

**INFOTAINMENT PROGRAMMES IN TAMIL
CHANNELS: USES AND GRATIFICATION STUDY OF
AUDIENCE IN CHENNAI**

Thesis Submitted For the Award of the Degree of

DOCTOR OF PHILOSOPHY

in

Journalism and Mass Communication

By

Hadwin Charli Durai.S

41500118

Supervised By

Dr. Pavitar Parkash Singh



**LOVELY PROFESSIONAL UNIVERSITY
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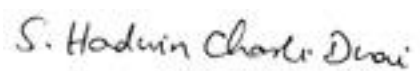
DECLARATION

I, Hadwin Charli Durai.S, hereby declare that the thesis titled, **“INFOTAINMENT PROGRAMMES IN TAMIL CHANNELS: USES AND GRATIFICATION STUDY OF AUDIENCE IN CHENNAI”** submitted to Lovely Professional University, Punjab, for the award of the degree of **Doctor of Philosophy in Journalism and Mass Communication** is the original and independent record of my research work carried out under the guidance and supervision of **Professor, Dr. Pavitar Parkash Singh** and it has not formed before the basis for the award of any Degree, Diploma, certificate, Associateship, Fellowship or any other similar titles in this or any other University or Institution of higher learning. I have duly acknowledged all the sources used by me in the preparation of this thesis.

Place: Chennai

Signature of the Candidate

Date: 23.07.2022



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CERTIFICATE

I certify that the thesis titled, **“INFOTAINMENT PROGRAMMES IN TAMIL CHANNELS: USES AND GRATIFICATION STUDY OF AUDIENCE IN CHENNAI”** submitted to Lovely Professional University, Punjab, for the award of the degree of **Doctor of Philosophy in Journalism and Mass Communication** is a bonafide research work carried out by **Mr.Hadwin Charli Durai.S** under my guidance and supervision and it has not formed before the basis for the award of any Degree, Diploma, certificate, Associateship, Fellowship or any other similar titles in this or any other University or Institution of higher learning.

Place: LPU University

Signature of the Supervisor

Date: 23.07.2022

A handwritten signature in blue ink, appearing to read "Dr. Pavitar Parkash Singh", is written over a light blue grid background.

(Dr. Pavitar Parkash Singh)

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ABBREVIATIONS

AIDS	:	A cquired I mmuno D eficiency S yndrome
ANOVA	:	A nalysis of V ariance
AP	:	A njarai P etti
Aro	:	A rousal
Comp	:	C ompanionship
Ent	:	E ntertainment
Esc	:	E scape
Govt	:	G overnment
Hab	:	H abit
hr/hrs	:	h our/ h ours
HSS	:	H igher S econdary S chool
Info	:	I nformation
KM	:	K alyanamalai
mins	:	m inutes
NN	:	N eeya N aana
OGL	:	O btained G ratification L evel
OO	:	O ru V arthai O ru L atcham
PG	:	P ost G raduate
PT	:	P ass T ime
Rel	:	R elaxation
SD	:	S tandard D eviation
S.NO	:	S erial N umber
Soc	:	S ocial I nteraction
SPSS	:	S tatistical P ackage for the S ocial S cience
SSLC	:	S econdary S chool L eaving C ertificate

SS	:	Sollunganne Sollunga
sq km	:	square kilometer
TV	:	Television
UG	:	Under Graduate
UL	:	Use Level of media; media use (gratification sought level); (Expected Gratification level)

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ABSTRACT

The researcher being a media person and more specific to television media, brainstormed on the various television genres, audience studies, various communication theories and models, the audience influence, media exposure, media audience relationship and media utilization which led to the striking topic of Infotainment genre. Infotainment is the amalgamation of the 4-fold duties (inform, educate, instruct and entertain) of media i.e. four-in-one. A special genre by nature, obviously by its format, infotainment has captivated millions of TV viewers. A thought struck why people watch infotainment programmes? What does the audience want from using infotainment programmes? What drives or motivates TV viewers to be audiences' of infotainment programmes? What satisfies or gratifies the viewers after using the infotainment programmes? So there is an urge to understand the need to use infotainment programmes and since the motives behind using the infotainment programmes are associated with psychological aspects it is apt to apply Uses and Gratification theory as this theory deals with media and audience studies.

The thought for this infotainment genre arose by the cluster of background ideas on the infotainment genre being a combination of information and entertainment genres, where important messages and human interest stories are conveyed more effectively and interestingly. Infotainment goes for a better reach bridging and bringing both information audiences and entertainment audiences together which otherwise miss out on each other. The thought to explore, evaluate and analyze and understand the asserts and limitations of infotainment was also found to be an essential need. The review of existing literature on infotainment, media and audience led to a few research gaps like 1. No study on television infotainment programmes and Uses and Gratification theory 2. No study on Tamil television programmes about audience viewing motives and patterns and 3. No research on Tamil infotainment programmes.

Here few infotainment programmes of Tamil channels have been taken for studying Uses and Gratification of the viewers which remains un-researched, making a research gap for the study. Hence an attempt was made to study the uses and gratification obtained by the audiences of infotainment programmes in Tamil TV channels.

This study is got three objectives and three hypotheses. Hypothesis 1 and 2 are shared among objective 1 and 2 while hypothesis 3 is connected with objective 2. The objective 3 remains solo without any hypothesis.

The general objective of this research was to explore the nature of Tamil infotainment programmes and their relationship with television audiences and the application of uses and gratification theory while the specific objectives being 1. To assess the various factors which motivate viewers' preference of watching infotainment programmes 2. To assess the gratification sought and gratification obtained after watching infotainment programmes and 3. To evaluate the perception of viewers regarding audience involvement in infotainment programmes. The proposed hypotheses of this research are 1. There is significant relationship between information and entertainment in watching infotainment programmes 2. There is significant relationship between motives and watching infotainment programmes 3. There is significant relationship between similarity of motives for watching infotainment programmes and the perceived gratification.

The theoretical framework on which this thesis was built upon is the Uses and Gratification theory developed by Blumers and Katz 1974. An author based conceptual framework model was also developed particularly for this study. Concerning evaluating the motives, patterns, media uses and gratifications, Rubin's (1983) Television viewing motives scale of uses and gratification which is widely used in media audience studies is been adopted in this research.

The methodology included a Pilot study to narrow down to a single highly viewed programme from each genre as it would not be possible for all the programmes from all the genres from various channels to be taken for the study the reason being time limit and research feasibility. A questionnaire based on the Pilot study was prepared and was treated for a reliability test with 50 samples. 5 point Likert scale was adopted to measure the media use and gratification obtained. The Research Method is Descriptive with a quantitative research method achieved through Surveys. The sampling technique involves Non-probability sampling methods and convenient sampling. Responses from the samples were collected through questionnaires.

The questionnaire pattern comprises more closed-ended and few open-ended questionnaires. In the Quantitative research method, numeric information was converted into meaningful data using statistics. This method is used to measure attitudes, opinions, behaviors and other variables. Qualitative questions were also asked to support the quantitative results where only primary data was collected for this study. The sampling area is in and around Chennai (inclusive of Metro, Urban, Suburban, Rural and Slum) the Target groups of this research are the audiences of Tamil infotainment television programmes inclusive of both males and females between ages 17 to 75.

Amongst 1400 samples only 1010 identified usable for evaluation. And the collected data were coded and digitized on an excel sheet and then carried to SPSS (Statistical Package for the Social Science) software for further analysis. Tabulation and analysis were conducted by the application of various statistical tools. Non-Parametric Tests were used to analyze the objectives. The tools for analysis comprises Descriptive and Inferential statistical analysis. Tests involved in the whole data analysis were T-Tests, Frequencies, Percentile, ANOVA, Chi-Square, CROSSTABS, NPar tests and Friedman's Tests.

This research uncovers the motives behind using/watching infotainment programmes. This research also reinforced that media viewers are active audiences and not a passive audiences; audiences are very selective in exposure to television media content; the significance of infotainment genre for better utility of mankind and media business prospects was identified; helps to understand the psychology of television audience; unwinds the social nature, the trends and priorities of television viewers which would be helpful for the academicians and professional practitioners in the disciplines of sociology, psychology, medicine, media, business, linguistic and cultural studies and social observers. Suggestions are made to devise new scales for television viewing motives and patterns.

The major conclusions from the study are that all the factors serve as motivating factors for watching infotainment programmes. Close associations were found between gratification expected and perceived. The expectations were comparatively more than the obtained gratification. The overall involvement of the audience in watching the infotainment programmes was very less. Uses and Gratification theory being the

theoretical framework for this research was justified that people use media for a definite purpose. Audiences are not passive but active.

CHAPTER-I

INTRODUCTION

This chapter introduces the thesis, about the rationale of the research topic, the overall outlines and the need of the study, the significance, and scope of the study, objectives, hypothesis and chapterization

1.1 INTRODUCTION

Man not only being an individual forms a part of society. He is got the right to express, to know, to share, to be informed within the framework of a set of rules and regulations. When these things are in threat, agitated or need to be improvised, reformed or clarified there arises a need for debate, discussion and sharing and informing on these issues.

The very definition of the word communication is derived from Latin 'communis' meaning the communion or commonness achieved through interaction, sharing, exchanging of ideas, thoughts and opinions and attitudes and this communication is essential to sustain man's daily activity (Sachin Bharti, 2008).

As per Denis McQuail, the communication process with the elements of commonality increases commonality (Keval J. Kumar, 1981). It is the very nature of all living beings to communicate and an essential commodity of survival. The biggest punishment one would give to another is not speaking or to stop communicating with that concerned person. That is the reason even the government puts the prisoners isolated from human communication - into a state of not sharing or expressing which would be the highest degree of humiliation. Just imagine you are out of reach in no contact with anyone for a week then you would fear that you are out of the world, you are unaware of what had happened so far. The world has rolled along a lot and you have missed something valuable which you can't get back, and you are left behind, a sense of insecurity cuffs us. This was also the situation when Chennai was left with no communication for a week when the city suffered the failure of electric current supply as the floods struck the district. All communications including mobile and landline calls, internet and other wireless systems went on the blink, leaving the city in a complete state of communication

death. The days were left with dark memories of December 2015 which witnessed the complete alienation of the residents of Chennai from the ones living outside who were not even able to know about the situation here or the whereabouts of their loved ones.

Press inclusive of television media takes up the role of being the fourth pillar of the country. Media not only does the role of informing, instructing, educating and entertaining, but it is also by itself a platform where many thoughts, policies, issues need to be expressed and at many situations, problems and controversies, disputes, grudges and misunderstandings, lack of clarity is compromised, resolved, forgiven, reconciled or better understood in personal, family, govt. and public lives. Things that are affecting the citizens and conflicting claims are being discussed.

Apart from its 4-fold duties of informing, instructing, educating, and entertaining in 'serious' or 'responsible' journalism, media also presents itself in a more interesting infotainment genre and the titles of the issues include various topics.

Studying media and its influence, abstaining from being mere transmitters of information, media creates awareness and concentrates on day-to-day activities of the individual's life (Namita Agrawal, 2007). Similarly with the help of media people can learn about their world which they need to encounter day-to-day. Those who are well exposed to media content can stay open to new information ideas and concepts and be able to incorporate and embed them in their situations and applications. They were able to learn other ways of life and compare them with theirs. The ethnographic inquiry of the situations of individuals at different circumstances helps them to integrate it into their own life.

The infotainment genre is much used and adored by the media channels and has been much acknowledged, accepted and welcomed by its audience. Take for instance the social advertisement for keeping our surroundings clean, where a hungry monkey is fed by an old man. He acts as the eating process so the monkey also eats the banana in the same manner. He peels off the skin of the banana and throws it on the floor and eats the fruit. The monkey also peels off the skin and eats the fruit but does not throw away the skin. After finishing eating the monkey climbs down along with the peeled skin and also picks up the waste that the old man has dropped and with both the banana skins it goes to a dustbin and puts it inside. The old man regrets the mistake and realizes what was

needed to be done. This was a very effective social (public service announcement-social awareness) advertisement with no dialogue or voices instead just a musical line and that too the film was just for few minutes and not a big length film. Though the message is of a single line, it is been presented pleasingly and interestingly drawing more attention, interest and memory value and the message strikes into one's mind because of the genre adhered to. This illustrates that even for a staunch or revolutionary message on the Clean India programme, the Make in India Programme and so forth relies on the infotainment format for effective reach. Hence an effective use of infotainment can be utilized for initiating and instigating social awareness and consciousness. Evidence of changes was observed from those who were exposed to media in their behavioural patterns (Joseph Velacherry, 1993).

1.2 REASON FOR CHOOSING THIS TOPIC

Despite the term Infotainment existing for more than forty years as was coined on April 5–7, 1974 and first used in September 1980, the word is lacking behind in terms of scientific research. Though consciously or subconsciously and intentionally or unintentionally people take in this tool to propagate their message. The role of psychology is very important in communication. Without psychology, communication cannot be successful in reaching out the communication goals. Any communication would be stale if the information is just passed on and no reaction is achieved. This communication process could be successful only when a change happens to its spectators. The spectators of the message have to be motivated to perform according to the desired purpose of the communication initiative and hence psychology has a significant relationship between infotainment programmes and television watching behaviour.

A change is because of the decision-making process which is the outcome of a psychological impact and influence of a message and we all hope for a positive change over. Through psychology, we understand that there are different appeals to approach a human being.

Belonging appeal	Fear appeal	Humour appeal
Dissuasion appeal	Persuasion appeal	Safety and security
Pride and prestige	Ethical and Moral appeal	Social Appeal

Figure 1.2 List of psychological appeals

To motivate people for a good change persuasion appeal is the best method to transfer the communication message which would bring out a change at greater heights and of higher standards. Hence infotainment programmes have an inevitable role in psychological activism in the viewer.

Professor Harold D Lasswell has stated that the act of communication is to answer the following questions:

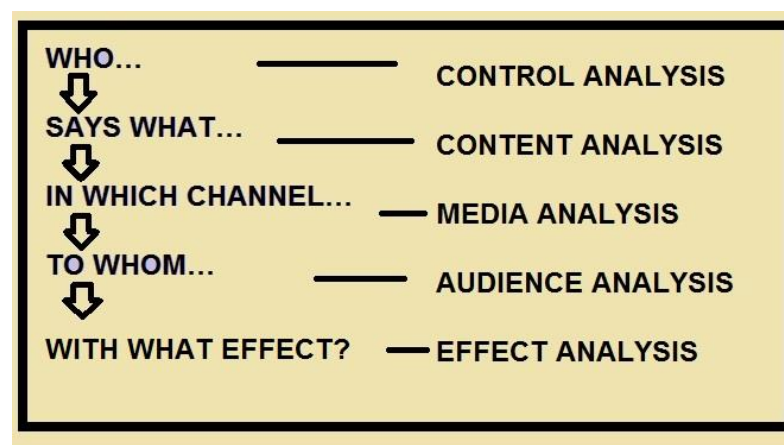


Figure 1.2.1 Harold D Lasswell's communication effect

Source: Google

This “with what effect” is the effect of infotainment for achieving the set objective of the entire effort of communicating the message. So infotainment adopts the formula of persuasion, a psychological factor to motivate positive changes which lead to the outcome of social awareness, as one's decision-making process is influenced by both the information and the psychological impact.

Thus it is very much understood that infotainment is a very important element in social awareness and social change. With such importance, unfortunately, not much background literature is available on the infotainment genre especially about television programs' meaning this genre so far has not been researched intensively and extensively. Hence it was felt important and appropriate to study infotainment programmes which already remained as a research gap that induced a thought process for choosing this novel topic.

1.3 INFOTAINMENT

The novelistic way of presenting information and entertainment is infotainment, by definition, it is a combination of information and entertainment. i.e. the prefixes of (info)rmation + suffixes enter(tainment) = infotainment.

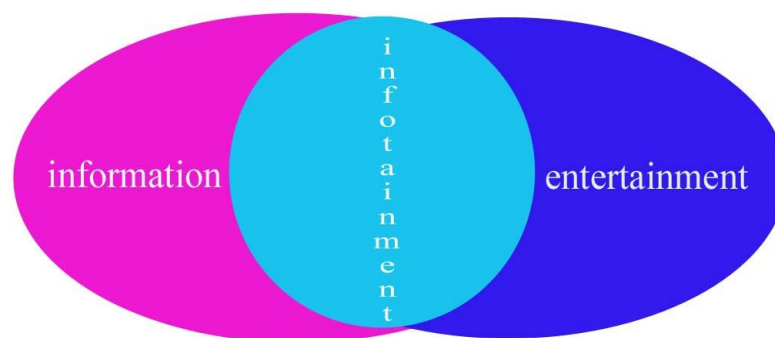


Figure 1.3 Infotainment (combination of information and entertainment)

Infotainment is a neologistic portmanteau of information and entertainment, referring to a type of media that provides a fusion or amalgamation of information and entertainment.

The history of formal terming of infotainment traces to 1974. This term was coined as a title of the convention of Intercollegiate Broadcasting System (IBS), the association of college radio stations in the US.

Though the term very much denotes media format, informally the genre is right there when communication just started even when man was primitive. As a prehistoric, stone age man, he shared information in form of gestural expressions, paintings, sculptures, music, dance, sounds and voices. Right from human existence, there was a

need for information and entertainment. These art forms were the earlier day's means of communication and channels of infotainment. Later at the times of kings, these forms were given much importance and groups were erected to carry out this medium whenever there arose a need or just for the sake of entertainment and social awareness.

Infotainment plays a key role in the transfer of awareness about heritage, tradition, culture, morals, values, lifestyle, crises and more, to the succeeding generations. Infotainment is the soft-touch methodology for conveying a serious matter but registers the concept very deep into minds and hearts. In taking on the policies of the government, eradicating superstitious beliefs, rules and regulations, disaster management, safety and security of oneself and others, communal harmony, freedom struggle, health and hygiene, and countless other aspects in human life infotainments prove their significance.

Knowledge is strength (power). This knowledge comes from information. Information can be new or old but must be a useful one. There is always an unquenching thirst for information in each one of our lives. In the same manner, man is always stressed out both physically and psychologically. One looks forth for an outlet or release for relaxation to renew himself. Too much information would also make him stressed or overloaded and the complexity of the news content and the way it is been presented may confuse him or bring about less interest or the 'memorable' value may decrease and he may even go to the extent of abstaining his exposure to media content or message. This is where the entertainment comes with hand in hand support for the communication message. A good communicator will choose the right context. Here the context signifies the psychological situation of space, oneness, openness, and proximity of the mood the mindset and other psychological situations. When one is irritated or over dumped with the information he retracts or flees away from the information environment.

Though the prime function of communication is to inform and the public has shown much interest in knowledge, the same interest for information was found to be deteriorating. The reason for this was the boring presentation of the information, how much ever it was vital and beneficial. Also as man became increasingly stressed out in the past decades, he had sought entertainment for his mental outlet. There has been a drastic dropdown in viewership for information programmes. This is where the programmers tuned their minds towards a mixture of information and entertainment (that is to present

information interestingly). So a new genre of news is being branded where the news or any other information is being conveyed in a more light and easy and pleasant way to experience it.

1.3.1 TRADITIONAL FORMS OF INFOTAINMENT PROGRAMMES.

Traditional forms of infotainment programmes were storytelling, message through the medium of dance (each dance had its style and the message conveyed a lot of meaning through their movements), villu paattu, therukku kuutthu, poi kaal kuthirai, veethi naadagam, kathaa kaalashebam, paattukku paatthu, thiruvizha, mayday naadagam, katcheyri, kummi, koolam, koolaattam, maaruveesham, and many more (N.Venkateshwara Rao; Prashant K. Mathur, 2006).

Narratives from Ramayana and Mahabaratha found a reasonably good place in traditional media, especially to the rural folk. In the evenings, after the tiresome hard labour of the whole day, villagers found relaxation and their toiling souls found solace at sunset and even it goes on till late at night and sometime early morning too while Sundays and holidays were a real treat for them.

These traditional entertainment forms served as a platform and medium to conduct ceremonies, rituals, comment on politics, pass on family ethics, morals, occupation, hobbies, current affairs, instigate a social revolution, integration, build relationships, spirituality, share the paths they have travelled, hardships and enjoyments and other memorable incidents, events, occasions of disasters, threats, industry, city planning, culture, civilization, tribe and each element of events. Deeper critical messages were conveyed like a sugar-coated tablet meeting the purpose but at the same time in a more 'likeable' manner.

The performers involved were from single to a small group of members and it was lively. It was one-to-many communication, mostly in open-air and occasionally in closed tents or walls. It involved interest because the audience had a close watch right in front of them and involved audience participation too at times. The audience found themselves one with the performance because it mostly depicted their real life and day to day life with its sobrieties and happiness involved was easy to relate with, with what was happenings in the performance.

1.4 TELEVISION AND INFOTAINMENT PROGRAMMES

As initially, information was the core objective of television later entertainment was also initiated for various reasons. The productions houses and the media owners found somewhere a need to bridge both the genres and started producing programmes with infotainment content. Thus information took morphology into infotainment which was found to be in good demand and red carpet reception from the viewers' side.

1.4.1 DIFFERENT FACES OF INFOTAINMENT PROGRAMME

When we address infotainment, it is not just one aspect but has many faces. These faces include, quiz, storytelling, game shows, reality programmes, roadshows, phone-in programmes, exhibitions, tourism, talk shows, discussions, debates, interviews, 'quickies' fillers, various awareness programmes, newscasts, spiritual prayers, regional national and international functions, festivals and celebrations, current affairs and other events, commercial advertisements, social advertisements, corporate films, business promotions, cookery, health, and so is education and science and technology. The treatment depends upon how creatively it is been presented. Every infotainment programme is a collage of creative elements with the core ingredients of information and entertainment.

1.4.2 INFOTAINMENT PROGRAMMES AND SOCIAL AWARENESS

Long gone are the days when media was said to be a 'distance medium' as there was distance in time and each or all programmes were recorded and there was no communication between the presenter and the audience. There was also delayed or no feedback. But now things have changed to new technologies and new trends that the presenter and the viewer can interact through, both on audio as well as audiovisual as a live telecast, it's like a part-of-the-home experience. This makes the show interesting, informative, entertaining and most of all, authentic. What's been happening in Syria, the ISIS terrorism is being taken to the entire mass instantly. The problem of a common man is discussed in participation involving him and expert panels and related officials with various contrasting views opinions and ideas for a clear agenda. The pros and cons of each issue are being debated and the general audience also gets to know the world he is living in. A layman finds his representation in this forum. Every nuance of life is being placed before the table for various brainstorming processes and the individuals are given

the privilege of establishing a decision about that problem. People are very much conscious of their planet.

Infotainment programmes facilitate a social environment where communities gather, meet and interact and share information for a constructive purpose. This generates awareness in improving the community in all aspects of life. This establishes a shared knowledge of human experiences and observations. Infotainment programmes create a liking for the topic of interest with these creative ingredients; thereby an environment of wider audience coverage is established.

Issues related to farmers suicide, various cricket scams, one rank one pension, land acquisition bill, various rape cases, various political scams, the beef issues, various bomb blasts, cross border terrorism, petrol hike, brain drain, Clean India programme, Make in India programme, Digital India, custodial deaths, same-sex marriage, legalizing homosexuality, live-in relationships, crimes against women, capital punishment, various agreement treaties between foreign countries, the Sri Lankan Tamil's crisis are a few of the common national and international issues that were showcased on the public forum and brought to the limelight. These were staged in the public domain where the public or the common citizen can put in his viewpoints and stands. For the past two decades, the news is not just the reportage of events and happenings but views are added to it. More than mere journalism the recent years have found opinions been synthesized for a varied dimension of thoughts. It's not just the monopolizing of the media persons or the politicians or policymakers or the big business people's captivation, the common people have a share of their voice on the media, on topics which are very much related to them. There is no need to depend on someone to advocate for them as they have got a chance and space to air their views. Nowadays infotainment is part and parcel of news. It's very much true that mass media has made a tremendous and remarkable social revolution (K.B.Datta 2007).

Thus infotainment programmes contribute to greater standards for development communication. To bring out a social awareness or a social change, even individual personal awareness, change of one's attitude, beliefs and values has to be impacted and this is possible only through dissemination of knowledge and understanding. This dissemination of knowledge and understanding is made possible only through information.

1.5 TELEVISION AND EDUCATION

As discussed earlier, the teaching technique has taken different morphology and transformed its structure as infotainment which is further extended as edutainment. UGC, Audio Visual Research Centre (AVRC), Jamia Millia Islamia, National Film Division Corporation and Indra Gandhi National Open University (IGNOU) all telecast regular education programmes on Doordarshan. These programmes are very much useful not only to school and college children but also to doctoral researchers and scientists too.

Education TV lessons were conducted as INSAT 1B went into space in support of Education in India through UGC media centres - Education Media Research Centre (EMRC) and (AVRC) while Jamia Millia Islamia of New Delhi presented UGC higher education and titled it "Country-wide classroom in 1984 also contributed much in rural development and fulfilled remarkable duty in distance education (D.K.Gupta, 2006).

Following Doordarshan, STAR groups and other private channels also come out with innovative slots for these education infotainment programmes.

Education Television was initiated for reaching out to the semi-literates, persuading change in everything from primary health to higher education, first started in India in 1991. UGC conducted lessons and classes and IGNOU ventured into education programmes. Channel Gyan Darshan started its educational broadcast on 26 January 2000 (Sudhir Soni, 2013)

School TV programmes started in 1961 from Delhi and rural programmes on 26 January 1967 promoting education, social education, agricultural information, health, co-operatives and panchayat Raj. For school and college students, programmes were prepared by the Central Educational Technical Institute, Delhi.

Educational films were made to instruct and awaken the public minds. Hindi programmes titled 'Aao Parayer'; 'Kutchh Kar'; and 'Dikhayaer' brought a revolution in the literacy campaign. 'Paani Bachaiye'; 'Bijali Ki Bachat' and 'Bharat Gas' carried out initiatives to save and stop wasting valuable resources. AIDS awareness - abstaining from unsafe sex, 'Sarak Niyam' educated on road safety and other programmes concentrated on rural schemes, Govt. policies and vaccination drives against Tuberculosis, Malaria, Jaundice, Mumps and Chicken Pox, Polio drops and various others.

Thus it is evident that television not only teaches academics but also moral life and social life. Films Division which was established in 1948 produces educational and cartoon films for various departments and conducts festivals.

Experimental TV hit Indian homes on 15 September 1959 to study rural upliftment and community development. Similarly, Satellite Instructional Television Experiment was launched with the help of the United Nations (UNESCO) and the Indian Space Research Organization on 1 August 1975. And a private channel, 'Entertainment and Sports Networks' (ESPN) was also launched exclusively for the entertainment of the audience (Malahan P.N., 1913).

Tutorial CDs and software's and study materials have replaced traditional books and notes. Sounds, pictures, graphs, graphics, voice, music and colours added interest and easy understandability of the subject lesson. Abacus is a manual mode of entertainment education.

This infotainment is not new to the world, only thing is it has gone a step ahead and transferred itself to electronic media. The olden methods of infotainment education were riddles and puzzles, learning the poem by rhyming and rhythmic songs, dance and action studies, word and picture, games, painting, carving, sculpting, demonstrations, models and miniature creation, practical labs, exposure trips, expert panel discussions and counselling, question and answer hours, tips from personal experiences, celebrity and dignitaries invitation, achievers advice, workshops, symposiums, competitions and lot more.

Suman C. Raman a notable social and political observer, critic and educationist has hosted a lot many quiz programmes for school level students. The school heads,

teachers, students and parents showed much interest in these quizzes and encouraged the children to eagerly participate. The programmes nourished knowledge in young minds and inculcated the thirst for learning and widened their education avenues. The questions were of aptitude testing, IQ (intelligent quotient), Logical reasoning ability, academics, general awareness, current affairs, history, memory value, situation handling, presence of mind and problem-solving skills.

1.6 SOCIAL ADVERTISEMENTS

There were times when people used to shift channels when advertisements were telecasted. This was because whether the viewers were going to buy the product or not, it was too boring for them. Long gone are such days and today people sit back with their attention captivated by the fascinating both social and commercial advertisements – no matter what their buying intentions are.

Social advertisements were very successful in this genre and contributed much for women's empowerment, gender equality, voting our duty and right, skill development, anti-dowry campaign, pesticides, anti-drug campaign, cancer awareness, tax payment, safe driving, land legal awareness, education, moral values, family planning, the right age to marry, polio vaccination, re-habitation for the AIDS victims and children of AIDS victims and their recognition and identity as a fellow human being in society, against female infanticide, anti-corruption, water conservation, health awareness (AIDS awareness, filaria, malaria, dengue, tuberculosis, jaundice, cancer, sex awareness, heart attack, infertility, skin problems) and we can keep adding on and on. Most of these crises were completely eradicated and the rest have been reduced to controllable percentage capacities. "Pulli Raajaakku aids varumaa" this ad went viral on all media and was successful just because of the infotainment nature of the treatment. This was fruitful only because of the tireless efforts of media content just presented more interestingly and effectively of infotainment pattern.

1.7 FEW INFOTAINMENT PROGRAMMES ON TELEVISION

Apart from traditional information and entertainment programmes, few channels have taken the initiative to bring about infotainment programmes to keep entertaining at the same time disseminating a certain percentage of information.

1.7.1 Doordarshan

The dryness of traditional (routine) information based programmes however important they were still made it uneasy for the viewers. It lagged in 'interest'. All the programmers' efforts lost value as the earlier forms of production were made inside the studio and bombarded the viewers with yawning and sleep inviting question and answer talk shows.

Even in a classroom situation no one can concentrate more than 15 minutes, which is the reason that a class period is confined to 45 minutes, with a change of subject and faculty and sometimes the classroom itself.

Few of the education institutes use open-air classrooms for environmental change and industrial visits for field exposures and expert lectures to get more information apart from a regular classroom inside the four walls. For this very reason, we use different pedagogy that includes, quiz, discussion, debate, speaking for and against, arts, crafts, cultural events for exhibiting our learned knowledge, exhibitions, seminars, presentations, PPT and audiovisual equipment (Ronald B. Adler, George Rومان, 2006) and this is what was adhered to by Doordarshan for its programme “Kaanboom Karpoom”, “Kanmani Poonga” a lightweight learn-while-you-play programme for kids which proved to be very successful for more than two decades.

"Vayalum vaazhvum" (Farming and life), is an important aspect of Doordarshan's programmes. They take the studio into the fields with hands-on information as live telecasts from the farms and farmers and also giving them a lot of expertise and knowledge from researchers.

Even the weather forecasts have been dramatically visualized to create an interest in the subject matter.

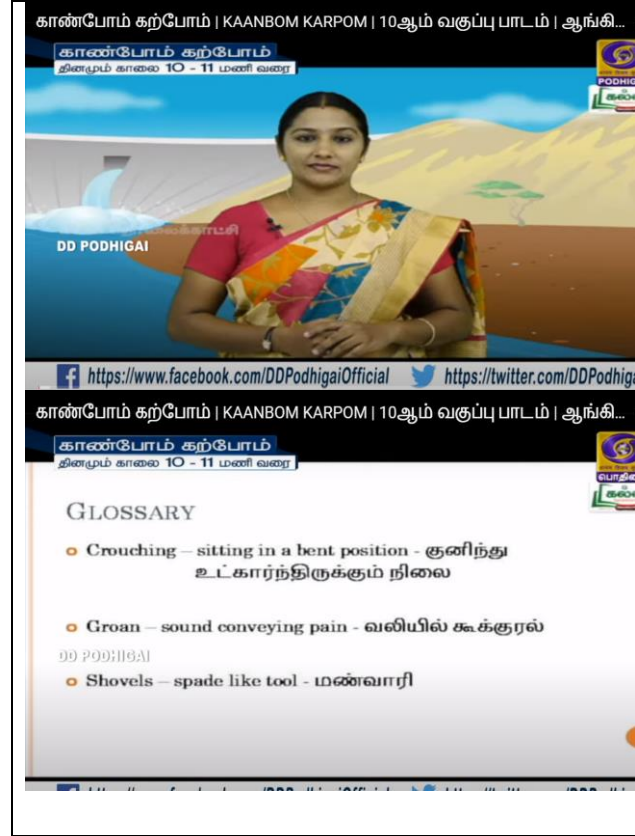


Figure 1.7.1 Images of Doordarshan education programmes

Source: Author photographed.

1.7.2 Jain TV

In India, it was Jain TV to launch "infotainment" as a mixture of entertainment and politics in 1993. Jain TV was the first to conduct opinion polls of election at that time.

The political campaigns were made in the form of folk dance; the parties used film songs in favour of their parties, along with notable dialogues of films, video clippings, photos and voices of their favourite earlier leaders. Famous film personalities showed their faces and canvassed in favour of certain political leaders which was very much creative and elicited a lot of appreciation from the public domain. All these were capsuled into few minutes of running documentary or news real or other forms of canvassing in an infotainment format. The parties even used the popular music of films and put in their political campaigning lyrics for gaining increased popularity and easy reachability, to enable voters to identify, recognize and relate to the message instantly.

Election analysis and pre-poll analysis were done and are continuing to be carried out in a very creative manner. Thus infotainment genre was very much significant even in political campaigns.

1.7.3 Makkal TV

Makkal TV is an information-based channel that telecasts a lot of information and education programmes. This channel also promotes traditional, agricultural, farming and cultural content.

1.7.3.1 Assembly

Makkal TV conducted a more innovative programme on how a state assembly should function or function. The programme sets a model of how the assembly proceedings happen. The performers are just schoolchildren. They have been trained on the structure and formalities of an assembly proceeding. The topics they take up are the interests of both national and state issues. For this purpose, the children get themselves well trained on the subject matter and educate themselves and their viewers too. This activity also creates a social concern and social responsibility amongst the students and the viewers by and large. This is a very powerful programme in enlightening and nourishing young minds to the constructive growth of future leaders and governance of the country. They set a model for a developing society.

1.7.4 Zee Tamizh

An entertainment channel is Zee Tamizh, mainly backing on film based genres, serials, chat shows, cookery and a few others.

1.7.4.1 Nil Gavani Sol is an exclusive programme that covers contemporary issues and events along with the opinions of the public and experts, and the genre is infotainment. The participants of this programme come from all age groups and samples from all walks of life. The highlight of the programme is the guests who are the experts as a focus group and represent the society of the topic being discussed. Also, these guests are experienced on the topic given and they share their views, opinions and knowledge. They analyze the height, breadth, width and depth of an issue. People are allowed for exhibiting their emotions, jokes, laughter, serious arguments, and cries adding colour to the show.

1.7.5 Vijay TV

Vijay TV is a hardcore entertainment channel with most genres as Film-based serials, chat and talk shows, reality programmes, cookery etc.

1.7.5.1 'Neengalum Vellalam Oru Kodi'

“Neengalum Vellalam Oru Kodi” a 90 minute Tamil game show is an adaptation of Sony pictures television "Kaun Banega Crorepati" and the English version, 'Who Wants to be a Millionaire?'. The first season was hosted by actor Surya and the second by actor Prakash Raj started its telecast on 27 February 2012 and ended on 12 July 2013. This is one of the TV programmes that won high TRP ratings. The successful run of this programme drew heavy sponsors. The programme was highly challenging intellectually though in instances few backed on their flukes and luck. Amidst seriousness and tension, the programme also had soft relaxing components like the understanding and sharing of the participant or players' personal, professional and family memories, happenings, instances and challenges and how they encountered and dealt with them. This programme gained much popularity and was the talk of the town then and even today. No one would ever forget this remarkable programme both as information and as fantasy. The highest scorers were Kamal Haasan and Gouthami with rupees 50,00,000 and Suriya with rupees 50,00,000. Sometimes the questions were very silly and many times tough.

1.7.5.2 Grand Master “Yaar Manasula Yaaru”

In the year 2005, there came up a unique programme - a grandmaster show titled “Yaar Manasula Yaaru” telecasted at 9.30 PM. The host G.S. Pradeep challenges the participants that within an allotted 21 questions he would find out the personality or the place or an event one has in his mind, failing which the winner would be awarded one lakh at the success of the last level. For this, the contestants should be well-informed and knowledgeable about the 'thought' they are going to game with. This is a reverse quiz, a first of its kind in the history of television and it made for a grand success and was a household name all across the global Tamil audiences.

1.7.6 Sun TV

Sun TV is entertainment plus information channel but mostly inclined towards entertainment genres while very few programmes are of infotainment content.

1.7.6.1 “Kodeeswaran”

Kodeeswaran hosted by R. Sarathkumar was an earlier show with a challenge of quiz questions. Each of the channels having a gamut of similar shows to win over the market struck a chord with audiences persuading them to watch their programmes, to increase viewership ratings for the advertisement revenue business and to be the topmost among all other channels. It was considered a natural industry survival competition.

1.7.6.2 Kaiyil Oru Kodi, Are You Ready?

The official adaption of the British game show, The Million Pound Drop Live. Runs for 90 minutes. The original ran between 10 March 2012-2012. Translated in English, “Ten million in your hand, Are you ready” the show was hosted by Rishi produced by Endemol production company.

Game rules:

The game composing of prize money of Rs. 50,000 for answering seven questions having a trapdoor for each question. The time limit for each question was 60 seconds within which the contestants have to prove their bet. In between each question, there was a space for interaction and debates and though the time limit was at the discretion of the producers it was usually between 15 to 50 seconds. Each of these seconds amounted to an entertainment room by itself, for a serious tension-filled intellectual game.

Reception:

Kaiyil Oru Kodi, Are You Ready? Was one of the most successful shows of the year than all of the Tamil shows and Sun TV got a commendation in the press for their choice of Rishi as the anchor for grabbing audiences’ attention.

1.7.6.3 Thanga Vettai

Hosted by actress Ramya Krishnan, Thanga Vettai was another quiz programme that even includes families as group contestants. Though the programme tested the pulses of the contestants it was made a little subtler by easing the mindset of participants, making them feel more at home by creating an environment and atmosphere that was truly an informal one. Lots of fun, cracking jokes, exchange of personal likes and dislikes, passions, desires, relationships, events and incidents of moments and memories and lots more were talked about and shared to relate with the contestants and the spectating audience as well.

The most important entertainment elements were the dressing of the anchor, the jewellery she wore, the makeup, hairstyle, the 'too much of talking', the sets all complementing to entertainment values.

1.7.7 Jaya TV- Jackpot

Kushboo the bubbly girl during the 90s was the most adorable actress then. This was the most important selling point both for her star value as well as her ability as a personality who could get along with the featured families and easily relate to the womenfolk as well as the opposite gender besides the attractive nature of the programme itself. This actress also had the same marketing values as Ramya Krishnan the host of Thanga Vettai. Though the game show had less to do with knowledge and intelligence, it was based on common sense, thus giving that little introduction to information and knowledge as an initiative as infotainment deviating from the same old monotonous information programmes or complete wasteful cinema based entertainment programmes. Launched in 1999 Jackpot was a puzzle-based game show that rocked the television industry in those days. This programme took little initiative to make the people think at least a little instead of sitting back viewing the same film-based programmes for hours together which would hardly fetch any useful knowledge and was everyone's favourite up until then.

1.7.8 Puthuyugam TV-'Vina Vidai Vettai'

Running for 40 to 50 minutes approximately, by genre a quiz show on Puthuyugam, Vina Vidai Vettai tested the knowledge in Indian culture, sports, current affairs, history and politics of the contestants. This reality show is a quest in search of knowledge where there's no room for copying.

1.7.9 Vasanth TV

Vasanth TV is one of the Tamil entertainment television channels, though not at the top list of popularity as a commercial television is surviving in the television media business.

1.7.9.1 Sigaram Thodu

Sigaram Thodu is a science-based education (infotainment) programme telecasted every Friday at 12.30 PM with a focus on technology. This is a very innovative concept

where school and college students showcasing their inventions in all fields of life. This programme encourages young minds for their aspiring thoughts, scientific and technological know-how, ability and creative potential. This programme initiates industrialization, modernization, safety, security and better living of the society. Sigaram Thodu identifies, acknowledges and exhibits talents to the world thereby creating an opportunity as a business and also a useful contribution to the human community.



Figure1.7.9.1: Images from the programme Sigaram Thodu on Vasanth TV

Source: Author photographed

1.7.10 Other Programmes

There are few other television programmes though not infotainment programmes but had the ingredients of the infotainment content.

1.7.10.1 'Satyamev Jayate'

'Satyamev Jayate' actor Aamir Khan's debut programme on television was one such programme that stood for social cause and social awareness and won many hearts for its initiative for social change.

1.7.10.2 Bournvita Quiz Contest

A programme that turned the television climate was Bournvita Quiz Contest. When the world was addicted to complete film-based entertainment killing the time with no

intellectual inputs Bournvita Quiz Contest set forward to both educate and to entertain and was appreciated and watched wide across the country.

1.7.10.3 Hum Log

A milestone soap opera in the Indian television industry was this commercial saga of HUM LOG. Thirty years have passed and still, the impact it made in the Television industry cannot be forgotten. The main success of this serial was that it showcased the reality of every home and how they struggle to get away for a happy uncomplex life. It was India's first soap opera and it is still an icon. The episodes had elements like women's empowerment and all the common man issues like alcoholism, unemployment, gender discrimination and even smuggling and how the family encounters them all. This was also a learning stage for the viewers to understand how to handle such situations in their life. Directed by P. Kumar Vasudev and written by Manohar Shyam Joshi telecasted on Doordarshan from 7 July 1984 the serial was filled with information and entertainment making it a grand success Jeff Crider (1987).

1.8 COMMUNICATION THEORIES

In studying media it is most essential to be aware of various communication theories and communication models. The communication theories help us to have a wider view of all possible connections between the topic of the study and the relative theories for better understanding and the right application of the specific theories for the theoretical framework.

1.8.1 Rhetoric Theory

Most of the communications models and western theories originate from Aristotle's Rhetoric. Rhetoric is an effective way of speaking that is communicating using all possible ways of persuasion. Rhetoric according to Aristotle is built up of three important elements 1) the speaker 2) the speech 3) the listener. Infotainment uses all possible means of effective communication, the speaker - who speaks, the speech - the topic of the talk and how he encodes the message, as well as the listener - the target audience of the message.

1.8.2 Hypodermic Needle"/ Magic Bullet Theory

“Hypodermic Needle Theory” is commonly known as “Magic bullet theory” states that media has direct unlimited power on the recipient and can bring out an immediate change just as magic on its audiences. This theory pronounces that audiences accept media effects immediately without hesitation. Most of the politicians make use of this theory for their election campaign, for example, the BJP earlier promised and put front the "Shine India" programme. In the same way, the same government came out with anti-corruption policies and recovery of black money and this proved to be a worthwhile use of the theory and Mr. Narendra Modi became the Prime Minister of India. Similarly in Delhi Mr. Kejriwal when faced with parties of more than 40 years standing was able to overthrow them and grab the capital as Chief Minister, being the leader of only a fledgling. The same belief is carried towards the Clean India programme as it acknowledges that hypodermic needle/magic bullet theory could bring an immediate change towards keeping the country clean and tidy. Mass media infotainment programmes also imply the same theories of their communicative objectives. According to this theory, messages worked as bullets shot by institutions on the minds of the audience and changed their thoughts 'just like that, effortlessly. This was because people had no power to think or they were not allowed to think on their own (Ahuja A.K., 2014)17,187,188; Sachin Bharti, 2008 p160c)

1.8.3 Uses and Gratification Theory

Uses and gratification theory originated in the 1970s based on socio-psychological effect, adopts a positivistic approach and claims that people integrate media in their own lives. As a proponent of this theory, Elihu Katz's notion was that people use media for their benefit. This means that media should meet the needs of its spectators. The theory, “Uses and Gratification” explains that people use media to satisfy or gratify themselves. It is like using a product and the result would be either you are satisfied or not. Here if we view particular media content and after viewing/using if you are satisfied or if the media content is useful to you then it is claimed as media gratification. This gratification can be accomplished only when the viewer's need has been met by the exposed media message. Only when the media content is useful to a person and he is gratified by the message and

its benefits, a change is likely to happen in him. Infotainment programmes interestingly disseminate useful messages to create a social awareness for a societal change.

Everything in the world is for business, marketing and sales. Here the selling product is knowledge, meaning to create awareness in society, and the cost invested for this sake is the tool of infotainment. Information has become a commodity, an item or product to be sold in the public market. The content of media is perceived as a product or commodity these days as any other product or service. Earlier, audiences were considered as passive who accepted everything that was laid before them but according to this approach, audiences are active. As a consumer of media products, messages or information's people can evaluate the content and make decisions. Leung, L. & Wei, R. (2000); McQuail, D. (2001).

Uses and Gratification audiences' needs and gratification are categorized into:

1. Active audience and media use are goal-oriented.
2. Links need gratification and media choice of audience.
3. Media compete with other sources of need satisfaction.
4. Individual audience members can give data that will set up the goals of mass media

1.8.4 Media Dependency Theory

Sandra Ball- Rokeach and Melvin De Fleur Originally Proposed a theory called “Media Dependency” which postulates that we rely on media for information to attain certain needs or achieve particular goals. Media dependency theory is an extension of uses and gratification theory with a subtle difference between them. This theory looks at the goals of the audience and caters to their needs (Grant et al., 1998). According to the theory “Media dependency”, the more a person is depending upon media to fulfil his needs the more important will the media be to him (DeFleur and Ball-Rokeach, 1976). This is evident when a person wants to choose a Course or University after higher education or choosing a profession after academics or advice for stock market investments. This theory is very important for those who depend on the media for knowledge or decision making.

Infotainment programmes contribute to the needs of their audience who solely depend upon media to instruct them and to get advice and clarification for their doubts and queries. Answers sought for complex questions and ways to get away from problems.

1.8.5 Thorndike's Reinforcement Theory

E.L. Thorndike articulated Reinforcement theory in 1911 and the idea is that any behaviour or response is increased by encouragement with reasoning. Reinforcement influences behaviour. Reinforcing is in another way called encouragement or appreciation or emphasis and acknowledgement or complemented or establishment of a behaviour or response as a result of the stimulus. Many of the infotainment programmes help the viewers to reinforce and ascertain their concepts.

1.8.6 Albert Bandura's Social learning theory

Bandura conceived that we learn by observing others. As media is a representation of society and depicts the happening in the society, we the audiences tend to learn from media. This theory states that we learn by direct experience or by observation of others behaviour (Amit Abraham, 2011)

Infotainment programmes become a platform for the audiences to look at them, into the various topics and learn from them the experiences and opinions shared by his own fellow man that has and is going through similar situations (Jakusczak and Walters. RH, 1959; Bandura A., Ross. D and Ross. S.A. 1963),

1.8.7 Social responsibility theory

Started in Europe and taking shape in 1949 Social responsibility theory was designed formally by Siebert, Peterson and Schramm in 1956. This theory emphasizes more on social concern and responsibility rather than presenting mere facts. Going a step further it also codifies that truth should be presented by not just reporting but interpreted based on reality and performing a detailed investigation and uncovering the reality behind each case with clear explanations. This helps in maintaining social order and secures society from evils of corruption, discouraging all evil deeds and establishing social harmony. In a way, it can be said that social responsibility theory believes in accountability for the public will.

1.8.8 Personal Influence Theory

The outcome of the study of the US presidential election by Paul E. Lazarsfeld of people in 1940 is Personal Influence Theory. Personal Influence Theory states that the interpersonal relationship of people had greater influence than mass media and that it reflected greater influence on decision-making as discussions were with opinion leaders, in which audiences obtained advice from them through informal communication.

1.8.9 Media Responsibility

Media refines its message, has moral values and encourages moral values for shaping our lives when conflicting opinions encounter in a common platform for an open debate where opinions, controversies, emotions are expressed freely and clearing all contrary notions and stigma. The truths and principles help in shaping public policy.

1.8.10 Watch Dog and Gate Keeping

This theory is similar to Libertarian theory or Free press theory. WatchDog emphasizes that truth can be arrived at only by the freedom of speech and diverse views, and free press is highly essential to the society upholding the dignity of individuals.

Gatekeeping is checking what information flows inside and what goes outside. Unbiased and social consciousness should have adhered with all fairness

1.8.11 Vicarious Pleasure

Vicarious Pleasure is the pleasure or joy one gets out of looking at someone's activity and relating himself in his place. This happens when we are incapable to perform an act and are seeking an outlet - vicarious pleasure comes to our aid. We feel one with the performer and assume that we are performing the deed.

Most television programmes especially talk shows help others to get relief through vicarious pleasure associating him or her with the topic in discussion, where their points are represented and embraced. The media has become the spokesperson of the voiceless. This is a good initiative and the media also brings out public opinion which is very important in arrival at commonness and removal of redress.

1.8.12 Catharsis Theory

Otherwise called cleansing theory, Catharsis theory came from a Greek word meaning purification, purification of emotions. Mostly related to the release of negative

aspects, thoughts and negative emotions instead of reaching saturation and bursting out, the psychological pressure is vented out enabling a relief. Infotainment debates and talk shows provide a cleansing therapy for the highly emoted, to preserve their temper, reducing or removing psychological stress. Lucas, DW (1977).

1.8.13 Healing Theory

Healing theory is the psychological relief one gets as he is been soothed from the scars and pain of bad experiences and symbols. The treatment for such psychological healing can be another psychological, which is emotional medicine that wraps and knots the deep cut wounds or even a physical touch, words or gestures that in any way touches the emotion of the psychologically hurt person. Generally, involving in counselling, listening to one's grievances and queries, building positive and constructive thinking, will power, emptying of bad or negative records and retrieving and adding good memories, recovery of positive signs and progress and hope, removal of agony and trauma and more of other therapy treatments.

Infotainment talk shows are a 'Good Samaritan' in treating the minds of psychologically wounded or sick people giving hope as a good companion with brotherhood and compassion looking at each of its viewers and caring much with extreme social responsibility.

1.8.14 Maslow's Hierarchy of Needs



Figure 1.8.14 Maslow's Hierarchy of Needs

Source: Google

The basic needs of a man as we know are food, clothing and shelter. But there are other dimensions of needs. The needs to be recognized, a state of identity, pride, sufficiency, being accepted, enjoy the fantasy and so forth.

Maslow has derived the concept of multiple needs and designed a format of the same as a flow chart. This is called Maslow's hierarchy of needs, much studied by psychologists and sociologists and communication discipline members B N Dash and G M Tripathy (2005); Daft, R.L. (1997); Maslow, Abraham (1943) and McCoy (1992). Communication helps satisfy several needs in our lives and few examples are physical, identity, social and practical needs (Ronald B. Adler, George Rooman, 2006).

1.8.15 Laswell communication Model

According to Laswell, communication has three functions.

1. Surveillance (surveillance of the environment)
2. Correlation (correlation of the components of the society)
3. Cultural transmission (cultural transmission between the generations)

1. Surveillance

Media performs a vigil of what's happening in and around the society and alerts and teaches the society and enlightens its awareness.

2. Correlation

Media programmes correlate the topics discussed or debated with our own personal and public components of Life. Media selects the information, interprets and criticizes facts and figures, revealing ultimate and hidden meanings and significance of such messages.

3. Cultural transmission

Media as a mirror reflects the beliefs, values and norms of our society. It performs the role of transmitting one society's traditions and customs to another group. This transmission unintentionally and intentionally helps in the preservation and passing on of our values to other communities and to our generations to come while helping in cultural transactions and heritage carry over.

1.8.16 Osgood's Model

Osgood's communication model of 1954 directly attributes to infotainment talk shows and can be associated with audience participatory programmes as at one point of time the source becomes the sender of the message and on the other, the receiver becomes the source of a message and the earlier source takes the turn of a receiver making the debate and discussion interactive and lively for exchange of wider knowledge and keeps the communication process dynamic.

1.9 Press Laws- RTI (Right to Information)

The right to communicate is a fundamental human right. The United Nations have declared that the right to information is a fundamental right of a human being.

The Right to information act of 2005 by James Michael advocated freedom of information and the right to information. Freedom to Information means feeling free to import and export information with no fear of being penalized. And Right to Information is the nature of the free flow of information (Sharma K.C, 2007). The Indian constitution guarantees the freedom of speech and expression according to Articles 19; 20; 21 and 22. This freedom of the press is accepted by Human Rights.

The concept of a free press is that the responsibility of the press is to make available to the readers the information on present and current events and be impartial in maintaining the moral standard. Media ethics amounts to imparting information, giving guidance, analyzing news, provide entertainment and public service works.

Infotainment programmes open doors for free flow of information and a platform for debate, discussion and expression.

1.10 Opinion Leaders

Lazarsfeld and Kats identified that Opinion leader as channels of messages to reach society. An Opinion leader is a thoroughly influential person by media who understands the media, the message, meanings and the motives of the message and spreading the content of the message to society.

Infotainment programmes stage opinion leaders to give clear viewpoints on the topic of discussion.

1.11 Public Opinions

Public Opinion is the viewpoint of any common person. A reasonably informed person is he who can bring up a lot of aspects on the topic under discussion (Raj R.K., 2009).

Because of public opinion grey areas are brought to the limelight as an unwinder of truths and mysteries. It should be understood that not all of the expressions are known to us, so it is good to seek public opinion on critical issues for the benefit of problem-solving. (Sanjay Gaur, 2006).

1.12 About Vijay TV

Started in 1994 as Golden Eagle Communications and later bought by the STAR network, Vijay TV ranks first among all Tamil channels in entertainment and infotainment. Vijay TV telecasts a variety of reality shows, games, chats, debates soap operas, film festivals, competitions and contests, music and concerts, current affairs, movies and other entertainment and infotainment programmes too. Monopolizing the entire Tamil channel industry, it remains unbeatable for the past two decades. Being the number one in commercial business in the media industry it can sustain the market status through the content and the way of presentation of each of its programmes. This channel has its dedicated audience and has the highest TRP rating compared with other channels. It is the favourite channel of Tamil audiences and has a massive global following. Vijay TV covers India, Sri Lanka, Singapore, Malaysia, Vietnam, Japan, Hong Kong, Canada and the United States and has received tremendously positive feedback and is much adored.

As a full-fledged entertainer, Vijay TV also informs each element of life in a niche manner. They have taken the entertainment psychology of the international television viewers into consideration and treat important values of life in infotainment mode, catering to the maximum use for the society. It uses the channel power that is its audience reception power and brand loyalty to pass on important information with goodwill, to create social betterment in all walks of life. Vijay TV is the number one ultimate entertainment channel in the Tamil language.

Collective ideas and opinions are drawn through group communication (Keval, 2010) Speaking is the most efficient way of solving all problems and this is what the great

leaders of the world believe and say so. The world also moves in this notion only and that's why still negotiations happen between leaders and agreements happen. How much ever contradiction occur speech is the most effective tool to put all clutters away though there may arise even heated arguments too. By speaking we find solutions. When this speaking expression is lacking then there arises a commotion and chaos. Misunderstandings can be cleared off by speaking, setting new broad outlooks. Certain programmes allow you to speak with no holds and hesitation which you were denied or lacked in your family, among your relatives, at business spots, in classrooms, and neighbourhood and get new knowledge of living.

1.13 BARRIERS TO COMMUNICATION

The use of television programmes breaks down the Psychological barriers of Self-Image, Resistance to Change, Defensiveness and Fear, Linguistic and Cultural barriers of communication making way for communion and stability of social interactions.

1.14 MOVIES

Slumdog Millionaire

As much is known about this movie Slumdog Millionaire for its story, success and Oscar awards, a key point in that movie is to be noted. We all know that the plot of the story is based on the infotainment game show Kaun Banega Crorepati. The nucleolus of the movie was the turning point when the boy is taken into custody on suspicion that the boy had used unfair means to tell the answer arguing, "How could an illiterate boy answer such hard and intellectual questions". From this, it's very clear and authentic that the questions asked in the game show were intellectual and quite tough to answer making a lot of thought processes necessary and involving a lot of homework before coming to the contest. This programme was all entertaining, informative and educative Sengupta, Mitu (2009)

1.15 SCHOOLS OF COMMUNICATION

The early 20th century found the emergence of a lot of schools to teaching related to communication where there were no or fewer communication theorists then, hence psychologist and sociologists studying the significance of communication in their

respective disciplines have contributed both intentionally and unintentionally to the founding of communication theories and schools

1.15.1 FRANKFURT SCHOOL OF LEARNING

Frankfurt school of learning formed in the 20th century in 1923 from a Marxist background in Germany studies the effects of mass media on society. Establishing the role of media in influencing one's psychology, thereby shaping his thought and behaviour media is represented as instruments of power and exercise social control. Frankfurt school studies the roles expanded by mass media in stabilizing the public sphere revealing blind spots for excellence and better socialization and social wellbeing. This theory is directly linked with the uses and gratification theory of media and viewers and other outcomes especially the positive impact and influence of the exposed programmes (Ursula, 1974).

1.15.2 TORONTO SCHOOL OF COMMUNICATION THEORY

Toronto School communication Theory is another theory that deals with psychology i.e. thought and communication. This theory describes the prime function of communication in structuring human culture and designing the human mind.

1.16 SOME OF THE AWARD-WINNING INFOTAINMENT PROGRAMMES

Asian Television Awards **11/14/2009**

Best Infotainment Programme

- 2012 MAY FOOD KEEP US TOGETHER - GROWING OLD WITH CHINESE
- 2011 CHINA'S EXTREME SKYWALKER
- 2009 THE NEW ANATOMY SHOW(NHK)
- 2008: "All Things Paper" by Channel NewsAsia, MediaCorp Singapore Pte Ltd
- 2007: ANTI FRAUD SQUAD – SWEEPSTAKE SCAMS (PUBLIC TELEVISION SERVICE)
- 2006: "Where the Queue Starts" by MediaCorp Pte Ltd, MediaCorp TV Channel 8 (Singapore)
- 2004 "Love House" from Munhwa Broadcasting Channel 11

1.17 WHY INFOTAINMENTS?

Everything in this world needs to be sold out. For selling, marketing is essential. Even for a good thought or idea or good counsel the skills and techniques of marketing are

undoubtedly important. In marketing, we follow AIDA meaning, Attention - Interest - Desire - Action. Here the foremost elements are attention and interest. If only a person's attention is grabbed then we can make someone look into our information. For this attention-grabbing, attraction is achieved i.e. the information is made attractive. Next comes interest. It's not the result if one's attention is grabbed, but it should make the person go through the content. How could this happen? The secret lies in that the message should be designed such as to create an interest in the audience or viewer. This is to get hold of the viewer and keep him going deep into the intended information.

An infotainment programme is 'information food' prepared with 'entertainment ingredients', garnished with the right capsule and presented with a neat flourish in a manner to make the recipients salivate.

1.18 “WHY USES AND GRATIFICATION THEORY”

The communication theory, “Uses and Gratification” was adopted for this research because this theory draws the needs and motives of television audiences in using the infotainment media to achieve a selective desire. Moreover, the gratification outcomes in using the media are also analyzed. Critical comparisons are also made between the expected gratification for using the media and the perceived gratification after using the media

1.19 CONCLUSION

From the literature review we interpret, infer and conclude that media as an informer, instructor, educator and motivator or persuader and as an entertainer has contributed much for the awareness of the society in all manners and all possible sectors available. The mode of infotainment is much appealing for better communication and to keep the audience on track and intact with the message letting go of uneasiness and boredom of talkative and instructional programming which most of us hate and run away from.

Complan and Horlicks are good for children but some of them do not like it for the raw taste still it is so important to be given for nourishment. So chocolate and other flavours are added so that the child drinks it enjoying the taste, with good aroma and colour too. Likewise good message content has to be given with all the recipes of entertainment to avoid stress and rejection and to ensure acceptance of the message with

all wholehearted liking. Infotainment in such a genre and its contribution to mankind in terms of social awareness is essentially needed to be analyzed to exploit the medium extensively for the growth and furthering of consciousness in the society.

1.20 NEED OF THE STUDY

Television had become a primary need of human life, a commodity and a source of media engagement. Media and its audience are inseparable and hence scholarly studies have been conducted worldwide by many academic disciplines. But to the fact, not much literature is available on infotainment programmes both in the national and international arena. Similarly, the uses and gratification theory is also not been so far applied to infotainment programmes. Hence in the Indian context, it was found the need to investigate the people's motives for watching specific television programmes to a particular television genre the infotainment and more precisely on Tamil programmes. Hence a need arose to explore people's motives for using infotainment programmes to meet their specific needs and a great urge to have a scientific temper in TV programmes.

1.21 RELEVANCE OF THE TOPIC

By identifying what uses and gratifications respondents sought and obtained through infotainment programmes aired in Tamil channels, this study sought to reveal motivations and insight as to why respondents actively use infotainment programmes. Since the nature of the infotainment programme and the audiences are diversified, the results can be generalized and extended to a larger population.

1.22 SIGNIFICANCE OF THE STUDY

This research is very significant as it unveils the connection between psychology, the audience attitude and behaviour towards watching Tamil Infotainment television programmes. Also, it throws light on the television viewing motives and patterns of various demographic, geographic and psychographic segments. This study explores the intentions for watching infotainment programmes and analyzes the gratification sought and gratification obtained as a result of using the media. This study connects the television audiences, television media, infotainment genre, uses and gratification theory as the theoretical framework and the conceptual framework and a language programme hence will be much helpful to academicians, media owners and social observers.

1.23 RESEARCH GAPS

From the rigorous review of literature, it was found that

1. No study was made on television infotainment programmes and Uses and Gratification theory.
2. No study was so far conducted on Tamil television programmes about audience viewing motives and patterns.
3. No research was conducted on Tamil infotainment programmes and these research gaps paved opportunity for investigation in the unexplored areas.

1.24 OBJECTIVES OF THE RESEARCH

1.24.1 General objectives

The general objectives of this research are to explore the nature of Tamil infotainment programmes and their relationship with television audiences and the application of uses and gratification theory.

1.24.2 Specific objectives

1. To assess the various factors which motivate viewers' preference of watching infotainment programmes
2. To assess the gratification sought and gratification obtained after watching infotainment programmes
3. To evaluate the perception of viewers regarding audience involvement in infotainment programmes

1.25 HYPOTHESIS FOR RESEARCH

H1 There is significant relationship between information and entertainment in watching infotainment programmes.

H2 There is significant relationship between motives and watching infotainment programmes.

H3 There is significant relationship between similarity of motives for watching infotainment programmes and the perceived gratification.

1.26 JUSTIFICATION FOR CHOOSING CHENNAI AND TAMIL NADU

Chennai is one of the major cities in India and was once the 3rd major city in India is also the capital of the Tamilnadu State. Chennai is a multi-faced city with Industries, Education, Health care, Employment and occupation, Tourism, Landmarks, Lifestyle, Trade, Politics, culture, language, Science and Technology, Transportation, communication, Media, city planning, and Ethnographic groups, art, landmarks, literature, library, journalism and governance and administration, initiatives in employing new schemes and policies, infrastructure, press, sports and lot more. Chennai is also a city of a Heterogeneous population with diversified geographical segmentation and varied demographic profile occupants. Adding importance, more of the media houses and channels are established in Tamilnadu and are having their head office at the capital city Chennai. So Chennai has become the hub of media. The Tamil language is one of the ancient languages of the world dating to 300BC. The Government of India had in 2004 declared the Tamil language as a “Classical Language”. The contribution of the Tamil language to literature and society is significant. Tamil is one of the official languages in Sri Lanka and Singapore and is taught in Singapore and runs Tamil medium schools. Tamil is spoken and in everyday use in Pondicherry. The Tamil language is spoken in Singapore, Malaysia, Indonesia, Maldives, Sri Lanka, Canada and the USA. The Tamil language is being taught in Canada, Singapore, Malaysia and other countries and is been recognized as one of the national languages in many countries hence gained a worldwide TV audience from the above-noted countries. The role of the Tamil language and Tamilians is inevitable in the freedom struggle, fight against social injustice and social and nation-building. Political contribution is more from Tamilnadu to the Centre holding the highest number of representatives from the State. Hence the choice of Tamil programmes and Chennai city where the Tamil language is the main regional language proved appropriate to research Chennai.

