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**Needs, Expectations and Gratifications:
a study on media use in urban and suburban
areas of Rajshahi division**

**Thesis Submitted to the University of Dhaka
for the Degree of Doctor of Philosophy in
Mass Communication and Journalism**

**By
Helena Ferdousi**

404111

**Under the guidance of
Dr. M. Golam Rahman
Professor
Department of Mass Communication and Journalism
University of Dhaka**



**Department of Mass Communication and Journalism
University of Dhaka
Dhaka – 1000, Bangladesh**

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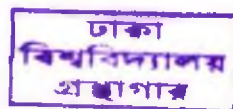
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গ্রন্থাগার

**DEDICATED
TO MY BELOVED
PARENTS**

404111



Helena Ferdousi
Assistant Professor

Department of Mass Communication
University of Rajshahi
Rajshahi
Bangladesh

DECLARATION

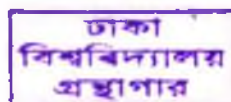
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I also declare that the material of this thesis has not been submitted for the award of any Degree, Diploma or fellowship or other similar previously of the University of Dhaka or any other university.

404111

Station : Dhaka

Date: 4/9/2006



Helena Ferdousi
Helena Ferdousi

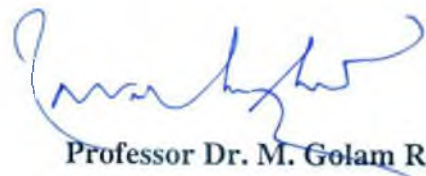
Dr. M. Golam Rahman
Professor

Dept. of Mass Communication and journalism
University of Dhaka
Dhaka
Bangladesh

CERTIFICATE

I hereby certify that the thesis entitled “Needs, Expectations and Gratifications: a study on media use in urban and suburban areas of Rajshahi Division” submitted by Ms. Helena Ferdousi, Assistant Professor, Department of Mass Communication, University of Rajshahi, for the award of the Degree of Doctor of Philosophy in Mass Communication and Journalism, is an original record of research work done by the candidate during the period of her study under my guidance and supervision.

She is hereby permitted to submit the same for the award of the Degree of Doctor of Philosophy in Mass Communication and Journalism of University of Dhaka.



Professor Dr. M. Golam Rahman

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Helena Ferdousi
Helena Ferdousi

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**Needs, Expectations and Gratifications:
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areas of Rajshahi division**

Abstract

The modern mass media system, which acts today as an integral part of our life, and our society, culture, politics and economy, has been considered as an agent of fulfilling human needs and expectations. Except sleeping time we are intermittently and sometimes constantly, engage ourselves listening, viewing or reading some mass media. Don Pember (1987) called the number of hours we spend with mass media 'almost a second lifetime'. The total average time spent with the mass media is mentionable and indeed impressive with the urban people.

Communication researchers have alluded to the fact that audience members actively seek out the mass media to satisfy individual needs. Several social science researches have shown that characteristics or nature of the media sources have played a significant role in fulfilling human desires. With the global expansion of communication system and its impact on mass media audience, the nature, the patterns and causes of media use gradually are being changed according to human needs and expectations.

The uses of mass media are highly selective and motivated activity. Researchers have shown that in general, people use mass media because they expect by doing so will give them some gratifications that are assumed to be related with social and psychological needs experienced by individuals. They found that media met these needs differently among different people. Employing the uses and gratification approach, the present study aims at to analyze mainly

why people attend to the media; what are the needs and expectations of audience to the mass media; which needs and expectations are best met by mass media and what kind of gratification of audience are obtained through the uses of mass media.

This study will examine uses and gratification of media among the sample audience of selected urban and suburban areas of Rajshahi division. Until recently, no research had been conducted on the uses and gratification of mass media in Rajshahi division, not even any other region in Bangladesh. The study will provide insights to gratification sought and gratification obtained among the audience in Rajshahi division.

The study was conducted in seven sample districts out of 16 districts of Rajshahi division. They were: Rajshahi, Rangpur, Pabna, Panchagarh, Gaibandha, Natore and Bogra. Although larger sample area and more samples would have been better for the study to get better results, but because of time and financial constraints the study was limited among the samples of seven districts. The study was done in urban and suburban areas of those districts. Every headquarter of above districts were considered as urban areas and periphery of *upazila* (sub-district) under those districts were considered as suburban areas. Godagari of Rajshahi, Pirgacha of Rangpur, Ishwardi of Pabna, Tetulia of Panchagarh, Polashbari of Gaibandha, Bagatipara of Natore, and Sherpur of Bogra were chosen as suburban areas. A total of 398 respondents were interviewed. Of them, 266 from urban areas from those districts while the number was 132 respondents from seven suburban areas. The respondents were selected according to stratified-random sampling method. Stratification of sample was considered on the basis of age, sex, education, occupation and income.

The study was carried out to attain the following objectives:

1. To understand the media habit of the people of urban and suburban areas of Rajshahi division.
2. To assess the levels of gratification of audience fulfilled by media of urban and suburban areas of Rajshahi division.
3. To identify the causes why people attend to the media and to explore the reasons why people don't attend to the media.
4. To explore the expectations of audience from the mass media.
5. To identify media's role gratifying the needs and expectations of audience.

The data from the sampled respondents were collected by a questionnaire prepared for the study. The questionnaire was pre-tested among some samples for the study and on the practical experience the questionnaire was modified and language was revised for the study. The samples in the pre-test were not included in the study. To test hypotheses, chi-square tests were employed through SPSS method for accurate statistical results. In addition, charts, graphs, maps etc were applied wherever necessary.

From the results of the study, inferences could be drawn here as such:

1. The uses of newspaper, magazine, radio and television are not more in any specific audience of young-age, middle-age or old-age groups of urban and suburban areas of Rajshahi division, while film viewing is more among young-age group than the groups of middle-age and old-age.

2. The uses of newspaper, magazine, radio and TV are not dependent on either male or female group of audience. The trend of the uses of these above media is similar or almost identical among male and female groups. But film viewing is comparatively more among male group in comparison to female group.
3. The uses of newspaper, magazine and TV are more among more-educated audience in comparison to less-educated audience while less-educated audience are inclined to radio and film more than that of more-educated audience
4. The uses of newspaper and TV are found more among audience of well-placed occupations, while comparatively less-established audience listened to radio and watched film more than well-established audience. The use of magazine is not found more in any of well-established or less established groups.
5. Medium-income and high-income groups of audience use newspaper and TV more in comparison to low-income groups of audience. The listening to radio and watching films are more among low-income groups of audience. Magazine reading is less among low-income, medium-income and high-income groups of audience as well.
6. The 'upper levels of gratification' is found more to younger audience than that of older audience in the sampled area. It has also been found in the table that old-age audience got mid-level of satisfaction.
7. Female audience got 'top-level of satisfaction' than that of male audience. Male audience mostly showed their gratification to mid-level of it.

8. Less-educated audience got 'top level of satisfaction', while comparatively more-educated audience showed 'mid-level of satisfaction'.
9. Doctors, lawyers, government officers and non-government officers mostly got 'mid-level of satisfaction' while the groups of farmers, small businessmen, skilled labourers and unskilled labourers got 'top-level of satisfaction' mostly.
10. Audience of low-income got 'top-level of satisfaction' more than that of other groups, while medium and high-income groups responded to mid-level of satisfaction mostly.
11. Media users of either four or five different media mostly got 'top-level of satisfaction', while users of two and three media mostly showed 'mid-level of satisfaction'.
12. The uses of newspaper, magazine and film are more among urban respondents than that of suburban respondents. Suburban respondents are exposed to radio more than urban respondents, while access to TV is very high among urban and suburban audience of Rajshahi division.
13. Suburban audience got 'top-level of satisfaction' more than that of urban audience, while urban audience showed 'mid-level of satisfaction' mostly.
14. Frequent mass media users - who spend more time to newspaper, magazine, radio and TV, they do not get upper levels of satisfaction to mass media. But a reverse trend is found among frequent film viewers. Those who frequently go to movies, they get upper levels of satisfaction. Those who go to movies infrequent /rare, got low level of satisfaction.

15. The prime need of using any medium is disclosed by audience is 'entertainment' in case of reading magazine, listening to radio, watching TV and film but in case of newspaper the reason is 'to know accurate news and views'.
16. Respondents also opined to government's steps to convert its electronic media particularly Bangladesh Radio and Bangladesh Television to be governed by an autonomous body.
17. The prime general expectations to different mass media among the audience are: quality entertainment; unbiased presentation of media contents; and the reflection of society, culture and heritage. Some respondents also opined media's awareness building role and watchdog role in the society to be maintained.

CHAPTER I

Introduction

CHAPTER I

Introduction

1.1 Mass media in daily lives

Mass media are integrally engaged in our lives. From the time we rise in the morning until we go to sleep, we are intermittently and sometimes constantly, engage ourselves listening, viewing or reading some mass media. We wake up with the radio or television, read newspapers with our breakfast, listen to broadcast or recorded music on our way to work, read magazines and books as part of our work, education or leisure; watch TV or go to the movies in the evenings. There are people who are not much engaged with media but they also take opportunity to listen to radio or watch TV some time at night. Many of them are also reading some news whenever get time in between office hours and going back home. Don Pember (1987) called the number of hours we spend with mass media 'almost a second lifetime'.¹ When we total our average time spent with the mass media, the figures are indeed impressive.²

Communication media are everywhere. Video screens, car radios, walkman-type personal stereos and televisions, audio and video recording, compact discs (CD), video compact discs (VCD), photographs, advertising billboards, newspapers, magazines, newsletters, and many other media - all play a major part in people's lives. Diversified media are known for their own characteristics and technical excellence to involve and make the quality of life of the people in a newer dimension.

Communication media make increasing demands on our time, help to define our patterns of leisure, and play a role in our social lives. These media present us with often overwhelming amounts of information and images, about ourselves and about other

people. They serve to define what is of political concern, of economic importance, of cultural interest to us. In short, we live in what is often described as a media culture. Thus our mass communication system acts as an integral part of our political system, our economy, our cultural and educational institutions, and our society in general. The modern mass media are not just the carrier of messages, also to be considered as an agent of fulfilling human needs and expectations.

There might be crosscurrents of ideas whether mass media fulfill needs and expectations of mass audience(s). In this context it should be admitted that mass media has limited effects on mass audience (Klapper, 1960)³ Moreover, it is well recognised that mass media perform a few basic functions: to inform, to educate, and to entertain their audience(s).

1.2 Why do people consume mass media?

People intend the mass media to be their companions. They also consider each medium as an entertainer, a messenger, a benevolent guide and a basic philosopher of contemporary living. The people are getting busy everyday. Life is also becoming tougher. They want some relaxation and break from very core of complicated life as well as messages to update their knowledge. They expect that the media should make the world around them easier to understand and thus pave the way for making vital decisions in life. They want media to supplement their intellectual faculty.

The uses of media are highly selective and motivated activity, not just a mindless pastime. In general, people use the media because they expect by doing so will give them

some gratifications that are assumed to be related with social and psychological needs experienced by individuals.⁴

People use the media to gain a sense of security from knowing what is happening in their political environment and also to attain a feeling of social adequacy to take part in future arguments and conversations. They feel gratified if the media reinforce what they already know and believe. What people actually select depends very much on life style circumstances and the context in which information exposure occurs.⁵

Denis McQuail offers (1987)⁶ a set of common reasons for media use. They are on a few major classifications like Information, Personal Identity, Integration and Social Interaction, and Entertainment. Under which more categorizations are done to specify and include larger areas of functions of media use.

Information: finding out about relevant events and conditions in immediate surroundings, society and the world; seeking advice on practical matters or opinion and decision choices; satisfying curiosity and general interest; learning; self-education; gaining a sense of security through knowledge.

Personal Identity: finding reinforcement for personal values; finding models of behavior; identifying with valued other (in the media); gaining insight into one's self.

Integration and Social Interaction: gaining insight into circumstances of others; social empathy; identifying with others and gaining a sense of belonging; finding a basis for conversation and social interaction; having a substitute for real-life companionship; helping to carry out social roles; enabling one to connect with family, friends and society.

Entertainment: escaping, or being diverted, from problems; relaxing; getting intrinsic cultural or aesthetic enjoyment; filling time; emotional release; sexual arousal.

McQuail, Blumler and Brown (1972)⁷ indicated the reasons for media use as follows: 1. Entertainment 2. Personal relationships 3. Personal identity and 4. Surveillance.

Katz, Gurevitch, and Hass (1973)⁸ focusing media use of mass audience, listed 35 needs under the following five categories:

1. Cognitive needs (acquiring information, knowledge and understanding)
2. Affective needs (emotional, pleasurable, or aesthetic experience)
3. Personal integrative needs (strengthening credibility, confidence, stability, and status)
4. Social integrative needs (strengthening contacts with family, friends etc)
5. Tension release needs (escape and diversion)

These needs had been found on the study, which interviewed 1500 respondents in Israel “on the assumption that people are aware of their needs and able to identify their sources of satisfaction.”

Audience(s) seek to fulfill their needs through media use are inferred from questions about why they use the media, leading to the suspicion that the need was created by the media or is a rationalization for media use.

In typical empirical studies within this tradition, audience members asked to fill out long questionnaires about why they use media material. Over the years, responses gathered from these studies have shown a rather regular pattern.

1.3 Mass media: an agent of human needs

Communication researchers have alluded to the fact that audience members actively seek out the mass media to satisfy individual needs. Several social science researches have

shown that characteristics or nature of the media sources have played a significant role in fulfilling human desires. The history of fulfilling desires through mass media is very old. It started with drawing pictures. Later, the communication process has become simple to complex. With the technological development, the nature, the patterns and causes of media use gradually are being changed according to human needs and expectations.

Common concept of audience(s) envisage them as collections of individuals who are driven towards the media by specific needs, pulled towards media by the expectations of specific valued gratifications, or simply as commodities to be drawn in and sold on. Most sophisticated notions of the audience(s) have evolved, however, in which audience members are conceived to be 'active' consumers of media.

Research into people's motives for media selection and use has been conducted for a long time. In the late 1930's and early 1940's the previously dominant idea of the audience(s) as a passive crowd shifted to the notion that individual audience members were active in their selection of preferred media content and messages.⁹

DeFleur & Ball Rokeach (1989)¹⁰ presented three principle possible purposes for media use: understanding, orientation and play. Understanding relates to media use aimed at comprehending the world around oneself and one's own position within it. The media can serve as a means for orientation, to determine what would be the most beneficial action to undertake. The play dependency covers media use for amusement and enjoyment purposes.

According to DeFleur and Ball-Rokeach, every individual develops his/her own pattern of media use, which is designed to serve his/her personal dependencies in the best

possible ways. Different people may get distinct gratifications out of the use of the same medium, and the use of one single medium may meet multiple individual dependencies simultaneously.

1.4 Concept of mass audience and operational definition of needs, expectations gratifications, urban and suburban

Mass audience

The term *mass audience* is easily associated with the media because the media are generally assumed to involve processes of mass communication. Sociologist Herbert Blumer (1939)¹¹ describes “the mass” as follows:

First, its membership may come from all walks of life, and from all distinguishable social strata; it may include people of different class position, of different vocation, of different cultural attainment, and of different wealth. Second, the mass is an anonymous group, or more exactly is composed of anonymous individuals. Third, there exists little interaction or change of experience between members of the mass. They are usually physically separated from one another, and, being anonymous, do not have the opportunity to mill as do members of the crowd. Fourth, the mass is very loosely organized and is not able to act with the conceitedness or unity of a crowd.

The concept of media audience(s) as masses then emphasizes their large size and sees them as composed of isolated and unknown individuals. Although this concept was presented as a purely descriptive way of perceiving audience(s), it is surrounded by many additional, evaluative meanings, which are usually very negative. Because the model held that community and religious organizations no longer helped people understand the world, the mass was often seen as individualized, essentially passive, and

easily manipulated. It is therefore not surprising that a lot of early fears about the powers of the media were fed by the idea of the mass. Some early theorists were concerned that the media, and especially very popular media such as movies, radio, and later television, were acting like “hypodermic needles” – injecting messages directly into the veins of their completely defenseless viewers and listeners. More generally, the mass audience was often looked down on as made up of people with low taste and intelligence.

Needs

Abraham Maslow (1954)¹² has proposed a variety of hierarchies to describe the levels of basic human needs. In a hierarchy of motives, those at the first level must be satisfied before those at the next and so on. On the first level, Maslow posited psychological needs, as for food and water. The next level is safety: from crime, from fire, extremes of heat and cold, wild animals and from financial disaster (prevented by buying insurance, having a savings account etc). The third level is love needs, which include affection, belonging with people, and having a place in a group. Next comes esteem, the requirement for a stable, firmly based evaluation of self. The next category embraces need for achievement, power and self-respect, self-esteem, ego etc. Self-esteem refers to our positive or negative evaluations of ourselves.(Coopersmith, 1967). Some individuals have a higher self-esteem than others do – and this attribute can have a profound influence in thinking and feeling about themselves. Those who have high self-esteem, they are usually happy, healthy, successful and productive. In contrast, those who have low-esteem are more anxious, depressed, pessimistic about the future, and prone to failure. (Brown, 1991). Only when all these are satisfied the final level can be reached—self-fulfillment, whether it involves being a parent, an athlete, a musician or whatever a man is suited for.

Joseph R Dominick (1978)¹³ combining several research findings pointed out fourfold categories of needs. Such as: 1. **Cognition** 2. **Diversion** 3. **Social utility** 4. **Withdrawal**

Dominick referred that cognition means ‘the act of coming to know something’. When a person uses a mass medium to obtain information, he/she is using the medium in a cognitive way. Researchers have noted two different types of cognitive functions:

1. Using the media to keep up with information on current events
2. Using the media to satisfy a desire for general knowledge.

Another basic need of human beings is for diversion. Diversion can take many forms, such as:

1. stimulation, or seeking relief from boredom or the routine activities of everyday life
2. relaxation, or escape from the pressure and problems of day-to-day existence and
3. emotional release of pent-up emotions and energy.

The media provide a common ground for social conversations. Many people talk about what they read, listen and watch in media with his/her friends, relatives and neighbors. Thus, an individual want to affiliate him/her with others and get into socialization. There is a certain social utility and people go to the media to fill this need.

People use mass media not only for relaxation or entertainment, but also use to withdrawal from a certain activity or situation. When a man don't want to be disturbed in family life or in any public place, like in a bus, airbus or a party, he/she can take a book, magazine or newspaper, or watch TV easily to withdrawal himself/herself from the

gathering. We often see, when a child is asked to answer the phone, he/she says, 'I can't, I am reading. You get it.'

Expectations

Expectations may be stated as strong hope or looking forward to something, in other words, the feeling that something is about to happen. Expectations are very much associated with human needs. In case of mass media, expectation is audience(s) demands concerning what the media should provide.

Palmgreen (1984 b)¹⁴ stated that expectations have to acquire through experience, through communication with others and via processes of inference and deduction. Mendelsohn (1974)¹⁵ said, expectations "refer to affective anticipations regarding the prospects of particular events occurring in conjunction with certain associated consequences." McLeod and Baker (1981)¹⁶ have defined expectations as "rough probabilities of satisfaction assigned to various behaviors."

Gratifications

Gratification is synonym of satisfaction or pleasure, in other words, feeling of being contented. The actual needs satisfied by the mass media are called media gratification. Schramm, Lyle and Parker (1961)¹⁷ said two types of gratifications: 'immediate' and 'deferred'. Weiss (1971)¹⁸ classified the gratification in two types, 'informational-educational' and 'fantasist-escapist'.

Urban

Developed areas around 1. an identifiable central place where 2. amenities like metalled roads, communication facilities, electricity, gas, water supply, sewerage, sanitation etc. usually exist, 3. which are densely populated and a majority of the population are non-

agricultural and 4. where community sense is well developed. There are four different types of urban areas:

1. Mega City 2. Metropolitan City 3. Paurashava Area 4. Thana headquarters and the development centres which have urban characteristics.¹⁹

Suburban

Residential area of a town away from the centre. As per Concise Oxford Dictionary, Tenth Edition, 2000, the term means 'an outlying district of a city, especially a residential one' and the Chamber 20th Century Dictionary, New Edition 1989, described as 'outskirts of a town'.

1.5 Media use in Bangladesh

According to the last National Media Survey (NMS) 2002, (published in 2003), the reaches of radio and TV was ascertained in terms of percentage of respondents listening to radio or watching TV at least once a month and/or selected programs only. Those who read newspaper and magazine at least occasionally were considered as newspaper and magazine readers in the survey while cinema viewers were ascertained as who went to cinema hall infrequent or rare. Of the total population, the survey found that there were 26 per cent newspaper readers, 8 per cent magazine readers, 30.4 per cent radio listeners, 61 per cent television viewers and 16 per cent cinema viewers.

On the occasion of International Literacy Day on September 8, 2004, the government claimed that the country's literacy rate is 63%. But all literate people neither have the ability to read nor they have scope of reading newspapers. According to NMS 2002, newspaper reading is still an urban habit. Readership of newspapers was significantly

higher in urban areas than in rural areas. The study revealed that in urban areas, newspaper has reached to 40% people compared to only 18.7% in rural areas in absolute terms.

It appears that TV is the most popular mass medium in Bangladesh now days. The reach of radio seemed to be declining. Against the current rate of 30 per cent of radio reach in 2002, the corresponding rate in 1998 was 39 per cent. Radio listenership has declined significantly in urban areas. It decreased from 42 per cent in 1998 to 24 per cent in 2002. Ownership of working radio was 35 per cent in 1998, and then declined to 31 percent in 2002. On the contrary, television viewership increased from 31 percent in 1995 to about 61 per cent in 2002. The rate of increase in TV viewership was much more prominent in rural areas. At present, 50 per cent of the rural population watched TV, while it was 34 per cent in 1998. In urban areas, viewership of TV stands at 83 per cent, against 69 per cent in 1998. Ownership of TV increased from 14 per cent in 1998 to 25 per cent in 2002 nationally.

