telecast by this channel. The impact of this channel on the Indian viewers particularly on middle class may be in the form of westernization.

Prime Sports

The Prime Sports channel is basically a sports channel which is devoted to telecast live a number of sports events from different parts of the world. The channel is viewed by 92 % of the viewers but only when current sports events are telecasted live (79 %). Cricket, Tennis and Hockey are among the most popular games being watched by the respondents.

The popularity of a channel can be measured on the basis of its viewership. On this account, no much differences were found between

different channels: Zee T.V. (99 %), Star plus (96 %), B.B.C. and MTV (95 % each). The viewership of Prime Sports channel was however, 92 %. In all, the viewership was above 90.5 for all the channels of satellite television network.

The popularity of a channel may also be measured on the basis of relative preferences of the programmes of a channel. For this purpose, the respondents were asked to rank different channels in a preferential order. Different score values were assigned to a channel according to order of preference given by a respondent. A score value of 5 was given if a channel was ranked in first order of preference, 4 to second order of preference, 3 to third order of preference, 2 to fourth order of preference and 1 to fifth order of preference. The distribution of the respondents according to their relative preference to different channels of STV and their score on five points ranking scale described above is shown in table 6 below.

Table 6: The distribution of the respondents in relation to their preference to a channel of STV and score values of the channels.

S.N.O.	Channel	I	II	III	IV	V	Total score
1.	Zee T.V.	43 (215)	15 (60)	16 (48)	13 (26)	10 (10)	99 (359)
2.	Star Plus	22 (110)	30 (120)	29 (87)	12 (24)	03 (06)	96 (344)
3.	B.B.C.	12 (60)	28 (112)	22 (66)	22 (44)	11 (11)	95 (293)
4.	MTV	15 (75)	14 (56)	14 (42)	20 (40)	32 (32)	95 (245)
5.	Prime Sports	7 (35)	10 (40)	13 (39)	26 (52)	36 (36)	92 (102)

(Score value in parenthesis)

The relative preference to the programmes of a channel as shown in table 6 above gives a more clear picture. The Zee TV channel emerges as the most popular channel with highest score of 359, followed by the Star plus channel with a total score of 344. The B.B.C. attained third place (score 293). MTV and Prime Sports were not preferred much by the respondents.

Thus, satellite television has affected the middle class youth in the

following ways: (a) A significant decrease in the frequency of radio listening and cinema going is an indicator of change in their media use habits. However, radio now fulfils very specific needs of the urban middle class families. (b) The exposure of urban middle class to the print media is not affected by satellite television. (c) The exposure of the urban middle class to audio-visual media has been tremendously increased in the recent past. But the advent of satellite television provided the scope of selecting a channel of one's own choice on his T.V. set. A free choice of channels of foreign and indigenous origin may have its own impact on the urban middle class in India. It is evident from the findings of the present study that the programmes of foreign origin have an edge over the indigenous programmes of Doordarshan. A content analysis of the programmes popular among the urban middle class youth suggests that the continuous exposure to the Star T.V. channels may bring about a change in their value-orientation. It may initiate the process of diffusion of western values among the urban middle class of India. Simultaneously, a new consumer culture may also emerged on the scene. The psychic mobility of these urban middle class youth in the form of the rise in their expectations without proper social and occupational mobility may pose certain problems before Indian society. If the Indian leadership fails in fulfilling these rising expectations of the youth it may create the demand of changing leadership in coming years.

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