1.27 SCOPE OF THE STUDY

This research was conducted using both quantitative and qualitative research methods. The nature of infotainment programmes and that too with special reference to Tamil programmes was analyzed. Furthermore, the motive for watching television programmes particularly infotainment programmes and the patterns of television viewing

were also analyzed. The factors that determine the use of media also has been examined both wide and deep. In this research, the use level of a medium for a particular need and the gratifications expected before using the media and the perceived gratification after using the media at various levels were also investigated. Dealing with media and society, the primary data collection would help in understanding the television viewers in television (media) audience studies from the original data source. Research samples included almost all the categories of demographic audiences in Chennai. The sample area is an urban area with a mixture of all demographic segments includes suburban, rural people, and slums apart from audiences in the mainstream city. Chennai is divided into three regions namely North Chennai, South Chennai and Central Chennai. The target audience was a heterogeneous group drawn from a diversified population in Chennai hence understanding the psychology and the media use of this heterogeneous group is very salient. Since the research was confined to the researcher's native land, the researcher was able to understand the respondents of the sample selected and communicate to them in their mother tongue. Familiarity with the local language gave the researcher an in-depth and nuanced understanding of the program and allied media. The communication theory "Uses and Gratification" was also applied to probe media and audience relationships. This research was confined limiting to the framework of Tamil infotainment programmes and uses and gratification theory, analyzing the population in and around Chennai city. This research would offer valuable inputs to academicians, media personals and social observes at various levels.

1.28 THEORETICAL FRAMEWORK

The communication theory Uses and gratification is applied to this research to examine the need and motives of the viewers in using infotainment television programmes. Uses and gratification theory is been used to study the ways viewers use media. The theory also investigates the satisfaction of the viewers after using the media. This theoretical framework reveals how audiences use media than media using audience, television viewers as active audience and selective in television programme exposure.

1.29 CONCEPTUAL FRAMEWORK

The pictorial or visual representation of the relationship between the need motives otherwise called gratification sought/expected and the use of the media that is the various

infotainment programmes and the perceived or obtained gratification as the net outcome is presented as the conceptual framework. The need motives comprise of nine factors with three statement items for each of the factors amounting to 27 statements are considered for this research study.

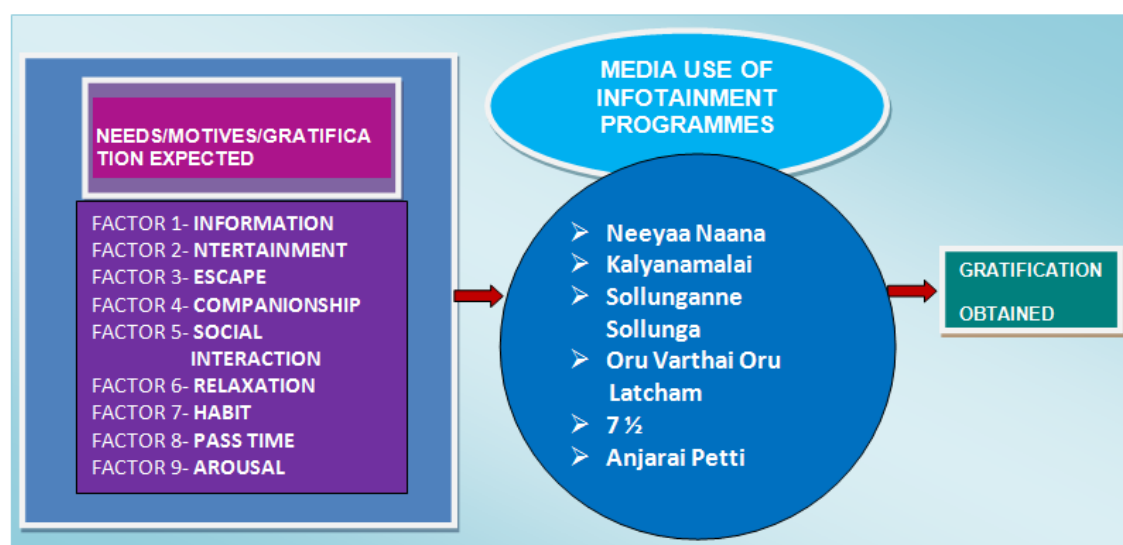


Figure: 1.29 Conceptual Framework

1.30 LOCALE OF THE STUDY

Tamilnadu Particularly Chennai was chosen as the locale of the study since Chennai has much significance in the Indian subcontinent. Earlier, almost the entire south India was named as 'Madras Presidency' and till today even after the partitioning of the states based on language still Chennai the other words Madras is being the capital city of the state Tamilnadu. Chennai comprises native people along with migrants from other districts, cities and villages of various parts of Tamilnadu state and still adding to Chennai are people belong to Karnataka, Andrapradesh, Kerala, Punjab and other states from all over India. Hence Chennai is clustered an of the heterogeneous population comprising of diversified lingual, cultural, traditional, racial, ritual, spiritual, ethnical, emotional, sentimental and psychological segments under one roof with greater population density who in majority know Tamil language and watch Tamil programmes.

1.40 CHAPTERIZATION

Chapter I – Introduction: This chapter deals with the background information about the thesis for introduction and salient features of the research such as infotainment programmes, “Uses and Gratification” theory, the need of the study, the relevance of the

topic, social significance of the study, research gaps, objectives presented, hypothesis, scope of the study, theoretical framework, conceptual framework, the locale of the study and chapterization. This chapter provides the overall rationale of this study.

Chapter II- Literature Review: In this chapter, the background history that is the existing international and national research works of literature on infotainment Programmes are reviewed. A scholarly analysis of the available research works on uses and gratification theory in application with television viewing is made. The motives and patterns of television watching and television audience relationships and the viewers' involvement are also studied from the earlier scientific research literary materials.

Chapter III- Research Methodology: This chapter deals with the methodology that is the methods and materials adopted and applied in this study. This chapter explains briefly the pilot study and identifying the communication scales for the main research questionnaire. This chapter also outlines the proposed objectives, hypotheses, variables of the study, research design, sampling methods and techniques and statistical instrument tools for data analysis and interpretation.

Chapter IV- Data Analysis, Interpretation and Inference: This chapter details the data analysis of primary data sources. This chapter exhibits the results of the survey with suitable statistical tables and presents the findings and observations in scientific patterns. The inferences of the study are displayed while the objectives and hypotheses are answered. The samples' demographic features, exposure to infotainment programmes, uses of infotainment TV programmes and gratifications of infotainment programme services are analyzed.

Chapter V- Key Findings, Suggestions, Limitations and Conclusion: This chapter provides details on the important and key findings based on the data analysis of the collected samples. This chapter also provides implications of the study, Limitations of the study, recommendations to the media owners and all those who are involved in television production, suggestions for future research and the overall conclusions.

CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

This chapter deals with the scholarly background materials on infotainment television programmes. An attempt was made to examine the infotainment genre, its nature and its application in both foreign and Indian contexts. This chapter also probes into the findings of infotainment programmes from the research of international and national perspectives. Likewise, the studies related to uses and gratification theory is analyzed from the preexisting research manuscripts. The communication theory uses and gratification, media and audience relationship, television viewers' motives and patterns of using the media, the selective exposure attitude and behaviour of television audience, the expected gratification and perceived gratifications are discussed in this chapter. The factors that contribute to television media watching are also analyzed in this chapter. Thus this chapter leads to identify research gaps for this present research conducted.

2.2 INFOTAINMENT TELEVISION PROGRAMMES AS STUDIED BY FOREIGN AUTHORS

Amanda Alencar and Sanne Kruikemeier (2016) investigated the amount of audiovisual infotainment features present in European television news narratives via content analysis of 639 samples on six primetime TV newscasts of Ireland, Spain, and the Netherlands for 3 weeks in September 2013. From the analysis findings were the technical features were more in Spain and Ireland than in the Netherlands and more presence was seen in commercial broadcasts than public broadcasting yet no clear pattern of infotainment technique was used.

Paul T. Alonso (2012) introduced the term "critical infotainment" to categorize the trend of satiric infotainment which is the outcome of the unleashed abundance of tabloidization and the culture of celebrity centered satirical infotainment presentations.

Paul Alonso (2015) made a qualitative study and also reviewed Peruvian infotainment TV shows. The research explored the ways of sensationalism incorporated

in media during Alberto Fujimori's government between 1990 and 2000 and the evolvement of TV infotainment shows after 2000. The research was built upon the theory of media spectacle, infotainment and tabloidization and revealed that there was a blending among journalism, entertainment and politics and this new culture became popular thereby the traditional notions deteriorated moving towards and escalating on the face of softcore political infotainment communication news strategies.

Bakk. Komm. Maria Vögele (2011) describes the evolution of infotainment programmes as a symbiosis of information and entertainment and defines it news for everyone at the cost of quality loss with human interest topics like politics, economics and society also on topics like sports, scandals, conflicts, horror, terrorism, and other popular entertainment in tabloid form. Triggering the psychological and emotional aspects of the audience infotainment uses all sorts of narrative and also studio production technologies to attract people for economic and pride and prestige prospects. The researcher notes the characteristics of infotainment as computer-generated audio-video effects, rhetoric headlines, a rating driven commercial television, physical appearance, thrilling, amusing and exciting applications where the presentation becomes more important than the content making an artificially induced hype in the programme. "Infotainment" most often works well particularly with celebrities, gossip and rumours and about famous personalities as an interesting feed for the media consumers which would not be possible to reach for common people as people are always haunting for vicarious pleasure, catharsis and voyeurism.

Tomás Baviera and Lorena Cano-Orón (2017) analyzed the second screeners' immediate emotional reaction to the infotainment programmes concerning pre and post-political campaigns and confirmed that the second screeners were highly emotional when their favourite or own parties were mentioned and at the same timeless emotional discussion on candidates' personal lives. It was also found that emotional and personal issues were focused much more than ideology.

Geoffrey Baym (2008) made a content analysis review paper where he notes infotainment as a cluster of multiple programme types blurring the distinctions between information and entertainment genres. Geoffrey Baym finds infotainment is the cause of

the decline of hard news which was socially responsible, citizen accountable and related to public affairs and arising soft news which was entertainment-centric but imitating the news structure. The researcher accuses that entertainment has encroached on the information based news domain thereby lowering the status, values, norms, morals and ethics of traditional news which is news deception and injustice to the civic audience who trust and respect news which earnestly disseminates information with community interest. The researcher also notes that news was designed and structured with the entertainment elements like the change over from content to entertainment, featuring anchors, special effects visual and audio graphics, the combination of politics with business shows, public affairs and popular culture and factual and factual news patterns.

Richard Benjamin (2004) astonishes a situation, to what extent the realism of media coverage on sensational teenage crimes has overlooked the realism of teens portrayed in a crime film. This kind of sensational teen crime has pulled the youth audience as an infotainment genre.

Uli Bernhard and Wilfried Scharf (2008) made a content analysis on three daily regional newspapers to compare the amount of entertainment in political journalism between then and the 1980s and the findings were that political articles held larger entertainment than it was in 1980 adding to it the political; information decreased most drastically. And with the point of democracy theory, infotainment can be beneficial as fewer situations hence entertainment cannot be ignored or lessened its importance.

Berrocal et al. (2015) analyzed to evaluate the economic news outlets on the daily newspapers, El País and El Mundo. They found that manipulation was done in every aspect of news building that would be appealing for audience conception. The content analysis on the above-said newspapers exhibited that the infotainment technique has become a common formula in reporting on economics. Not only employing framing, dramatization, personalization, emotionalizing and speculations but also journalistic subjectivity instead of reliable sources of information.

Rada Bogdan (2018) about a Romanian show hosted by Sabin Gherman on the Look TV the researcher made a study in connection of serious television news programme with

that of the new trending satire infotainment genre, the situation of complaining infotainment as lessening the subjectivity in reporting thereby against national interest and lost grounded principles of journalism by the encroachment of entertainment materials.

Göran Bolin (2014) rejects the argument that recent trends of debates have consumed the information tradition for economic benefits in the form of entertainment thereby affecting the political environment. The author sees journalism on the perspective that entertainment is neither eating journalistic code nor the political sphere but rather journalism has become much autonomous freedom and dominates both serious information and entertainment television news.

Frances Bonner and Frances Bonner (2003) appropriate the term infotainment analyzing the mass-market Australian magazine on the nine determining characteristics of infotainment values. Conventionally they saw information was aptly placed in service sections and entertainment on the feature story section where most of the features combined information and human interest elements.

Gregory Borchard (2018) traces the early infotainment in broadcast and film right from the beginning of the American revolution extending up to over two centuries of American journalism exhibiting the narrative of news on events, institutions and people who contributed to the journalism industry. The author Gregory A. Borchard mentions that journalists had their way of storytelling, reporting and performing critical analysis in the form of infotainment.

Mark Boukes (2014) ascertains that politics, citizens, and the media relationship are pervasive in the current media scenario with the conflation of journalism and entertainment. With the advent of commercial television competition, the fragmented viewers seek different media concepts which the media is forced to cater to the viewers' tastes pulling the public who are uninterested in politics and current affairs. Hence such programmes are audience centered with sensationalism, human interest topics, narratives and presentation style and studio technologies.

Mark Boukes (2018a) mentioning the rapidity of studies on political satire for the past 20 years, the researcher notes that studies have been conducted on the audiences, content and its effects as an infotainment format while most of the studies were borrowed from journalism and political science.

Boukes (2018b) puts light on the media atmosphere in the process of agenda-setting with increased political satire as a high economic source pleasing the public as infotainment format.

Gill Branston (1993) examined the application of 'infotainment' and 'tabloid TV' in the context of contemporary television production. The study considered the ways 'infotainment' and 'tabloid TV' was administered in Americanization; British Public Service Broadcasting traditions; the mixing of information and entertainment informal education and postmodernist celebrations comparing the role and accountability of the earlier British Public Service Broadcasting and the then-contemporary television programmes. The results revealed blurring of lines between information and entertainment was highlighted which destabilized the television journalism news environment.

Kees Brants (1998) identified infotainments as a result of the commercialization of news for business competition and that political information was downgraded with entertainment values and also alerts on this "infotainment scare" on regular news structure regarding 1994 election campaign in Northern European countries.

Kees Brants & Peter Neijens (1998) studied political communication and television narrative. Their research explored the way politicians used media for political campaigning. The researchers conducted a content analysis for continuous 6 weeks on three public and two private television channels and found that more than three-quarters of television appearances of politicians were on the traditional informative programs while traces of infotainment pattern was also observed. The researchers in this research introduced the "infotainment scale" and also the analyzing entertainment ingredients in the content, format and style in different television programme genres and they concluded that all the information programmes considered for their study had some entertainment elements.

Judith I. Buckingham (2004) emphasizes the outlook of infotainment concerning news making connecting it with criminology because of the conflicting perceptions on the portrayal of gender discrimination and violence against females on television programmes.

Mary Beth Callie (2007) mentions that the visible contrast between infotainment and serious news and the blurring of the borders of the two genres which was most evident on the news coverage of the American reality show star Anna Nichole Smith's burial reflected the silliness of news media and journalistic ethics for ratings and business

Nereida Carrillo and Carme Ferré-Pavia (2013) researched to analyze the hybridization of television genres. With the Theoretical framework, a convergence of information and entertainment political media content in Catalonia was analyzed for elements used in entertainment while disseminating electoral information during the 2010 Catalan Parliament electoral campaign. A sample unite of 240 was taken to explore the electoral campaign (12–26 November 2010). The conclusions arrived were the topic and the content, description of the political participants, personalizing emotional language as infotainment news content.

Ho Ting Cheng, Hanguan Shan, Weihua Zhuang (2011) took the television-based infotainment genre to a mobile-based infotainment application into the automobile industry with the social consciousness of road safety

Anastasiya Chepornyuk (2018) made a functional stylistic analysis on Ukrainian television news in terms of infotainment, emphasized that this new genre of news pattern is the new trend. He also notes that this particular genre has a lot of special features embedded in it. He also notifies that infotainment news was presented in amusement formula. The important aspect he traces is that the genre sets a paradigm to change the information space as this genre emerged in American media space in the '80s of the 20th century and expanded to outside the United States a popular format. The features of infotainment news were stylistic trails, the irony of discourse, emotional and expressive presentation with video support and choice of the theme. This infotainment news genre gained popularity among its audiences and the viewers were able to differentiate between

traditional news structures and this entertainment-based news structure. The unique linguistic feature added attention to the news recipients as well as the linguists. The researcher also found that enrichment in a language is due to the vocabulary used in news television.

Alice R. Chu (2004) names Taiwan television infotainment programmes as a pop culture where the political information is communicated with a remix of information and other elements of anxiety for sub-genres like call-in programmes in which crisis issues are ritualized catering to the public's appetite.

Ruxandra Coman (2013) highlighted in this research the strategies adopted in infotainment news during primetime. The study focused on the rhetorical use of words as an important element of entertainment. This study exposed the means newsmakers create an informal environment softly presenting news creating a social impact on its audience. The research analyzed a case study of infotainment telecasting on private channels during high rating periods.

David M. Considine (2001) mentions that the rating race and cut-throat competition, feeding the excitement need of the audience all in the form of infotainment had replaced reliable neutral and reasonable coverage of the information.

Jodi Dean (2001) sees publicity, democratic politics and infotainment seeking society are all entangled to one another where surveillance and entertainment fuse with features of sentiments. Further, the media productions, interest groups and rhetoric concepts are inclined to the public to a particular viewpoint which is preventing the public's right to knowledge.

While there is an accusation on the media part for diluting the essence of information concerning political discourse by journalists in the name of infotainment, Michael et al. (2001) emphasized the essentials of political infotainment as either the researchers avoided or gave lesser importance to it.

Sonali Dutta (1996) mentioned that infotainment television programmes as worthless cheap entertainment content designed merely to satisfy the huge fantasy mass which has no credibility or validity.

Hakan Ergul (2018) states that the rhetoric strategy of intimacy and feel at home were the main features of television in Japan as people adored and related with this emotional aspect both on media and in their real life. This emotional aspect was effectively utilized by Japanese television channels where the programmes were constructed such a way the audiences are inclined and intact to the infotainment treatment which binds and brings forth together the people belonging to diversified geographic, linguistic, non-linguistic, visual, and emotional components also the individuals in the family are brought together to watch a single programme at a time where they share televised intimacy.

Şakir Eşitti and Mehmet Işık (2014) made a case study as content analysis on a particular website to examine the amount of information in satiric infotainment. The research aimed to rule out the accusation that infotainment gives less or no importance to politics, economics and society but focuses on only sports, entertainment and scandals. The researcher's objectivity was to ascertain that infotainment does reasonably contribute to information flow and is got social responsibility.

Carme Ferre-Pavia and Catalina Gaya-Morla (2011) aimed their research to assess the influence of political infotainment programmes in expressing people's perceptions about politics. Their research focused on the satirical political television programme called 'Polònia' being screened on Catalan television which was a new development that lead to viewer ratings and the format was termed infotainment. The controversy of this programme was that it turned from the regular hard news to a soft sarcastic, satiric, humorous, mock show on politics. Their results also suggested 'Polònia' programme to reinforce the previous political malaise.

Shalom M. Fisch (2012) refers to infotainment as a connotative term "lite" an educational content to be relayed on broadcast television while instructional TV programmes are meant for school usage, both serving to promote children's academic learning through the educational television medium as outside classroom teaching with the electronic mediated device.

Dan Gilfillan and Daniel Gilfillan (2005) registers to draw standardized models for infotainment that characterized the then commercial radio the Austrian Kunstradio project in

1987 initiated to connect with artists through technically inaccessible telecommunication networks.

Berrocal Gonzalo, Redondo García, Martín Jiménez & Campos Domínguez, (2014) made a content analysis on the infotainment programmes telecasted on six important channels in Spain at prime time. The results were that infotainment shows held a prestigious rank among channels but had distinctive features like humour, drama, modern technical appliances to kindle sensationalism to consolidate viewers. The conclusions were infotainment in TVE 1 was higher than Antena 3 and Cuatro television networks.

Alexander Gorke (2001) marks that journalism and entertainment is an integral part of public communication directed by preference and reference code respectively. The author points out that the attraction on public communication is based on the essence, facts and events as it has occurred of journalism message while the entertainment is based on the horizon of contingency and the author finds the topic a challenging one for the need of the hour.

Doris A. Graber (1994) made a qualitative study on the framing of news content. The researcher intended to evaluate the quality of the political information the routine television supplies its audience and to what extent the same news is being sensationalized diluting the seriousness of the information content also examine the role of news creators in dramatizing the factual reporting. The news producers were given the task of constructing news for specified events and were told to explain their news frames. On hypothetical grounds both the actual news and the ones meant for the task were compared for the questions who, what, where and when which were to be answered to the public. The findings were that the why and how had slanted presentations which were deliberately dramatized for entertainment reasons thereby lessening the importance of the information value.

David Grondin (2012) sees the competition between TV channels in presenting entertainment news in the form of infotainment as a new media centered cultural war. The research highlights the news presenter Jon Stewart's "The Daily Show" programme in political coverage. David Grondin points out the re-enacting and satiric infotainment narrative of political news stories which do affect the American journalistic mediascape.

Hackett et al. (2000) reflects two important public perspectives of media, one being media criticized for its negative roles, complain journalists for being liberal about serious news as “infotainment” and bias while media is just a propaganda tool and the other is with all the above-listed suspicion, media is got trust on the mainstream television and newspaper news from a reasonably higher number of people.

Ferenc Hammer (2008) mentions the negatives of infotainment being compromising on information for personal economic prospects.

Carey Lynne Higgins (2005) analyzed the content of late-night newscasts in Portland concerning social responsibility and infotainment. The author emphasizes the role of journalist media in informing so that people can make their own decisions focusing on policies, government economics and other important relevant hard news. But in contrary, compromising on the ethos news in the form of infotainment has induced entertainment abstaining from the very goals of a socially responsible news source by providing flashy fashioned dramatic and fantasy audience catchy soft news which diverts the audience from the need of the hour which is disinformation, missing information and misleading information. The findings suggested the threat and the need for the newscasters to reevaluate what they present as news with more accountability to the society who are the potential viewers of their programmes as infotainment styles adopt gimmicks in their presentation styles and less concentrating the worthiness of news.

Todd Holden (1999) mentions the traditional, cultural, ethnic, emotional, inbuilt in reality show form of infotainment food competition shows. Douchi a food infotainment show is the topic of study the researcher has taken to relate the television production strategies and newly emerging narrative approaches, the aesthetics and audience integrity.

Ibrahim, Y. (2007) showcases that soft news and infotainment programmes has deeply disturbed the integration of personal narratives and trivialized politics since before long years. These programmes have incorporated eyewitness shows, event-driven shows, pseudo-events that were orchestrated by the media including natural disasters, terrorist attacks.

Jebril et al. (2013) conducted a quantitative and qualitative study on both newspapers and television news shows. The effects on political cynicism by privatization and personalization through infotainment contents were distinguished separately.

Rodney H. Jones (1998) noticed that the intention to create awareness on AIDS when two celebrity victims voluntarily presented on media was degraded in the form of infotainment

Lynda Lee Kaid & Christina Holtz-Bacha (2008) referred to infotainment Political Communication as a new concept of mixing news with talk shows, seriousness and fun using production studio techniques. TV programmes being accused of blurring the difference between information which is associated with knowledge and citizenship and entertainment which is associated with fun, distraction, passive consumption elements and the researcher also gives a new point that the politicians became popular by appearing on infotainment news.

Rrezart Lahi (2015) introduced a democracy influence on political advertising (D.I.P.A.) to investigate the influence of democracy on political advertising spots comparing the countries Albania and Kosovo with Greece and Italy. The findings showcased that political leaders dominated the new democracies and that the new differed from the old democracies in video style or the issue and the way they motivate people yet the new democracy did not create higher negative spots.

Lauren Langman (2016) differentiates hard news as serious nation-building, social uplifting, and wellbeing, and information regarding social benefits and society centered, creating awareness, educative, and instructing from the soft news which is concerned about personal and private lives, gossiping, chats talk shows, lifestyle, history, health and news related to amusement and entertainment. It is noted that hard news is slanted for political purposes for entertainment sake with the shades of infotainment-based media content to as to gain popularity to have more consumers/viewers as a media business to cope up with the competition. An important point Lauren Langman emphasises is that the role of human physical beauty being utilized by projecting attractive news presenters on screen for news reading where few of them become celebrities drawing public attraction and an infotainment element themselves. Here another important factor is the humorous appeal for personal pleasures has greater relevance for media gratifications.

Jenny Lawson (2009) denoted food and feast reality programmes as infotainment show stuffed with curiosity, sensationalism, voyeurism, sentimental and emotional, self-disclosure and other forms of visual and emotional treats.

George Lazaroiu (2008) points out to other authors statements that the internet had crossed geographical boundaries while television news is not fully information-oriented and that newspapers need not necessarily present only reality denotes that news media as a whole has declined in its objective due to infotainment intentions.

Lecturer, W. O., & Programmes, E. (2007) highlights that news media has a greater role in globalization for Africa's tourism business development which was possible through information and entertainment as an infotainment message carrier. This globalization of computer-based mass media has brought effective behaviour change in the tourism business communication strategy.

Zhu Liu and Bin Wei (2009) took their research to the next generation of digital infotainment studies from traditional television-based research. They studied the IPTV-Internet Protocol Television as new technology media space.

Kathryn Lofton (2012) made a qualitative content analysis on USA Today an American national daily newspaper to study the celebrity and religious forms of news reporting and its success in making religion a topic of public discussion. The news was structured in self-advertising (own oft-touted) style, short articles, cheery cartoon graphics and "easy to read" copies. Kathryn Lofton analyzed the way religion was handled in entertainment news.

Louis Bosshart and Lea Hellmüller (2009) mentioning the formation and the history of infotainment, which looks at infotainment in a positive, progressive and constructive manner. The author points out that infotainment is a normal happening in human communication with the symbiosis stimulation of cognition in information and emotional arousal in entertainment and also that infotainment has successfully invaded every aspect of society.

José-Carlos Lozano (2004) remarks that political marketing and journalistic media competitions forced television news to adopt infotainment format and on the content

analysis on one chronological week and one composite week Mexican television news programmes, incorporation of personalization, dramatization, fragmentation, and audiovisual effects features were evident. The same infotainment strategies were conducted on Canada and United States newscasts and the findings revealed that all the infotainment features were present here too with variations in the level of scoring in both US and Canadian newscasts.

Marcel Machill, Sebastian Köhler and Sebastian Köhler (2007) justifies that narrative form of infotainment news format would help the audience to understand and retain the news much better while it was argued and mostly condemned that infotainment news narratives distract and lessen the news value

James W. Marcum (2006) notes that increased learning achieved by the broad-gauged, self-initiated thirst for life and better living, healthier, contentment will be the formative characteristics of the society and not by the learning in a traditional classroom situation or education available everywhere or infotainment education.

Robert Marinov (2019) traces the academic interest in the term "infotainment" since then it was coined in the 1980s, the attempts to find more clarity regarding the term but the success was limited on various grounds. The researcher made a review report on the aspects of soft news programming; traditional news media; and infotainment. Robert Marinov made a few suggestions for future research and those were that researchers should attain conceptual clarity.

Echeverria (2017a) conducted qualitative research focusing on the coverage of presidential debates in the 2012 campaign. According to the researchers, journalistic coverage of elections was filled with conflict, scandals, horse race under the phenomenon of infotainment. Martin Echeverria conducted Content analysis on five Mexican national newspapers to study the framing of news related to infotainment. The finding revealed the news coverage focused on the politicians and assessing their performances giving reference to the contesters' political positions and profiles. The researcher finds this infotainment treatment of political framing as a significant feature of democracy.

Echeverria (2017b) observed media's election coverage at times pivots on scandals, conflicts and amusing anecdotes about political personalities instead of conveying useful proposals to the citizens. Aimed to find out the framing and analyzing the contents of Mexico's 2015 mid-term election news on infotainment lines the findings showed coverage was focused on the election's organizational processes and conflicts between the political constants; candidates and proposals were rarely represented. Moreover, it was found that the infotainment news genre was significant in election coverage but yet it did not predominate.

Gerard Paul Matthews (2018) briefs on the history of infotainment programmes. The researcher provides short notes that infotainment is the blurred mode of information and entertainment, presenting information in entertainment form as soft news on celebrity gossip, crime stories, and human-interest stories with a studio built visual and audio impressive features. And this dramatization was made to pull or fix the audience to it as for business prospects. This soft news was accused of depriving the society with its diverting, useless and unrealistic content which is also adorned by a certain section of viewers yet not the serious information seekers while the reliability, credibility and social consciousness of these media are doubted and questioned which would be a disaster on the media by its own in the long run.

Media Report to Women (1997) reports that the proliferation of cable channels contributed to the abundance of infotainment channels which mixes headline news, celebrity interviews and summer advice and such "newslite" topics constituted 7% of evening news stories in 1990 in America.

Michael Medved (1999) reports that television news is no more an information source but infotainment tilted towards entertainment. This shift in news presentation is based on media business intentions to draw the non-politically interested people towards political news with the elements pleasing to such television viewing targets.

Nicolae Melinescu (2015) denotes that news has a new approach of infotainment on economics, finance and political analysis and the structure of news production change in the way of gathering, processing and disseminating the same in a novelistic manner where the public was also aware of the shift from serious news telling to a piece of

entertainment-based news conveying as a requisite of commercialization. The researcher also marks the shift expected of new media also turning towards this entertainment-based journalism trade as infotainment.

Nicole Morell (2007) researched what news programmes and how they are presented through various qualitative methods and found there existed a place for objective, comprehensive news and the programme contained criticized comedy shows which provided a good opportunity for that day's headlines and debate topics.

Patricia Moy, Michael A. Xenos & Verena K. Hess (2005) analyzed the shift from traditional "hard" news to a "softer" tone of political news content by political contesters and the general civilians. The researchers found out that political infotainment programme structure enhanced audience political engagement considerably but at the same time not fruitful in all sectors and all the time.

Wayne Munson (1993) mentions that infotainment was not accidentally developed but intentional to grab the spectators attention who is got the option and attitude of browsing a variety of channels with remotes ready on their hands. Hence diversification of news to infotainment was inevitable.

Erik Neveu (2003) regarding the findings of earlier researchers initiated an analysis on the media functioning on political communication and the accountability to the citizens as the consumers of news media where there is a demand for rethinking and reconsidering for media, communication and morals as a democratic requirement which seems to be a threat and is the need of the hour. The author advocated and suggested developing examination and evaluation at a multidimensional level on the contents and talk-shows which were released from news houses which are essential for democratic construction.

An Nguyen (2012) initiated research with the question of whether infotainment was good for democracy. A national Australian data showed a prominent liking for soft news and news attachment among common people. The research finding revealed significant evidence of dilution of hard news and audience shifting to soft news which is a threat to democratic life because soft news hinders and diverts from the information necessary for

nation-building. It was also found that soft news other than sports showed less importance to issues related to hard news like the economy, politics, environment protection, and poverty in developing countries; rather they focused on gossips on the latest celebrities. Soft news was much adored by audiences irrespective of age and sex. The results also revealed that females had greater tastes for celebrity gossips, the latest fashion in clothing and similar soft news that were the main targets of marketers in the news business and it was also identified that the vulnerable were between 18-34 ages.

Jorg-Uwe Nieland (2003) raised doubts if information and communication technology have resulted in crossword or contamination. The author marks that infotainment as a buzzword in analysis on popular cultural developments in humanities and social sciences disciplines. The author further mentions that most information is distributed entertainingly as infotainment.

Jorg-Uwe Nieland (2008) coins a new term for the blending of political communication and entertainment into Politainment concerning infotainment. Denoting the style of news, linking political personalities and entertainment elements as Politainment the author says the style is adopted to elicit audience attraction.

Lestari Nurhajati and Endang Setiowati (2011) points out that marketing needs force leads to more freedom of the press and thus leading to greater audience choice of programme. The find was that people were forced to watch infotainment programmes whether they wanted it or not. The authors also cite a happening that the Indonesian Broadcasting Commission banned a biggest infotainment show because it reported invalid news which created a panic among people in two cities where the people complained to ban the news programme which duped for high ratings and other business prospects.

John Peter Olinger (1990) remarked that Alexander Cockburn's serious news report "Corruptions of Empire" was able to sustain being in contrast to the infotainment of a commercial format which was a new television programme that ruled over other genres.

Melissa Oribhabor (2014) studied the changes in the infotainment news packs on political journalists in print media where structured and unstructured interviews were conducted on selective reporters. The reporters were inquired of their experiences in the

journalism industry because of the prevalence of infotainment news programmes and the results indicated that infotainment considerably affected journalism because of instances like interviews with political personalities and other topics of human interest that kindles human emotions, sentiments and psychological arousal but the reports sustained by focusing on hard news.

Sara Ortells Badenes (2015) conducted qualitative content analysis and the results for the four different infotainment television magazine programmes were elements like live connections, camera movements and fast cut video editing techniques were employed to impact the new generation audience with audiovisual treatments.

Lukas et al. (2016) introduced a model to soften political communication to provide conceptual clarity which comprises sensationalism, “infotainment”, tabloidization, and eroding of boundaries of journalism so that the metamorphosis of political communication on media can be well understood.

Lukas et al. (2017) identified certain recent trends in electoral news coverage under the disguised term soft news which walks away from the media ethics, morals, norms, values and duties of enlightening the society with a socially conscious and social conscience thereby hindering people from performing democratic roles. The researchers also identified a multi-level framework and the elements being sensationalism, High level of soft news, infotainment, tabloidization and eroding of boundaries blurring the line between journalism and societal subsystems.

Anna Pätzold, Rami Zarife, Michael Wagner and Josef Krems (2018) took their research on infotainment to next level of the digital platform of mobile usage by vehicle drivers to usefully spent the time while driving without distracting as well as informing about the environment and traffic situations which were identified as the main motivational factor for mobile usage. The finding was the requirement for an extended infotainment function in the mobile for the drivers' usage.

פלג and Anat Peleg (2011) mentioned that the as the boundaries between political information, hardheads and light news, and entertainment eroded traditional barriers between news and entertainment is broken into infotainment.

Sibila Petlevski (2017) mentions the ethics and aesthetics involved in the news telling pattern of infotainment as cross-media from information and entertainment in the process of political news coverage. The author contradicts and argues against the statements of L.Van Zoone's book "Entertaining the Citizen" published in 2005 which said that fantasy narrative structures of political news presentations are a means of reaching the information to the public in an amusing way and that would encourage citizens to actively participate in political discussions.

Barbara Pfetsch (1996) probes into the consequences due to the deregulation of media and political news with a situation of competition between the public and the media channels. The findings reveal that this competition had an impact on communications related to politics on the public at the same time the commercialization dropped down the serious political messages from traditional news conveying and thus a new format arising as infotainment blurring the boundaries between information and entertainment.

Irene Photiou, Theodora A. Maniou, Nikleia Eteokleous, Elena Ketteni (2017) examined the characteristics of social responsibility in Infotainment Journalism during banking crisis times the reporting of stories were studied as case studies and content analysis. Qualitative and quantitative data analysis of framing and other various features of infotainment were examined and the findings showed infotainment characteristics rose predominantly during the crisis on humanitarian frames yet infotainment did not become a dominant mode of journalism.

Markus Prior (2009) focused to measure the media effects on its audiences and according to him, people who are exposed to news-based information were well informed to make decisions concerning voting on the other hand exposure to political advertising was found to act as vote choice. The researcher mentions about the blending of political comedy and infotainment increases political awareness which would be otherwise hard to reach the young people

Chad Raphael (2009) registers a wave of a trend change in American television programming overall describing it as infotainment emerging in the 1980s with the entry of "reality-based television," "tabloid TV," "crime-time television," "trash TV," and "on-scene

shows." These new television programme formats restructured the economics of the television industry progressively. The researcher focused on prime-time series.

Maurus Rohrer, Marco Kuhn, Eileen Kuhn, Jorgen Sieck (2013) introduced a computer-based indoor infotainment system that would help scientific institutions, academicians and businessmen to present their results both interactive and entertaining with new sophisticated technology, special features, variety, adventure, amusing, exciting and thrilling, aesthetic, fantasy and convenience elements attached to it.

Matthias Rose and Karlheinz Brandenburg (2009) analyzed infotainment from traditional television form to a shift of digital infotainment as a matter of digital technology invasion. According to the researchers, the infotainment ingredients kept on updating and incorporating newborn but hybrid technologies which are an aspect of amusement, convenience, sophistication, pride and prestige. The infotainment technologies comprised of TV sets, PVRs, media storage, features of photo video and sound screening, digital sounds, audio and video compressions, transmissions, varied formats, portability, handy, easy accessibility, distribution channels and a lot more to add.

Jordan Schildcrout (2014) mentioned that the American media carried narratives of homosexuals, gay and lesbians, murders, Serial killers and other related crimes which was a motivation factor as infotainment for psychological gratification and that many Serial killers had become celebrities. The researcher also mentioned the viewers' use of a television programme where the audiences seek psychological gratification which belongs to uses and gratification theory where the concepts of vicarious pleasure and catharsis theory are implied.

Britta M. Schultheiss and Stefan Jenowsky (2000) mentioning that infotainment programmes increased popularity because of emotionalizing the information presentation, experimented to check the effect of infotainment method of information content where the results showed an increased level of emotionalizing in presentation with reduced credibility of the information.

Norbert M. Seel (2012) mentions the importance of infotainment in education and learning as a creative and happy emotion of knowledge with fun. Notes the shift from

traditional teaching and learning methods to joyful, interesting and involved learning methods.

Michael Serazio (2018) conducted purposive and snowball sampling interviews with 108 individuals that included the equal distribution of Republicans and Democrats. Michael Serazio's study emphasized the exploration of the creative narrative part of scripting scenes for political campaigns. The findings revealed the shifting of traditional media formats to pleasurable infotainment genres which had messages with glamorous elements to draw people's attention. The aim of such programmes was scripting to drive for polling.

Mary Lyn Stoll (2006) analyzed the journalism media institutions and their moral obligations more specific to political discourse. Mary Lyn Stoll emphasizes the need for the loyalty of news media to the civic citizens by abstaining from offensive programming to create a vibe for political dissent. The researcher also emphasized the importance of morals and ethics marking that media had failed in its duty by interlinking journalism and entertainment for the sole purpose of profit-making. The researchers suggested that the ones who have the least access to media should be given more opportunities for media access and freedom of speech than those who already have it in excess.

Ray Surette and Charles Otto, (2002), mentioned that in recent years news and entertainment were combined and presented as infotainment and the line between news and entertainment were blurred gaining popularity and many difficulties prevailed in differentiating news and entertainment. Hence the researchers developed tests to measure refinement of crime and justice infotainment programmes. The result of the test was three infotainment dimensions of interest style, format, and topics had a different reception from the audience in terms of news and entertainment.

Takeshi Suzuki (2017) compared the relationship between the legacy media and new media, the kinds of news content that had greater news value and the contribution of new media infotainment channels especially social media sites for imparting messages for effective public diplomacy. The researcher concluded that the new media technologies have removed the partial physical distance and is playing a greater role in public diplomacy.

Claire Tsai (2012) mentioned a term, market-driven journalism for news culture that converted from information-oriented news to an entertainer news formula as a new emerging trend. This trend was observed to pull the audience for more viewership motives to cope up with the shooting competition. Qualitative analysis was adhered to by contacting interviews with the TV translators relating to the news items collected from television news channels of Taiwan it was found that the translations from the original newsprint had a different phenomenon if marketing agendas like sensationalism, tabloidization and other entertainment materials as infotainment.

Wilbert Ubbens (1999) notes the presenting of the past with the new educational media formats such as infotainment and edutainment as a contemporary teaching method.

Rodrigo Uribe and Barrie Gunter (2007) conducted a content analysis on British television news to find out whether sensational news elicits an emotional response from its audience and found out that news did have sensationalism and aroused emotions only in crime stories and politics but not much in other themes of news.

Robert Watson (2005) compared the traditional print media and the new televised and new media the transition from primitive man's cave carving to these modern infotainment communication methods while the researcher sees print media is thriving for survival because of the entry of its counterpart the rivalry infotainment with all sorts of audiovisual and computer-generated gimmicks.

Lan et al. (2016) notes up-gradating of infotainment from television to modern technology vehicle designing with computer interaction features of luxury cars.

Yeo-Kwang Yoon (2013) conducted a qualitative empirical study on how to customize a newspaper to edit its news telling technique to create interest and enjoyment being audience centered. The findings of the results the storytelling process in a newspaper editing involved finding the story and building followed by story setting and then storytelling as a model and the strategies elements of concept, content and culture.

2.2.1 CONCLUSION:

From the above literature analysis, it is found that foreign authors (excluding India) represented infotainment programmes as soft news. The researchers pointed out that infotainment was centred on the news programmes where the nature of the information was diluted, the narrative story was entertainment based structured by the directors, producers and other pressmen. According to the foreign authors, political news was much represented in and as infotainment programmes. Traces of reality programmes as infotainment was also visible. The literature lacked in terms of motives, patterns for watching infotainment programmes. Application of uses and gratification theory was not also applied in infotainment studies. The sensationalism of news programmes, psychological and emotional appeals were exploited in news programmes as infotainment making a spoof, entertainment and comical presentations for attracting the audience and holding the viewers intact to the news programme those who are often shifting channels thereby drawing higher viewership for business prospects. The researchers from their findings mentioned that news was distorted and the intensity of information was lessened. While few researchers complemented the infotainment programmes as useful in reaching out to the multitudes, attention-grabbing, a tool for information passing subtly rather than boring the audience, a concept of drawing the television audience or non-television audience to view a particular programme, as a new genre technology of educating the students as edutainment subgenre. Researchers also confessed that not all news or information can be presented in the infotainment genre such as accidents or natural disasters.

2.3 INFOTAINMENT TELEVISION PROGRAMMES AS STUDIED BY INDIAN AUTHORS

Anbarin Fatima (2017) marked that news values had become a revenue yielder using visual and sound in entertainment, sensationalism, suspense and informal news appeals where these techniques attracted higher viewership rating pointing out to Pakistani broadcast news as an infotainment news outlet.

Krishna. K (2012) mentions that television programmes have captured a huge audience to their various entertainment elements as the viewers prefer entertainment

elements along with educational elements for learning and this change of taste in message reception is popularly known as edutainment and infotainment.

Narasimhamurthy, N. (2014) pointing out infotainment, surveyed to find out the importance of television as a source of information and entertainment for youths. The results for the 100 samples between the age group 18 to 25 years were that newspaper and television media highly influenced youth's need for infotainment

Ursula Rao (2010) denotes the trend of commercializing news making and hence political organs have transferred to infotainment products exhibiting political criticism in a friendly approach.

Aherkar, Rajiv. N (2017) analyzed the facts and fancies adopted in infotainment comparing the stories of the two great Indian authors Rabindranath Tagore and Sane Guruji.

Sathyaraj and Ramnath (2017) researched the new multimedia application as an infotainment education pedagogy to evaluate the creativity improvement in the learning process. A random sampling of 30 students of the eleventh standard was investigated using mean, SD, 'T' test and correlation for the five creativity factors Preparing, Incubation, Illumination, Evaluation and Implementation in learning through infotainment application. It was found that the infotainment technique promoted considerable creativity in learning among the selected sample group and there was no difference in gender or locality in learning through infotainment strategy. The findings also concluded that the new technology via modern gadgets enhanced creativity in learning and the results are generalized that infotainment strategies had greater impact and influence in promoting creativity in learning even among low academic performers.

Daya Kishan Thussu (2007a) refers to the exploitation of war by dramatizing violence and deaths and also natural calamities and disasters to grab the audience's attention as an infotainment presentation.

Daya Kishan Thussu (2007b) mentions that the deregulation and privatization of the communication and media industry with news digital information and communication

technologies were the infrastructure on which the infotainment genre was built upon and to reach a global audience.

Daya Kishan Thussu (2007c) mentions that crime, celebrity and human interest stories sell more than political or policy issues and that news (information) as entertainment (infotainment) change itself as yellow journalism and tabloid press.

Daya Kishan Thussu (2007d) mentioned that despite exceeding the growth of infotainment programmes, this genre does affect the economic and political aspects across the globe.

Daya Kishan Thussu (2007e) notes that the infotainment news (soft news) model diverts the realities of neo-liberal imperialism as the soft news masks the hardcore serious news information.

Daya Kishan Thussu (2007f) argued that infotainment does divert and lessen the news value as infotainment and criticizes Indian news for being similar to Bollywood movies.

Daya Kishan Thussu (2007g) reinforced his previous research statements that the US model of market-driven television news has been globalised and adopted or adapted to fit the local characteristics of other parts of the world which have resulted in the political economy of media at different cultural contexts.

Daya Kishan Thussu (2007h) published a research book elaborating various applications of infotainment programmes yet all focusing on the political and economic aspects of the country and the media business as well.

Daya Kishan Thussu (2007i) mentions that the statements of the author about the state of television and its trivializing the public discourse were very much found among the journalists who were gathered in a seminar on the same topic. Despite the differences in the degree of emphasis and change the main theme of infotainment news television was all the same in terms of marketing harmful news.

Daya Kishan Thussu (2009) presents the danger of infotainment news television programmes which has obtained tremendous global acceptance and viewership all over

the world by undermining public journalism and public service broadcasting being a threat to the ideology of news in the form of soft news, lifestyle and consumer journalism making the news media a corporate colony.

Daya Kishan Thussu (2014) mentioned that the sudden and uncontrollable growth of news media has tightened the competition for TRP (Television Rating Point) to increase the audience for the programme and advertisement revenue and have deteriorated the news value as infotainment.

Daya Kishan Thussu (2015) traces out the history of infotainment mentioning it as neologism born out of the combination of two genres information and entertainment which emerged in the late 1980s in the US and became popular in the 1990s and found a remarkable mentioning in 1992 in Roget's Thesaurus. With the audience attitude to shift channels often this infotainment news style was utilized to hold the audience from rolling away channel to channel by the style of presentation of the news content, with visual effects generated by computer graphics, arresting footage, fast cuts, rhetorical headlines, anchored and presented by young and glamorous news readers particularly females to hold the audience to the news using emotional tempo.

Daya Kishan Thussu (2016) explored the nature of infotainment under the news flow from the Indian perspective. The study aimed to examine the efforts of Indian television news to reach a global audience. The author also registered there exist an imbalance in news flow from the Western to Southern countries globally.

Alandkar Nileshekumar Vimalnath (2017) undertook editorials of a few of the Indian English newspapers to explore the facts and fancies in literary journalism and noted that the columnists instilled literary and journalistic techniques to constitute a new journalism landscape of infotainment which is a contemporary scenario.

Qui Zitong (2014) refers to the power of infotainment strategy employing websites in mobilizing people to protest against the efforts to split China.

2.3.1 CONCLUSION

The findings from the literature of Indian authors on infotainment get along with the findings of the foreign authors. It is found that Indian authors also referred mostly to infotainment in terms of news and more specifically soft news. The implications from the findings of the Indian authors are that infotainment a new form of television genre has more of political communication made in dramatic, fancy and fantasy structure to please the audience for entertainment, gossip and time pass gratifications which have no value and credibility. The researchers also accuse of infotainment being unethical in diverting people from serious necessary information thereby failing in the duties of the media.

2.4 USES AND GRATIFICATIONS, MOTIVES, PATTERNS AND INVOLVEMENT AS STUDIED BY FOREIGN AUTHORS

Robert Abelman (1987) analyzed the relationship between television viewing motives and television viewing patterns in religious television use motive where uses and gratification are defined as active media audience. Abelman mentioned about two viewing patterns one being ritualized (habitual) and the other instrumental (information seeking). He found another pattern of television viewing motive as reactionary television use which is the result of viewing a television programme as an alternate medium being dissatisfied and having low associations with the other secular television programmes.

Arslan et al. (2006) conducted a cross-sectional study with stratified random sampling and the findings were children watched TV within the offered time and the time of children watching TV was longer where their mothers were not working and also that the time of watching TV increased as their age also increased.

Matthew D. Atkinson, Maria Deam and Joseph E. Uscinski (2014) points out that people are interested in emotional and entertaining stories than the real information and that journalists in their news also are choosy about both selecting a few of the events from the abundances that happen each day for two reasons, one is not every even can be represented in a single slot of a day and the other is the journalist have to fulfil the need of entertainment seeking viewers with human interest news or voluntarily create human interest in the way of

presentation and the selection of news items. The author also focused to find out the amount of information that is been disseminated through entertainment mode as an infotainment format.

Tiki Balas (2009) registers the disconnection between the news editors and the viewers of those television news programmes as both of their responses differed and what was considered as journalistic importance by the editors was not in the parameters of the viewers. Thus the programme failed to meet the need that is the uses and gratification of the audience.

Seymour Banks, Rajinder Gupta (1980) investigated the reason for children's television viewing behaviour and found that mediated socialization was the determinant factor.

Kristin M. Barton (2009) found a new gratification motive factor "Personal Utility" the rest of the other factors was vicarious participation, Perceived reality, Pass time and Social utility.

Anne Bartsch and Reinhold Viehoff (2010) researched the use of entertainment media to study the reason for individuals seeking emotional media experiences and the types of gratifications obtained from those experiences and found that emotions had gratifications on various levels.

Beloet al. (2016) found the time-shifting did not change the behaviour of skipping advertisements during live television consumption among the viewers.

Jonathan Cohen (2013) notes that people watch entertainment television not just for mere exposure to entertainment but also for the entertainment's ability to distract us from ourselves and reveal to us novel and exciting experiences of others. The researchers also noted that entertainment also expands emotional and mental lives beyond our personal experience and helps us to participate in community life.

William Cooper (2015) found the factors 1. Unwind to de-stress 2. Comfort linked with sharing family time like eating and even ritual viewing as habit 3. Being connected to the society, time and space 4. Experience 5. Escape and 6. Indulge-mostly with sexual content as motives for watching television.

Juliann Cortese and Alan M. Rubin (2010) devised scales to study the uses and gratification of the audience watching television home shopping programmes. The factors consisted of factors 1. Compulsive Buying 2. Parasocial interaction 3. Buying Behaviors with relevant statements/items. In a marketing television programme, it was found that the factor parasocial interaction had an important role in Television home shopping programme watching.

Neal and James (1980) investigating gratification stages reported that "four out of five cohorts maturing between the ages of 61-64 years to 65-68 years exhibited an increase in their use of television for process rather than for content." This process priority than content might be the need for time pass, escape, habit and companionship.

Marcel Danesi (2017) mentions that the theoretical framework examines the purpose and process of individuals converging media with the "Uses and Gratification" theory. The author also points out that the role of an audience according to uses and gratification theory is active rather than passive also discerning and motivated in their media use.

Mine Demirtaş and Ayşe Zafer Başkaya (2015) using the "Uses and gratifications" and "sensitivity" theories studied the audience's intentions for watching TV Reality programmes employing seven factors. The demographics of the samples were also studied to explore the audience motives for watching "O Ses Türkiye" a reality TV show. Men showed higher values than women for the motives Personal identification, Mood Change, Pass Time, Companionship, Social Interaction and Voyeurism while women held higher value for the motive Entertainment and Women watched Reality TV shows more than men.

Wenyu Dou, Guangping Wang and Nan Zhou (2006) investigated the media consumption of consumers belonging to two different regional places in China using the theories "Uses and Gratification and "cohort", the researchers observed that in one region samples were heavy consumers of entertainment programmes such as television drama and radio pop music and the other region consumers belonging to information based programmes. Hence there is a pattern of choice of programmes and as per the choice of media use.

Susan Tyler Eastman and Gregory D. Newton (1995) pointed out the pattern and motive of using the media influenced by an external media accessory the remote control device (RCD) where the punching, arrowing, scanning, jumping, inserting, and muting of RDC was most common.

Douglas A. Ferguson and Elizabeth M. Perse (1994) conducted a convenience sample to measure the television viewing structure before and after giving up the remote control devices (RCD) for one week focusing on the study where the way of television viewing was reinvented by the viewers by using the RDC. The findings revealed the samples that were deprived of RCDs were less motivated to watch TV thereby received lower gratifications from television viewing and regarding gender demographics, female samples had higher perceived deprivation.

Ferguson and Perse Ferguson (2000) explored the commonness among traditional television and the Web using “Uses and Gratification” aiming if (WWW) is an alternative to regular television viewing. and found that the respondents used web media for academic purposes, playing, acquiring information and relative materials yet was widely used for diversion but it was also observed that web surfing was not relaxing as television viewing did.

Ferguson, D. A., & Perse, E. M. (2004) measured TV uses and gratifications, viewing satisfaction, and viewers attitudes toward DVR functions where DVRs were used as replacements for VCRs enhancing live television viewing was found more enjoyable and had greater control than the traditional television mechanical function like mere on/off, channel change, volume control, etc changing the way most people watching television.

Ines Gabéél (2011) investigated the national-religious Israelis attitude towards various media to comprehend the relationship between minority and majority groups, where the choice of selecting the media to be exposed determined the representation of that particular community and their voices being heard if the group alienates from being exposed to media then their voices are not heard. This shows the choice of media exposure from the media audience side.

Walter Gantz (1978) Reported from their study that the samples who watched television news mainly to gain information had greater memory recall more than others, likewise casual viewers recalled media information more than those who watched television news for diversion or diversion and information.

Jennifer Dawn Green (2014) investigated the application of uses and gratifications motives and media multitasking and the results indicated boredom as a reason for media multitasking engagement as people are selective about their media exposure and that if not gratified with the viewing programme or media would shift to other.

Paul M. Haridakis and Gary Hanson M.A (2009) examining the motives and individual differences that influenced YouTube videos viewing and sharing to others,, found the television viewing motive and YouTube viewing motives were the same with added social aspects on the social network medium.

Paul M. Haridakis and Alan M. Rubin (2009) examined if viewers' aggression is motivated by watching violent television programmes. According to their findings, aggression, experience with crime, locus of control, or motivation were stronger motives and the purpose of uses and gratification was established concerning individual characteristics and the expectations for watching violent television programmes.

Jacob Hornik, Mary Jane Schlinger (1981) explored the time allocation of the audience to mass media. The researchers investigated the connectivity between lifestyle, demographics and media use and found that leisure was an important variable both as motives for pass time, escapism and convenience.

Donald Horton and R. Richard Wohl (1965) proposed that the media viewer connects with a remote and illustrious character on the media and relates with the character and the story as they see both as their peers.

Elihu Katz (1959) studying mass communication and popular culture explored the effects of mass media on its viewers and he came out with a new thought instead of 'what do media do with people' the contribution of the media to its viewers was pointed out stating "what do media do to the people" and refining the statement to "what do people do

with the media" emphasizing the functions of mass media in terms of "uses and gratification" treating media as a commodity and the viewers as costumers and media watch is at the demand of the consumers need and use motive.

Elihu Katz (1987) points that selectivity and interpersonal relationship are important factors of uses and gratification in watching television programmes.

The early and mid-nineties was the emergence time of many communication theories formulated mostly by psychologists and fewer by sociologists and it was Elihu Katz and Jay G. Blumler in the early 1940s profounded Uses and Gratification Theory (Katz et al. 1973). This theory is an extension of Lazarfield's studies on the media audience and gratifications. This theory focuses on what the audience use with media rather than media using the audience.

Katz et al. (1973) did a cross-cultural comparison to speculate which media among televisions, radio, newspapers, books, and cinema explains social and psychological needs from the Israeli samples. The uses and gratification scale consisted of various factors and statements/items. The results showed Newspapers as the first contributor next by radio followed by television while Books and film are at very low levels.

Elihu Katz and Jay G. Blumler (1974) enumerating their previous works on Uses and gratifications and mass media functions and pointed out that the existence of "feel" and audience attachment to mass communication and that audience seek certain satisfactions from the media content where the patterns of gratifications was a prerequisite to understanding media effects.

Kim and Tsay-Vogel (2016) studying the uses of media messages and their contribution in medical therapy associated with enjoyment and appreciation found that distressed individuals appreciated threat-related stories featuring victims and survivors over outperformers while nondistressed individuals enjoyed seeing stories featuring outperformers over victims and survivors thus media messages had a motivational use and gratification for enjoyment and appreciation in the medical industry.

Korpi and Kim (1986) proposed a televangelism factorial model to integrate the variables of uses and gratification with an effects model employing religiousness, audience involvement and televangelism gratifications as hypothetical causes along with

the two criteria "support of" and "contributions to televangelism". The results indicated that the criteria "support" for televangelism was mainly connected with the religiousness of the audience and not with the gratifications they got from the programmes but at the same time the criteria "contributions to televangelism" was associated with both religiousness and the gratifications obtained by watching the religious television programmes.

Mark R. Levy (1978) points out the significant role of uses and gratifications in processing public opinion as opinion leaders which is related to the choice of exposure to television programmes.

Levy and Windahl (1984) considering television viewers as active mass media audiences found audiences were selective and involved in using a medium. The other dimension was related to the pre-exposure period, exposure itself, and post-exposure time. Developing nine audience activity scales the researchers found that the audience's activity had a remarkable variation in their activity towards media hence the researchers proposed a model linking audience activity and uses and gratification regarding media exposure.

Liang et al. (2006) identified in uses and gratification theory the motives for seeking information influenced the user satisfaction and lastly, the involvement theory implied that the users preferred to choose media contents where they find explicit involvement. Their findings revealed the existence of information overload and explained that user satisfaction can be achieved when information overload is reduced by personalized services.

James Lull (1980) conducted participant observation research applying uses and gratification presented a scale of social uses of television. The results provided evidence that the audience involves in the practical action of family viewing gratification.

John Martin (1976) notes that in information seeking theory, it is not the communicator but the audience who decide the message that is to be received, which is also related to media selectivity under uses and gratification theory of media use.

John A. McCarty and L. J. Shrum (1993) investigated how personal values and demographics influence television viewing behaviour. In the findings concerning the

demographics influencing television viewing behaviour there was non-significance found in many of the demographic values while concerning the personal values there was a lot of significant evidence related to television viewing behaviour.

Jack McLeod, Scott Ward and Karen Tancill (1965) notes that alienation has an important link with the audience and mass media exposure seeing as well as obtaining gratifications from the media probably media serves as a companion, social interaction and time passer.

Denis McQuail (1985) provided that social motives and viewing patterns of television watching as family togetherness which comprises of companionship, activities as talking, initiating topics and conversations, social learning, self-socialization, affiliation and avoidance.

Paul Messaris (1977) found that media exposure was the result of a deliberate choice of the media audiences especially as habit elicited through the self-reported confessions of the viewers relating to functions and gratifications of mass media usage.

Robin L. Nabi (2007) examined the motive and pattern of using the reality-based TV programmes where a multidimensional scaling with the factors of Romantic; Suspense; Unkind; Competition; Unreal; Real; Intelligent; Mindless; Socially Acceptable to watch; Ethical; Funny. The factors Romance and Competitiveness were the most determinant factors for watching Reality Television programmes.

Robin L. Nabi, Erica N. Biely, Sara J. Morgan & Carmen R. Stitt (2003) examining the use of Reality television through a multidimensional scaling found that reality programmes were much distinct from other programme genres, but are viewed as only moderately real. Studies on voyeuristic gratification and other and personality traits were also examined where the voyeuristic appeal was found questionable in this particular genre while regular viewers received a more varied gratification than the periodic viewers. Impulsivity seeking and cognition need was not predicted overall.

Amy I. Nathanson, Elizabeth M. Perse and Douglas A. Ferguson (1997)) applying the interpersonal approach to understand the gender differences in television use found limited support to the concept that men socialized for instrumental communication, goal-

directed, intentional, concentrated and selective in television media use while females socialized for expression or focused on relationships.

Zizi Papacharissi & Andrew L. Mendelson (2007) studying the motives and the use of reality television shows found that the salient motives for watching reality shows were habitual past time and reality entertainment and the study also indicated that those who obtained gratification from entertainment and relaxing were dominant indicators for watching reality programmes which are skillfully edited, preplanned and presented as realistic. The respondents who had a low level of interpersonal interaction showed a high inclination to reality television viewing to fulfil voyeuristic and companionship need desires.

Jadranka Pavic and Majda Rijavec (2013) explored the association between television watching motives and television affinity. The authors used 1. Relaxation and Entertainment 2. Information seeking 3. Voyeurism 4. Passing Time 5. Companionship 6. Escape and 7. Social interaction as factor scales for this study.

Jadranka Pavic, Majda Rijavec and Marijana Bras (2017) found that students watched TV just less than three hours per day on working days and more than three hours on weekends. It was found that ritual (habitual) viewings were more associated with media dependency than instrumental (information seeking) viewing. The other related motives of passive viewing were the characteristic of leisure, escape and loneliness for both weekdays and weekend watching in using the media and getting the relevant gratifications.

Jadranka Pavic, Majda Rijavec and Lana Jurcec (2017) studied the amount of television viewing, its motives and the cognitive involvement among the younger adolescents. The results revealed that negative affect was more than positive effect.

Elizabeth M. Perse and Alan M. Rubin (1988) studying the audience activity and satisfaction note the existence of the parasocial relationship between the viewer and the media. The researchers further look at the media and its audience in marketing terms where the media becomes the product and the audience the customer or consumers. The researchers examined the viewers' expectations and activity before, during and after

exposure to a television programme and the satisfaction they obtained. The researchers looking at the media and audience from a business or marketing point of view, it is consumer satisfaction that is the most important concept of confirmation or disconfirmation of using the product after a trial. If there are positive expectations of the consumers who have met the satisfaction results in buying the product that continues to use the media. The second phase of satisfaction is shifting expectations from trial to cognitive appraisal. If only the product media is satisfactory to the consumers the audience they will continue to use the media where the media can be the physical device by itself or the programme. The researchers' study supported the communication theory uses and gratification on the concept media audience are active participants where both cognitive activity and behavioural dimensions are affected and people's feelings are positively reinforced with television viewing behaviour and satisfaction playing a key role in determining television viewing. Their study had television viewing motives; Attitudes; Preexposure Activity; Exposure; Activity during Exposure; Postexposure Activity as scales for audience expectations for viewing Soap Opera.