Cinema is one of the most powerful mass media as it has a long lasting visual impact. Cinema in Bangladesh has a glorious past. But local films lost its standard, though occasionally there were a number of good films, which drew a good number of audiences. Surveys showed that the number of cinema viewers was 22 per cent in 1998, but decreased to 16 per cent in 2002.

1.6 Overview of media in Bangladesh

'Jyon' was the first daily newspaper, earlier published as weekly, from Chittagong, Bangladesh in 1921. After the partition of Indian subcontinent the following newspaper

appeared as: daily '*Poigam*' in 1947, the '*Dainik Azad*' (published from Calcutta since 1936) in 1948, '*The Pakistan Observer*' (later *The Bangladesh Observer*) in 1949, '*Dainik Ittefaq*' in 1949 and '*Dainik Sangbad*' in 1951. Before 1971, there were 29 dailies, 3 bi-weeklies and 109 weeklies. The newspaper industry received a heavy jolt during the war of liberation in 1971.²⁰ Several newspapers appeared from Mujibnagar, the then capital of independent Bangladesh focusing liberation war as main contents.

In 1972, the year after we won independence, there were 30 dailies in Bangladesh. The newspaper-boom that the country witnessed during the early nineties had reached its pinnacle in 1993 with 1,325 newspapers registered with the Directorate of Films and Publications (DFP), Ministry of Information, Government of Bangladesh. In 1998, it slid down to 908, which are now nearly 300. The prime reason of sliding down the number of newspapers is postponement of government subsidies in newsprint for the newspapers since 1997. Failure of getting higher chunk of government advertisement is another prime reason in this context.

The Audit Bureau of Circulation (ABC) on March 31, 2005, reported that only in Dhaka, there were 174 daily newspapers, 134 weeklies, 39 fortnightlies and 61 monthlies registered with the Directorate of Films and Publications (DFP), Ministry of Information. It was also noted that there were 227 daily newspapers, 112 weeklies, 2 fortnightlies and 6 monthlies published from outside Dhaka. Of them, the number of English dailies was 12 published in Dhaka and 3 published from outside Dhaka.

Quoting the Information Minister in the Parliament, one of the national dailies, *Jugantar*, reported on 22 September, 2005, that a total of 295 dailies have been published in the

country on a regular basis. Among them, 120 dailies from Dhaka and 175 dailies from outside of Dhaka.

Among Bangla magazines '*Weekly Jai Jai Din*', '*Weekly 2000*', '*Weekly Robbar*' and among English '*Holiday*', and '*Dhaka Courier*' as weeklies are major publications. Some other magazines on specialised fields published weekly and fortnightly also acquire considerable number of readers in Bangladesh.

The first radio station in this region was established in 1939 named '*All India Radio Dhaka*'. After the partition, it was known as '*Pakistan Broadcasting Service*' and then as '*Radio Pakistan Dhaka*' in 1948. During the liberation war, Radio played a glorious role in inspiring the freedom fighters and encouraging the common people for independence. Then it was named '*Swadhin Bangla Betar Kendra*'. But now it is known as '*Bangladesh Betar*'. At present it has thirteen stations as Dhaka Ka, Dhaka Kha, Dhaka Gha, Chittagong, Rajshahi, Rangpur, Khulna, Sylhet, Barisal, Thakurgaon, Rangamati, Cox's Bazar, and Comilla Transmitting Centre. '*Bangladesh Betar*' airs programmes in Bangla and besides this, it broadcasts programmes of eight foreign languages in English, Hindi, Urdu, Arabic, Nepalese etc. targeting audience of other countries. '*Bangladesh Betar*' telecasts seventy hours programmes daily like news and views, entertainment, educational, religious and promotional programmes.

According to Bangladesh Statistical Yearbook 1999, the total number of radio sets in the country in 1998 was 183,000. According to NMS 1998, radio was available to 35 per cent of the households across the country, of which 49 per cent is owned by the urban dwellers and 31 per cent in the absolute rural areas.²¹

Bangladesh is considered to be the pioneer in establishing television in this subcontinent. The present Bangladesh Television started in 1964 in a very small scale. The growth of Television in Bangladesh inherited its traditional way of transmission and policy outline from direct government monitoring and control under the Ministry of Information.

Bangladesh Television, a terrestrial channel and BTV World as a satellite channel telecasts different sorts of programmes on education, entertainment and religion, news and views, discussions, sports, drama, movies, magazines, etc. They also telecast programmes for women, children, farmers and other groups. As a whole the state-owned BTV enjoying the only terrestrial facilities reaching almost the geographical locations of the country but cannot attract audience because of its poor programmes. With the inception of satellite channels originating programmes from Bangladesh, like Channel i, ATN Bangla, Ekushey Television (now abolished), newly established NTV have got audience in the urban and suburban areas. ETV, country's first terrestrial channel which started in March, 2000, became very popular within a short span of time by its innovative programmes and presentations, but went off the air for its illegal license in August, 2002. BTV now broadcasting its programmes from its Dhaka and special programme segment from Chittagong and other 14 stations such as: Natore, Rangpur, Khulna, Mymensingh, Sylhet, Noakhali, Cox's Bazar, Rangamati, Satkhira, Brahmanbaria, Patuakhali, Jhenaidah, Thakurgaon and Rajshahi.

According to Bangladesh Statistical Yearbook 2004, the total number of black and white television sets in the country in 2003 was 4,86,280 and the number of colour television sets was 5,91,941.²⁰ According to NMS 1998, the ownership of TV was 41 per cent in

urban areas and 8 per cent in suburban areas. It was also observed that rural people were buying TV more as the electricity reaching more rural homes.²²

Cinema is one of the most powerful mass media as it has a long lasting visual impact. The first film in this region was 'Shukumary' (1927-28) which was a silent movie, but first talking film of Bangladesh was 'Mukh O Mukhush' (1956). In the 1960s, the number of films released per year averaged 20, which rose to 90 in the 1990s. The pre-liberation period was enriched with a number of good films. The rural life, the urban life, family tragedy, romance, famine, liberation war – all were covered by the films time to time. But now, the film industry had lost its audience because of substandard of film making, lack of maintaining good environment of cinema halls, high price of admission ticket, etc. There are, although, a good number of short-films along with mainstream produced occasionally draw audiences.

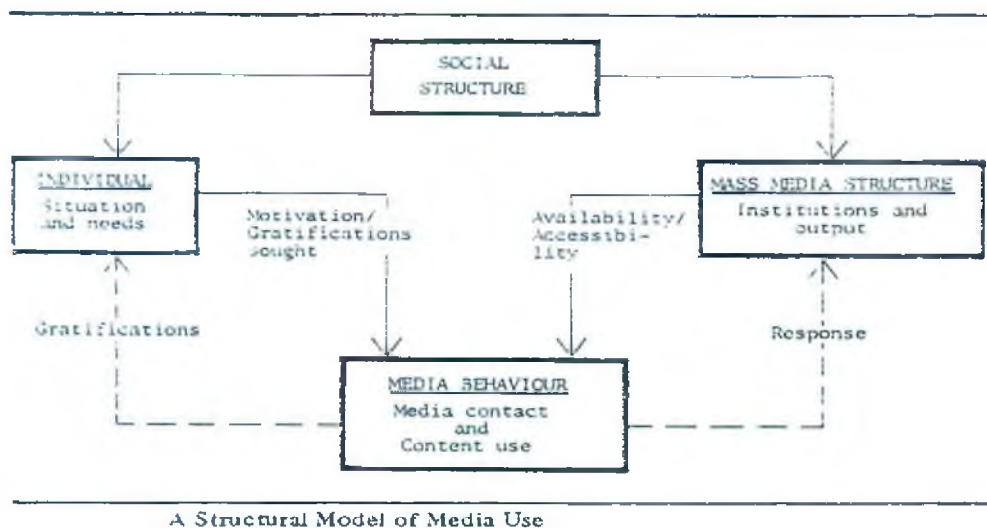
1.7 Conceptual framework

This study offers the theoretical approach, namely media use and gratification. Several studies and researches on social sciences have shown that characteristics and type of the media and other forms and/or non-media sources have played significant role in meeting human desires. The actual needs of audience(s) satisfied by the media are called media gratification. (Wimmer and Dominik: 1987).²³ Rosengren (1974)²⁴ suggested that certain basic needs interact with personal characteristics and the social environment of the individual to produce perceived problems and perceived solutions. The problems and solutions constitute different motives for gratification behavior that can come from using the media or from other activities. Together the media use or other behaviors produce gratification (or non-gratification) that has an impact on an individual or a society.

The history of meeting desires through mass media is very old. It started with drawing pictures. Later, the communication process has become simple to complex. With the technological development, the nature, patterns and causes of media use gradually are changing according to human needs and expectations.

Hence, the question might arise - what are the basic needs and expectations of human beings? What people want from the media? These questions and answers are inter-wined to media use and gratification approach in general.

Figure 1.1



Source: *Media Gratifications Research Current Perspectives*, edited by Rosengren, Wenner and Palmgreen (1985), Beverly Hills.CA: Sage.

The use and gratification approach focuses on audience(s) rather than message as its starting point. The approach states that audience(s) actively uses media contents, not as passive.²⁵ It does not show a direct relationship between message and effects, but postulates that audience(s) put message to use, and that such usage acts as intervening variables in the process of effect.²⁶ Littlejohn (1983) said, "We see an important

philosophical shift. The approach changed from a nonactional to an actional view of human beings.The nonactional approach was predominant in mass communication research until the uses and gratifications tradition became popular. Today this approach is perhaps the most popular framework for the study of mass communication. Because of its functional nature, it is also broader in scope than the earlier theories. By focusing on functions rather than casual effects, the scholar has a wider vision of what can happen in mass communication.”²⁷

Rosengren outlined the approach as the order: person-chosen-message-usage-effect.²⁸ He elaborated as the approach always begins with basic needs. Individuals act on the basic needs and media choices are made according to needs. Media selection to gratify needs is affected by social forces as well as by individual characteristics. The degree of gratifications or non-gratifications make causes one's media selection, either he or she will go to that media or not.

Katz, Blumler and Gurevitch (1974)²⁹ made a list of four need categories that can be gratified through media choices.

1. Surveillance
2. Curiosity
3. Diversion or escape
4. Personal identity or sense of self-meaning.

They found that media met these needs differently among different people. Outgoing and self-determined people tend to meet needs through reading, while less social and struggling people favour viewing.

They outlined a number of basic theoretical and methodological assumptions. They stated three theoretical assumptions:

1. Audience is active and goal directed
2. Audience is largely responsible for choosing media to meet needs. Audience knows their needs and the ways to meet those.
3. Media compete with other sources of need gratification.

They concluded that the individual chooses ways to gratify needs.

1.8 Criticisms of Uses and Gratification Approach

This approach was appreciated 'like a breathe of fresh air in media research. On the other hand, it came under some criticisms for being non-theoretical, vague in defining key concepts, and non-methodological.³⁰

As an exponent of the idea Blumler and Katz (1974)³¹ stated that the uses and gratifications view was merely a loose compilation of ideas guided by common assumptions and it left room for many different alternative theories. Other media researchers like Palmgreen and Rayburn (1982)³² shed light on the approach and said, "Very little has been done to explore the antecedents of gratifications sought".

Swanson criticized the unwillingness of the scholars of uses and gratifications to come to make theoretical tenets of their approach and clear it's all ambiguities.³³

Further analysis of the above views comprises the following interpretations:

1. It is not a theory at all but simply an approach. It is not clear whether needs constitute an independent variable, a mediating variable, or a dependent variable. Do needs lead to media use, or does media use cause gratifications of needs?

2. The approach has ambiguity in explaining the terms 'function, use, gratification, need, and motive'.
3. It states that people consciously know their needs and consume media in accordance with these. But the process is not so simple. If a person acts on the basis of self-perceptions, then the hard mechanism by which perceptions are translated into action should be elucidated.
4. The approach is more individualistic. It focuses on the person without considering social influence in choosing media.
5. Critics called to make its data collection method more investigative, interpretative and participative.

Some theorists have attempted to integrate the uses and gratifications traditions with other traditions, such as effects, expectancy-value, and transactional or agenda-setting research. For example, Galloway and Meek (1981)³⁴ put forth an expectancy model of uses and gratifications which draws upon both the uses and gratifications and the expectancy traditions, and "includes assumptions about interaction, interdependence, and reciprocal influence rather than supremacy by either audience or media alone."

Palmgreen and Rayburns (1982)³⁵ model also is an expectancy-value model, but it differentiates between gratification sought and gratification obtained. The Expectancy-Value Model of gratification sought (GS) and gratification obtained (GO) expressed that individual's beliefs (expectations) and evaluations influence the seeking of gratifications, which, in turn, make influence on his/her media consumption. Such consumption results in the perception of certain gratification obtained, which then feed back to reinforce an individual's perceptions of the gratification related attributes of a particular media. For

example, if somebody values 'information about current issues and events' positively and believes (expects) that TV news possesses such information, he /she will consume TV news. Someone's certain expectation to consume media is gratification sought (GS), then media consumption occurs, and then perceived gratification obtained (GO).

Katz, Gurevitch, and Hass (1973)³⁶, in their classic study of Israeli media use, measured not only need importance (similar to value), but also measured respondent's perceptions of gratifications to be obtained from different media sources (expectancy).

McLeod and Becker (1974)³⁷ wrote that a transactional model of uses and gratification "a reasonable synthesis of the hypodermic and limited effects models, in which the exposure characteristics of the message combine with the orientations of the audience member in producing an effect, may be able to escape the unwarranted simplicities of each of the parent models."

1.9 Unmet needs of mass audience(s)

In any society there are certain norms of social behavior that are accepted by almost everyone. But in our restricted society we do not allow all of those norms and behaviour practised in our everyday life and that to be displayed openly in mass media such as adult movies, adult plays, obscene music video and so on. Because of local culture and social taboos along with religious bindings those behaviour are not reflected in the contents of our mass media. The media contents are considered as values that is seen or read by all of the members of a family. The media have therefore become agents of social control in matters which incites lustful thoughts on sexual arousal. Mostly, general newspapers and magazines still refuse to spell out words and publish photographs they

consider offensive. Radio and TV also impose self-regulation to control such programmes.

But audience(s) with different background and personal norms needs more frank and unrestricted communication about sex prior to get help about sex knowledge and to build up a healthy attitude towards sex as natural and normal. This segment of audience(s) accuses the self regulation by the media a negative form of control which unmet their needs to mass media.

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CHAPTER II

Review of Literature

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Review of Literature

2.1 Introduction

Many of us, both in and out of the media, tend to think of the media “acting” on their viewers, listeners, and readers, who are ‘passive’ indeed. Consciously or casually, we often continue to accept the model of the media as a hypodermic needle or a bullet directed at a passive target. But, audiences are not passive always.¹ Bauer (1964), in one classic study titled ‘Obstinate Audience’ pointed out that the audience is often quite active.²

The stream of the mass communication research was found function-effects analysis oriented beginning in 1940 till late 1960s. The major studies in this stream were as follows: The Invasion from Mars (1938) conducted by H.G.Wells; The People’s Choice (1948) conducted by Lazarsfeld, Berelson and Gaudet; The Decatur Study (1948) presented by Bureau of Applied Social Research of Columbia University, USA; Project River: The Quality and Pathways of Message Diffusion (1950s), Seduction of the Innocent: The Great Comic Book Scare (1954) conducted by Dr. Frederic Wertham and Schramm; ‘Television in the Lives of Our Children: The Early Years (1958-60) conducted by Lyle and Parker.

The trend didn’t satisfy Bernard Berelson (1959), which lead to claim that the field of communication research appeared to be dead.³ Reacting to that claim in an article Dr Elihu Katz (1959) described first the ‘uses and gratification’ approach.⁴ He pointed out

that most communication research had dealt with effects of media. Most of this research had shown that mass communication had little effects in persuading people. Katz suggested that the field might save itself by turning to the question 'What do people do with the media?' He refers to some studies of that type, which applied the uses and gratifications approach and shown that different people can use the same communication message for very different purposes. Riley and Riley pointed out the same thing in 1951.⁵

Many of the people sought escape; many of others sought relaxation, entertainment, social prestige etc from the media. Blumler and McQuail's study on 'General Election in 1964' conducting in 1969, using 'uses and gratifications approach' shown that media effects might be varied on needs and motives of audience members.⁶

A few years later, in 1974, Katz, Blumler and Gurevitch pointed out, "more recent studies were concerned with (a) the social and psychological origins of (b) needs, which generate (c) expectations of (d) the mass media or other sources, which lead to (e) differential patterns of media exposure, resulting in (f) needs gratification and (g) other consequences, perhaps mostly unintended ones."⁷

They cited two Swedish researchers who in 1968 proposed a 'Uses and Gratification' model that included the following elements: 1. The audience is conceived of as active, that is, an important part of the mass media use is assumed to be goal directed. 2. In the mass communication process, much initiative in linking need and gratification and media choice lies with the audience member. 3. The media compete with other sources of need satisfaction.⁸

2.2 Newspaper and magazine

One of the first areas of mass media research is evident in print media namely magazines and newspapers. These researches could be placed on broad two basic types: 1. readership research and 2. circulation research.

The uses and gratification studies approach was used to study media contents. In the area of newspaper it was used to determine the motives that lead to newspaper reading and the personal and psychological rewards that result from it. The methodology of the uses and gratification perspective was straightforward: respondents were given a list of possible reasons of uses and were asked whether any of these were the motives behind their reading.

Several studies took this approach to explain readership pattern. McCombs (1979) found three primary psychological motivations for reading newspapers: the need to keep up to date, the need for information, and the need for fun. Reading for information seems usually to be the strongest.⁹ Similarly, Weaver, Wilhoit and Reide (1979) found three motivations in explaining media use: the need to keep tabs on what is going on around, the need to entertained, and the need to kill time. The researchers found differences among demographic groups to meet-up their needs. For example, young males, young females, and middle-aged males were most likely to use newspaper to satisfy their need to keep tab on things, but they preferred other forms of media for entertainment and passing time.¹⁰ A study done in Hawaii by Blood, Kein and Kang (1983) reinforced these conclusions.¹¹

Berelson conducted a study on “what ‘Missing the Newspaper’ Means” in 1949. By interviewing readers during the two-week hawker’s strike, researchers found that most readers missed newspaper most.¹² In the study, readers stated the reason for why they read newspaper. Many of them read newspaper because they felt it was ‘socially acceptable’ thing to do, and some felt that the newspaper was indispensable in finding out about world affairs. Many, however, sought escape, relaxation, entertainment, and social prestige. Some wanted help about fashion, recipes, weather forecasts, and other useful information. More recent studies in this area have broadened their focus to include variables that go beyond the control of the newspaper reading. Chaffee and Choe in a longitudinal study found that changes in marital status, residence, and employment all had an impact on newspaper readership.¹³

Using media use and gratification approach, scholars concluded that different people use the same mass communication contents and messages for different purposes because of their different needs.

The Times Mirror Center (1990) in the study ‘The People and The Press’ found that 75% of respondents age 18 to 29 had not read a newspaper the day before they were surveyed. Editors were becoming concerned about the low levels of newspaper reading among young members of the public. Scholars said that if young individuals find the newspaper enjoyable, the stories readable, and the pages attractive, they may return to the newspaper.¹⁴

Several studies have attempted to identify the reasons for not reading the newspaper. Asking nonreaders to tell the interviewer in their own words why they don’t read has generally collected the data for these subjects. Poindexter (1978) found three reasons:

lack of time, preference for another news medium (especially TV), and cost.¹⁵ Bogart (1989) identified four reasons: depressing news, cost, lack of interest, and inability to spend sufficient time at home.¹⁶ Westly and Severin (1964) stated that in most cases, non-readers: 1. have low income and poor education, 2. tend to be very young or very old, 3. live in rural areas, and 4. are social isolates.¹⁷ Sobal and Jackson-Beeck (1981) reported that nonreaders tend to be older, to have less education and lower income, and to have more often been widowed or divorced than readers.¹⁸ Penrose and others (1974) found that non-reading to be related to low education, low income, and residence in a non-urban area.¹⁹

In a study, Iswar Modi (1985) reported that magazine reading varies according to respondent's occupational status and educational background. He showed that the higher the occupational status (coupled with higher education) the higher is the number of magazine readers.²⁰ He again said that the higher the income level of the respondent, the higher are the chances that he will subscribe to magazine... Subscribers to magazines may be considered to be more interested in reading magazines than those who read but do not subscribe. Paying for the magazine to a great extent becomes an indicator of their leisure time in this context.²¹

2.3 Radio

Herzog (1944) conducted a study 'Motivations and Gratification of Daily Serial Listeners'. On the functions of radio soap operas was conducted on regular listeners. Study found, some listeners listen to for emotional release, some others listen to escape from boredom, while a third group sought solutions to their own problems.²²

It should be mentioned here that study on 'uses and gratification approach' of radio is very scanty. But some studied on radio revealed its effects on audience. Professor Hollander of the University of Georgia wrote that talk programme of radio's popularity and impact has grown dramatically in 1989.²³ 'Talk radio', as popularly known, has "partially restored the sense of two-way debate and opinion exchange".²⁴ Talk radio served as a democratic forum.²⁵ Levin's analysis of hundreds of hours of talk radio programming in 1977 and 1982 revealed the good and the bad: that talk radio can be a vital forum but that it also has a working-class audience which is preoccupied with some ideas.²⁶ Avery, Ellis, and Glover described talk radio as a "window on the window".²⁷ A number of motives or needs have also been identified, including need for entertainment, escapism, and relaxation.²⁸ Loneliness and interpersonal contact have been identified as primary motives for listening and calling.²⁹

Roper Organization's study (1959), asked people on where they got news about what's going on in the world today? Newspapers got the first position with 57%, then television with 51%, radio was in third position with 34% and magazine was fourth with 8%.³⁰ In another study, Robinson (1978) found that 68% of the respondents had used newspaper 'yesterday', while 52% had used television 'today'. Robinson also found that 50% had used radio news and 28% had used magazines.³¹

2.4 Television

In the late 1950s, communication research began to explore the role of television in the lives of children. Himmelweit et al. (1958)³² and Schramm et al. (1961)³³, for example, observed that British, American and Canadian children and adolescent spend more time for watching TV than other leisure activities. Himmelweit and others reported that

children and adolescents select television and media content “in terms of their own needs and personal capacity for understanding. They found that television viewing offers security, reassurance, excitement, suspense, escape, and orientation with heroes and TV personalities. Schramm and his colleagues found that television viewing steadily increase until the eighth grade, and print medium and radio use decreases until twelfth grade. They found that entertainment motive is always upward rather than other motives in media use. The researchers stated that television ‘enters into the whole life of the child’. Children use television for entertainment, escape, information, and as a social tool. Those two studies found that young children prefer action, like cartoon and circus shows than complicated movies.

