

CHAPTER 15

TELEVISION CHANNELS

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

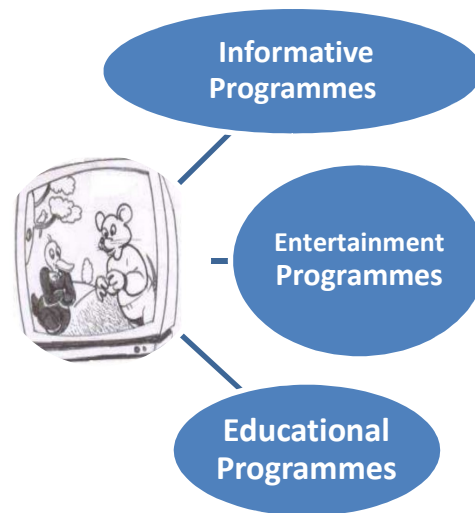
15.1 DIFFERENT CATEGORIES OF TELEVISION CHANNELS

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

Categories of television channels are as follows:

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

There are various types of television programmes:



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

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

15.2 TYPES OF TELEVISION PROGRAMMES

Tarla Dalal, Khana Khazana, Mirch Masala.

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

Entertainment Programmes

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

Examples of entertainment programmes are:

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

Educational Programmes

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

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

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