Predicting Program Satisfaction from Expectations and Activity					
Soap Opera Viewing:	r	Program Satisfaction		R ²	R ² Change
		Final beta	Final F		
Program Expectations				.29	.293***
Viewing Motives					
Exciting Entertainment	.48***	.18	6.60*		
Pass Time	-.13*	-.05	1.03		
Voyeurism	.18**	.00	0.00		
Escapist Relaxation	.39***	.14	6.27*		
Information	.23***	.04	0.52		
Social Utility	.23***	-.01	0.05		
Attitudes					
Soap Opera Affinity	.41***	.12	2.43		
Perceived Realism	.29***	-.05	0.47		
Preexposure Activity				.30	.003
Viewing Intention	.36***	-.14	3.31		
Exposure				.30	.003
Program Exposure	.30***	.07	1.60		
Activity During Exposure				.38	.085***
Viewing Attention	.52***	.26	18.50***		
Parasocial Interaction	.51***	.21	9.73**		
Postexposure Activity				.39	.005
Postviewing Cognition	.31***	-.10	2.27		
Postviewing Discussion	.35***	.07	1.05		

*p < .05 **p < .01 ***p < .001

Figure 2.4a: Satisfaction scales for Soap Opera Viewing

Elizabeth M. Perse (1990) studied the audience activity of watching a television programme in terms of programme selection before being exposed and the habit of changing channels while watching and the results were that selectivity and involvement was not always constant determinant in watching a television programme. It was found that instrumental viewing use was marked as a higher determinant in television exposure but less involvement was observed during exposure thus explaining the gratification seeking and activity and media effects.

Perse and Rubin (1990) proved that chronic loneliness led to lesser interpersonal activity thereby higher levels of television and movie use.

Elizabeth M. Perse and Douglas A. Ferguson (1993) expecting that new technologies would increase received television watching gratifications found the results contrary.

Elizabeth M. Perse, Amy I. Nathanson and Douglas A. Ferguson (1995) in their study about the gender difference in television use both in patterns and the type of programmes found that males used television for instrumental reasons, goal-directed and task-oriented while females used it for ritualistic (habit) reasons and mostly men occupied the remote than women.

Thorleif Pettersson (1986) conducted a survey using the uses and gratification theory to compare the personal physical church-attending and gratification experienced after watching church service on television. His results showed that gratification of less burdensome obtained by the viewers in watching television church service than attending churches and the general gratifications were the same between attending the church and watching it on TV. The television audiences had even more different gratifications than attending the church which was not related to religious experiences.

Neil Postman (1979) emphasized the use of television medium for education purposes and suggested necessary structuring and scheduling of curriculum and timing for providing effective education through modern methods.

Rayburn et al. (1984) in their analysis of viewers' media gratifications and choosing morning news programme pattern from "Good Morning America" was related to the perception of gratifications received.

Steven Reiss & James Wiltz (2004) examined reality television viewing use. The findings revealed that people preferred watching television programmes that would stimulate the emotions and sentiments that they regard valuable and also those establishing their individuality.

Stephen Reysen and Iva Katzarska-Miller (2017) examined the association between television programmes and viewers' aggression the media conception was for the need of aggression motive but the associations varied depending upon the show also it was reported that those who are exposed to high aggressive shows expressed greater level of aggression state. Hence either way there is an association between television viewing motive and aggressive television programmes.

Steven Reiss & James Wiltz (2004) examined reality television viewing use. The findings revealed that people preferred watching television programmes that would stimulate the emotions and sentiments that they regard valuable and also those establishing their individuality.

Donna Rouner (1984) studied the audience activity and Uses and Gratification regarding television viewing behaviour and found that the samples noticed media carrying a constructive image about their community and hence the residents of Louisville who were the respondents of this study felt satisfied at the performance of the media in community representation and social construction.

Alan M. Rubin (1981a) studied the connectivity between television viewing and TV watching motivations.

Alan M. Rubin (1981b) conducted a Multivariate Analysis on the motives for watching '60 Minutes' television news programme applying the uses and gratification concept and found that journalistic information-seeking desire was not a predominant factor. The factors for the scale included 1. Substitution 2. Information seeking 3.

Entertainment and 4. Time consumption. The results revealed substantial attachment to the programme, seeking amusement and information was regular but not to fill free hours where information motive factor was composed of learning and arousal components meaning more personalized use of media in terms of active viewership participation and goal orientation. It was observed that less-educated samples used television to fill idle time and also sought information mostly from other programmes not limiting to "60 Minutes".

Canonical Correlates of "60 Minutes" Viewing Motivation Factors						
Set 1 Social/Communication Characteristics			Canonical Variable Coefficients		Set 2 "60 Minutes" Viewing Motivation Factors	
Root 1	Rc=.66	Rc ² =.44	Bartlett's X ² =415.02		df=44	p<.0001
Interpersonal Sources			.01	-.01	Substitution	
Print Media Sources			.09	.57	Information Seeking	
Broadcast Sources			.04	.58	Entertainment	
TV Viewing Level			-.09	-.45	Time Consumption	
60 Minutes Viewing			.28			
Affinity			.73			
Realism			.20			
Age			.03			
Education			.08			
Sex			-.04			
Race			.04			
Root 2	Rc=.41	Rc ² =.17	Bartlett's X ² =155.99		df=30	p<.0001
Interpersonal Sources			.41	.23	Substitution	
Print Media Sources			-.15	.53	Information Seeking	
Broadcast Sources			.50	.07	Entertainment	
TV Viewing Level			.33	.80	Time Consumption	
60 Minutes Viewing			-.24			
Affinity			-.11			
Realism			.30			
Age			-.08			
Education			-.36			
Sex			-.02			
Race			.01			

Figure 2.4b Factor scales for Television viewing motives

Alan M. Rubin and Rebecca B. Rubin (1982) examining the correlations between television viewing motive and television viewing patterns in old persons watching

television programmes found a significant relationship between the motive and patterns. It was noted that habit, pass time and entertainment motives resulted in a high level of TV viewing. They also noted that habit, companionship, product advertising and entertainment motives were related to a higher level of television affinity.

Television Viewing Frequencies			
TV Viewing Variables	Mean	Standard Deviation	Explanation
Program Type Viewing:			
News	4.16	1.15	<u>Program Type Viewing</u> responses ranged from an infrequently watched level of 1 to a frequently watched level of 5.
Music-Variety	3.64	1.15	
Documentary-Magazine	3.57	1.23	
Drama	3.12	1.30	
Game Show	3.10	1.43	
Talk-Interview	3.10	1.22	
Sports	2.97	1.48	
Situation Comedy	2.60	1.38	<u>Amount of Viewing</u> ranged from 0 to 18 hours of previous-day television viewing.
Movies	2.48	1.11	
Religion	2.42	1.32	
Action-Adventure	2.40	1.34	
Daytime Serial	2.33	1.59	
General Comedy	2.08	1.13	
Children's Programs	1.61	0.93	
Amount of Viewing	4.76	3.20	
Television Affinity	2.83	0.99	
Viewing Motivations:			
Information-Learning (INFO) . .	4.02	0.97	<u>Viewing Motivation</u> responses ranged from a non-salient level of 1 to a salient level of 5.
Entertainment (ENTR)	3.83	0.84	
Economics-Inexpensive (ECON) .	3.46	1.29	
Convenience (CONV)	3.39	1.13	
Companionship (COMP)	3.38	1.25	
Relaxation (RELX)	3.37	1.19	
Pass Time (PSTM)	3.01	1.33	
Arousal-Excitement (ARSL) . .	2.87	1.12	
Topic for Communication (TOPC)	2.84	1.22	
Habit (HABT)	2.72	1.27	
Behavioral Guidance (GUID) . .	2.64	1.23	
Escape-Forget (ESCP)	2.40	1.17	
Product Advertising (ADVR) . .	2.04	1.11	
Social Interaction (INTR) . .	1.73	0.96	

Figure 2.4c: Scales for Television viewing frequencies

Viewing Pattern Canonical Correlates of Viewing Motivations

	Root 1	Root 2	Root 3
Canonical Correlation . .	.69	.47	.41
Eigenvalue	.48	.22	.17
Bartlett's Chi-Square . .	503.07	290.10	208.46
Degrees of Freedom . . .	224	195	168
Significance	p<.001	p<.001	p<.02
<u>Set 1: Viewing Motivations</u>			
Information-Learning	-.24	.92	-.17
Entertainment	.16	.19	.14
Economics-Inexpensive	-.02	-.19	.09
Convenience	.09	-.09	-.14
Companionship	.43	.06	-.01
Relaxation	.07	.05	.47
Pass Time	-.08	-.05	.42
Arousal-Excitement	.26	-.01	.14
Topic for Communication	-.06	-.05	-.47
Habit	.33	.19	.16
Behavioral Guidance	-.04	-.10	-.40
Escape-Forget	.05	.12	-.29
Product Advertising	.26	-.14	-.55
Social Interaction	.09	-.28	.24
Redundancy Coefficients .	.02	.02	.02
<u>Set 2: Viewing Patterns</u>			
News	-.05	.56	.09
Music-Variety Programs	.09	-.01	-.16
Documentary-Magazine Programs .	-.33	.46	.06
Drama Programs	.10	-.01	-.12
Game Shows	.19	.26	.38
Talk-Interview Programs	-.01	.24	-.31
Sports	-.12	.02	-.17
Situation Comedies	-.01	.14	.08
Movies	-.02	.03	.19
Religious Programs	.04	.02	-.01
Action-Adventure Programs . . .	.08	.11	.06
Daytime Serials	.18	.14	-.48
General Comedies	.11	-.11	-.11
Children's Programs	.03	-.02	-.57
Amount of Viewing	.11	-.06	.61
Television Affinity	.70	.00	-.22
Redundancy Coefficients .	.02	.01	.01

Figure 2.4d Television viewing motives and patterns Correlations

Alan M. Rubin (1983) analyzed the television viewing motives and patterns on two aspects of the viewers use one being 1) using the media for time consumption and entertainment and the other in a search for content as non-escapist information seekers. The author used nine factors and 27 statements/items. It was found that motives were the main factor for the pattern of viewing as well as the use of television media.

Alan M. Rubin (1984) applying the communication theory uses and gratification, analyzed the motives for watching television affirmed the existence of habitual (ritual) and intentional viewing on a 14 factorial scale.

**Multiple Regression: Viewing Motivations as Predictors of
Amount of Viewing and Television Affinity**

Viewing Motivations	Amount of Viewing		TV Affinity	
	b	F	b	F
Information-Learning	.04	0.40	-.05	0.83
Entertainment	.11***	3.18	.10***	3.47
Economics-Inexpensive . . .	-.04	0.37	.01	0.07
Convenience	.02	0.06	-.01	0.04
Companionship	.05	0.44	.27***	19.44
Relaxation	.10*	2.08	-.01	0.02
Pass Time	.13***	2.89	-.08	1.35
Arousal-Excitement	.09*	1.98	.08	1.69
Topic for Communication . .	-.16***	6.85	-.05	0.85
Habit	.16***	6.98	.31***	34.56
Behavioral Guidance	-.04	0.53	.00	0.00
Escape-Forget	-.10**	2.30	.03	0.36
Product Advertising	.01	0.05	.15***	7.60
Social Interaction	.09**	2.62	.07*	1.94
	F = 4.18		F = 13.76	
	df = 14/325		df = 14/325	
	Mult. R = .39***		Mult. R = .61***	
	R ² = .15		R ² = .37	

*p < .05; **p < .01; ***p < .001

**Figure 2.4e: Results for viewing motives; the amount of viewing and
Television affinity**

Alan M. Rubin, Elizabeth M. Perse and Robert A. Powell (1985) developed a conceptual model and was observed that Ritualized (habitual) news viewing resulted in more television viewing conception, but the motive to watch the news and the time spent on viewing news was less and also the affinity.

Alan M. Rubin and Mary M. Step (2000) explored the media audience towards radio exposure. The results showed parasocial interaction prevalence on the viewers' favourite anchor.

Alan M. Rubin (2009) established personal involvement and parasocial interaction as key factors of television media use.

Thomas E. Ruggiero (2000) reassured that uses and gratifications are not a rigorous social science theory which some of the mass communication researchers contended no so. The author suggested the inclusion of interactivity, demassification, hypertextuality, and asynchronicity in Contemporary and future uses and gratification models.

Cristel Antonia Russell, Andrew T. Norman and Susan E. Heckler (2004) studying the audience connectivity (involvement) and television programme consumption devised factorial scales with Escape; Fashion; Imitation; Modeling; Aspiration and Paraphernalia. This involvement connectivity was established by the memory values of the consumers and the frequency of interactions with the television programmes.

Dhavan V. Shah (1998) studying the role of uses and gratification of using television programmes about the sustenance of social capital using the variables of civic engagement and interpersonal trust, found that the linkage between civic engagement and interpersonal trust was mainly to trust the media and that selecting and use of particular genres played a critical role in establishing social capital.

Hongjin Shim, Poong Oh, Hyunjin Song and Yeonkyung Lee (2015) explored how social interaction and subsequent television viewing intention was affected by two-screen viewing motives. The results revealed that television and social media gave the two-screen viewing audience a shared experience of both the media.

David H. Weaver (1996) mentions the need for social and mediated learning as media dependency theory for awareness and also as a tool for reinforcement of concepts regarding the election.

James G. Webster and Jacob J. Wakshlag (1983) found that the choice of television viewing was determined by scheduling and not by the content.

Robert Woods and Samuel Ebersole (2007) examined the viewing motives of Reality television shows employing uses and gratification approach with a five-factor scale. The findings were that the Reality television programme audience did not have the pattern of ritualized or instrumental viewing which was evident in previous other researches but there existed a strong indication for personal identification motive.

Yoon and Garma (2006) studied the motives for Malaysian viewers to watch reality television programmes. Thirteen involvement statements for analysis along with three MANOVA models were framed to find the demographic relationship with the motivational factors resulting in multivariate effects.

Summary of Factor Analysis Results on Motivation for Watching Reality Television

Factor	Initial Eigenvalue	Main Item (with factor loading in parenthesis)
Suspense	7.546	I like seeing real people face challenging situations (0.707) I enjoy guessing who will win (0.676) I like when something unexpected occurs on reality television shows (0.538) I enjoy trying to guess what will happen on reality shows (0.473) I like watching reality television because it is shocking (0.434)
Personal Identity and Social Interaction	2.360	Watching reality television makes me feel smart (0.644) Watching reality television makes me feel better about myself (0.612) I find myself talking to people more frequently because of reality television (0.563) I like watching reality television because I can relate to the participants (0.530)
Engaging/ Entertaining	1.486	When I watch reality television shows, I get so involved I don't want to change the channel (0.676) I like being able to talk about reality television shows with people I know (0.629) I enjoy watching reality television shows (0.575) I hate it when I miss an episode of a popular reality show and everyone is talking about it (0.393)
Romance/ Attractiveness of Contestants	1.353	I enjoy watching reality television because of the romance/relationships among contestants (0.737) I enjoy watching reality television because of the physically attractive contestants (0.583) I watch reality television to follow my favorite contestant on the show (0.556) I like watching reality television because of the exotic locations (0.447)
Sensation-seeking	1.188	I like watching fights among contestants (0.539) I like watching people on reality television shows when contestants forget they are on camera (0.451) I enjoy watching how people behave on reality television because they have low morals and values (0.324)

Figure 2.4f: Factor analysis results on motives for watching reality television

Level of Audience Involvement with Reality Television Shows		
Activities Related to Reality Television Shows	Relative Rank of Involvement	Mean
I watch the show	1	2.55
I talk to my friends about the show	2	1.97
I read about the show in the newspapers	3	1.88
I imagine how I would act in a similar situation	4	1.84
I think about the show when I am not watching it	5	1.61
I watch other programs that include contestants from the show	6	1.60
If it's possible to vote for participants, I do it	7	1.53
I would attend a public appearance if my favorite character from the show is there	8	1.36
I SMS my votes	9	1.34
I watch the show on the web	10	1.27
I am in the audience	11	1.20
I telephone in my votes	12	1.14
I attend reality television show parties	13	1.12

Figure 2.4g: Audience involvement scales for reality television

Social Values Relatively Important to Reality Television Audiences			
Value	Rank	Mean	Std. Deviation
Fun and enjoyment of life	1	7.69	2.08
Self-respect	2	7.63	2.24
Sense of accomplishment	3	7.41	2.26
Security	4	7.30	2.38
Being well respected	5	7.29	2.24
Warm relationship with others	6	7.11	2.22
Self-fulfillment	7	7.10	2.19
Excitement	8	6.91	2.06
Sense of belonging	9	6.61	2.34

Figure 2.4h: Social values relationship and reality television audiences

xin.zhao (2014) applied uses and gratification approach to investigate "The Voice of China" the most successful reality talent show programme also examining the motives for watching the programme and comparing the gratifications sought and obtained in watching the reality talent hunt show. From the quantitative data, the findings showcased social interaction, entertainment and relaxing as primary motives for watching "The Voice of China" while

vicarious pleas or perceived reality did not have any say. Concerning the gratifications, high audience satisfaction was evident for the programme content.

2.4.1 CONCLUSION

The conclusion from the literature on uses and gratification by foreign authors is that it is reinforced that audiences are active viewers in watching television programmes, they are selective in their exposure. The viewers have specific motives which decide on the pattern of television viewing and the use of a particular medium. The audiences have a particularly expected gratification and the level of gratification obtained reflects on the level of involvement in watching the television programmes. Being entertainment and information as a notable determining factor for media use, other factors like parasocial interaction, companionship, ritual (habitual) viewing and pass time are significant factors in deciding the media use. Co-viewing and two-screen viewing patterns are also established.

2.5 USES AND GRATIFICATIONS, MOTIVES, PATTERNS AND INVOLVEMENT AS STUDIED BY INDIAN AUTHORS

Rupmala Barman (2011) studying the mass media influence on the adolescents, found both the genders belonging to rural and urban areas used mass media for various purposes or needs spending most of the time on TV than any other media where boys sought information need than girls.

Radhamani Divakar (2016) compared the impact of television advertising on food habits between urban and rural children in Goa and found that the viewing motive, the pattern, the use of the medium, the involvement all correlated with one another.

Children's behaviour while watching advertisements in the state of Goa				
Category		Frequency	Number of parents	Percentage
Area wise	Urban	Watches with attention	140	28
		Watches for few minutes	118	23.6
		Looks from time to time	45	9
		Does not care	66	13.2
		Makes comments about product	78	15.6
		Wants the product	53	10.6
		Total	500	100
	Rural	Watches with attention	122	24.4
		Watches for few minutes	134	26.8
		Looks from time to time	39	7.8
		Does not care	61	12.2
		Makes comments about product	83	16.6
		Wants the product	61	12.2
		Total	500	100
District wise	North Goa	Watches with attention	128	25.6
		Watches for few minutes	113	22.6
		Looks from time to time	36	7.2
		Does not care	71	14.2
		Makes comments about product	89	17.8
		Wants the product	63	12.6
		Total	500	100
	South Goa	Watches with attention	134	26.8
		Watches for few minutes	139	27.8
		Looks from time to time	48	9.6
		Does not care	56	11.2
		Makes comments about product	72	14.4
		Wants the product	51	10.2
		Total	500	100
Age wise	6-7 years	Watches with attention	29	21.6
		Watches for few minutes	31	23.1
		Looks from time to time	10	7.5
		Does not care	17	12.7
		Makes comments about product	29	21.6
		Wants the product	18	13.4
		Total	134	100

Figure 2.5a: Children's behaviour while watching advertisements

Vikas Dogra (2006) analyzed the audience activity in viewing television news aiming to find if the gratifications sought and obtained varied with the kind of content on hard news and soft news and found that there existed differences in the demographic aspects of expected and obtained gratifications and also differences in the motives of news conception. Significant variations in the media consumption pattern were also evident.

Kushal Kumar (2001) aimed to evaluate the factors influencing the viewers' media consumption and uses and gratification from the media found that people used media mostly in the evenings, to describe the world around them rather than informing their world, preference for teleserials, film and film music, showed a greater need for

entertainment; public participation in the programmes in prize-winning game shows, reality shows reveal audience involvement, television acting as a companion and a means for relaxation and escape.

Mohit Kallur and S.Hemanthkumar (2016) studying on the television viewing habits of generation Z the respondents of Bangalore city were likely to switch to internet streamed medium to avoid commercials and their pattern of viewing time was mostly in the evenings, the suggestion to improve the content in the programme was also made to enhance viewers knowledge.

Vijay Kumar and Vinod Kumari (2018) examined the television watching behaviour of rural and urban elementary school boys in Bhiwani district of Haryana state, the results regarding television viewing frequency observed was 56.0% of boys watched television up to 2 hrs and the cartoon was preferred the most.

Lalmuansangkimi (2009) exploring the Television viewing pattern of viewers in Aizawl investigated the socio-cultural implications of Cable Television programmes on audiences where the television using habits and attitudes also studied. The finding was a majority of the viewers considered themselves as low TV viewers as the hectic social life did not give space for television media engagement. Other findings were males and females were more or less equal in watching television programmes and hence gender was not a dominant indicator of television viewing patterns.

Anubhav Mathur (2014) studying the reality television programme use and rural children audience activity, classified reality programmes into three sub-genres 1. Competitive reality shows 2. Shows on crime 3. Shows based on interpersonal relationships. The gratifications revealed children primarily watched reality television for information, time pass, thrill, social comparison, achievement striving and respect for the peer group. The main gratification was to forget about "Forget about studies/work".

Usha M. Rodrigues & Maya Ranganathan (2015) underline that people tend to watch the news for continuous 24 hours for particular news of significance especially on breaking news of disasters, plane crash or terrorist attack which will be updated minute after minutes where the efforts to find the reasons for such television viewing attitude and

behaviour as it is the nature for human instinct carving for instant news expected from media and the new media technologies also complement this audience attitude.

Sachin Sinha (2013) noting down links between psychological and sensory effects on the television generated stimuli as the human need for entertainment, studied the viewing preference patterns of news channels regarding Zee news and found that the viewers had only information need from the news but also vied it for the entertainment contents.

Kanwal Gurleen Singh (2011) studied the various television viewing habits among North Indian youngsters using factor scales for demographics, programme formats, viewing motives.

HOURS OF TELEVISION VIEWING PER DAY					
Respondents	Less than 1 Hour	1-3 Hour	3-5 Hour	More than 5 Hour	Total
GENDER					
Male	58(15.4)	135(36.0)	145(38.6)	37(9.8)	375
Female	33(8.8)	112(29.8)	164(43.7)	66(17.6)	375
Overall	91(12.1)	247(32.9)	309(41.2)	103(13.7)	750
Chi Square = 9.27 (at 5% significance level and clubbing first 2 and last 2 categories)					
AGE					
16-20	25(10.0)	96(38.4)	54(21.6)	75(30.0)	250
21-25	33(13.2)	79(31.6)	130(52.0)	08(3.2)	250
26-30	34(13.6)	71(28.4)	125(50.0)	20(8.0)	250
Overall	91(12.1)	247(32.9)	309(41.2)	103(13.7)	750
Chi Square = 14.61 (at 1% significance level)					
EDUCATION					
Under Graduate	54(26.2)	88(42.7)	46(22.3)	18(8.7)	206
Graduate	12(4.2)	112(39.7)	121(42.9)	37(13.1)	282
Post Graduate	17(7.3)	33(14.2)	130(56.2)	51(22.0)	231

Figure 2.5b: Demographics Respondents and hours spent on Television viewing per day

ROTATED COMPONENT MATRIX

S.No.	Statements	Component			
		1	2	3	4
1	Majority of the people watch television for pleasure seeking	.720	.813	.531	.478
2	TV viewing helps the viewers to be acquainted with latest in various fields, be it sports, academics, politics	.518	.407	.326	.320
3	The daily television soaps which are melodramatic in nature lead to purgation of emotions of viewers.	.209	.627	.779	.235
4	TV viewing is one of the most common leisure activities among the masses.	.361	.521	.389	.260
5	People get ideas for myriad of activities like cookery, interior designing etc.	.212	.317	.412	.352
6	The various dance shows,music shows etc being telecasted provide learning experience to the viewers.	.341	.489	.656	.419
7	The various spiritual channels cater to spiritual awakening among the viewers.	.285	.223	.311	.591
8	Television also generates knowlegde about various cultures,rituals and traditions.	.603	.326	.262	.270
9	Knowledge about the rich heritage of various nations can be obtained from television viewership.	.425	.336	.316	.296
10	Familiarity with rare and distinct plant and animal life can be acquired by viewing television.	.680	.352	.272	.480
11	The advertisements make the audience know about newly launched product and services.	.402	.326	.561	.413
12	Television proves out to be a stress buster for many.	.542	.561	.452	.797

Figure 2.5c: Statements for television viewing motives and patterns

Sreekantachar, B. (2017) studying the audience activity their media uses and the media's contribution specific to news channels found the medium had a lot of communication elements, visual treatments, and customized television templates for gratifications.

NAMING OF FACTORS

Factor No.	Name of Dimension	Item No.	Variables	Factor loading
F1	Generation of Knowledge and Learning	2	TV viewing helps the viewers to be acquainted with latest in various fields, be it sports, academics, politics etc.	.518
		8	Television also generates knowlegde about various cultures, rituals and traditions.	.603
		9	Knowledge about the rich heritage of various nations can be obtained from television viewership.	.425
		10	Familiarity with rare and distinct plant and animal life can be acquired by viewing television	.680
F2	Medium of Relaxation and Pass time	1	Majority of the people watch television for pleasure seeking	.813
		4	TV viewing is one of the most common leisure activities among the masses	.521
		13	Audience gets to know about the variety available in one product.	.646

Figure 2.5d: Factors and items for television viewing

2.5.1 CONCLUSION

It is concluded from the results of the Indian authors, that the role of the "Uses and Gratification" theory in television viewing is very much relevant also that audiences are active viewers and not passive in receiving the media content. It is the need of the audience that determines media use and the relationship between the expected and obtained gratification reflects on the decline or furthering of viewing a programme. Involvement studies also go on par with the findings of the uses and gratification studies by foreign authors.

2.6 SUMMARY OF ENTIRE REVIEW OF LITERATURE

From the existing literature it is found that infotainment was mainly focused on news presentations and reality shows. It was found the researchers failed to study other sub-genres of infotainment. They focused much on soft stories. The common findings were that infotainment was meant for audience attention, increased Television Rating Point, business prospects and to encounter media competitions. Infotainment was regarded as an unethical medium that deprives people of access to useful information and thereby against media function and social injustice. Yet is also

argued that infotainment is a good mode of carrying communication message in an interesting entertaining method where people otherwise reject the message.

The findings regarding uses and gratification are in overall it is evident that television audiences are active viewers where they evaluate their need motive and the exposure source. Need motives, expected and received gratification reflects the choice of media exposure, the pattern of television viewing and the involvement. The amount of obtained gratification is the measurement where the viewers decide whether to continue, stop or limit the exposure to the television medium (media instrument and the programme). The motives, pattern, gratifications expected, gratification received and involvement are also influenced by other allied external media accessories like VCR, Satellite cable connections, recent alternate new media (internet and social media) and devices like computers, laptops and mobile phones. Two screen viewing is also found as a recent trend being active on both television and online gadgets simultaneously.

In comparison between Indian and foreign authors concerning the infotainment studies and uses and gratifications studies, the findings are that both are more or less in sync.

Studies' regarding the application of uses and gratification in infotainment seems to be so far unexplored.

CHAPTER-III

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter elaborates on the construction of methods and methodologies adhered to in this research study.

3.1.1 RESEARCH DESIGN:

Research design is a scientific procedural structure to carry out a research study. Research design intends to provide a definite system to effectively research to achieve the desired research objective. It describes various applications and methods involved in drawing responses from the samples and the tools for analyzing the obtained data.

Research design is a framework to channelize and execute the research process to answer the identified research questions. The research design is a logical plan describing how the research will be carried out in the process of data collection, data analysis, data interpretation and arriving at a concrete result. Research design is a statistical plan that helps to achieve the goal of the intended research

There are different research designs

1. Descriptive research design
2. Correlational research design
3. Experimental research design
4. Diagnostic research design
5. Explanatory research design

3.1.2 Descriptive research:

Descriptive research answers what, where, when and how questions and not why questions. Descriptive research is used to analyze one and more than one variable. Descriptive research can be applied to analyze characteristics, frequencies, trends, and categories.

In this study Descriptive research is adhered to describe the phenomenon of the proposed research objectives where the infotainment value of certain programmes in Tamil channels was analyzed, investigator developed tools were used to gather data under the survey method. The population of the study comprises Tamil channel programmes

viewers of age groups 17-75, of Chennai city. Non-probability sampling technique was used in gathering the data from the samples

3.2 Population

The population is the whole set of people intended to study a particular research objective. The population of this research study is the viewers of Tamil Infotainment programmes while the sampling frame is limited to people living in and around Chennai. The study population comprises metro, urban, suburban, rural and slums. The research samples are only those who are active viewers of infotainment programmes aired on Tamil channels. The samples were narrowed to viewers who watch only the selective infotainment programmes taken for this research purpose.

3.3 Sampling design

Sampling is the selection of units from a particular population identified for collecting the research data. Sampling is the representation of each element in a community that refers to the quality of that group from which it is taken for the study. A sample is a unit from a part of a specific population and belonging to that population picked up using various research procedures so that it represents the identity of the population segment from which it is taken for a research objective.

3.3.1 Sample Size

The total population of Chennai according to the 2016 census was 9, 930, 000 individuals.

Table 3.3.1 Population of Chennai according to 2011 census

North Chennai	Central Chennai	South Chennai
142.07sq km	128.31 sq km	158.84 sq km
16.5 lakh population	29.31 lakh population	10.8 lakh population

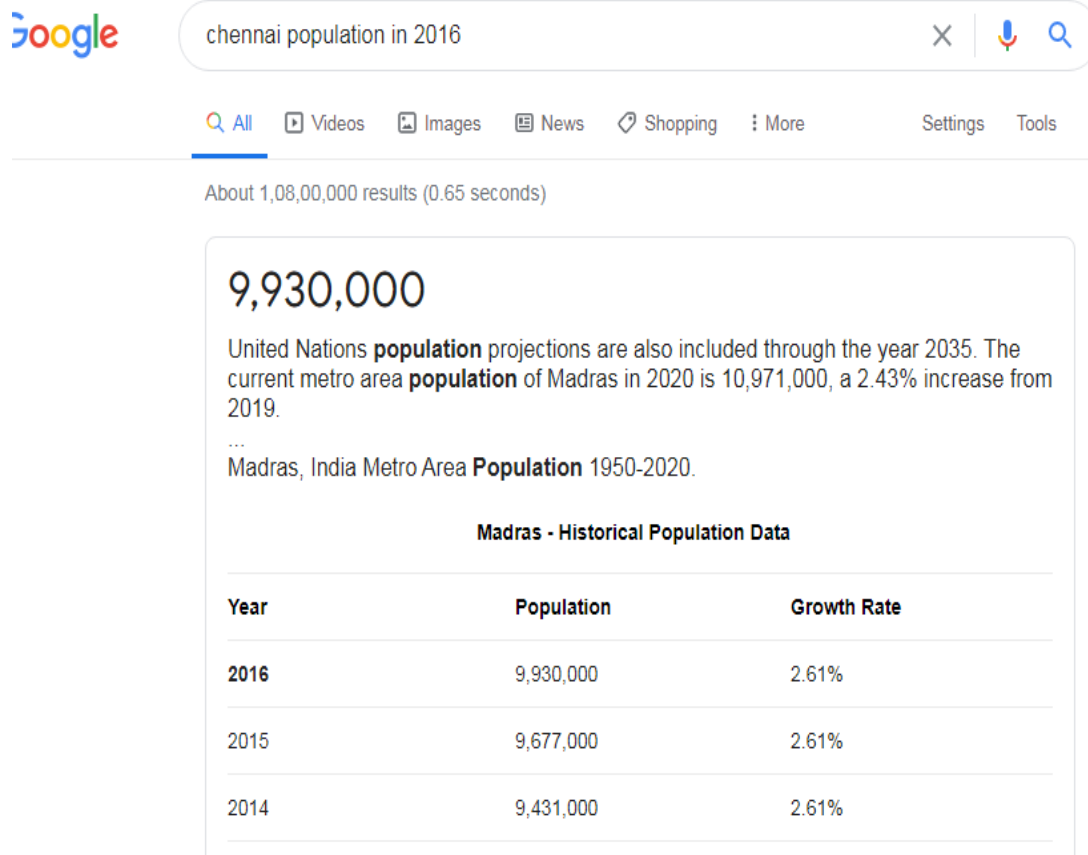


Figure 3.3.1: Screenshot of Chennai population in 2016

Source: Google

Since the entire population cannot be surveyed, the sample size was determined using a sample size calculator. According to the sample size calculator, the sample size of the research was 384. But the academic panel suggested surveying 1000 samples for extensive research with more valid and reliable results.

Hence the researcher conducted survey on 1400 samples so that even after the exclusion of unusable responses it would be possible to get valid responses from 1000 samples.

Sample Size Calculator

This Sample Size Calculator is presented as a public service of Creative Research Systems [survey software](#). You can use it to determine how many people you need to interview in order to get results that reflect the target population as precisely as needed. You can also find the level of precision you have in an existing sample.

Before using the sample size calculator, there are two terms that you need to know. These are: **confidence interval** and **confidence level**. If you are not familiar with these terms, [click here](#). To learn more about the factors that affect the size of confidence intervals, [click here](#).

Enter your choices in a calculator below to find the sample size you need or the confidence interval you have. Leave the Population box blank, if the population is very large or unknown.

Determine Sample Size
Confidence Level: ☒ 95% ☐ 99%
Confidence Interval:
Population:

Sample size needed:

Find Confidence Interval
Confidence Level: ☒ 95% ☐ 99%
Sample Size:
Population:
Percentage:

Confidence Interval:

Sample Size Calculator Terms: Confidence Interval & Confidence Level

Figure 3.3.1a Screenshot of Sample Size calculator for determining the sample size for this study

3.3.2 Segmentation of data collection

The sample area of the entire Chennai and its nearby places were segmented into various sectors based on the distribution of people living in Metro, Urban, Sub Urban, Slum and Rural geographies. 32 geographical sectors were identified for equal coverage

of the Metro, Urban, Sub Urban, Slum and Rural people from each location to avoid bias. The 1400 sample size was divided into 43.75 samples from each location.

The samples include both male and female respondents and all demographic, geographic and psychographic target audiences.

Table 3.3.2: Distribution of samples for data collection

	Metro	Urban	Sub Urban	Slum	Rural
	Adayar-Kalachatra colony		Thambaram	Adayar	
	Annanagar west-School Road	Chengalpattu	Redhills	Round building	Karonadai, Arumandai
	Doveton	Guduvanjeri	Mudichur	TP chatiram	Thakalaipetai
	Velacheri	Thiruvallur	Chevapet	Oteri	Paiyanoor
		Ramavaram	Madhavaram-Paal Pannai	Notchikuppam	Polichalur
		Avadi	Elephantgate	Nesapakkam	
		Ponneri			Medavakkam
		Egmore	Manali		
	Perambur-CPWD coloney	Vyasarpadi	poombuhar		

3.4 Sampling Technique

Sampling: Sample is a response of a small portion of the entire population. Sampling is a method that is more practical, cheaper, convenient and administrable helping us to understand the population a sample belonging to.

3.4.1 Pilot Study

Initially, a pilot study for 300 samples was administered to identify the most-watched programmes in each of the genres to narrow down to select one programme most highly watched from each genre to narrow down. The methodology intended to conduct was stratified random and multi-stage sampling. But practical unfeasibility was experienced.

Table 3.4.1: Few channels and their sub-genres of infotainment programmes

S.NO	FORMAT	TV CHANNEL	PROGRAMME NAME	% PERCENT MARKED AS HIGHLY LIKED AND WATCHED
1	Talk Show Debate (discussion type) Mixed topics	Vijay TV	Neeya Naana	88.7
		Kalaingar TV	Nennju porukkuthillaye	3.3
		Puthiya Thalaimurai	Neeyndri amaiyaathu ualagu	3.3
2	Talk show Debate(argument type) Mixed topics	Sun TV	Kalyanamalai (Solomon Paappaiyaah pattimandram)	46.7
		Kalaingar	Nallaa pesunga Nallathayee pesunga (Leoini pattimandram)	34.7
		Mega TV	Sirappu pattimandram	9.0
		Puthuyugam	Yaavarum kelir	1.0
		Makkal TV	Uzhavar media	1.3
		Raj TV	Agadavikatam	.3
		D.D. Pothigai	Karutthu Khazham	.3
		Vendhar TV	Ithu unga media	.3
3	Lifestyle (cookery & Kitchen)	Zee TV	Anjarai Petti	26.3
		Vijay TV	Samayal samayal	13.7
		Sun TV	Kitchen Galatta	11.0
		Puthuyugam	Celebrity kitchen	7.3
		Vasanth TV	Kitchen Killadigal	6.3
		Puthiya Thalaimurai	Konjam sooru konjam varalaaru	3.7
4	Gameshow Quiz Tamil language promotion	Vijay TV	Oru Varthai Oru Latcham	76.3
		Makkal TV	Ainthu keelvi, arubathu nodi, aairam pidi	5.7
		Puthuyugam	Vina Vidai Vettai	5.7
5	Road show	Sun TV	Sollunganne Sollunga	80.3
		Makkal TV	Konnjum Thamizhl	10.3
6	News	Dina Thanthi	7½	53.0
		Puthiya Thalaimurai	Kitchen Cabinet	36.3

The above-highlighted programmes were marked as highly liked and watched among similar programmes on other channels. Hence the top highly liked and watched programmes from each genre are identified and taken for the main thesis study.

NOTE: In the SOTA, Stratified Random sampling was suggested by the panel. Later the sampling technique was changed to convenient sampling by the academic panel as the researcher conveyed various difficulties in reaching out to the diversified strata audiences while conducting data collection for the pilot study.

3.4.2 Measuring scales

Uses and Gratification Scales

Rubin's (1983) Television viewing motives scale of uses and gratification was adopted to draw data from the respondents.

This scale has been widely used by researchers and is proven to be the most reliable and relevant scale for this research.

Rubin developed 6 factors for his Television viewing motives scale and they are:

1. Learning/Information
2. Habit/Pass time
3. Companionship
4. Escape
5. Arousal and
6. Relaxation/Entertainment

Features of infotainment programmes that are likely to be considered while collecting data are Popularity of the programme and channel, Infotainment programme, audiences likes, Programme genre, variations and Content-based.

Initial Viewing Motivation Sets		
Initial Viewing Motivation Categories and Statements ("I Watch TV . . .")	($\bar{x}$)	s.d.
RELAXATION		
1. Because it relaxes me	3.25	1.07
2. Because it allows me to unwind	2.89	1.17
3. Because it's a pleasant rest	2.90	1.04
COMPANIONSHIP		
1. So I won't have to be alone	1.97	1.17
2. When there's no one else to talk to or be with	2.45	1.25
3. Because it makes me feel less lonely	1.88	1.06
HABIT		
1. Just because it's there	2.38	1.25
2. Because I just like to watch	2.68	1.16
3. Because it's a habit, just something I do	2.33	1.27
PASS TIME		
1. When I have nothing better to do	2.89	1.30
2. Because it passes the time away, particularly when I'm bored	2.72	1.30
3. Because it gives me something to do to occupy my time	2.38	1.21
ENTERTAINMENT		
1. Because it entertains me	3.71	0.96
2. Because it's enjoyable	3.26	0.91
3. Because it amuses me	3.02	0.99
SOCIAL INTERACTION		
1. Because it's something to do when friends come over	1.59	0.87
2. So I can talk with other people about what's on	2.06	1.07
3. So I can be with other members of the family or friends who are watching	2.39	1.14
INFORMATION		
1. Because it helps me learn things about myself and others	2.71	1.16
2. So I can learn how to do things which I haven't done before	2.09	1.08
3. So I could learn about what could happen to me	2.10	1.06
AROUSAL		
1. Because it's thrilling	2.09	0.94
2. Because it's exciting	2.29	1.00
3. Because it peps me up	1.89	0.96
ESCAPE		
1. So I can forget about school or other things	2.41	1.27
2. So I can get away from the rest of the family or others	1.64	0.92
3. So I can get away from what I'm doing	2.22	1.20
Note: Response options ranged from "exactly" (5) to "not at all" (1) like their own reasons for watching television. Category statements were alternately presented to the respondents. In other words, an escape statement followed an arousal statement, which followed an information statement, and so on.		

Figure 3.4.2 Rubin's (1983) Television viewing motives scale of uses and gratification was adopted to draw data from the respondents.

3.4.3 Research Methods and Methodology

Research methodology involves various procedures in achieving the goal of the research. The methodology involves overall steps in reaching out the objectives of the research

Research Method involves the techniques for collecting the samples and the tools for analyzing the obtained data from the respondents.

3.4.3.1 Descriptive Research

Descriptive Research method was adopted in this research to describe the inferences in association with the research objectives as a quantitative research method was adopted for the study.

3.4.3.2 Non-probability sampling

There are two types of sampling Probability sampling and Non-probability sampling. Probability sampling allows random selection of the samples and involves statistical analysis for inferences while Non-Probability sampling allows a non-random sampling procedure. Examples of Non-probability sampling are Convenience sampling, Judgment sampling, Quota sampling, Purposive and Snowball sampling.

In this research, the Non-probability sampling method was adopted as a convenient sampling method was adopted to collect data.

3.4.3.3 Convenient sampling

Convenient sampling is the method of selecting the sample based on the availability of the sample and the convenient time of the researcher. Here the researcher used the convenient sampling method as the people showed less interest in responding and other external constraints were there in reaching out to the viewers.

3.4.3.4 Surveys:

Survey is a method of collecting information from the desired target samples involving various techniques like questionnaires and interviews. Survey type researches are done for a larger number of sample size and widely used for analyzing frequencies, averages and patterns. In this research, survey method is adopted for covering a large

sample size and easy elicitation of the responses and to quantify the obtained data for statistical analysis.

3.4.3.5 Qualitative and Quantitative Research methods

3.4.3.5a Qualitative Research method

In the qualitative research method descriptions of the respondents are registered by language and images, subjective inferences are made, rich and in-depth investigation and understanding are achieved. But it is time-consuming and confined only to a smaller sample size hence results cannot be generalized to a larger population. Mostly qualitative research methods are unstructured and semi-structured or open-ended questionnaires allowing free flow of responses from the respondents and offer room to explore ideas.

In this research fewer qualitative questions were incorporated to draw responses from the sample where there was a requirement for more responses than mere objective type responses and also to get varied views.

3.4.3.5b Quantitative Research method

In the Quantitative Research method, questionnaires with rating scales are distributed and objective responses are measured in numbers. This type of method is easier to collect data from a greater population size. The scientific process is involved and software applications fasten the data analysis. The results are generalized and extended to a wider population. A structured and Closed-ended questionnaire allows a limited flow of pinpoint information from the respondents and hypothesis testing is possible.

In this study quantitative research method also was adopted to quantify the responses by statistical analysis so that the results can be presented in numerical values for better understanding.

3.4.3.6 Data collection methods

Data sources are usually achieved through Primary data collection and Secondary data collection. Primary data is original data collected directly from the respondents by the researcher while secondary data collections are drawn from the already existing sources like diaries, records registers, library sources etc.

3.4.3.7 Primary data

In this research, only primary data is collected directly by the researcher himself from the desired samples as a reliable source of information in the form of questionnaires.

3.4.3.8 Questionnaire

Questionnaires are an easy, effective and most appropriate technique to collect information from large people which is not possible in personal experiments or interviews for time factors and other constraints. Questionnaires also allow room to provide responders enough time to think over the questions, fill in at their convenient time and express honest views without researchers influence eliminating bias.

The negatives are people are lethargic in filling the questionnaires and few are wasted not being filled, irresponsible fillings, half done questionnaires, not understanding and misunderstanding are possible, language issues, literacy requirements.

In this research questionnaire pattern of the survey was conducted to obtain responses from the sample as it is easy to administer and also enable the researcher to collect more samples.

3.4.3.9 Questionnaire type:

Both open-ended and closed-ended type of questions was incorporated. The closed-ended questions were more as the main objective was to quantify the numeric responses and also for easy statistical data analysis and inferences and presentation of the results. Fewer open-ended questions were incorporated in places where objective type questions cannot be applied to draw brief or detailed responses. Open-ended questions allow the responders to express their views and opinions more freely with varied perspectives.

3.5 The tools in the questionnaire

The questionnaire was divided into two parts Part-1 and Part- 2. Part-1 dealt with the demographics and general television viewing patterns while Part-2 dealt with the involvement of viewers towards the television programmes. Part-2 also dealt with the need motives that are, the use level of expected gratification before watching the

programmes and the obtained gratification after watching the television programmes. The need motives are represented as factors and statements.

3.5.1 Likert Scale

A scale was first invented by the psychologist Rensis Likert and it was named by his name where the responses of the samples are measured in range values. Likert scale was adopted to measure the attitudes in psychology. Likert scale is a scale to measure the quantitative responses of the samples like opinions attitudes and behaviours. Likert scale in social sciences questions are usually framed in odd numbers like 3,5,7,9 and 11 so that the middle value gives the neutral responses. Used only for closed-ended questions.

In this research a 5-point Likert scale for analyzing the use level i.e. expected gratification is graded between 5-Strongly Agree, 4-Agree, 3-Neutral, 2-Disagree and 1-Strongly Disagree. Likewise, a 5-point Likert scale for analyzing the obtained gratification is graded between 5-Highly Satisfied, 4- Satisfied, 3-Neutral, 2-Dissatisfied and 1-Highly Dissatisfied. Regarding measuring the responses for involvement, 5-point Likert scale questions were asked ranging from 1-Never, 2 -Rarely, 3- Sometimes, 4- Often, and 5- Always.

3.6 statistical techniques for analysis

Data Analysis is also known as Data Analytics is a modern technology that is used by Strategic Management like "Advisors to political parties during Election Campaign". Statistical techniques for data analysis involve all the techniques applied for digitizing the collected data onto a computer to be encoded as well as analyzed using software tools. Various statistical tools are also used to analyze the data.

Here dominating factors and categories are singled out and analyzed for their domination. The hidden factors and their nature are brought out in the present analysis with relevant recommendations and conclusions.

3.6.1 Data analysis software

The huge data collected with the aid of a questionnaire was first classified and tabulated.

The data was fed into a computer on an Excel sheet and analyzed using SPSS package version 20.0 on Windows 10 and Office Word format.

3.6.2 Parametric and Non Parametric tests

According to "Eric Van Buren and Amy H Herring (2020), parametric statistical tests assume a known distribution for collected data, whereas non-parametric tests provide flexibility by removing this assumption. Parametric tests are used when the data fulfill certain criteria. Many parametric tests assume that data come from a particular distribution, often the normal distribution. Some commonly used parametric tests include the two-sample t-test and analysis of variance (ANOVA). Non-parametric tests, such as the Wilcoxon rank-sum test (also known as the Mann–Whitney U-test), do not require the data to fulfill strong assumptions. Non-parametric tests can look for more general deviations between groups of individuals, whereas parametric tests are generally designed to look for a difference in a specific quantity, such as the mean."

In this study for answering the objectives, Non-parametric tests were conducted to analyze the obtained data. Chi-square tests and Friedman Test were conducted as Non-parametric tests. The findings are presented as descriptive and inferential statistics.

3.6.3 Descriptive and Inferential statistics

Descriptive statistics describes and summarizes the data in simple numerical and visual form. The results are encrypted in mean, standard deviation, frequencies and percentile values. Inferential statistics is a non-parametric test helpful in inferring and understanding the population through the samples data. It is used to test the hypothesis, evaluates if the results can be generalized to a wider population as studying the entire population is difficult and expensive. Inferential statistics also find the correlations between varied responses. T-tests, ANOVA, Chi-Square,

In this study, both descriptive and inferential statistics are made to describe the numerical results in Mean, Frequencies and Percentile values by descriptive statistics and draw inferences from the results using chi-square and to understand if there is significance.

3.7 Theoretical Framework

The Theoretical Framework for this study is the communication theory, "Uses and gratification theory". It is about how people use media for their specific needs as an active audience and how specific people are in choosing the media.

Television viewers-> Infotainment audience-> Tamil Programmes-> Chennai Population

3.8 Conceptual Model: Original U&G model with factors

A conceptual model is a graphical description of the structure of the proposed research objective concerning the Theoretical Framework. A conceptual model is a visual representation of ideas, concepts for a clear understanding of what the researcher is intended to analyze in the study.

Here the need motives are represented as factors and statements leading to the media use of various infotainment programmes with a certain expectation of gratification and the result of obtained gratification by using the media.

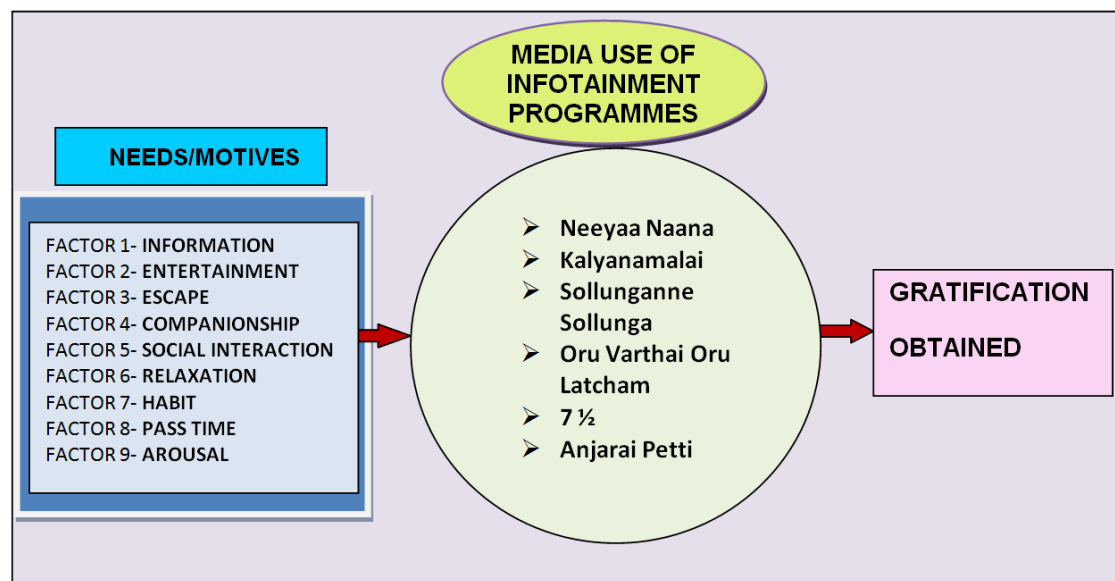


Figure 3.8: Conceptual Model: Original U&G model with factors

3.9 Narrative for Main Thesis

1. A pilot study was made initially to identify the most highly watched programmes under each genre to narrow down to pick one programme from each genre as studying an entire lot of infotainment programmes will not be practically possible.

2. Final questionnaire was prepared based on the pilot study results and an already existing communication scale was adopted to avoid bias as it was already proven for validity and reliability.
3. For the final questionnaire initially 50 data was collected from samples and reliability and validity tests were conducted and were proved reliable and valid.
3. Data collection for 1400 samples was done of which 1010 identified usable for evaluation and 390 unusable data samples were rejected.
4. The collected data were coded and entered in to excel sheet and thereby transferred to SPSS (Statistical Package for the Social Science- was first launched in 1968). software for analysis.
5. Tabulation and analysis was done using various statistical tools.

CHAPTER IV

ANALYSIS AND INTERPRETATION

4.1 Limitations of the inferences:

Concerning the programmes, we can compare which programme is of higher rank and which is lower but the reasons for the difference in programme ranks cannot be analysed; likewise, the significance can be only generalized to the proposed objectives as each of the programmes belong to an entirely different genre.

Analysis of data is a general way involving several closely related operations, which are performed, with the source of summarizing the collected data, organizing these in such a manner that they answer the research questions (Kothari, C.R. 1990). In this chapter, the data collected were systemically processed, tabulated and made suitable for analysis and interpretations. The results obtained were classified, tabulated and the following analyses were performed in fulfilling the objectives of the study.

4.1.1 Description of demographic variables of the respondents

Table 4.1.1 shows the distribution of demographic variables of the respondents observed over the factors of "Gender, Age group in years, Marital status, Educational qualification, Type of Family, Occupation, Family Monthly Income, Region and Religion". Regarding **Gender**, the distribution shows that 47.43% of the respondents are Male and 52.57% of the respondents are female. Thus it can be interpreted that the highest percentage of gender is female.

Regarding the **Age group in years** the distribution shows that 12.57% of respondents were in the age group in years of up to 20 years, 32.28% of the respondents' age group in years of 21- 40 years, 28.51% of the respondents the age group in years of 41-60 years and 26.63% of the respondents the age group in years of 61-80 years. Thus it can be interpreted that the highest percentage of age group in years is 21-40 years.

Table 4.1.1 Frequency and Percentage of demographic variables

		Frequency	Percentage
Gender	Male	479	47.43
	Female	531	52.57
Age Group in years	Up to 20	127	12.57
	21-40	326	32.28
	41-60	288	28.51
	61-80	269	26.63
Marital Status	Single	293	29.01
	Married	717	70.99
Educational Qualification	Illiterate	123	12.18
	Up to SSLC	167	16.53
	HSS	183	18.12
	UG	313	30.99
	PG	106	10.50
	Others	118	11.68
Type of Family	Nuclear	523	51.78
	Joint	487	48.22
Occupation	Student	137	13.56
	Self Employed	178	17.62
	Govt / Private Employee	242	23.96
	Unemployed	158	15.64
	Retired	127	12.57
	Others	168	16.63

Family Monthly Income	Up to 30000	210	20.79
	30001-50000	291	28.81
	50001-70000	245	24.26
	70001-100000	151	14.95
	Above 100000	113	11.19
Region	Metro	218	21.58
	Urban	179	17.72
	Sub Urban	195	19.31
	Rural	229	22.67
	Slum	189	18.71
Religion	Hindu	634	62.77
	Christian	167	16.53
	Muslim	118	11.68
	Others	91	9.01
Total		1010	100.00

Regarding **Marital status**, the distribution shows that 29.01% of respondents are Single and 70.99% of the respondents are Married. Thus it can be interpreted that the highest percentage of the respondents are Married.

Regarding the **Educational Qualification**, the distribution shows 12.18% of the respondents are Illiterate, 16.53% of the respondents are Up to SSLC, 18.12% of the respondents are HSS, 30.99% of the respondents are UG, 10.50% of the respondents are PG and 11.68% of the respondents are Others. Thus it can be interpreted that the highest percentage is UG.

Regarding the **Type of Family**, the distribution shows that 51.78% of respondents are Nuclear family and 48.22% of the respondents are Joint family. Thus it can be interpreted that the highest percentage of the respondents are Nuclear family.

Regarding the **Occupation** the distribution shows that 13.56% of respondents are Student, 17.62% of respondents are Self-Employed, 23.96% of respondents are Govt/Private Employee, 15.64% of respondents are Unemployed, 12.57% of respondents are retired and 16.63% of the respondents are Others. Thus it can be interpreted that the highest percentage of the respondents are Govt/Private Employee.

Regarding the **Family Monthly Income**, the distribution shows that 20.79% of the respondent's Income is Up to 30000, 28.81% of the respondent's Income is 30001 to 50000, 24.26% of the respondent's Income is 50001 to 70000, 14.95% of the respondent's Income is 70001 to 100000 and 11.19% of the respondent's Income is Above 100000. Thus it can be interpreted that the highest percentage of Family Monthly income is 30001 to 50000.

Regarding the **Region** the distribution shows that 21.58% of the respondents are Metro area, 17.72% of the respondents are Urban area, 19.31% of the respondents are in Sub Urban area, 22.67% of the respondents are Rural area and 18.71% of the respondents are Slum area. Thus it can be interpreted that the highest percentage of the Region is rural area.

Regarding **Religion** the distribution shows that 62.77% of the respondents are Hindu, 16.53% of the respondents are Christian, 11.68% of the respondents are Muslim

and 9.01% of the respondents are Others. Thus it can be interpreted that the highest percentage of Religion is Hindu.

4.1.2 Description of variables of the respondents

Table 4.1.2 shows the distribution of variables of the respondents observed over the factors of "Number of days watching TV in a week, Number of hours spent towards watching TV in weekdays, Number of hours spent towards watching TV in weekends, Number of hours spent towards watching TV in other holidays".

Regarding the *Number of days watching TV in a week* the distribution shows that 74.16% of the respondents are All 7 days, 3.47% of the respondents are Weekly 6 days, 3.37% of the respondents are Weekly 5 days, 5.35% of the respondents are Weekly 4 days, 8.32% of the respondents are Weekly 3 days, 2.67% of the respondents are Weekly 2 days and 2.67% of the respondents are Weekly 1 day. Thus it can be interpreted that highest percentage of Number of days watching TV in a week in all 7 days.

Regarding the *Number of hours spent towards watching TV on weekdays* the distribution shows that 23.76% of respondents Up to 1 hour, 24.85% of the respondents are 1-2 hours, 15.45% of the respondents are 2-3 hours, 13.66% of the respondents are 3-4 hours, 7.33% of the respondents are 4-5 hours and 14.95% of the respondents are Above 5 hours. Thus it can be interpreted that the highest percentage of Number of hours spent towards watching TV on weekdays in 1-2 hours.

Regarding the *Number of hours spent towards watching TV at weekends* the distribution shows that 1.58% of respondents Up to 1 hour, 2.67% of the respondents are 1-2 hours, 8.51% of the respondents are 2-3 hours, 19.01% of the respondents are 3-4 hours, 12.87% of the respondents are 4-5 hours and 55.35% of the respondents are Above 5 hours. Thus it can be interpreted that the highest percentage of Number of hours spent watching TV at weekends is Above 5 hours.

Regarding the *Number of hours spent towards watching TV in other hoildays* the distribution shows that 1.68% of respondents Up to 1 hour, 2.18% of the respondents are 1-2 hours, 8.32% of the respondents are 2-3 hours, 18.51% of the respondents are 3-4 hours, 13.47% of the respondents are 4-5 hours and 55.84% of the respondents are Above

5 hours. Thus it can be interpreted that highest percentage of Number of hours spent towards watching TV in other holidays in Above 5 hours.

Table 4.1.2 Description of the variables of the respondents

		N	%
Number of days watching TV in a week	All 7 days	749	74.16
	Weekly 6 days	35	3.47
	Weekly 5 days	34	3.37
	Weekly 4 days	54	5.35
	Weekly 3 days	84	8.32
	Weekly 2 days	27	2.67
	Weekly 1 day	27	2.67
Number of hours spent towards watching TV on weekdays	Up to 1	240	23.76
	1-2	251	24.85
	2-3	156	15.45
	3-4	138	13.66
	4-5	74	7.33
	Above 5	151	14.95
Number of hours spent towards watching TV at weekends	Up to 1	16	1.58
	1-2	27	2.67
	2-3	86	8.51
	3-4	192	19.01
	4-5	130	12.87
	Above 5	559	55.35
Number of hours spent towards watching TV on other holidays	Up to 1	17	1.68
	1-2	22	2.18
	2-3	84	8.32
	3-4	187	18.51
	4-5	136	13.47
	Above 5	564	55.84
Total		1010	100.00

4.2.1 Opinion about days do watch TV channels in a week

The opinions about days do watch TV channels in a week were analyzed concerning "Age, Gender, Marital status, Education, Family Type, Occupation, Monthly Income, Region, and Religion" and the result is shown in table 4.2.1.

Table 4.2.1 Days do watch TV channels in a week

			Number of days watching TV in a week						Total
			All 7 days	Weekly 6 days	Weekly 5 days	Weekly 4 days	Weekly 3 days	Weekly 2 days	
Age Group in years	Up to 20	N	105	3	4	1	10	4	127
		%	10.40	0.30	0.40	0.10	0.99	0.40	12.57
	21-40	N	230	14	21	21	33	7	326
		%	22.77	1.39	2.08	2.08	3.27	0.69	32.28
	41-60	N	197	23	16	24	17	11	288
		%	19.50	2.28	1.58	2.38	1.68	1.09	28.51
	61-80	N	217	9	5	9	24	5	269
		%	21.49	0.89	0.50	0.89	2.38	0.50	26.63
Educational Qualification	Illiterate	N	113	2	1	4	3		123
		%	11.19	0.20	0.10	0.40	0.30		12.18
	Up to SSLC	N	115	22	14	3	10	3	167
		%	11.39	2.18	1.39	0.30	0.99	0.30	16.53
	HSS	N	127	5	8	26	13	4	183
		%	12.57	0.50	0.79	2.57	1.29	0.40	18.12
	UG	N	231	13	10	10	33	16	313
		%	22.87	1.29	0.99	0.99	3.27	1.58	30.99
	PG	N	80	3	3	1	17	2	106
		%	7.92	0.30	0.30	0.10	1.68	0.20	10.50
	Others	N	83	4	10	11	8	2	118
		%	8.22	0.40	0.99	1.09	0.79	0.20	11.68
Occupation	Student	N	108	13	4	1	7	4	137
		%	10.69	1.29	0.40	0.10	0.69	0.40	13.56
	Self Employed	N	109	12	11	19	17	10	178
		%	10.79	1.19	1.09	1.88	1.68	0.99	17.62
	Govt / Private Employee	N	185	7	17	5	23	5	242
		%	18.32	0.69	1.68	0.50	2.28	0.50	23.96
	Unemployed	N	149	3	2		2	2	158
		%	14.75	0.30	0.20		0.20	0.20	15.64
	Retired	N	97	2	3	5	16	4	127
		%	9.60	0.20	0.30	0.50	1.58	0.40	12.57
	Others	N	101	12	9	25	19	2	168
		%	10.00	1.19	0.89	2.48	1.88	0.20	16.63
Family Monthly Income	Up to 30000	N	137	20	16	16	13	8	210
		%	13.56	1.98	1.58	1.58	1.29	0.79	20.79
	30001-50000	N	235	8	15	10	17	6	291
		%	23.27	0.79	1.49	0.99	1.68	0.59	28.81
	50001-70000	N	195	7	9	10	19	5	245
		%	19.31	0.69	0.89	0.99	1.88	0.50	24.26
	70001-100000	N	104	8	4	13	17	5	151
		%	10.30	0.79	0.40	1.29	1.68	0.50	14.95
	Above 100000	N	78	6	2	6	18	3	113
		%	7.72	0.59	0.20	0.59	1.78	0.30	11.19
Total	N		749	49	46	55	84	27	1010
	%		74.16	4.85	4.55	5.45	8.32	2.67	100

			Number of days watching TV in a week						Total
			All 7 days	Weekly 6 days	Weekly 5 days	Weekly 4 days	Weekly 3 days	Weekly 2 days	
Region	Metro	N	170	6	2	6	29	5	218
		%	16.83	0.59	0.20	0.59	2.87	0.50	21.58
	Urban	N	137	3	11	3	24	1	179
		%	13.56	0.30	1.09	0.30	2.38	0.10	17.72
	Sub Urban	N	137	9	18	10	9	12	195
		%	13.56	0.89	1.78	0.99	0.89	1.19	19.31
	Rural	N	144	25	3	33	19	5	229
		%	14.26	2.48	0.30	3.27	1.88	0.50	22.67
	Slum	N	161	6	12	3	3	4	189
		%	15.94	0.59	1.19	0.30	0.30	0.40	18.71
Religion	Hindu	N	483	18	32	39	51	11	634
		%	47.82	1.78	3.17	3.86	5.05	1.09	62.77
	Christian	N	113	7	7	8	19	13	167
		%	11.19	0.69	0.69	0.79	1.88	1.29	16.53
	Muslim	N	80	20	1	5	11	1	118
		%	7.92	1.98	0.10	0.50	1.09	0.10	11.68
	Others	N	73	4	6	3	3	2	91
		%	7.23	0.40	0.59	0.30	0.30	0.20	9.01
Total	N		749	49	46	55	84	27	1010
	%		74.16	4.85	4.55	5.45	8.32	2.67	100

			Number of days watching TV in a week						Total
			All 7 days	Weekly 6 days	Weekly 5 days	Weekly 4 days	Weekly 3 days	Weekly 2 days	
Gender	Male	N	296	20	36	47	61	19	479
		%	29.31	1.98	3.56	4.65	6.04	1.88	47.43
	Female	N	453	29	10	8	23	8	531
		%	44.85	2.87	0.99	0.79	2.28	0.79	52.57
Marital Status	Single	N	226	13	12	15	21	6	293
		%	22.38	1.29	1.19	1.49	2.08	0.59	29.01
	Married	N	523	36	34	40	63	21	717
		%	51.78	3.56	3.37	3.96	6.24	2.08	70.99
Type of Family	Nuclear	N	384	33	21	28	43	14	523
		%	38.02	3.27	2.08	2.77	4.26	1.39	51.78
	Joint	N	365	16	25	27	41	13	487
		%	36.14	1.58	2.48	2.67	4.06	1.29	48.22
Total	N		749	49	46	55	84	27	1010
	%		74.16	4.85	4.55	5.45	8.32	2.67	100

Table 4.2.1 shows that the Days do watch TV channels in a week for 74.16% of the respondents are All 7 days, 4.85% of the respondents are Weekly 6 days, 4.55% of the respondents are Weekly 5 days, 5.45% of the respondents are Weekly 4 days, 8.32% of the respondents are Weekly 3 days, 2.67% of the respondents are Weekly 2 days. Thus it can be interpreted that the highest percentage of the respondents are All 7 days.