Lyle and Hoffman (1972)³⁴ and Greenberg (1974)³⁵ also noted a peak viewing level reached approximately by age 12. Greenberg (1974)³⁶ and Rubin (1977, 79)³⁷ found significant negative correlations between age and amount of television viewing for their British and American samples of children and adolescents. The viewing amounts of 9-year-old children average almost twice as much as that of 17-year-old boys and girls. It concludes, increased participation in social activities by adolescents affect TV watching. Both Greenberg and Rubin have found that among different age groups a consistent and positive correlation of viewing motives like arousal, companionship, relaxation, learning, habit, pass time, and escape are observed.

Lyle (1972)³⁸ showed that TV news is regularly watched by only a small group of children, and educational programs watched by a very small group. Lyle observed that mental ability and social class are related toward the medium and manners of use.

In a broader age sample (age 4 to 89), Palmgreen et al. (1980)³⁹ found that younger persons were more likely than older persons to watch television for reasons of escape, to pass time or out of habit, arousal, and social interaction. The study determined three structures of motives or gratification sought: i. interpersonal utility/surveillance, ii. Entertainment seeking, and iii. para-social interaction. What is watched on television by the older age group is somewhat different from what is viewed by younger persons.

Davis, Meyersohn, Rubin and Rubin, and Wenner found that older persons prefer "concrete, non-fictional entertainment." Typically they favour news and information programming, including talk shows and magazine programs, as well as family dramas and light music programmes.⁴⁰

Researchers concluded on obtained gratification as: TV use combats loneliness and alienation by compensating for lost interpersonal communication channels (Schramm, 1969)⁴¹; television entertainment reduces feelings of isolation by offering an illusion of living in a populated world (Hess, 1974)⁴²; mass media use substitutes for interpersonal contact and participation (Graney and Graney, 1974)⁴³; and television provides a common basis for social interaction (Meyersohn, 1961).⁴⁴

Indian government owned TV, Doordarshan (1986)⁴⁵ described TV as the source of believable news, useful product information, accurate social knowledge, pleasurable entertainment and relaxing companionship. Fleming and Weber opined that students go to television for getting news.⁴⁶

A study by Abrol (1991) confirmed that, in general, television is being viewed more as a source of entertainment than of education and information.⁴⁷ Chhabra (1992) indicated

that children watched film-based programmes and serials. They did not watch educational, cultural and other programmes.⁴⁸

2.5 Film

The motion picture has become an established medium of mass communication. Over the years, it has touched on virtually every segment of society. Austin (1989) stated that in 1920s-30s, the Hypodermic Needle theory provides such concept that film has a special harmful impact on audiences. Later, in 1950s-60s, researches found that film was not that much powerful in changing attitude.⁴⁹ There was an allegation that since 1970, the academic studies on film were conducted through textual approach, which focussed mainly content analysis, making and projection. Contextual differences and audience issues were more or less out of focussed in those studies. Moores (1990) alleged that in 1970s, Marxists researchers conducted their studies on film following this trend,⁵⁰ while Jackie Stacey (1993) showed the reason against that allegation, as textual analysis was the major stream to study film.⁵¹ Against this stream, Sorlin (1991) said that a new trend, which developed in western countries in 1980s and 1990s, studied film as a commercial product for audience entertainment.⁵² But unfortunately, studies on real audiences were neglected in both the streams in greater social context.

Louis M. Savary and J. Paul Carrico, in writing about 'motion pictures and their audience(s)', divide the film audience(s) into three distinct groups- highbrows, middlebrows, and lowbrows.⁵³ For each audience, film performs a different function and has a different meaning. For example, the highbrows look at the medium as an artistic expression and derive intellectual satisfaction from a well-executed film. They may attend a movie more than once, not necessarily because they like the plot or the actors,

but because they want to study the work of a famous director or review the camera techniques. For the lowbrow audience, the experience is entirely different; perhaps it is an excuse to get out or an escape from life's daily routine. Middlebrows belongs between these two groups, they like to get somewhat knowledgeable in a good movie.

The Motion Picture Research Council, sponsored by the Payne Fund, conducted 13 studies on movies' influence on children in 1990s. After examination of film content, attitude change, and influence on behavior, it was concluded that film had a negative influence on children. Against their need, they got a violent content and non-realistic view from those, which create an antisocial and revengeful attitude among themselves. It concluded that, film doesn't fulfill a child's need.⁵⁴

In a study conducted in Jaypur by Dr Iswar Modi concluded that urban and rural respondents approve of going to the cinema as a mode of recreation.⁵⁵ He stated that the occupational, economic and educational background of the respondents determines the extent of film viewing or not, but that in turn is influenced greatly by the age, sex and education background.⁵⁶

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CHAPTER III

Methodology

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Methodology

3.1. Introduction

The present study aims at to analyze mainly: 1. which needs and expectations of audience(s) are best met by mass media, and 2. what kind of gratification of audience(s) are obtained through the uses of mass media. The study will find out the causes why people attend to the media; what are the needs and expectations of audience(s) to the mass media; media's role in gratifying needs and expectations of audience(s); and to measure the level of gratification of audience(s) fulfilled by media.

There is enormous research on media uses and gratification and the findings of these studies are largely inconclusive. Moreover, most of these studies have been conducted in the western context. Until recently, no research had been conducted in this area by media scholars in any region in Bangladesh, not even in Rajshahi division. Such study could provide insights to media uses and gratification of audience(s) in Rajshahi division. Hence, it is proposed to conduct a study on the Gratification Sought (GS) and Gratification Obtained (GO) in Rajshahi division.

Rajshahi division with an area of 34513 sq km, is bounded by West Bengal of India on the north, Khulna and Dhaka divisions on the south, Assam and Meghalaya state of India and Dhaka division on the east and West Bengal of India on the West. The division consists of one City Corporation, 16 districts, 127 thanas, 1681 union/wards, 20153 mouzas, and 23639 villages. (Population Census 2001, Provisional report). The districts are: Rajshahi, Naogaon, Natore, Nawabganj, Pabna, Sirajganj, Bogra, Joypurhat, Dinajpur, Thakurgaon, Panchagarh, Rangpur, Nilphamari, Kurigram, Gaibandha, and Lalmonirhat.

The present study aims at analyzing the needs, expectations and gratification of mass audience(s) of seven districts of Rajshahi division. The study is based on survey research technique. The study comprises of mass media audience(s) from urban and suburban backgrounds. For urban study, seven district headquarters and for suburban study, seven suburban areas were chosen.

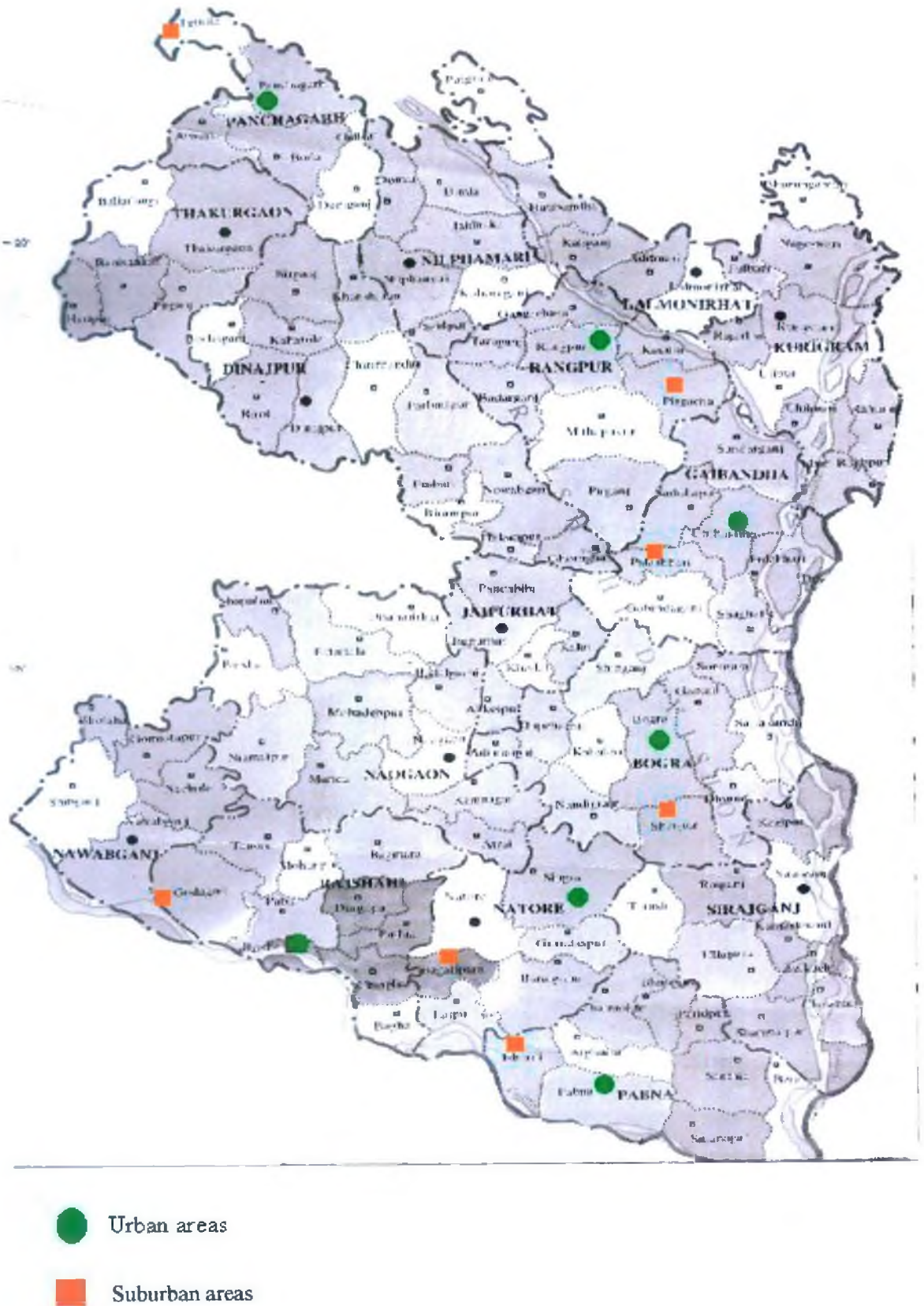
3.2 Population and Sample

The study was conducted in seven sample districts, three from north and four from south selected by lottery out of 16 districts of Rajshahi division. They were: Rajshahi, Rangpur, Pabna, Panchagarh, Gaibandha, Natore and Bogra. The study was done in urban and suburban areas of those districts. Every headquarter of above districts were considered as urban areas and periphery of *upazila* (sub-district) under those districts were considered as suburban areas. Godagari of Rajshahi, Pirgacha of Rangpur, Ishwardi of Pabna, Tetulia of Panchagarh, Polashbari of Gaibandha, Bagatipara of Natore, and Sherpur of Bogra were chosen as suburban areas.

3.3 Sample size

A total of 398 respondents were interviewed from seven urban and seven suburban areas of seven districts of Rajshahi division as mentioned earlier. Of them, 266 from urban areas from those districts while the number was 132 respondents from seven suburban areas. The respondents were selected according to stratified-random sampling method. Stratification of sample was considered on the basis of age, sex, education, occupation and income. A total of 57 respondents were covered from every six districts except Panchagarh, one respondent was less here.

Sample areas of Rajshahi Division
Figure 3.1



3.4 Profile of the sample

The respondents were categorised in 9 age-groups. They were: 16-20 group; 21-25 group; 26-30 group; 31-35 group; 36-40 group; 41-45 group; 46-50 group; 51-55 group; and 56- upward group. Since this is an impact study on mass media audience(s) – audience(s) below age 15 were not included in the sampling frame on the assumption that they were not mature enough to express themselves to the requirement of research study. Sample distribution according to age has been furnished in the table 3.4.1.

Table 3.4.1 Sample as per age and area

Age groups	Urban	Suburban	Total
16 – 20	13	8	21
21 – 25	35	12	47
26 – 30	48	27	75
31 – 35	46	25	71
36 – 40	46	21	67
41 – 45	32	15	47
46 – 50	26	13	39
51 – 55	11	8	19
56 +	9	3	12
Total	266	132	398

Among respondents, there were 341 male and 57 female among the sample respondents. The ratio of male and female was 6:1. The number and per cents of male and female respondents of urban and suburban areas has been furnished in the table 3.4.2.

Table 3.4.2 Sample as per sex and area

Sex groups	Urban	Suburban	Total
Male	228	113	341
Female	38	19	57
Total	266	132	398

The respondents were categorised in 8 groups on the basis of education. The groups were: illiterate group; class I-V group; class VI – X group; SSC/*Dhakil* group; HSC/ *Alem* group; Graduation/ *Fazel* group; Masters/ *Kamel* and above group; and ‘others’ group which included Diploma of Computer Science, Diploma of Textile, Diploma of Architecture, etc. The sample respondents were found as the table 3.4.3.

Table 3.4.3 Sample as per education and area

Education groups	Urban	Suburban	Total
Illiterate	15	4	19
Class I – V	10	10	20
Class VI – X	26	16	42
SSC/Dhakil	13	10	23
HSC/Alem	35	22	57
Graduation/Fazel	89	35	124
Masters/Kamel/M .Phil/Ph.D	71	32	103
Others	7	3	10
Total	266	132	398

The respondents were grouped in 19 major occupations where some occupations were clustered into those major groups. The groups were: school teacher; college/university teacher; doctor; engineer; lawyer; journalist/litterateur/musician/dramatist/artist; farmer

(i.e. cultivator of crops, livestock, poultry etc); small businessman; medium businessman; big businessman/industrialist; skilled labourer (i.e. tailor, electrician, carpenter, driver etc); unskilled/day labourer (i.e. mason helper, rickshaw puller, van puller etc); government officer; government employee; non-government officer (i.e. private banker, NGO official, insurance executive etc); non-government employee; house wife; student; and unemployed. A total of 21 respondents from all occupation groups except one, government officers with 20 respondents, were available.

The respondents were categorised in 6 groups on monthly income of their family. The groups were: upto Tk 5,000 group; Tk 5,001 – 10,000 group; Tk 10,001 – 15,000 group; Tk 15,001 – 20,000 group; Tk 20,001 – 25,000 group; and Tk 25,001 to upward group. The table 3.4.4 has focused the sample distribution according to income. (Table 3.4.4)

Table 3.4.4 Sample as per income and area

Income groups	Urban	Suburban	Total
Upto Tk. 5000	30	25	55
Tk. 5001- 10000	79	38	117
Tk.10001- 15000	43	26	69
Tk. 15001- 20000	43	22	65
Tk. 20001- 25000	36	13	49
Tk. 25000 +	35	8	43
Total	266	132	398

3.5 Objectives of the study

Keeping in view the needs, expectations and gratifications the study focused on finding more specific areas of audience(s) behavior. Therefore, the objectives of the investigation are:

1. To understand the media habit of the people of urban and suburban areas of Rajshahi division.
2. To assess the levels of gratification of audience(s) fulfilled by media of urban and suburban areas of Rajshahi division.
3. To identify the causes why people attend to the media and to explore the reasons why people don't attend to the media.
4. To explore the expectations of audience(s) from the mass media.
5. To identify media's role gratifying the needs and expectations of audience(s).

3.6 Rationale of the study

The study will examine uses and gratification of media among the sample audience(s) of selected urban and suburban areas of Rajshahi division. Until recently, no research had been conducted on the uses and gratification of mass media in Rajshahi division, not even any other region in Bangladesh. The study will provide insights to GS and GO among the audience(s) in Rajshahi division. This study will also shed light on media exposure and media's role on psyche of the locals.

3.7 Hypotheses

Based on the objectives of the study mentioned earlier the following hypotheses were framed for the study.

1. Audience of young-age use mass media more in comparison to middle-age and old-age groups in urban and suburban areas.

2. The uses of mass media are more among male than that of female in urban and suburban areas.
3. The uses of mass media are more among more-educated audience(s) than that of less educated audience(s) in urban and suburban areas.
4. The uses of mass media are more among people of well-placed occupations of urban and suburban areas than the others.
5. Medium-income and high-income groups of audience(s) use mass media more than that of low-income groups in urban and suburban areas.
6. The 'top level of gratification' is more to younger audience(s) than that of older audience(s) in urban and suburban areas.
7. Female audience(s) gets more gratifications than male audience(s) in urban and suburban areas.
8. The 'top level of satisfaction' is more among less- educated audience(s) than more-educated audience(s) in urban and suburban areas.
9. People of well-placed occupations get less satisfaction than that of other groups of urban and suburban areas.
10. The 'top level of satisfaction' is more to audience(s) of low-income than that of middle and high-income groups in urban and suburban areas.
11. The uses of more mass media are proportionate to more gratifications among the audience(s).
12. The 'top level of satisfaction' is more to audience(s) of suburban areas than that of urban areas.

3.8 Tools for data collection

The data from the sampled respondents were collected by a questionnaire prepared for the study (appended to Appendix).

Prior to the field study, a pre-testing of questionnaire was made among some respondents in Rajshahi and Natore. To conduct the interview smoothly and effectively and to get proper information some changes and modifications on the questionnaire including alteration of language were made. At the time of data collection emphasis was given on direct observation to ensure the reliability of the survey data.

The questionnaire consisted of seven sections. Section-1 dealt with profile of the respondents in terms of demographic details such as name of the respondent, age, sex, education, occupation and income. Sections - 2, 3, 4, 5, and 6 dealt with questions on various aspects of respondents' needs, expectations and gratifications separately with newspaper, magazine, radio, television and film respectively. Section-7 dealt with respondents' overall needs to media and gratifications obtained in general.

3.9 Measurement of use and gratification

Five major media such as newspaper, magazine, radio, television, and film were taken for the study. Two major areas of concentration of the study were media exposure in relation to needs and expectations; and gratification fulfilled by media. The *National Media Survey 2002*, has been followed here as criterion measuring the reaches of five major mass media. The reaches of radio and television was ascertained as respondents' listening or watching at least once a month or infrequent. Exposure to newspaper was ascertained as respondents' reading at least once a week or occasional. Magazine readership was found as respondents' reading habit at least once a year or occasional. Exposure to cinema was ascertained as respondents' cinema going at least once a year or rare. Media exposure was also measured in the study as well as spending time.

Because there is no well-recognised scale to measure gratifications, the summated scale or Likert type scale for attitude has been used to measure gratification. Gratifications have been measured in five degrees:

1. full satisfaction
2. satisfaction to great extent
3. satisfaction to some extent
4. satisfaction to little extent and
5. no satisfaction.

3.10 Statistical tools employed

The collected data were subjected to statistical analysis for various inferences needed for testing the hypotheses. Statistical tools such as number, percentage and mean were used. To test hypotheses, chi-square tests were employed through SPSS method for accurate statistical results. In addition, charts, graphs, maps etc were applied wherever necessary.

3.11 Limitations of the study

Some of the respondents were reserved to provide information on their socio-economic conditions and some of the respondents refused to spare time that was needed to complete the interview schedule eventually they were scrutinized. Less than half, i.e., 7 out of 16, of the districts of Rajshahi division were chosen as sample area to complete data collection within stipulated time. Larger sample area and more samples would have been better for the study to get better results. Because of time and financial constraints the study was limited among the samples of seven districts.

CHAPTER IV

Data presentation

4.1 Introduction

This chapter presents a situation analysis of needs, expectations and gratification to the mass media of the audience(s) of Rajshahi division. The facts and figures are based on the information filled up by respondents of urban and suburban areas of Rajshahi division and analysis has been done according to mean per cents of urban and suburban percentages. A general profile of the respondents has already been furnished in 3.4 of chapter III.

The study is focused on the use of one medium or several media regularly or infrequently by the audience(s) of urban and suburban areas of Rajshahi division.

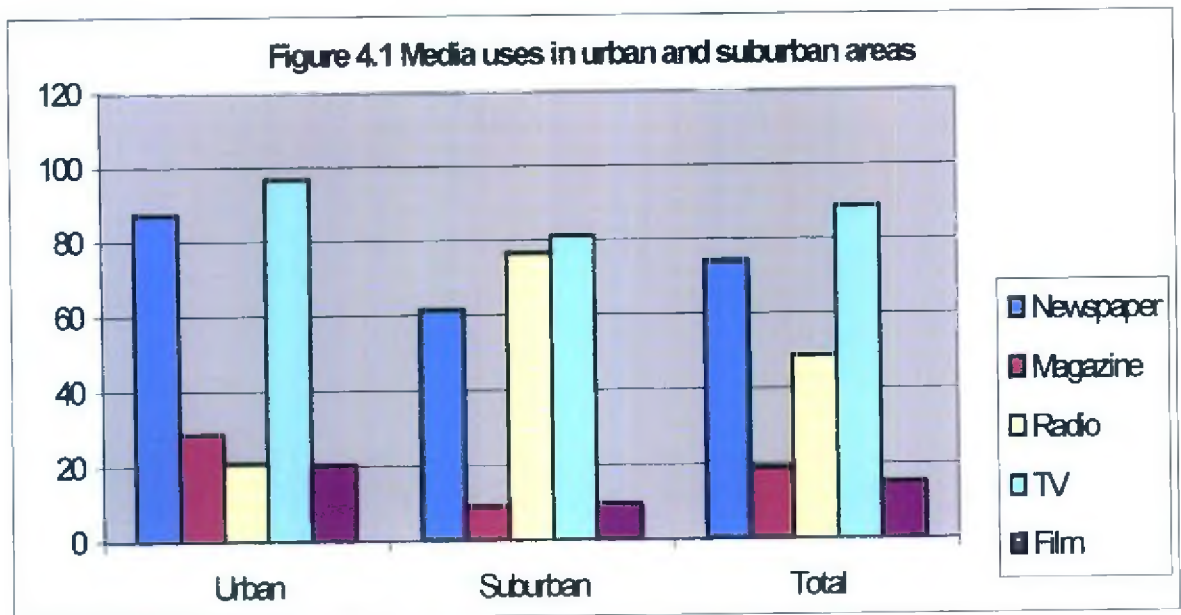
The classifications of age-group are broadly considered in three major categories. To be more clear, respondents of 16 to 20, 21 to 25, 26 to 30 aged are called as 'young-age group'; respondents of 31 to 35, 36 to 40, 41 to 45 aged are called as 'middle-age group'; and respondents of 46 and above aged groups are called as 'old-age group'.

