



"बेटी बचाओ, बेटी पढ़ाओ"

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Topic – Brief History of TV in India

Academic Day starts with –

- Greeting with saying 'Namaste' by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Brief history of TV in India

Television was introduced in India on September 15, 1959, through an experimental transmission originating from Delhi. This nascent stage featured a humble setup that included a makeshift studio, a low-power transmitter, and a mere 21 community television sets. To ensure its technical and programming viability, All India Radio contributed engineering expertise and skilled professionals during this initial phase.

1965 - Daily One-Hour Service:

A significant milestone was reached in 1965 when India launched a daily one-hour television service with the inclusion of a news bulletin.

Expansion and the 1970s: The growth of television services gathered momentum as they extended to Mumbai in 1972, marking a significant geographical expansion. By 1975, television stations were established in various cities, including Calcutta, Chennai, Srinagar, Amritsar, and Lucknow.

Satellite Instructional Television Experiment (1975-76): A remarkable initiative in 1975-76, known as the Satellite Instructional Television Experiment, effectively brought television programming to 2,400 villages situated in remote and underdeveloped areas. This endeavor was facilitated through the temporary allocation of a satellite for use in India.

Doordarshan: The Public Broadcaster: Doordarshan emerged as a pivotal player in the Indian television landscape. It is a public broadcast terrestrial television channel managed by Prasar Bharati, a board established by the Government of India. Doordarshan journey began with experimental telecasts in Delhi in September 1959, eventually expanding to Mumbai in 1972. By 1975, Doordarshan stood as the sole television channel in India. Television services were officially separated from All India Radio in 1976, with each entity having its own Director General. Doordarshan eventually transformed into a national broadcaster, and it is now recognized as one of the largest broadcasting organizations globally.

Introduction of Color TV and Iconic Programs (1980s): A significant technological advancement occurred in 1982 when India introduced color television to the public. This era also marked the launch of the first color programs, including the live telecast of the Independence Day parade and the Asian Games. The 1980s were distinguished by the emergence of iconic TV series such as "Hum Log," "Buniyaad," and highly influential mythological dramas like "Ramayana" and "Mahabharata."

Digital Terrestrial Transmitters and Expansion: In recent times, Doordarshan has embraced digital terrestrial transmitters, enhancing its broadcasting infrastructure and capabilities.

Channel Offerings and Prasar Bharati Today, Doordarshan operates a multitude of channels, including All India channels, regional language satellite channels, state networks, an international channel, a sports channel, and more. Prasar Bharati, established in 1997, is India's national public broadcaster. It encompasses both Doordarshan and All India Radio, further strengthening the nation's broadcasting landscape.

Critiques and Challenges: Doordarshan has faced scrutiny, particularly concerning the quality of its programs and telecast. Some critics contend that it may not prioritize programming quality to the same extent as private channels. There have been suggestions that the network, as a public broadcaster, is not as profit-oriented as private channels, which might influence its programming choices and focus.

The journey of Indian television, from its early days on Doordarshan to the era of Zee, Sony, and Star Plus, has been marked by significant milestones. Here are some major landmarks in the history of Doordarshan, the public service broadcaster:

"Hum Log" (1984):

"Hum Log" is often regarded as the pioneer of Indian television serials. It marked the first-ever TV serial to be broadcast on Doordarshan, which was the sole TV channel at that time. The show resonated with a wide audience as it portrayed the story of an Indian family that many could identify with.

Popular and Engrossing Serials on Doordarshan:

In the years following "Hum Log," Doordarshan presented several other popular and engrossing serials. Shows like "Waghley Ki Duniya," "Yeh Jo Hain Zindagi," "Nukkad," and "Rajni" captured the essence of everyday life's struggles, failures, and triumphs. These serials often carried an underlying positive message, emphasizing tradition, moral values, and the preservation of Indian culture.

The Cable TV Revolution (Mid-1990s):

In the mid-1990s, India witnessed a revolution in home entertainment with the advent of cable TV. Cable television brought a plethora of privately-owned quality entertainment channels, fueled by advertising revenue and the latest technology. Doordarshan faced increasing competition in this new landscape.

Challenges and Changes:

To compete with the evolving TV industry, Doordarshan made efforts to adapt. However, being a state-owned entity, it faced challenges in keeping up with the dynamic, commercial, and more glamorous content offered by private networks like Zee, Sony, and Star Plus.