Further to find the association between the opinion about Days do watch TV channels in a week and the profile of the respondents the chi-square test was used and the result of the test is shown in table 4.2.1a.

Null Hypothesis: There is no significant association between the profile of the respondents and the opinion about Days do watch TV channels in a week

Table 4.2.1a — Chi-square Test- Days do watch TV channels in a week

Profile of the respondent	Chi-square	Df	p	Sig.
Age	39.80	15	0.000	Highly Significant
Gender	96.16	5	0.000	Highly Significant
Marital status	2.17	5	0.825	Not Significant
Education	120.63	25	0.000	Highly Significant
Family type	5.55	5	0.352	Not Significant
Occupation	126.44	25	0.000	Highly Significant
Monthly Income	50.67	20	0.000	Highly Significant
Region	140.04	20	0.000	Highly Significant
Religion	74.84	15	0.000	Highly Significant

It is noted from Table 4.2.1a that the p-value is less than 0.05 for 'Age, Gender, Education, Occupation, Monthly Income, Region, Religion, the results are significant at 5 %. From the analysis, the null hypothesis is rejected and it is concluded that there is significant association was found between the 'Age, Gender, Education, Occupation, Monthly Income, Region, Religion and the opinion about Days do watch TV channels in a week.

4.2.2 Opinion about Time duration spend towards watching TV in a day

The opinions about Time duration spend towards watching TV in a day during *weekdays, during weekends and during other holydays*" are analyzed. It is clear from table 4.2.2 that 23.76% of the respondents spend Up to 1 hour, 24.85% of the respondents spend 1 to 2 Hours, 15.45% of the respondents spend 2 to 3 hours, 13.66% of the respondents spend 3 to 4 hours and 7.33% of the respondents spend 4 to 5 hours, 14.95% of the respondents spend Above 5 hours Regarding the '*Time duration you spend towards watching TV in a day during weekdays*.'

Regarding the "*Time duration you spend towards watching TV in a day during weekends*" 1.58% of the respondents spend Up to 1 Hour, 2.67% of the respondents spend 1 to 2 Hours, 8.51% of the respondents spend 2 to 3 hours, 19.01% of the respondents spend 3 to 4 hours and 12.87% of the respondents spend 4 to 5 hours, 55.35% of the respondents spend Above 5 hours.

Table 4.2.2 Time duration spend towards watching TV in a day

	Up to 1hr		1.01to 2 hrs		2.01 to 3hrs		3.01 to 4 hrs		4.01 to 5 hrs		More than 5 hrs		Total
	N	%	N	%	N	%	N	%	N	%	N	%	
During weekdays	240	23.76	251	24.85	156	15.45	138	13.66	74	7.33	151	14.95	1010
During weekends	16	1.58	27	2.67	86	8.51	192	19.01	130	12.87	559	55.35	1010
During other holidays	17	1.68	22	2.18	84	8.32	187	18.51	136	13.47	564	55.84	1010

Regarding the "*Time duration you spend towards watching TV in a day during other holydays*" 1.68% of the respondents spend Up to 1 hour, 2.18% of the respondents spend 1 to 2 Hours, 8.32% of the respondents spend 2 to 3 hours, 18.51% of the respondents spend 3 to 4 hours and 13.47% of the respondents spend 4 to 5 hours, 55.84% of the respondents spend Above 5 hours.

It is clear from table 4.2.2 that majority among 1 to 2 hours with the factor of "*Time duration you spend towards watching TV in a day during weekdays*". Among Above 5 hours with the factor of "*Time duration you spend towards watching TV in a day during weekends, Time duration you spend towards watching TV in a day during other holidays*".

4.2.3 Opinion about Time slots watches TV

The opinion about Time slots watch TV observed over the resources of “*Time slots watch TV during weekdays, Time slots watch TV during weekends, Time slots watch TV during other holydays*” are analyzed. It is clear from the table 4.2.3 that 2.97% of the respondents watch 5.01am-8am, 10.89% of the respondents watch 8.01am-10am, 25.94% of the respondents watch 10.01am-1pm, 22.87% of the respondents watch 1.01pm-3pm and 11.88% of the respondents watch 3.01pm -5pm, 37.88% of the respondents watch 5.01pm-8pm, 69.50% of the respondents watch 8.01pm-10pm, 17.82% of the respondents watch 10.01pm-12am and 0.30% of the respondents watch 12.01am-2.00am. Regarding the ‘*Time slots watch TV during weekdays*’.

Table 4.2.3 Time slots watch TV

During weekdays	Time slots watch TV During weekdays					
	Yes		No		Total	
	N	%	N	%	N	%
5.01-8 am	30	2.97	980	97.03	1010	100
8.01-10 am	110	10.89	900	89.11	1010	100
10.01-1 pm	262	25.94	748	74.06	1010	100
1.01-3 pm	231	22.87	779	77.13	1010	100
3.01 -5 pm	120	11.88	890	88.12	1010	100
5.01-8 pm	377	37.33	633	62.67	1010	100
8.01-10 pm	702	69.50	308	30.5	1010	100
10.01-12 am	180	17.82	830	82.18	1010	100
12am-5am	3	0.30	1007	99.7	1010	100

Regarding the “*Time slots watch TV during weekends*” 2.57% of the respondents watch 5.01 am-8 am, 71.09% of the respondents watch 8.01am-10 am, 64.46% of the respondents watch 10.01am-1pm, 55.74% of the respondents watch 1.01pm-3pm and 48.22% of the respondents watch 3.01pm -5pm, 72.67% of the respondents watch 5.01pm-8pm, 87.33% of the respondents watch 8.01pm-10pm, 44.55% of the respondents watch 10.01pm-12am and 0.20% of the respondents watch 12.01am-2.00am.

Table 4.2.3a Time slots watch TV

During weekends	Time slots watch TV During weekends					
	Yes		No		Total	
	N	%	N	%	N	%
5.01-8 am	26	2.57	984	97.43	1010	100
8.01-10 am	718	71.09	292	28.91	1010	100
10.01-1 pm	651	64.46	359	35.54	1010	100
1.01-3 pm	563	55.74	447	44.26	1010	100
3.01 -5 pm	487	48.22	523	51.78	1010	100
5.01-8 pm	734	72.67	276	27.33	1010	100
8.01-10 pm	882	87.33	128	12.67	1010	100
10.01-12 am	450	44.55	560	55.45	1010	100
12am-5am	2	0.20	1008	99.8	1010	100

Regarding the “*Time slots watch TV during other holydays*” 3.17% of the respondents watch 5.01 am-8 am, 54.85% of the respondents watch 8.01am-10 am, 70.20% of the respondents watch 10.01 am-1pm, 64.75% of the respondents watch 1.01pm-3pm and 50.10% of the respondents watch 3.01pm -5pm, 73.86% of the respondents watch 5.01pm-8pm, 86.63% of the respondents watch 8.01pm-10pm, 29.21% of the respondents watch 10.01pm-12am and 0.20% of the respondents watch 12.01am-2.00am

Table 4.2.3b Time slots watch TV

During other holydays	Time slots watch TV During other holydays					
	Yes		No		Total	
	N	%	N	%	N	%
5.01-8 am	32	3.17	978	96.83	1010	100
8.01-10 am	554	54.85	456	45.15	1010	100
10.01-1 pm	709	70.20	301	29.8	1010	100
1.01-3 pm	654	64.75	356	35.25	1010	100
3.01 -5 pm	506	50.10	504	49.9	1010	100
5.01-8 pm	746	73.86	264	26.14	1010	100
8.01-10 pm	875	86.63	135	13.37	1010	100
10.01-12 am	295	29.21	715	70.79	1010	100
12am-5am	2	0.20	1008	99.8	1010	100

It is clear from table 4.2.3 that majority among 8.01 pm-10 pm with the factor of “*Time slots watch TV during weekdays*”. Among 8.01 pm-10 pm with the factor of “*Time slots watch TV during weekends and Time slots watch TV during other holydays*”.

4.2.4 Opinion about Medium/gadgets use to watch TV programmes

The opinions about Medium/gadgets use to watch TV programmes were analyzed with respect to "Age, Gender, Marital status, Education, Family Type, Occupation, Monthly Income, Region, Religion" and result is shown in table 4.2.4.

Table 4.2.4 Medium/gadgets use to watch TV programmes

		Medium/Gadgets use to watch TV				Total
		Arasu Cable TV		Satellite Dish		
		N	%	N	%	
Gender	Male	140	13.86	339	33.56	479
	Female	151	14.95	380	37.62	531
Age Group in years	Up to 20	44	4.36	83	8.22	127
	21-40	93	9.21	233	23.07	326
	41-60	87	8.61	201	19.90	288
	61-80	67	6.63	202	20.00	269
Marital Status	Single	87	8.61	206	20.40	293
	Married	204	20.20	513	50.79	717
Educational Qualification	Illiterate	74	7.33	49	4.85	123
	Upto SSLC	72	7.13	95	9.41	167
	HSS	53	5.25	130	12.87	183
	UG	55	5.45	258	25.54	313
	PG	16	1.58	90	8.91	106
	Others	21	2.08	97	9.60	118
Type of Family	Nuclear	169	16.73	354	35.05	523
	Joint	122	12.08	365	36.14	487
Occupation	Student	35	3.47	102	10.10	137
	Self Employed	70	6.93	108	10.69	178
	Govt / Private	67	6.63	175	17.33	242
	Unemployed	51	5.05	107	10.59	158
	Retired	19	1.88	108	10.69	127
	Others	49	4.85	119	11.78	168
Family Monthly Income	Up to 30000	110	10.89	100	9.90	210
	30001-50000	95	9.41	196	19.41	291
	50001-70000	45	4.46	200	19.80	245
	70001-100000	25	2.48	126	12.48	151
	Above 100000	16	1.58	97	9.60	113
Region	Metro	13	1.29	205	20.30	218
	Urban	20	1.98	159	15.74	179
	Sub Urban	48	4.75	147	14.55	195
	Rural	76	7.52	153	15.15	229
	Slum	134	13.27	55	5.45	189
Religion	Hindu	221	21.88	413	40.89	634
	Christian	44	4.36	123	12.18	167
	Muslim	11	1.09	107	10.59	118
	Others	15	1.49	76	7.52	91
Total		291	28.81	719	71.19	1010

Table 4.2.4 shows that the Medium/gadgets use to watch TV programmes for 28.81% of the respondents watch Arasu Cable TV, 71.19% of the respondents' watch

Satellite Dish. Thus it can be interpreted that the highest percentage of the respondents watch Satellite Dish.

Further in order to find the association between the opinion about Medium/gadgets use to watch TV programmes and the profile of the respondents the chi-square test was used and the result of the test is shown in table 4.2.4a.

Null Hypothesis: There is no significant association between the profile of the respondents and the opinion about Medium/gadgets use to watch TV programmes

Table 4.2.4a — Chi-square Test- Medium/gadgets use to watch TV programmes

Profile of the respondent	Chi-square	df	p	Sig.
Age	0.08	1	0.782	Not Significant
Gender	4.39	3	0.222	Not Significant
Marital status	0.16	1	0.693	Not Significant
Education	111.58	5	0.000	Highly Significant
Family type	6.48	1	0.011	Significant
Occupation	23.27	5	0.000	Highly Significant
Monthly Income	94.88	4	0.000	Highly Significant
Region	249.68	4	0.000	Highly Significant
Religion	40.39	3	0.000	Highly Significant

It is noted from Table 4.2.4a that the p-value is less than 0.05 for 'Education, Family Type, Occupation, Monthly Income, Region, Religion, the results are significant at 5 %. From the analysis, the null hypothesis is rejected and it is concluded that there is a significant association between the 'Education, Family Type, Occupation, Monthly Income, Region, Religion and the opinion about Medium/gadgets use to watch TV programmes.

4.3.1 Opinion about TV Programme watching

The opinion about TV Programme watching observed over the resources of “*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*” are analyzed. It is clear from table 4.3.1 that 57.62% of the respondents are watching Never, 14.06% of the respondents are watching rarely, 7.72% of the

respondents are watching sometimes, 11.19% of the respondents are watching often and 9.41% of the respondents are watching always Regarding the ‘Neeya Naana’.

Regarding the “**Kalyanamalai**” 51.58% of the respondents are watching Never, 18.51% of the respondents are watching rarely, 10.89% of the respondents are watching sometimes, 8.22% of the respondents are watching often and 10.79% of the respondents are watching always.

Regarding the “**Sollunganne Sollunga**” 63.76% of the respondents are watching Never, 9.21% of the respondents are watching rarely, 11.58% of the respondents are watching sometimes, 5.35% of the respondents are watching often and 10.10% of the respondents are watching always.

Regarding the “**Oru Varthai Oru Latcham**” 77.82% of the respondents are watching Never, 7.52% of the respondents are watching rarely, 7.62% of the respondents are watching sometimes, 3.17% of the respondents are watching often and 3.86% of the respondents are watching always.

Regarding the “**7 ½**” 61.98% of the respondents are watching Never, 18.51% of the respondents are watching rarely, 7.72% of the respondents are watching sometimes, 4.65% of the respondents are watching often and 7.13% of the respondents are watching always.

Regarding the “**Anjarai Petti**” 59.50% of the respondents are watching Never, 12.18% of the respondents are watching rarely, 10.99% of the respondents are watching sometimes, 8.12% of the respondents are watching often and 9.21% of the respondents are watching always.

Table 4.3.1 TV Programme watching

	Never		Rarely		Sometimes		Often		Always		Total
	N	%	N	%	N	%	N	%	N	%	
Neeyaa Naanaa	582	57.62	142	14.06	78	7.72	113	11.19	95	9.41	1010
Kalyana malai	521	51.58	187	18.51	110	10.89	83	8.22	109	10.79	1010
Sollunga ne Sollunga	644	63.76	93	9.21	117	11.58	54	5.35	102	10.10	1010
Oruvaart hai orulatcham	786	77.82	76	7.52	77	7.62	32	3.17	39	3.86	1010
7 ½	626	61.98	187	18.51	78	7.72	47	4.65	72	7.13	1010
Anjarai Petti	601	59.50	123	12.18	111	10.99	82	8.12	93	9.21	1010

It is clear from table 4.3.1 that majority among Never with the factor of *Neeya Naana*, *Kalyanamalai*, *Sollunganne Sollunga*, *Oru Varthai Oru Latcham*, *7 ½*, *Anjarai Petti*.

In order to identify the factor which is more influencing the respondent towards TV Programme watching the Friedman's test analysis was used and the results are given in Table 4.3.1a.

Table 4.3.1a Friedman Test- TV Programme watching

	Mean	SD	Mean Rank	Reliability
Neeya Naana	2.01	1.40	3.76	0.498
Kalyanamalai	2.08	1.39	3.76	
Sollunganne Sollunga	1.89	1.37	3.48	
Oru Varthai Oru Latcham	1.48	1.03	2.96	
7 ½	1.76	1.21	3.38	
Anjarai Petti	1.95	1.36	3.66	

It could be noted from the above table that among the 6 factors both "Neeya Naana" and "Kalyanamalai" ranked first. It is followed by the "Anjarai Petti". Though the mean rank of "Neeya Naana" and "Kalyanamalai" are the same the mean value of Kalyanamalai is greater than Neeya Naana because the variation in the percentage of samples watching Neeya Naana is different from Kalyanamalai, this also applies to other programmes too.

4.3.2 Opinion about Duration of TV programme watching

Here NA denotes 'Not Applicable meaning that either they never watched or stopped watching any of these programmes

The opinion about Duration of TV programme watching observed over the resources of "*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*" are analyzed. It is clear from table 4.3.2 that 58.51% of the respondents belong to Not Applicable, 1.88% of the respondents are watching Below 1 hour, 1.09% of the respondents are watching 1-2 hours and 38.51% of the respondents are watching Above 2 hours regarding 'Neeya Naana'.

Regarding "*Kalyanamalai*" 51.88% of the respondents belong to Not Applicable, 3.56% of the respondents are watching Below 1 hour, 2.67% of the respondents are watching 1-2 hours and 41.88% of the respondents are watching Above 2 hours.

Regarding "*Sollunganne Sollunga*" 64.55% of the respondents belong to Not Applicable, 30.69% of the respondents are watching Below 1 hour, 1.09% of the

respondents are watching 1-2 hours and 3.66% of the respondents are watching Above 2 hours.

Regarding “*Oru Varthai Oru Latcham*” 78.22% of the respondents belong to Not Applicable, 2.97% of the respondents are watching Below 1 hour, 2.97% of the respondents are watching 1-2 hours and 15.84% of the respondents are watching Above 2 hours.

Regarding “*7 ½*” 62.18% of the respondents belong to Not Applicable, 33.47% of the respondents are watching Below 1 hour, 1.39% of the respondents are watching 1-2 hours and 2.97% of the respondents are watching Above 2 hours.

Regarding “*Anjarai Petti*” 60.00% of the respondents belong to Not Applicable, 2.18% of the respondents are watching Below 1 hour, 4.26% of the respondents are watching 1-2 hours and 33.56% of the respondents are watching Above 2 hours.

Table 4.3.2 Duration of TV programme watching

	NA		Below 1		1-2		Above 2		Total
	N	%	N	%	N	%	N	%	
Neeya Naana	591	58.51	19	1.88	11	1.09	389	38.51	1010
Kalyanamalai	524	51.88	36	3.56	27	2.67	423	41.88	1010
Sollunganne Sollunga	652	64.55	310	30.69	11	1.09	37	3.66	1010
Oru Varthai Oru Latcham	790	78.22	30	2.97	30	2.97	160	15.84	1010
7 ½	628	62.18	338	33.47	14	1.39	30	2.97	1010
Anjarai Petti	606	60.00	22	2.18	43	4.26	339	33.56	1010

It is clear from table 4.3.2 that the majority belong to Not Applicable with the factor of “*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*”.

In order to identify the factor which is more influencing the respondent towards Duration of TV programme watching the Friedman’s test analysis was used and the results are given in Table 4.3.2a.

Table 4.3.2a Friedman Test- Duration of TV programme watching

	Mean	SD	Mean Rank	Reliability
Neeya Naana	1.20	1.45	3.76	0.624
Kalyanamalai	1.35	1.45	3.99	
Sollunganne Sollunga	0.44	0.70	3.18	
Oru Varthai Oru Latcham	0.56	1.12	3.12	
37 ½	0.45	0.67	3.24	
Anjarai Petti	1.11	1.41	3.72	

It could be noted from the above table that among the 6 factors “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”, “Anjarai Petti” was ranked third.

4.3.3 Opinion about Time spend on watching

Here NA denotes ‘not Aplicable’ meaning that either they never watched or stopped watching any of these programmes

The opinion about Time spend on watching observed over the resources of “Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti are analyzed. It is clear from table 4.3.3 that 58.52% of the respondents belong to Not Applicable and 41.68% of the respondents are watching 60 minutes regarding ‘Neeya Naana’. Regarding “**Kalyanamalai**” 52.28% of the respondents belong to Not Applicable and 47.72% of the respondents are watching 60 minutes.

Regarding “**Sollunganne Sollunga**” 64.36% of the respondents belong to Not Applicable and 35.64% of the respondents are watching 60 minutes. Regarding “**Oru Varthai Oru Latcham**” 77.92% of the respondents belong to Not Applicable and 22.08% of the respondents are watching 60 minutes.

Regarding “7 ½” 62.67% of the respondents belong to Not Applicable and 37.33% of the respondents are watching 60 minutes.

Regarding “*Anjarai Petti*” 60.50% of the respondents belong to Not Applicable, 0.20% of the respondents are watching 30 minutes and 39.31% of the respondents are watching 60 minutes.

Table 4.3.3 Time spend on watching

	NA		30 mins		60 mins		Total
	N	%	N	%	N	%	
Neeya Naana	589	58.32	-	-	421	41.68	1010
Kalyanamalai	528	52.28	-	-	482	47.72	1010
Sollunganne Sollunga	650	64.36	-	-	360	35.64	1010
Oru Varthai Oru Latcham	787	77.92	-	-	223	22.08	1010
7 ½	633	62.67	-	-	377	37.33	1010
Anjarai Petti	611	60.50	2	0.20	397	39.31	1010

It is clear from table 4.3.3 that the majority belong to Not Applicable with the factor of "*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*."

4.3.4 Opinion about Person with whom watching programme

Here NA denotes ‘Not Applicable’ meaning that either they never watched or stopped watching any of these programmes

The opinion about People with whom watching programme are observed over the resources of "*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*" are analyzed. It is clear from table 4.3.4 that 57.23% of the respondents belong to Not Applicable, 22.08% of the respondents are watching with the whole family, 1.68% of the respondents are watching with the spouse, 0.69% of the respondents are watching with mother, 0.10% of the respondents are watching with father and 18.22% of the respondents are watching alone regarding ‘Neeya Naana’.

Regarding “*Kalyanamalai*” 50.89% of the respondents belong to Not Applicable, 27.03% of the respondents are watching with whole family, 2.38% of the respondents are watching with the spouse, 0.89% of the respondents are watching with mother, 0.10% of

the respondents are watching with father, 0.30% of the respondents are watching with grandparents and 18.42% of the respondents are watching alone.

Regarding “***Sollunganne Sollunga***” 63.66% of the respondents belong to Not Applicable Never, 16.83% of the respondents are watching with whole family, 0.59% of the respondents are watching with the spouse, 1.68% of the respondents are watching with kids, 0.10% of the respondents are watching with mother, 0.20% of the respondents are watching with father, 0.10% of the respondents are watching with grandparents, 3.17% of the respondents are watching with siblings and 13.66% of the respondents are watching alone.

Regarding “***Oru Varthai Oru Latcham***” 77.23% of the respondents belong to Not Applicable, 9.21% of the respondents are watching with the whole family, 1.19% of the respondents are watching with the spouse, 1.58% of the respondents are watching with kids, 0.10% of the respondents are watching with father, 0.10% of the respondents are watching with grandparents, 1.09% of the respondents are watching with siblings and 9.50% of the respondents are watching alone.

Regarding “***7 ½***” 61.69% of the respondents belong to Not Applicable, 7.52% of the respondents are watching with the whole family, 3.76% of the respondents are watching with the spouse, 0.20% of the respondents are watching with mother, 0.30% of the respondents are watching with father, 0.10% of the respondents are watching with grandparents and 26.63% of the respondents are watching alone.

Regarding “***Anjarai Petti***” 59.50% of the respondents belong to Not Applicable, 14.16% of the respondents are watching with the whole family, 1.09% of the respondents are watching with the spouse, 2.67% of the respondents are watching with mother, 0.20% of the respondents are watching with father, 0.30% of the respondents are watching with grandparents and 22.08% of the respondents are watching alone.

Table 4.3.4 Person with whom watching the programme

programmes		NA	With whole family	With spouse	With kids	With mother	With father	With grandparents	With siblings	Alone	Total
Neeya Naana	N	578	223	17	-	7	1	-	-	184	1010
	%	57.23	22.08	1.68	-	0.69	0.10	-	-	18.22	100
Kalyanamalai	N	514	273	24	-	9	1	3	-	186	1010
	%	50.89	27.03	2.38	-	0.89	0.10	0.30	-	18.42	100
Sollunganne Sollunga	N	643	170	6	17	1	2	1	32	138	1010
	%	63.66	16.83	0.59	1.68	0.10	0.20	0.10	3.17	13.66	100
Oru Varthai Oru Latcham	N	780	93	12	16	-	1	1	11	96	1010
	%	77.23	9.21	1.19	1.58	-	0.10	0.10	1.09	9.50	100
7 ½	N	621	76	38	-	2	3	1	-	269	1010
	%	61.49	7.52	3.76	-	0.20	0.30	0.10	-	26.63	100
Anjarai Petti	N	601	143	11	-	27	2	3	-	223	1010
	%	59.50	14.16	1.09	-	2.67	0.20	0.30	-	22.08	100

4.3.5 Opinion about Share and discuss with family members while watching

The opinion about Share and discuss with family members while watching observed over the resources of “*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*” are analyzed. It is clear from table 4.3.5 that 68.61% of the respondents are watching Never, 4.55% of the respondents are watching rarely, 7.43% of the respondents are watching sometimes, 6.44% of the respondents are watching often and 12.97% of the respondents are watching always regarding ‘Neeya Naana’.

Regarding “*Kalyanamalai*” 62.87% of the respondents are watching Never, 6.93% of the respondents are watching rarely, 4.65% of the respondents are watching sometimes, 7.23% of the respondents are watching often and 18.32% of the respondents are watching always.

Regarding “*Sollunganne Sollunga*” 75.25% of the respondents are watching Never, 2.77% of the respondents are watching rarely, 3.07% of the respondents are watching sometimes, 4.46% of the respondents are watching often and 14.46% of the respondents are watching always.

Regarding “*Oru Varthai Oru Latcham*” 83.96% of the respondents are watching Never, 2.97% of the respondents are watching rarely, 1.68% of the respondents are watching sometimes, 4.36% of the respondents are watching often and 7.03% of the respondents are watching always.

Regarding “*7 ½*” 86.04% of the respondents are watching Never, 3.56% of the respondents are watching rarely, 4.06% of the respondents are watching sometimes, 2.57% of the respondents are watching often and 3.76% of the respondents are watching always.

Regarding “*Anjarai Petti*” 74.26% of the respondents are watching Never, 5.35% of the respondents are watching rarely, 5.64% of the respondents are watching

sometimes, 3.37% of the respondents are watching often and 11.39% of the respondents are watching always.

Table 4.3.5 Share and discuss with family members while watching

		N	R	S	O	A	Total
Neeya Naana	N	693	46	75	65	131	1010
	%	68.61	4.55	7.43	6.44	12.97	100
Kalyanamalai	N	635	70	47	73	185	1010
	%	62.87	6.93	4.65	7.23	18.32	100
Sollunganne Sollunga	N	760	28	31	45	146	1010
	%	75.25	2.77	3.07	4.46	14.46	100
Oru Varthai Oru Latcham	N	848	30	17	44	71	1010
	%	83.96	2.97	1.68	4.36	7.03	100
7 ½	N	869	36	41	26	38	1010
	%	86.04	3.56	4.06	2.57	3.76	100
Anjarai Petti	N	750	54	57	34	115	1010
	%	74.26	5.35	5.64	3.37	11.39	100

It is clear from table 4.3.5 that the majority is among Never with the factor of “*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*”.

In order to identify the factor which is more influencing the respondent towards Share and discuss with family members while watching the Friedman’s test analysis was used and the results were given in Table 4.3.5a.

Table 4.3.5a Friedman Test- Share and discuss with family members while watching

	Mean	SD	Mean Rank	Reliability
Neeya Naana	1.91	1.48	3.76	0.719
Kalyanamalai	2.11	1.61	3.91	
Sollunganne Sollunga	1.80	1.49	3.51	
Oru Varthai Oru Latcham	1.48	1.18	3.22	
7 ½	1.34	0.96	3.09	
Anjarai Petti	1.72	1.37	3.51	

It could be noted from the above table that among the 6 factors "Kalyanamalai" was ranked first. It is followed by the "Neeya Naana". Both "Sollunganne Sollunga and Anjarai Petti ranked third despite the mean value being different for the very reason the percentage of viewers watching these programmes vary.

4.3.6 Opinion about Follow, comment, share on social media

The opinion about Follow, comment, share on social media observed over the resources of "*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*" are analyzed. It is clear from table 4.2.6 that 88.42% of the respondents are watching Never, 7.82% of the respondents are watching rarely, 3.47% of the respondents are watching sometimes, 0.30% of the respondents are watching often regarding 'Neeya Naana'.

Regarding "***Kalyanamalai***" 93.07% of the respondents are watching Never, 5.54% of the respondents are watching rarely, 0.99% of the respondents are watching sometimes, 0.30% of the respondents are watching often and 0.10% of the respondents are watching always.

Regarding "***Sollunganne Sollunga***" 98.91% of the respondents are watching Never, 0.79% of the respondents are watching rarely, 0.20% of the respondents are watching often and 0.10% of the respondents are watching always.

Regarding “*Oru Varthai Oru Latcham*” 99.31% of the respondents are watching Never, 0.50% of the respondents are watching rarely and 0.20% of the respondents are watching always.

Table 4.3.6 Follow, comment, share on social media

		N	R	S	O	A	Total
Neeya Naana	N	893	79	35	3	-	1010
		88.42	7.82	3.47	0.30	-	100
Kalyanamalai	N	940	56	10	3	1	1010
		93.07	5.54	0.99	0.30	0.10	100
Sollunganne Sollunga	N	999	8	-	2	1	1010
		98.91	0.79	-	0.20	0.10	100
Oru Varthai Oru Latcham	N	1003	5	-	-	2	1010
		99.31	0.50	-	-	0.20	100
7 ½	N	1007	1	-	-	2	1010
		99.70	0.10	-	-	0.20	100
Anjarai Petti	N	939	48	11	7	5	1010
		92.97	4.75	1.09	0.69	0.50	100

Regarding “7 ½” 99.70% of the respondents are watching Never, 0.10% of the respondents are watching rarely and 0.20% of the respondents are watching always.

Regarding “*Anjarai Petti*” 92.97% of the respondents are watching Never, 4.75% of the respondents are watching rarely, 1.09% of the respondents are watching sometimes, 0.69% of the respondents are watching often and 0.50% of the respondents are watching always.

It is clear from table 4.3.6 that majority among Never with the factor of “*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*”.

In order to identify the factor which is more influencing the respondent towards Follow, comment, share on social media the Friedman’s test analysis was used and the results are given in Table 4.3.6a

.Table 4.3.6a Friedman Test- Follow, comment, share on social media

	Mean	SD	Mean Rank	Reliability
Neeya Naana	1.16	0.47	3.72	0.661
Kalyanamalai	1.09	0.36	3.56	
Sollunganne Sollunga	1.02	0.20	3.39	
Oru Varthai Oru Latcham	1.01	0.19	3.38	
7 ½	1.01	0.18	3.37	
Anjarai Petti	1.11	0.47	3.58	

It could be noted from the above table that among the 6 factors “NeeyaaNaana” was ranked first. It is followed by the “Anjarai Petti”, “Kalyanamalai” was ranked third.

4.3.7 Opinion about Participation (Have you taken part) in the TV programme

The opinion about participation (Have you taken part) in TV programme observed over the resources of “*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*” are analyzed. It is clear from table 4.3.7 that 100% of the respondents are 'Never' regarding the ‘Neeya Naana’.

Regarding “***Kalyanamalai***” 100% of the respondents are Never.

Regarding “***Sollunganne Sollunga***” 99.80% of the respondents are Never, 0.10% of the respondents are rarely, 0.10% of the respondents are always.

Regarding “***Oru Varthai Oru Latcham***” 99.70% of the respondents are Never, 0.10% of the respondents are rarely, 0.20% of the respondents are always.

Regarding the “***7 ½***” 99.80% of the respondents are Never, 0.10% of the respondents are watching sometimes, 0.10% of the respondents are watching always.

Table 4.3.7 Have you taken part in the TV programme

		N	R	S	A	Total
Neeya Naana	N	1010	-	-	-	1010
	%	100	-	-	-	100
Kalyanamalai	N	1010	-	-	-	1010
	%	100	-	-	-	100
Sollunganne Sollunga	N	1008	1.00	-	1	1010
	%	99.80	0.10	-	0.10	100
Oru Varthai Oru Latcham	N	1007	1.00	-	1	1010
	%	99.70	0.10	-	0.20	100
7 ½	N	1008	-	1	1	1010
	%	99.80	-	0.10	0.10	100
Anjarai Petti	N	1006	-	1	3	1010
	%	99.60	-	0.10	0.30	100

Regarding the “**Anjarai Petti**” 99.60% of the respondents are watching Never, 0.10% of the respondents are watching sometimes, 0.30% of the respondents are watching always.

It is clear from table 4.3.7 that majority among Never with the factor of “*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*”.

4.3.8 Opinion about How long have stopped watching the TV programme

Here NA denotes ‘Not Applicable’ meaning that either they never watched or continuing watching any of these programmes

The opinion about How long have stopped watching TV programmes observed over the resources of "*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*" are analyzed. It is clear from table 4.3.8 that 51.68% of the respondents belong to Not Applicable, 6.34% of the respondents are have stopped watching Below 1 year, 22.08% of the respondents are have stopped watching 1-2 years and 19.90% of the respondents are have stopped watching Above 2 years regarding ‘Neeya Naana’.

Regarding the “**Kalyanamalai**” 6.46% of the respondents belong to Not Applicable, 5.64% of the respondents are have stopped watching Below 1 year, 18.12% of the respondents are have stopped watching 1-2 years and 11.78% of the respondents are have stopped watching Above 2 years.

Regarding the “**Sollunganne Sollunga**” 67.62% of the respondents belong to Not Applicable, 29.70% of the respondents are have stopped watching Below 1 year, 1.68% of the respondents are have stopped watching 1-2 years and 0.99% of the respondents are have stopped watching Above 2 years.

Regarding the “**Oru Varthai Oru Latcham**” 60.69% of the respondents belong to Not Applicable, 11.29% of the respondents are have stopped watching Below 1 year, 18.71% of the respondents have stopped watching 1-2 years and 9.31% of the respondents are watching Above 2 years.

Regarding the “**7 ½**” 66.24% of the respondents belong to Not Applicable, 30.40% of the respondents are have stopped watching Below 1 year, 1.88% of the respondents are have stopped watching 1-2 years and 1.49% of the respondents are have stopped watching Above 2 years.

Regarding the “**Anjarai Petti**” 73.27% of the respondents belong to Not Applicable, 5.54% of the respondents are have stopped watching Below 1 year, 12.97% of the respondents are have stopped watching 1-2 years and 8.22% of the respondents are have stopped watching Above 2 years.

It is clear from table 4.3.8 that the majority belong to Not Applicable with the factor of "Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti".

Table 4.3.8 Have stopped watching the TV programme

		NA	Below 1r	1-2yrs	Above 2yrs	Total
Neeya Naana	N	522	64	223	201	1010
	%	51.68	6.34	22.08	19.90	100
Kalyanamalai	N	651	57	183	119	1010
	%	64.46	5.64	18.12	11.78	100
Sollunganne Sollunga	N	683	300	17	10	1010
	%	67.62	29.70	1.68	0.99	100
Oru Varthai Oru Latcham	N	613	114	189	94	1010
	%	60.69	11.29	18.71	9.31	100
7 ½	N	669	307	19	15	1010
	%	66.24	30.40	1.88	1.49	100
Anjarai Petti	N	740	56	131	83	1010
	%	73.27	5.54	12.97	8.22	100

In order to identify the factor which is more influencing the respondent towards How long have stopped watching TV programme the Friedman's test analysis was used and the results are given in Table 4.2.8a.

Table 4.3.8a Friedman Test- Have stopped watching TV programme

	Mean	SD	Mean Rank	Reliability
Neeya Naana	1.10	1.23	4.07	0.567
Kalyanamalai	0.77	1.12	3.61	
Sollunganne Sollunga	0.36	0.57	3.11	
Oru Varthai Oru Latcham	0.77	1.05	3.70	
7 ½	0.39	0.60	3.15	
Anjarai Petti	0.56	1.00	3.36	

It could be noted from the above table that among the 6 factors “Neeya Naana” was ranked first. It is followed by the “Oru Varthai Oru Latcham”, “Kalyanamalai” was ranked third.

4.3.9 Reasons behind stop watching

Table 4.39 describes the distribution of the Reasons behind stop watching relating to the factors “No information, More of information, Less information, No entertainment, More of entertainment, Less entertainment, No time, Unhealthy content, Disturbance for children studies/academic load, Boring, Saturated, Others take up the remote and occupy TV, Spiritual reasons, Worries, No money for cable connection, No cable/dish connectivity in my village/area, Crowded disturbances, Nothing is going to change, Fed up with people and their problems because of their attitude appearing on the screen, can't afford mobile app, Watch similar programme on another channel at the same time, Watch different other programme on another channel, Other reasons”.

Table 4.3.9 Reasons behind stop watching

		Neeya Naana	Kalyanamalai	Sollunganne Sollunga	Oru Varthai Oru Latcham	7 ½	Anjarai Petti
No information	N	2	1	-	-	-	-
	%	0.2	0.1	-	-	-	-
More of information	N	-	-	-	-	-	-
	%	-	-	-	-	-	-
Less information	N	11	1	-	-	-	-
	%	1.1	0.1	-	-	-	-
No entertainment	N	-	-	-	-	-	-
	%	-	-	-	-	-	-
More of entertainment	N	-	-	-	-	-	-
	%	-	-	-	-	-	-
Less entertainment	N	-	-	3	1	1	1
	%	-	0.1	0.3	0.1	0.1	0.1
No time	N	189	22	47	28	43	23
	%	18.7	2.2	4.7	2.8	4.3	2.3
Unhealthy content	N	-	-	-	2	-	-
	%	-	-	-	0.2	-	-
Disturbance for children studies/academic load	N	7	1	4	4	5	-
	%	0.7	0.1	0.4	0.4	0.5	-

		Neeya Naana	Kalyanamalai	Sollunganne Sollunga	Oru Varthai Oru Latcham	7 ½	Anjarai Petti
Boring	N	42	21	50	56	17	20
	%	4.2	2.1	5.0	5.5	1.7	2.0
Saturated	N	72	31	9	31	-	16
	%	7.1	3.1	0.9	3.1	-	1.6
Others take up the remote and occupy the TV	N	43	44	21	42	36	36
	%	4.3	4.4	2.1	4.2	3.6	3.6
Spiritual reasons	N	-	1	-	-	-	-
	%	-	0.1	-	-	-	-
Worries	N	-	-	-	-	-	-
	%	-	-	-	-	-	-
No money for cable connection	N	-	-	-	-	-	-
	%	-	-	-	-	-	-
No cable/dish connectivity in my village/area	N	-	-	-	-	-	-
	%	-	-	-	-	-	-
Crowded disturbances	N	1	1	-	-	-	-
	%	0.1	0.1	-	-	-	-
Nothing is going to change	N	2	-	-	-	-	-
	%	0.2	-	-	-	-	-
Fed up with people and their problems because of their attitude appearing on the screen	N	-	-	-	-	-	-
	%	-	-	-	-	-	-
can't afford a mobile app	N	-	-	-	-	-	-
	%	-	-	-	-	-	-
Watch similar programme on another channel at the same time	N	6	60	13	18	53	12
	%	0.6	5.9	1.3	1.8	5.2	1.2
Watch different other programme on another channel	N	47	169	159	201	163	153
	%	4.7	16.7	15.7	19.9	16.1	15.1
Other reasons	N	138	32	29	36	25	20
	%	13.7	3.2	2.9	3.6	2.5	2.0

In this section the Use level of media for each need motives, in other words, Expected Gratification levels after converting the qualitative information into a quantitative one, the average scores were obtained from the respondents on various factors like *Information, Entertainment, Escape, Escape, Companionship, Social*

Interaction, Relaxation, Habit, Pass Time, Arousal with respect to the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti' and the obtained results are presented in Table 4.4.1.

Information:

Programme wise distribution of the mean, Standard Deviation regarding the motivational factor of *Information1* shows that among six programmes, the highest mean score (1.7 ± 2.17) which is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.75 ± 1.54) which is obtained for 'Oru Varthai Oru Latcham'.

The mean score regarding the information on 'Neeya Naana' was (1.69 ± 2.06), regarding the programme 'Sollunganne Sollunga' (0.80 ± 1.30). Further, the mean score for the programme 7 ½ was (1.12 ± 1.50), regarding the programme 'Anjarai Petti' was (1.70 ± 2.17).

The mean, Standard Deviation regarding the motivational factor of *Information2* shows that among six programmes, the highest mean score (1.53 ± 1.77) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.74 ± 1.53) is obtained for 'Oru Varthai Oru Latcham'.

The mean score regarding the information on 'Neeya Naana' was (1.46 ± 1.84), regarding the programme 'Sollunganne Sollunga' (0.76 ± 1.22). Further, the mean score for the programme 7 ½ was (0.98 ± 1.35), regarding the programme 'Anjarai Petti' was (1.66 ± 2.14).

The mean, Standard Deviation regarding the motivational factor of *Information3* shows that among six programmes, the highest mean score (1.40 ± 1.63) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.33 ± 0.79) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding the information on 'Neeya Naana' was (1.63 ± 1.71), regarding the programme 'Sollunganne Sollunga' (0.47 ± 0.75). Further, the mean score for the programme 7 ½ was (0.99 ± 1.36), regarding the programme 'Anjarai Petti' was (1.53 ± 2.01).

Table No.4.4.1 - Gratification score on *Motivational factors*

Actor	NN		KM		SS		OO		7 ½		AP	
	Mea n	SD	Mea n	SD	Mea n	SD	Mea n	SD	Mea n	SD	Mea n	SD
Info1	1.69	2.06	1.86	2.02	0.8	1.3	0.75	1.54	1.12	1.5	1.7	2.17
Info1	1.46	1.84	1.53	1.77	0.76	1.22	0.74	1.53	0.98	1.35	1.66	2.14
Info1	1.36	1.71	1.4	1.63	0.47	0.75	0.33	0.79	0.99	1.36	1.53	2.01
Ent1	1.87	2.25	2.14	2.27	1.61	2.20	0.88	1.75	0.56	0.88	1.78	2.24
Ent1	1.89	2.28	2.15	2.29	1.61	2.21	0.90	1.78	0.55	0.86	1.79	2.24
Ent1	1.81	2.20	2.11	2.25	1.55	2.15	0.87	1.73	0.54	0.85	1.75	2.21
Esc1	1.35	1.81	1.61	1.87	1.24	1.86	0.67	1.43	0.83	1.27	1.39	1.89
Esc1	0.48	0.65	0.54	0.63	0.41	0.62	0.26	0.53	0.41	0.58	0.45	0.64
Esc1	0.93	1.36	1.15	1.46	0.93	1.49	0.48	1.11	0.73	1.13	1.08	1.55
Comp1	0.51	0.72	0.61	0.81	0.41	0.64	0.27	0.58	0.49	0.76	0.80	1.32
Comp1	0.50	0.71	0.59	0.80	0.40	0.62	0.27	0.57	0.49	0.76	0.79	1.31
Comp1	0.50	0.72	0.60	0.79	0.41	0.63	0.27	0.56	0.49	0.76	0.79	1.31
Soc1	0.43	0.54	0.50	0.56	0.38	0.54	0.26	0.54	0.41	0.56	0.43	0.59
Soc1	0.51	0.77	0.58	0.76	0.47	0.83	0.29	0.69	0.44	0.65	0.52	0.84
Soc1	0.79	1.27	1.00	1.42	0.75	1.33	0.44	1.03	0.64	1.10	0.70	1.16
Rel1	1.60	1.99	1.82	2.00	1.40	1.97	0.78	1.54	0.94	1.37	1.57	2.01
Rel1	1.51	1.89	1.74	1.92	1.35	1.91	0.76	1.51	0.95	1.40	1.53	1.97
Rel1	1.50	1.87	1.73	1.91	1.32	1.88	0.75	1.49	0.94	1.38	1.52	1.96
Hab1	1.23	1.5	1.50	1.6	1.14	1.6	0.68	1.3	1.09	1.4	1.33	1.7

		3		6		3		7		8		2
Hab1	1.40	1.7 3	1.65	1.8 2	1.26	1.7 8	0.75	1.4 9	1.15	1.5 5	1.44	1.8 5
Hab1	1.21	1.5 3	1.51	1.6 9	1.14	1.6 6	0.66	1.3 4	1.06	1.4 6	1.35	1.7 5
PT1	0.99	1.3 3	1.16	1.4 0	0.91	1.4 1	0.47	1.0 4	0.93	1.3 3	1.12	1.5 7
PT1	0.95	1.2 7	1.13	1.3 5	0.88	1.3 4	0.48	1.0 7	0.93	1.3 3	1.11	1.5 7
PT1	0.99	1.3 3	1.25	1.5 0	0.96	1.4 7	0.50	1.1 0	0.95	1.3 5	1.15	1.6 1
Aro1	1.55	1.9 2	1.75	1.9 3	1.32	1.8 7	0.79	1.5 9	0.46	0.6 9	1.48	1.9 2
Aro1	1.57	1.9 4	1.78	1.9 6	1.32	1.8 7	0.80	1.6 0	0.48	0.7 2	1.51	1.9 4
Aro1	1.61	1.9 8	1.80	1.9 8	1.39	1.9 7	0.82	1.6 4	0.47	0.7 0	1.54	1.9 8

Entertainment:

The mean, Standard Deviation regarding the motivational factor of *Entertainment1* shows that among six programmes, the highest mean score (2.14 ± 2.27) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.56 ± 0.88) is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.87 ± 2.25), regarding the programme 'Sollunganne Sollunga' (1.61 ± 2.20), regarding the programme 'Oru Varthai Oru Latcham' was (0.88 ± 1.75). Further, the mean score for the programme Anjarai Petti was (1.78 ± 2.24).

The mean, Standard Deviation regarding the motivational factor of *Entertainment2* shows that among six programmes, the highest mean score (2.15 ± 2.29) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.55 ± 0.86) is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.89 ± 2.28), regarding the programme 'Sollunganne Sollunga' (1.61 ± 2.21), regarding the programme 'Oru Varthai Oru Latcham' was (0.90 ± 1.78). Further, the mean score for the programme Anjarai Petti was (1.79 ± 2.24).

The mean, Standard Deviation regarding the motivational factor of *Entertainment3* shows that among six programmes, the highest mean score (2.11 ± 2.25) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.54 ± 0.85) is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.81 ± 2.20), regarding the programme 'Sollunganne Sollunga' (1.55 ± 2.15), regarding the programme 'Oru Varthai Oru Latcham' was (0.87 ± 1.73). Further, the mean score for the programme Anjarai Petti was (1.75 ± 2.21).

Escape:

The mean, Standard Deviation regarding the motivational factor of *Escape1* shows that among six programmes, the highest mean score (1.61 ± 1.87) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.67 ± 1.43) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Escape on 'Neeya Naana' was (1.35 ± 1.81), regarding the programme 'Sollunganne Sollunga' (1.24 ± 1.86). Further, the mean score for the programme 7 ½ was (0.83 ± 1.27), regarding the programme 'Anjarai Petti' was (1.39 ± 1.89).

The mean, Standard Deviation regarding the motivational factor of *Escape2* shows that among six programmes, the highest mean score (0.54 ± 0.63) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.26 ± 0.53) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Escape on 'Neeya Naana' was (0.48 ± 0.65), regarding the programme 'Sollunganne Sollunga' (0.41 ± 0.62). Further, the mean score for the programme 7 ½ was (0.41 ± 0.58), regarding the programme 'Anjarai Petti' was (0.45 ± 0.64).

The mean, Standard Deviation regarding the motivational factor of *Escape3* shows that among six programmes, the highest mean score (1.15 ± 1.46) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.48 ± 1.11) which is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Escape on 'Neeya Naana' was (0.93 ± 1.36), regarding the programme 'Sollunganne Sollunga' (0.93 ± 1.49). Further, the mean score for the programme 7 ½ was (0.73 ± 1.13), regarding the programme 'Anjarai Petti' was (1.08 ± 1.55).

Companionship:

The mean, Standard Deviation regarding the motivational factor of *Companionship1* shows that among six programmes, the highest mean score (0.80 ± 1.32) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.27 ± 0.58) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Companionship on 'Neeya Naana' was (0.51 ± 0.72), regarding the programme 'Kalyanamalai' was (0.61 ± 0.81), regarding the programme 'Sollunganne Sollunga' (0.41 ± 0.64). Further, the mean score for the programme 7 ½ was (0.49 ± 0.76).

The mean, Standard Deviation regarding the motivational factor of *Companionship2* shows that among six programmes, the highest mean score (0.79 ± 1.31) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.27 ± 0.57) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Companionship on 'Neeya Naana' was (0.50 ± 0.71), regarding the programme 'Kalyanamalai' was (0.59 ± 0.80), regarding the programme 'Sollunganne Sollunga' (0.40 ± 0.62). Further, the mean score for the programme 7 ½ was (0.49 ± 0.76).

The mean, Standard Deviation regarding the motivational factor of *Companionship3* shows that among six programmes, the highest mean score (0.79 ± 1.31) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.27 ± 0.56) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Companionship on 'Neeya Naana' was (0.50 ± 0.72), regarding the programme 'Kalyanamalai' was (0.60 ± 0.79), regarding the programme 'Sollunganne Sollunga' (0.41 ± 0.63). Further, the mean score for the programme 7 ½ was (0.49 ± 0.76).

Social Interaction:

The mean, Standard Deviation regarding the motivational factor of *Social Interaction1* shows that among six programmes, the highest mean score (0.50 ± 0.56) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score

(0.26 ± 0.54) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Social Interaction on 'Neeya Naana' was (0.43 ± 0.54), regarding the programme 'Sollunganne Sollunga' (0.38 ± 0.54). Further, the mean score for the programme 7 ½ was (0.41 ± 0.56), regarding the programme 'Anjarai Petti' was (0.43 ± 0.59).

The mean, Standard Deviation regarding the motivational factor of *Social Interaction*² shows that among six programmes, the highest mean score (0.58 ± 0.76) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.29 ± 0.69) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Social Interaction on 'Neeya Naana' was (0.51 ± 0.77), regarding the programme 'Sollunganne Sollunga' (0.47 ± 0.83). Further, the mean score for the programme 7 ½ was (0.44 ± 0.65), regarding the programme 'Anjarai Petti' was (0.52 ± 0.84).

The mean, Standard Deviation regarding the motivational factor of *Social Interaction*³ shows that among six programmes, the highest mean score (1.00 ± 1.42) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.44 ± 1.03) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Social Interaction on 'Neeya Naana' was (0.79 ± 1.27), regarding the programme 'Sollunganne Sollunga' (0.75 ± 1.33). Further, the mean score for the programme 7 ½ was (0.64 ± 1.10), regarding the programme 'Anjarai Petti' was (0.70 ± 1.16).

Relaxation:

The mean, Standard Deviation regarding the motivational factor of *Relaxation*¹ shows that among six programmes, the highest mean score (1.82 ± 2.00) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.78 ± 1.54) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Relaxation on 'Neeya Naana' was (1.60 ± 1.99), regarding the programme 'Sollunganne Sollunga' (1.40 ± 1.97). Further, the mean score for the programme 7 ½ was (0.94 ± 1.37), regarding the programme 'Anjarai Petti' was (1.57 ± 2.01).

The mean, Standard Deviation regarding the motivational factor of *Relaxation2* shows that among six programmes, the highest mean score (1.74 ± 1.92) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.76 ± 1.51) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Relaxation on ‘Neeya Naana’ was (1.51 ± 1.89), regarding the programme ‘Sollunganne Sollunga’ (1.35 ± 1.91). Further, the mean score for the programme 7 ½ was (0.95 ± 1.40), regarding the programme ‘Anjarai Petti’ was (1.53 ± 1.97).

The mean, Standard Deviation regarding the motivational factor of *Relaxation3* shows that among six programmes, the highest mean score (1.73 ± 1.91) which is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.75 ± 1.49) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Relaxation on ‘Neeya Naana’ was (1.50 ± 1.87), regarding the programme ‘Sollunganne Sollunga’ (1.32 ± 1.88). Further, the mean score for the programme 7 ½ was (0.94 ± 1.38), regarding the programme ‘Anjarai Petti’ was (1.52 ± 1.96).

Habit:

The mean, Standard Deviation regarding the motivational factor of *Habit1* shows that among six programmes, the highest mean score (1.50 ± 1.66) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.68 ± 1.37) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Habit on 'Neeya Naana' was (1.23 ± 1.53), regarding the programme 'Sollunganne Sollunga' (1.14 ± 1.63). Further, the mean score for the programme 7 ½ was (1.09 ± 1.48), regarding the programme ‘Anjarai Petti’ was (1.33 ± 1.72).

The mean, Standard Deviation regarding the motivational factor of *Habit2* shows that among six programmes, the highest mean score (1.65 ± 1.82) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.75 ± 1.49) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Habit on 'Neeya Naana' was (1.40 ± 1.73), regarding the programme 'Sollunganne Sollunga' (1.26 ± 1.78). Further, the mean score for the programme 7 ½ was (1.15 ± 1.55), regarding the programme ‘Anjarai Petti’ was (1.44 ± 1.85).

The mean, Standard Deviation regarding the motivational factor of *Habit3* shows that among six programmes, the highest mean score (1.51 ± 1.69) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.66 ± 1.34) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Habit on 'Neeya Naana' was (1.21 ± 1.53), regarding the programme 'Sollunganne Sollunga' (1.14 ± 1.66). Further, the mean score for the programme 7 ½ was (1.06 ± 1.46), regarding the programme 'Anjarai Petti' was (1.35 ± 1.75).

Pass Time:

The mean, Standard Deviation regarding the motivational factor of *Pass Time1* shows that among six programmes, the highest mean score (1.16 ± 1.40) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.47 ± 1.04) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding PassTime on 'Neeya Naana' was (0.99 ± 1.33), regarding the programme 'Sollunganne Sollunga' (0.91 ± 1.41). Further, the mean score for the programme 7 ½ was (0.93 ± 1.33), regarding the programme 'Anjarai Petti' was (1.12 ± 1.57).

The mean, Standard Deviation regarding the motivational factor of *Pass Time2* shows that among six programmes, the highest mean score (1.13 ± 1.35) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.48 ± 1.07) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Pass Time on 'Neeya Naana' was (0.95 ± 1.27), regarding the programme 'Sollunganne Sollunga' (0.88 ± 1.34). Further, the mean score for the programme 7 ½ was (0.93 ± 1.33), regarding the programme 'Anjarai Petti' was (1.11 ± 1.57).

The mean, Standard Deviation regarding the motivational factor of *Pass Time3* shows that among six programmes, the highest mean score (1.25 ± 1.50) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.50 ± 1.10) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Pass Time on 'Neeya Naana' was (0.99 ± 1.33), regarding the programme 'Sollunganne Sollunga' (0.96 ± 1.47). Further, the mean score for the programme 7 ½ was (0.95 ± 1.35), regarding the programme 'Anjarai Petti' was (1.15 ± 1.61).

Arousal:

The mean, Standard Deviation regarding the motivational factor of *Arousal1* shows that among six programmes, the highest mean score (1.75 ± 1.93) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.46 ± 0.69) is obtained for ‘7 ½’. The mean score regarding Arousal on ‘Neeya Naana’ was (1.55 ± 1.92), regarding the programme 'Sollunganne Sollunga' (1.32 ± 1.87), regarding the programme 'Oru Varthai Oru Latcham' was (0.79 ± 1.59). Further, the mean score for the programme Anjarai Petti was (1.48 ± 1.92).

The mean, Standard Deviation regarding the motivational factor of *Arousal2* shows that among six programmes, the highest mean score (1.78 ± 1.96) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.48 ± 0.72) is obtained for ‘7 ½’. The mean score regarding Arousal on ‘Neeya Naana’ was (1.57 ± 1.94), regarding the programme 'Sollunganne Sollunga' (1.32 ± 1.87), regarding the programme 'Oru Varthai Oru Latcham' was (0.80 ± 1.60). Further, the mean score for the programme Anjarai Petti was (1.51 ± 1.94).

The mean, Standard Deviation regarding the motivational factor of *Arousal3* shows that among six programmes, the highest mean score (1.80 ± 1.98) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.47 ± 0.70) is obtained for ‘7 ½’. The mean score regarding Arousal on ‘Neeya Naana’ was (1.61 ± 1.98), regarding the programme 'Sollunganne Sollunga' (1.39 ± 1.97), regarding the programme 'Oru Varthai Oru Latcham' was (0.82 ± 1.64). Further, the mean score for the programme Anjarai Petti was (1.54 ± 1.98).

Descriptive Analysis: a) Frequency b) Percentage and Inferencive Test: a) Friedman Non-Parametric Test are presented to understand the various factors which motivate viewers' preference of watching infotainment

In this section the Use level of media for each need motives, in other words, Expected Gratification or Gratification sought levels of motivational factors after converting the qualitative information into a quantitative one the average score was obtained from the respondents on various factors like *Information*, *Entertainment*,

Escape, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass Time, Arousal with respect to the programmes ‘*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*’ and the obtained results are presented in Table 4.5.1.

Information:

Programme wise distribution of the mean, Standard Deviation regarding the motivational factor of *Information1* shows that among six programmes, the highest mean score (1.7 ± 2.17) is obtained for the programme "*Kalyanamalai*" whereas, the lowest mean score (0.75 ± 1.54) which is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding the information on 'Neeya Naana' was (1.69 ± 2.06), regarding the programme 'Sollunganne Sollunga' (0.80 ± 1.30). Further, the mean score for the programme 7 ½ was (1.12 ± 1.50), regarding the programme ‘Anjarai Petti’ was (1.70 ± 2.17).

Table No.4.5.1 – Expected Gratification score on Motivational factors

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Info1	1.69	2.06	1.86	2.02	0.80	1.30	0.75	1.54	1.12	1.50	1.70	2.17
Info2	1.46	1.84	1.53	1.77	0.76	1.22	0.74	1.53	0.98	1.35	1.66	2.14
Info3	1.36	1.71	1.40	1.63	0.47	0.75	0.33	0.79	0.99	1.36	1.53	2.01

The mean, Standard Deviation regarding the motivational factor of *Information2* shows that among six programmes, the highest mean score (1.53 ± 1.77) is obtained for the programme "*Kalyanamalai*" whereas, the lowest mean score (0.74 ± 1.53) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding the information on 'Neeya Naana' was (1.46 ± 1.84), regarding the programme ‘Sollunganne Sollunga’ (0.76 ± 1.22). Further, the mean score for the programme 7 ½ was (0.98 ± 1.35), regarding the programme ‘Anjarai Petti’ was (1.66 ± 2.14).

The mean, Standard Deviation regarding the motivational factor of *Information* shows that among six programmes, the highest mean score (1.40 ± 1.63) is obtained for the programme "*Kalyanamalai*" whereas, the lowest mean score (0.33 ± 0.79) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding the information on 'Neeya Naana' was (1.63 ± 1.71), regarding the programme 'Sollunganne Sollunga' (0.47 ± 0.75). Further, the mean score for the programme 7 ½ was (0.99 ± 1.36), regarding the programme 'Anjarai Petti' was (1.53 ± 2.01).

Further, to identify the programme which is more influencing the respondent towards the motivational factor '*Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass Time, Arousal*' the Friedman's test analysis was used and the results were given in the following Tables.

Table 4.5.1a Friedman Test - Information

Programmes	Expected Gratification level - Information			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	4.51	5.54	3.76	0.515
Kalyanamalai	4.79	5.31	3.94	
Sollunganne Sollunga	2.03	3.15	3.17	
Oru Varthai Oru Latcham	1.83	3.70	2.96	
7 ½	3.09	4.15	3.29	
Anjarai Petti	4.89	6.27	3.88	

It could be noted from the above table 4.5.1a that among the 6 programmes "Kalyanamalai" was ranked first. It is followed by the "Anjarai Petti". "Neeya Naana" was ranked third regarding the motivational factor '*Information*'.

Entertainment:

The mean, Standard Deviation regarding the motivational factor of *Entertainment1* shows that among six programmes, the highest mean score (2.14 ± 2.27) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.56 ± 0.88) is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.87 ± 2.25), regarding the programme 'Sollunganne Sollunga' (1.61 ± 2.20), regarding the programme 'Oru Varthai Oru Latcham' was (0.88 ± 1.75). Further, the mean score for the programme Anjarai Petti was (1.78 ± 2.24).

Table No.4.5.2 – Expected Gratification score on Entertainment

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Ent1	1.87	2.25	2.14	2.27	1.61	2.20	0.88	1.75	0.56	0.88	1.78	2.24
Ent2	1.89	2.28	2.15	2.29	1.61	2.21	0.90	1.78	0.55	0.86	1.79	2.24
Ent3	1.81	2.20	2.11	2.25	1.55	2.15	0.87	1.73	0.54	0.85	1.75	2.21

The mean, Standard Deviation regarding the motivational factor of *Entertainment2* shows that among six programmes, the highest mean score (2.15 ± 2.29) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.55 ± 0.86) is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.89 ± 2.28), regarding the programme 'Sollunganne Sollunga' (1.61 ± 2.21), regarding the programme 'Oru Varthai Oru Latcham' was (0.90 ± 1.78). Further, the mean score for the programme Anjarai Petti was (1.79 ± 2.24).

The mean, Standard Deviation regarding the motivational factor of *Entertainment3* shows that among six programmes, the highest mean score (2.11 ± 2.25) which is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.54 ± 0.85) is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.81 ± 2.20), regarding the programme 'Sollunganne Sollunga' (1.55 ± 2.15), regarding the programme 'Oru Varthai Oru Latcham' was (0.87 ± 1.73). Further, the mean score for the programme Anjarai Petti was (1.75 ± 2.21).

Table 4.5.2a Friedman Test - Entertainment

Programmes	Expected Gratification level - Entertainment			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	5.56	6.71	3.72	0.521
Kalyanamalai	6.39	6.78	3.94	
Sollunganne Sollunga	4.77	6.54	3.54	
Oru Varthai Oru Latcham	2.65	5.23	3.03	
7 ½	1.65	2.57	3.11	
Anjarai Petti	5.32	6.67	3.66	

It could be noted from the above table 4.5.2a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Anjarai Petti” was ranked third regarding the motivational factor ‘*Entertainment*’.

Escape:

The mean, Standard Deviation regarding the motivational factor of *Escape1* shows that among six programmes, the highest mean score (1.61 ± 1.87) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.67 ± 1.43) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Escape on 'Neeya Naana' was (1.35 ± 1.81), regarding the programme 'Sollunganne Sollunga' (1.24 ± 1.86). Further, the mean score for the programme 7 ½ was (0.83 ± 1.27), regarding the programme ‘Anjarai Petti’ was (1.39 ± 1.89).