The income-groups of respondents are broadly categorised in major three clusters. Two income groups, i.e. upto Tk. 5,000 and Tk. 5,001-Tk.10,000, have been considered as 'low income group'. Respondents of two other income groups, i.e. Tk.10,001-15,000 and Tk. 15,001-20,000, have been considered as 'medium income group', while groups of Tk. 20,001-25,000 and Tk. 25,001 and above groups have been called 'high income group'.

4.2 Urban – Suburban variations in uses and gratification

According to mean of per cents, TV was most popular medium among the respondents of urban and suburban areas with almost 89 per cent viewers in accordance to mean of per cents. (Figure 4.1)

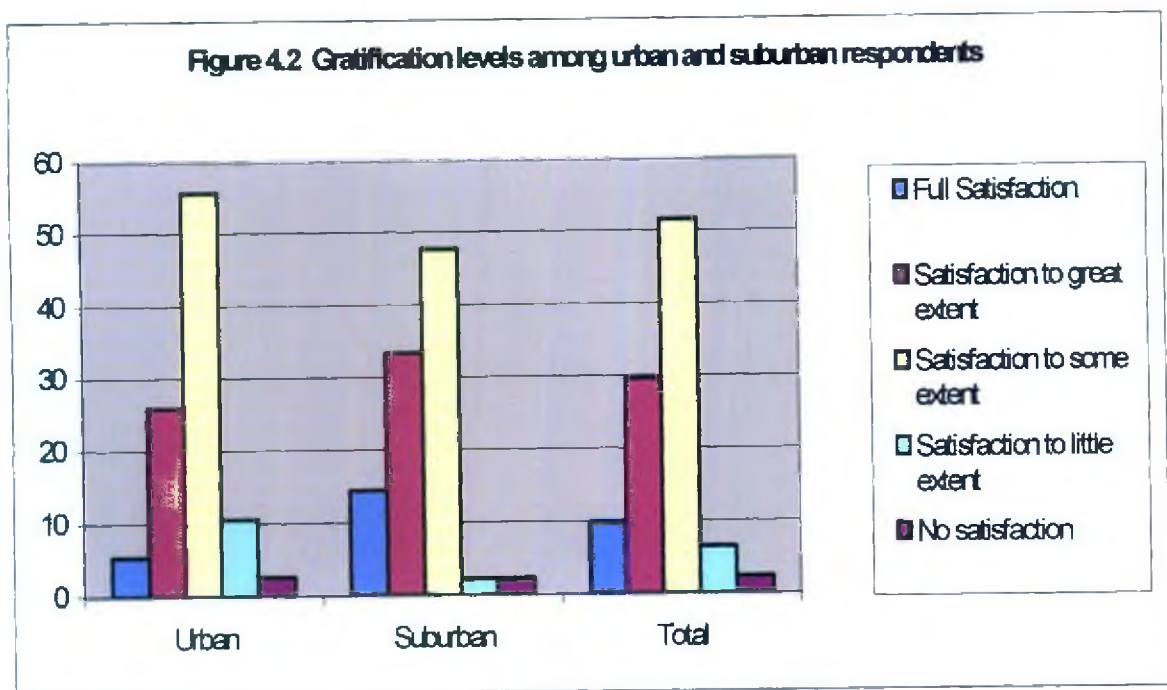
TV was followed by newspaper with 74 per cent readers, radio with 49 per cent listeners, magazine with 19 per cent readers and film with 15 per cent viewers in total. Figure 4.1 shows the difference in media habit between urban and suburban respondents.



Study showed that television, newspaper, magazine and film had more users in urban areas, although there were a noticeable number of users in suburban areas. Some 97 per cent used TV in urban areas while it was 81 percent in suburban areas, 87 per cent read newspaper in urban areas while it was more than 61 per cent in suburban areas, 20 per cent watched film in urban while it was almost 10 per cent in suburban areas. But a wide difference, more than three times, was viewed in magazine reading between urban and suburban respondents. It viewed simply an urban medium with 29 per cent urban readers

while it was only 9 per cent in suburban areas. But, radio is still three times more popular in suburban areas than urban areas, it was more than 76 per cent in suburban areas and 21 per cent in urban areas. (Table 4.1)

Figure 4.2 showed the gratification levels of respondents to media. It was found that 52 per cent respondents got third level of satisfaction, i.e. 'satisfaction to some extent', 30 per cent respondents got second level of satisfaction, i.e. 'satisfaction to great extent', and 10 per cent respondents got first level of satisfaction, i.e. 'full satisfaction'.

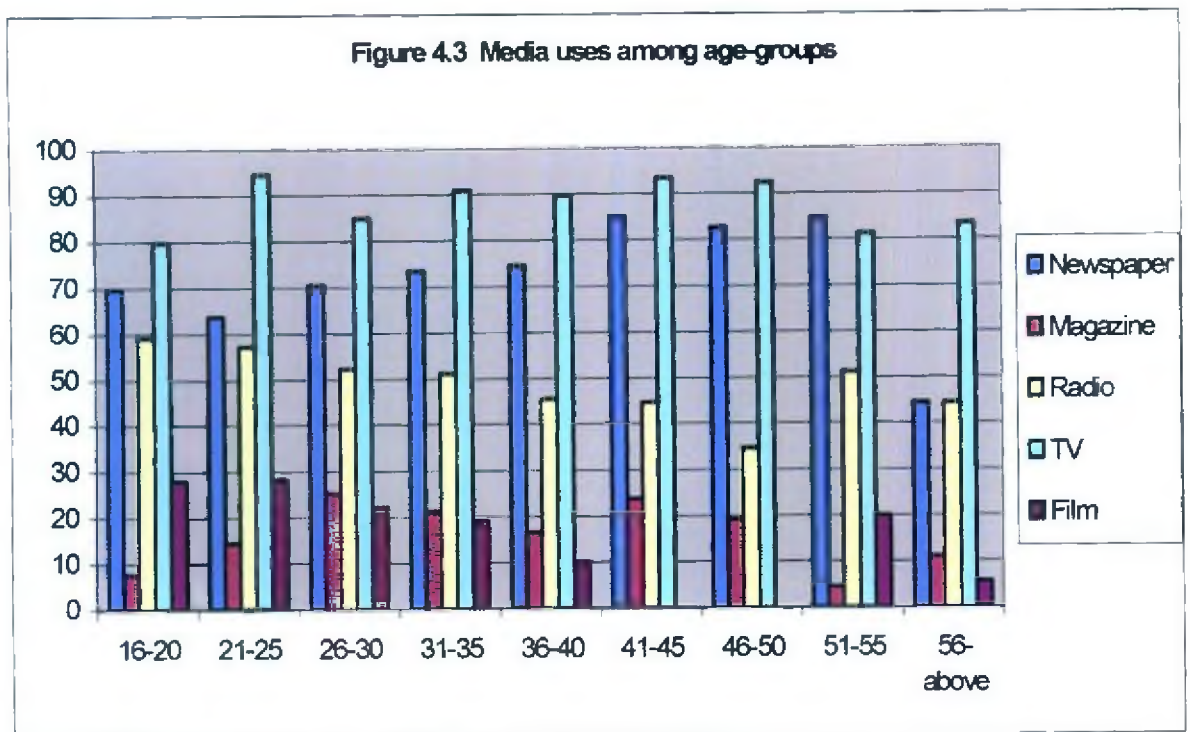


The difference of gratification obtained between urban and suburban respondents was also viewed in the figure. It was found that suburban respondents got 'full satisfaction' with 14 per cent and 'satisfaction to great extent' with 33 per cent. In urban areas, some 5 per cent got 'full satisfaction' and 26 per cent got 'satisfaction to great extent'. Second degree of satisfaction as well as first degree of satisfaction mostly came from suburban dwellers in comparison to urban dwellers. Urban respondents mostly got 'satisfaction to

some extent' (55.6%), and a noticeable figure of suburban respondents were found as 47.7%. (Table 4.2)

4.3 Uses and gratification among age groups

It was evident in figure 4.3 that more than 60 percent people of eight age groups out of nine read newspaper. Newspaper was mostly read by 41-45-age group with 85 per cent followed by 51-55 age group with 84.6 per cent and similarly 46-50 age group with 83 per cent. There was also a large readership found among other age groups. Most elder group, 56 to above, read less with only 44 per cent. (Table 4.3)



Magazine readers were found poor in all age groups. The highest percentage of readership in magazine, 25 per cent, were found in 26-30 age group, followed by 41-45 age group with 24 per cent readership. Other age groups had very poor readership. The lowest, 4.5 per cent, were found in 51-55 age group.

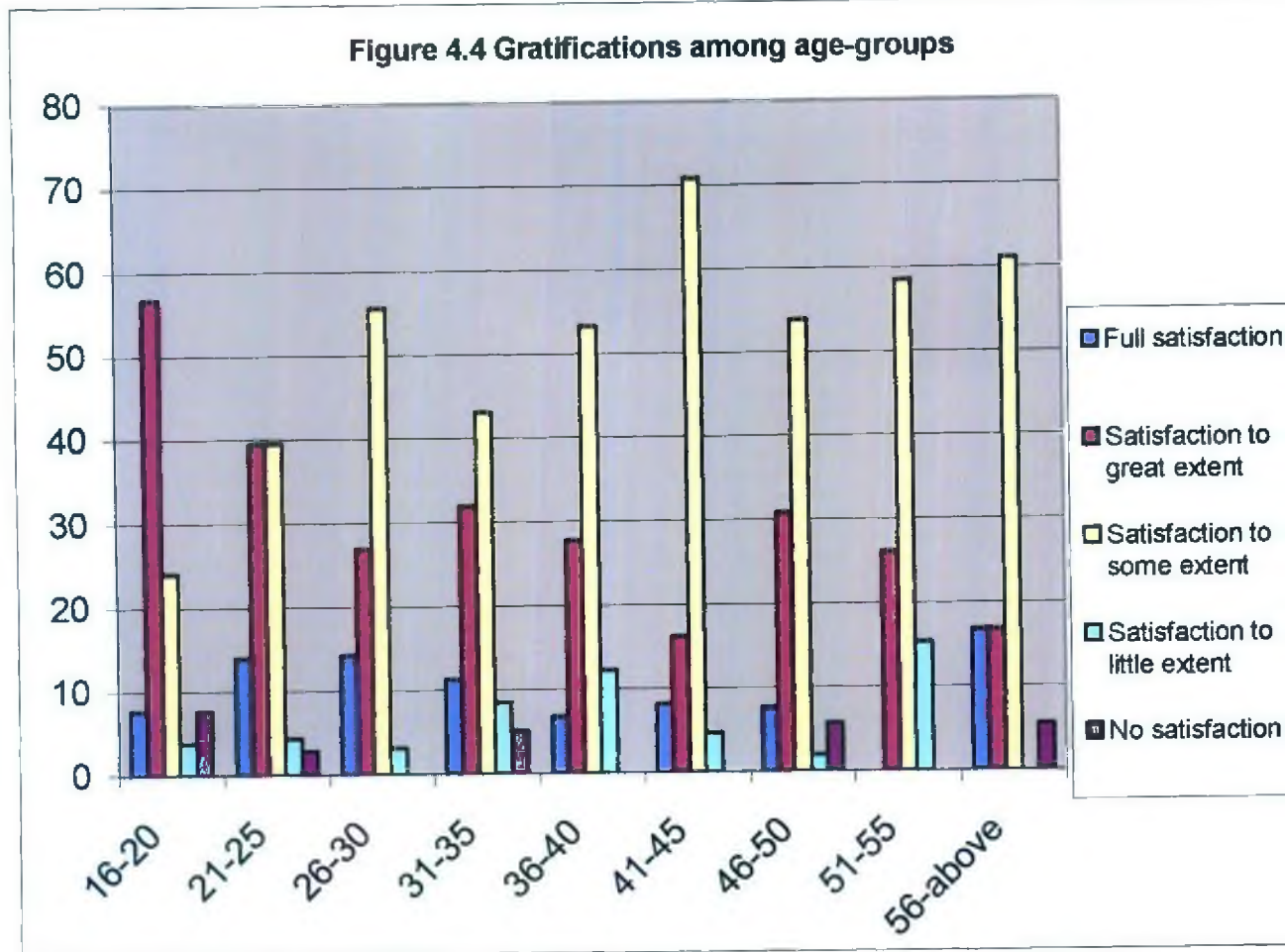
A declining trend in the listenership of radio was evident in the study. Around 49 per cent respondents listened to radio in general. Study found above 55 per cent listenership in only two age groups. Some 59 per cent listeners in 16-20 age group listened to radio and it was 57 per cent in 21-25 age group. The lowest, 35 per cent, were found in 46-50 age group.

At least 80 per cent people of all age groups watched Television. The highest, 94 per cent viewers were found in 21-25 age group and the next 93 per cent viewers were found in 41-45 age group, although other age groups had significant number of viewers.

Film was enjoyed by a small number of audience(s) in seven age groups. Among groups, 21-25, placed in the highest with 28.2 per cent viewers followed by 16-20 age group and 26-30 age group with 27.9 per cent and 22 per cent viewers respectively. It was found in the study that 41-45 age group and 45-50 age group didn't watch movie at all.

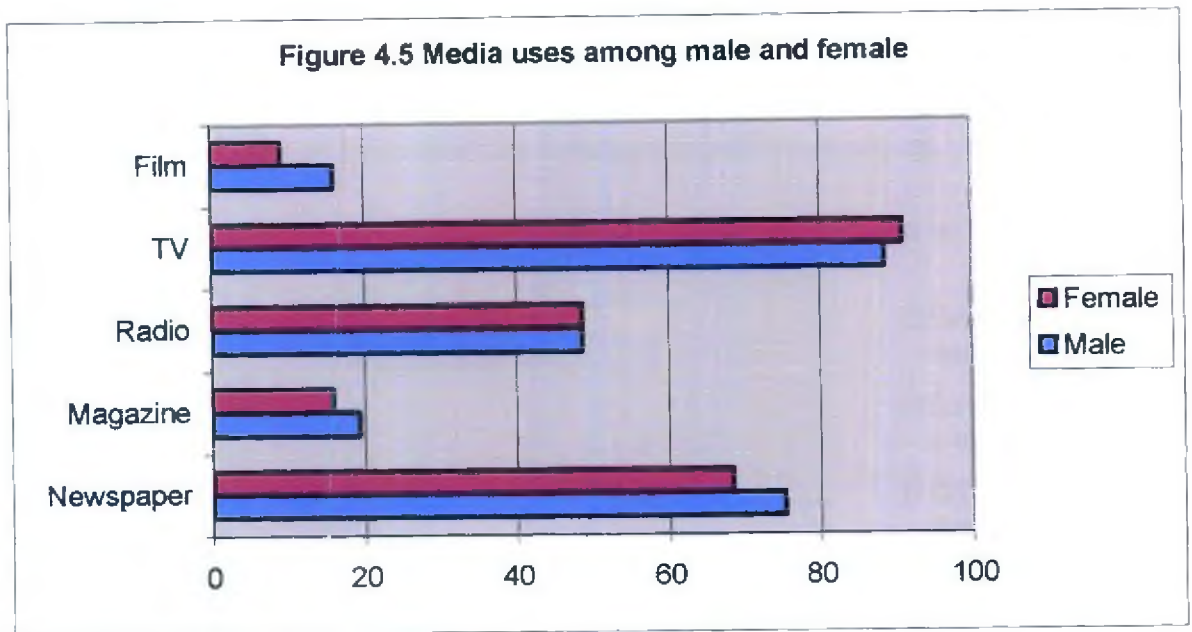
Figure 4.4 showed that two groups of young age, 26-30 and 21-25, responded highest to first degree of satisfaction i.e., 'full satisfaction' with 14.2 per cent and 13.9 per cent respectively. They had a very good exposure with all media. But the youngest group, 16-20, who used radio and film most, scored highest in the second level of satisfaction, ('satisfaction to great extent') with 56.7 per cent audience(s). Middle aged to old aged groups mostly got third level of satisfaction, i.e. 'satisfaction to some extent' in most of the media, though they had a high range of exposure. The third level of satisfaction, 'satisfaction to some extent' mostly came from 41-45 age group with 70.8 per cent, followed by 56 and above age group with 61 per cent. Some 15.3 per cent audience(s) of 51-55 age group responded to the fourth level of satisfaction, 'satisfaction to little extent', which was the highest in this category. (Table 4.4)

Inference could be drawn here that there is a relation between age and satisfaction. Young age seemed to have had a positive effect on getting upper levels of satisfaction.



4.4 Uses and gratifications among sex groups

Figure 4.5 showed that among male, 75 per cent read newspaper, 19 per cent read magazine, 49 per cent listened to radio, 88.5 per cent watched TV and 16 per cent went to movie. Among female, 68 per cent read newspaper, 16 per cent read magazine, 49 per cent tuned to radio, 91 per cent watched TV and only 9 per cent went to movie. (Table 4.5)

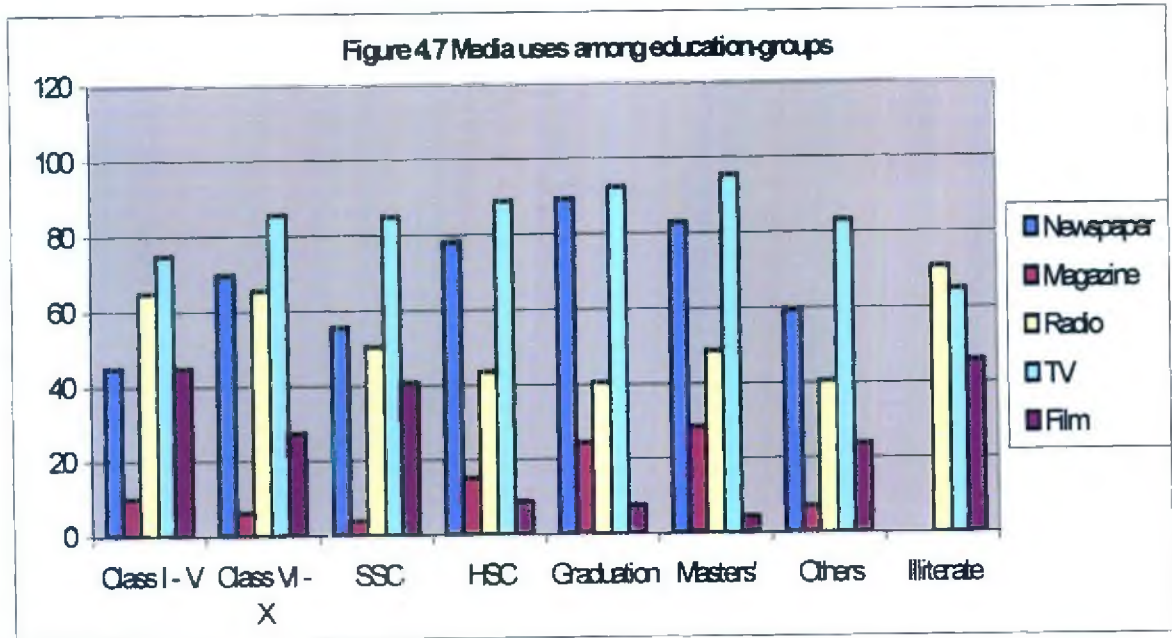


The study found a small difference in using newspaper, magazine and film among male and female in the urban and suburban areas. In radio listening, the mean percents of male and female listeners were same. No significant difference has been found among male and female respondents in watching TV.

It is showed in the figure 4.6 that among males, 9 per cent responded to the first level of satisfaction, 'full satisfaction'; and 29 per cent responded to the second level of satisfaction, 'satisfaction to great extent', and 53 per cent got third level of satisfaction, 'satisfaction to some extent'. Some 7 per cent responded to fourth level of satisfaction, 'satisfaction to little extent' and 2 per cent responded to 'no satisfaction'.

Among females, 13 per cent got first level of satisfaction, 'full satisfaction', and 34 per cent got second level of satisfaction, 'satisfaction to great extent', while 46 per cent got third level of satisfaction, calling 'satisfaction to some extent'. A few female, 4 per cent responded to fourth level of satisfaction, 'satisfaction to little extent', while almost 3 per cent responded to 'no satisfaction'. (Figure 4.6: Table 4.6)

Illiterate people, who were unable to read newspaper and magazine, placed top in radio listening with around 71 per cent, while class VI-X and I-V groups placed next positions with almost 66 per cent and 65 per cent listenership. (Figure 4.7; Table 4.7)



The most educated category belonging to Masters and above group watched TV most with 95 per cent viewership. Graduate group got second position in television viewing with more than 92 per cent viewership. Illiterate group was found in bottom of TV viewing with 65 per cent audience(s).