- 15.09.1959 Experimental transmission from Delhi
- 24.10.1961 School television for Delhi students.
- 15.08.1965 Regular service with daily news bulletin in Hindi.
- 26.01.1967 Krishi Darshan - programmes for farmers.
- 02.10.1972 Television in a second city—Mumbai
- 01.08.1975 SITE launched.
- 01.01.1976 Commercials introduced.
- 52 01.04.1976 Doordarshan delinked from AIR.
- 15.08.1982 National programmes, colour transmission and networking through satellite.
- 19.11.1982 Expansion through LPTs launched.
- 15.07.1984 First mass appeal serial Hum Log.
- 15.08.1983 Countrywide classroom of UGC launched.
- 09.08.1984 Second channel at Delhi.
- 09.08.1985 First regional satellite network in Maharashtra.
- 23.02.1987 Morning transmissions 26.01.1989 Afternoon transmissions
- 01.04.1993 Metro channel with satellite networking
- 01.10.1993 Regional language satellite channels.
- 15.08.1994 Restructuring of channels -DDI to DD 13.
- 14.03.1995 DD India—International channel.
- 23.11.1997 Prasar Bharati—the autonomous broadcasting corporation of India.

- 18.03.1999 DD Sports channel inaugurated.
- 10.07.1999 News on the hour.
- 15.08.1999 DD News and current affairs channel. (Test transmission).

The launch of Doordarshan's DTH service in India was a significant milestone. Here are the key details and events surrounding this development:

Launch of DD Direct Plus:

On the eve of the formal launch of Doordarshan's DTH (Direct-to-Home) service, Prasar Bharati, the parent organization, announced its ambitious target of achieving two million subscribers by the end of 2005. The goal was accompanied by an expansion plan to increase the channel capacity to 50 channels by the following June.

DD Direct Plus - A Free DTH Service:

DD Direct Plus was introduced as the brand name for Doordarshan's free DTH service. This service offered 32 Free-to-Air (FTA) TV channels, including 13 private ones, and 12 customized radio channels. Unlike the first DTH service in the country, marketed by ZEE Telefilms under the Dish TV brand name, DD Direct Plus required a one-time investment of Rs 3,000 - Rs 3,500 for the hardware, and it did not have a monthly subscription fee.

Channel Lineup and Broadcast:

DD Direct Plus, beamed through the NSS 6 satellite, included all Doordarshan channels. The service also featured channels such as BBC World, Sun TV, Star Utsav, Kairali TV, Zee Music, Smile TV, Jain TV, Aaj Tak, and Headlines Today. In addition to TV channels, the offering extended to 12 radio channels, encompassing All India Radio channels.

Public Interest Channels:

National broadcaster Doordarshan introduced two new channels in the public interest. The inauguration of these channels was conducted by Speaker Somnath Chatterjee and Rajya Sabha deputy chairman, Bhairon Singh Shekhawat. The intention behind these channels was to provide live telecasts of proceedings from both Houses of Parliament. This initiative aimed to enhance transparency and accountability in parliamentary activities.

Availability on Tata Sky:

Notably, Doordarshan and its local channel, Doordarshan North East services, were made available on the Tata Sky satellite television service. This further expanded the reach of Doordarshan's programming to a broader audience.

The advent of cable and satellite television in India during the 1990s brought about significant changes in the country's media landscape. Here are the key developments and their impact:

CNN's Gulf War Coverage:

In the 1990s, the Gulf War was extensively covered by CNN through satellite broadcasts, and the coverage was telecast on national channels in Western and Asian countries.

This event created an interest and potential among viewers to receive and watch foreign broadcasts via satellite, particularly in developing nations like India.

Launch of STAR Television: In 1992, a Hong Kong-based group of companies introduced STAR TELEVISION (Satellite Television Asian Region). STAR Television's programs were broadcast via Asian satellites, and its channels like Star Plus, Prime Sports, BBC, and MTV (later replaced by V Channel) transmitted their signals around the clock. Zee TV, a popular Hindi channel, also showcased its programs by renting a transponder from Star TV.

Boon for Cable Operators:

The emergence of satellite television was a boon for cable operators. It inspired them to receive and broadcast programs from various international and national channels, such as Star TV, CNN, ATN, CNBC, Aaj Tak, NDTV 24 X 7, Headlines Today, BBC, STAR Movies, ZEE TV, SONY, SAHARA ONE, ZEE CINEMA, Pakistan TV, and more. In addition to relaying satellite channels, cable operators began producing their own programs, including films, popular serials, and film-based content.