Table No.4.5.3 - Expected Gratification score on Escape

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Esc1	1.35	1.81	1.61	1.87	1.24	1.86	0.67	1.43	0.83	1.27	1.39	1.89
Esc2	0.48	0.65	0.54	0.63	0.41	0.62	0.26	0.53	0.41	0.58	0.45	0.64
Esc3	0.93	1.36	1.15	1.46	0.93	1.49	0.48	1.11	0.73	1.13	1.08	1.55

The mean, Standard Deviation regarding the motivational factor of *Escape2* shows that among six programmes, the highest mean score (0.54 ± 0.63) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.26 ± 0.53) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Escape on ‘Neeya Naana’ was (0.48 ± 0.65), regarding the programme 'Sollunganne Sollunga' (0.41 ± 0.62). Further, the mean score for the programme 7 ½ was (0.41 ± 0.58), regarding the programme ‘Anjarai Petti’ was (0.45 ± 0.64).

The mean, Standard Deviation regarding the motivational factor of *Escape3* shows that among six programmes, the highest mean score (1.15 ± 1.46) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.48 ± 1.11) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Escape on ‘Neeya Naana’ was (0.93 ± 1.36), regarding the programme 'Sollunganne Sollunga' (0.93 ± 1.49). Further, the mean score for the programme 7 ½ was (0.73 ± 1.13), regarding the programme ‘Anjarai Petti’ was (1.08 ± 1.55).

Table 4.5.3a Friedman Test - Escape

Programmes	Expected Gratification level - Escape			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	2.77	3.62	3.68	0.593
Kalyanamalai	3.30	3.74	3.88	
Sollunganne Sollunga	2.58	3.79	3.48	
Oru Varthai Oru Latcham	1.41	2.91	3.01	
7 ½	1.98	2.83	3.33	
Anjarai Petti	2.92	3.89	3.62	

It could be noted from the above table 4.5.3a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Anjarai Petti” was ranked third regarding the motivational factor ‘*Escape*’.

Companionship:

The mean, Standard Deviation regarding the motivational factor of *Companionship1* shows that among six programmes, the highest mean score (0.80 ± 1.32) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.27 ± 0.58) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Companionship on 'Neeya Naana' was (0.51 ± 0.72), regarding the programme 'Kalyanamalai' was (0.61 ± 0.81), regarding the programme 'Sollunganne Sollunga' (0.41 ± 0.64). Further, the mean score for the programme 7 ½ was (0.49 ± 0.76).

Table No.4.5.4 - Expected Gratification score on Companionship

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Comp 1	0.51	0.72	0.61	0.81	0.41	0.64	0.27	0.58	0.49	0.76	0.80	1.32
Comp 2	0.50	0.71	0.59	0.80	0.40	0.62	0.27	0.57	0.49	0.76	0.79	1.31
Comp 3	0.50	0.72	0.60	0.79	0.41	0.63	0.27	0.56	0.49	0.76	0.79	1.31

The mean, Standard Deviation regarding the motivational factor of *Companionship2* shows that among six programmes, the highest mean score (0.79 ± 1.31) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.27 ± 0.57) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Companionship on 'Neeya Naana' was (0.50 ± 0.71), regarding the programme 'Kalyanamalai' was (0.59 ± 0.80), regarding the programme 'Sollunganne Sollunga' (0.40 ± 0.62). Further, the mean score for the programme 7 ½ was (0.49 ± 0.76).

The mean, Standard Deviation regarding the motivational factor of *Companionship3* shows that among six programmes, the highest mean score (0.79 ± 1.31) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.27 ± 0.56) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Companionship on 'Neeya Naana' was (0.50 ± 0.72), regarding the

programme 'Kalyanamalai' was (0.60 ± 0.79), regarding the programme 'Sollunganne Sollunga' (0.41 ± 0.63). Further, the mean score for the programme 7 ½ was (0.49 ± 0.76).

Table 4.5.4a Friedman Test - Companionship

Programmes	Expected Gratification level - Companionship			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	1.51	2.14	3.61	0.563
Kalyanamalai	1.79	2.38	3.79	
Sollunganne Sollunga	1.22	1.87	3.41	
Oru Varthai Oru Latcham	0.80	1.69	3.01	
7 ½	1.47	2.28	3.50	
Anjarai Petti	2.38	3.94	3.68	

It could be noted from the above table 4.5.4a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Anjarai Petti”. “Neeya Naana” was ranked third regarding the motivational factor ‘*Companionship*’.

Social Interaction:

The mean, Standard Deviation regarding the motivational factor of *Social Interaction*¹ shows that among six programmes, the highest mean score (0.50 ± 0.56) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.26 ± 0.54) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Social Interaction on 'Neeya Naana' was (0.43 ± 0.54), regarding the programme 'Sollunganne Sollunga' (0.38 ± 0.54). Further, the mean score for the programme 7 ½ was (0.41 ± 0.56), regarding the programme ‘Anjarai Petti’ was (0.43 ± 0.59).

Table No.4.5.5 - Expected Gratification score on Social Interaction

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Soc1	0.43	0.54	0.50	0.56	0.38	0.54	0.26	0.54	0.41	0.56	0.43	0.59
Soc2	0.51	0.77	0.58	0.76	0.47	0.83	0.29	0.69	0.44	0.65	0.52	0.84
Soc3	0.79	1.27	1.00	1.42	0.75	1.33	0.44	1.03	0.64	1.10	0.70	1.16

The mean, Standard Deviation regarding the motivational factor of *Social Interaction*² shows that among six programmes, the highest mean score (0.58 ± 0.76) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.29 ± 0.69) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Social Interaction on 'Neeya Naana' was (0.51 ± 0.77), regarding the programme 'Sollunganne Sollunga' (0.47 ± 0.83). Further, the mean score for the programme 7 ½ was (0.44 ± 0.65), regarding the programme 'Anjarai Petti' was (0.52 ± 0.84).

The mean, Standard Deviation regarding the motivational factor of *Social Interaction*³ shows that among six programmes, the highest mean score (1.00 ± 1.42) which is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.44 ± 1.03) which is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Social Interaction on 'Neeya Naana' was (0.79 ± 1.27), regarding the programme 'Sollunganne Sollunga' (0.75 ± 1.33). Further, the mean score for the programme 7 ½ was (0.64 ± 1.10), regarding the programme 'Anjarai Petti' was (0.70 ± 1.16).

Table 4.5.5a Friedman Test - Social Interaction

Programmes	Expected Gratification level - Social Interaction			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	1.73	2.35	3.65	0.622
Kalyanamalai	2.08	2.50	3.86	
Sollunganne Sollunga	1.59	2.48	3.46	
Oru Varthai Oru Latcham	0.99	2.09	3.01	
7 ½	1.49	2.13	3.50	
Anjarai Petti	1.65	2.32	3.52	

It could be noted from the above table 4.5.5a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Anjarai Petti” was ranked third regarding the motivational factor ‘*Social Interaction*’.

Relaxation:

The mean, Standard Deviation regarding the motivational factor of *Relaxation1* shows that among six programmes, the highest mean score (1.82 ± 2.00) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.78 ± 1.54) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Relaxation on ‘Neeya Naana’ was (1.60 ± 1.99), regarding the programme ‘Sollunganne Sollunga’ (1.40 ± 1.97). Further, the mean score for the programme 7 ½ was (0.94 ± 1.37), regarding the programme ‘Anjarai Petti’ was (1.57 ± 2.01).

The mean, Standard Deviation regarding the motivational factor of *Relaxation2* shows that among six programmes, the highest mean score (1.74 ± 1.92) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.76 ± 1.51) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Relaxation on ‘Neeya Naana’ was (1.51 ± 1.89), regarding the programme ‘Sollunganne Sollunga’ (1.35 ± 1.91). Further, the mean score for the programme 7 ½ was (0.95 ± 1.40), regarding the programme ‘Anjarai Petti’ was (1.53 ± 1.97).

Table No.4.5.6 - Expected Gratification score on Relaxation

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Rel1	1.60	1.99	1.82	2.00	1.40	1.97	0.78	1.54	0.94	1.37	1.57	2.01
Rel2	1.51	1.89	1.74	1.92	1.35	1.91	0.76	1.51	0.95	1.40	1.53	1.97
Rel3	1.50	1.87	1.73	1.91	1.32	1.88	0.75	1.49	0.94	1.38	1.52	1.96

The mean, Standard Deviation regarding the motivational factor of *Relaxation3* shows that among six programmes, the highest mean score (1.73 ± 1.91) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.75 ± 1.49) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Relaxation on ‘Neeya Naana’ was (1.50 ± 1.87), regarding the programme ‘Sollunganne Sollunga’ (1.32 ± 1.88). Further, the mean score for the programme 7 ½ was (0.94 ± 1.38), regarding the programme ‘Anjarai Petti’ was (1.52 ± 1.96).

Table 4.5.6a Friedman Test - Relaxation

Programmes	Expected Gratification level - Relaxation			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	4.62	5.72	3.71	0.594
Kalyanamalai	5.30	5.81	3.90	
Sollunganne Sollunga	4.07	5.74	3.49	
Oru Varthai Oru Latcham	2.28	4.52	3.02	
7 ½	2.84	4.14	3.25	
Anjarai Petti	4.62	5.91	3.63	

It could be noted from the above table 4.5.6a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Anjarai Petti” was ranked third regarding the motivational factor ‘*Relaxation*’.

Habit:

The mean, Standard Deviation regarding the motivational factor of *Habit1* shows that among six programmes, the highest mean score (1.50 ± 1.66) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.68 ± 1.37) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Habit on ‘Neeya Naana’ was (1.23 ± 1.53), regarding the programme 'Sollunganne Sollunga' (1.14 ± 1.63). Further, the mean score for the programme 7 ½ was (1.09 ± 1.48), regarding the programme ‘Anjarai Petti’ was (1.33 ± 1.72).

Table No.4.5.7 - Expected Gratification score on Habit

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Hab1	1.23	1.53	1.50	1.66	1.14	1.63	0.68	1.37	1.09	1.48	1.33	1.72
Hab2	1.40	1.73	1.65	1.82	1.26	1.78	0.75	1.49	1.15	1.55	1.44	1.85
Hab3	1.21	1.53	1.51	1.69	1.14	1.66	0.66	1.34	1.06	1.46	1.35	1.75

The mean, Standard Deviation regarding the motivational factor of *Habit2* shows that among six programmes, the highest mean score (1.65 ± 1.82) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.75 ± 1.49) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Habit on 'Neeya Naana' was (1.40 ± 1.73), regarding the programme 'Sollunganne Sollunga' (1.26 ± 1.78). Further, the mean score for the programme 7 ½ was (1.15 ± 1.55), regarding the programme ‘Anjarai Petti’ was (1.44 ± 1.85).

The mean, Standard Deviation regarding the motivational factor of *Habit3* shows that among six programmes, the highest mean score (1.51 ± 1.69) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.66 ± 1.34)

is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Habit on 'Neeya Naana' was (1.21 ± 1.53) , regarding the programme 'Sollunganne Sollunga' (1.14 ± 1.66) . Further, the mean score for the programme 7 ½ was (1.06 ± 1.46) , regarding the programme 'Anjarai Petti' was (1.35 ± 1.75) .

Table 4.5.7a Friedman Test - Habit

Programmes	Expected Gratification level - Habit			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	3.84	4.73	3.65	0.507
Kalyanamalai	4.67	5.13	3.84	
Sollunganne Sollunga	3.55	5.02	3.43	
Oru Varthai Oru Latcham	2.09	4.15	3.02	
7 ½	3.29	4.45	3.45	
Anjarai Petti	4.12	5.27	3.61	

It could be noted from the above table 4.5.7a that among the 6 programmes "Kalyanamalai" was ranked first. It is followed by the "Neeya Naana". "Anjarai Petti" was ranked third regarding the motivational factor '*Habit*'.

Pass Time:

The mean, Standard Deviation regarding the motivational factor of *Pass Time1* shows that among six programmes, the highest mean score (1.16 ± 1.40) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.47 ± 1.04) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding PassTime on 'Neeya Naana' was (0.99 ± 1.33) , regarding the programme 'Sollunganne Sollunga' (0.91 ± 1.41) . Further, the mean score for the programme 7 ½ was (0.93 ± 1.33) , regarding the programme 'Anjarai Petti' was (1.12 ± 1.57) .

Table No.4.5.8 - Expected Gratification score on Pass Time

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
PT1	0.99	1.33	1.16	1.40	0.91	1.41	0.47	1.04	0.93	1.33	1.12	1.57
PT2	0.95	1.27	1.13	1.35	0.88	1.34	0.48	1.07	0.93	1.33	1.11	1.57
PT3	0.99	1.33	1.25	1.50	0.96	1.47	0.50	1.10	0.95	1.35	1.15	1.61

The mean, Standard Deviation regarding the motivational factor of *Pass Time2* shows that among six programmes, the highest mean score (1.13 ± 1.35) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.48 ± 1.07) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Pass Time on 'Neeya Naana' was (0.95 ± 1.27), regarding the programme 'Sollunganne Sollunga' (0.88 ± 1.34). Further, the mean score for the programme 7 ½ was (0.93 ± 1.33), regarding the programme 'Anjarai Petti' was (1.11 ± 1.57).

The mean, Standard Deviation regarding the motivational factor of *Pass Time3* shows that among six programmes, the highest mean score (1.25 ± 1.50) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.50 ± 1.10) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Pass Time on 'Neeya Naana' was (0.99 ± 1.33), regarding the programme 'Sollunganne Sollunga' (0.96 ± 1.47). Further, the mean score for the programme 7 ½ was (0.95 ± 1.35), regarding the programme 'Anjarai Petti' was (1.15 ± 1.61).

Table 4.5.8a Friedman Test - Pass Time

Programmes	Expected Gratification level - Pass Time			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	2.92	3.89	3.60	0.514
Kalyanamalai	3.54	4.18	3.78	
Sollunganne Sollunga	2.75	4.19	3.43	
Oru Varthai Oru Latcham	1.45	3.18	2.99	
7 ½	2.81	3.99	3.56	
Anjarai Petti	3.38	4.71	3.64	

It could be noted from the above table 4.5.8a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Anjarai Petti”. “Neeya Naana” was ranked third regarding the motivational factor ‘Pass Time’.

Arousal:

The mean, Standard Deviation regarding the motivational factor of *Arousal1* shows that among six programmes, the highest mean score (1.75 ± 1.93) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.46 ± 0.69) is obtained for ‘7 ½’. The mean score regarding Arousal on ‘Neeya Naana’ was (1.55 ± 1.92), regarding the programme 'Sollunganne Sollunga' (1.32 ± 1.87), regarding the programme 'Oru Varthai Oru Latcham' was (0.79 ± 1.59). Further, the mean score for the programme Anjarai Petti was (1.48 ± 1.92).

Table No.4.5.9 - Expected Gratification score on Arousal

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Aro1	1.55	1.92	1.75	1.93	1.32	1.87	0.79	1.59	0.46	0.69	1.48	1.92
Aro2	1.57	1.94	1.78	1.96	1.32	1.87	0.80	1.60	0.48	0.72	1.51	1.94
Aro3	1.61	1.98	1.80	1.98	1.39	1.97	0.82	1.64	0.47	0.70	1.54	1.98

The mean, Standard Deviation regarding the motivational factor of *Arousal*₂ shows that among six programmes, the highest mean score (1.78 ± 1.96) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.48 ± 0.72) is obtained for ‘7 ½’. The mean score regarding Arousal on ‘Neeya Naana’ was (1.57 ± 1.94), regarding the programme 'Sollunganne Sollunga' (1.32 ± 1.87), regarding the programme 'Oru Varthai Oru Latcham' was (0.80 ± 1.60). Further, the mean score for the programme Anjarai Petti was (1.51 ± 1.94).

The mean, Standard Deviation regarding the motivational factor of *Arousal*₃ shows that among six programmes, the highest mean score (1.80 ± 1.98) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.47 ± 0.70) is obtained for ‘7 ½’. The mean score regarding Arousal on ‘Neeya Naana’ was (1.61 ± 1.98), regarding the programme 'Sollunganne Sollunga' (1.39 ± 1.97), regarding the programme 'Oru Varthai Oru Latcham' was (0.82 ± 1.64). Further, the mean score for the programme Anjarai Petti was (1.54 ± 1.98).

Table 4.5.9a Friedman Test - Arousal

Programmes	Expected Gratification level - Arousal			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	4.73	5.83	3.75	0.558
Kalyanamalai	5.33	5.86	3.92	
Sollunganne Sollunga	4.03	5.68	3.50	
Oru Varthai Oru Latcham	2.41	4.81	3.07	
7 ½	1.40	2.10	3.12	
Anjarai Petti	4.53	5.83	3.64	

It could be noted from the above table 4.5.9a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Anjarai Petti” was ranked third regarding the motivational factor ‘*Arousal*’.

Obtained Gratification of watching infotainment programmes

In this section the Gratification obtained on various factors like *Information, Entertainment, Escape, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass Time, Arousal* with respect to the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti' are analysed and the obtained results are presented in Table 4.6.1.

Information:

Programme wise distribution of the mean, Standard Deviation regarding the motivational factor of *Information1* shows that among six programmes, the highest mean score (1.89 ± 2.09) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.60 ± 1.34) is obtained for 'Sollunganne Sollunga'. The mean score regarding the information on 'Neeya Naana' was (1.77 ± 2.17), regarding the programme '7 ½' was (1.09 ± 1.52), regarding the programme 'Oru Varthai Oru Latcham' (0.73 ± 1.56). Further, the mean score for the programme Anjarai Petti was (1.70 ± 2.20).

Table No.4.6.1 – Obtained Gratification score on Motivational factors

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Info1	1.77	2.17	1.89	2.09	0.60	1.34	0.73	1.56	1.09	1.52	1.70	2.20
Info2	1.46	1.98	1.44	1.90	0.53	1.27	0.72	1.56	0.84	1.37	1.65	2.18
Info3	1.35	1.80	1.28	1.73	0.11	0.62	0.12	0.67	0.87	1.38	1.51	2.05

The mean, Standard Deviation regarding the motivational factor of *Information2* shows that among six programmes, the highest mean score (1.65 ± 2.18) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.53 ± 1.27) is obtained for 'Sollunganne Sollunga'. The mean score regarding information on 'Neeya Naana' was (1.46 ± 1.98), regarding the programme 'Kalyanamalai' was (1.44 ± 1.90), regarding the programme 'Oru Varthai Oru

Latcham' (0.72 ± 1.56). Further, the mean score for the programme 7 ½ was (0.84 ± 1.37).

The mean, Standard Deviation regarding the motivational factor of *Information* shows that among six programmes, the highest mean score (1.51 ± 2.05) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.11 ± 0.62) is obtained for 'Sollunganne Sollunga'. The mean score regarding the information on 'Neeya Naana' was (1.35 ± 1.80), regarding the programme 'Kalyanamalai' was (1.28 ± 1.73), regarding the programme 'Oru Varthai Oru Latcham' (0.12 ± 0.67). Further, the mean score for the programme 7 ½ was (0.87 ± 1.38).

Further, in order to identify the programme which is more influencing the respondent towards the motivational factor '*Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass Time, Arousal*' the Friedman's test analysis was used and the results were given in the following Tables.

Table 4.6.1a Friedman Test - Information

Programmes	Obtained Gratification level - Information			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	4.58	5.81	3.89	0.553
Kalyanamalai	4.62	5.50	3.97	
Sollunganne Sollunga	1.24	2.90	2.92	
Oru Varthai Oru Latcham	1.57	3.39	3.00	
7 ½	2.79	4.09	3.32	
Anjarai Petti	4.87	6.35	3.90	

It could be noted from the above table 4.6.1a that among the 6 programmes "Kalyanamalai" was ranked first. It is followed by the "Anjarai Petti". "Neeya Naana" was ranked third regarding the motivational factor '*Information*'.

Entertainment:

The mean, Standard Deviation regarding the motivational factor of *Entertainment1* shows that among six programmes, the highest mean score (2.17 ± 2.31) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.19 ± 0.075) is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.90 ± 2.29 regarding the programme 'Sollunganne Sollunga' (1.59 ± 2.20), regarding the programme 'Oru Varthai Oru Latcham' was (0.87 ± 1.77). Further, the mean score for the programme Anjarai Petti was (1.76 ± 2.23).

Table No.4.6.2 - Obtained Gratification score on Entertainment

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Ent1	1.90	2.29	2.17	2.31	1.59	2.20	0.87	1.77	0.19	0.75	1.76	2.23
Ent2	1.91	2.30	2.16	2.31	1.61	2.21	0.89	1.78	0.18	0.74	1.77	2.25
Ent3	1.84	2.23	2.12	2.27	1.55	2.15	0.86	1.75	0.17	0.72	1.75	2.23

The mean, Standard Deviation regarding the motivational factor of *Entertainment2* shows that among six programmes, the highest mean score (2.16 ± 2.31) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.18 ± 0.74) is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.91 ± 2.30), regarding the programme 'Sollunganne Sollunga' (1.61 ± 2.21), regarding the programme 'Oru Varthai Oru Latcham' was (0.89 ± 1.78). Further, the mean score for the programme Anjarai Petti was (1.77 ± 2.25).

The mean, Standard Deviation regarding the motivational factor of *Entertainment3* shows that among six programmes, the highest mean score (2.12 ± 2.27) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.17 ± 0.72) is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.84 ± 2.23), regarding the programme 'Sollunganne Sollunga'

(1.55 $\pm$ 2.15), regarding the programme ‘Oru Varthai Oru Latcham’ was (0.86 $\pm$ 1.75). Further, the mean score for the programme Anjarai Petti was (1.75 $\pm$ 2.23).

Table 4.6.2a Friedman Test - Entertainment

Programmes	Obtained Gratification level - Entertainment			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	5.65	6.79	3.83	0.510
Kalyanamalai	6.45	6.85	4.02	
Sollunganne Sollunga	4.76	6.53	3.62	
Oru Varthai Oru Latcham	2.62	5.27	3.14	
7 ½	0.54	2.16	2.65	
Anjarai Petti	5.28	6.68	3.74	

It could be noted from the above table 4.6.2a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Anjarai Petti” was ranked third regarding the motivational factor ‘*Entertainment*’.

Escape:

The mean, Standard Deviation regarding the motivational factor of *Escape1* shows that among six programmes, the highest mean score (1.53 $\pm$ 1.87) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.60 $\pm$ 1.47) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Escape on 'Neeya Naana' was (1.25 $\pm$ 1.86), regarding the programme ‘Sollunganne Sollunga’ (1.15 $\pm$ 1.92). Further, the mean score for the programme 7 ½ was (0.65 $\pm$ 1.36), regarding the programme ‘Anjarai Petti’ was (1.32 $\pm$ 1.95).

Table No.4.6.3 - Obtained Gratification score on Escape

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Esc1	1.25	1.86	1.53	1.97	1.15	1.92	0.60	1.47	0.65	1.36	1.32	1.95
Esc2	0.03	0.33	0.03	0.32	0.03	0.31	0.01	0.19	0.02	0.23	0.03	0.36
Esc3	0.65	1.38	0.89	1.53	0.71	1.50	0.33	1.07	0.46	1.12	0.90	1.59

The mean, Standard Deviation regarding the motivational factor of *Escape2* shows that among six programmes, the mean score (0.03 ± 0.33) is obtained for the programme "Neeya Naana" whereas, the lowest mean score (0.01 ± 0.19) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Escape on 'Kalyanamalai' was 0.03 ± 0.32 , regarding the programme 'Sollunganne Sollunga' (0.03 ± 0.31). Further, the mean score for the programme 7 ½ was (0.02 ± 0.23), regarding the programme 'Anjarai Petti' was (0.03 ± 0.36).

The mean, Standard Deviation regarding the motivational factor of *Escape3* shows that among six programmes, the highest mean score (0.90 ± 1.59) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.33 ± 1.07) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Escape on 'Neeya Naana' was (0.65 ± 1.38), regarding the programme 'Kalyanamalai' (0.89 ± 1.53). Further the mean score for the programme Sollunganne Sollunga' was (0.71 ± 1.50), regarding the programme '7 ½' was (0.46 ± 1.12).

Table 4.6.3a Friedman Test - Escape

Programmes	Obtained Gratification level - Escape			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	1.92	3.10	3.65	0.540
Kalyanamalai	2.44	3.29	3.86	
Sollunganne Sollunga	1.89	3.31	3.53	
Oru Varthai Oru Latcham	0.94	2.42	3.08	
7 ½	1.13	2.32	3.19	
Anjarai Petti	2.25	3.46	3.67	

It could be noted from the above table 4.6.3a that among the 6 programmes "Kalyanamalai" was ranked first. It is followed by the "Anjarai Petti". "Neeya Naana" was ranked third regarding the motivational factor 'Escape'.

Companionship:

The mean, Standard Deviation regarding the motivational factor of *Companionship1* shows that among six programmes, the highest mean score (0.50 ± 1.35) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.02 ± 0.27) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Companionship on 'Neeya Naana' was (0.06 ± 0.47), regarding the programme 'Kalyanamalai' was (0.13 ± 0.68), regarding the programme 'Sollunganne Sollunga' (0.03 ± 0.34). Further, the mean score for the programme 7 ½ was (0.12 ± 0.60).

Table No.4.6.4 - Obtained Gratification score on Companionship

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Comp 1	0.06	0.47	0.13	0.68	0.03	0.34	0.02	0.27	0.12	0.60	0.50	1.35
Comp 2	0.06	0.48	0.12	0.66	0.03	0.33	0.02	0.28	0.12	0.60	0.49	1.33
Comp 3	0.06	0.48	0.13	0.68	0.03	0.33	0.02	0.27	0.12	0.60	0.49	1.33

The mean, Standard Deviation regarding the motivational factor of *Companionship2* shows that among six programmes, the highest mean score (0.49 ± 1.33) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.02 ± 0.28) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Companionship on 'Neeya Naana' was (0.06 ± 0.48), regarding the programme 'Kalyanamalai' was (0.12 ± 0.66), regarding the programme 'Sollunganne Sollunga' (0.03 ± 0.33). Further, the mean score for the programme 7 ½ was (0.12 ± 0.60).

The mean, Standard Deviation regarding the motivational factor of *Companionship3* shows that among six programmes, the highest mean score (0.49 ± 1.33) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.02 ± 0.27) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Companionship on 'Neeya Naana' was (0.06 ± 0.48), regarding the

programme ‘Kalyanamalai’ was (0.13 ± 0.68), regarding the programme ‘Sollunganne Sollunga’ (0.03 ± 0.33). Further, the mean score for the programme 7 ½ was (0.12 ± 0.60).

Table 4.6.4a Friedman Test - Companionship

Programmes	Obtained Gratification level - Companionship			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	0.19	1.43	3.43	0.573
Kalyanamalai	0.38	1.99	3.50	
Sollunganne Sollunga	0.09	1.00	3.41	
Oru Varthai Oru Latcham	0.06	0.82	3.40	
7 ½	0.36	1.81	3.49	
Anjarai Petti	1.48	4.00	3.76	

It could be noted from the above table 4.6.4a that among the 6 programmes “Anjarai Petti” was ranked first. It is followed by the “Kalyanamalai”. “7 ½” was ranked third regarding the motivational factor ‘*Companionship*’.

Social Interaction:

The mean, Standard Deviation regarding the motivational factor of *Social Interaction*¹ shows that among six programmes, the highest mean score (0.03 ± 0.33) is obtained for the programme "Anjaraipett" whereas, the lowest mean score (0.01 ± 0.13) is obtained for '7 ½.' The mean score regarding Social Interaction on ‘Neeya Naana’ was (0.01 ± 0.21), regarding the programme ‘Kalyanamalai’ (0.01 ± 0.25). Further, the mean score for the programme Sollunganne Sollunga was (0.01 ± 0.18), regarding the programme ‘Oru Varthai Oru Latcham’ was (0.02 ± 0.25). regarding the programme ‘7 ½’ was (0.01 ± 0.13).

Table No.4.6.5 - Obtained Gratification score on Social Interaction

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Soc1	0.01	0.21	0.01	0.25	0.01	0.18	0.02	0.25	0.01	0.13	0.03	0.33
Soc2	0.12	0.64	0.13	0.65	0.13	0.72	0.07	0.54	0.05	0.41	0.16	0.76
Soc3	0.49	1.27	0.71	1.49	0.49	1.31	0.27	0.98	0.32	1.05	0.40	1.17

The mean, Standard Deviation regarding the motivational factor of *Social Interaction*² shows that among six programmes, the highest mean score (0.16 ± 0.76) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.01 ± 0.13) is obtained for '7 ½'. The mean score regarding Social Interaction on 'Neeya Naana' was (0.12 ± 0.64), regarding the programme 'Kalyanamalai' (0.13 ± 0.65). Further the mean score for the programme 'Sollunganne Sollunga' was (0.13 ± 0.72), regarding the programme 'Oru Varthai Oru Latcham' was (0.07 ± 0.54).

The mean, Standard Deviation regarding the motivational factor of *Social Interaction*³ shows that among six programmes, the highest mean score (1.71 ± 1.49) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.27 ± 0.98) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Social Interaction on 'Neeya Naana' was (0.49 ± 1.27), regarding the programme 'Sollunganne Sollunga' (0.49 ± 1.31). Further, the mean score for the programme 7 ½ was (0.32 ± 1.05), regarding the programme 'Anjarai Petti' was (0.40 ± 1.17).

Table 4.6.5a Friedman Test - Social Interaction

Programmes	Obtained Gratification level - Social Interaction			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	0.62	1.71	3.54	0.770
Kalyanamalai	0.85	1.89	3.72	
Sollunganne Sollunga	0.62	1.83	3.51	
Oru Varthai Oru Latcham	0.36	1.39	3.34	
7 ½	0.38	1.27	3.39	
Anjarai Petti	0.59	1.68	3.49	

It could be noted from the above table 4.6.5a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Sollunganne Sollunga” was ranked third regarding the motivational factor ‘*Social Interaction*’.

Relaxation:

The mean, Standard Deviation regarding the motivational factor of *Relaxation1* shows that among six programmes, the highest mean score (1.81 ± 2.02) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.78 ± 1.60) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Relaxation on 'Neeya Naana' was (1.61 ± 2.02), regarding the programme ‘Sollunganne Sollunga’ (1.38 ± 1.97). Further, the mean score for the programme 7 ½ was (0.79 ± 1.41), regarding the programme ‘Anjarai Petti’ was (1.57 ± 2.01).

The mean, Standard Deviation regarding the motivational factor of *Relaxation2* shows that among six programmes, the highest mean score (1.74 ± 1.95) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.78 ± 1.60) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Relaxation on 'Neeya Naana' was (1.52 ± 1.93), regarding the programme ‘Sollunganne Sollunga’ (1.33 ± 1.93). Further, the mean score for the programme 7 ½ was (0.78 ± 1.40), regarding the programme ‘Anjarai Petti’ was (1.53 ± 1.98).

Table No.4.6.6 - Obtained Gratification score on Relaxation

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Rel1	1.61	2.02	1.81	2.02	1.38	1.97	0.78	1.60	0.79	1.41	1.57	2.01
Rel2	1.52	1.93	1.74	1.95	1.33	1.93	0.74	1.53	0.78	1.40	1.53	1.98
Rel3	1.51	1.90	1.73	1.93	1.31	1.89	0.74	1.53	0.79	1.42	1.51	1.96

The mean, Standard Deviation regarding the motivational factor of *Relaxation3* shows that among six programmes, the highest mean score (1.73 ± 1.93) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.75 ± 1.53) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Relaxation on 'Neeya Naana' was (1.51 ± 1.90), regarding the programme 'Sollunganne Sollunga' (1.31 ± 1.89). Further, the mean score for the programme 7 ½ was (0.79 ± 1.42), regarding the programme 'Anjarai Petti' was (1.51 ± 1.96).

Table 4.6.6a Friedman Test - Relaxation

Programmes	Obtained Gratification level - Relaxation			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	4.64	5.82	3.74	0.519
Kalyanamalai	5.28	5.86	3.91	
Sollunganne Sollunga	4.02	5.76	3.53	
Oru Varthai Oru Latcham	2.26	4.62	3.07	
7 ½	2.36	4.22	3.06	
Anjarai Petti	4.62	5.93	3.68	

It could be noted from the above table 4.6.6a that among the 6 programmes "Kalyanamalai" was ranked first. It is followed by the "Neeya Naana". "Anjarai Petti" was ranked third regarding the motivational factor '*Relaxation*'.

Habit:

The mean, Standard Deviation regarding the motivational factor of *Habit1* shows that among six programmes, the highest mean score (1.45 ± 1.70) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.61 ± 1.35) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Habit on 'Neeya Naana' was (1.16 ± 1.54), regarding the programme 'Sollunganne Sollunga' (1.06 ± 1.63). Further the mean score for the programme 7 ½ was (1.02 ± 1.48), regarding the programme 'Anjarai Petti' was (1.31 ± 1.74).

Table No.4.6.7 - Obtained Gratification score on Habit

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Hab1	1.16	1.54	1.45	1.70	1.06	1.63	0.61	1.35	1.02	1.48	1.31	1.74
Hab2	1.37	1.74	1.63	1.85	1.23	1.78	0.71	1.48	1.11	1.56	1.44	1.86
Hab3	1.09	1.55	1.40	1.72	1.06	1.68	0.60	1.37	0.94	1.46	1.31	1.76

The mean, Standard Deviation regarding the motivational factor of *Habit2* shows that among six programmes, the highest mean score (1.63 ± 1.85) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.71 ± 1.48) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Habit on 'Neeya Naana' was (1.37 ± 1.74), regarding the programme 'Sollunganne Sollunga' (1.23 ± 1.78). Further the mean score for the programme 7 ½ was (1.11 ± 1.56), regarding the programme 'Anjarai Petti' was (1.44 ± 1.86).

The mean, Standard Deviation regarding the motivational factor of *Habit3* shows that among six programmes, the highest mean score (1.40 ± 1.72) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.60 ± 1.37) is obtained for 'Oru Varthai Oru Latcham'.

The mean score regarding Habit on 'Neeya Naana' was (1.09 ± 1.55), regarding the programme 'Sollunganne Sollunga' (1.06 ± 1.68). Further the mean

score for the programme 7 ½ was (0.94 ± 1.46), regarding the programme ‘Anjarai Petti’ was (1.31 ± 1.76).

Table 4.6.7a Friedman Test - Habit

Programmes	Obtained Gratification level - Habit			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	3.62	4.68	3.64	0.526
Kalyanamalai	4.48	5.15	3.82	
Sollunganne Sollunga	3.35	4.98	3.45	
Oru Varthai Oru Latcham	1.92	4.09	3.03	
7 ½	3.06	4.39	3.43	
Anjarai Petti	4.06	5.29	3.64	

It could be noted from the above table 4.6.7a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by both “Anjarai Petti” and “Neeya Naana” as ranked second with same mean rank values regarding the motivational factor ‘Habit’.

Pass Time:

The mean, Standard Deviation regarding the motivational factor of *Pass Time1* shows that among six programmes, the highest mean score (0.92 ± 1.60) is obtained for the programme “Anjarai Petti” whereas, the lowest mean score (0.30 ± 1.01) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding PassTime on ‘Neeya Naana’ was (0.64 ± 1.30), regarding the programme ‘Kalyanamalai’ was (0.82 ± 1.44), regarding the programme ‘Sollunganne Sollunga’ (0.70 ± 1.41). Further, the mean score for the programme 7 ½ was (0.71 ± 1.34)

Table No.4.6.8 - Obtained Gratification score on Pass Time

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
PT1	0.64	1.30	0.82	1.44	0.70	1.41	0.30	1.01	0.71	1.34	0.92	1.60
PT2	0.62	1.26	0.80	1.38	0.65	1.32	0.30	0.99	0.71	1.32	0.92	1.60
PT3	0.67	1.33	0.97	1.56	0.74	1.48	0.36	1.09	0.72	1.34	0.98	1.66

The mean, Standard Deviation regarding the motivational factor of *Pass Time2* shows that among six programmes, the highest mean score (0.92 ± 1.60) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.30 ± 0.99) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding PassTime on 'Neeya Naana' was (0.62 ± 1.26), regarding the programme 'Kalyanamalai' was (0.80 ± 1.38), regarding the programme 'Sollunganne Sollunga' (0.65 ± 1.32). Further, the mean score for the programme 7 ½ was (0.71 ± 1.32)

The mean, Standard Deviation regarding the motivational factor of *Pass Time3* shows that among six programmes, the highest mean score (0.98 ± 1.66) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.36 ± 1.09) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding PassTime on 'Neeya Naana' was (0.67 ± 1.33), regarding the programme 'Kalyanamalai' was (0.97 ± 1.56), regarding the programme 'Sollunganne Sollunga' (0.74 ± 1.48). Further, the mean score for the programme 7 ½ was (0.71 ± 1.34)

Table 4.6.8a Friedman Test - Pass Time

Programmes	Obtained Gratification level - Pass Time			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	1.93	3.83	3.46	0.634
Kalyanamalai	2.59	4.25	3.69	
Sollunganne Sollunga	2.08	4.15	3.46	
Oru Varthai Oru Latcham	0.96	3.02	3.14	
7 ½	2.14	3.96	3.55	
Anjarai Petti	2.82	4.79	3.70	

It could be noted from the above table 4.6.8a that among the 6 programmes “Anjarai Petti” was ranked first. It is followed by the “Kalyanamalai”. “7 ½” was ranked third regarding the motivational factor ‘Pass Time’.

Arousal:

The mean, Standard Deviation regarding the motivational factor of *Arousal1* shows that among six programmes, the highest mean score (1.74 ± 1.95) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.06 ± 0.43) is obtained for '7 ½'. The mean score regarding Arousal on ‘Neeya Naana’ was (1.54 ± 1.94), regarding the programme ‘Sollunganne Sollunga’ (1.30 ± 1.88), regarding the programme ‘Oru Varthai Oru Latcham’ was (0.77 ± 1.61). Further, the mean score for the programme Anjarai Petti was (1.48 ± 1.94).

Table No.4.6.9 – Obtained Gratification score on Arousal

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Aro1	1.54	1.94	1.74	1.95	1.30	1.88	0.77	1.61	0.06	0.43	1.48	1.94
Aro2	1.58	1.97	1.78	1.98	1.32	1.90	0.77	1.60	0.07	0.47	1.51	1.98
Aro3	1.60	2.00	1.81	2.02	1.36	1.97	0.80	1.67	0.06	0.44	1.52	2.00

The mean, Standard Deviation regarding the motivational factor of *Arousal*₂ shows that among six programmes, the highest mean score (1.78 ± 1.98) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.07 ± 0.47) is obtained for '7 ½'. The mean score regarding Arousal on 'Neeya Naana' was (1.58 ± 1.97), regarding the programme 'Sollunganne Sollunga' (1.32 ± 1.90), regarding the programme 'Oru Varthai Oru Latcham' was (0.77 ± 1.60). Further, the mean score for the programme Anjarai Petti was (1.51 ± 1.98).

The mean, Standard Deviation regarding the motivational factor of *Arousal*₃ shows that among six programmes, the highest mean score (1.81 ± 2.02) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.06 ± 0.44) is obtained for '7 ½'. The mean score regarding Arousal on 'Neeya Naana' was (1.61 ± 1.98), regarding the programme 'Sollunganne Sollunga' (1.60 ± 2.00), regarding the programme 'Oru Varthai Oru Latcham' was (0.80 ± 1.67). Further, the mean score for the programme Anjarai Petti was (1.52 ± 1.20).

Table 4.6.9a Friedman Test - Arousal

Programmes	Obtained Gratification level - Arousal			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	4.71	5.89	3.85	0.557
Kalyanamalai	5.33	5.94	4.00	
Sollunganne Sollunga	3.97	5.73	3.61	
Oru Varthai Oru Latcham	2.34	4.85	3.18	
7 ½	0.18	1.31	2.63	
Anjarai Petti	4.51	5.88	3.74	

It could be noted from the above table 4.6.9a that among the 6 programmes "Kalyanamalai" was ranked first. It is followed by the "Neeya Naana". "Anjarai Petti" was ranked third regarding the motivational factor 'Arousal'.

Test for Mean score analysis towards Obtained Gratification Level of motive factors for watching television programmes (Average score analysis)

The significant difference between the mean scores regarding the Obtained Gratification Level of motive factors for watching television programmes using the inferential statistics of Analysis of variance (ANOVA) and the Normal test (Z Test) after verifying the normality assumption by Q-Q Plot technique. The test for mean score analysis of the Analysis of Variance (ANOVA) test procedure is used to compare mean scores of more than two groups. The procedure assumes that the variances of the groups are equal and it was tested with Levene's test statistics and is used to test the significant difference between the mean score among the respondents regarding Obtained Gratification Level of motive factors for watching television programmes. The table displays the descriptive statistics of the sample size, mean, standard deviation and Mean %. The table also shows that the F & Z statistics, calculated as the ratio of the variances. The column P-value shows the probability value from the F & normal distribution respectively.

Once we have determined that differences exist among the means, post hoc range tests can determine which means differ. Duncan's tests identified the homogeneous subsets of means that are not different from each other and the results were also given in the table by showing the homogeneity subsets as a, b, c within which the groups fall in.

Motive factors wise Obtained Gratification Level for watching television programmes

An attempt has been made to study the opinion of Obtained Gratification Level of motive factors for watching television programmes. After converting the qualitative information of the opinion into a quantitative one, the average score was obtained from the respondents on various factors like '*Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass time, Arousal*' and obtained results are and presented in Table 4.7.

Factor wise distribution of Mean, Standard Deviation and mean percentage of Obtained Gratification Level of motive factors for watching television programmes

show that among 9 factors, the highest mean score (25.31 ± 19.23) which is 28.12% is obtained for the factor “Entertainment” whereas, the lowest mean score (2.55 ± 6.25) which is 2.84% was obtained for ‘Companionship’. The mean score on ‘Information’ was (19.66 ± 16.18) which is 21.85%. The mean score on ‘Escape’ was (10.58 ± 9.34) which is 11.76%. The mean score on ‘Social Interaction’ was (3.42 ± 6.73) which is 3.80%, the mean score on ‘Relaxation’ was (23.18 ± 17.60) which is 25.76%, the mean score on ‘Habit’ was (20.49 ± 15.62) which is 22.77%. The mean score on ‘Pass time’ was (12.52 ± 14.40) which is 13.92%.

Table 4.7 Motive factors wise Obtained Gratification Level for watching television programmes

	N	Range		Mean	SD	Mean %
		Min	Max			
Information	1010	0	90	19.66	16.18	21.85
Entertainment	1010	0	89	25.31	19.23	28.12
Escape	1010	0	55	10.58	9.34	11.76
Companionship	1010	0	39	2.55	6.25	2.84
Social interaction	1010	0	35	3.42	6.73	3.80
Relaxation	1010	0	90	23.18	17.60	25.76
Habit	1010	0	90	20.49	15.62	22.77
Pass time	1010	0	75	12.52	14.40	13.92
Arousal	1010	0	90	21.05	17.42	23.39
Overall	1010	0	561	138.77	102.34	154.19

The mean score on ‘Arousal’ was (21.05 ± 17.42) which is 23.39%. The mean score on ‘Overall’ was (138.77 ± 102.34) which is 154.19%.

Obtained Gratification Level of motive factors for watching television programmes with respect to demographic variables - Average score analysis

In this section, the Obtained Gratification Level of motive factors for watching television programmes is analyzed with respect to the demographic variables Gender, Age, Marital Status, Educational Qualification, Type of Family, Occupation, Family Monthly Income, Region, Religion was analyzed in this section.

Null Hypothesis: There is no significant difference between the mean scores regarding Obtained Gratification Level of motive factors for watching television programmes with respect to the selected demographic variables.

4.7.1 Age wise Obtained Gratification Level of motive factors for watching television programmes

To study the effect of Age, the distribution of Obtained Gratification Level of motive factors for watching television programmes according to Age is shown in table 4.7.1. It could be noted from table 4.7.1 that regarding the motivational factor '**Information**' shows with respect to the age group of up to 20 years the mean score was (14.96 ± 15.47) , with respect to the Age group of 21-40 years the mean score was (17.05 ± 15.10) , with respect to the Age group of 41-60 years the mean score was (18.59 ± 15.89) and with respect to the Age group of 61-80 years the mean score was (26.20 ± 16.21) .

Regarding '**Entertainment**' shows with respect to the age group of up to 20 years the mean score was (24.85 ± 17.59) , with respect to the Age group of 21-40 years the mean score was (22.29 ± 17.70) , with respect to the Age group of 41-60 years the mean score was (22.25 ± 18.37) and with respect to the Age group of 61-80 years the mean score was (32.44 ± 20.83) .

Regarding '**Escape**' shows with respect to the age group of up to 20 years the mean score was (9.17 ± 6.52) , with respect to the Age group of 21-40 years the mean score was (9.37 ± 7.84) , with respect to the Age group of 41- 60 years the mean score was (9.89 ± 8.70) and with respect to the Age group of 61- 80 years the mean score was (13.45 ± 11.90) .

Regarding '**Companionship**' shows with respect to the age group of up to 20 years the mean score was (0.69 ± 3.99) , with respect to the Age group of 21-40 years the mean score was (3.09 ± 7.05) , with respect to the Age group of 41- 60 years the mean score was (2.44 ± 5.90) and with respect to the Age group of 61- 80 years the mean score was (2.91 ± 6.32) .

Regarding '**Social Interaction**' shows with respect to the age group of up to 20 years the mean score was (2.13 ± 4.52), with respect to the Age group of 21-40 years the mean score was (1.88 ± 3.88), with respect to the Age group of 41-60 years the mean score was (2.42 ± 5.34) and with respect to the Age group of 61-80 years the mean score was (6.97 ± 9.73).

Regarding '**Relaxation**' shows with respect to the age group of up to 20 years, the mean score was (20.40 ± 14.16), with respect to the Age group of 21-40 years the mean score was (20.89 ± 14.94), with respect to the Age group of 41-60 years the mean score was (20.76 ± 16.40) and with respect to the Age group of 61- 80 years the mean score was (29.88 ± 21.25).

Regarding '**Habit**' shows with respect to the age group of up to 20 years, the mean score was (16.88 ± 11.87), with respect to the Age group of 21-40 years the mean score was (17.31 ± 12.24), with respect to the Age group of 41-60 years the mean score was (19.19 ± 14.88) and with respect to the Age group of 61-80 years the mean score was (27.45 ± 19.11).

Regarding '**Pass time**' shows with respect to the age group of up to 20 years the mean score was (7.98 ± 10.26), with respect to the Age group of 21-40 years the mean score was (11.35 ± 11.68), with respect to the Age group of 41-60 years the mean score was (11.45 ± 13.03) and with respect to the Age group of 61-80 years the mean score was (17.23 ± 18.69).

Regarding '**Arousal**' shows with respect to the age group of up to 20 years, the mean score was (20.79 ± 15.09), with respect to the Age group of 21-40 years the mean score was (18.57 ± 14.83), with respect to the Age group of 41-60 years the mean score was (18.72 ± 16.23) and with respect to the Age group of 61-80 years, the mean score was (26.67 ± 21.03).

Regarding '**Arousal**' shows with respect to the age group of up to 20 years, the mean score was (20.79 ± 15.09), with respect to the Age group of 21-40 years the mean score was (18.57 ± 14.83), with respect to the Age group of 41-60 years the

mean score was (18.72 ± 16.23) and with respect to the Age group of 61-80 years, the mean score was (26.67 ± 21.03).

Table 4.7.1 Age wise Obtained Gratification Level of motive factors for watching television programmes

	Age Group in years								ANO VA	p
	Up to 20		21-40		41-60		61-80			
	Mea n	SD	Mea n	SD	Mea n	SD	Mea n	SD		
Information	14.9 6 ^a	15.4 7	17.0 5 ^{a,b}	15.1 0	18.5 9 ^b	15.8 9	26.2 0^c	16.2 1	22.90	<0.001 **
Entertainme nt	24.8 5 ^a	17.5 9	22.2 9 ^a	17.7 0	22.2 5 ^a	18.3 7	32.4 4 ^b	20.8 3	18.36	<0.001 **
Escape	9.17 _a	6.52	9.37 _a	7.84	9.89 _a	8.70	13.4 5 ^b	11.9 0	12.14	<0.001 **
Companions hip	0.69 _a	3.99	3.09 _b	7.05	2.44 _b	5.90	2.91 _b	6.32	4.95	<0.001 **
Social Interaction	2.13 _a	4.52	1.88 _a	3.88	2.42 _a	5.34	6.97 _b	9.73	38.15	<0.001 **
Relaxation	20.4 0 ^a	14.1 6	20.8 9 ^a	14.9 4	20.7 6 ^a	16.4 0	29.8 8 ^b	21.2 5	18.65	<0.001 **
Habit	16.8 8 ^a	11.8 7	17.3 1 ^a	12.2 4	19.1 9 ^a	14.8 8	27.4 5 ^b	19.1 1	27.17	<0.001 **
Pass Time	7.98 _a	10.2 6	11.3 5 ^b	11.6 8	11.4 5 ^b	13.0 3	17.2 3 ^c	18.6 9	15.70	<0.001 **
Arousal	20.7 9 ^a	15.0 9	18.5 7 ^a	14.8 3	18.7 2 ^a	16.2 3	26.6 7 ^b	21.0 3	13.77	<0.001 **
Overall Obtain Gratificatio n - All Programs	117. 85 ^a	78.7 2	121. 79 ^a	83.9 6	125. 71 ^a	94.8 3	183. 21 ^b	124. 95	24.88	<0.001 **

* Significant at 5 %; ** Significant at 1 %

Regarding '**Overall**' shows with respect to the age group of up to 20 years, the mean score was (117.85 ± 78.72), with respect to the Age group of 21-40 years the mean score was (121.79 ± 83.96), with respect to the Age group of 41-60 years the mean score was (125.71 ± 94.83) and with respect to the Age group of 61-80 years the mean score was (183.21 ± 124.95).

Thus, it is inferred from the above analysis that the maximum Opinion regarding *Companionship* was found among the respondents with the age group of 21-40 years, and about *Information, Entertainment, Escape, Social Interaction, Relaxation, Habit, Pass time, Arousal, Overall* it was found among the respondents with the age group of 61 - 80 years.

Further to test the significant difference between the mean score among the respondents with respect Age the ANOVA test is used and the result is also shown in table 4.7.1. Since the P-value is less than 0.05 regarding *Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass time, Arousal, Overall* and hence significant difference in the mean scores was found with respect to Age.

4.7.2 Gender wise Obtained Gratification Level of motive factors for watching television programmes

To study the effect of **Gender**, the distribution of Obtained Gratification Level of motive factors for watching television programmes according to Gender is shown in table 4.7.2. It could be noted from table 4.7.2 that regarding '**Information**' among the Male respondents the mean score was (14.88 ± 12.58) and among the female respondents the mean score was (23.98 ± 17.78) .

Regarding '**Entertainment**' shows with respect to the male respondents, the mean score was (18.21 ± 15.42) and among the female respondents, the mean score was (31.70 ± 20.08) . Regarding '**Escape**' shows with respect to the male respondents, the mean score was (7.21 ± 6.55) and among the female respondents, the mean score was (13.62 ± 10.39) . Regarding '**Companionship**' shows with respect to the male respondents, the mean score was (1.32 ± 5.06) and among the female respondents, the mean score was (3.66 ± 6.98) . Regarding '**Social Interaction**' shows with respect to the male respondents, the mean score was (1.36 ± 3.31) and among the female respondents, the mean score was (5.28 ± 8.31) . Regarding '**Relaxation**' shows with respect to the male respondents, the mean score was (16.24 ± 12.96) and among the female respondents, the mean score was (29.45 ± 18.85) . Regarding '**Habit**' shows with respect to the male respondents, the mean score was (14.40 ± 9.92) and among

the female respondents, the mean score was (25.98 ± 17.67). Regarding '*Pass time*' shows with respect to the male respondents the mean score was (8.76 ± 9.38) and among the female respondents, the mean score was (15.92 ± 17.06). Regarding '*Arousal*' shows with respect to the male respondents, the mean score was (13.87 ± 13.21) and among the female respondents, the mean score was (27.53 ± 18.22). Regarding '*Overall*' shows with respect to the male respondents, the mean score was (96.26 ± 67.79) and among the female respondents, the mean score was (177.12 ± 112.63).

Table 4.7.2 Gender wise Obtained Gratification Level of motive factors for watching television programmes

	Gender	N	Mean	SD	Z	p
Information	Male	479	14.88	12.58	9.30	<0.001**
	Female	531	23.98	17.78		
Entertainment	Male	479	18.21	15.42	11.88	<0.001**
	Female	531	31.70	20.08		
Escape	Male	479	7.21	6.55	11.57	<0.001**
	Female	531	13.62	10.39		
Companionship	Male	479	1.32	5.06	6.04	<0.001**
	Female	531	3.66	6.98		
Social interaction	Male	479	1.36	3.31	9.65	<0.001**
	Female	531	5.28	8.31		
Relaxation	Male	479	16.24	12.96	12.84	<0.001**
	Female	531	29.45	18.85		
Habit	Male	479	14.40	9.92	12.66	<0.001**
	Female	531	25.98	17.67		
Pass time	Male	479	8.76	9.38	8.15	<0.001**
	Female	531	15.92	17.06		
Arousal	Male	479	13.87	13.21	13.51	<0.001**
	Female	531	27.53	18.22		
Overall	Male	479	96.26	67.79	13.64	<0.001**
	Female	531	177.12	112.63		

* Significant at 5 %; ** Significant at 1 %

Thus, it is inferred from the analysis that the maximum Opinion regarding *Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass time, Arousal, Overall* it was found among female for obtained gratification with respect to gender.

Further to test the significant difference between the mean score among the respondents with respect to Gender the Z test is used and the result is also shown in table 4.7.2. Since the P-value is less than 0.05 regarding *Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass time, Arousal, Overall* and hence there is a significant difference in the mean scores with respect to Gender.

4.7.3 Marital Status wise Obtained Gratification Level of motive factors for watching television programmes

To study the effect of Marital Status, the distributions of opinion regarding the Obtained Gratification Level of motive factors for watching television programmes according to Marital Status are shown in table 4.7.3. It could be noted from table 4.7.3 that regarding '**Information**' shows among Single respondents the mean score was (15.66 ± 15.66) and among married respondents, the mean score was (21.30 ± 16.11) .

Regarding '**Entertainment**' shows among Single respondents the mean score was (22.84 ± 17.81) and among married respondents, the mean score was (26.31 ± 19.71) . Regarding '**Escape**' shows among Single respondents, the mean score was (9.30 ± 7.83) and among married respondents, the mean score was (11.10 ± 9.85) . Regarding '**Companionship**' shows among Single respondents, the mean score was (1.87 ± 6.07) and among married respondents, the mean score was (2.83 ± 6.31) . Regarding '**Social Interaction**' shows among Single respondents the mean score was (2.05 ± 4.39) and among married respondents, the mean score was (3.98 ± 7.41) . Regarding '**Relaxation**' shows among Single respondents, the mean score was (20.52 ± 14.86) and among married respondents, the mean score was (24.27 ± 18.50) . Regarding '**Habit**' shows among Single respondents, the mean score

was (17.09 ± 12.67) and among married respondents, the mean score was (21.88 ± 16.49).

Table 4.7.3 Marital Status wise Obtained Gratification Level of motive factors for watching television programmes

	Marital Status	N	Mean	Std. Deviation	Z	P
Information	Single	293	15.66	15.66	5.09	<0.001**
	Married	717	21.30	16.11		
Entertainment	Single	293	22.84	17.81	2.61	0.009**
	Married	717	26.31	19.71		
Escape	Single	293	9.30	7.83	2.80	0.005**
	Married	717	11.10	9.85		
Companionship	Single	293	1.87	6.07	2.22	0.026*
	Married	717	2.83	6.31		
Social interaction	Single	293	2.05	4.39	4.18	<0.001**
	Married	717	3.98	7.41		
Relaxation	Single	293	20.52	14.86	3.09	0.002**
	Married	717	24.27	18.50		
Habit	Single	293	17.09	12.67	4.46	<0.001**
	Married	717	21.88	16.49		
Pass time	Single	293	9.66	11.31	4.07	<0.001**
	Married	717	13.70	15.34		
Arousal	Single	293	19.40	15.11	1.93	0.054
	Married	717	21.73	18.25		
Overall	Single	293	118.38	84.56	4.08	<0.001**
	Married	717	147.10	107.71		

* Significant at 5 %; ** Significant at 1 %

Regarding '**Pass time**' shows among Single respondents the mean score was (9.66 ± 11.31) and among married respondents, the mean score was (13.70 ± 15.34). Regarding '**Arousal**' shows among Single respondents, the mean score was (19.40 ± 15.11) and among married respondents, the mean score was (21.73 ± 18.25).

Regarding '**Overall**' shows among Single respondents, the mean score was (118.38 ± 84.56) and among married respondents, the mean score was (147.10 ± 107.71).

Thus, it is inferred from the below analysis that Regarding *Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass time, Arousal, Overall*, more gratification was found among married respondents.

Further to test the significant difference between the mean score among the respondents with respect to Marital Status the Z test is used and the result is also shown in table 4.7.3. Since the P-value is less than 0.05 regarding *Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass time, Overall* significant difference in the mean scores was found regarding Marital Status.

4.7.4 Education-wise Obtained Gratification Level of motive factors for watching television programmes

To study the effect of Education, the Obtained Gratification Level of motive factors for watching television programmes according to Education is shown in table 4.7.4. It could be noted from table 4.7.4 that Regarding '**Information**' shows among the Illiterates the mean score was (25.61 ± 13.93), with respect to Up to SSLC the mean score was (16.26 ± 16.37), with respect to HSS the mean score was (21.79 ± 17.55), among the UG the mean score was (16.74 ± 14.47), the mean score among the PG being the highest was (25.96 ± 18.83) and the mean score among Others was (17.07 ± 13.90). Regarding '**Entertainment**' shows among the Illiterates the mean score was (29.91 ± 16.09), with respect to Up to SSLC the mean score was (24.13 ± 18.53), with respect to HSS the mean score was (29.77 ± 21.46), among the UG the mean score was (20.57 ± 17.57), the mean score among the PG being the highest was (31.61 ± 22.63) and the mean score among Others was (22.15 ± 16.51).

Regarding '**Escape**' shows among the Illiterates the mean score was (11.48 ± 9.97) being the highest, with respect to Up to SSLC the mean score was (10.97 ± 9.51), with respect to HSS the mean score was (10.85 ± 9.32), among the UG

the mean score was (8.69 ± 7.90) , the mean score among the PG was (11.27 ± 11.22) and the mean score among Others was (13.06 ± 9.44) .

Table 4.7.4 Education-wise Obtained Gratification Level of motive factors for watching television programmes

	Education												AN OV A	P
	Illiterate		Up to SSLC		HSS		UG		PG		Others			
	Me an	S D	Me an	SD	Mea n	SD	Me an	S D	Me an	SD	Me an	S D		
Informat ion	25.61 ^c	13.93	16.26 ^a	16.37	21.79 ^b	17.55	16.74 ^a	14.47	25.96 ^c	18.83	17.07 ^a	13.90	11.90	<0.001**
Entertai nment	29.91 ^b	16.09	24.13 ^a	18.53	29.77 ^b	21.46	20.57 ^a	17.57	31.61 ^b	22.63	22.15 ^a	16.51	10.70	<0.001**
Escape	11.48 ^b	9.97	10.97 ^b	9.51	10.85 ^b	9.32	8.69 ^a	7.90	11.27 ^b	11.22	13.06 ^b	9.44	4.74	<0.001**
Compan ionship	5.80 ^b	8.91	2.72 ^a	6.66	1.49 ^a	4.10	2.15 ^a	6.20	2.68 ^a	5.92	1.53 ^a	4.08	8.98	<0.001**
Social interacti on	5.31 ^c	7.94	3.39 ^{a,b}	7.13	4.40 ^{b,c}	7.89	2.05 ^a	4.48	4.89 ^{b,c}	8.55	2.28 ^a	4.84	7.21	<0.001**
Relaxati on	28.48 ^c	16.60	22.00 ^{a,b}	19.31	25.48 ^{b,c}	18.57	19.20 ^a	14.62	27.37 ^c	20.88	22.58 ^{a,b}	16.08	7.68	<0.001**
Habit	25.14 ^c	15.36	20.55 ^{a,b}	17.42	21.60 ^{b,c}	16.03	17.29 ^a	13.51	21.59 ^{b,c}	16.36	21.34 ^{b,c}	15.77	5.27	<0.001**
Pass time	15.47 ^c	15.62	15.57 ^c	15.70	11.21 ^{a,b}	13.09	9.68 ^a	12.70	14.21 ^{b,c}	17.71	13.22 ^{b,c}	12.51	5.75	<0.001**
Arousal	25.12 ^c	15.86	20.66 ^{a,b}	17.78	24.15 ^{b,c}	18.91	16.81 ^a	15.38	26.02 ^c	19.72	19.31 ^a	16.29	8.48	<0.001**
Overall	172.33 ^c	98.01	136.25 ^{a,b}	110.72	150.73 ^{b,c}	106.52	113.20 ^a	87.86	165.60 ^c	117.77	132.54 ^{a,b}	91.44	8.96	<0.001**

* Significant at 5 %; **Significant at 1 %

Regarding '**Companionship**' shows among the Illiterates the mean score was (5.80 ± 8.91) being the highest, with respect to Up to SSLC the mean score was (2.72 ± 6.66) , with respect to HSS the mean score was (1.49 ± 4.10) , among the UG the mean score was (2.15 ± 6.20) , the mean score among the PG was (2.68 ± 5.92) and the mean score among Others was (1.53 ± 4.08) .

Regarding '**Social Interaction**' shows among the Illiterates the mean score was (5.31 ± 7.94) as highest, with respect to Up to SSLC the mean score was (3.39 ± 7.13), with respect to HSS the mean score was (4.40 ± 7.89), among the UG the mean score was (2.05 ± 4.48), the mean score among the PG was (4.89 ± 8.55) and the mean score among Others was (2.28 ± 4.84).

Regarding '**Relaxation**' shows among the Illiterates, the mean score was (28.48 ± 16.60) as highest, with respect to Up to SSLC the mean score was (22.00 ± 19.31), with respect to HSS the mean score was (25.48 ± 18.57), among the UG the mean score was (19.20 ± 14.62), the mean score among the PG was (27.37 ± 20.88) and the mean score among Others was (22.58 ± 16.08).

Regarding '**Habit**' shows among the Illiterates, the mean score was (25.14 ± 15.36) as highest, with respect to Up to SSLC the mean score was (20.55 ± 17.42), with respect to HSS the mean score was (21.60 ± 16.03), among the UG the mean score was (17.29 ± 13.51), the mean score among the PG was (21.59 ± 16.36) and the mean score among Others was (21.34 ± 15.77).

Regarding '**Pass time**' shows among the Illiterates the mean score was (15.47 ± 15.62), with respect to Up to SSLC the mean score was (15.57 ± 15.70) as highest, with respect to HSS the mean score was (11.21 ± 13.09), among the UG the mean score was (9.68 ± 12.70), the mean score among the PG was (14.21 ± 17.71) and the mean score among Others was (13.22 ± 12.51).