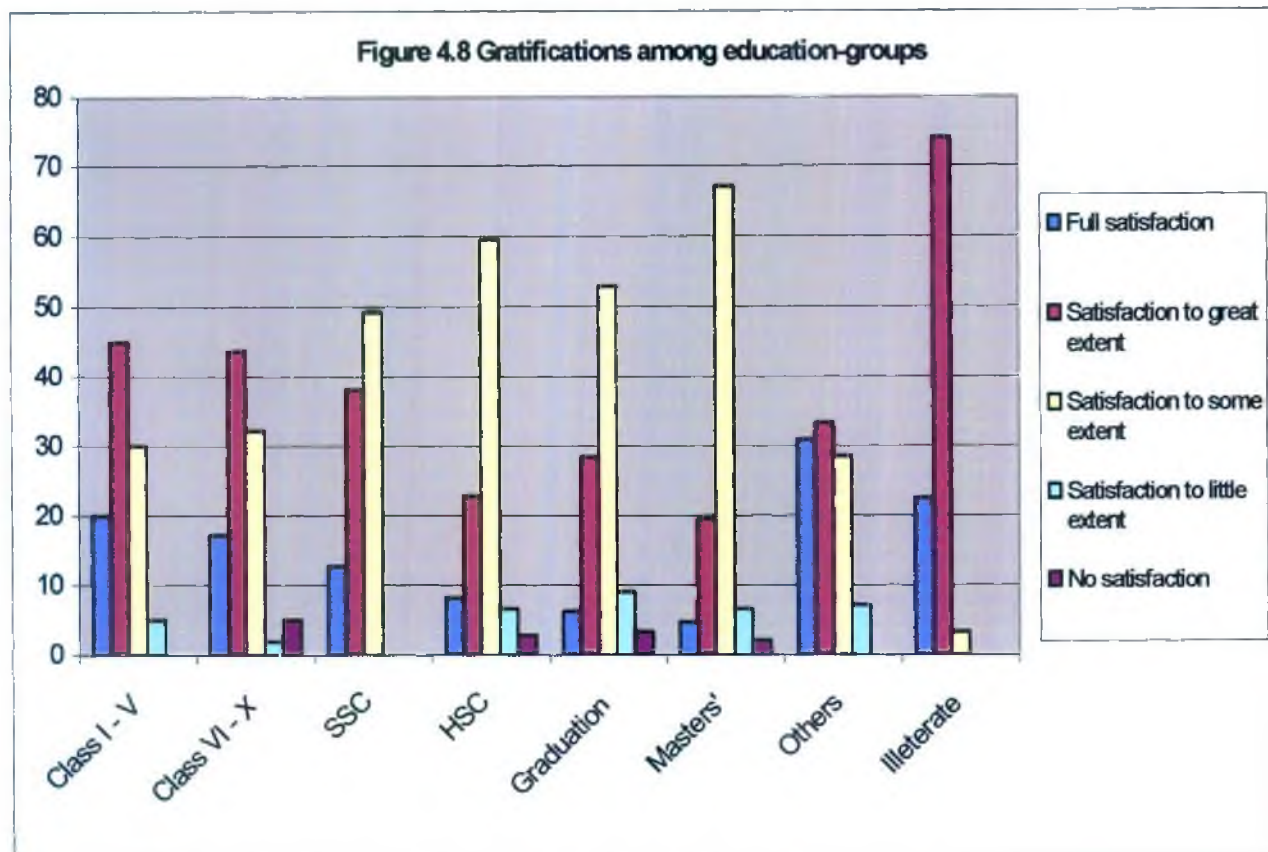
The highest, nearly 46 per cent film viewers were found among illiterate group followed by class I -V group with 45 per cent viewers. SSC group placed third with 41 per cent viewership. Other education groups had very few film viewers.

It was revealed that higher educated groups, i.e. graduate group; and masters and above group read newspaper and magazine more than other groups. But respondents of illiterate

group, primary school group and high school groups were inclined to listen to radio. These three groups along with the group of SSC passed respondents watched film most. TV was found popular among less educated to higher educated people in the study.

It was evident that the first level of satisfaction, 'full satisfaction, mostly came from 'others' group with 31 per cent audience(s). Illiterate group and primary school group with 23 per cent and 20 per cent respectively followed it.

The second level of satisfaction saying as 'satisfaction to great extent' was opted by the highest respondents, which came from illiterate group with 74 per cent audience(s). Almost same number of respondents of primary school and high school groups, 45 per cent and around 44 per cent respectively, also showed their gratification to the first level, 'full satisfaction'. (Figure 4.8; Table 4.8)



The third level, 'satisfaction to some extent', mostly obtained by masters and above group with 67 per cent audience(s). HSC and Graduation groups followed it with 60 per cent and 53 per cent respectively. Among all education groups, small number of respondents stated to lower levels of satisfaction, 'satisfaction to little extent', and 'no satisfaction'.

Inference could be drawn here that satisfaction is positively associated to education. Illiterate and comparatively less educated (school passed) people got upper levels of satisfaction while higher educated respondents responded to mid-level of satisfaction mostly.

4.6 Uses and gratifications among occupation groups

All school teachers, college/university teachers, doctors, engineers, lawyers, journalists/literateurs, big business men, government officers, and non-government officers were found reader of newspaper in the study. Another four groups (government workers, non-government workers, medium business men and students) had huge number of readership. The lowest readership, 7.1 per cent, was found among farmers. No readership was found among unskilled/ day labourers group. (Table 4.9)

TV was cent per cent popular among all school teachers, college/university teachers, engineers, lawyers, journalists/literateurs, government officers, non-government officers, non-govt. employees, and house wives. Other groups also had a large number of viewership.

Small businessmen listened to radio most with 86 per cent and it was followed by skilled labourers group with 82 per cent. More than 78 per cent of unskilled/day labourers group

and 75 per cent of farmers group listened to radio. Government officers tuned to radio least (16.7%).

The highest, 61 per cent, magazine readership was found among college/university teachers. The second highest readership was found among journalists/litterateurs/dramatists/musicians/ artists group with 46 per cent. Non-government officers group followed it with 43 per cent readership. No magazine reader was found among groups of school teachers, farmers, small businessmen, medium businessmen and unskilled/day labourers. Other groups had very small readership of magazine.

Among movie-goers, unskilled labourers group was found top with 61 per cent viewers. It was followed by skilled labourers group with 57 per cent viewers. Some 43 per cent of medium businessman group and 36 per cent of farmer group also watched movie. No one of the groups of school teachers, college/university teachers, doctors, engineers, lawyers, big businessmen, government officers, government workers, non-government officers and non-government workers was found had seen movie.

It was revealed that TV and newspaper were more accepted among well-placed occupation groups while film and radio were popular among less established groups. But magazine was not that much popular even in established groups.

It was also found that skilled labourers group responded highest to the first level of satisfaction, 'full satisfaction' with 39 per cent audiences. Small businessmen group followed it with 36 per cent audiences.

Farmers group responded highest to the second category of satisfaction, 'satisfaction to great extent' with 68 per cent audiences and it was followed by medium businessmen group with 61 per cent. (Table 4.10)

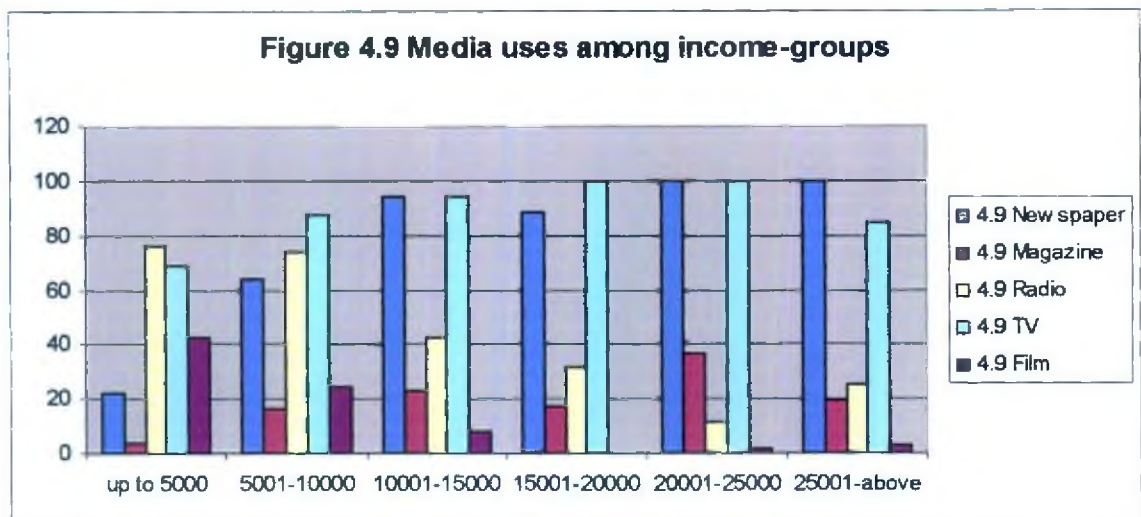
Above 70 per cent of well established eight occupation groups, like doctors, engineers, lawyers, big businessmen/industrialists, government officers, non-government officers, government workers and non-government workers responded highest to third level of satisfaction, 'satisfaction to some extent'.

The highest responses to the fourth level of satisfaction, 'satisfaction to little extent', came from big business men/industrialists group with 25 per cent which was the highest in this category.

It may be concluded that less-established groups from the point of economic and social placement got upper levels of satisfaction than well established groups. Well-placed groups, economically and socially, mostly got 'satisfaction to some extent'.

4.7 Uses and gratification among monthly income groups

All the respondents of high income groups were found readers of newspapers shown in figure 4.9. Middle income groups, i.e. Tk 10,001-15,000, and Tk 15,001- 20,000, also had huge number of newspaper readership, around 94 per cent and 89 per cent respectively. Low readership (22%) was found in low income group, i.e., respondents of up to Tk 5,000.



Respondents of Tk 20,001- 25,000 income group had highest magazine readership with 36.5 per cent. The second highest, 23 per cent, magazine readerships were found among Tk 10,001-15,000 group. Lowest income group as well as highest income group had negligible magazine readers.

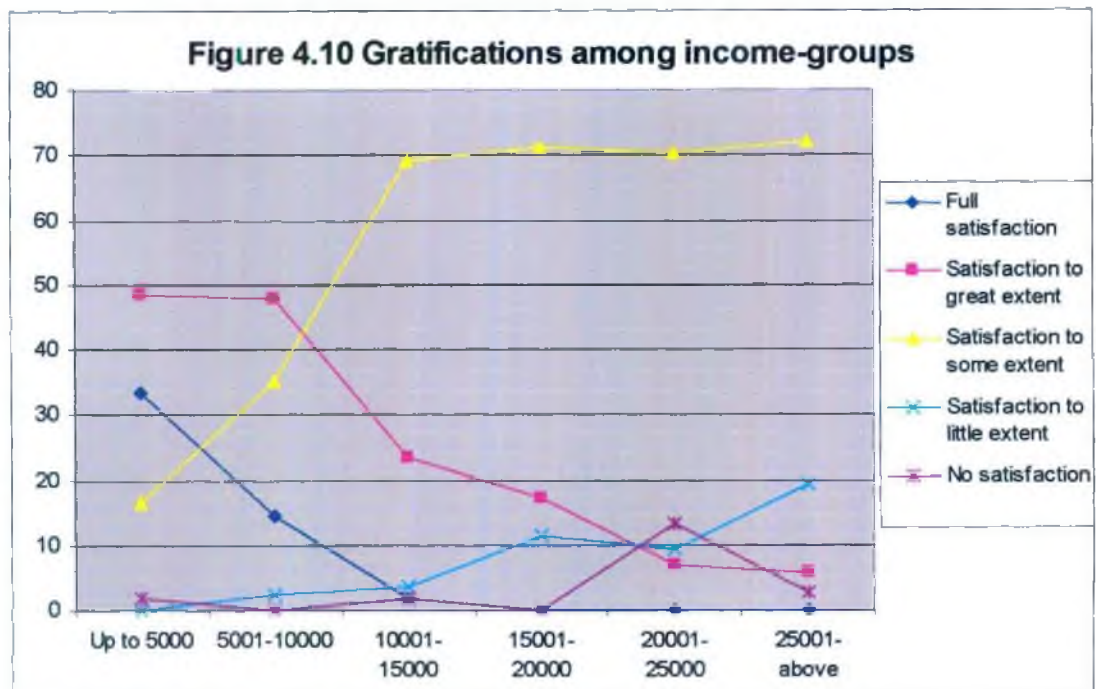
Among all groups, two low-income groups, (upto Tk 5,000 and Tk. 5001-10,000), had the highest listenership with 76 per cent and 74 per cent respectively. Other income groups were the least groups who listened to radio.

TV was popular to almost all income groups. Cent per cent viewers were found in two income groups. They were: Tk 15,001 – 20,000, and Tk 20,001-25,000 groups. The second highest viewers were found in Tk 10,001-15,000 income group with 94 per cent. Other two groups, Tk. 5,001-10,000 income group and Tk. 25,001 to above group had more than 80 per cent viewers. The lowest, 69 per cent viewers were found among respondents of upto Tk 5,000 income group.

Film didn't attract to any income group in absolute term. The highest viewers, around 43 per cent, were found in the lowest income group, i.e. upto Tk. 5,000. Income group of Tk. 5001-10,000 had the second highest viewers, 24 per cent. A very negligible number of viewers were found in other income groups who watched film. (Table 4.11)

Inference could be drawn as respondents of low-income groups tuned to radio and watched film more than other groups. TV and newspaper were mostly used by high-income groups as well as medium-income groups. Magazine was read mostly by high-income group with a little exception that the highest income group was found not interested that much.

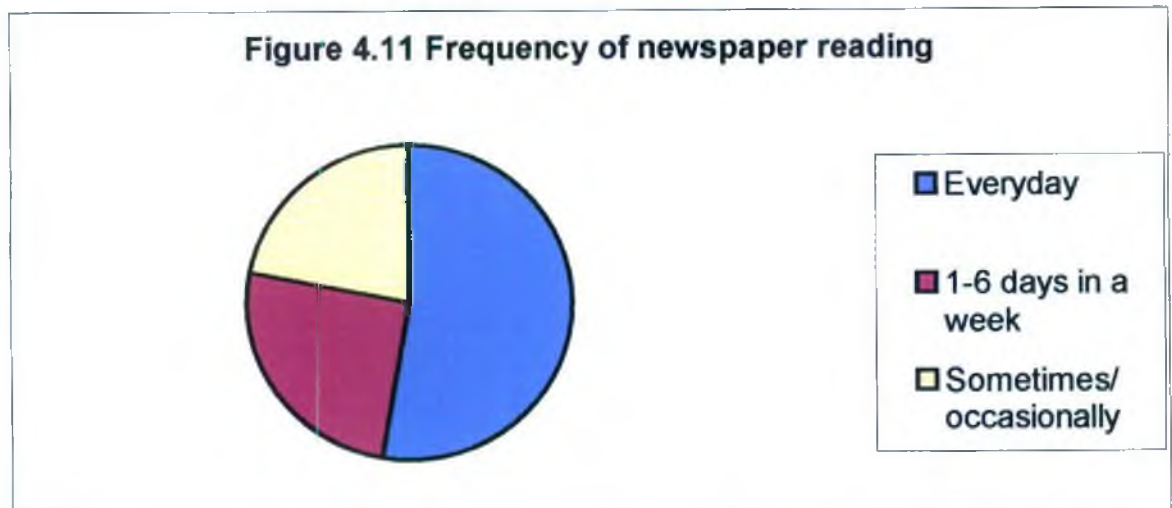
It was found that respondents of lowest income group, i.e. up to Tk 5,000, responded highest to the first level of satisfaction, saying 'full satisfaction' with 33 per cent. Another low-income group (Tk 5,001-10,000) responded next with 14 per cent in this category. No one of three income groups (i.e., Tk 15,001 to 20,000; Tk. 20,001 to 25,000; and Tk. 25,001 and above) responded to the first level of satisfaction. The highest responses to the second level of satisfaction, 'satisfaction to great extent', mostly came from the income group of upto Tk 5,000 with 48 per cent audience(s) and similar trend was found with the respondents of Tk 5,001-10,000 group with 47.9 per cent. The third level of satisfaction saying as 'satisfaction to some extent' was opted by the highest respondents which came from the income group of above Tk 25,000 with 72 per cent audiences. Tk 15,001-20,000 income group followed this with 71 per cent audience(s) and Tk 20,001-25,000 income group with 70 per cent audience(s). Respondents of Tk 25,001 and above income group scored highest in the fourth level of satisfaction, i.e. 'satisfaction to little extent' with 19 per cent audiences and Tk 20,001-25,000 income group showed highest responses to 'no satisfaction'. (Figure 4.10 and Table 4.12)



Inference could be drawn here that there is a relation between gratification and income. Respondents of low-income obtained upper levels of gratification with the mass media than respondents of medium-income and high-income groups.

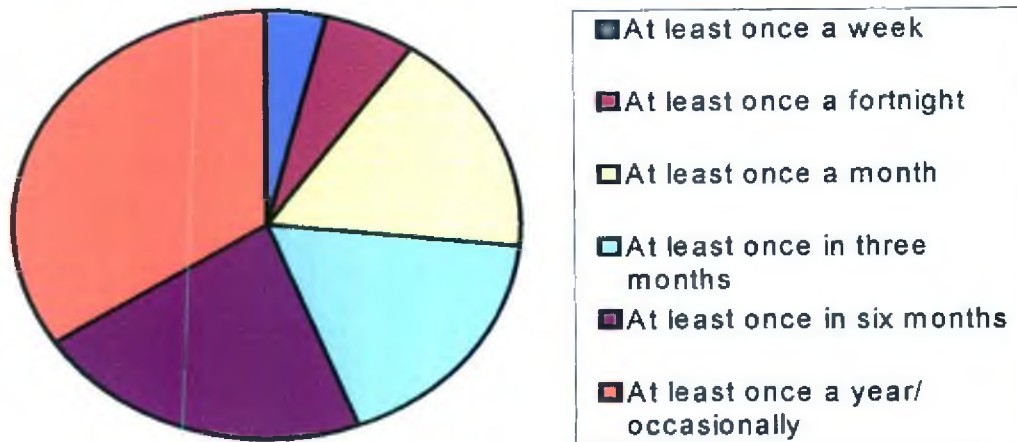
4.8 Frequency of media exposure

Of total newspaper readers, around 53 per cent read newspaper everyday while 25 per cent read 1-6 days in a week. (Figure 4.11; Table 4.13)



Of magazine readers, most of them were found irregular. Only 4 per cent read magazine at least once a week, 6 per cent read at least once a fortnight, 17 per cent read at least once a month, 18 per cent read at least once in three months, 22 per cent read at least once in six months. Rest 34 per cent read once a year or occasionally. (Figure 4.12; Table 4.14)

Figure 4.12 Frequency of magazine reading

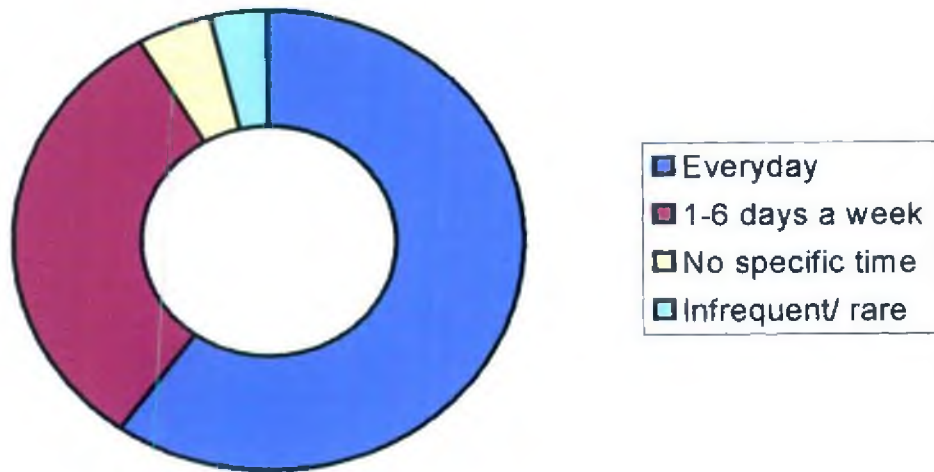


Of radio listeners, 22 per cent tuned to everyday and 38 per cent listened to 1-6 days a week and 31 per cent listened to once a month or selected programmes. (Figure 4.13; Table 4.15)

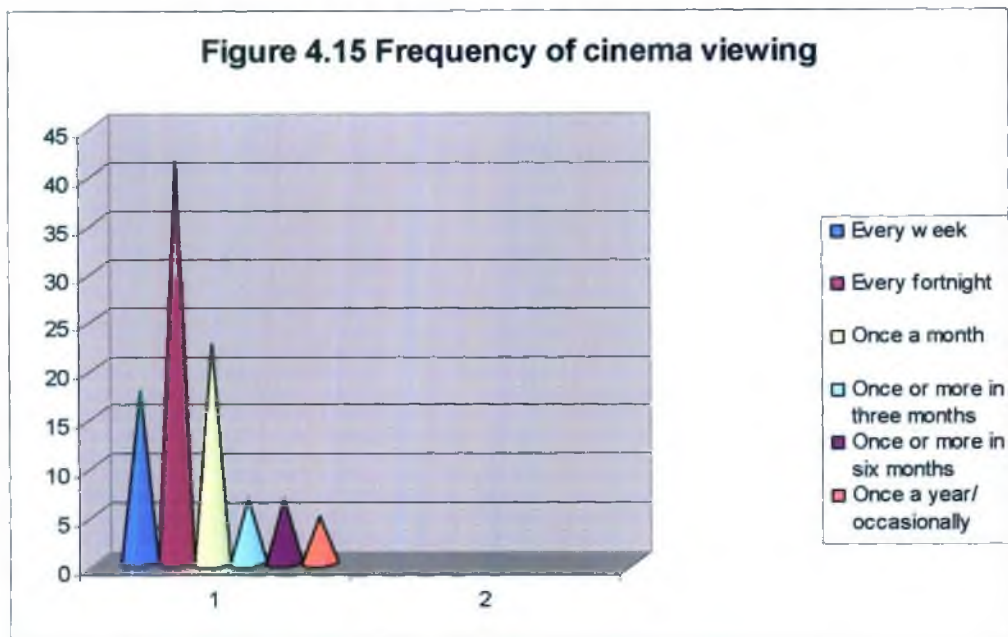
Figure 4.13 Frequency of radio listening



Of total TV viewers, nearly 60 per cent dwindle everyday and 32 per cent watched 1-6 days a week. (Figure 4.14; Table 4.16)

Figure 4.14 Frequency of television viewing

Of film viewers, nearly 18 per cent went to movie in every week while 42 per cent went once in every fortnight, 23 per cent went once a month, almost 7 per cent went once or more times in three months, almost 7 per cent went once or more times in six months and about 5 per cent went once a year or occasionally. (Figure 4.15; Table 4.17)

Figure 4.15 Frequency of cinema viewing

4.9 Subscription of newspaper and magazine

Of total newspaper readers, 56 per cent subscribed to newspaper and 44 per cent didn't.