Expanding Reach and Popularity:

Satellite television not only gained popularity in major cities but also made its mark in small towns and villages across India. This growing popularity prompted the Ministry of Information and Broadcasting, Government of India, to recognize the need for more satellite channels. As a result, additional channels were launched through the Satellite INS AT 2B.

Cable Television in Gujarat and Maharashtra (1984):

Cable television was introduced in the lower-middle-class localities of major cities in Gujarat and Maharashtra in 1984. Initially, it was seen as a cost-effective alternative for watching borrowed cassettes of feature films. Due to the relatively small investment required, local entrepreneurs embraced cable television on a larger scale.

The introduction of CNN programs during the Gulf War of 1991 was initially limited to privileged viewers in five-star hotels. However, with the launch of ASIASAT-1 later in the same year, cable operators gained access to Star channels. Subsequently, Zee TV was launched in October 1992 by Subhash Chandra, a pioneer in the cable television industry. Zee TV started as a free channel but later transitioned to a pay channel in 2001.

The introduction of cable and satellite television marked a significant shift in the Indian media landscape. With a reach extending to more than 80 countries and an audience of over 225 million viewers worldwide, cable and satellite TV created a strong demand for the growth of the satellite and cable industry in India. Satellite channels quickly became synonymous with Indian entertainment, topping Television Rating Points (TRP) ratings. They offered a diverse range of programming to cater to various segments of the audience, including primetime comedy, drama series, television movies, miniseries, theatrical films, specials, children's programs, daytime dramas, game shows, and late-night shows. As the Indian audience's appetite for diverse content grew, so did the number of channels. This expansion was in harmony with the remarkable growth of an audience spread across Asia, Africa, and Europe. The availability of satellite and cable TV channels provided viewers with a plethora of entertainment choices, shaping the modern television landscape in India and beyond.

Culture orientation

Culture is a fundamental and intricate aspect of human existence, shaping the way people perceive and interact with the world around them. Social scientists have long attempted to comprehend the complexities of culture. American anthropologist Herskovits emphasized that the world is composed of two fundamental components: nature and culture. While nature represents the environment created by a higher power, culture is the result of human ingenuity and creativity.

Culture encompasses the more or less spontaneous actions and reactions of a people, along with their approach to both objective reality and subjective formations. Indian culture, with a history spanning approximately 8,000 years, plays a pivotal role in the lives of about one-fifth of the global population. It extends across a vast peninsula of two million square miles. Beginning with the Upanishads and the wisdom of great ascetics over eight centuries before Christ, Indian culture has made profound contributions to the realms of spiritual thought and the understanding of the material world. It effectively combines elements of religion and science, making it a rich and multifaceted heritage.

Culture encompasses a wide array of elements, including material objects, ideas, symbols, sentiments, values, and social structures. These elements are passed down from one generation to the next within a society. Culture is a collective accumulation of knowledge, beliefs, art, morals, customs, and other aspects of human existence.

The role of the press, radio, and television in providing freedom of information is crucial for the preservation and development of a national culture. However, in a country where illiteracy and poverty are widespread, the media, which significantly influences and reshapes cultural values, also has the

potential to distort and counteract the nation's culture. Mass media has introduced the concept of mass culture and, in some cases, has led to cultural invasion. Research indicates that in many dual-earner families, children are increasingly socialized by television rather than by their mothers.

Culture is a shared phenomenon produced through inter-subjectivity. It provides a sense of identity, a medium for social exchange, and a feeling of belonging to a community. Culture is dynamic by nature, evolving to meet the changing needs and experiences of successive generations. Cultural change encompasses both the adaptation or discontinuation of existing practices inherited from past cultures and the introduction of new procedures.

Culture is essentially an adaptive mechanism, and it is not static. It exhibits elements of continuity and change. Cultural values are reflective of these elements, with some values emphasizing stability and the persistence of cultural components while others encourage adaptation and value modification. Cultural values serve as guides to action, setting the direction and limits of behavior in specific situations within a given culture.

Cultural changes occur through various mechanisms, including the diffusion of advantageous cultural traits among societies, acculturation, where one culture acquires elements from another, and the evolution of cultural elements over time.

Moreover, culture is deeply entwined with history, the geographic location of a society, and the specific era under examination. In the context of India, culture is shaped by the nation's unique history, practices, and the specific cultural characteristics that have evolved over time. Each culture, including Indian culture, is distinct and rooted in its own historical context.