Regarding '**Arousal**' shows among the Illiterates, the mean score was (25.12 ± 15.86), with respect to Up to SSLC the mean score was (20.66 ± 17.78), with respect to HSS the mean score was (24.15 ± 18.91), among the UG the mean score was (16.81 ± 15.38), the mean score among the PG was (26.02 ± 19.72) as highest and the mean score among Others was (19.31 ± 16.29).

Regarding '**Overall**' shows among the Illiterates, the mean score was (172.33 ± 98.01) being the highest, with respect to Up to SSLC the mean score was

(136.25 ± 110.72), with respect to HSS the mean score was (150.73 ± 106.52), among the UG the mean score was (113.20 ± 87.86), the mean score among the PG was (165.60 ± 117.77) and the mean score among Others was (132.54 ± 91.44).

Thus, it is inferred from the above analysis that the maximum Opinion regarding *Escape*, *Companionship*, *Social Interaction*, *Relaxation*, *Habit*, was found among the respondents with Education of Illiterates, *Pass time* it was found among the respondents with Education of Up to SSLC, and *Information*, *Entertainment*, *Arousal*, it was found among the respondents with Education of PG.

Further to test the significant difference between the mean score among the respondents with respect to Education the ANOVA test is used and the result is also shown in table 4.7.4. Since the P-value is less than 0.05 regarding *Information*, *Entertainment*, *Escape*, *Companionship*, *Social Interaction*, *Relaxation*, *Habit*, *Pass time*, *Arousal*, *Overall* there is a significant difference in the mean scores with respect to Education regarding these factors.

4.7.5 Family Type wise Obtained Gratification Level of motive factors for watching television programmes

To study the effect of Family Type, the distributions of opinion regarding the Obtained Gratification Level of motive factors for watching television programmes according to Family Type are shown in table 4.7.5. It could be noted from table 4.7.5 that regarding '**Information**' shows among Nuclear Family the mean score was (18.25 ± 16.18) and among Joint Family, the mean score was (21.18 ± 16.05). Regarding '**Entertainment**' shows among Nuclear Family the mean score was (22.92 ± 17.84) and among Joint Family, the mean score was (27.86 ± 20.34). Regarding '**Escape**' shows among Nuclear Family, the mean score was (8.56 ± 7.68) and among Joint Family, the mean score was (12.75 ± 10.43). Regarding '**Companionship**' shows among Nuclear Family, the mean score was (2.66 ± 6.39) and among Joint Family the mean score was (2.44 ± 6.10).

Regarding '***Social Interaction***' shows among Nuclear Family the mean score was (1.63 ± 4.28) and among Joint Family, the mean score was (5.34 ± 8.20). Regarding '***Relaxation***' shows among Nuclear Family, the mean score was (20.43 ± 15.26) and among Joint Family, the mean score was (26.14 ± 19.39). Regarding '***Habit***' shows among Nuclear Family, the mean score was (17.51 ± 13.17) and among Joint Family, the mean score was (23.69 ± 17.34).

Table 4.7.5 Family Type wise Obtained Gratification Level of motive factors for watching television programmes

	Family Type	N	Mean	SD	Z	p
Information	Nuclear Family	523	18.25	16.18	2.89	0.004**
	Joint Family	487	21.18	16.05		
Entertainment	Nuclear Family	523	22.92	17.84	4.11	<0.001**
	Joint Family	487	27.86	20.34		
Escape	Nuclear Family	523	8.56	7.68	7.29	<0.001**
	Joint Family	487	12.75	10.43		
Companionship	Nuclear Family	523	2.66	6.39	0.56	0.576
	Joint Family	487	2.44	6.10		
Social interaction	Nuclear Family	523	1.63	4.28	9.09	<0.001**
	Joint Family	487	5.34	8.20		
Relaxation	Nuclear Family	523	20.43	15.26	5.22	<0.001**
	Joint Family	487	26.14	19.39		
Habit	Nuclear Family	523	17.51	13.17	6.40	<0.001**
	Joint Family	487	23.69	17.34		
Pass time	Nuclear Family	523	9.71	11.13	6.58	<0.001**
	Joint Family	487	15.55	16.73		
Arousal	Nuclear Family	523	18.81	15.02	4.26	<0.001**
	Joint Family	487	23.45	19.41		
Overall	Nuclear Family	523	120.49	84.27	5.98	<0.001**
	Joint Family	487	158.40	115.62		

* Significant at 5 %; ** Significant at 1 %

Regarding '*Pass time*' shows among Nuclear Family the mean score was (9.71 ± 11.13) and among Joint Family, the mean score was (15.55 ± 16.73).

Regarding '*Arousal*' shows among Nuclear Family, the mean score was (18.81 ± 15.02) and among Joint Family, the mean score was (23.45 ± 19.41).

Regarding '*Overall*' shows among Nuclear Family, the mean score was (120.49 ± 84.27) and among Joint Family, the mean score was (158.40 ± 115.62).

Thus, it is inferred from the above analysis that regarding *Companionship* it was found maximum among Nuclear Family and about *Information, Entertainment, Escape, Social Interaction, Relaxation, Habit, Pass time, Arousal, Overall* it was found higher among Joint Family.

Further to test the significant difference between the mean score among the respondents concerning Family Type the Z test is used and the result is also shown in table 4.7.5. Since the P-value is greater than 0.05 regarding *Companionship* there is no significant difference, regarding *Information, Entertainment, Escape, Social Interaction, Relaxation, Habit, Pass time, Arousal, Overall*. Since the P-value is lesser than 0.05 it is established that there is a significant difference concerning obtained gratification for Family type.

4.7.6 Occupation wise Obtained Gratification Level of motive factors for watching television programmes

To study the effect of Occupation, the Obtained Gratification Level of motive factors for watching television programmes according to Occupation is shown in table 4.7.6. It could be noted from table 4.7.6 that regarding '*Information*' shows among the Student the mean score was (16.23 ± 17.12), concerning Self Employed the mean score was (16.46 ± 13.71), the mean score among the Government/Private employee was (20.31 ± 17.90), the mean score among the Unemployed was (27.65 ± 17.94), the mean score among Retired was (24.05 ± 14.95) and the mean score among others was (14.11 ± 9.11).

Regarding '**Entertainment**' shows among the Student the mean score was (24.74 ± 20.88), concerning Self Employed the mean score was (20.42 ± 14.40), the mean score among the Government/Private employee was (23.07 ± 20.40), the mean score among the Unemployed was (37.35 ± 22.01), the mean score among Retired was (27.51 ± 18.39) and the mean score among others was (21.17 ± 12.58).

Regarding '**Escape**' shows among the Student the mean score was (8.28 ± 7.57), for Self Employed the mean score was (7.89 ± 6.90), the mean score among the Government/Private employee was (8.09 ± 8.13), the mean score among the Unemployed was (17.22 ± 10.29), the mean score among Retired was (12.42 ± 12.16) and the mean score among others was (11.27 ± 7.64).

Regarding '**Companionship**' shows among the Student the mean score was (0.60 ± 3.78), for Self Employed the mean score was (2.12 ± 5.53), the mean score among the Government/Private employee was (3.29 ± 7.68), the mean score among the Unemployed was (5.12 ± 8.08), the mean score among Retired was (2.20 ± 5.04) and the mean score among others was (1.40 ± 3.81).

Regarding '**Social Interaction**' shows among the Student the mean score was (1.61 ± 3.80), for Self Employed the mean score was (1.64 ± 3.30), the mean score among the Government/Private employee was (1.72 ± 4.49), the mean score among the Unemployed was (9.20 ± 10.34), the mean score among Retired was (5.17 ± 8.54) and the mean score among others was (2.47 ± 4.53).

Regarding '**Relaxation**' shows among the Students, the mean score was (20.35 ± 15.99), for Self Employed the mean score was (19.36 ± 14.21), the mean score among the Government/Private employee was (20.63 ± 16.93), the mean score among the Unemployed was (35.97 ± 20.51), the mean score among Retired was (26.38 ± 19.81) and the mean score among others was (18.79 ± 11.43).

Regarding '**Habit**' shows among the Students, the mean score was (16.08 ± 12.49), for Self Employed the mean score was (16.61 ± 11.21), the mean

score among the Government/Private employee was (17.80 ± 14.97), the mean score among the Unemployed was (33.00 ± 19.10), the mean score among Retired was (24.67 ± 17.24) and the mean score among others was (17.15 ± 10.44).

Table 4.7.6 Occupation wise Obtained Gratification Level of motive factors for watching television programmes

	Occupation												ANOVA	P
	Student		Self Employed		Govt / Private Employee		Unemployed		Retired		Others			
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Information	16.23 ^a	17.12	16.46 ^a	13.71	20.31 ^b	17.90	27.65 ^d	17.94	24.05 ^c	14.95	14.11 ^a	9.11	17.56	<0.001**
Entertainment	24.74 ^{a,b}	20.88	20.42 ^a	14.40	23.07 ^a	20.40	37.35 ^c	22.01	27.51 ^b	18.39	21.17 ^a	12.58	18.79	<0.001**
Escape	8.28 ^a	7.57	7.89 ^a	6.90	8.09 ^a	8.13	17.22 ^c	10.29	12.42 ^b	12.16	11.27 ^b	7.64	28.60	<0.001**
Companionship	0.60 ^a	3.78	2.12 ^{b,c}	5.53	3.29 ^c	7.68	5.12 ^d	8.08	2.20 ^{b,c}	5.04	1.40 ^{a,b}	3.81	10.56	<0.001**
Social Interaction	1.61 ^a	3.80	1.64 ^a	3.30	1.72 ^a	4.49	9.20 ^c	10.34	5.17 ^b	8.54	2.47 ^a	4.53	39.68	<0.001**
Relaxation	20.35 ^a	15.99	19.36 ^a	14.21	20.63 ^a	16.93	35.97 ^c	20.51	26.38 ^b	19.81	18.79 ^a	11.43	25.86	<0.001**
Habit	16.08 ^a	12.49	16.61 ^a	11.21	17.80 ^a	14.97	33.00 ^c	19.10	24.67 ^b	17.24	17.15 ^a	10.44	34.28	<0.001**
Pass Time	8.15 ^a	11.79	10.54 ^a	9.82	11.15 ^a	12.91	20.75 ^c	19.03	15.65 ^b	17.83	10.07 ^a	10.78	17.45	<0.001**
Arousal	20.45 ^{b,c}	16.73	17.05 ^{a,b}	13.07	19.11 ^{a,b,c}	17.60	32.84 ^d	19.89	22.54 ^c	18.97	16.36 ^a	12.52	21.58	<0.001**
Overall All	116.48 ^a	91.58	112.08 ^a	69.50	125.17 ^a	99.62	219.09 ^c	122.64	160.58 ^b	115.73	112.78 ^a	64.63	31.50	<0.001**

* Significant at 5 %; **Significant at 1 %

Regarding '**Pass**' shows among the Student the mean score was (8.15 ± 11.79), for Self Employed the mean score was (10.54 ± 9.82), the mean score among the Government/Private employee was (11.15 ± 12.91), the mean score among the Unemployed was (20.75 ± 19.03), the mean score among Retired was (15.65 ± 17.83) and the mean score among others was (10.07 ± 10.78).

Regarding '**Arousal**' shows among the students the mean score was (20.45 ± 16.73), for Self Employed the mean score was (17.05 ± 13.07), the mean score among the Government/Private employee was (19.11 ± 17.60), the mean score among the Unemployed was (32.84 ± 19.89), the mean score among Retired was (22.54 ± 18.97) and the mean score among others was (16.36 ± 12.52).

Regarding '**Overall**' shows among the Students, the mean score was (116.48 ± 91.58), for Self Employed the mean score was (112.08 ± 69.50), the mean score among the Government/Private employee was (125.17 ± 99.62), the mean score among the Unemployed was (219.09 ± 122.64), the mean score among Retired was (160.58 ± 115.73) and the mean score among others was (112.78 ± 64.63).

Thus, it is inferred from the above analysis that the maximum Opinion regarding *Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass time, Arousal, Overall* it was found among the respondents with Occupation of Unemployed.

Further to test the significant difference between the mean score among the respondents for Occupation the ANOVA test is used and the result is also shown in table 4.7.6. Since the P-value is less than 0.05 regarding *Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass time, Arousal, Overall* and hence there is a significant difference in the mean scores for Occupation regarding these factors.

4.7.7 Monthly Income wise Obtained Gratification Level of motive factors for watching television programmes

To study the effect of Monthly Income, the Obtained Gratification Level of motive factors for watching television programmes according to Monthly Income is shown in table 4.7.7.

It could be noted from table 4.7.7 that regarding '**Information**' among Rs.30000 the mean score was (17.79 ± 15.13) , with respect to Rs. 30000-50000 the mean score was (22.09 ± 18.19) , with respect to Rs.50000 - 70000 the mean score was (19.71 ± 15.14) , among the Rs.70000 - 100000 the mean score was (18.11 ± 14.30) , the mean score among the Above Rs.100000 was (18.87 ± 16.59) .

Regarding '**Entertainment**' shows among the Rs.30000 the mean score was (23.75 ± 18.55) , with respect to Rs. 30000-50000 the mean score was (27.42 ± 20.33) , with respect to Rs.50000-70000 the mean score was (26.02 ± 18.11) , among the Rs.70000-100000 the mean score was (22.52 ± 18.37) , the mean score among the Above Rs.100000 was (24.92 ± 20.65) .

Regarding '**Escape**' shows among the Rs.30000 the mean score was (10.02 ± 7.47) , with respect to Rs. 30000-50000 the mean score was (12.00 ± 10.54) , with respect to Rs.50000-70000 the mean score was (10.52 ± 9.08) , among the Rs.70000-100000 the mean score was (9.59 ± 9.47) , the mean score among the Above Rs. 100000 was (9.42 ± 9.31) .

Regarding '**Companionship**' shows among the Rs.30000 the mean score was (2.45 ± 6.23) , with respect to Rs. 30000-50000 the mean score was (2.95 ± 6.92) , with respect to Rs.50000-70000 the mean score was (2.93 ± 6.34) , among the Rs.70000-100000 the mean score was (1.84 ± 5.63) , the mean score among the Above Rs.100000 was (1.88 ± 4.86) . Regarding '**Social Interaction**' shows among the Rs.30000 the mean score was (3.50 ± 6.40) , with respect to Rs. 30000-50000 the mean score was (4.20 ± 7.79) , with respect to Rs.50000-70000 the mean score was (3.31 ± 6.51) , among the Rs.70000-100000 the mean score was (2.11 ± 4.82) , the mean score among the Above Rs.100000 was (3.24 ± 6.88) .

Table 4.7.7 Monthly Income wise Obtained Gratification Level of motive factors for watching television programmes

	Monthly Income										ANOVA	P
	Up to Rs. 30000		Rs.30000 - 50000		Rs.50000 - 70000		Rs.70000 - 100000		Rs. Above 100000			
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Information	17.79 ^a	15.13	22.09 ^c	18.19	19.71^{a,b}	15.14	18.11 ^a	14.30	18.87 ^{a,b}	16.59	2.77	0.026*
Entertainment	23.75	18.55	27.42	20.33	26.02	18.11	22.52	18.37	24.92	20.65	2.12	0.076
Escape	10.02 ^{a,b}	7.47	12.00^b	10.54	10.52 ^{a,b}	9.08	9.59 ^a	9.47	9.42 ^a	9.31	2.75	0.027*
Companionship	2.45	6.23	2.95	6.92	2.93	6.34	1.84	5.63	1.88	4.86	1.35	0.251
Social interaction	3.50 ^{a,b}	6.40	4.20^b	7.79	3.31 ^{a,b}	6.51	2.11 ^a	4.82	3.24 ^{a,b}	6.88	2.48	0.042*
Relaxation	21.70 ^a	16.31	25.93^b	19.25	23.42 ^{a,b}	16.25	20.59 ^a	17.06	21.81 ^a	18.28	3.17	0.013*
Habit	19.20 ^a	14.38	23.74^b	18.21	20.59 ^{a,b}	14.77	17.62 ^a	13.54	18.12 ^a	13.66	5.53	<0.001**
Pass time	11.60 ^a	13.29	14.83^b	16.23	12.36 ^{a,b}	13.51	10.97 ^a	14.08	10.75 ^a	13.10	2.98	0.019*
Arousal	19.91 ^{a,b}	16.23	23.57^b	18.77	21.07 ^{a,b}	16.39	17.99 ^a	16.89	20.71 ^{a,b}	18.24	2.95	0.019*
Overall	129.92 ^a	96.73	156.73^b	114.00	139.94 ^{a,b}	95.15	121.35 ^a	93.98	129.72 ^a	101.00	4.00	0.003**

* Significant at 5%; **Significant at 1%

Regarding '**Relaxation**' shows among the Rs.30000 the mean score was (21.70 ± 16.31) , with respect to Rs. 30000 - 50000 the mean score was (25.93 ± 19.25) , with respect to Rs.50000 - 70000 the mean score was (23.42 ± 16.25) , among the Rs.70000-100000 the mean score was (20.59 ± 17.06) , the mean score among the Above Rs.100000 was (21.81 ± 18.28) .

Regarding '**Habit**' shows among the Rs.30000 the mean score was (19.20 ± 14.38) , with respect to Rs.30000-50000 the mean score was (23.74 ± 18.21) , with respect to Rs.50000-70000 the mean score was (20.59 ± 14.77) , among the Rs.70000-100000 the mean score was (17.62 ± 13.54) , the mean score among the Above Rs. 100000 was (18.12 ± 13.66) .

Regarding '**Pass time**' shows among the Rs.30000 the mean score was (11.60 ± 13.29) , with respect to Rs. 30000-50000 the mean score was (14.83 ± 16.23) , with respect to Rs.50000- 70000 the mean score was (12.36 ± 13.51) , among the Rs.70000-100000 the mean score was (10.97 ± 14.08) , the mean score among the Above Rs. 100000 was (10.75 ± 13.10) .

Regarding '**Arousal**' shows among the Rs.30000 the mean score was (19.91 ± 16.23) , with respect to Rs. 30000 - 50000 the mean score was (23.57 ± 18.77) , with respect to Rs.50000 - 70000 the mean score was (21.07 ± 16.39) , among the Rs.70000 - 100000 the mean score was (17.99 ± 16.89) , the mean score among the Above Rs. 100000 was (20.71 ± 18.24) .

Regarding '**Overall**' shows among the Rs.30000 the mean score was (129.92 ± 96.73) , with respect to Rs.30000-50000 the mean score was (156.73 ± 114.00) , with respect to Rs.50000- 70000 the mean score was (139.94 ± 95.15) , among the Rs.70000-100000 the mean score was (121.35 ± 93.98) , the mean score among the Above Rs.100000 was (129.72 ± 101.00) .

Thus, it is inferred from the above analysis that the maximum Opinion regarding *Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass time,*

Arousal, Overall it was found among the respondents with Monthly Income of Rs.30000-50000, *Information* it was found among Rs.50000-70000.

Further to test the significant difference between the mean score among the respondents with respect to Monthly Income the ANOVA test is used and the result is also shown in table 4.7.7. Since the P-value is greater than 0.05 regarding *Entertainment and Companionship* there is no significant difference in the mean scores regarding these two factors. The P-value is lesser than 0.05 regarding *Information, Escape, Social Interaction, Relaxation, Habit, Pass time, Arousal, Overall* and hence significant difference in the mean scores was found with respect to Monthly Income regarding these factors. P-value is < 0.05 so the null hypothesis is rejected. It states that there is a significant difference between independent variables and dependent variables. Equation is $[F(df) = f, p \leq 0.01]$.

4.7.8 Region wise Obtained Gratification Level of motive factors for watching television programmes

To study the effect of Region, the Obtained Gratification Level of motive factors for watching television programmes according to Region is shown in table 4.7.8.

It could be noted from table 4.7.8 that Regarding '*Information*' shows among the Metro the mean score was (20.21 ± 17.42) , with respect to Urban the mean score was (19.13 ± 13.58) , with respect to Sub Urban the mean score was (19.52 ± 16.10) , among the Rural the mean score was (15.45 ± 15.29) , the mean score among the Slum was (24.78 ± 16.74) .

Regarding '*Entertainment*' shows among the Metro the mean score was (25.03 ± 20.10) , with respect to Urban the mean score was (25.68 ± 15.74) , with respect to Sub Urban the mean score was (24.77 ± 21.17) , among the Rural the mean score was (20.58 ± 17.68) , the mean score among the Slum was (31.55 ± 19.39) .

Regarding '*Escape*' shows among the Metro, the mean score was (10.45 ± 10.15) , with respect to Urban the mean score was (11.11 ± 7.81) , with respect to Sub Urban the

mean score was (9.93 ± 9.95) , among the Rural the mean score was (10.97 ± 9.57) , the mean score among the Slum was (10.43 ± 8.82) .

Regarding '**Companionship**' shows among the Metro the mean score was (2.58 ± 6.31) , with respect to Urban the mean score was (3.25 ± 7.49) , with respect to Sub Urban the mean score was (1.44 ± 3.84) , among the Rural the mean score was (2.10 ± 6.01) , the mean score among the Slum was (3.57 ± 6.97) .

Regarding '**Social Interaction**' shows among the Metro the mean score was (3.36 ± 7.08) , with respect to Urban the mean score was (3.09 ± 5.99) , with respect to Sub Urban the mean score was (2.77 ± 5.76) , among the Rural the mean score was (3.41 ± 7.50) , the mean score among the Slum was (4.49 ± 6.87) .

Regarding '**Relaxation**' shows among the Metro, the mean score was (22.57 ± 17.60) , with respect to Urban the mean score was (23.37 ± 15.45) , with respect to Sub Urban the mean score was (22.81 ± 18.92) , among the Rural the mean score was (19.64 ± 17.19) , the mean score among the Slum was (28.39 ± 17.54) .

Regarding '**Habit**' shows among the Metro, the mean score was (20.37 ± 15.74) , with respect to Urban the mean score was (20.13 ± 13.32) , with respect to Sub Urban the mean score was (19.93 ± 16.32) , among the Rural the mean score was (17.59 ± 14.97) , the mean score among the Slum was (25.06 ± 16.67) .

Regarding '**Pass time**' shows among the Metro the mean score was (11.14 ± 13.66) , with respect to Urban the mean score was (12.61 ± 12.46) , with respect to Sub Urban the mean score was (14.29 ± 15.82) , among the Rural the mean score was (10.66 ± 13.87) , the mean score among the Slum was (14.48 ± 15.67) .

Regarding '**Arousal**' shows among the Metro, the mean score was (20.54 ± 18.24) , with respect to Urban the mean score was (21.81 ± 14.97) , with respect to Sub Urban the mean score was (19.83 ± 19.29) , among the Rural the mean score was (17.44 ± 16.66) , the mean score among the Slum was (26.55 ± 16.24) .

Table 4.7.8 Region wise Obtained Gratification Level of motive factors for watching television programmes

	Region										ANOVA	p
	Metro		Urban		Sub Urban		Rural		Slum			
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Information	20.21 ^b	17.42	19.13 ^b	13.58	19.52 ^b	16.10	15.45 ^a	15.29	24.78^c	16.74	8.99	<0.001**
Entertainment	25.03 ^b	20.10	25.68 ^b	15.74	24.77 ^b	21.17	20.58 ^a	17.68	31.55^c	19.39	8.76	<0.001**
Escape	10.45	10.15	11.11	7.81	9.93	9.95	10.97	9.57	10.43	8.82	0.50	0.738
Companionship	2.58 ^{a,b,c}	6.31	3.25 ^{b,c}	7.49	1.44 ^a	3.84	2.10 ^{a,b}	6.01	3.57	6.97 ^c	3.69	0.005**
Social interaction	3.36	7.08	3.09	5.99	2.77	5.76	3.41	7.50	4.49	6.87	1.76	0.135
Relaxation	22.57 ^{a,b}	17.60	23.37 ^b	15.45	22.81 ^{a,b}	18.92	19.64 ^a	17.19	28.39^c	17.54	6.70	<0.001**
Habit	20.37 ^a	15.74	20.13 ^a	13.32	19.93 ^a	16.32	17.59 ^a	14.97	25.06^b	16.67	6.23	<0.001**
Pass time	11.14 ^a	13.66	12.61 ^{a,b}	12.46	14.29 ^b	15.82	10.66 ^a	13.87	14.48^b	15.67	3.09	0.015*
Arousal	20.54 ^{a,b}	18.24	21.81 ^b	14.97	19.83 ^{a,b}	19.29	17.44 ^a	16.66	26.55^c	16.24	7.74	<0.001**
Overall	136.26 ^{a,b}	103.43	140.18 ^b	85.30	135.30 ^{a,b}	110.20	117.83 ^a	101.13	169.29^c	102.68	6.85	<0.001**

* Significant at 5 %; **Significant at 1

Regarding '**Overall**' shows among the Metro, the mean score was (136.26 ± 103.43) , with respect to Urban the mean score was (140.18 ± 85.30) , with respect to Sub Urban the mean score was (135.30 ± 110.20) , among the Rural the mean score was (117.83 ± 101.13) , the mean score among the Slum was (169.29 ± 102.68) .

Thus, it is inferred from the above analysis that the maximum Opinion regarding *Escape* was found among the respondents with Region of Urban and about *Information, Entertainment, Companionship, Social Interaction, Relaxation, Habit, Pass time, Arousal, Overall* it was found among Slum.

Further to test the significant difference between the mean score among the respondents with respect to Region the ANOVA test is used and the result is also shown in table 4.7.8. Since the P-value is greater than 0.05 regarding *Escape and Social Interaction* there is no significant difference in the mean scores with respect to Region regarding these factors. But since the P-value is lesser than 0.05 for *Information, Entertainment, Companionship, Relaxation, Habit, Pass time, Arousal, Overall*, there is a significant difference in the mean scores with respect to Region regarding these factors.

4.7.9 Religion wise Obtained Gratification Level of motive factors for watching television programmes

To study the effect of Religion, the Obtained Gratification Level of motive factors for watching television programmes according to Religion is shown in table 4.7.9. It could be noted from table 4.7.9 that regarding '**Information**' among the Hindu the mean score was (20.63 ± 16.52) , with respect to Christian the mean score was (18.80 ± 15.27) , with respect to Muslim the mean score was (16.60 ± 17.83) , among others the mean score was (18.51 ± 12.26) .

Regarding '**Entertainment**' among the Hindu, the mean score was (25.58 ± 19.39) , with respect to Christian the mean score was (24.15 ± 19.13) , with respect to Muslim the mean score was (25.33 ± 21.47) , among others the mean score was (25.52 ± 15.07) .

Regarding '**Escape**' among the Hindu the mean score was (10.52 ± 9.62) , with respect to Christian the mean score was (9.40 ± 8.17) , with respect to Muslim the mean score was (11.29 ± 9.13) , among others the mean score was (12.25 ± 9.50) .

Regarding '**Companionship**' among the Hindu the mean score was (2.36 ± 6.19) , with respect to Christian the mean score was (3.77 ± 6.96) , with respect to Muslim the mean score was (2.00 ± 5.74) , among others the mean score was (2.38 ± 5.73) .

Regarding '**Social Interaction**' shows among the Hindu the mean score was (3.40 ± 6.28) , with respect to Christian the mean score was (2.64 ± 7.33) , with respect to Muslim the mean score was (3.37 ± 6.48) , among others the mean score was (5.04 ± 8.50) .

Regarding '**Relaxation**' shows among the Hindu the mean score was (23.60 ± 17.55) , with respect to Christian the mean score was (21.34 ± 16.49) , with respect to Muslim the mean score was (23.06 ± 19.39) , among others the mean score was (23.82 ± 17.51) .

Regarding '**Habit**' shows among the Hindu the mean score was (21.60 ± 16.02) , with respect to Christian the mean score was (17.69 ± 13.35) , with respect to Muslim the mean score was (19.47 ± 16.50) , among others the mean score was (19.22 ± 14.93) .

Regarding '**Pass time**' shows among the Hindu the mean score was (12.33 ± 13.80) , with respect to Christian the mean score was (12.24 ± 14.06) , with respect to Muslim the mean score was (13.10 ± 16.19) , among others the mean score was (13.64 ± 16.70) .

Regarding '**Arousal**' shows among the Hindu the mean score was (21.14 ± 17.47) , with respect to Christian the mean score was (19.79 ± 16.08) , with respect to Muslim the mean score was (21.64 ± 20.03) , among others the mean score was (21.98 ± 15.96) .

Regarding '**Overall**' shows among the Hindu the mean score was (141.16 ± 102.27) , with respect to Christian the mean score was (129.82 ± 95.54) , with respect to Muslim the mean score was (135.86 ± 114.53) , among others the mean score was (142.36 ± 98.74) .

Table 4.7.9 Religion wise Obtained Gratification Level of motive factors for watching television programmes

	Religion								ANOVA	P
	Hindu		Christian		Muslim		Others			
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Information	20.63	16.52	18.80	15.27	16.60	17.83	18.51	12.26	2.48	0.060
Entertainment	25.58	19.39	24.15	19.13	25.33	21.47	25.52	15.07	0.25	0.864
Escape	10.52	9.62	9.40	8.17	11.29	9.13	12.25	9.50	2.10	0.099
Companionship	2.36 _{a,b}	6.19	3.77 ^b	6.96	2.00 ^a	5.74	2.38 _{a,b}	5.73	2.66	0.047*
Social interaction	3.40	6.28	2.64	7.33	3.37	6.48	5.04	8.50	2.53	0.056
Relaxation	23.60	17.55	21.34	16.49	23.06	19.39	23.82	17.51	0.78	0.508
Habit	21.60 _b	16.02	17.69 _a	13.35	19.47 _{a,b}	16.50	19.22 _{a,b}	14.93	3.25	0.021*
Pass time	12.33	13.80	12.24	14.06	13.10	16.19	13.64	16.70	0.30	0.823
Arousal	21.14	17.47	19.79	16.08	21.64	20.03	21.98	15.96	0.43	0.734
Overall	141.16	102.27	129.82	95.54	135.86	114.53	142.36	98.74	0.61	0.609

* Significant at 5 %; **Significant at 1

Thus, it is inferred from the above analysis that the maximum Opinion regarding *Information*, *Entertainment*, *Habit* was found among the respondents with Religion of Hindu, *Companionship* it was found among the respondents with Religion of Christian, *Escape*, *Social Interaction*, *Relaxation*, *Pass time*, *Arousal*, *Overall* it was found among Others.

Further to test the significant difference between the mean score among the respondents with respect to Religion the ANOVA test is used and the result is also shown in table 4.7.9. Since the P-value is less than 0.05 regarding *Companionship* and *Habit*, there is a significant difference in the mean scores with respect to Religion regarding these factors. And since the P-value is greater than 0.05 regarding *Information*, *Entertainment*, *Escape*, *Social Interaction*, *Relaxation*, *Pass time*, *Arousal*, *Overall*, there

is no significant difference in the mean scores with respect to Region regarding these factors.

An attempt has been made to study the Gratification of motivational factors among respondents after converting the qualitative information of the Gratification into a quantitative one the average score was obtained from the respondents on various factors like Information, Entertainment, Escape, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass Time, Arousal with respect to the programmes and the significance of achievement obtained are Observed.

Regarding '**Habit**' shows among the Hindu the mean score was (21.60 ± 16.02) , with respect to Christian the mean score was (17.69 ± 13.35) , with respect to Muslim the mean score was (19.47 ± 16.50) , among others the mean score was (19.22 ± 14.93) .

Regarding '**Pass time**' shows among the Hindu the mean score was (12.33 ± 13.80) , with respect to Christian the mean score was (12.24 ± 14.06) , with respect to Muslim the mean score was (13.10 ± 16.19) , among others the mean score was (13.64 ± 16.70) .

Regarding '**Arousal**' shows among the Hindu the mean score was (21.14 ± 17.47) , with respect to Christian the mean score was (19.79 ± 16.08) , with respect to Muslim the mean score was (21.64 ± 20.03) , among others the mean score was (21.98 ± 15.96) .

Regarding '**Overall**' shows among the Hindu the mean score was (141.16 ± 102.27) , with respect to Christian the mean score was (129.82 ± 95.54) , with respect to Muslim the mean score was (135.86 ± 114.53) , among others the mean score was (142.36 ± 98.74) .

Thus, it is inferred from the above analysis that the maximum Opinion regarding *Information, Entertainment, Habit* was found among the respondents with Religion of Hindu, *Companionship* it was found among the respondents with Religion of Christian, *Escape, Social Interaction, Relaxation, Pass time, Arousal, Overall* it was found among Others.

Further to test the significant difference between the mean score among the respondents with respect to Religion the ANOVA test is used and the result is also shown in table 4.7.9. Since the P-value is less than 0.05 regarding *Companionship* and *Habit*, there is a significant difference in the mean scores with respect to Religion regarding these factors. And since the P-value is greater than 0.05 regarding *Information*, *Entertainment*, *Escape*, *Social Interaction*, *Relaxation*, *Pass time*, *Arousal*, *Overall*, there is no significant difference in the mean scores with respect to Region regarding these factors.

An attempt has been made to study the Gratification of motivational factors among respondents after converting the qualitative information of the Gratification into a quantitative one the average score was obtained from the respondents on various factors like Information, Entertainment, Escape, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass Time, Arousal with respect to the programmes and the significance of achievement obtained are Observed.

Comparison of use level (expected gratification/gratification sought) and obtained gratification:

4.8.1 Gratification score on *Information*

In this section an attempt has been made to study the Gratification of the motivational factor of *Information* with respect to the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.1. Programme wise distribution of the mean, Standard Deviation and mean percentage of *the need* for the motivational factor of *Information* shows that among six programmes, the highest mean score (4.89 ± 6.27) which is 32.61 % is obtained for the programme “Anjarai Petti” whereas, the lowest mean score (1.83 ± 3.70) which is 12.18 % was obtained for 'Oru Varthai Oru Latcham'. The mean score regarding the information on 'Neeya Naana' was (4.51 ± 5.54) which is 30.07 %, regarding the programme 'Kalyanamalai' was (4.79 ± 5.31) which is 31.91 %, regarding the programme 'Sollunganne Sollunga' (2.03 ± 3.15) which is 13.5%. Further, the mean score for the programme 7 ½ was (3.09 ± 3.15) which is 20.59 %.

Table No.4.8.1 Gratification score on *Information*

Information	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	4.51	5.54	0.17	30.07	2.21	0.027*
	Obtained	4.58	5.81	0.18	30.55		
Kalyanamalai	Expected	4.79	5.31	0.17	31.91	4.51	< 0.001**
	Obtained	4.62	5.50	0.17	30.77		
Sollungane sollunga	Expected	2.03	3.15	0.10	13.50	16.18	< 0.001**
	Obtained	1.24	2.90	0.09	8.27		
Oru vaarthai oru latcham	Expected	1.83	3.70	0.12	12.18	9.39	< 0.001**
	Obtained	1.57	3.39	0.11	10.45		
7 ½	Expected	3.09	4.15	0.13	20.59	8.81	< 0.001**
	Obtained	2.79	4.09	0.13	18.60		
Anjarai Petti	Expected	4.89	6.27	0.20	32.61	0.99	0.320
	Obtained	4.87	6.35	0.20	32.44		

* Significant; ** Highly Significant

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Information*.

From the table, the analysis shows that the p-value for all factors except Anjarai Petti is less than 0.05. Since the p-value is less than 0.05 the difference is significant and the null hypothesis is rejected. Hence it is found that regarding *Neeya Naana* obtained gratification is more than the expected. But regarding *Kalyanamalai*, *Sollungane Sollunga*, *Oru Varthai Oru Latcham*, *7 ½* obtained gratification is less than the expected and regarding Anjarai Petti there is no significant difference is observed as its p-value is greater than 0.05 means expected and obtained gratification are equal regarding *Anjarai Petti* programme towards the motivational factor of *Information*.

4.8.2 Gratification score on *Entertainment*

In this section an attempt has been made to study the Gratification of the motivational factor of *Entertainment* with respect to the programmes 'Neeya Naana, Kalyanamalai,

Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.2.

Table No.4.8.2 - Gratification score on *Entertainment*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	5.56	6.71	0.21	37.10	3.72	< 0.001**
	Obtained	5.65	6.79	0.21	37.69		
Kalyanamalai	Expected	6.39	6.78	0.21	42.63	1.81	0.070
	Obtained	6.45	6.85	0.22	42.98		
Sollungane sollunga	Expected	4.77	6.54	0.21	31.82	0.67	0.501
	Obtained	4.76	6.53	0.21	31.72		
Oru vaarthai oru latcham	Expected	2.65	5.23	0.16	17.66	1.02	0.308
	Obtained	2.62	5.27	0.17	17.49		
7 ½	Expected	1.65	2.57	0.08	10.98	20.08	< 0.001**
	Obtained	0.54	2.16	0.07	3.61		
Anjarai Petti	Expected	5.32	6.67	0.21	35.45	1.45	0.148
	Obtained	5.28	6.68	0.21	35.21		

* Significant; ** Highly Significant

Programme wise distribution of Mean, Standard Deviation and mean percentage of the need for the motivational factor *Entertainment* shows that among six programmes, the highest mean score (6.39 ± 6.78) which is 42.63 % is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (1.65 ± 2.57) which is 10.98 % was obtained for ‘7 ½’. The mean score regarding Entertainment on ‘Neeya Naana’ was (5.56 ± 6.71) which is 37.10 %, regarding the programme 'Sollunganne Sollunga' (4.77 ± 6.54) which is 31.82%, regarding the programme 'Oru Varthai Oru Latcham' was (2.65 ± 5.23) which is 17.66%. Further, the mean score for the programme Anjarai Petti was (5.32 ± 6.67) which is 35.45 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Entertainment*

From the table, the analysis shows that the p values for *Neeya Naana* and $7\frac{1}{2}$ are less than 0.05. Since the p-value is less than 0.05 the difference is significant and the null hypothesis is rejected. Regarding Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, Anjarai Petti there is no significant difference observed as its p-value is greater than 0.05. Hence null hypothesis is accepted towards—the motivational factor of *Entertainment*.

4.8.3- Gratification score on *Escape*

In this section an attempt has been made to study the Gratification of the motivational factor of *Escape* with respect to the programmes ‘Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, $7\frac{1}{2}$, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.3. Programme wise distribution of Mean, Standard Deviation and mean percentage of *the need* for the motivational factor *Escape* shows that among six programmes, the highest mean score (3.30 ± 3.74) which is 22.01% is obtained for the programme Kalyanamalai” whereas, the lowest mean score (1.41 ± 2.91) which is 9.41 % was obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Escape on ‘Neeya Naana’ was (2.77 ± 3.62) which is 18.45, regarding the programme 'Sollunganne Sollunga' (2.58 ± 3.79) which is 17.19%. Further, the mean score for the programme $7\frac{1}{2}$ was (1.98 ± 2.83) which is 13.17 %, %, regarding the programme ‘Anjarai Petti’ was (2.92 ± 3.89) which is 19.45 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Escape*

From the table, the analysis shows that the p-value for all factors is less than 0.05. Since the p-value is less than 0.01 the difference is significant between expected and obtained gratification for the motivational factor *Escape* and thus the null hypothesis is rejected.

Table No.4.8.3 - Gratification score on *Escape*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	2.77	3.62	0.11	18.45	20.19	< 0.001**
	Obtained	1.92	3.10	0.10	12.83		
Kalyanamalai	Expected	3.30	3.74	0.12	22.01	20.90	< 0.001**
	Obtained	2.44	3.29	0.10	16.29		
Sollungane sollunga	Expected	2.58	3.79	0.12	17.19	16.70	< 0.001**
	Obtained	1.89	3.31	0.10	12.62		
Oru vaarthai oru latcham	Expected	1.41	2.91	0.09	9.41	12.39	< 0.001**
	Obtained	0.94	2.42	0.08	6.26		
7 ½	Expected	1.98	2.83	0.09	13.17	19.77	< 0.001**
	Obtained	1.13	2.32	0.07	7.53		
Anjarai Petti	Expected	2.92	3.89	0.12	19.45	18.24	< 0.001**
	Obtained	2.25	3.46	0.11	15.01		

* Significant; ** Highly Significant

4.8.4- Gratification score on *Companionship*

In this section an attempt has been made to study the Gratification of the motivational factor of *Companionship* with respect to the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.4.

Programme wise distribution of Mean, Standard Deviation and mean percentage of *the need* of the motivational factor *Companionship* shows that among six programmes, the highest mean score (2.38 ± 3.94) which is 15.85% is obtained for the programme “Anjarai Petti” whereas, the lowest mean score (0.80 ± 1.69) which is 5.36 % was obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Companionship on ‘Neeya Naana’ was (1.51 ± 2.14) which is 10.08 %, regarding the programme 'Kalyanamalai' was (1.79 ± 2.38) which is 11.95 %, regarding the programme 'Sollunganne Sollunga' (1.22 ± 1.87) which is 8.11%. Further, the mean score for the programme 7 ½ is (1.47 ± 2.28) which is 9.81 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Companionship*

From the table, the analysis shows that the p-value for all programmes is less than 0.01 and the difference is significant between expected and obtained gratification concerning the motivational factor *Companionship* and the null hypothesis is rejected.

Table No.4.8.4 - Gratification score on *Companionship*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	1.51	2.14	0.07	10.08	24.20	< 0.001**
	Obtained	0.19	1.43	0.04	1.24		
Kalyanamalai	Expected	1.79	2.38	0.07	11.95	26.68	< 0.001**
	Obtained	0.38	1.99	0.06	2.54		
Sollungane sollunga	Expected	1.22	1.87	0.06	8.11	21.96	< 0.001**
	Obtained	0.09	1.00	0.03	0.57		
Oru vaarthai oru latcham	Expected	0.80	1.69	0.05	5.36	15.61	< 0.001**
	Obtained	0.06	0.82	0.03	0.43		
7 ½	Expected	1.47	2.28	0.07	9.81	21.39	< 0.001**
	Obtained	0.36	1.81	0.06	2.40		
Anjarai Petti	Expected	2.38	3.94	0.12	15.85	18.23	< 0.001**
	Obtained	1.48	4.00	0.13	9.84		

* Significant; ** Highly Significant

4.8.5- Gratification score on *Social Interaction*

In this section an attempt has been made to study the Gratification of the motivational factor of *Social Interaction* with respect to the programmes 'Neeya Naana, Kalyanamalai, Sollungane Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.5. Programme wise distribution of Mean, Standard Deviation and mean percentage of *the need* of the motivational factor for *Social Interaction* shows that among six programmes, the highest

mean score (2.08 ± 2.50) which is 13.86 % is obtained for the programme “Kalyanamaalai” whereas, the lowest mean score (0.99 ± 2.09) which is 6.60 % was obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Social Interaction on ‘Neeya Naana’ was (1.73 ± 2.35) which is 11.52%, regarding the programme ‘Sollunganne Sollunga’ (1.59 ± 2.48) which is 10.62%. Further, the mean score for the programme 7 ½ was (1.49 ± 2.13) which is 9.93%, regarding the programme ‘Anjarai Petti’ was (1.65 ± 2.32) which is 10.97 %.

Table No.4.8.5 - Gratification score on *Social Interaction*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	1.73	2.35	0.07	11.52	24.46	< 0.001**
	Obtained	0.62	1.71	0.05	4.13		
Kalyanamalai	Expected	2.08	2.50	0.08	13.86	27.44	< 0.001**
	Obtained	0.85	1.89	0.06	5.70		
Sollungane sollunga	Expected	1.59	2.48	0.08	10.62	21.12	< 0.001**
	Obtained	0.62	1.83	0.06	4.16		
Oru vaarthai oru latcham	Expected	0.99	2.09	0.07	6.60	14.86	< 0.001**
	Obtained	0.36	1.39	0.04	2.39		
7 ½	Expected	1.49	2.13	0.07	9.93	22.42	< 0.001**
	Obtained	0.38	1.27	0.04	2.52		
Anjarai Petti	Expected	1.65	2.32	0.07	10.97	24.19	< 0.001**
	Obtained	0.59	1.68	0.05	3.91		

* Significant; ** Highly Significant

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Social Interaction*

From the table, the analysis shows that the p-value for all programmes is less than 0.01 and the difference is significant between expected and obtained gratification concerning the motivational factor *Social Interaction* and the null hypothesis is rejected.

4.8.6- Gratification score on *Relaxation*

In this section an attempt has been made to study the Gratification of the motivational factor of *Relaxation* with respect to the programmes ‘Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.6.

Table No.4.8.6 - Gratification score on *Relaxation*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	4.62	5.72	0.18	30.78	1.19	0.233
	Obtained	4.64	5.82	0.18	30.93		
Kalyanamalai	Expected	5.30	5.81	0.18	35.30	0.52	0.603
	Obtained	5.28	5.86	0.18	35.22		
Sollungane sollunga	Expected	4.07	5.74	0.18	27.13	1.65	0.099
	Obtained	4.02	5.76	0.18	26.83		
Oru vaarthai oru latcham	Expected	2.28	4.52	0.14	15.22	0.87	0.385
	Obtained	2.26	4.62	0.15	15.04		
7 ½	Expected	2.84	4.14	0.13	18.90	10.81	< 0.001**
	Obtained	2.36	4.22	0.13	15.76		
Anjarai Petti	Expected	4.62	5.91	0.19	30.81	0.24	0.811
	Obtained	4.62	5.93	0.19	30.77		

* Significant; ** Highly Significant

Programme wise distribution of the mean, Standard Deviation and mean percentage of *need* for the motivational factor *Relaxation* shows that among six programmes, the highest mean score (5.30 ± 5.81) which is 35.30 % is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (2.28 ± 4.52) which is 15.22 % was obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Relaxation on ‘Neeya Naana’ was (4.62 ± 5.72) which is 30.78 %, regarding the programme 'Sollunganne Sollunga' (4.07 ± 5.74) which is 27.13%. Further, the mean score for the programme 7 ½ was (2.84 ± 4.14) which is 18.90%, regarding the programme ‘Anjarai Petti’ was (4.62 ± 5.91) which is 30.81 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Relaxation*

From the table, the analysis shows that the p-value for all factors except 7 ½ is higher than 0.05. So it is inferred that there is no significant difference between expected and obtained gratification regarding Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham and Anjarai Petti and the null hypothesis is accepted whereas for 7 ½ the null hypothesis is rejected with respect to factor *Relaxation*.

4.8.7- Gratification score on *Habit*

In this section an attempt has been made to study the Gratification of the motivational factor of *Habit* with respect to the programmes ‘Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.7.

Table No.4.8.7 - Gratification score on *Habit*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	3.84	4.73	0.15	25.62	7.75	< 0.001**
	Obtained	3.62	4.68	0.15	24.17		
Kalyanamalai	Expected	4.67	5.13	0.16	31.11	6.05	< 0.001**
	Obtained	4.48	5.15	0.16	29.85		
Sollungane sollunga	Expected	3.55	5.02	0.16	23.64	6.17	< 0.001**
	Obtained	3.35	4.98	0.16	22.34		
Oru vaarthai oru latcham	Expected	2.09	4.15	0.13	13.92	5.21	< 0.001**
	Obtained	1.92	4.09	0.13	12.80		
7 ½	Expected	3.29	4.45	0.14	21.94	7.37	< 0.001**
	Obtained	3.06	4.39	0.14	20.42		
Anjarai Petti	Expected	4.12	5.27	0.17	27.45	2.83	0.005**
	Obtained	4.06	5.29	0.17	27.04		

* Significant; ** Highly Significant

Programme wise distribution of the mean, Standard Deviation and mean percentage of *the need* for the motivational factor *Habit* shows that among six programmes, the highest mean score (4.67 ± 5.13) which is 31.11 % is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (2.09 ± 4.15) which is 13.92 % was obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Habit on ‘Neeya Naana’ was (3.84 ± 4.73) which is 25.62%, regarding the programme 'Sollunganne Sollunga' (3.55 ± 5.02) which is 23.64%. Further, the mean score for the programme 7 ½ was (3.29 ± 4.45) which is 21.94 %, regarding the programme ‘Anjarai Petti was (4.12 ± 5.27) which is 27.45 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Habit*

From the table, the analysis shows that the p-value for all factors is less than 0.05. Since the difference is significant and the null hypothesis is rejected regarding expected and obtained gratifications with reference to the motivating factor *Habit*.

4.8.8- Gratification score on *Pass Time*

In this section an attempt has been made to study the Gratification of the motivational factor *Pass Time* with respect to the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.8.

Programme wise distribution of Mean, Standard Deviation and mean percentage of *the need* for the motivational factor *Pass Time* shows that among six programmes, the highest mean score (3.54 ± 4.18) which is 23.60 % is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (1.45 ± 3.18) which is 9.67% was obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Pass Time on ‘Neeya Naana’ was (2.92 ± 3.89) which is 19.50 %, regarding the programme 'Sollunganne

Sollunga' (2.75 ± 4.19) which is 18.31%. Further, the mean score for the programme 7 ½ was (2.81 ± 3.99) which is 18.77%, regarding the programme 'Anjarai Petti' was (3.38 ± 4.71) which is 22.50 %.

Table No.4.8.8 - Gratification score on *Pass Time*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	2.92	3.89	0.12	19.50	15.79	< 0.001**
	Obtained	1.93	3.83	0.12	12.86		
Kalyanamalai	Expected	3.54	4.18	0.13	23.60	15.57	< 0.001**
	Obtained	2.59	4.25	0.13	17.27		
Sollungane sollunga	Expected	2.75	4.19	0.13	18.31	12.50	< 0.001**
	Obtained	2.08	4.15	0.13	13.89		
Oru vaarthai oru latcham	Expected	1.45	3.18	0.10	9.67	10.85	< 0.001**
	Obtained	0.96	3.02	0.10	6.40		
7 ½	Expected	2.81	3.99	0.13	18.77	12.28	< 0.001**
	Obtained	2.14	3.96	0.12	14.26		
Anjarai Petti	Expected	3.38	4.71	0.15	22.50	11.30	< 0.001**
	Obtained	2.82	4.79	0.15	18.82		

* Significant; ** Highly Significant

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Pass Time*

From the table, the analysis shows that the p-value for all factors is less than 0.05. Since the difference is significant and the null hypothesis is rejected regarding expected and obtained gratifications with reference to the motivating factor *Pass Time*.

4.8.9- Gratification score on *Arousal*

In this section an attempt has been made to study the Gratification of the motivational factor *Arousal* with respect to the programmes 'Neeya Naana, Kalyanamalai, Sollungane Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance

of achievements obtained are presented in Table 4.8.9. Programme wise distribution of Mean, Standard Deviation and mean percentage of *the need* for the motivational factor *Arousal* shows that among six programmes, the highest mean score (5.33 ± 5.86) which is 35.50 % is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (1.40 ± 2.10) which is 9.37 % was obtained for ‘7 ½’. The mean score regarding Arousal on ‘Neeya Naana’ was (4.73 ± 5.83) which is 31.56 %, regarding the programme ‘Sollunganne Sollunga’ (4.03 ± 5.68) which is 26.85%. Further, the mean score for the programme Oru Varthai Oru Latcham was (2.41 ± 4.81) which is 16.07%, regarding the programme ‘Anjarai Petti’ was (4.53 ± 5.83) which is 30.20 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

Table No.4.8.9 - Gratification score on Arousal

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	4.73	5.83	0.18	31.56	0.72	0.471
	Obtained	4.71	5.89	0.19	31.43		
Kalyanamalai	Expected	5.33	5.86	0.18	35.50	0.04	0.969
	Obtained	5.33	5.94	0.19	35.51		
Sollungane sollunga	Expected	4.03	5.68	0.18	26.85	2.16	0.031*
	Obtained	3.97	5.73	0.18	26.48		
Oru vaarthai oru latcham	Expected	2.41	4.81	0.15	16.07	2.28	0.023*
	Obtained	2.34	4.85	0.15	15.60		
7 ½	Expected	1.40	2.10	0.07	9.37	21.66	<0.001**
	Obtained	0.18	1.31	0.04	1.22		
Anjarai Petti	Expected	4.53	5.83	0.18	30.20	0.69	0.493
	Obtained	4.51	5.88	0.19	30.09		

* Significant; ** Highly Significant

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Arousal*

From the table, the analysis shows that the p-value for the factors *Sollunganne Sollunga*, *Oru Varthai Oru Latcham* and *7 ½* is less than 0.05. Since the p-value is less than 0.05 the

difference is significant and the null hypothesis is rejected. But regarding Neeya Naana, Kalyanamalai, Anjarai Petti no significant difference is observed as its p-value is greater than 0.05 meaning, expected and obtained gratification are equal regarding *Neeya Naana*, *Kalyanamalai* and *Anjarai Petti* programme towards the motivational factor of *Arousal*. And hence null hypothesis is accepted for Neeya Naana, Kalyanamalai, and Anjarai Petti for the motivation factor *Arousal*.

4.9 Findings for the objectives

Note: Use level is the amount of need motive (factors) as well as the gratification sought (expected) to watch a particular programme.

4.9.1 Objective 1. To assess the various factors which motivate viewers' preference of watching infotainment programmes

Here we are comparing the relationship between 1) need motive (factors) gratification sought with → 2) media use (gratification sought/expected) level

Objective 1	Related questions	Data Analyzing Tools
To assess the various factors which motivate viewers' preference of watching infotainment programmes	Question number 12 Comparing (analyzing) the need motives /gratification sought with that of the Use Level of each of the programmes.	1. Descriptive Analysis: a)Frequency b)Percentage 2. Inferencive Test : a) Friedman Non-Parametric Test

1. Motive factors for watching

***Programmes and their codings:**

Neyanaanaa (NN), Kalyanamalai (KM), Sollunganne Sollunga (SS), Oruvaarthai Orulatcham (OO), 7 ½ (7.30). Anjarai Petti (AP)

***Grading of statements: Use Level (UL)**

5- Strongly Agree (SA) 4-Agree (A), 3-Neutral (N) 2-Disagree (D), 1-Strongly Disagree (SD),

0-Not applicable (NA)

***Obtained Gratification Level values (OGL): 0-5**

5-Highly Satisfied 4- Satisfied 3- Neutral 2- Dissatisfied 1- Highly Dissatisfied

0-Not applicable

(I watch...)

Programme Name		NN		KM		SS		OO		7.30		AP	
NEEDS/ MOTIVES		UL	OGL	UL	OGL	UL	OGL	UL	OGL	UL	OGL	UL	OGL
S.N	Items/statements	0-5	0-5		0-5		0-5		0-5		0-5		0-5
FACTOR 1- INFORMATION													
1.1	because it helps me learn things about myself and others												
1.2	so I can learn how to do things which I haven't done before												
1.3	so I could learn about what could happen to me												
FACTOR 2- ENTERTAINMENT													
2.1	because it entertains me												
2.2	because it is enjoyable												
2.3	because it amuses me												
FACTOR 3- ESCAPE													
3.1	so I can forget about other things.												
3.2	so I can get away from the rest of my family or others												
3.3	so I can get away from what I'm doing												
FACTOR 4- COMPANIONSHIP													
4.1	so I won't have to be alone												
4.2	when there is no one else to talk to or be with												
4.3	because it makes me feel less lonely												

	Programme Name	NN		KM		SS		OO		7.30		AP	
	NEEDS/ MOTIVES	UL	OGI	UL	OGI	UL	OGI	UL	OGI	UL	OGI	UL	OGI
S.N O	Items/statements		0-5		0-5		0-5		0-5		0-5		0-5
FACTOR 5- SOCIAL INTERACTION													
5.1	because it's something to do when friends come over												
5.2	so I can talk with other people about what's on												
5.3	so I can be with other members of the family or friends who are watching												
FACTOR 6- RELAXATION													
6.1	because it relaxes me												
6.2	because it allows me to unwind												
6.3	because it's a pleasant rest												
FACTOR 7- HABIT													
7.1	just because it's there												
7.2	because I just like to watch												
7.3	because it's a habit, just something I do												
FACTOR 8- PASS TIME													
8.1	when I have nothing better to do												
8.2	because it passes the time away, particularly when I'm bored												
8.3	because it gives me something to do, to occupy my time												
FACTOR 9- AROUSAL													
9.1	because it is thrilling												
9.2	because it is exciting												
9.3	because it peps me up												

4.9.1a Findings for the Objective 1.

Descriptive Analysis: a) Frequency b) Percentage and Inferencive Test: a) Friedman Non-Parametric Test are presented to understand the various factors which motivate viewers' preference of watching infotainment

The Use level of media for each need motives, in other words, Expected Gratification or Gratification sought levels of motivational factors after converting the qualitative information into a quantitative one the average score was obtained from the respondents on various factors like *Information, Entertainment, Escape, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass Time, Arousal* with respect to the programmes '*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*' and the obtained results are presented in Table 4.5.1.

Information:

Programme wise distribution of the mean, Standard Deviation regarding the motivational factor of *Information1* shows that among six programmes, the highest mean score (1.7 ± 2.17) which is obtained for the programme "*Kalyanamalai*" whereas, the lowest mean score (0.75 ± 1.54) which is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding the information on 'Neeya Naana' was (1.69 ± 2.06), regarding the programme 'Sollunganne Sollunga' (0.80 ± 1.30). Further, the mean score for the programme 7 ½ was (1.12 ± 1.50), regarding the programme 'Anjarai Petti' was (1.70 ± 2.17).

Table No.4.5.1 – Expected Gratification score on Information

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Info1	1.69	2.06	1.86	2.02	0.80	1.30	0.75	1.54	1.12	1.50	1.70	2.17
Info2	1.46	1.84	1.53	1.77	0.76	1.22	0.74	1.53	0.98	1.35	1.66	2.14
Info3	1.36	1.71	1.40	1.63	0.47	0.75	0.33	0.79	0.99	1.36	1.53	2.01

The mean, Standard Deviation regarding the motivational factor of *Information2* shows that among six programmes, the highest mean score (1.53 ± 1.77) is obtained for the programme "*Kalyanamalai*" whereas, the lowest mean score (0.74 ± 1.53) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding the information on 'Neeya

Naana' was (1.46 ± 1.84), regarding the programme 'Sollunganne Sollunga' (0.76 ± 1.22). Further, the mean score for the programme 7 ½ was (0.98 ± 1.35), regarding the programme 'Anjarai Petti' was (1.66 ± 2.14).

The mean, Standard Deviation regarding the motivational factor of *Information* shows that among six programmes, the highest mean score (1.40 ± 1.63) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.33 ± 0.79) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding the information on 'Neeya Naana' was (1.63 ± 1.71), regarding the programme 'Sollunganne Sollunga' (0.47 ± 0.75). Further, the mean score for the programme 7 ½ was (0.99 ± 1.36), regarding the programme 'Anjarai Petti' was (1.53 ± 2.01).

Further, in order to identify the programme which is more influencing the respondent towards the motivational factor '*Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass Time, Arousal*' the Friedman's test analysis was used and the results were given in the following Tables.

Table 4.5.1a Friedman Test - Information

Programmes	Expected Gratification level - Information			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	4.51	5.54	3.76	0.515
Kalyanamalai	4.79	5.31	3.94	
Sollunganne Sollunga	2.03	3.15	3.17	
Oru Varthai Oru Latcham	1.83	3.70	2.96	
7 ½	3.09	4.15	3.29	
Anjarai Petti	4.89	6.27	3.88	

It could be noted from the above table 4.5.1a that among the 6 programmes "Kalyanamalai" was ranked first. It is followed by the "Anjarai Petti". "Neeya Naana" was ranked third regarding the motivational factor '*Information*'.

The overall reliability value of 0.515 for all the six programmes indicate that the factor Information is a reasonably moderate motivating factor as the value falls between

the good value 0.6 and the poor value 0.4 where 0.5 is permissibly accepted statistically as a moderate value.

Entertainment:

The mean, Standard Deviation regarding the motivational factor of *Entertainment1* shows that among six programmes, the highest mean score (2.14 ± 2.27) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.56 ± 0.88) is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.87 ± 2.25), regarding the programme 'Sollunganne Sollunga' (1.61 ± 2.20), regarding the programme 'Oru Varthai Oru Latcham' was (0.88 ± 1.75). Further, the mean score for the programme Anjarai Petti was (1.78 ± 2.24).

Table No.4.5.2 – Expected Gratification score on Entertainment

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Ent1	1.87	2.25	2.14	2.27	1.61	2.20	0.88	1.75	0.56	0.88	1.78	2.24
Ent2	1.89	2.28	2.15	2.29	1.61	2.21	0.90	1.78	0.55	0.86	1.79	2.24
Ent3	1.81	2.20	2.11	2.25	1.55	2.15	0.87	1.73	0.54	0.85	1.75	2.21

The mean, Standard Deviation regarding the motivational factor of *Entertainment2* shows that among six programmes, the highest mean score (2.15 ± 2.29) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.55 ± 0.86) which is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.89 ± 2.28), regarding the programme 'Sollunganne Sollunga' (1.61 ± 2.21), regarding the programme 'Oru Varthai Oru Latcham' was (0.90 ± 1.78). Further, the mean score for the programme Anjarai Petti was (1.79 ± 2.24).

The mean, Standard Deviation regarding the motivational factor of *Entertainment3* shows that among six programmes, the highest mean score (2.11 ± 2.25) which is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.54 ± 0.85) which is obtained for '7 ½'. The mean score regarding Entertainment on 'Neeya Naana' was (1.81 ± 2.20), regarding the programme 'Sollunganne Sollunga' (1.55

± 2.15), regarding the programme 'Oru Varthai Oru Latcham' was (0.87 ± 1.73). Further, the mean score for the programme Anjarai Petti was (1.75 ± 2.21).

Table 4.5.2a Friedman Test - Entertainment

Programmes	Expected Gratification level - Entertainment			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	5.56	6.71	3.72	0.521
Kalyanamalai	6.39	6.78	3.94	
Sollunganne Sollunga	4.77	6.54	3.54	
Oru Varthai Oru Latcham	2.65	5.23	3.03	
7 ½	1.65	2.57	3.11	
Anjarai Petti	5.32	6.67	3.66	

It could be noted from the above table 4.5.2a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Anjarai Petti” was ranked third regarding the motivational factor ‘*Entertainment*’.

The overall reliability value of 0.521 for all six programmes indicates that Entertainment is a statistically moderate motivating factor. In this way, hypothesis 1 that there is significant relationship between information and entertainment in watching infotainment programmes is accepted. However, the rank of the six collected programmes varies among themselves with respect to information and entertainment.

Escape:

The mean, Standard Deviation regarding the motivational factor of *Escape1* shows that among six programmes, the highest mean score (1.61 ± 1.87) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.67 ± 1.43) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Escape on 'Neeya Naana' was (1.35 ± 1.81), regarding the programme 'Sollunganne Sollunga' (1.24 ± 1.86). Further, the mean score for the programme 7 ½ was (0.83 ± 1.27), regarding the programme ‘Anjarai Petti’ was (1.39 ± 1.89).

Table No.4.5.3 - Expected Gratification score on Escape

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Esc1	1.35	1.81	1.61	1.87	1.24	1.86	0.67	1.43	0.83	1.27	1.39	1.89
Esc2	0.48	0.65	0.54	0.63	0.41	0.62	0.26	0.53	0.41	0.58	0.45	0.64
Esc3	0.93	1.36	1.15	1.46	0.93	1.49	0.48	1.11	0.73	1.13	1.08	1.55

The mean, Standard Deviation regarding the motivational factor of *Escape2* shows that among six programmes, the highest mean score (0.54 ± 0.63) which is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.26 ± 0.53) which is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Escape on ‘Neeya Naana’ was (0.48 ± 0.65), regarding the programme 'Sollunganne Sollunga' (0.41 ± 0.62). Further, the mean score for the programme 7 ½ was (0.41 ± 0.58), regarding the programme ‘Anjarai Petti’ was (0.45 ± 0.64).

