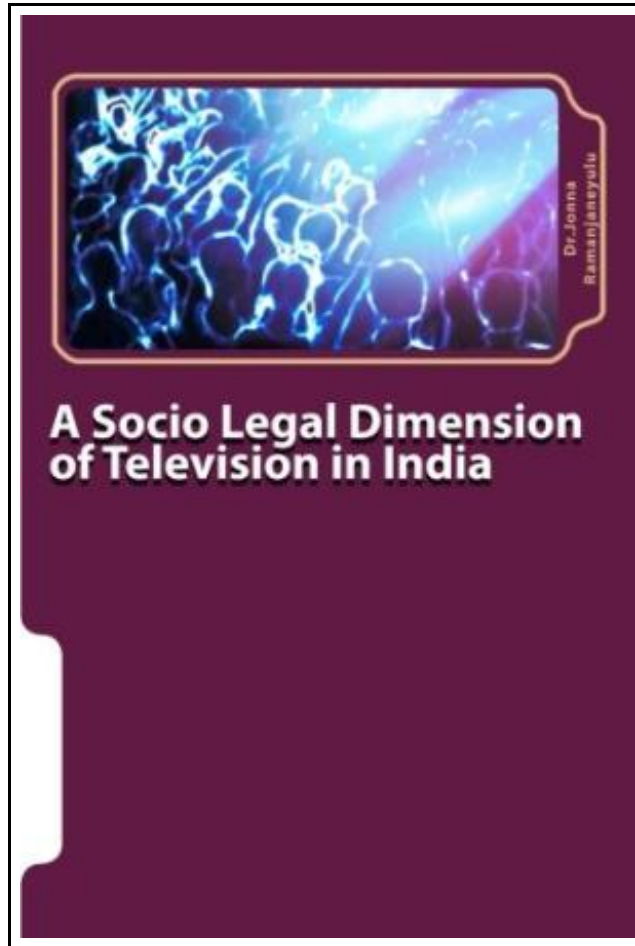


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A SOCIO LEGAL DIMENSION OF TELEVISION IN INDIA



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Createspace, United States, 2015. Paperback. Book Condition: New. Large Print. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Mass media such as press, radio and television, films, play a vital role in socialization, culturalisation and modernization of society. The visual media are bound to have a much greater impact on human mind. But while these media have such a potential value as many educators, they are also susceptible to destructive and harmful uses for promoting criminal, anti - social and selfish escapist tendencies. While their positive potential as mass educators has to be hamessed for developmental purposes, their negative, harmful potential has to be curbed in public interest. Law plays a dual role vis - a vis such media. On the one hand, it protects the creative freedom involved in them, on the other, it has to regulate them so as to avoid their possible abuse. Indian television has faster and greater impact on society. The National Television network is aimed at fastering social, economic and cultural awareness: promoting the spirit of integration and projecting the progress made by Indians in various fields, Television as an instrument to propagate and inculcate the spirit of nationalism. The Television is a sub-system of culture; a subsystem represents an important variable in the process of social change. It is a huge industry and has thousands of programmes in all the states of India. The small screen has produced numerous celebrities of their own kind some even attaining national fame. TV soaps are extremely popular with housewives as well as working women, literally meaning remote view or vicarious view as the National Television Network of India. The first telecast started on September 15, 1959 in New Delhi.



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