Of magazine readers, 82 per cent subscribe magazine, but 18 per cent didn't subscribe.

(Table 4.18)

Of newspaper readers, about 50 per cent read one newspaper and rest 50 per cent read two or more. Of magazine readers, 89 per cent read one magazine and rest 11 per cent read two or more. (Table 4.19)

4.10 Ownership of radio and television sets

Among radio listeners, 87 per cent owned radio and 13 per cent didn't own. Among TV viewers, about 64 per cent owned TV and rest 36 per cent didn't own. (Table 4.20)

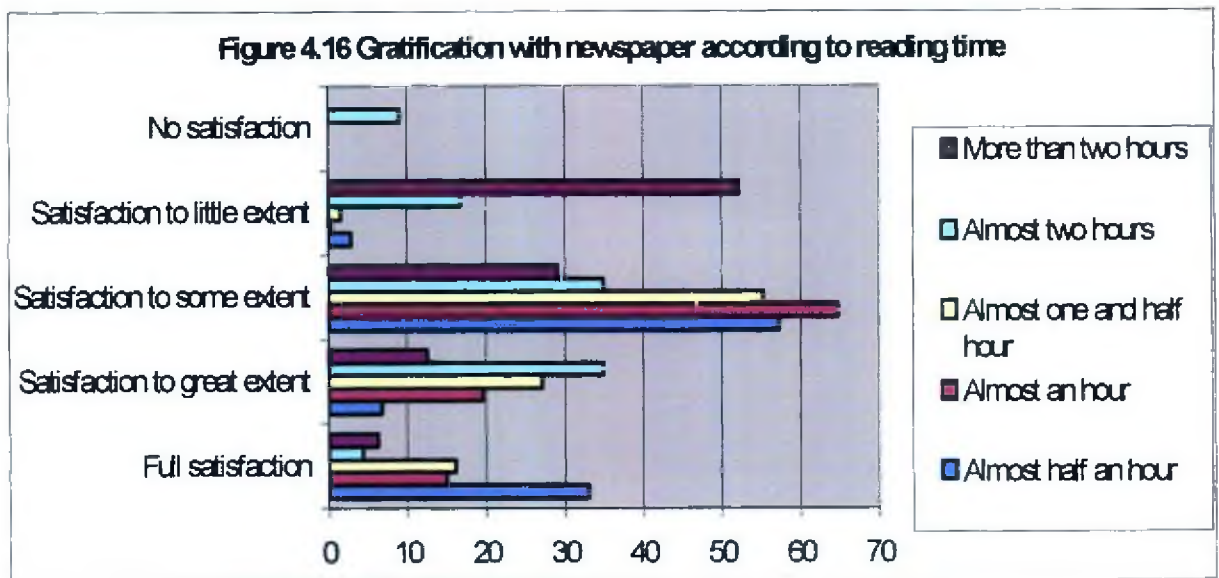
Of radio listeners, about 29 per cent listened to 'one' station, 35 per cent listened to 'two' stations and 36 per cent listened to 'three' or 'more' stations.(Table 4.21).

Of TV owners, 54 per cent urban and 8 per cent suburban people had cable connections and rest had not. Of the viewers who had no TV of their own, very few people had the opportunity to watch cable channels, while the rest had no opportunity. Thus, almost 36 per cent watched three or more channels through cable connections, and 64 per cent watched only two stations, BTV and Ekushey TV.

4.11 Amount of spending time and gratification

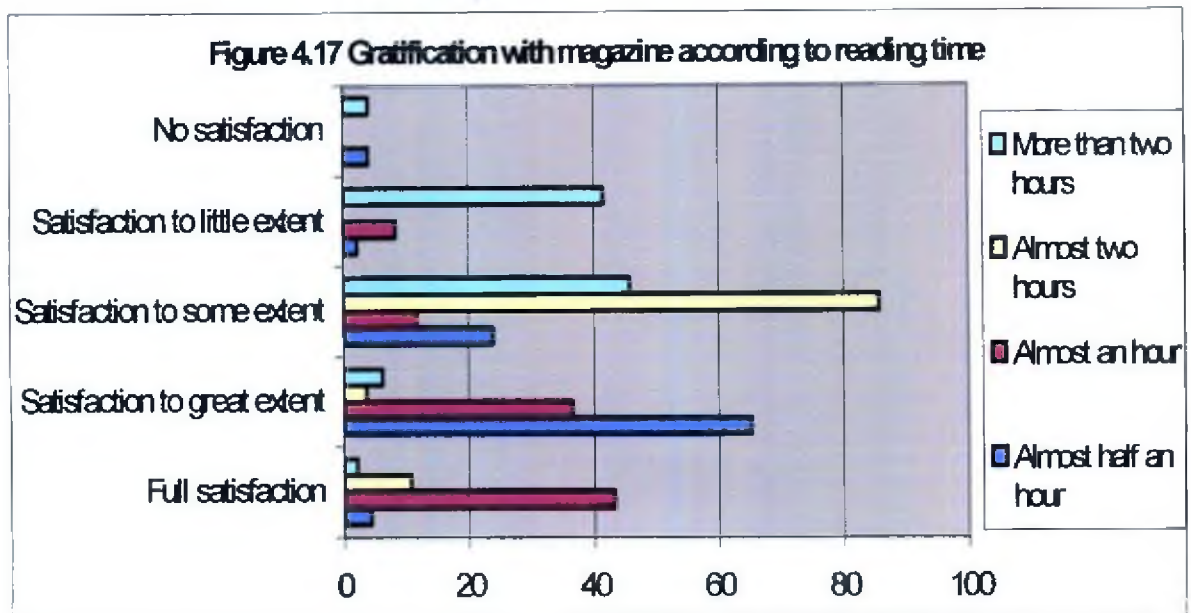
Among the newspaper readers, the highest 36 per cent spent up to half an hour reading newspaper, 26 per cent spent up to an hour, 14 per cent spent up to one and half hours, 18 per cent spent up to two hours and 5 per cent spent more than two hours.

But, 'full satisfaction' mostly came from those who spent only half an hour (33%), 'satisfaction to great extent' mostly came from those who spent up to two hours (35%), and 'satisfaction to some extent' mostly came from those who spent almost an hour (65%). Some 52 per cent of those who spent more than two hours, got 'satisfaction to little extent'. Some 9 per cent of those who spent almost two hours didn't get any satisfaction. (Figure 4.16; Table 4.22)

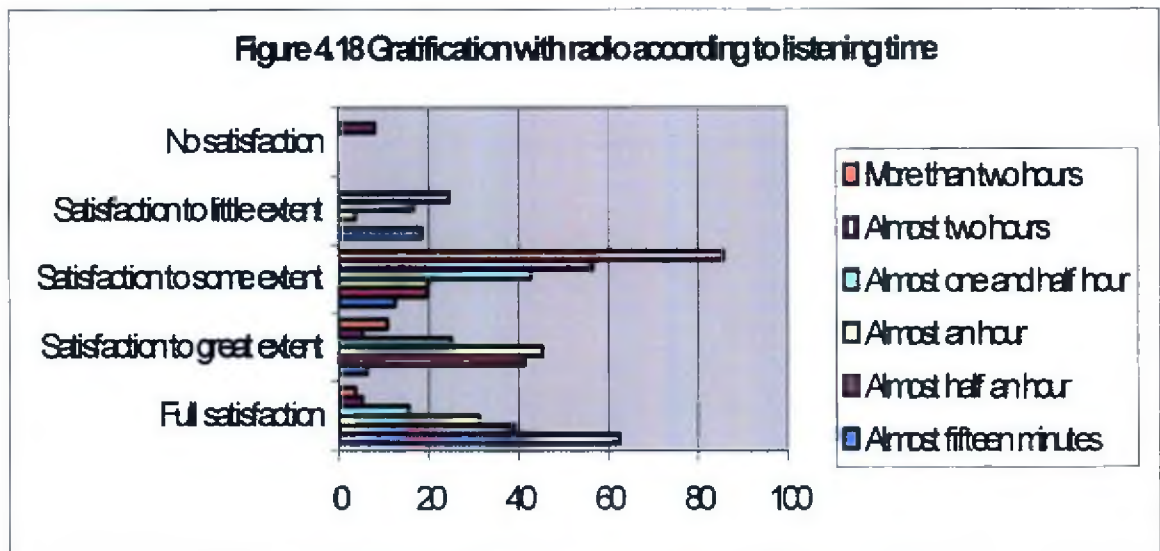


Of magazine readers, the highest 35 per cent spent up to an hour, 23 per cent spent up to half an hour, 18 per cent spent up to two hours, and 24 per cent spent more than two hours.

But, the first level of satisfaction – 'full satisfaction' mostly came from those who spent up to an hour (43%), the second level of satisfaction – 'satisfaction to great extent' mostly came from those who spent up to half an hour (65%). Almost 86 per cent of those readers who spent up to two hours placed highest in third level of satisfaction – 'satisfaction to some extent'. Those who read magazine up to two hours or more, they got less satisfaction than those who spent up to an hour. (Figure 4.17; Table 4.23)



Among radio listeners, the highest 29 per cent spent up to half an hour, 26 per cent spent up to an hour, 13 per cent spent up to one and half hours, 15 per cent spent up to two hours, and 9 per cent spent more than two hours, while 8 per cent spent only 15 minutes.

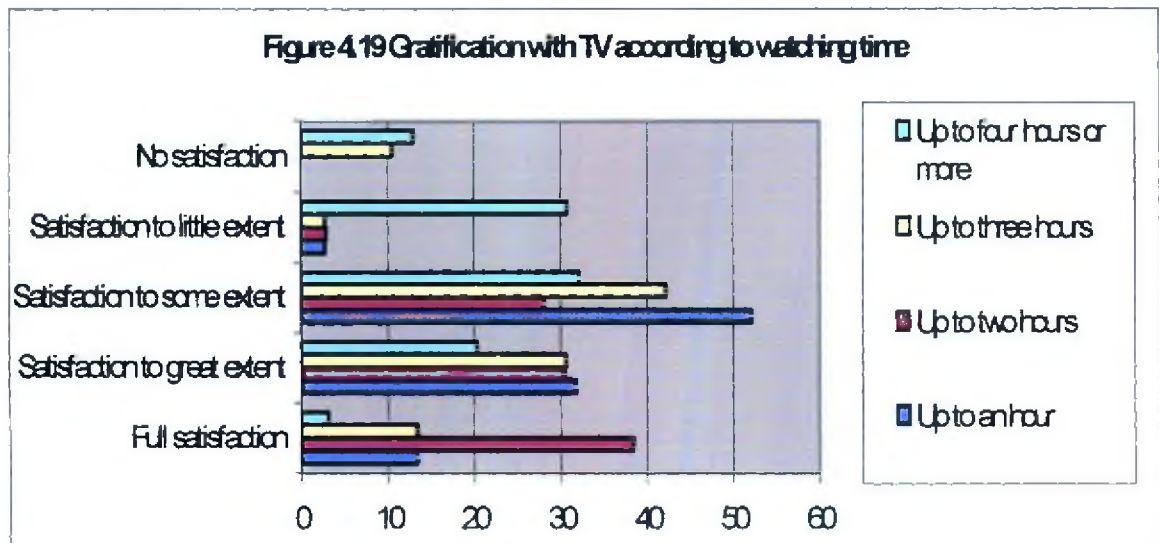


Respondents of radio who listened for 15 minutes responded highest in the first level of satisfaction – ‘full satisfaction’ with more than 62 per cent. Those who spent up to an hour

were top in the second level - ‘satisfaction to great extent’ with 45 per cent. But 86 per cent listeners, who spent more than two hours, got third level of satisfaction, i.e. ‘satisfaction to some extent’. (Figure 4.18; Table 4.24)

With the TV, the highest, 41 per cent viewers spent up to two hours, 26 per cent viewers spent up to three hours, 17 per cent spent up to four hours or more, rest 16 per cent spent only half an hour.

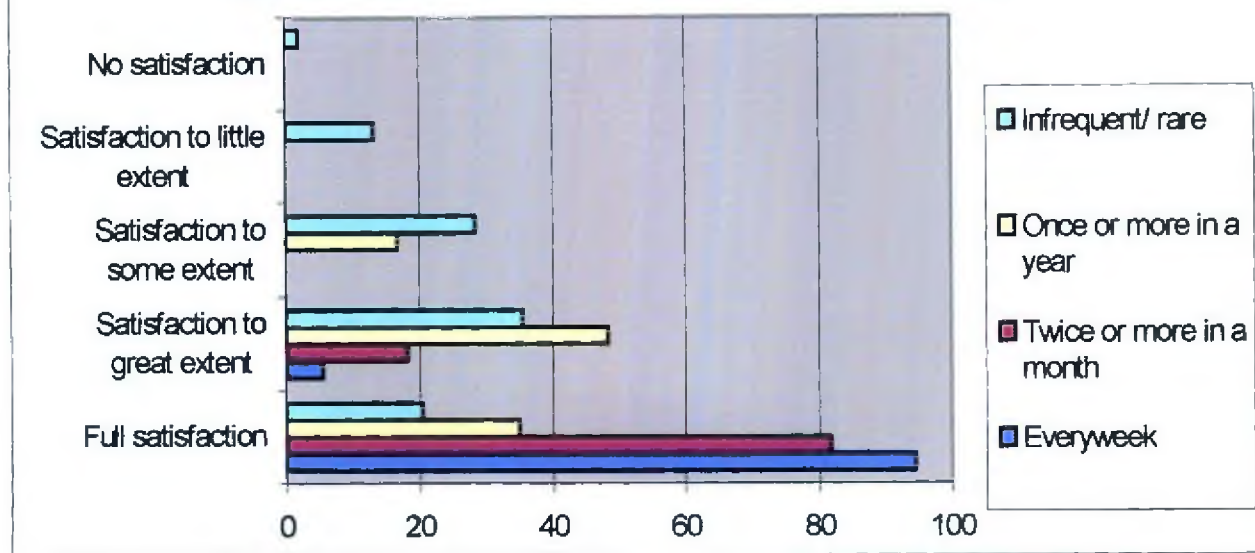
Up to two hours TV viewers responded highest in the first degree of satisfaction – ‘full satisfaction’ with more than 38 per cent. But the second degree of satisfaction – ‘satisfaction to great extent’ came from the category of ‘up to an hour viewers’ with 32 per cent. Other two groups, who watched TV up to two hours and up to three hours, got similar satisfaction, 30.5 per cent and 30.6 per cent respectively. The third level, i. e. ‘satisfaction to some extent’ came mostly from those who spent up to an hour (52%). Hence, viewers who spent four hours or more, scored highest in the fourth level of satisfaction – ‘satisfaction to little extent’ (31%) and this group of viewers showed highest dissatisfaction with 13 per cent, responding to ‘no satisfaction’ category. (Figure 4.19; Table 4.25)



Among film-goers, the highest, 48 per cent went to see film rarely. But, 22 per cent went once or more in a year, 14 per cent went once or more times a month and 16 per cent went at least once in every week.

Study found that those who spent comparatively more time with newspaper, magazine, radio and TV, they do not get upper levels of satisfaction. But a reverse trend was found among film viewers. Those who frequently went to movie, they got upper levels of satisfaction. More than 94 per cent viewers got 'full satisfaction', who enjoyed film in every week and nearly 82 per cent got the same level of satisfaction who watched once or more times in a month. Those who went to movie once or more times a year, mostly got 'satisfaction to great extent' and those who went infrequent/rare, scored highest in the category, 'satisfaction to some extent' and 'satisfaction to little extent', while frequent movie-goers didn't respond as such. (Figure 4.20; Table 4.26)

Figure 4.20 Gratification with cinema according to watching period



4.12 Audience preference

4.12.1 The most read newspaper

'Janakantha' was the highest read newspaper with 27 per cent readership, followed by 'Jugantar' with 22 per cent readership. 'Prothom Alo' and 'Ittefaq' were in next positions with 20 per cent and 13 per cent readerships respectively. 'Sangbad' got the least, only one per cent readership. (Table 4.27)

4.12.2 The most read magazine

The study found two magazines, 'Jai Jai Din' and 'Masik Madeena', with highest readerships, 31 per cent each. Some 12 per cent respondents named 'Purnima' and 11 per cent named 'Sananda'. *Weekly 2000*, *Robbar* and 'Computer Bichitra' had some popularity. (Table 4.28)

4.12.3 The most listened home radio stations

Among home stations, *Dhaka* was most listened radio station to 58 per cent listeners, and *Rajshahi* was next with 37 per cent listeners. *Chittagong* was least listened station with one per cent listenership. (Table 4.29)

4.12.4 The most listened foreign radio stations

Besides, *BBC* got popularity among foreign stations with nearly 32 per cent listeners, followed by *Akashwani* with 17 per cent listeners. *VOA* got popularity to 14 per cent listeners. *Deutsche Welle* got the lowest listenership (1%). A large number of listeners, 35 per cent, didn't dwell any foreign station. (Table 4.30)

4.12.5 The most watched TV channels among cable viewers

During the study it was found that among home TV channels, *Ekushey TV* was most popular to everyone. Among cable viewers, it attracted the highest 64 per cent viewers for its quality broadcasting, especially for news. *BTV* got around 20 per cent viewers. *Channel I* and *ATN Bangla* got a little popularity to 8 per cent and 7 per cent audiences respectively. (Table 4.31)

4.12.6 The most watched TV channels among non-cable viewers

Among non-cable viewers, *Ekushey TV* got 64 per cent viewers, while *BTV* got only 37 per cent viewers. (Table 4.32)

4.12.7 The most watched foreign channels among cable viewers

Among cable viewers, *Star Plus* was most dwindle foreign channel with nearly 22 per cent viewers. *ETV Bangla* got second place in popularity with 19 per cent viewers,

followed by Sony and Alpha Bangla with 17 per cent and 16 per cent viewers. National Geography, Tara Bangla, and Zee Music also got popularity by some others. (Table 4.33)

4.12.8 The most preferred content in newspaper

Some 55 per cent respondents named news as the most preferred section in newspaper. Some 12 per cent readers named sports coverage as their first choice. Editorial, post-editorial, literature, and film/TV/culture sections were also named as first choice by some readers. (Table 4.34)

4.12.9 The most preferred content in magazine

In magazine, 44 per cent readers named news and views as first choice item. Some 43 per cent respondents named TV/film/fashion section as most favourite item. Recipe and literature were named least preferred item in magazine by some respondents. (Table 4.35)

4.12.10 The most preferred programme in radio

In radio programmes, songs were first preferred by 43 per cent listeners. Some 31 per cent named news as their first choice. Some listeners named drama also as their first preference. (Table 4.36)

4.12.11 The most preferred programme of home TV channels

News has been considered as a new dimension because of its preference in TV programmes. The highest, 27 per cent viewers, named news as their first preferred programme. Bangla cinema was most preferred programme to 18 per cent viewers.