The mean, Standard Deviation regarding the motivational factor of *Escape3* shows that among six programmes, the highest mean score (1.15 ± 1.46) which is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.48 ± 1.11) which is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Escape on ‘Neeya Naana’ was (0.93 ± 1.36), regarding the programme 'Sollunganne Sollunga' (0.93 ± 1.49). Further, the mean score for the programme 7 ½ was (0.73 ± 1.13), regarding the programme ‘Anjarai Petti’ was (1.08 ± 1.55).

Table 4.5.3a Friedman Test - Escape

Programmes	Expected Gratification level - Escape			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	2.77	3.62	3.68	0.593
Kalyanamalai	3.30	3.74	3.88	
Sollunganne Sollunga	2.58	3.79	3.48	
Oru Varthai Oru Latcham	1.41	2.91	3.01	
7 ½	1.98	2.83	3.33	
Anjarai Petti	2.92	3.89	3.62	

It could be noted from the above table 4.5.3a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Anjarai Petti” was ranked third regarding the motivational factor ‘Escape’.

The overall reliability value of 0.593 for all the six programmes indicate that the factor Escape is a reasonably moderate motivating factor as the value falls in between the good value of 0.6 and the poor value of 0.4.

Companionship:

The mean, Standard Deviation regarding the motivational factor of *Companionship1* shows that among six programmes, the highest mean score (0.80 ± 1.32) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.27 ± 0.58) is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Companionship on 'Neeya Naana' was (0.51 ± 0.72), regarding the programme 'Kalyanamalai' was (0.61 ± 0.81), regarding the programme 'Sollunganne Sollunga' (0.41 ± 0.64). Further, the mean score for the programme 7 ½ was (0.49 ± 0.76).

Table No.4.5.4 - Expected Gratification score on Companionship

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Comp1	0.51	0.72	0.61	0.81	0.41	0.64	0.27	0.58	0.49	0.76	0.80	1.32
Comp2	0.50	0.71	0.59	0.80	0.40	0.62	0.27	0.57	0.49	0.76	0.79	1.31
Comp3	0.50	0.72	0.60	0.79	0.41	0.63	0.27	0.56	0.49	0.76	0.79	1.31

The mean, Standard Deviation regarding the motivational factor of *Companionship2* shows that among six programmes, the highest mean score (0.79 ± 1.31) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.27 ± 0.57) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Companionship on ‘Neeya Naana’ was (0.50 ± 0.71), regarding the programme 'Kalyanamalai' was (0.59 ± 0.80), regarding the programme 'Sollunganne Sollunga' (0.40 ± 0.62). Further, the mean score for the programme 7 ½ was (0.49 ± 0.76).

The mean, Standard Deviation regarding the motivational factor of *Companionship*³ shows that among six programmes, the highest mean score (0.79 ± 1.31) is obtained for the programme "Anjarai Petti" whereas, the lowest mean score (0.27 ± 0.56) which is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Companionship on 'Neeya Naana' was (0.50 ± 0.72), regarding the programme 'Kalyanamalai' was (0.60 ± 0.79), regarding the programme 'Sollunganne Sollunga' (0.41 ± 0.63). Further, the mean score for the programme 7 ½ was (0.49 ± 0.76).

Table 4.5.4a Friedman Test - Companionship

Programmes	Expected Gratification level - Companionship			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	1.51	2.14	3.61	0.563
Kalyanamalai	1.79	2.38	3.79	
Sollunganne Sollunga	1.22	1.87	3.41	
Oru Varthai Oru Latcham	0.80	1.69	3.01	
7 ½	1.47	2.28	3.50	
Anjarai Petti	2.38	3.94	3.68	

It could be noted from the above table 4.5.4a that among the 6 programmes "Kalyanamalai" was ranked first. It is followed by the "Anjarai Petti". "Neeya Naana" was ranked third regarding the motivational factor '*Companionship*'.

The overall reliability value of 0.563 for all the six programmes indicate that the factor Companionship is a reasonably moderate motivating factor as the value falls in between the good value 0.6 and the poor value 0.4.

Social Interaction:

The mean, Standard Deviation regarding the motivational factor of *Social Interaction*¹ shows that among six programmes, the highest mean score (0.50 ± 0.56) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.26 ± 0.54) which is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Social Interaction on 'Neeya Naana' was (0.43 ± 0.54), regarding the programme 'Sollunganne

Sollunga' (0.38 ± 0.54). Further, the mean score for the programme 7 ½ was (0.41 ± 0.56), regarding the programme 'Anjarai Petti' was (0.43 ± 0.59).

Table No.4.5.5 - Expected Gratification score on Social Interaction

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Soc1	0.43	0.54	0.50	0.56	0.38	0.54	0.26	0.54	0.41	0.56	0.43	0.59
Soc2	0.51	0.77	0.58	0.76	0.47	0.83	0.29	0.69	0.44	0.65	0.52	0.84
Soc3	0.79	1.27	1.00	1.42	0.75	1.33	0.44	1.03	0.64	1.10	0.70	1.16

The mean, Standard Deviation regarding the motivational factor of *Social Interaction*₂ shows that among six programmes, the highest Mean score (0.58 ± 0.76) is obtained for the programme "Kalyanamalai" whereas, the lowest Mean score (0.29 ± 0.69) which is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Social Interaction on 'Neeya Naana' was (0.51 ± 0.77), regarding the programme 'Sollunganne Sollunga' (0.47 ± 0.83). Further, the Mean score for the programme 7 ½ was (0.44 ± 0.65), regarding the programme 'Anjarai Petti' was (0.52 ± 0.84).

The mean, Standard Deviation regarding the motivational factor of *Social Interaction*₃ shows that among six programmes, the highest mean score (1.00 ± 1.42) which is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.44 ± 1.03) which is obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Social Interaction on 'Neeya Naana' was (0.79 ± 1.27), regarding the programme 'Sollunganne Sollunga' (0.75 ± 1.33). Further, the mean score for the programme 7 ½ was (0.64 ± 1.10), regarding the programme 'Anjarai Petti' was (0.70 ± 1.16).

It could be noted from the below table 4.5.5a that among the 6 programmes "Kalyanamalai" was ranked first. It is followed by the "Neeya Naana". "Anjarai Petti" was ranked third regarding the motivational factor '*Social Interaction*'.

The overall reliability value of 0.622 for all the six programmes indicates that the factor Social Interaction is a reasonably good motivating factor.

Table 4.5.5a Friedman Test - Social Interaction

Programmes	Expected Gratification level - Social Interaction			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	1.73	2.35	3.65	0.622
Kalyanamalai	2.08	2.50	3.86	
Sollunganne Sollunga	1.59	2.48	3.46	
Oru Varthai Oru Latcham	0.99	2.09	3.01	
7 ½	1.49	2.13	3.50	
Anjarai Petti	1.65	2.32	3.52	

Relaxation:

The mean, Standard Deviation regarding the motivational factor of *Relaxation1* shows that among six programmes, the highest mean score (1.82 ± 2.00) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.78 ± 1.54) which is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Relaxation on ‘Neeya Naana’ was (1.60 ± 1.99), regarding the programme 'Sollunganne Sollunga' (1.40 ± 1.97). Further, the mean score for the programme 7 ½ was (0.94 ± 1.37), regarding the programme ‘Anjarai Petti’ was (1.57 ± 2.01).

The mean, Standard Deviation regarding the motivational factor of *Relaxation2* shows that among six programmes, the highest mean score (1.74 ± 1.92) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.76 ± 1.51) which is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Relaxation on ‘Neeya Naana’ was (1.51 ± 1.89), regarding the programme 'Sollunganne Sollunga' (1.35 ± 1.91). Further, the mean score for the programme 7 ½ was (0.95 ± 1.40), regarding the programme ‘Anjarai Petti’ was (1.53 ± 1.97).

Table No.4.5.6 - Expected Gratification score on Relaxation

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Rel1	1.60	1.99	1.82	2.00	1.40	1.97	0.78	1.54	0.94	1.37	1.57	2.01
Rel2	1.51	1.89	1.74	1.92	1.35	1.91	0.76	1.51	0.95	1.40	1.53	1.97
Rel3	1.50	1.87	1.73	1.91	1.32	1.88	0.75	1.49	0.94	1.38	1.52	1.96

The mean, Standard Deviation regarding the motivational factor of *Relaxation*3 shows that among six programmes, the highest mean score (1.73 ± 1.91) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.75 ± 1.49) which is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Relaxation on ‘Neeya Naana’ was (1.50 ± 1.87), regarding the programme 'Sollunganne Sollunga' (1.32 ± 1.88). Further, the mean score for the programme 7 ½ was (0.94 ± 1.38), regarding the programme ‘Anjarai Petti’ was (1.52 ± 1.96).

Table 4.5.6a Friedman Test - Relaxation

Programmes	Expected Gratification level - Relaxation			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	4.62	5.72	3.71	0.594
Kalyanamalai	5.30	5.81	3.90	
Sollunganne Sollunga	4.07	5.74	3.49	
Oru Varthai Oru Latcham	2.28	4.52	3.02	
7 ½	2.84	4.14	3.25	
Anjarai Petti	4.62	5.91	3.63	

It could be noted from the above table 4.5.6a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Anjarai Petti” was ranked third regarding the motivational factor ‘*Relaxation*’.

The overall reliability value of 0.594 for all the six programmes indicate that the factor Relaxation is a reasonably moderate motivating factor as the value falls in between the good value of 0.6 and the poor value of 0.4.

Habit:

The mean, Standard Deviation regarding the motivational factor of *Habit1* shows that among six programmes, the highest mean score (1.50 ± 1.66) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.68 ± 1.37) which is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Habit on ‘Neeya Naana’ was (1.23 ± 1.53), regarding the programme 'Sollunganne Sollunga' (1.14 ± 1.63). Further, the mean score for the programme 7 ½ was (1.09 ± 1.48), regarding the programme ‘Anjarai Petti’ was (1.33 ± 1.72).

The mean, Standard Deviation regarding the motivational factor of *Habit2* shows that among six programmes, the highest mean score (1.65 ± 1.82) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.75 ± 1.49) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Habit on ‘Neeya Naana’ was (1.40 ± 1.73), regarding the programme 'Sollunganne Sollunga' (1.26 ± 1.78). Further, the mean score for the programme 7 ½ was (1.15 ± 1.55), regarding the programme ‘Anjarai Petti’ was (1.44 ± 1.85).

Table No.4.5.7 - Expected Gratification score on Habit

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Hab1	1.23	1.53	1.50	1.66	1.14	1.63	0.68	1.37	1.09	1.48	1.33	1.72
Hab2	1.40	1.73	1.65	1.82	1.26	1.78	0.75	1.49	1.15	1.55	1.44	1.85
Hab3	1.21	1.53	1.51	1.69	1.14	1.66	0.66	1.34	1.06	1.46	1.35	1.75

The mean, Standard Deviation regarding the motivational factor of *Habit2* shows that among six programmes, the highest mean score (1.65 ± 1.82) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.75 ± 1.49) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Habit on ‘Neeya Naana’ was (1.40 ± 1.73), regarding the programme 'Sollunganne Sollunga' (1.26 ± 1.78). Further, the mean score for the programme 7 ½ was (1.15 ± 1.55), regarding the programme ‘Anjarai Petti’ was (1.44 ± 1.85).

The mean, Standard Deviation regarding the motivational factor of *Habit3* shows that among six programmes, the highest mean score (1.51 ± 1.69) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.66 ± 1.34) which is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Habit on ‘Neeya Naana’ was (1.21 ± 1.53), regarding the programme 'Sollunganne Sollunga' (1.14 ± 1.66). Further, the mean score for the programme 7 ½ was (1.06 ± 1.46), regarding the programme ‘Anjarai Petti’ was (1.35 ± 1.75).

Table 4.5.7a Friedman Test - Habit

Programmes	Expected Gratification level - Habit			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	3.84	4.73	3.65	0.507
Kalyanamalai	4.67	5.13	3.84	
Sollunganne Sollunga	3.55	5.02	3.43	
Oru Varthai Oru Latcham	2.09	4.15	3.02	
7 ½	3.29	4.45	3.45	
Anjarai Petti	4.12	5.27	3.61	

It could be noted from the above table 4.5.7a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Anjarai Petti” was ranked third regarding the motivational factor ‘*Habit*’.

The overall reliability value of 0.507 for all the six programmes indicate that the factor Habit is a reasonably moderate motivating factor as the value falls in between the good value of 0.6 and the poor value of 0.4.

Pass Time:

The mean, Standard Deviation regarding the motivational factor of *Pass Time1* shows that among six programmes, the highest mean score (1.16 ± 1.40) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.47 ± 1.04) which is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding PassTime on ‘Neeya Naana’ was (0.99 ± 1.33), regarding the programme 'Sollunganne Sollunga' (0.91 ± 1.41).

Further, the mean score for the programme 7 ½ was (0.93±1.33), regarding the programme ‘Anjarai Petti’ was (1.12 ± 1.57).

Table No.4.5.8 - Expected Gratification score on Pass Time

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
PT1	0.99	1.33	1.16	1.40	0.91	1.41	0.47	1.04	0.93	1.33	1.12	1.57
PT2	0.95	1.27	1.13	1.35	0.88	1.34	0.48	1.07	0.93	1.33	1.11	1.57
PT3	0.99	1.33	1.25	1.50	0.96	1.47	0.50	1.10	0.95	1.35	1.15	1.61

The mean, Standard Deviation regarding the motivational factor of *Pass Time*₂ shows that among six programmes, the highest mean score (1.13 ± 1.35) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.48±1.07) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Pass Time on ‘Neeya Naana’ was (0.95 ± 1.27), regarding the programme 'Sollunganne Sollunga' (0.88 ± 1.34). Further, the mean score for the programme 7 ½ was (0.93±1.33), regarding the programme ‘Anjarai Petti’ was (1.11 ± 1.57).

The mean, Standard Deviation regarding the motivational factor of *Pass Time*₃ shows that among six programmes, the highest mean score (1.25 ± 1.50) is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (0.50±1.10) is obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Pass Time on ‘Neeya Naana’ was (0.99 ± 1.33), regarding the programme 'Sollunganne Sollunga' (0.96 ± 1.47). Further, the mean score for the programme 7 ½ was (0.95±1.35), regarding the programme ‘Anjarai Petti’ was (1.15 ± 1.61).

Table 4.5.8a Friedman Test - Pass Time

Programmes	Expected Gratification level - Pass Time			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	2.92	3.89	3.60	0.514
Kalyanamalai	3.54	4.18	3.78	
Sollunganne Sollunga	2.75	4.19	3.43	
Oru Varthai Oru Latcham	1.45	3.18	2.99	
7 ½	2.81	3.99	3.56	
Anjarai Petti	3.38	4.71	3.64	

It could be noted from the above table 4.5.8a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Anjarai Petti”. “Neeya Naana” was ranked third regarding the motivational factor ‘Pass Time’.

The overall reliability value of 0.514 for all the six programmes indicate that the factor Pass Time is a reasonably moderate motivating factor as the value falls in between the good value of 0.6 and the poor value of 0.4.

Arousal:

The mean, Standard Deviation regarding the motivational factor of *Arousal* shows that among six programmes, the highest mean score (1.75 ± 1.93) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.46 ± 0.69) which is obtained for ‘7 ½’. The mean score regarding Arousal on ‘Neeya Naana’ was (1.55 ± 1.92), regarding the programme 'Sollunganne Sollunga' (1.32 ± 1.87), regarding the programme 'Oru Varthai Oru Latcham' was (0.79 ± 1.59). Further, the mean score for the programme Anjarai Petti was (1.48 ± 1.92).

Table No.4.5.9 - Expected Gratification score on Arousal

Factor	NN		KM		SS		OO		7 ½		AP	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Aro1	1.55	1.92	1.75	1.93	1.32	1.87	0.79	1.59	0.46	0.69	1.48	1.92
Aro2	1.57	1.94	1.78	1.96	1.32	1.87	0.80	1.60	0.48	0.72	1.51	1.94
Aro3	1.61	1.98	1.80	1.98	1.39	1.97	0.82	1.64	0.47	0.70	1.54	1.98

The mean, Standard Deviation regarding the motivational factor of *Arousal*₂ shows that among six programmes, the highest mean score (1.78 ± 1.96) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.48 ± 0.72) is obtained for ‘7 ½’. The mean score regarding Arousal on ‘Neeya Naana’ was (1.57 ± 1.94), regarding the programme 'Sollunganne Sollunga' (1.32 ± 1.87), regarding the programme 'Oru Varthai Oru Latcham' was (0.80 ± 1.60). Further, the mean score for the programme Anjarai Petti was (1.51 ± 1.94).

The mean, Standard Deviation regarding the motivational factor of *Arousal*₃ shows that among six programmes, the highest mean score (1.80 ± 1.98) is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (0.47 ± 0.70) is obtained for ‘7 ½’. The mean score regarding Arousal on ‘Neeya Naana’ was (1.61 ± 1.98), regarding the programme 'Sollunganne Sollunga' (1.39 ± 1.97), regarding the programme 'Oru Varthai Oru Latcham' was (0.82 ± 1.64). Further, the mean score for the programme Anjarai Petti was (1.54 ± 1.98).

Table 4.5.9a Friedman Test - Arousal

Programmes	Expected Gratification level - Arousal			Reliability
	Mean	SD	Mean Rank	
Neeya Naana	4.73	5.83	3.75	0.558
Kalyanamalai	5.33	5.86	3.92	
Sollunganne Sollunga	4.03	5.68	3.50	
Oru Varthai Oru Latcham	2.41	4.81	3.07	
7 ½	1.40	2.10	3.12	
Anjarai Petti	4.53	5.83	3.64	

It could be noted from the above table 4.5.9a that among the 6 programmes “Kalyanamalai” was ranked first. It is followed by the “Neeya Naana”. “Anjarai Petti” was ranked third regarding the motivational factor ‘*Arousal*’.

The overall reliability value of 0.558 for all the six programmes indicate that the factor Arousal is a reasonably moderate motivating factor as the value falls in between the good value of 0.6 and the poor value of 0.4.

Hence for Objective 1, it is cumulatively proved from the above reliability value results that all the factors have a significant role as motivating factors for the viewers' preference in watching infotainment programmes.

In this way, alternative hypothesis 2 is accepted which states that there is a significant relationship between motives and watching infotainment programmes.

4.9.2 Objective 2. To assess the gratification sought and gratification obtained after watching infotainment programmes

Note: comparing the relationship between 1) need motive (factors) gratification sought with—→ 2) media use (gratification sought level- UL) and—→ 3) obtained gratification level (OGL)

Objective 2	Related Questions	Data Analyzing Tools
To assess the gratification sought and gratification obtained after watching infotainment programmes	Question number 12 Comparing (analyzing) the need motives /gratification sought with that of the Use Level (gratification sought level)of each of the programmes and the obtained gratification level	1. Descriptive Analysis: a)Frequency b)Percentage c) Cross Tabulation 2. Inferential statistics: a) Friedman Non-Parametric Test b) Chi=Square Test c) PAIR T-Test 3)Oneway ANOVA to connect with Demotic Variables

Motive factors for watching

*Programmes and their codings:

Neyyanaanaa (NN), Kalyanamalai (KM), Sollunganne Sollunga (SS), Oruvaarthai Orulatcham (OO), 7 ½ (7.30). Anjarai Petti (AP)

*Grading of statements: (Expected Gratification level) Media Use Level (UL)

5- Strongly Agree (SA) 4-Agree (A), 3-Neutral (N) 2-Disagree (D), 1-Strongly Disagree (SD), 0-Not applicable (NA)

*Obtained Gratification Level values (OGL): 0-5

5-Highly Satisfied 4- Satisfied 3- Neutral 2- Dissatisfied 1- Highly Dissatisfied
0-Not applicable

(I watch...)

	Programme Name	NN		KM		SS		OO		7.30		AP	
	NEEDS/ MOTIVES	UL	OGL	UL	OGL	UL	OGL	UL	OGL	UL	OGL	UL	OGL
S.N O	Items/statements		0-5		0-5		0-5		0-5		0-5		0-5
FACTOR 1- INFORMATION													
1.1	because it helps me learn things about myself and others												
1.2	so I can learn how to do things which I haven't done before												
1.3	so I could learn about what could happen to me												
FACTOR 2- ENTERTAINMENT													
2.1	because it entertains me												
2.2	because it is enjoyable												
2.3	because it amuses me												
FACTOR 3- ESCAPE													
3.1	so I can forget about other things.												
3.2	so I can get away from the rest of my family or others												
3.3	so I can get away from what I'm doing												
FACTOR 4- COMPANIONSHIP													
4.1	so I won't have to be alone												
4.2	when there is no one else to talk to or be with												

4.3	because it makes me feel less lonely												
	Programme Name	NN		KM		SS		OO		7.30		AP	
	NEEDS/ MOTIVES	<i>UL</i>	OGI	<i>UL</i>	OGI	<i>UL</i>	OGI	<i>UL</i>	OGI	<i>UL</i>	OGI	<i>UL</i>	OGI
S.N O	Items/statements		0-5		0-5		0-5		0-5		0-5		0-5
FACTOR 5- SOCIAL INTERACTION													
5.1	because it's something to do when friends come over												
5.2	so I can talk with other people about what's on												
5.3	so I can be with other members of the family or friends who are watching												
FACTOR 6- RELAXATION													
6.1	because it relaxes me												
6.2	because it allows me to unwind												
6.3	because it's a pleasant rest												
FACTOR 7- HABIT													
7.1	just because it's there												
7.2	because I just like to watch												
7.3	because it's a habit, just something I do												
FACTOR 8- PASS TIME													
8.1	when I have nothing better to do												
8.2	because it passes the time away, particularly when I'm bored												
8.3	because it gives me something to do, to occupy my time												
FACTOR 9- AROUSAL													
9.1	because it is thrilling												
9.2	because it is exciting												
9.3	because it peps me up												

4.9.2a Findings for the Objective 2

4.8.1 Gratification score on *Information*

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Information*

In this section an attempt has been made to study the Gratification of the motivational factor of *Information* concerning the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.1. Programme wise distribution of Mean, Standard Deviation and mean percentage of *the need* of the motivational factor of *Information* shows that among six programmes, the highest mean score (4.89 ± 6.27) which is 32.61 % is obtained for the programme “Anjarai Petti” whereas, the lowest mean score (1.83 ± 3.70) which is 12.18 % was obtained for 'Oru Varthai Oru Latcham'. The mean score regarding the information on 'Neeya Naana' was (4.51 ± 5.54) which is 30.07 %, regarding the programme 'Kalyanamalai' was (4.79 ± 5.31) which is 31.91 %, regarding the programme 'Sollunganne Sollunga' (2.03 ± 3.15) which is 13.5%. Further, the mean score for the programme 7 ½ was (3.09 ± 3.15) which is 20.59 %.

Table No.4.8.1 Gratification score on *Information*

Information	Gratification	Mean	SD	SE	Mean %	Paired t	p
Neeya Naana	Expected	4.51	5.54	0.17	30.07	2.21	0.027*
	Obtained	4.58	5.81	0.18	30.55		
Kalyanamalai	Expected	4.79	5.31	0.17	31.91	4.51	< 0.001**
	Obtained	4.62	5.50	0.17	30.77		
Sollungane sollunga	Expected	2.03	3.15	0.10	13.50	16.18	< 0.001**
	Obtained	1.24	2.90	0.09	8.27		
Oru vaarthai oru latcham	Expected	1.83	3.70	0.12	12.18	9.39	< 0.001**
	Obtained	1.57	3.39	0.11	10.45		
7 ½	Expected	3.09	4.15	0.13	20.59	8.81	< 0.001**
	Obtained	2.79	4.09	0.13	18.60		
Anjarai Petti	Expected	4.89	6.27	0.20	32.61	0.99	0.320
	Obtained	4.87	6.35	0.20	32.44		

* Significant; ** Highly Significant

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

From the table, the analysis shows that the p-value for all factors except Anjarai Petti is less than 0.05. Since the p-value is less than 0.05 the difference is significant and the null hypothesis is rejected. Hence it is found that regarding *Neeya Naana* obtained gratification is more than expected. But regarding *Kalyanamalai*, *Sollunganne Sollunga*, *Oru Varthai Oru Latcham*, *7 ½* obtained gratification is less than the expected and regarding Anjarai Petti there is no significant difference is observed as its p-value is greater than 0.05 means expected and obtained gratification are equal regarding *Anjarai Petti* programme towards the motivational factor of *Information*.

From the above table of comparative analysis on gratification sought and obtained regarding all the six programmes for the factor, Information is inferred. About the mean score values of expected and obtained gratification for each of the programmes reveal that there is significant proximity between the gratification sought and gratification obtained in using the media i.e. watching TV programmes and Information need motive despite the P-value indicating that there is a significant difference between the amount of gratification sought and obtained (either the gratification sought or the gratification obtained be higher than one another). More or less there is a need motive to watch the above said six programmes.

Regarding Hypothesis 1 that there is a significant relationship between information and watching infotainment programmes is accepted as though the expected gratification is higher than the obtained gratification and there exists a significant difference between the expected and obtained gratification for the programmes *Neeya Naana*, *Kalyanamalai*, *Sollunganne Sollunga*, *Oru Varthai Oru Latcham* and *7 ½* regarding the p-values of these programmes, the mean values do not show greater variation scores. Hence it could be interpreted that though there is a difference in expected and obtained gratification levels there exists information need motive to watch these programmes. From these findings, we accept the alternate hypothesis that there is a significant relationship between information and watching infotainment programmes.

4.8.2 Gratification score on *Entertainment*

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Entertainment*

In this section an attempt has been made to study the Gratification of the motivational factor *Entertainment* for the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.2.

Programme wise distribution of Mean, Standard Deviation and mean percentage of *the need* of the motivational factor *Entertainment* shows that among six programmes, the highest mean score (6.39 ± 6.78) which is 42.63 % is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (1.65 ± 2.57) which is 10.98 % was obtained for ‘7 ½’. The mean score regarding Entertainment on ‘Neeya Naana’ was (5.56 ± 6.71) which is 37.10 %, regarding the programme 'Sollunganne Sollunga' (4.77 ± 6.54) which is 31.82%, regarding the programme 'Oru Varthai Oru Latcham' was (2.65 ± 5.23) which is 17.66%. Further, the mean score for the programme Anjarai Petti was (5.32 ± 6.67) which is 35.45 %.

Table No.4.8.2 - Gratification score on *Entertainment*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	p
Neeya Naana	Expected	5.56	6.71	0.21	37.10	3.72	< 0.001**
	Obtained	5.65	6.79	0.21	37.69		
Kalyanamalai	Expected	6.39	6.78	0.21	42.63	1.81	0.070
	Obtained	6.45	6.85	0.22	42.98		
Sollungane sollunga	Expected	4.77	6.54	0.21	31.82	0.67	0.501
	Obtained	4.76	6.53	0.21	31.72		
Oru vaarthai oru latcham	Expected	2.65	5.23	0.16	17.66	1.02	0.308
	Obtained	2.62	5.27	0.17	17.49		
7 ½	Expected	1.65	2.57	0.08	10.98	20.08	< 0.001**
	Obtained	0.54	2.16	0.07	3.61		
Anjarai Petti	Expected	5.32	6.67	0.21	35.45	1.45	0.148
	Obtained	5.28	6.68	0.21	35.21		

* Significant; ** Highly Significant

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

For the programme Neeya Naana, the obtained gratification Mean is more than the expected gratification Mean and the difference in the Mean gratification score on entertainment for neeyaaanaana is significant with a p-value less than 0.001. It means that the programme Neeya Naana provided gratification through its entertainment aspect more than its expectation. For the programme 7 ½, the mean obtained gratification score on entertainment is way lesser than the expected gratification score which is significant at a p-value less than 0.001. It means that the programme 7 ½ is fell short of providing gratification through its entertainment value. For the rest of the programmes, the result is non-significant.

From the above table of comparative analysis about gratification sought and obtained regarding all the six programmes for the factor, Entertainment is inferred. Regarding the mean score values of expected and obtained gratification for each of the programmes reveal that there is a significant relationship between the gratification sought and gratification obtained in using the media i.e. watching TV programmes and Entertainment need motive specifically for the programmes *Kalyanamalai*, *Sollunganne Sollunga*, *Oru Varthai Oru Latcham*, and *Anjarai Petti*. Concerning the programmes *Neeya Naana* and *7 ½* despite the P-value indicating that there is a significant difference between the amount of gratification sought and obtained (either the expected is higher or the obtained gratification is higher) still it is inferred that there is a significant need motive to use the media.

Regarding Hypothesis 1 that there is a significant relationship between entertainment and watching infotainment programmes is accepted as amongst six of the programmes, the p-value for four programmes accept the null hypothesis that there is no significant difference between the motive entertainment and watching infotainment programmes and only two of the programmes *Neeya Naana* and *7 ½* reject the null hypothesis and show significant difference related to expected and obtained scores. But the mean value of even these two programmes regarding expected and obtained

gratification does not carry greater variation scores and infers us to conclude that there is a significant relationship between entertainment and watching programmes.

4.8.3- Gratification score on *Escape*

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Escape*

In this section an attempt has been made to study the Gratification of the motivational factor *Escape* for the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.3.

Table No.4.8.3 - Gratification score on *Escape*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	2.77	3.62	0.11	18.45	20.19	< 0.001**
	Obtained	1.92	3.10	0.10	12.83		
Kalyanamalai	Expected	3.30	3.74	0.12	22.01	20.90	< 0.001**
	Obtained	2.44	3.29	0.10	16.29		
Sollungane sollunga	Expected	2.58	3.79	0.12	17.19	16.70	< 0.001**
	Obtained	1.89	3.31	0.10	12.62		
Oru vaarthai oru latcham	Expected	1.41	2.91	0.09	9.41	12.39	< 0.001**
	Obtained	0.94	2.42	0.08	6.26		
7 ½	Expected	1.98	2.83	0.09	13.17	19.77	< 0.001**
	Obtained	1.13	2.32	0.07	7.53		
Anjarai Petti	Expected	2.92	3.89	0.12	19.45	18.24	< 0.001**
	Obtained	2.25	3.46	0.11	15.01		

* Significant; ** Highly Significant

Programme wise distribution of Mean, Standard Deviation and Mean percentage of *need* for the motivational factor *Escape* shows that among six programmes, the highest mean score (3.30 ± 3.74) which is 22.01% is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (1.41 ± 2.91) which is 9.41 % was obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding *Escape* on ‘Neeya Naana’ was (2.77 ± 3.62) which is 18.45%, regarding the programme 'Sollunganne Sollunga' (2.58 ± 3.79) which is 17.19%. Further, the

mean score for the programme 7 ½ was (1.98 ± 2.83) which is 13.17 %, %, regarding the programme 'Anjarai Petti' was (2.92 ± 3.89) which is 19.45 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

From the table, the analysis shows that the p-value for all factors is less than 0.05. Since the p-value is less than 0.01 the difference is significant between expected and obtained gratification for the motivational factor Escape and thus the null hypothesis is rejected.

Programme wise distribution of Mean, Standard Deviation and Mean percentage of *need* for the motivational factor *Escape* shows that among six programmes, the highest mean score (3.30 ± 3.74) which is 22.01% is obtained for the programme "Kalyanamalai" whereas, the lowest mean score (1.41 ± 2.91) which is 9.41 % was obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Escape on 'Neeya Naana' was (2.77 ± 3.62) which is 18.45%, regarding the programme 'Sollunganne Sollunga' (2.58 ± 3.79) which is 17.19%. Further, the mean score for the programme 7 ½ was (1.98 ± 2.83) which is 13.17 %, %, regarding the programme 'Anjarai Petti' was (2.92 ± 3.89) which is 19.45 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

However, none of the six programmes has obtained a gratification score on escape more than the expected score. It implies that all the six programmes significantly fall short of providing gratification for the factor escape.

From the above table of comparative analysis about gratification sought and obtained regarding all the six programmes for the factor, Escape is inferred. Regarding the Mean score values of expected and obtained gratification for each of the programmes reveal that there is a significant closeness between the gratification sought and gratification obtained in using the media i.e. watching TV programmes and Escape need motive despite the P-value indicating that there is a significant difference between the amount of gratification sought and obtained.

4.8.4- Gratification score on *Companionship*

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Companionship*

In this section, an attempt has been made to study the Gratification of the motivational factor *Companionship* concerning the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.4. Programme wise distribution of Mean, Standard Deviation and mean percentage of *need* for the motivational factor of *Companionship* shows that among six programmes, the highest mean score (2.38 ± 3.94) which is 15.85% is obtained for the programme “Anjarai Petti” whereas, the lowest mean score (0.80 ± 1.69) which is 5.36 % was obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Companionship on ‘Neeya Naana’ was (1.51 ± 2.14) which is 10.08 %, regarding the programme 'Kalyanamalai' was (1.79 ± 2.38) which is 11.95 %, regarding the programme 'Sollunganne Sollunga' (1.22 ± 1.87) which is 8.11%. Further, the mean score for the programme 7 ½ is (1.47 ± 2.28) which is 9.81 %.

Table No.4.8.4 - Gratification score on *Companionship*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	1.51	2.14	0.07	10.08	24.20	< 0.001**
	Obtained	0.19	1.43	0.04	1.24		
Kalyanamalai	Expected	1.79	2.38	0.07	11.95	26.68	< 0.001**
	Obtained	0.38	1.99	0.06	2.54		
Sollungane sollunga	Expected	1.22	1.87	0.06	8.11	21.96	< 0.001**
	Obtained	0.09	1.00	0.03	0.57		
Oru vaarthai oru latcham	Expected	0.80	1.69	0.05	5.36	15.61	< 0.001**
	Obtained	0.06	0.82	0.03	0.43		
7 ½	Expected	1.47	2.28	0.07	9.81	21.39	< 0.001**
	Obtained	0.36	1.81	0.06	2.40		
Anjarai Petti	Expected	2.38	3.94	0.12	15.85	18.23	< 0.001**
	Obtained	1.48	4.00	0.13	9.84		

* Significant; ** Highly Significant

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

From the table, the analysis shows that the p-value for all programmes is less than 0.01 and the difference is significant between expected and obtained gratification concerning the motivational factor *Companionship* and the null hypothesis is rejected. However, none of these programmes has obtained a gratification score concerning companionship more than the expected score.

From the above table of comparative analysis about gratification sought and obtained regarding all the six programmes for the factor, *Companionship* is inferred. Regarding the Mean score values of expected and obtained gratification for each of the programmes reveal that there is significant nearness between the gratification sought and gratification obtained in using the media i.e. watching TV programmes and *Companionship* need motive despite the P-value indicating that there is a significant difference between the amount of gratification sought and obtained (either the gratification sought or the gratification obtained be higher than one another). More or less there is a need motive to watch the above said six programmes.

4.8.5- Gratification score on *Social Interaction*

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Social Interaction*

In this section an attempt has been made to study the Gratification of the motivational factor of *Social Interaction* for the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.5. Programme wise distribution of Mean, Standard Deviation and mean percentage of *the need* for the motivational factor of *Social Interaction* shows that among six programmes, the highest mean score (2.08 ± 2.50) which is 13.86 % is obtained for the programme "Kalayanamaalai" whereas, the lowest mean score (0.99 ± 2.09) which is 6.60 % was obtained for 'Oru Varthai Oru Latcham'. The mean score regarding Social Interaction on 'Neeya Naana' was (1.73 ± 2.35) which is 11.52%, regarding the programme

'Sollunganne Sollunga' (1.59 ± 2.48) which is 10.62%. Further, the mean score for the programme 7 ½ was (1.49 ± 2.13) which is 9.93%, regarding the programme 'Anjarai Petti' was (1.65 ± 2.32) which is 10.97 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

From the table, the analysis shows that the p-value for all the programmes is less than 0.01 and the difference is significant between expected and obtained gratification concerning the motivational factor *Social Interaction* and the null hypothesis is rejected. However, none of these programmes has obtained gratification scores for social interactions more than the expected gratification.

Table No.4.8.5 - Gratification score on *Social Interaction*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	1.73	2.35	0.07	11.52	24.46	< 0.001**
	Obtained	0.62	1.71	0.05	4.13		
Kalyanamalai	Expected	2.08	2.50	0.08	13.86	27.44	< 0.001**
	Obtained	0.85	1.89	0.06	5.70		
Sollungane sollunga	Expected	1.59	2.48	0.08	10.62	21.12	< 0.001**
	Obtained	0.62	1.83	0.06	4.16		
Oru vaarthai oru latcham	Expected	0.99	2.09	0.07	6.60	14.86	< 0.001**
	Obtained	0.36	1.39	0.04	2.39		
7 ½	Expected	1.49	2.13	0.07	9.93	22.42	< 0.001**
	Obtained	0.38	1.27	0.04	2.52		
Anjarai Petti	Expected	1.65	2.32	0.07	10.97	24.19	< 0.001**
	Obtained	0.59	1.68	0.05	3.91		

* Significant; ** Highly Significant

From the above table of comparative analysis about gratification sought and obtained regarding all the six programmes for the factor, Social Interaction is inferred. Regarding the mean score values of expected and obtained gratification for each of the programmes reveal that there is a certain amount of proximity between the gratification

sought and gratification obtained in using the media i.e. watching TV programmes and Social Interaction need motive despite the P-value indicating that there is a significant difference between the amount of gratification sought and obtained (gratification sought is higher than gratification obtained). More or less there is a need motive to watch the above said six programmes.

4.8.6- Gratification score on *Relaxation*

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Relaxation*

In this section an attempt has been made to study the Gratification of the motivational factor of *Relaxation* for the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.6.

Table No.4.8.6 - Gratification score on *Relaxation*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	4.62	5.72	0.18	30.78	1.19	0.233
	Obtained	4.64	5.82	0.18	30.93		
Kalyanamalai	Expected	5.30	5.81	0.18	35.30	0.52	0.603
	Obtained	5.28	5.86	0.18	35.22		
Sollungane sollunga	Expected	4.07	5.74	0.18	27.13	1.65	0.099
	Obtained	4.02	5.76	0.18	26.83		
Oru vaarthai oru latcham	Expected	2.28	4.52	0.14	15.22	0.87	0.385
	Obtained	2.26	4.62	0.15	15.04		
7 ½	Expected	2.84	4.14	0.13	18.90	10.81	< 0.001**
	Obtained	2.36	4.22	0.13	15.76		
Anjarai Petti	Expected	4.62	5.91	0.19	30.81	0.24	0.811
	Obtained	4.62	5.93	0.19	30.77		

* Significant; ** Highly Significant

Programme wise distribution of Mean, Standard Deviation and mean percentage of *need* for the motivational factor *Relaxation* shows that among six programmes, the highest mean score (5.30 ± 5.81) which is 35.30 % is obtained for the programme

“Kalyanamalai” whereas, the lowest mean score (2.28 ± 4.52) which is 15.22 % was obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Relaxation on ‘Neeya Naana’ was (4.62 ± 5.72) which is 30.78 %, regarding the programme 'Sollunganne Sollunga' (4.07 ± 5.74) which is 27.13%. Further, the mean score for the programme 7 ½ was (2.84 ± 4.14) which is 18.90%, regarding the programme ‘Anjarai Petti’ was (4.62 ± 5.91) which is 30.81 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

From table 4.8.6, the analysis shows that the p-value for all factors except 7 ½ is higher than 0.05. So it is inferred that there is no significant difference between expected and obtained gratification regarding Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham and Anjarai Petti and the null hypothesis is accepted whereas for 7 ½ the null hypothesis is rejected for factor *Relaxation*. However, programme 7 ½ has its obtained gratification score concerning relaxation less than its expected gratification score.

From the above table of comparative analysis about gratification sought and obtained regarding all the six programmes for the factor, Relaxation is inferred. Regarding the mean score values of expected and obtained gratification for each of the programmes reveal that there is a significant relationship between the gratification sought and gratification obtained in using the media i.e. watching TV programmes and Relaxation need a motive. The P-value also strongly indicates that there is a significant similarity between the amount of gratification sought and obtained.

4.8.7- Gratification score on *Habit*

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Habit*

In this section, an attempt has been made to study the Gratification of the motivational factor of *Habit* concerning the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.7.

Table No.4.8.7 - Gratification score on *Habit*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	3.84	4.73	0.15	25.62	7.75	< 0.001**
	Obtained	3.62	4.68	0.15	24.17		
Kalyanamalai	Expected	4.67	5.13	0.16	31.11	6.05	< 0.001**
	Obtained	4.48	5.15	0.16	29.85		
Sollungane sollunga	Expected	3.55	5.02	0.16	23.64	6.17	< 0.001**
	Obtained	3.35	4.98	0.16	22.34		
Oru vaarthai oru latcham	Expected	2.09	4.15	0.13	13.92	5.21	< 0.001**
	Obtained	1.92	4.09	0.13	12.80		
7 ½	Expected	3.29	4.45	0.14	21.94	7.37	< 0.001**
	Obtained	3.06	4.39	0.14	20.42		
Anjarai Petti	Expected	4.12	5.27	0.17	27.45	2.83	0.005**
	Obtained	4.06	5.29	0.17	27.04		

* Significant; ** Highly Significant

Programme wise distribution of Mean, Standard Deviation and mean percentage of *the need* for the motivational factor of *Habit* shows that among six programmes, the highest mean score (4.67 ± 5.13) which is 31.11 % is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (2.09 ± 4.15) which is 13.92 % was obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Habit on ‘Neeya Naana’ was (3.84 ± 4.73) which is 25.62%, regarding the programme 'Sollunganne Sollunga' (3.55 ± 5.02) which is 23.64%. Further, the mean score for the programme 7 ½ was (3.29 ± 4.45) which is 21.94 %, regarding the programme ‘Anjarai Petti was (4.12 ± 5.27) which is 27.45 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

From the table, the analysis shows that the p-value for all factors is less than 0.05. Since the difference is significant and the null hypothesis is rejected regarding expected and obtained gratifications regarding the motivating factor *Habit*.

The difference in Mean obtained and expected gratification scores for habit motivating factor is significant and the null hypothesis is rejected. However, the obtained score of gratification is less than the expected score.

From the above table of comparative analysis on gratification sought and obtained regarding all the six programmes for the factor, Habit is inferred. Regarding the mean score values of expected and obtained gratification for each of the programmes reveal that there is a certain amount of nearness between the values of gratification sought and gratification obtained in using the media i.e. watching TV programmes and Habit need motive despite the P-value indicating that there is a significant difference between the amount of gratification sought and obtained (gratification sought is higher than gratification obtained). More or less there is a need motive to watch the above said six programmes.

4.8.8- Gratification score on *Pass Time*

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Pass Time*

In this section an attempt has been made to study the Gratification of the motivational factor of *Pass Time* for the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.8. Programme wise distribution of Mean, Standard Deviation and mean percentage of *the need* for the motivational factor *Pass Time* shows that among six programmes, the highest mean score (3.54 ± 4.18) which is 23.60 % is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (1.45 ± 3.18) which is 9.67% was obtained for ‘Oru Varthai Oru Latcham’. The mean score regarding Pass Time on ‘Neeya Naana’ was (2.92 ± 3.89) which is 19.50 %, regarding the programme 'Sollunganne Sollunga' (2.75 ± 4.19) which is 18.31%. Further, the mean score for the programme 7 ½ was (2.81 ± 3.99) which is 18.77%, regarding the programme ‘Anjarai Petti’ was (3.38 ± 4.71) which is 22.50 %.

Table No.4.8.8 - Gratification score on *Pass Time*

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	2.92	3.89	0.12	19.50	15.79	< 0.001**
	Obtained	1.93	3.83	0.12	12.86		
Kalyanamalai	Expected	3.54	4.18	0.13	23.60	15.57	< 0.001**
	Obtained	2.59	4.25	0.13	17.27		
Sollungane sollunga	Expected	2.75	4.19	0.13	18.31	12.50	< 0.001**
	Obtained	2.08	4.15	0.13	13.89		
Oru vaarthai oru latcham	Expected	1.45	3.18	0.10	9.67	10.85	< 0.001**
	Obtained	0.96	3.02	0.10	6.40		
7 ½	Expected	2.81	3.99	0.13	18.77	12.28	< 0.001**
	Obtained	2.14	3.96	0.12	14.26		
Anjarai Petti	Expected	3.38	4.71	0.15	22.50	11.30	< 0.001**
	Obtained	2.82	4.79	0.15	18.82		

* Significant; ** Highly Significant

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

From the table, the analysis shows that the p-value for all factors is less than 0.05. The difference is significant and the null hypothesis is rejected.

However, the obtained gratification score for the motivating factor Pastime is less than the expected score.

From the above table of comparative analysis on gratification sought and obtained regarding all the six programmes for the factor, Pass Time is inferred. Regarding the mean score values of expected and obtained gratification for each of the programmes reveal that there is a certain amount of nearness between the values of gratification sought and gratification obtained in using the media i.e. watching TV programmes and Pass Time need motive despite the P-value indicating that there is a significant difference between the amount of gratification sought and obtained (gratification sought is higher than gratification obtained). More or less there is a need motive to watch the above said six programmes.

4.8.9- Gratification score on Arousal

H₀₁: There is no significant difference in the mean gratification score expected and observed relating to the motivational factor of *Arousal*

In this section an attempt has been made to study the Gratification of the motivational factor *Arousal* for the programmes 'Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti and the significance of achievements obtained are presented in Table 4.8.9.

Table No.4.8.9 - Gratification score on Arousal

Programme	Gratification	Mean	SD	SE	Mean %	Paired t	P
Neeya Naana	Expected	4.73	5.83	0.18	31.56	0.72	0.471
	Obtained	4.71	5.89	0.19	31.43		
Kalyanamalai	Expected	5.33	5.86	0.18	35.50	0.04	0.969
	Obtained	5.33	5.94	0.19	35.51		
Sollungane sollunga	Expected	4.03	5.68	0.18	26.85	2.16	0.031*
	Obtained	3.97	5.73	0.18	26.48		
Oru vaarthai oru latcham	Expected	2.41	4.81	0.15	16.07	2.28	0.023*
	Obtained	2.34	4.85	0.15	15.60		
7 ½	Expected	1.40	2.10	0.07	9.37	21.66	<0.001**
	Obtained	0.18	1.31	0.04	1.22		
Anjarai Petti	Expected	4.53	5.83	0.18	30.20	0.69	0.493
	Obtained	4.51	5.88	0.19	30.09		

* Significant; ** Highly Significant

Programme wise distribution of Mean, Standard Deviation and mean percentage of *the need* for the motivational factor of *Arousal* shows that among six programmes, the highest mean score (5.33 ± 5.86) which is 35.50 % is obtained for the programme “Kalyanamalai” whereas, the lowest mean score (1.40 ± 2.10) which is 9.37 % was obtained for ‘7 ½’. The mean score regarding Arousal on ‘Neeya Naana’ was (4.73 ± 5.83) which is 31.56 %, regarding the programme 'Sollunganne Sollunga' (4.03 ± 5.68) which is 26.85%. Further, the mean score for the programme Oru Varthai Oru Latcham

was (2.41 ± 4.81) which is 16.07%, regarding the programme 'Anjarai Petti' was (4.53 ± 5.83) which is 30.20 %.

Further, the paired t-test is used to find whether the difference between the expected and obtained gratification score is significant or not.

From the table, the analysis shows that the p-value for the factors *Sollunganne Sollunga*, *Oru Varthai Oru Latcham* and $7 \frac{1}{2}$ is less than 0.05. Since the p-value is less than 0.05 the difference is significant and the null hypothesis is rejected. But regarding Neeya Naana, Kalyanamalai, Anjarai Petti no significant difference is observed as its p-value is greater than 0.05 meaning, expected and obtained gratification are equal regarding the motivational factor of *Arousal*. And hence null hypothesis is accepted for Neeya Naana, Kalyanamalai, and Anjarai Petti for the motivation factor *Arousal*.

The obtained gratification score concerning arousal for the programmes *Sollunganne Sollunga* *oruvaarthai orulatcham* and $7 \frac{1}{2}$ is much less than the expected score.

From the above table of comparative analysis on gratification sought and obtained regarding all the six programmes for the factor, Arousal is inferred. Regarding the Mean score values of expected and obtained gratification for each of the programmes reveal that there are significant similarities between the gratification sought and gratification obtained in using the media i.e. watching TV programmes and Arousal need motive specifically for the programmes Neeya Naana, Kalyanamalai, Anjarai Petti. Concerning the programmes *Sollunganne Sollunga*, *Oru Varthai Oru Latcham* and $7 \frac{1}{2}$ despite the P-value indicating that there is a significant difference between the amount of gratification sought and obtained (gratification sought is higher or the obtained gratification) still it is inferred that there is significant need motive to use the media.

Hence for Objective 2, overall it can be concluded that there is significant close associations between the gratification sought and gratification obtained despite the differences in values between the media use i.e. expected gratification and obtained gratification for each of the programmes and each of the motive Factors. As each of the programmes is literally of unrelated different genres, comparative calculations cannot be

specifically made but rather only rationalize the results. In general, it is found that the expected gratification is more than the obtained gratification.

In this way the alternate hypothesis 2 that is, there is significant relationship between motives for watching infotainment programmes is accepted.

Regarding hypothesis 3 that is, there is significant relationship between similarity for watching infotainment and the perceived gratification is rejected as in overall there exists a difference between expected and obtained gratification as either the expected gratification or the obtained gratification is higher despite in some cases there is no significant difference. In most cases, it is found that the expected gratification is higher than the obtained gratification.

4.9.3 Findings for the Objective 3 To evaluate the perception of viewers regarding audience involvement in infotainment programmes

Note: Analysing audience involvement in watching each of the programmes using questions 5-11.

Objective	Related Questions	How to analyze (analyzing tools)
To evaluate the perception of viewers regarding audience involvement in infotainment programmes	Q5 Frequency of watching Q6 Time spent (how long) on watching Q7 Duration spent on watching (on that particular day) Q8 Watching alone or with family members Q9 Sharing with family members Q10 Extended involvement expressed on social media Q11 Participatory involvement	1. Descriptive statistics: a)Frequency b)Percentage

From questionnaire Part-2

5. Do you watch

	Programme name	Always	Often	Sometimes	Rarely	Never
1.	Neeya Naana					
2.	Kalyanamalai					
3.	Sollunganne Sollunga					
4.	Oru Varthai Oru Latcham					
5.	7 ½					
6.	Anjarai Petti					

6. How long you have been watching? Mark to the approximate near values.

	Programme name	Below 1 yr	1-2yr	Above 2 yr
1.	Neeya Naana			
2.	Kalyanamalai			
3.	Sollunganne Sollunga			
4.	Oru Varthai Oru Latcham			
5.	7 ½			
6.	Anjarai Petti			

7. How much time you spend on watching? Enter to the closest values

	Programme name	Whole programme (1hr)	45 min	30 min	10 min	Less than 10 min
1.	Neeya Naana					
2.	Kalyanamalai					
3.	Sollunganne Sollunga					
4.	Oru Varthai Oru Latcham					
5.	7 ½					
6.	Anjarai Petti					

8. Watch

	Programme name	With whole family	With spouse	With kids	With mother	With father	With grandparents	With siblings	Alone
1.	Neeya Naana								
2.	Kalyanamalai								
3.	Sollunganne Sollunga								
4.	Oru Varthai Oru Latcham								
5.	7 ½								
6.	Anjarai Petti								

9. Share and discuss with family members while watching?

	Programme name	Always	Often	Sometimes	Rarely	Never
1.	Neeya Naana					
2.	Kalyanamalai					
3.	Sollunganne Sollunga					
4.	Oru Varthai Oru Latcham					
5.	7 ½					
6.	Anjarai Petti					

10. Follow, comment, share on social media?

	Programme name	Always	Often	Sometimes	Rarely	Never
1.	Neeya Naana					
2.	Kalyanamalai					
3.	Sollunganne Sollunga					
4.	Oru Varthai Oru Latcham					
5.	7 ½					
6.	Anjarai Petti					

11. Have you taken part in?

	Programme name	Always	Often	Sometimes	Rarely	Never
1.	Neeya Naana					
2.	Kalyanamalai					
3.	Sollunganne Sollunga					
4.	Oru Varthai Oru Latcham					
5.	7 ½					
6.	Anjarai Petti					

4.3.1 Opinion about TV Programme watching and comparing it with the involvement

Table 4.3.1 TV Programme watching

	Never		Rarely		Sometimes		Often		Always		Total
	N	%	N	%	N	%	N	%	N	%	
Neeyaa Naanaa	582	57.62	142	14.06	78	7.72	113	11.19	95	9.41	1010
Kalyana malai	521	51.58	187	18.51	110	10.89	83	8.22	109	10.79	1010
Sollunga ne sollunga	644	63.76	93	9.21	117	11.58	54	5.35	102	10.10	1010
Oruvaart hai orulatch am	786	77.82	76	7.52	77	7.62	32	3.17	39	3.86	1010
7 ½	626	61.98	187	18.51	78	7.72	47	4.65	72	7.13	1010
Anjarai Petti	601	59.50	123	12.18	111	10.99	82	8.12	93	9.21	1010

It is clear from table 4.3.1 that among 43.63% of total viewers of *Neeya Naana* only 9.41% watch it Always, among 48.41% total viewers of *Kalyanamalai* only 10.79% watch it Always, among 36.24% total viewers of *Sollunganne Sollunga* only 10.10% watch it Always, among 22.17% total viewers of *Oru Varthai Oru Latcham* only 3.86% watch it Always, among 38.01% total viewers of *7 ½* only 7.13% watch it Always, among 40.5% total viewers of *Anjarai Petti* only 9.21% watch it Always.

Thus it is found out that the overall involvement of viewers who watch the listed programmes 'Always' is very less. The percentage of viewers who never watched these programmes is higher. When compared to watching the above-listed programmes are very less.

4.3.2 Opinion about Duration of TV programme watching

Here NA denotes 'Not Applicable' meaning that either they never watched or stopped watching any of these programmes

Table 4.3.2 Duration of TV programme watching

	NA		Below 1		1-2		Above 2		Total
	N	%	N	%	N	%	N	%	
Neeya Naana	591	58.51	19	1.88	11	1.09	389	38.51	1010
Kalyanamalai	524	51.88	36	3.56	27	2.67	423	41.88	1010
Sollunganne Sollunga	652	64.55	310	30.69	11	1.09	37	3.66	1010
Oru Varthai Oru Latcham	790	78.22	30	2.97	30	2.97	160	15.84	1010
7 ½	628	62.18	338	33.47	14	1.39	30	2.97	1010
Anjarai Petti	606	60.00	22	2.18	43	4.26	339	33.56	1010

It is clear from table 4.3.2 that among 41.48% total viewers of *Neeya Naana* only 38.51% watch it above two years, among 48.11% total viewers of *Kalyanamalai* only 41.88% watch it above two years, among 35.44% total viewers of *Sollunganne Sollunga* only 3.66% watch it above two years, among 21.78% total viewers of *Oru Varthai Oru Latcham* only 15.84% watch it above two years, among 37.83% total viewers of *7 ½* only 2.97% watch it above two years, among 40.% total viewers of *Anjarai Petti*” only 33.56% watch it above two years.

Thus it is found out that the overall involvement in watching the above-listed programmes on the variable 'watch more than two years' (above two years) are moderately high except for *Sollunganne Sollunga* and *7 ½* which are very less.

The percentage of viewers who never watched these programmes is high.

4.3.3 Opinion about Time spend on watching

Here NA denotes 'Not Applicable' meaning that either they never watched or stopped watching any of these programmes

Table 4.3.3 Time spend on watching

	NA		30 mins		60 mins		Total
	N	%	N	%	N	%	
Neeya Naana	589	58.32	-	-	421	41.68	1010
Kalyanamalai	528	52.28	-	-	482	47.72	1010
Sollunganne Sollunga	650	64.36	-	-	360	35.64	1010
Oru Varthai Oru Latcham	787	77.92	-	-	223	22.08	1010
7 ½	633	62.67	-	-	377	37.33	1010
Anjarai Petti	611	60.50	2	0.20	397	39.31	1010

It is clear from table 4.3.3 that among 41.68% total viewers of *Neeya Naana* all 41.68% watch it for 60 minutes (full programme), among 47.72% total viewers of *Kalyanamalai* all 47.72% watch it for 60 minutes (full programme), among 35.64% total viewers of *Sollunganne Sollunga* all 35.64% watch it for 60 minutes (full programme), among 22.08% total viewers of *Oru Varthai Oru Latcham* all 22.08% watch it for 60 minutes (full programme), among 37.33% total viewers of *7 ½* all 37.33% watch it for 60 minutes (full programme), among 39.51% total viewers of *Anjarai Petti* 39.31% watch it for 60 minutes (full programme).

Thus it is found out that the overall involvement in watching the above-listed programmes about the variable 'watch for 60 minutes' (full programme) is very high. The percentage of viewers who do not watch these is also high.

4.3.4 Opinion about Person with whom watching programme

Here NA denotes 'Not Applicable' meaning that either they never watched or stopped watching any of these programmes

Table 4.3.4 Person with whom watching programme

programmes		NA	With whole family	With spouse	With kids	With mother	With father	With grandparents	With siblings	Alone	Total
Neeya Naana	N	578	223	17	-	7	1	-	-	184	1010
	%	57.23	22.08	1.68	-	0.69	0.10	-	-	18.22	100
Kalyanamalai	N	514	273	24	-	9	1	3	-	186	1010
	%	50.89	27.03	2.38	-	0.89	0.10	0.30	-	18.42	100
Sollunganne Sollunga	N	643	170	6	17	1	2	1	32	138	1010
	%	63.66	16.83	0.59	1.68	0.10	0.20	0.10	3.17	13.66	100
Oru Varthai Oru Latcham	N	780	93	12	16	-	1	1	11	96	1010
	%	77.23	9.21	1.19	1.58	-	0.10	0.10	1.09	9.50	100
7 ½	N	621	76	38	-	2	3	1	-	269	1010
	%	61.49	7.52	3.76	-	0.20	0.30	0.10	-	26.63	100
Anjarai Petti	N	601	143	11	-	27	2	3	-	223	1010
	%	59.50	14.16	1.09	-	2.67	0.20	0.30	-	22.08	100

It is clear from table 4.3.4 that among 42.77% total viewers of *Neeya Naana* 22.08% watch it with the whole family, among 49.12% total viewers of *Kalyanamalai* 27.03% watch it with the whole family, among 36.33% total viewers of *Sollunganne Sollunga* 16.83% watch it with the whole family, among 22.77% total viewers of *Oru Varthai Oru Latcham* 9.21% watch it with the whole family, among 38.51% total viewers of *7 ½* 7.52% watch it with the whole family, among 40.5% total viewers of *Anjarai Petti* 14.16% watch it with the whole

family. Thus it is found out that the overall involvement in watching these above-listed programmes 'with whole family' is low. The percentage of viewers who do not watch these programmes at all is high.

4.3.5 Opinion about Share and discuss with family members while watching

The opinion about Share and discuss with family members while watching observed over the resources of “*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*” are analyzed from table 4.3.5

Table 4.3.5 Share and discuss with family members while watching

		N	R	S	O	A	Total
Neeya Naana	N	693	46	75	65	131	1010
	%	68.61	4.55	7.43	6.44	12.97	100
Kalyanamalai	N	635	70	47	73	185	1010
	%	62.87	6.93	4.65	7.23	18.32	100
Sollunganne Sollunga	N	760	28	31	45	146	1010
	%	75.25	2.77	3.07	4.46	14.46	100
Oru Varthai Oru Latcham	N	848	30	17	44	71	1010
	%	83.96	2.97	1.68	4.36	7.03	100
7 ½	N	869	36	41	26	38	1010
	%	86.04	3.56	4.06	2.57	3.76	100
Anjarai Petti	N	750	54	57	34	115	1010
	%	74.26	5.35	5.64	3.37	11.39	100

It is clear from table 4.3.5 that among 100% total viewers of *Neeya Naana* 12.97% share Always, among 100% total viewers of *Kalyanamalai* 18.32% share Always, among 100% total viewers of *Sollunganne Sollunga* 14.46% share Always, among 100% total viewers

of *Oru Varthai Oru Latcham* 14.46% share Always, among 100% total viewers of 7 ½ 3.76% share Always, among 100% total viewers of *Anjarai Petti*” 11.39% share Always.

Thus it is found out that the overall involvement in 'Always' sharing with family members and watching the above-listed programmes is very less. The percentage of viewers who are not involved at all in sharing and discussing while watching these programmes with family members is high.

4.3.6 Opinion about Follow, comment, share on social media

The opinion about Follow, comment, share on social media observed over the resources of “*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti*” are analyzed.

It is clear from table 4.3.6 that among 100% total viewers of *Neeya Naana* 0% of them Always share on Social Media, among 100% total viewers of *Kalyanamalai* 0.10% of them Always share on Social Media, among 100% total viewers of *Sollunganne Sollunga* only 0.10% share Always, among 100% total viewers of *Oru Varthai Oru Latcham* 0.20% of them Always share on Social Media, among 100% total viewers of *7 ½* 0.20% of them Always share on Social Media, among 100% total viewers of *Anjarai Petti*” 0.50% of them Always share on Social Media.

Table 4.3.6 Follow, comment, share on social media

		N	R	S	O	A	Total
Neeya Naana	N	893	79	35	3	-	1010
		88.42	7.82	3.47	0.30	-	100
Kalyanamalai	N	940	56	10	3	1	1010
		93.07	5.54	0.99	0.30	0.10	100
Sollunganne Sollunga	N	999	8	-	2	1	1010
		98.91	0.79	-	0.20	0.10	100
Oru Varthai Oru Latcham	N	1003	5	-	-	2	1010
		99.31	0.50	-	-	0.20	100
7 ½	N	1007	1	-	-	2	1010
		99.70	0.10	-	-	0.20	100
Anjarai Petti	N	939	48	11	7	5	1010
		92.97	4.75	1.09	0.69	0.50	100

Thus it is found out that the overall involvement in watching the above-listed programmes and simultaneously sharing the same on Social Media is very less. Most

people do not engage themselves in Following, commenting and sharing these programmes on social media.

4.3.7 Opinion about Participation (Have you taken part) in the TV programme

The opinion about participation (Have you taken part) in TV programme observed over the resources of “*Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Pett* are analyzed.

Table 4.3.7 Have you taken part in the TV programme

		N	R	S	A	Total
Neeya Naana	N	1010	-	-	-	1010
	%	100	-	-	-	100
Kalyanamalai	N	1010	-	-	-	1010
	%	100	-	-	-	100
Sollunganne Sollunga	N	1008	1.00	-	1	1010
	%	99.80	0.10	-	0.10	100
Oru Varthai Oru Latcham	N	1007	1.00	-	1	1010
	%	99.70	0.10	-	0.20	100
7 ½	N	1008	-	1	1	1010
	%	99.80	-	0.10	0.10	100
Anjarai Petti	N	1006	-	1	3	1010
	%	99.60	-	0.10	0.30	100

It is clear from table 4.3.7 that among 100% total viewers of *Neeya Naana* 0% of them have Always participated in the programme, among 100% total viewers of *Kalyanamalai* 0% of them Always participated in the programme, among 100% total viewers of *Sollunganne Sollunga* only 0.10% Always participated in the programme, among 100% total viewers of *Oru Varthai Oru Latcham* 0.20% of them Always participated in the programme, among 100% total viewers of *7 ½* 0.10% of them Always participated in the programme, among 100% total viewers of *Anjarai Petti* 0.30% of them Always participated in the programme.

Thus it is found out that the overall involvement in watching the above-listed programmes by participating in the programme is very less. People are not interested in participating in these listed infotainment programmes.

Hence for objective 3, it is overall concluded that the perception of viewers regarding audience involvement in infotainment programmes is very less.

NOTE:

The qualitative questions were from questions number 13 to 18 enquiring the reasons for never watched the six selective infotainment programmes and the qualitative questions from questions number 21 to 26 were about enquiring suggestions for the selective infotainment programmes. For the entire qualitative questions, most of the respondents did not answer. Just only 27 responses were elicited for question numbers from 13 to 18 and 14 responses for question numbers from 21 to 26. Hence only the major responses are stated below each question and the overall findings are summarised below each set of questions.

13. Reasons for never watched Neeya Naana.

Response: Not interested in this genre, watch the similar programme on other channels,

14. Reasons for never watched Kalyanamalai.

Response: Not interested in this genre, watch the similar programme on other channels,

15. Reasons for never watched Sollunganne Sollunga.

Response: Not interested in this genre

16. Reasons for never watched Oru Varthai Oru Latcham.

Response: Not interested in this genre

17. Reasons for never watched 7 ½.

Response: Not interested in this genre

18. Reasons for never watched Anjarai Petti.

Response: Not interested in this genre

Findings: In overall it is found that the reason for not watching these six programmes was mostly the respondents was not interested in these genres while fewer respondents watched similar programmes on other channels.

Inferences: Naturally, not everyone likes to watch all programmes and also the programmes similar programme will be another channel and the viewers may prefer seeing that programme than the programme listed here for the study. Also one cannot watch two programmes at a time. If at all the programme is that so important, people would watch it on retecasts if available or go for internet medium to watch the missed programme later on.

21. Your suggestions for Neeya Naana.

Response: Avoid too dragging dialogue narrative both from the host and the participants

22. Your suggestions for Kalyanamalai.

Response: Nil

23. Your suggestions for Sollunganne Sollunga.

Response: Avoid dryness, too many silly dialogues and dry wits

24. Your suggestions for Oru Varthai Oru Latcham.

25. Response: Nil

26. Your suggestions for 7 ½.

Response: Avoid too dragging dialogue narrative,

27. Your suggestions for Anjarai Petti.

Response: Avoid too dragging dialogue narrative, nonstop fast-talking

Findings: In overall the respondents' suggestions for these six programmes was to avoid too dragging dialogue narrative. The inferences are that people lose interest and feel boring and irritated if there is too much dragging dialogue narrative both from the host and the participants, also dry wits and also nonstop fast-talking.

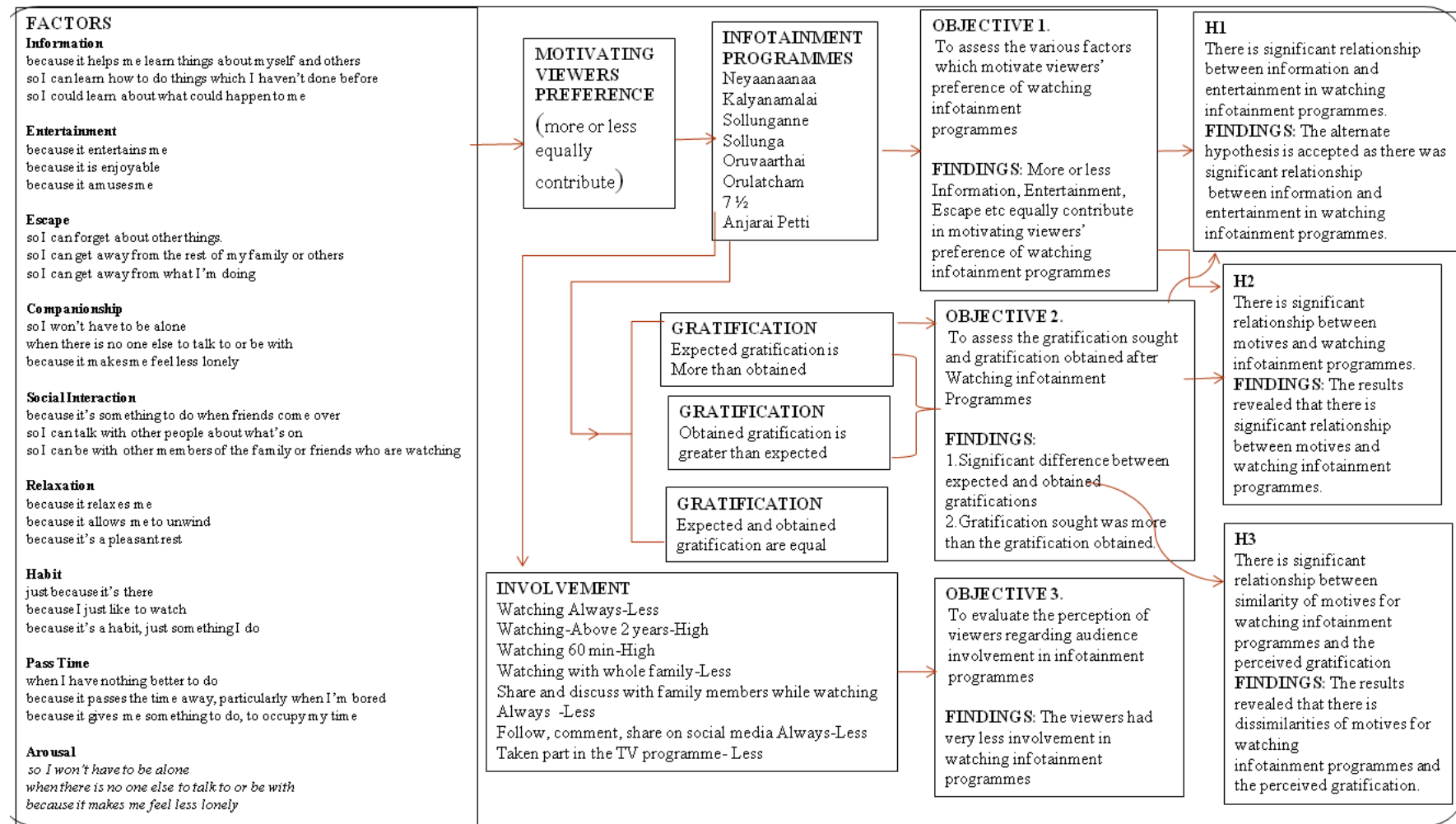


Figure 4.1 Flow Chart For The Findings For The Objectives And Hypothesis

Source: Author Initiated.

CHAPTER V

KEY FINDINGS, LIMITATIONS, RECOMMENDATIONS SUGGESTIONS AND CONCLUSION

5.1 Introduction:

This chapter deals with the overview of the study, findings, implications, limitations, recommendations, suggestions for further study and finally the conclusions of this research thesis based on the results and their interpretation discussed in the previous chapter.

5.2 Overview of the study

The combination of information and entertainment genres has been combined to be coined as Infotainment. Though the new genre of infotainment has been for near about two decades, still studies regarding the motives as a need of watching Television programmes was not much explored. As Maslow's hierarchy of needs illustrates, people have different needs and try to fulfil them through some sources. The attempt to satisfy the needs may prove fruitful. Most of the programmes were entertainment-based for example, soap operas, serials, dramas, films and film-based shows, dance and song programmes, Reality shows include talent hunts, roadshows, competitions, cookery, travel and tourism, mock shows, comedies, sports, chat shows, debates and talk shows etc. There are few programmes which are information-based programmes like News and news related information programmes, informative debates and discussions about current affairs, contemporary occurrences, quiz, history and few others. Yet people seemed to prefer entertainment more than information. So it seemed worthy to study the genre of infotainment and how people behave towards this combined genre. Another reason behind the conception of this study was to understand a communication theory-Uses and gratification, how it is been applied to television programme viewing. The need as a motivating factor, the patterns and behaviour of media watching was identified as significant for this study during the literature review. The pulse for scientific temper was felt through the thought processes that led to this research topic. This study tried to connect communication theory, television programme, television genre, the language of the programme and the audience studies. There existed a little or less literature regarding

the infotainment genre and Tamil television programmes, on motives of watching infotainment programmes, on motives of watching specific television programmes, on motives for watching Tamil infotainment programmes, on communication theories in specific to Tamil infotainment programmes with special reference to uses and gratification theory. There existed little literature on the study of media use that is gratification sought and gratification obtained regarding infotainment programmes and there was limited literature on the study of media use that is gratification sought and gratification obtained regarding Tamil programmes.

Since the literature on the above-mentioned areas was limited, it led to the discovery of multiple research gaps.

Communication is possible primarily based on the psychology of either the source or the receiver or both the participants, and is meant for socialization. Most of the communication theories were framed by psychologists and sociologists. Hence this study also tried to throw light on the psychological, behavioural and socializing attitudes among the audiences of Tamil infotainment television programmes. Further television production is a big business market and hence understanding of the psychology, attitude, behaviour, socialization, media use could help to understand the media audience for a more successful media business. Also, this topic was expected to be beneficial to academicians, researchers of psychology, sociology, communication, marketing disciplines and media business persons, social activists and observers and psychologists.

5.3 Major and minor findings

5.3.1 Major findings of Hypothesis 1:

H1 There is significant relationship between information and entertainment in watching infotainment programmes.

This hypothesis dealt with the television audiences' viewing motivation factors and the objectives of infotainment media use. Amongst few other media use factors, only two factors information and entertainment were considered individually to analyze and evaluate the significant relationship or association between these factors and infotainment Tamil television programmes watching.

For this hypothesis, the results and inferences of two different factors information and entertainment were analysed separately and then compared with the hypothesis statement to prove or disprove the statement.

The expected gratification for the factor information, that is the motives for watching infotainment programmes or the media user level for the desired need requirement of information was analysed. The 0.515 cumulative reliability score of all the six programmes indicated that there was a significant relationship between information in watching infotainment programmes. Still, it should be noted that the seeking of information in all the above-said programmes was not up to the expected higher levels as the reliability value was at the border between good and poor values. It was found that though people watching these programmes were watching them for various purposes, information is also a part of it despite not being the core objective. People certainly seek information but also seek other forms of need satisfaction like entertainment, escape, pass time, companionship social interaction, arousal etc. The need expectation and satisfaction of information factor is lesser and faster saturated compared to other factors.

When the relationship of entertainment factor in watching infotainment programmes was studied, it could be noted that there was a significant relationship between entertainment and audiences watching infotainment programmes with the reliability score of 0.521 falling at the borders of good and poor reliability value. It was found that in comparison to the information reliability value and entertainment reliability value; there was a little higher score on the entertainment side with a little difference, which means that entertainment was sought more than information among these listed programmes. So from this finding, it could be understood that in a Television infotainment genre programme, entertainment was sought more than information. Together, both information and entertainment have specific roles in watching infotainment programmes among its audiences.

From the study of the Gratification score on Information, the expected and obtained gratification levels of information use/need were analysed for each of the programmes. It could be noted that there was a difference between gratifications sought

and obtained in most of the programmes. To be more specific, the need for information was more than the information obtained. From this study, it is found that information has got significant relationship in watching infotainment programmes among its viewers.

When the entertainment part of the relationship with infotainment programme watching was studied based on Gratification score on Entertainment it could be seen that in most of the programmes there was no significant difference between the expected and obtained gratification and in few programmes, there was significant difference according to the exhibited p-values. Even in the ones with much significant difference between expected and obtained gratification scores it could be noted that the expectation of entertainment is more than the obtained gratification while in most of the programmes the expected and obtained gratification were more or less the same. From this, it could be understood that entertainment as a factor has a significant relationship between viewers and infotainment television programme watching. Further amongst six of the programmes, the p-value for four programmes reject the null hypothesis that there was no significant difference between the motive entertainment and watching infotainment programmes and only two of the programmes Neeya Naana and 7 ½ show significant difference related to expected and obtained scores. But the mean value of even these two programmes regarding expected and obtained gratification does not carry greater variation scores and infers to conclude that there is a significant relationship between entertainment and watching programmes.

Hence summarising from all of the above inferences, Hypothesis 1 There is significant relationship between information and entertainment in watching infotainment programmes are proved and thus is accepted.

5.3.2 Major findings of Hypothesis 2:

H2 There is significant relationship between motives and watching infotainment programmes.

For this Hypothesis, the motives of watching the six programmes Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½, Anjarai Petti were

analyzed. The reliability test using Friedman Test was conducted to check the validity of the factors and statement items.

The inferences of Information 0.515, Entertainment 0.521, Escape 0.593, Companionship 0.563, Social Interaction 0.622, Relaxation 0.594, Habit 0.507, Pass Time 0.514, and Arousal 0.558 with their respective reliability values proved that these factors have a significant association between television viewers and infotainment programmes watching.

The study was also extended to analyze more on the media use and the satisfaction received after watching the programmes. The gratification scores for the six programmes for the factor Information were considered. It was observed that except for Neeya Naana, for all the other programmes the gratification sought was higher than that was perceived. There was a high need for information as justified by the results. And this information need factor was one element among others in watching infotainment programmes.

The factor Entertainment also showed a considerable relationship between media use and perceived satisfaction. It could be noted that there was not much difference between the expected gratifications mean score and the obtained gratification mean score.

Regarding Escape, the findings are that the expected gratification was more than the obtained gratification meaning that the high escapism motivation factor was one of the reasons for watching the above-listed television programmes. Likewise, the factor companionship also showed higher expectation needs in comparison with the obtained gratification. The expectation and received gratification differences can be observed in the Mean score values. The relationship between the motivation factor Social interactions and television use can be comprehended from the same demands of higher expectation than the obtained gratification. Hence people watch these programmes trying to get more social interaction satisfaction. Viewers expect more from the media for social interaction outlets. The need for media use and the obtained benefit of using the medium about Relaxation was denoted thoroughly in the results. It was visible that both the expected and obtained gratifications as per their mean values for all the six programmes were of utmost satisfaction. The audiences of the media are satisfied with the expected relaxation gratification. This, meeting the needs of the consumers otherwise the audiences by the

media helps people to be intact with the media continuously as their need motives are considerably met unto satisfaction. Regarding the Gratification score on Habit, it is evident that there was an urge among the viewers of infotainment programmes for watching it for the demand of the factor Habit. Habit can be extended to the denotative meaning addiction. The success of a programme is to make one to be addicted to the programme that the viewing of programme or use of the medium becomes a habit without which the audience feels losing or missing something. Here also it could be noted that there was a desire among the infotainment audiences for these Tamil programmes to use the medium as a habitual or routine one. Studying the factor Pass time and its relationship as a motivating factor for infotainment programme watching, it was found that Pass Time is a major factor in deciding to watch the selected Tamil infotainment programmes. It was also observed that the Pass Time perceived gratification did not fulfil the need for expected media use. The expectations from using the media were more than the benefits obtained from the media in respect to the need factor Pass Time. And finally, from the Gratification score on Arousal, it is observed there were very close associations between the expected and obtained gratification as represented in the Mean score values. The media was able to satisfy the need motive of arousal among its viewers in keeping its target audiences stay connected loyal to the media.

Hence from the above results; findings and inferences, we could very clearly say that Hypothesis 2: There is significant relationship between motives and watching infotainment programmes proved to be true and accepted. All of the above factors also contribute significantly to motivating people to watch the above listed Tamil infotainment programmes.

5.3.3 Major findings of Hypothesis 3:

H3 There is significant relationship between similarity of motives for watching infotainment programmes and the perceived gratification.

As discussed above in the description for the hypothesis concerning the expected and obtained gratification similarities, the differences in the mean scores were reflected in the p-values as a significant difference between the gratifications expected and gratification obtained. It could be noted that either the expected was more or the obtained

gratification was more. This is natural as all the programmes are of unrelated genres and the audiences of these genres differ from programme to programme. Also within the same programme, the motives for watching the programme differ from individual to individual.

5.3.4 Minor findings

Objective 3 To evaluate the perception of viewers regarding audience involvement in infotainment programmes

The involvement of viewers towards watching the six of the programmes taken for the study were assessed through various parameters like the frequency of watching the programmes, the time spent (how long they have been watching) on watching, the length of duration spent on watching (on that particular day) a programme, viewing patterns like watching alone or along with family members, Sharing with family members like discussing; chatting about the topic or programme; telling their viewpoints; rejecting or accepting the content; adding fewer points; supporting the content in the programme, then comes the extended involvement expressed on social media where the viewers show more interest in by 'sharing', giving 'like' or 'dislikes', post 'status', 'comment', add 'smilies' and 'GIFs' on Facebook, Whatsapp, Twitter, and other social media applications. The other forms of involvement can be like directly taking part in the programme in the studio or any other television production process or making a telephonic call during the event and presenting themselves.

It was found that the percentage of people 'Always' watching the above-said programmes are very less. This shows that the involvement was lacking towards 'Always' watching the programme. Concerning how long viewers had been watching the programmes show the interest and involvement in the programmes that are, 'Duration of TV programme watching' reveals the number of year's people watching the programmes chosen for the study. Here 'Not Applicable' (NA) scores the highest percentage, yet among the people who are watching, those who watch above two years ranked high showing greater involvement. Then regarding involvement relating to the amount of time spent on watching the programmes though 'Not Applicable' (NA) scores the highest percentage among the given time, those who watched for 60 minutes or the full programme was the highest. Hence it could be said that concerning the time duration

spent on watching the programmes, the audience shows high involvement. The other involvement parameter is their associations with family members in watching the programme (either alone or with family members). The inferences from 'Person with whom watching programme', shows that in fewer programmes people who are watching it alone is of higher percentage and in few other programmes those who are watching it with the whole family is higher. Of course, the genre, nature and the target audience of the programme differs; still the success of a programme would be to make all the family members watch the programme irrespective of age and gender differences inclusive of time constraint and generation gap issues. Involvement in the behaviour of 'Share' and 'discuss' with family members while watching was studied. The success of a programme is to make people speak, discuss, share and make the programme more talkative among the family members. But the percentage of people saying I 'Always' Share and discuss with family members while watching TV programmes is very less compared with the response for 'Never. Hence the involvement regarding Share and discuss with family members while watching was less, unsatisfactory and not up to the mark. The same status fits the score reading of involvement regarding Follow, Comment and Share on social media. The success of a programme is added by making the programme a talk of the town. It should induce its audiences to pump up their emotions so they are driven to express it on social media platforms and make their online participation viral. The programme should force its target audiences to actively engage on social media thereby making the programme a matter of significant importance and free advertisement. The involvement regarding Follow, Comment and Share on social media is very low, meaning almost no involvement was evident in this regard. The involvement regarding 'Have you taken part in TV programme' was analysed. A programme needs to make people participate in the programme like being in the shoot and be seen on screen, but very less grading is seen towards people who "Always" participated in the programme. Of course, the nature of the programme differs regarding audience participation and not everyone can participate, it has a size limit of people being covered in each episode and for roadshows whatever possible is covered in a single location within the limited time frame slots. Yet the programme should try more to draw more people to participate in the programme. According to the findings it was noted that the involvement regarding direct participation in the programme was the least.

Hence summing up it could be said in fewer involvement parameters, high involvement was seen and in fewer other parameters the involvement was much lesser. The involvement scores were lesser in most of the parameters and hence in overall, it could be said that the involvement regarding audience involvement in watching these Infotainment programmes is very less. Conclusions regarding Objective 3 To evaluate the perception of viewers regarding audience involvement in infotainment programmes is that viewers have very lesser involvement regarding watching the six programmes on various grounds as discussed above.

5.4 Implications of the study

5.4.1 Implications of Objective 1 To assess the various factors which motivate viewers' preference of watching infotainment programmes

It was found that all the factors Information, Entertainment, Escape, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass Time, Arousal had significantly contributed to the motivation of watching preferences of the various infotainment programmes Neeya Naana, Kalyanamalai, Sollunganne Sollunga, Oru Varthai Oru Latcham, 7 ½ and Anjarai Petti at various parameters despite the difference in the score values. This was a positive sign of media use by the public in specific to the audiences of the Tamil infotainment programmes selectively taken for this research study. There was always a necessity to expect more from media and eventually what the viewers receive was lesser but still, they continued to watch the television shows as at least to a certain point of the level they get what they need if not to the fullest gratification level. The temper to use the medium to the maximum benefits to satisfy the need motive is significant to the theoretical framework, the Uses and Gratification theory, which is the core theory applied in this whole research thesis. Other communication theories like Media Dependency theory, Social Learning theory, Catharsis theory, Ding Dong theory of habit, Hypodermic Magic Bullet theory can be also associated with media and audience studies. The proper administration over the media i.e the programmes will fill the gaps where there is lagging in meeting the television viewers of all the segments and also would bring forth front the motivating factors that were a setback for varied limitations.

5.4.2 Implications of Objectives 2 To assess the gratification sought and gratification obtained after watching infotainment programmes

It was observed from the results of objective 2, that there was an unquenched thirst of need motive to use the media to satisfy viewers gratification needs at least to a smaller percentage so that their inner needs find outlet and relief. It was found throughout mostly that the expectations are more than the obtained gratifications. Yet a reasonable number of people continue to watch each of the programmes with a certain amount of need desire.

Usually, viewers believe that a programme will be successful if only it can gratify their needs and where the obtained gratification is equal to or more than the expected gratification. But it can be also stated that the success of a good programme could be in creating higher gratification expectations from the media that is while feeding the television audiences with their needs for watching the television programmes, continuing to create an appetite for more needs and more expectations to be gratified from the media which viewers are using. These are the programmes that are running for more than two years and most of the programmes are more than ten years. If so, a programme could run for long only if it can satisfy its audiences to greater heights as it is business, a market and industry. For the long run and also for the sponsors to flood in advertisements a programme has to be successful, no one will bet on a losing horse. So it was a good sign that these programmes were running for long years successfully coping up with the need gratifications of its audiences and on the other hand creating more expectations from the media.

5.4.3 Implications of Objective 3 To evaluate the perception of viewers regarding audience involvement in infotainment programmes

It was observed that people watch these selective Tamil infotainment programmes for quite long years. This shows the involvement in terms of years of watching the programme and there was also full involvement observed relating to people watching the programmes for the full episode or the whole of one hour. But involvement lacking was observed in terms of people watching those programmes together as families, sharing and

discussing while watching the programmes; sharing and commenting on social media networks and actively participating in the programme itself.

If a programme could bring a revolutionary sweep that drives people to express their involvement in all possible form as it happened in complete entertainment shows like 'BigBoss' then it would create a tremendous impact and reflection in the media industry on these Tamil infotainment programmes. Of course, it cannot be neglected that each programme is belonging to its television programme genre and naturally has a specific target audience and not everyone likes to watch all programs and the taste of interests differs. Still the programmes could be made much more successful if they can create more involvement vibes which were lacking as we have explored earlier and discussed the same. Again the theoretical framework of need motive leading to media use with an expected gratification and the result of obtained gratification of using the media is very much relevant to this study and comply with the obtained results and satisfy the research objectives.

5.5 Limitations of the study:

This research study was limited to Tamil language television audience and the area of sampling was within, in and out around Chennai city. The theory application was limited to only uses and gratification theory. A limitation was made only to adopt Rubin's 1983 scales. Only primary data was collected through questionnaires. The limitation was done to conduct only Non Probability convenient sampling as the respondents showed very little interest in filling up the questionnaire and mostly they were unwilling to fill it for various reasons and the researcher was forced to collect data from whomever it was possible. Since the sampling technique adopted in this study was non-probability sampling the findings of this study cannot be generalized beyond the targeted sample. The study was limited to analysing only infotainment programmes and that too of those who possibly see any of the programmes selected for the research study. The sample subjects' age extended from 17 to 75, making the sample heterogeneous which further hampers the expansion of the findings onto homogeneous groups.

5.6 Recommendations:

The investigator has certain recommendations for the media owners, producers, directors, scriptwriters and other telecasters about the television audiences' likes, dislikes, preferences and other criteria regarding television viewing attitude and behaviour that would contribute to the higher viewership and higher satisfaction of viewers' desired programmes to buildup television media business. The recommendations are made to channel heads and concept creators as well.

Media audiences are both passive and active audiences. Active audiences use media for a definite purpose inclining to uses and gratification theory, they question, analyse and recognize all aspects of media and don't take it as it is fed. Being a very powerful tool, the media can be maximum exploited for a constructive purpose in handling effectively the television genre infotainment.

As inferred from the data analysis, entertainment is more sought than information, and when information is given in an entertainment narrative then it will be reaching the people without tiresome and boring. People seeking infotainment programmes are after information more than the people seeing direct information programmes. This is because most people need information but not for a longer time and also not to be stuffed and stressed by hardcore heavy news stuff. Viewers want news or any other information seriously but for just a shorter period while at the same time they want information with a soft and lighter tone with relaxed entertainment manner if the presentation is going beyond 10 minutes. Though every programme has a definite target audience, it is better to appeal to other sectors so that they also are pulled to watch these programmes benefiting the viewers as well as the media's own business.

The main targets could be suggested as kids, teens, college-goers, youth, females and below low economic power and people living in slums, rural and suburban and other psychographic sectors. True that not everyone watches the entire programme as their likes and interests differs yet an inclusive formula will boost up viewership rating in the television industry for those particular programmes.

A strong message can be given entertainingly but caution is to be taken that the entertainment does not dilute the intensity of the important message but rather emphasize and make the viewers more understandable and at the same time maintain the last longing memory value.

Edutainment is an extended version of infotainment; hence television media can focus more on educating the mass apart from mere informing and entertaining. The media should also persuade people for a positive need and utilize the effective infotainment genre for this purpose. Wise application of infotainment would bring about a remarkable difference in social consciousness yielding higher results of social change and yielding social benefits.

The sincere administration of this infotainment media would be beneficial to the viewers as well as the media owners and as a whole the human community by and large. Not all information can be presented comically or satirically for example a pandemic, a death, a mishappening, a disaster, a calamity as it would be mocking at the victims and media has to lay a bar of self-censorship with wisdom, morals, ethics, norms and values and discern which message could be made entertainment or infotainment and which should not be.

5.7 Suggestions:

Suggestions are made for further studies on the grounds where the researcher was not able to cover few research aspects due to various constraints and limitations. The researcher had to fix the proposed framework as not all avenues can be covered in a single research study. Also, new research gaps have been identified based on the obtained results of this research. Suggestions are made to study the motives of watching other infotainment programmes also. The same study can be made using other communication theories like media Dependency theory, Catharsis theory, Ding Dong theory, Social Learning Theory, Social responsible theory and also other audience theories. These nine motives of Rubin's 1983 scale are also insufficient to study the entire motives of viewers watching television programmes. So an extensive scale has to be devised for both viewing motives and viewing patterns in watching television programmes. It is also suggested to study the audience using other research methodology like more qualitative data collection such as

open-ended questionnaires, case studies and focus group studies. Motivation factors for online media and Gratification expected and gratification obtain can be studied on internet media also. This study should also be extended to other language programmes.

5.8 Conclusions.

The main aim of this thesis was to identify various factors leading to gratification obtained from watching infotainment programmes. A factor analysis approach was made and each factor comprises many variable statements.

The factors taken into consideration were 1. Information 2. Entertainment 3. Escape 4. Companionship 5. Social interaction 6. Relaxation 7. Habit 8. Pass time 9. Arousal. Each of the factors led to Gratification and Satisfaction. In this context, 6 programmes namely 1. Neeya Naana 2. Kalyanamalai 3. Sollunganne Sollunga 4. Oruvaarthai oru latcham 5. 7 ½ and 6. Anjarai Petti of South Indian Tamil TV programmes were taken for Study. The conclusions are that all the factors serve as motivating factors for watching infotainment programmes. Close associations were found between gratification expected and perceived. The expectations were comparatively more than the obtained gratification. The overall involvement of the audience in watching the infotainment programmes was very less.

Uses and Gratification theory being the theoretical framework for this research was justified that people use media for a definite purpose. Audiences are not passive but active. It was not that media uses the people but rather people use media to fulfil certain need motives. If viewers' needs are satisfied or even if the media fails to fulfil the viewers expected needs then in either of the cases it is natural for people to quit using the media. Here it was explored that the need motive is comparatively greater than the obtained motive yet people instead of quitting watching the media/television programmes, continue to watch the programmes. This means that the media is gratifying its audience need but the audiences keep on expecting more from the media. Greater expectation will be only from where there is higher performance. A good media and audience relationship can remain intact and healthy where there is higher performance on the media side and continuous greater expectations on media from the audience side. In this research to it was evident that the selected Tamil infotainment programmes have been satisfying the

viewers' needs and having a hold on its audiences that the audiences watch these programmes with dedication and more expectations. In this way, people use media for their need motives and the media also caters to the need of its loyal audience.

Regarding the conceptual model, it goes on par with the theoretical framework of this research. Here people have certain desirous need motives as been classified as Factors and they use media by watching the programmes expecting certain gratification leading to the gratification obtained that is the satisfaction after using the media, as the viewers need motives are met at various levels. Still as already discussed there are more and more expectations from the audience's side on the media.

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APPENDICES-1

QUESTIONNAIRE

Present doctoral study is an endeavour to assess the Uses and gratification motives of Infotainment Television programme audience. You are requested to give feedback and share your valuable views. Your particular details would be kept confidential.

Hadwin Charli Durai, LPU (LOVELY PROFESSIONAL UNIVERSITY) PUNJAB 9600175635-charlidurai@gmail.com

Infotainment Programmes in Tamil Channels: Uses and Gratification Study of Audience in Chennai

Name:

Demographic Data

Part-1

2. Gender: 1.Male ☐ 2.Female ☐ 3.Transgender ☐
3. Age: Year
4. Marital Status: 1.Single ☐ 2.Married ☐ 3.others ☐
5. Education: 1.Illiterate ☐ 2.High School Level ☐ 3.Secondary School Level ☐
4. UG ☐ 5.PG ☐ 6.Others ☐
6. Family Type: 1.Nuclear Family ☐ 2.Joint Family ☐
7. Occupation: 1.Student ☐ 2.Daily Wages ☐ 3.Self Employed ☐ 4.Govt. employee ☐
5. Private employee ☐ 6.Unemployed ☐ 7.Retired ☐ 8.Others ☐
8. Family Monthly Income: 1.Below Rs.5000 ☐ 2.Rs.5001-10,000 ☐ 3.Rs. 10,001-20,000 ☐
4. Rs.20,001-30,000 ☐ 5.Rs.30, 001-50,000 ☐ 6.Rs.50, 001-70,000 ☐
7. Rs.70, 001-1lakh ☐ 8.above 1 lakh ☐
9. Region: 1.Metro ☐ 2.Urban ☐ 3.Sub Urban ☐ 4. Rural ☐ 5.Slum ☐
10. Religion:1.Hindu ☐ 2.Christian ☐ 3.Muslim ☐ 4.Others ☐

General TV viewing behaviour**Part-2**

1. Number of days watching TV in a week 1

1. All 7 days ☐ 2. Weekly 6 days ☐ 3. Weekly 5 days ☐ 4. Weekly 4 days ☐5. Weekly 3 days ☐ 6. Weekly 2 days ☐ 7. Weekly 1 day ☐

2. Time duration you spend towards watching TV in a day during

	Days	Up to hr	1.01 to 2 hrs	2.01 to 3hrs	3.01 to 4 hrs	4.01 to 5 hrs	More than 5 hrs
1.	Week days						
2.	Weekends						
3.	Other holidays						

	Days	5.01 am- 8 am	8.01am- 10 am	10.01 am- 1pm	1.01pm- 3pm	3.01pm - 5pm	5.01pm- 8pm	8.01pm- 10pm	10.01pm- 12am	12am -5am
1.	Weekdays									
2.	Weekends									
3.	Other holidays									

3. Which time slots you watch TV

4. What medium/gadgets you use to watch TV programmes (cable connection you have at home)

1. Arasu Cable TV ☐ 2. Satellite Dish ☐ 3. Computer/Laptop with internet ☐4. Mobile Apps. ☐ 5. Friends and Neighbors' House ☐

5. Do you watch

	Programme name	Always	Often	Sometimes	Rarely	Never
1.	Neeya Naana					
2.	Kalyanamalai					
3.	Sollunganne Sollunga					
4.	Oru Varthai Oru Latcham					
5.	7 ½					
6.	Anjarai Petti					

If 'yes' then continue the questionnaire TILL Q 12 ONLY***If 'never' then skip to question 13-18******* If 'watched and stopped' then skip to questions 19, 20**

6. How long you have been watching? Mark to the approximate near values.

	Programme name	Below 1 yr	1-2yr	Above 2 yr
1.	Neeya Naana			
2.	Kalyanamalai			
3.	Sollunganne Sollunga			
4.	Oru Varthai Oru Latcham			
5.	7 ½			
6.	Anjarai Petti			

7. How much time you spend on watching? Enter to the closest values

	Programme name	Whole programme (1hr)	45 min	30 min	10 min	Less than 10 min
1.	Neeya Naana					
2.	Kalyanamalai					
3.	Sollunganne Sollunga					
4.	Oru Varthai Oru Latcham					
5.	7 ½					
6.	Anjarai Petti					

8. Watch

	Programme name	With whole family	With spouse	With kids	With mother	With father	With grandparents	With siblings	Alone
1.	Neeya Naana								
2.	Kalyanamalai								
3.	Sollunganne Sollunga								
4.	Oru Varthai Oru Latcham								
5.	7 ½								
6.	Anjarai Petti								

9. Share and discuss with family members while watching?

	Programme name	Always	Often	Sometimes	Rarely	Never
1.	Neeya Naana					
2.	Kalyanamalai					
3.	Sollunganne Sollunga					
4.	Oru Varthai Oru Latcham					
5.	7 ½					
6.	Anjarai Petti					

10. Follow, comment, share on social media?

	Programme name	Always	Often	Sometimes	Rarely	Never
1.	Neeya Naana					
2.	Kalyanamalai					
3.	Sollunganne Sollunga					
4.	Oru Varthai Oru Latcham					
5.	7 ½					
6.	Anjarai Petti					

11. Have you taken part in?

	Programme name	Always	Often	Sometimes	Rarely	Never
1.	Neeya Naana					
2.	Kalyanamalai					
3.	Sollunganne Sollunga					
4.	Oru Varthai Oru Latcham					
5.	7 ½					
6.	Anjarai Petti					

***Programmes and their codlings:**

***Grading of statements: Use Level (UL)**

***Obtained Gratification Level values (OGL): 0-5**

(I watch...)

[illegible]

	Programme Name	NN		KM		SS		OO		7.30		AP	
	NEEDS/ MOTIVES	UL	OGL	UL	OGL	UL	OGL	UL	OGL	UL	OGL	UL	OGL
S.N O	Items/statements		0-5		0-5		0-5		0-5		0-5		0-5
FACTOR 5- SOCIAL INTERACTION													
5.1	because it's something to do when friends come over												
5.2	so I can talk with other people about what's on												
5.3	so I can be with other members of the family or friends who are watching												
FACTOR 6- RELAXATION													
6.1	because it relaxes me												
6.2	because it allows me to unwind												
6.3	because it's a pleasant rest												
FACTOR 7- HABIT													
7.1	just because it's there												
7.2	because I just like to watch												
7.3	because it's a habit, just something I do												
FACTOR 8- PASS TIME													
8.1	when I have nothing better to do												
8.2	because it passes the time away, particularly when I'm bored												
8.3	because it gives me something to do, to occupy my time												
FACTOR 9- AROUSAL													
9.1	because it is thrilling												
9.2	because it is exciting												
9.3	because it peps me up												

13. Reasons for never watched Neeya Naana.
14. Reasons for never watched Kalyanamalai.
15. Reasons for never watched Sollunganne Sollunga.
16. Reasons for never watched Oru Varthai Oru Latcham.
17. Reasons for never watched 7 ½.
18. Reasons for never watched Anjarai Petti.

19. How long have you stopped watching? Mark to the approximate near years.

	Programme name	Below 1 yr	1-2yr	Above 2 yr
1	Neeya Naana			
2	Kalyanamalai			
3	Sollunganne Sollunga			
4	Oru Varthai Oru Latcham			
5	7 ½			
6	Anjarai Petti			

20. Reasons behind stop watching

1. No information 2. More of information 3. Less information 4. No entertainment 5. More of entertainment 6. Less entertainment. 7. No time 8. Unhealthy content 9. Disturbance for children studies/academic load 10. Boring 11. Saturated 12. Others take up the remote and occupy TV 13. Spiritual reasons 14. Worries 15. No money for cable connection 16. No cable/dish connectivity in my village/area 17. Crowded disturbances 18. Nothing is going to change 19. Fed up with people and their problems because of their attitude appearing on the screen 20. can't afford mobile app. 21. Watch similar programme on another channel at the same time 22. watch different other programme on another channel 23. Any other...

	Programme name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
20.1	Neeya Naana																							
20.2	Kalyanamalai																							
20.3	Sollunganne Sollunga																							
20.4	Oru Varthai Oru Latcham																							
20.5	7 ½																							
20.6	Anjarai Petti																							

21. Your suggestions for Neeya Naana.
22. Your suggestions for Kalyanamalai.
23. Your suggestions for Sollunganne Sollunga.
24. Your suggestions for Oru Varthai Oru Latcham.
25. Your suggestions for 7 ½.
26. Your suggestions for Anjarai Petti.

APPENDICES-2

IMAGES OF THE SIX PROGRAMMES STUDIED FOR THE RESEARCH

I. IMAGES FOR NEEYA NAANA

	
VIJAY TV CHANNEL LOGO	NEEYA NAANA PROGRAMME TITLE LOGO

Vijay TV Channel and Neeyaanaana Programme title



Neeyaa Naana programme set where people of different views are seated on either side and hosted by Mr.Gopinath.

Neeya Naana

Parents-children on Neeya Naana Oct 2013



Kids between ages 6 to 9 participating in the talk show and expressing themselves



A girl showcasing her talent (singing) on the Neeya Naana Stage

Source: Author Photographed



Special guests from related disciplines presenting their views

youtube.com/watch?v=9zX21PIjEPU

YouTube

Search

Neeya Naana | நீயா நானா - Parent's punishments

338,561 views • Mar 28, 2017

3.3K 147 SHARE SAVE ...

Vijay Television 15.3M subscribers

SUBSCRIBE

All Gopinath From Vijay Television Rec

Neeya Naana Episode 451
Vijay Television 4.5M views • 6 years ago
1:37:36

Maanaadu Official Tamil Trailer | STR | SJ Suryah |...
U1 Records 11M views • 1 week ago
2:10

Neeya Naana Episode 485
Vijay Television 7.9M views • 5 years ago
1:06:30

உயிரை பணயம் வைத்து கூட்டத்தோடு பெண்...
IBC Tamil 231K views • 3 days ago
New
4:01

Kamal Haasan performance - Ilaiyaraaja 75
Sun TV 11M views • 2 years ago
22:08

List of Neeya Naana Programmes on Vijay TV

Source: Youtube; <https://www.youtube.com/watch?v=9zX21PIjEPU>

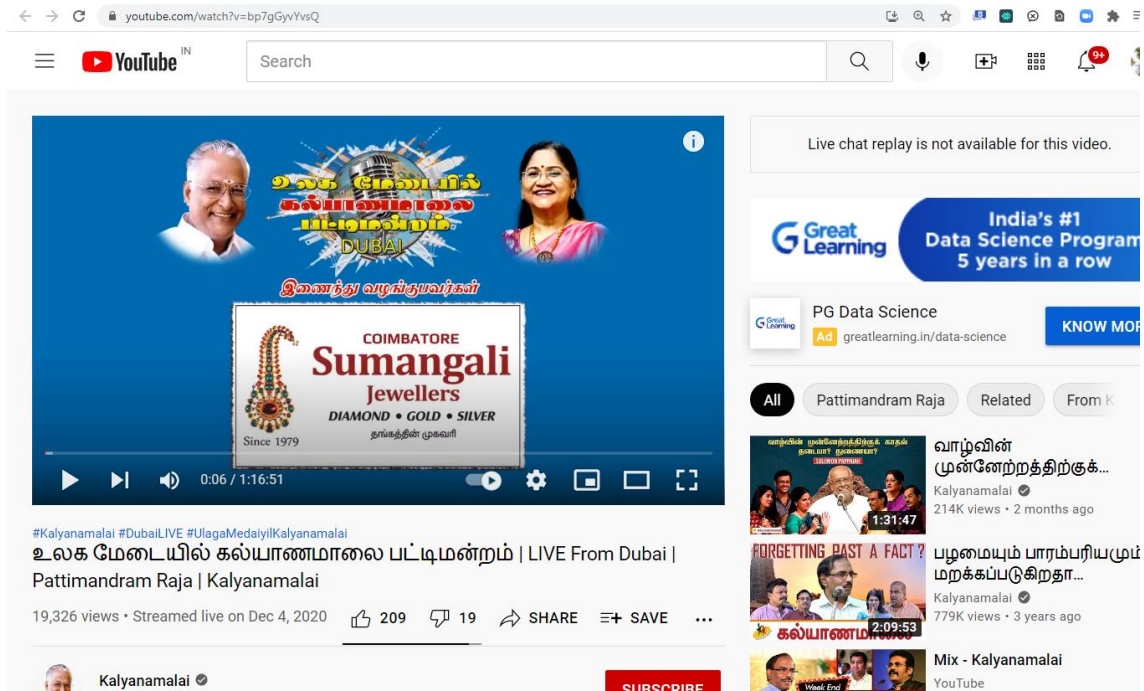
II. IMAGES FOR KALYANAMALAI



Image of the title card of Kalyanamalai programme



Images of the Kalyanamalai debate title that happened in Dubai

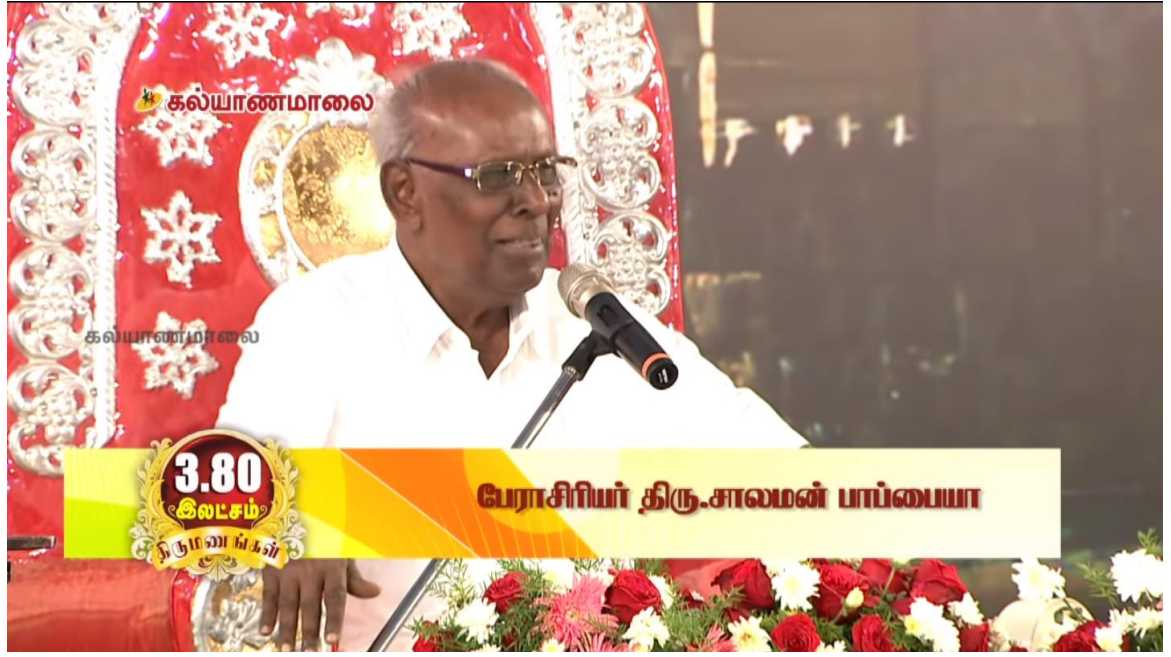


Screenshot of Google search result displaying the debate show Kalyanamalai

Source: <https://www.youtube.com/watch?v=bp7gGyvYvsQ>



The founder of the Kalayanamalai programme



An eminent Professor and of the literary Renowned Mr. Solomon Pappaiah addressing the people as the judge's voice



Professor Solomon Pappaiah as the judge with his team members at a debate show



Kalyanamalai debate show at New Jersey



The two great legends of talk show

Source: <https://www.youtube.com/watch?v=DUI1sBYXEuk>

[#kalyanamalai](#) [#kalyanamalaisuntv](#) [#suntvkalyanamalai](#)

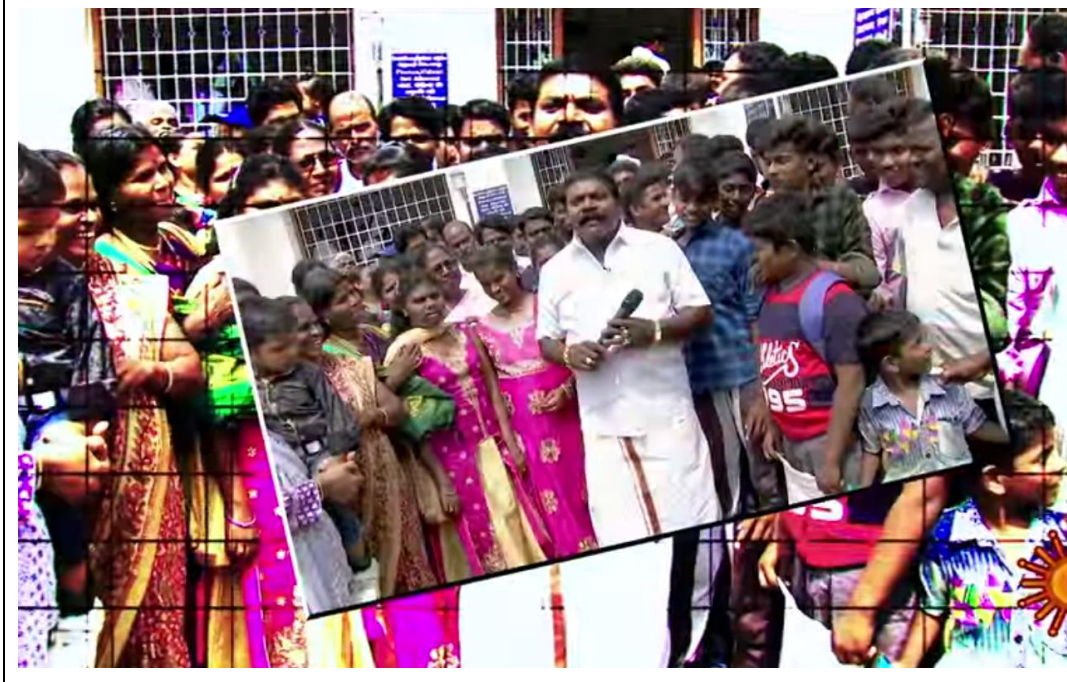
III. IMAGES FOR SOLLUNGANNE SOLLUNGA



Image of the programme title of Sollunganne Sollunga



Images from the programme Sollunganne Sollunga at a natural environment, where the Television anchor asks the gathering, whichwood does sink immediately inside the water?"



Images from the programme Sollunganne Sollunga of Sun TV, where the anchor Imaan Annaachi asks the gathering if they know the newspaper “Punjab Kesari”

- → X google.com/search?q=SOLLUNGANE+SOLLUNGA&oq=SOLLUNGANE+SOLLUNGA&aqs=chrome..69i57j46i13j0i1315j0i22i30i2.810j0j9&sourceid=chrome... Q



SOLLUNGANE SOLLUNGA



[All](#) [Videos](#) [News](#) [Images](#) [Maps](#) [More](#)

Tools

About 36,300 results (1.38 seconds)

<https://www.youtube.com/watch>

Sollunganne Sollunga | 30 September 2018 | Sun TV Show



Watch 4000+ Movies, 40+ Live TV Channels, TV Shows, Music Videos, Comedy and exclusives on Sun NXT ...
08-Oct-2018 · Uploaded by Sun NXT

<https://www.youtube.com/watch>

Sollunganne Sollunga | 09-December-2018 | Sun TV Show



* Offer not applicable for users paying via iTunes. Episode Details: 09-December-2018, Watch **Sollunganne** ...
11-Dec-2018 · Uploaded by Sun TV

<https://www.sunnxt.com/detail/sollungane-sollunga-...>

Sollunganne Sollunga - Watch Episode 5 | Sun NXT

Comedy Talk Show-**Sollunganne Sollunga**, is a comic talk show, hosted by Iman Annachi. Annachi's jolly chat and quick witted one-liners with the public makes ...

<https://timesofindia.indiatimes.com/.../Movies/Tamil>

Sollunganne Sollunga - Official Trailer | Tamil Movie News



Watch the Official Trailer from Tamil movie '**Sollunganne Sollunga**' starring

Screenshot of the search for the programme Sollunganne Sollunga

Source: Google

IV. IMAGES FOR ORU VARTHAI ORU LATCHAM

Oru Varthai Oru Latcham



Full shot of the programme Oru Varthai Oru Latcham along with the host Mr. James Vasanthan and the participating students



Image of the host Mr. James Vasanthan of the programme Oru Varthai Oru Latcham



Students from different schools participating in the Oru Varthai Oru Latcham (Play with the words) programme.



Images of the school children participating in Tamil language based Reality game show, identifying the “Proverb” round in Oru Varthai Oru Latcham

V. IMAGES FOR 7 ½



Title shot of the programme 7 ½



Satiric presentation of news in the 7 ½ programme on Thanthi TV

VI. IMAGES FOR Anjarai Petti



Images from the programme Anjarai Petti of Zee Tamil Channel
a cookery show

→ ↻ google.com/search?tbm=vid&sxsrf=AOaemvJlpDEyiUVNb2o4EvP1dGpn_lJnGg:1634029924278&q=anjaraipetti&sa=X&ved=2ahUKewjf5sDpw8TzAh... Q

Google anjaraipetti 🔍

www.youtube.com › watch

Anjarai Petti - Zee Tamil Serial - Watch Full Series on Zee5

Ep 505 | **Anjarai Petti** - Zee Tamil Serial - Watch Full Series on Zee5 | Link in Description. 39,105 views39K ...
02-Mar-2018 · Uploaded by Zee Tamil

 3:11

www.youtube.com › watch

அஞ்சறை பெட்டி | Anjarai Petti organizing by Amma

#anjaraipetti #masalabox #spicebox அஞ்சறை பெட்டி | **Anjarai Petti** organizing by Amma | Spice box ...
24-Jul-2019 · Uploaded by Nees Kitchen

 5:01

www.youtube.com › watch

Anjarai Petti - Zee Tamil Serial - Watch Full Series on Zee5

Ep 521 | **Anjarai Petti** - Zee Tamil Serial - Watch Full Series on Zee5 | Link in Description. 17,512 views17K ...
24-Mar-2018 · Uploaded by Zee Tamil

 3:12

https://www.amazon.in › Sale-Offers › Food-Storage

Deals on Storage Products - Amazon Great Republic Day Sale

10% discount on Select Cards. Deals on jars, containers & other products.

www.youtube.com › watch

Anjarai petti Kuzhambu - YouTube

 Anjarai petti Kuzhambu, a slight variation of traditional vathakuzhambu and

Screenshot of the google search for Anjarai Petti programme

APPENDICES-3

RESEARCHER WITH THE SAMPLES WHILE COLLECTING DATA











LIST OF PUBLICATIONS

National Journals

1. Ahmad, A and Durai H. C. (2021). Uses and Gratification Theory and Selective Tamil Infotainment Programmes: A survey on Chennai TV Audience. Wesleyan Journal of Research, 14(1), 1-9. (Print)



2. Ahmad, A., Durai H. C. and Sedato. M.H. (2021). Watching Priorities of Tamil Infotainment Programmes by Chennai TV Viewers. Asian Journal of International Peace and Security, 4(2), 23-33.
https://www.researchgate.net/publication/352771566_Watching_Priorities_of_Tamil_Infotainment_Programmes_by_Chennai_TV_Viewers

LIST OF CONFERENCE PRESENTATIONS

1. "Television Audience and Sensational News: A Perspective study" presented in 6th International Conference on Drivers of Global Economic Recovery. Organized by Maharaja Agrasen Institute of Management Studies. April 23, 2021.

MAIMS6thICON/311

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
(A UNIT OF MAHARAJA AGRASEN TECHNICAL EDUCATION SOCIETY)
Affiliated to Guru Gobind Singh Indraprastha University, Delhi
Maharaja Agrasen Chowk, Sector 22, Rohini, New Delhi - 110086, India

ARTHANOMICS CLUB
UNDER THE AEGIS OF IQAC
In association with
Brand Wagon Club, Compact Club, Enactus club, E-Cell, and Legal Services Clinic of
MAIMS CULTURAL SOCIETY
Presents

6th INTERNATIONAL CONFERENCE
on
Drivers of Global Economic Recovery
Friday, April 23, 2021

International Academic Partners
Waljat College of Applied Sciences, Rusayl Oman
Thammasat University - ECON, BKK Thailand

Publication Partner
THAILAND AND THE WORLD ECONOMY

CERTIFICATE OF PARTICIPATION
Awarded to
Mr. Hadwin Charli Durai S

of "Lovely Professional University" for attending the conference and Presenting the Paper titled "Television Audience and Sensational News: A Perception Study"

The International Conference was held virtually on ZOOM Platform (<https://us02web.zoom.us/j/9097708196>) with live telecast on MAIMS Youtube Channel (<https://www.youtube.com/c/MAIMSDelhiIN>)

Prof. (Dr.) S.L. Gupta
DEAN, WALJAT COLLEGE OF APPLIED SCIENCES, OMAN

Prof. (Dr.) Supachai Sriuchart
DEAN, FACULTY OF ECONOMICS, THAMMASAT UNIVERSITY, BKK, THAILAND

Dr. Sumedha Dutta
ASSOCIATE PROFESSOR
DEPT OF BUSI. ADMIN. MAIMS
PRESIDENT, MAICS
CONFERENCE CO-CONVENER

Prof. (Dr.) V.K. Khurana
HEAD, DEPT. OF BUSI. ADMIN. MAIMS
COORDINATOR, IQAC, MAIMS

Dr. Sanjay Kumar Mangla
HEAD, DEPARTMENT OF ECONOMICS, MAIMS
CONFERENCE CONVENER

Prof. (Dr.) Ravi Kumar Gupta
DIRECTOR, MAIMS
CONFERENCE CHAIR

2. "PERCEPTIONS OF PUBLIC'S TRUST ON NEWS." presented in 6th International Conference on Drivers of Global Economic Recovery. Organized by Maharaja Agrasen Institute of Management Studies. April 23, 2021.

MAIMS6thICON/313

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COORDINATOR, IQAC, MAIMS

Dr. Sanjay Kumar Mangla
HEAD, DEPARTMENT OF ECONOMICS, MAIMS
CONFERENCE CONVENER

Prof. (Dr.) Ravi Kumar Gupta
DIRECTOR, MAIMS
CONFERENCE CHAIR

3. “Motives for watching Neeyaa Naanaa: Gratification Expected and Obtained” presented in National Conference on Digital India: Challenges & Opportunities. Organized by Excel Research Management Association. February 21, 2021.



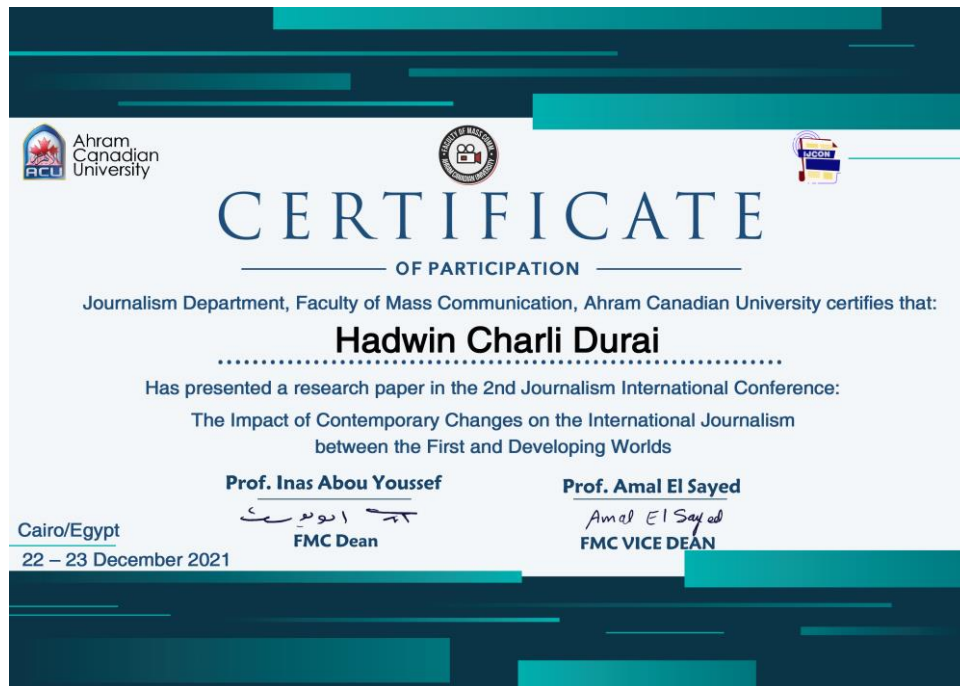
4. “USES AND GRATIFICATION THEORY AND SELECTIVE TAMIL INFOTAINMENT PROGRAMMES: A SURVEY ON CHENNAI TV AUDIENCE” presented in National Conference on Digital India: Challenges & Opportunities. Organized by Excel Research Management Association. February 21, 2021.



5. “Chennai Audience Viewing Preferences towards Selective Tamil Infotainment Programmes” presented in International Seminar on Media Technologies and Accesibility: Politics, Representations and Paradigms. Organized by Department of Electronic Media & Mass Communication School of Media Media & Communication, Pondicherry University, Puducherry. January 21-2, 2020.



6. “MEDIA BUSINESS AND JOURNALISM” for the conference IJCON2021. Organized by Journalism Department, Faculty of Mass Communication, Ahram Canadian University, Cairo/Egypt. December 22-23, 2021.



LIST OF CONFERENCES PARTICIPATED

1. “The Surge of Digital Capitalism and State Surveillance with COVID-19”, Organized by Department of Journalism and Mass Communication, St Pauls College, Bengaluru. India. May 25, 2021.



2. “National Symposium, entitled: National Education Policy and Media Education in India-Opportunities and Challenges”, Reva University, India. May 17, 2021.



3. National Symposium on “Changing Media Landscape in the 21st century”
Organized by School of Humanities, Lovely Professional University Punjab, India
April 24, 2021



4. “Doctoral Congress in Mass Communication (DoCoMaCo2021)” Organized by
School of Communications, Xavier University, India April 10-11, 2021



5. “Media Democracy and Development” Organized by 29th National Webinar Series of Communication Today in Collaboration with the Department of Lifelong Learning, Communication Today, University of Rajasthan, India. August 1, 2021



LIST OF WORKSHOPS ATTENDED

1. “Research Development programme on Statistical Methods for Data Analysis, SPSS and Fre Scopus Publication Process (ROMAP-2021) organized by Eudoxia Research Centre, India. April 7 to April 28, 2021





Eudoxia Research Centre, India
ISO 9001:2015 Certified, IAF Accredited and Reg. under MCA, Govt. of India

Training Program
(ROMAP - 2021)
Course Work Certificate

This is to certify that **Hadwin Charli Durai. S**
Lovely Professional University, Tamilnadu

has successfully completed International Training "Research Development Program on Statistical Methods for Data Analysis, SPSS and Free Scopus Publication Process" (ROMAP-2021) Organized by: Eudoxia Research Centre with the following topics and credit points in the corresponding table.
Date: 7th April to 28th April, 2021

SL/NO	Course Title	Topic	Credit
1	Fundamentals of SPSS	Descriptive Statistics and Data Analysis by using SPSS	2
2	Quantitative Research Design	Statistical Methods for Quantitative Research Design	2
3	Application of Reference Management Software	Installation and Application of Mendeley, Zotero and EndNote Software	2
4	Plagiarism Checking and Ethical Software for Paraphrasing Process	Plagiarism Checking by Turnitin and the Process of Paraphrasing by using Software And Web Interface	2
5	Selection of Scopus & UGC Care list Journal	SCIMAGO Journal Ranking, Q1, Q2, Q3, Q4 Scopus Journals, Free Publication Process, UGC Care List Group1, Group 2 Journals, Predatory Journals, H Index and Impact Factor of Journals	2
6	Original Research Paper writing	Format and Flow Chart of Research Papers, SEO of Title and Key Words, Examples of High Impact Factor Journals, Scopus Papers	2
7	Review Research Paper Drafting	Literature Survey by Search Engine, Different Writing Style for Peer Reviewed Journal Publication Process	2
8	Advanced SPSS Training	T-Test, ANOVA, ANCOVA, Chi-Square Test, MANOVA, MANCOVA	2
9	Web Interface & Plugin of Reference Management Software	Use of Web Importer and MS Word Plugin for Mendeley	2
10	Ethical Guidelines of Research	Ethical Guidelines of Research, Plagiarism Checking and Paraphrasing	2

Total Credit Points: 20
Date of issuance of certificate: 28th April, 2021


Dr. Jo-Ana Rolle,
USA
Patron


Dr. Caleb Moyo,
Qatar
Convener


Prof. Dr. Ramesh Chandra Rath,
India
Organizing Secretary


Keke Collins Obinna,
Nigeria
Coordinator



2. “How to catch Fake, Cloned, Predatory Journals in Academics” Organized by Center for Industrial Revolution and Innovation. Tailors University.



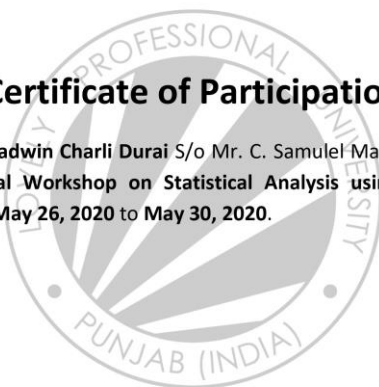
3. “National Workshop on Statistical Analysis using SPSS”, Organized by Lovely Professional University. May 26 to May 30, 2021.



Certificate No. 205774

Certificate of Participation

This is to certify that **Mr. S. Hadwin Charli Durai S/o Mr. C. Samuel Mahendran** participated in **Online Short Term Course, 'National Workshop on Statistical Analysis using SPSS'** organized by Lovely Professional University w.e.f. **May 26, 2020 to May 30, 2020**.



Sunaina Ghijra
Head
Human Resource Development Center

4. Seven Days National workshop on “Research Methodology for Social Sciences” organized by Excel Research Management Association of India. April 2 to April 8, 2021.



5. Three-day Faculty Development Programme on “Citation Styles and Reference Lists”, Organized by Siva Sivani Institute of Management, India. June 21-23, 2021.



6. “Media Workshop on SPSS” organized by Maharaja Agrasen Institute of Management Studies. India. September 3-6, 2021.