Some 16 per cent respondents preferred magazine programme as first choice and 15 per cent liked drama as first choice. (Table 4.37)

4.12.12 The most preferred programme of foreign TV channels

The highest, 32 per cent, among respondents who had cable connections, named Bangla cinema as their first preference. Some 17 per cent viewers named Hindi serials as their most favourite programme. Bangla serials were also named as first choice by 13 per cent viewers. Hindi films, Hindi film songs, English movies were named as first choice by some respondents. (Table 4.38)

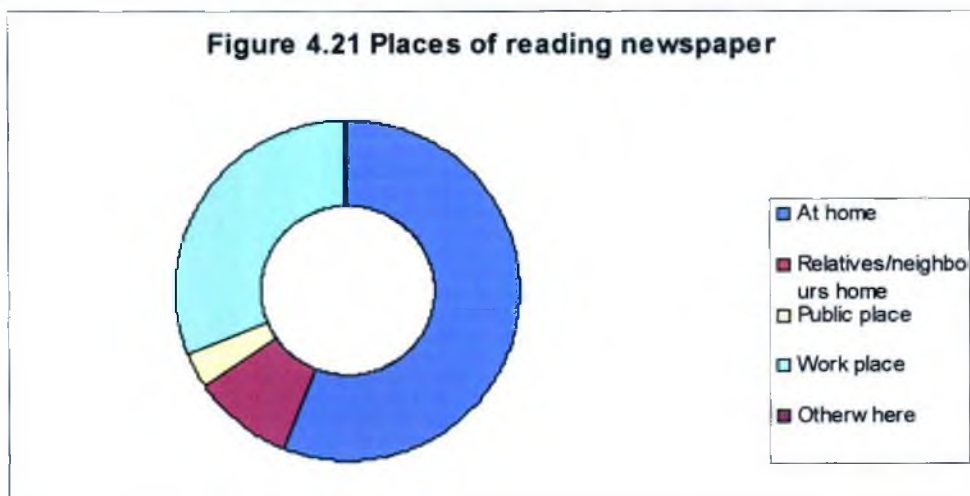
4.12.13 The most preferred type of film

Among movie viewers, the highest, 56 per cent named action film, some 25 per cent named romantic film and almost 19 per cent named social film as their first choice. (Table 4.39)

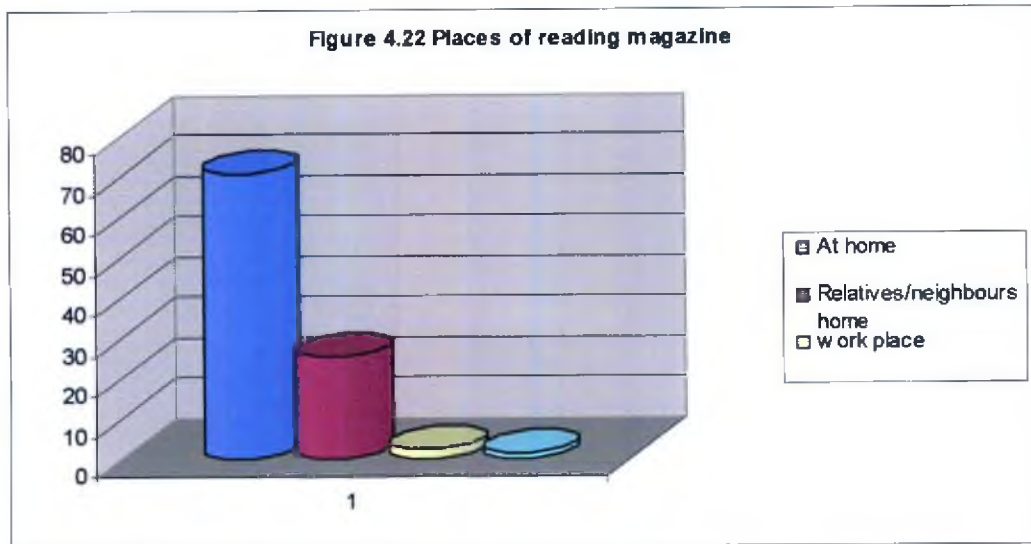
4.13 Places of using media

4.13.1 Places of reading newspaper and magazine

The highest, 56 per cent among newspaper readers read at home, and 31 per cent read at work place. Some 13 per cent read at the residences of relatives/neighbors/friends, public place or other where. (Figure 4.21; Table 4.40)

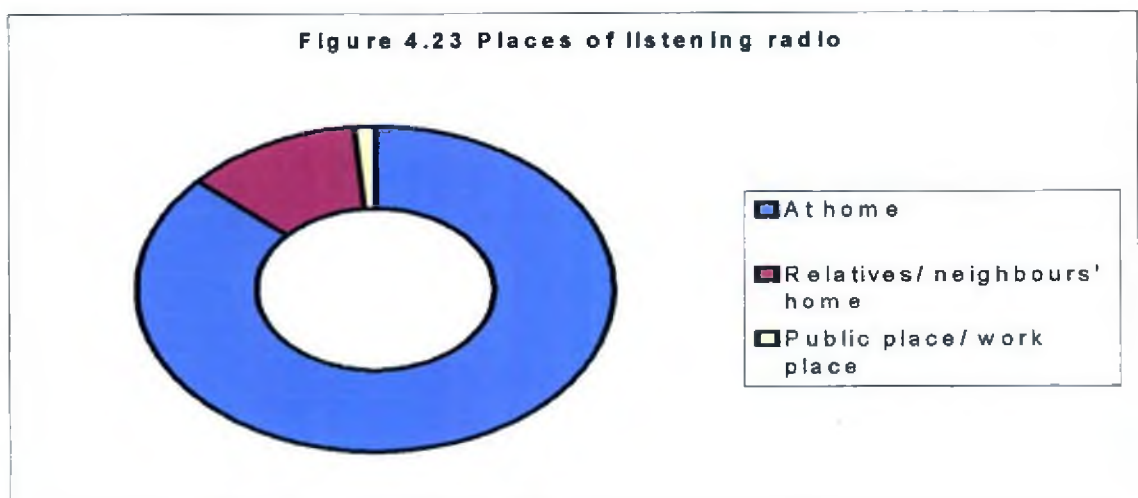


Among magazine readers, 71 per cent read at home and 25 per cent read at relatives/neighbors/ friends house. Others read at workplace. (Figure 4.22; Table 4.41)



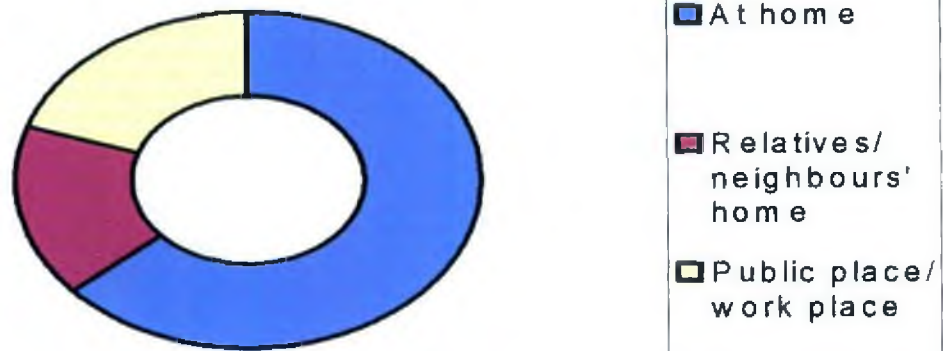
4.13.2 Places of listening to radio

Among radio listeners, 87 per cent listened at home. Others listened at friends/relatives/ neighbours house, or public place or work place. (Figure 4.23; Table 4.42)



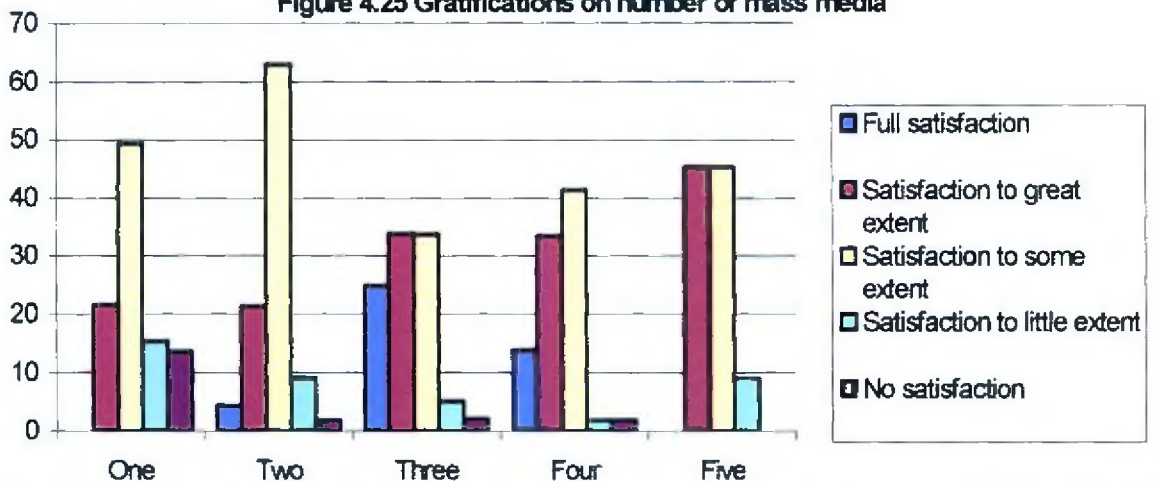
4.13.3 Places of watching television

Of TV viewers, 64 per cent watched at home, others watched at friends/ relatives/ neighbours house or public place/work place. (Figure 4.24; Table 4.43)

Figure 4.24 Places of watching TV

4.14 Gratifications on number of media

The study focused on the uses of mass media and the number of media as well. It has been found that among the respondents, the highest, 45 per cent used two mass media, 34 per cent used three mass media, 14 per cent used four mass media, 5 per cent used one medium and some 2 per cent used five mass media.

Figure 4.25 Gratifications on number of mass media

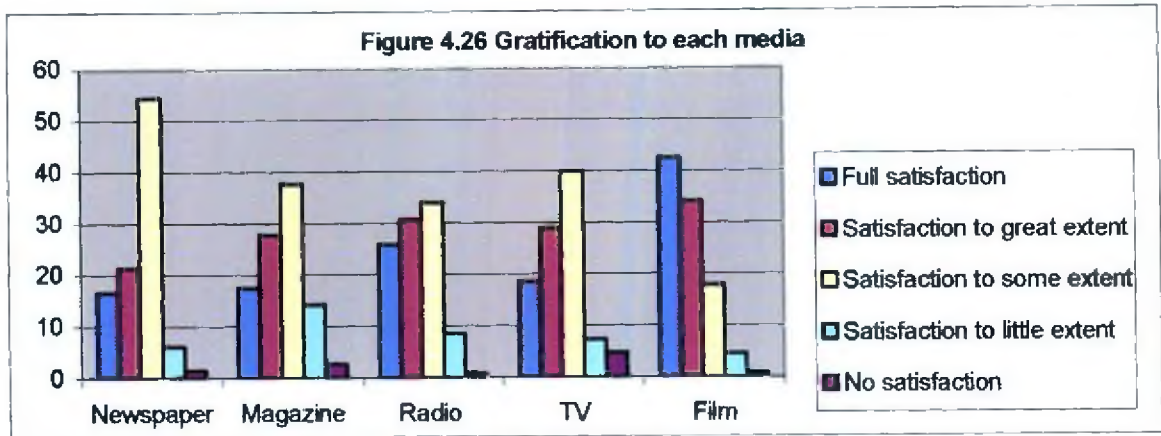
It is found that among the respondents who used five mass media, 45 per cent responded to the second level, 'satisfaction to some extent' and the same number of respondents

(45%) responded to the third level 'satisfaction to some extent'. (Figure 4.25; Table 4.44)

The users of four mass media also followed same trend. Some 33 per cent responded to the second level of satisfaction, i.e. 'satisfaction to great extent' and 41 per cent responded to third level of satisfaction, i.e. 'satisfaction to some extent'. Among the users of three mass media, 25 per cent responded to the first level, 34 per cent responded to the second level and other 34 per cent responded to the third level of satisfaction. Among the users of one medium or two media, most of the respondents responded to the third level of satisfaction. No one among the highest number of medium users such as five media users and the least number of medium users like one medium users responded to the first level of satisfaction, 'full satisfaction'. The highest responds in this category mostly came from the users of three mass media.

4.15 Gratifications to each media

The trend showed in figure 4.26 that with four media: newspaper, magazine, radio and TV, audiences got 'satisfaction to some extent' firstly, then 'satisfaction to great extent' secondly and 'full satisfaction' thirdly. A significant number of audience(s) of newspaper, magazine, radio and TV got 'satisfaction to some extent'. It was 54 per cent of newspaper readers, 38 per cent of magazine readers, 34 per cent of radio listeners and 40 per cent of TV viewers. (Table 4.45)



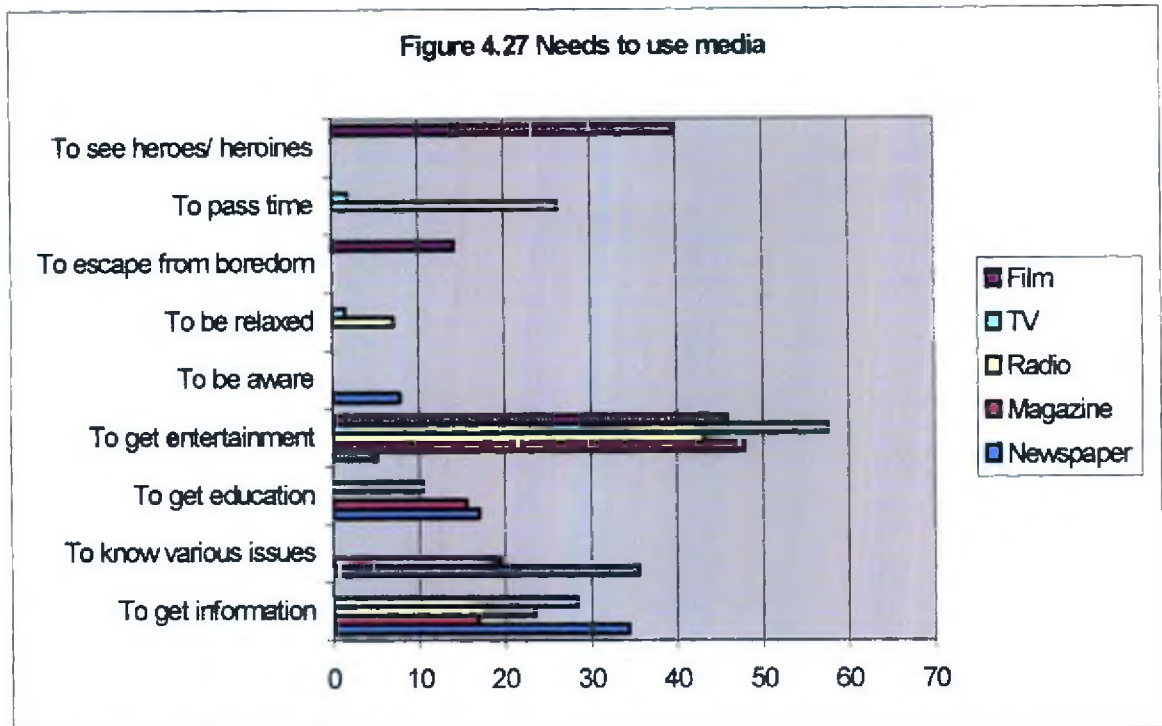
Some 21 per cent of newspaper readers, 28 per cent of magazine readers, 31 per cent of radio listeners and 29 per cent of TV viewers got 'satisfaction to great extent'. While 17 per cent of newspaper readers, more than 17 per cent of magazine readers, almost 26 per cent of radio listeners, and almost 19 per cent of TV viewers got 'full satisfaction'. A negligible number got 'satisfaction to little extent' or 'no satisfaction'.

A reverse trend was viewed in film viewing as they got 'full satisfaction' firstly, 'satisfaction to great extent' secondly and 'satisfaction to some extent' thirdly. More than 42 percent viewers got 'full satisfaction', 34 per cent got 'satisfaction to great extent' and almost 18 per cent got 'satisfaction to some extent'. A small number of respondents replied to the 'satisfaction to little extent' or 'no satisfaction'. It was found that film was the least acceptable medium to respondents, but its audience(s) got more satisfaction from it.

4.16 Needs to use mass media

The prime needs to the mass media were detected in the study. Of total newspaper readers, 36 per cent read newspaper just 'to know various issues' and more than 34 percent read 'to get information'. Among magazine readers, 48 per cent read magazine

'to get entertainment'. Among radio listeners, 43 per cent listened to radio 'to get entertainment'. Among TV viewers, 58 per cent watched TV 'to get entertainment'. The highest, among film viewers, 46 per cent went to movie 'to get entertainment'. (Figure 4.27; Table 4.46)



Inference could be drawn here as the prime need of audiences to magazine, radio, TV and film is 'entertainment', but it is just 'to know news and views' in case of newspaper.

4.17 Reasons not to use media

Among the respondents, the study found some non-users of newspaper, magazine, radio, TV and film and they stated the reasons behind why they didn't use that media. Among non-readers of newspaper, more than 28 per cent couldn't read due to 'cost/expense' while it was almost 45 per cent in case of magazine readers. Other

respondents didn't read due to 'not interesting', 'lack of time', 'not standard' and 'illiteracy'. Among non-listeners to radio, some 49 per cent didn't listen to radio because they 'watch TV'; and among non-viewers of TV, more than 46 per cent didn't watch TV as it was 'not interesting'. Among non-viewers of film, some 46 per cent didn't go to movie as because of 'vulgarism' and 29 per cent didn't go for 'hall environment'. (Table 4.47)

4.18 Personal benefits out of using media

Around 56 per cent readers got help 'to upgrade knowledge' from newspaper. Some others got 'information about profession'; 'information about business'; 'release from tension'; 'relaxation'; etc. (Table 4.48)

From magazine, 36 per cent readers got 'relaxation'; 32 per cent got 'help to pass time'; and 27 per cent got 'idea about society'.

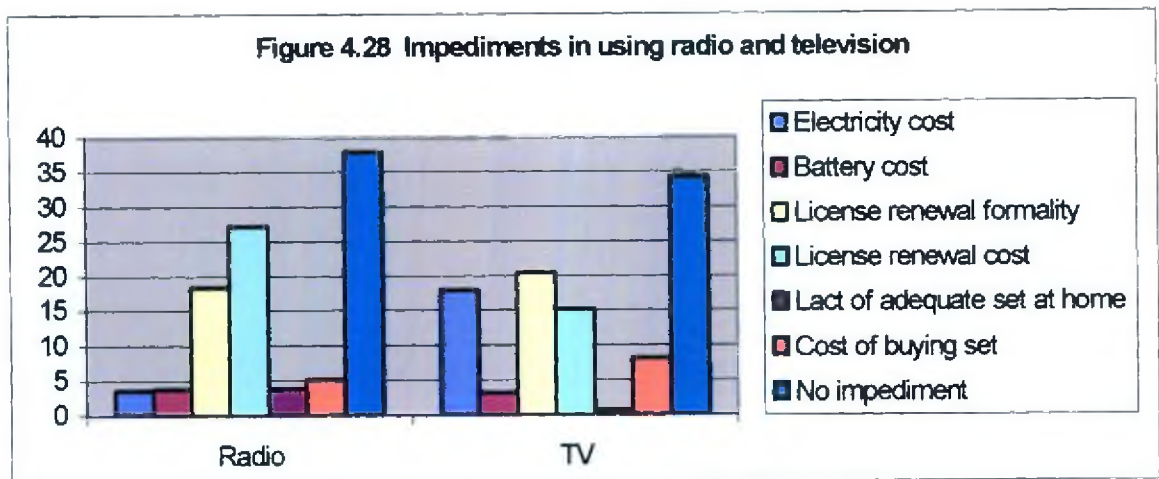
Among the radio listeners, 39 per cent got 'to upgrade knowledge'; 36 per cent got help to 'release tension'; and 25 per cent got 'relaxation'.

Among TV viewers, 33 per cent got 'to upgrade knowledge'; more than 30 per cent got benefit 'to pass time'; 20 per cent got help to 'release from tension'; and 12 per cent got 'relaxation'.

Film viewers also got benefit as 50 per cent of them got 'relaxation'; while 29 per cent got help 'to pass time'; and rest 21 per cent got 'idea about society'.

4.19 Impediments in using radio and TV

Among mass media users, 38 per cent of radio listeners and more than 34 per cent of TV viewers didn't feel any impediment in consuming radio and TV. But 27 per cent radio listeners and 15 per cent TV viewers accused the license renewal cost as impediment. Some 18 per cent radio listeners accused to license renewal formality, while more than 20 per cent TV viewers accused the same. Some others also mentioned electricity costs, battery costs, buying costs, and lack of adequate set at home. (Figure 4.28; Table 4.49)



4.20 Suggestions from Bangladesh Radio listeners

Radio is decreasing its popularity day-by-day. To make Bangladesh Radio popular, 58 per cent listeners suggested to transmit standard entertainment, and 17 per cent listeners asked to make it free from government control and nearly 17 per cent listeners asked for credible and factual transmission of messages. They suggested that the programmes broadcast were of variety but monotonous and stereotyped and also lack creativity. Most of the programmes had been traditionally aired from age together with no variation. (Table 4.50)

4.21 Suggestions from BTV viewers

Suggestions have been received from all viewers on 'How to make BTV a popular one?' Of them, the highest category, more than 45 per cent suggested to increase standard entertainment. They opined that broadcast programmes by BTV had less and less attraction while competing with other channels. Artistes participate in the programmes were of sub-standard in most of the entertainment programmes and the overall productions could not maintain a good standard. The presentation of news and other talk-shows could not satisfy the audience(s) expectations because of biased policy-reflection of government on them. Some 20 per cent asked to broadcast good movies, 18 per cent asked to make it free from government control, and rest 16 per cent asked for truthful and credible transmission of information and news. (Table 4.51)

4.22 Audience(s) expectations to mass media

Comments have been received while asked to all respondents about what they expect to all five mass media in general. The highest, 56 per cent asked for quality entertainment, 21 per cent asked for unbiased and truthful presentation and 12 per cent asked for a reflection of our culture and heritage. Some others asked for media's awareness building role and watchdog role in the society as well. (Table 4.52)

CHAPTER V

Analyses and testing of hypotheses

CHAPTER V

Analyses and testing of hypotheses

5.1 Introduction

In this chapter, the data obtained from the respondents are classified and tabulated in respect (a) to the use of mass media by five major variables, (age, sex, education, occupation and income) and (b) levels of gratification according to five degrees as described under section 3.9 of Chapter III. The tables, analyses and interpretations with statistical tools are made here on the basis of the number and percentage of both urban and suburban areas on the (a) uses of newspaper, magazine, radio, TV and film, as well as (b) levels of gratification by the media.

The chapter has been furnished prior to proof the hypotheses, which have been described under section 3.7 of Chapter III.

5.2 Newspaper reading by age, sex, education, occupation and income

5.2.1 Newspaper reading by age

Table 5.2.1
Number and percentage of newspaper readers and non-readers
among age groups

Age groups	Number and percentage		
	Respondents N	Readers %	Non-readers %
16-20	21	15 71.4	6 28.6
21-25	47	35 74.5	12 25.5
26-30	75	56 74.7	19 25.3
31-35	71	54 76.1	17 23.9
36-40	67	53 79.1	14 20.9
41-45	47	42 89.4	5 10.6
46-50	39	34 87.2	5 12.8
51-55	19	16 84.2	3 15.8
56 +	12	8 66.7	4 33.3
Total	398		313

Chi-square = 8.418 8 d. f ($P < .05$)

The table 5.2.1 showed the number and percentage of newspaper readers of different age groups. There is no dependence of relation between age and newspaper reading has been viewed in the percentage distribution in the above-mentioned table. A significant number of newspaper readers were found in all age groups. The highest readership was found in one of the middle aged groups, i.e.41-45. The lowest readership was found among the oldest group.

5.2.2 Newspaper reading by sex

Table 5.2.2
Number and percentage of newspaper readers and non-readers
among sex groups

Sex Groups	Number and Percentage		
	Respondents N	Readers %	Non-readers %
Male	341	268 78.6	73 21.4
Female	57	45 78.9	12 21.1
Total	398	313	85

Chi-square = .004 1 d. f. (P< .05)

The table 5.2.2 showed the number and percentage of newspaper readers of male and female groups that indicated similarity of readership. There is no dependence of relation viewed between newspaper reading and sex groups.

5.2.3 Newspaper reading by education

Table 5.2.3
Number and percentage of newspaper readers and non-readers
among education groups

Education Groups	Number and percentage		
	Respondents N	Readers %	Non-readers %
Illiterate	19	0 0	19 100
Class I-V	20	9 45	11 55
Class VI-X	42	30 71.4	12 28.6
SSC	23	13 56.5	10 43.5
HSC	57	47 82.5	10 17.5
Graduation	124	116 93.5	8 6.5
Masters/M.Phil/ PhD	103	91 88.4	12 11.7
Others	10	7 70	3 30
Total	398	313	85

Chi-square: 114.564 7 d. f (P>.001)

The table 5.2.3 showed a dependence of relation between higher education and newspaper reading. The trend of highest newspaper readerships have been found in the group of graduates and in the group of Master/ M.Phil/ Ph.D. HSC group also had a very good readership. Low readerships were found among primary and 'others' groups.

5.2.4 Newspaper reading by occupation

Table 5.2.4
Number and percentage of newspaper readers and non-readers
among occupation groups

Occupation Groups	Number and percentage		
	Respondents N	Readers %	Non-readers %
School Teacher	21	21 100	0 0
College/University teacher	21	21 100	0 0
Doctor	21	21 100	0 0
Engineer	21	21 100	0 0
Lawyer	21	21 100	0 0
Journalist/Literateur	21	21 100	0 0
Farmer	21	2 9.5	19 90.5
Small business Man	21	12 57.1	9 42.9
Medium business man	21	19 90.5	2 9.5
Big business man	21	21 100	0 0
Skilled labourer	21	10 47.6	11 52.4
Unskilled/day labourer	21	0 0	21 100
Govt. officer	20	20 100	0 0
Govt. worker	21	18 85.7	3 14.3
Non-govt. Officer	21	21 100	0 0
Non-govt. worker	21	18 85.7	3 14.3
House wife	21	14 66.7	7 33.3
Student	21	18 85.7	3 14.3
Unemployed and other	21	14 66.7	7 33.3
Total	398	313	85

Chi-square = 213.145 18 d. f (P> .001)

The table 5.2.4 showed that the reading of newspaper is dependent on some high profile occupations of respondents. It has been found that among the total newspaper readers, respondents of high profile professions, i.e. college/ university teacher, school teacher, doctors, engineers, lawyers, journalists/ literateurs, big business men, government officers

and non-government officers, were all readers of newspaper. Some occupation groups, such as, farmers, small businessmen, skilled and unskilled labourers, had less or no newspaper readership.

5.2.5 Newspaper reading by income

Table 5.2.5
Number and percentage of newspaper readers and non-readers
among income groups

Income Groups	Number and percentage		
	Respondents N	Readers %	Non-readers %
Up to Tk. 5000	55	13 23.6	42 76.4
Tk. 5001-10000	117	83 70.9	34 29.1
Tk.10001-15000	69	65 94.2	4 5.8
Tk.15001-20000	65	60 92.3	5 7.7
Tk. 20001-25000	49	49 100	0 0
Tk. 25001+	43	43 100	0 0
Total	398	313	85

Chi-square = 145.373 5 d. f ($P > .001$)

In the table 5.2.5, there is a dependence of relation viewed in the study, which revealed that the reading of newspaper is more among high and medium income groups than the low-income groups. All the respondents of high-income groups had very high newspaper readership. The lowest income group, i.e. upto Tk. 5,000 had the lowest newspaper readership.

5.3 Magazine reading by age, sex, education, occupation and income

5.3.1 Magazine reading by age

Table 5.3.1
Number and percentage of magazine readers and non-readers
among age groups

Age groups	Number and percentage		
	Respondents N	Readers %	Non-readers %
16-20	21	2 9.5	19 90.5
21-25	47	10 21.3	37 78.7
26-30	75	21 28	54 72
31-35	71	17 23.9	54 76.1
36-40	67	13 19.4	54 80.6
41-45	47	13 27.7	34 72.3
46-50	39	9 23.1	30 76.9
51-55	19	1 5.3	18 94.7
56 +	12	2 16.7	10 83.3
Total	398	88	310

Chi-square = 8.084 8 d. f ($P < 0.05$).

The above 5.3.1 table showed an independence of relation between age and magazine reading. It has been found a mix trend of magazine reading among different age groups. The 26-30 and 41-45 aged groups were found highest, but not significant number of magazine readers according to percentage distribution. The reading of magazine is not dependent on any of young-age, middle-age or old-age groups of respondents.

5.3.2 Magazine reading by sex

Table 5.3.2
Number and percentage of magazine readers and non-readers
among sex groups

Sex Groups	Number and percentage		
	Respondents N	Readers %	Non-readers %
Male	341	76 22.3	265 77.7
Female	57	12 21.1	45 78.9
Total	398	88	310

Chi-square = .043 1 d. f ($P < .05$)

The table 5.3.2 showed that the male readers were little more than female readers, but the percentage of magazine readers showed that the difference was not very significant.

5.3.3 Magazine reading by education

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Table 5.3.3
Number and percentage of magazine readers and non-readers
among education groups

Education Groups	Number and percentage		
	Respondents N	Readers %	Non-readers %
Illiterate	19	0 0	19 100
Class I-V	20	2 10	18 90
Class VI-X	42	2 4.8	40 95.2
SSC	23	1 4.3	22 95.7
HSC	57	10 17.5	47 82.5
Graduation	124	39 31.4	85 68.6
Masters/ M.Phil/PhD	103	33 32	70 68
Other	10	1 10	9 90
Total	398	88	310

Chi-square=32.370 7 d. f ($P > .001$)

In the table 5.3.3, it has been found that more magazine reading of respondents is

dependent on higher education. The highest magazine readership was found with Masters/M.Phil/PhD group, which was followed by graduate group. Very small magazine readerships were found in primary, secondary, SSC and 'other' groups.

5.3.4 Magazine reading by occupation

Table 5.3.4
Number and percentage of magazine readers and non-readers
among occupation groups

Occupation groups	Number and percentage		
	Respondents N	Readers %	Non-readers %
School Teacher	21	0 0	21 100
College/University Teacher	21	12 57.1	9 42.9
Doctor	21	5 23.8	16 76.2
Engineer	21	5 23.8	16 76.2
Lawyer	21	3 14.3	18 85.7
Journalist/ Literateur	21	11 52.4	10 47.6
Farmer	21	0 0	21 100
Small business Man	21	0 0	21 100
Medium business man	21	0 0	21 100
Big business man	21	7 33.3	14 66.7
Skilled labourer	21	3 14.3	18 85.7
Unskilled/day labourer	21	0 0	21 100
Govt. officer	20	6 30	14 70
Govt. worker	21	2 9.5	19 90.5
Non-govt. Officer	21	10 47.6	11 52.4
Non-govt. worker	21	3 14.3	18 85.7
House wife	21	7 33.3	14 66.7
Student	21	10 47.6	11 52.4
Unemployed and other	21	4 19.1	17 80.9
Total	398	88	310

Chi-square value is 79.964 18 d. f ($P > .001$)

The table 5.3.4 showed a trend of dependence between a few specific occupations like College/ university teachers, journalists/ literateurs, non-government officers and

students with magazine readership. But, some other occupations, such as farmers, small businessmen, medium businessmen, school teachers and unskilled labourers had no readership at all.

5.3.5 Magazine reading by income

Table 5.3.5
Numbers and percentage of magazine readers and non-readers
among income groups

Income groups	Number and percentage		
	Respondents N	Readers %	Non-readers %
Up to Tk. 5000	55	2 3.6	53 96.4
Tk.5001- 10000	117	25 21.4	92 78.6
Tk.10001- 15000	69	16 23.2	53 76.8
Tk.15001- 20000	65	14 21.5	51 78.5
Tk.20001- 25000	49	21 42.9	28 57.1
Tk.25001+	43	10 23.3	33 76.7
Total	398	88	310

Chi value is 23.275 5 d. f ($P > .001$)

The table 5.3.5 showed a trend that magazine reading is not dependent on income. The number of magazine readership is not significant in any of low-income, medium-income and high-income groups. Although the highest magazine readership was found in the group of TK. 20,001-25,000, the highest income group as well as the other three groups of Tk. 5,000 to 20,000, had almost same percentage of magazine readership.

5.4 Radio listening by age, sex, education, occupation and income

5.4.1 Radio listening by age

Table 5.4.1
Number and percentage of radio listeners and non-listeners
among age groups

Age groups	Number and percentage		
	Respondents N	Listeners %	Non-listeners %
16-20	21	11 52.4	10 47.6
21-25	47	19 40.4	28 59.6
26-30	75	33 44	42 56
31-35	71	32 45.1	39 54.9
36-40	67	24 35.8	43 64.2
41-45	47	15 31.9	32 68.1
46-50	39	10 25.6	29 74.4
51-55	19	9 47.4	10 52.6
56 +	12	4 33.3	8 66.7
Total	398	157	241

Chi-square = 8.364 8 d. f (P< .05)

The table 5.4.1 showed a mix trend of radio listening among all age groups. Although the youngest age group had the highest radio listenership, but the above table did not indicate any dependence of relation between radio listening and any of young aged, middle aged or old aged respondents.

5.4.2 Radio listening by sex

Table 5.4.2
Number and percentage of radio listeners and non-listeners
among sex groups

Sex Groups	Number and percentage		
	Respondents N	Listeners %	Non-listeners %
Male	341	137 40.2	204 59.8
Female	57	20 35.1	37 64.9
Total	398	157	241

Chi-square = .529 1 d. f ($P < .05$)

More listenership was seen among male group than that of female group in the table 5.4.2 though the difference is not very wide. Thus, any dependence of relation has not been found between radio listening and any of male or female groups.

5.4.3 Radio listening by education

Table 5.4.3
Number and percentage of radio listeners and non-listeners
among education groups

Education groups	Number and percentage		
	Respondents	Listeners %	Non-listeners %
Illiterate	19	13 68.4	6 31.6
Class I-V	20	13 65	7 35
Class VI-X	42	26 61.9	16 38.1
SSC	23	11 47.8	12 52.2
HSC	57	21 36.8	36 63.2
Graduation	124	35 28.2	89 71.8
Masters/ M.Phil/PhD	103	35 34	68 66
Others	10	3 30	7 70
Total	398	157	241

Chi-square = 30.050 7 d. f ($P > .001$)

Radio listening is found more in numbers and percentages among less educated groups, i.e. illiterate group, primary school and secondary school group. The table 5.4.3 showed

that the levels of education such as HSC to Masters had low radio listening habit. Therefore, there is a dependence of relation found between radio listening and less educated respondents.

5.4.4 Radio listening by occupation

Table 5.4.4
Number and percentage of radio listeners and non-listeners
among occupation groups

Occupation groups	Number and percentage		
	Respondents N	Listeners %	Non-listeners %
School Teacher	21	10 47.6	11 52.4
College/University teacher	21	11 52.4	10 47.6
Doctor	21	4 19.1	17 80.9
Engineer	21	3 14.3	18 85.7
Lawyer	21	4 19.1	17 80.9
Journalist/Literateur	21	12 57.1	9 42.9
Farmer	21	15 71.4	6 28.6
Small business man	21	17 80.9	4 19.1
Medium business man	21	11 52.4	10 47.6
Big business man	21	4 19.1	17 80.9
Skilled labourer	21	16 76.2	5 23.8
Unskilled/day labourer	21	15 71.4	6 28.6
Govt. officer	20	2 10	18 90
Govt. worker	21	3 14.3	18 85.7
Non-govt. Officer	21	0 0	21 100
Non-govt. worker	21	6 28.6	15 71.4
House wife	21	10 47.6	11 52.4
Student	21	7 33.3	14 66.7
Unemployed and other	21	7 33.3	14 66.7
Total	398	157	241

Chi-square = 96.613 18 d. f (P>.001)

The table 5.4.4 indicated that there is a dependence of relation between radio listening

and some occupations. Some occupation groups, such as small businessmen, farmers, skilled labourers, and unskilled/ day labourers listened to radio more than that of other occupation groups, such as doctors, engineers, lawyers, big businessmen, government officers, government workers, and non-government officers.

5.4.5 Radio listening by income

Table 5.4.5
Number and percentage of radio listeners and non-listeners
among income groups

Income groups	Number and percentage		
	Respondents N	Listeners %	Non-listeners %
Up to Tk. 5000	55	41 74.5	14 25.5
Tk. 5001-10000	117	70 59.8	47 40.2
Tk.10001-15000	69	25 36.2	44 63.8
Tk.15001-20000	65	14 21.5	51 78.5
Tk.20001-25000	49	3 6.1	46 93.9
Tk.25001 +	43	4 9.3	39 90.7
Total	398	157	241

Chi-square = 96.879 5 d. f (P> .001)

The table 5.4.5 showed a direction of relation between low-income and more radio listenership. The highest listenership was found in the lowest income group, i.e. upto Tk. 5,000 group, and Tk. 5,000-10,000 group followed it. High-income groups were found fewer as clusters of listener to radio.

5.5 Television viewing by age, sex, education, occupation and income

5.5.1 TV viewing by age

Table 5.5.1
Number and percentage of television viewers and non-viewers
among age groups

Age groups	Number and percentage		
	Respondents N	Viewers %	Non-viewers %
16-20	21	17 80.9	4 19.1
21-25	47	45 95.7	2 4.3
26-30	75	66 88	9 12
31-35	71	66 92.9	5 7.1
36-40	67	61 91	6 9
41-45	47	45 95.7	2 4.3
46-50	39	37 94.9	2 5.1
51-55	19	16 84.2	3 15.8
56 +	12	11 91.7	1 8.3
Total	398	364	34

Chi-square = 8.4048 d. f (P< .05)

From the table 5.5.1, it has been viewed that TV viewing was found very high among all age groups. There is no dependence of relation revealed in the table between TV viewing and any specific age group.

5.5.2 TV viewing by sex

Table 5.5.2

Number and percentage of television viewers and non-viewers
among sex groups

Sex groups	Number and percentage		
	Respondents N	Viewers %	Non-viewers %
Male	341	311 91.2	30 8.8
Female	57	53 93	4 7
Total	398	364	34

Chi-square = .198 1 d. f ($P < .05$)

The table 5.5.2 showed that the percentage of TV viewers was found similar among male and female groups.

5.5.3 TV viewing by education

Table 5.5.3

Number and percentage of television viewers and non-viewers
among education groups

Education groups	Number and percentage		
	Respondents N	Viewers %	Non-viewers %
Illiterate	19	14 73.7	5 26.32
Class I-V	20	15 75	5 25
Class VI-X	42	37 88.1	5 11.9
SSC	23	20 87	3 13
HSC	57	51 89.5	6 10.5
Graduation	124	118 95.2	6 4.8
Masters/M.Phil/ PhD	103	100 97.1	3 2.9
Others	10	9 90	1 10
Total	398	364	34

Chi-square = 22.489 7 d. f ($P > .01$)

The table 5.5.3 showed that there is a dependence of relation between TV viewing and higher education. Higher educated groups were found top as a cluster of viewers of TV.

5.5.4 TV viewing by occupation

Table 5.5.4
Number and percentage of television viewers and non-viewers
among occupation groups

Occupation groups	Number and percentage		
	Respondents N	Viewers %	Non-viewers %
School Teacher	21	21 100	0 0
College/University teacher	21	21 100	0 0
Doctor	21	20 95.2	1 4.8
Engineer	21	21 100	0 0
Lawyer	21	21 100	0 0
Journalist/Literateur	21	21 100	0 0
Farmer	21	16 76.2	4 23.8
Small business Man	21	18 85.7	3 14.3
Medium business man	21	17 80.9	4 19.1
Big business man	21	19 90.5	2 9.5
Skilled labourer	21	15 71.4	6 28.6
Unskilled/day labourer	21	13 61.9	8 38.1
Govt. officer	20	20 100	0 0
Govt. worker	21	20 95.2	1 4.8
Non-govt. Officer	21	21 100	0 0
Non-govt. worker	21	21 100	0 0
House wife	21	21 100	0 0
Student	21	19 90.5	2 9.5
Unemployed and other	21	19 90.5	2 9.5
Total	398	364	34

Chi-square = 62.781 18 d. f (P> .001)

It has been shown in the table 5.5.4 that TV viewing is dependent on some occupation groups. All school teachers, college teachers, engineers, lawyers, journalists, government officers, non-government officers, non-government workers, and housewives were found TV viewers, while farmers, skilled labourer and unskilled labourer groups had less TV viewers.

5.5.5 TV viewing by income

Table 5.5.5
Number and percentage of television viewers and non-viewers
among income groups

Income groups	Number and percentage		
	Respondents	Viewers	Non-viewers
	N	%	%
Up to Tk. 5000	55	39 70.9	16 29.1
Tk. 5001- 10000	117	106 90.6	11 9.4
Tk. 10001- 15000	69	66 95.7	3 4.3
Tk.15001- 20000	65	65 100	0 0
Tk.20001- 25000	49	49 100	0 0
Tk.25001 +	43	39 90.7	4 9.3
Total	398	364	34

Chi-square = 42.068 5 d. f (P>.001)

The table 5.5.5 revealed that TV viewing is dependent with medium-income and high-income of respondents. Low TV viewing was found in the lowest income group.

5.6 Film viewing by age, sex, education, occupation and income

5.6.1 Film viewing by age

Table 5.6.1
Number and percentage of film viewers and non-viewers among age groups

Age groups	Number and percentage		
	Respondents N	Viewers %	Non-viewers %
16-20	21	6 28.6	15 71.4
21-25	47	14 29.8	33 70.2
26-30	75	19 25.3	56 74.7
31-35	71	16 22.5	55 77.5
36-40	67	7 10.5	60 89.5
41-45	47	0 0	47 100
46-50	39	0 0	39 100
51-55	19	4 21.1	15 78.9
56 +	12	1 8.3	11 91.7
Total	398	67	331

Chi-square = 33.438 8 d. f (P> .001)

The table 5.6.1 indicated that young groups of upto 30 years watched film more than other age groups. The old age groups had fewer film viewers with a little deviation of small sample of 51-55 age group. However, the table revealed a dependence of relationship between film viewing and young age.

5.6.2 Film viewing by sex

Table 5.6.2
Number and percentage of film viewers and non-viewers among sex groups

Sex groups	Number and percentage		
	Respondents N	Viewers %	Non-viewers %
Male	341	62 18.2	279 81.8
Female	57	5 8.8	52 91.2
Total	398	67	331

Chi-square = 3.089 1 d. f (P<.05)

The table 5.6.2 showed that film viewing was more among male than female groups

though both were amenable low. There is a dependence of relation found between film viewing and sex of respondents according to percentages shown.

5.6.3 Film viewing by education

Table 5.6.3
Number and percentage of film viewers and non-viewers
among education groups

Education groups	Number and percentage		
	Respondents N	Viewers %	Non-viewers %
Illiterate	19	11 57.9	8 42.1
Class I-V	20	9 45	11 55
Class VI-X	42	13 30.9	29 69.1
SSC	23	10 43.5	13 56.5
HSC	57	5 8.8	52 91.2
Graduation	124	12 9.7	112 90.3
Masters/M.Phil/ PhD	103	5 4.9	98 95.1
Others	10	2 20	8 80
Total	398	67	331

Chi-square = 69.668 7 d.f (P>.001)

A dependence of relation has been revealed in the table 5.6.3 between film viewing and less education. Illiterate group, primary group and SSC group had more film viewers than that of HSC, graduate and masters groups.

5.6.4 Film viewing by occupation

Table 5.6.4
Number and percentage of film viewers and non-viewers
among occupation groups

Occupation groups	Number and percentage		
	Respondents N	Viewers %	Non-viewers %
School Teacher	21	0 0	21 100
College/University Teacher	21	0 0	21 100
Doctor	21	0 0	21 100
Engineer	21	0 0	21 100
Lawyer	21	0 0	21 100
Journalist/ Literateur	21	5 23.8	16 76.2
Farmer	21	8 38.1	13 61.9
Small business Man	21	8 38.1	13 61.9
Medium business man	21	10 47.6	11 52.4
Big business man	21	0 0	21 100
Skilled labourer	21	14 66.7	7 33.3
Unskilled/day labourer	21	14 66.7	7 33.3
Govt. officer	20	0 0	20 100
Govt. worker	21	0 0	21 100
Non-govt. Officer	21	0 0	21 100
Non-govt. worker	21	0 0	21 100
House wife	21	2 9.5	19 90.5
Student	21	4 19.1	17 80.9
Unemployed and other	21	2 9.5	19 90.5
Total	398	67	331

Chi-square = 149.985 18 d.f (P>.001)

The table 5.6.4 showed that film viewing is dependent on some occupations. Skilled labourers, unskilled/ day labourers, and medium business men groups had a good film

viewership, while no respondent of the groups of school teachers, college/ university teachers, doctors, engineers, lawyers, big businessmen, government officers, government workers, non-government officers, and non-government workers watched film.

5.6.5 Film viewing by income

Table 5.6.5
Number and percentage of film viewers and non-viewers
among income groups

Income groups	Number and percentage		
	Respondents N	Viewers %	Non-viewers %
Up to Tk. 5000	55	24 43.6	31 56.4
Tk. 5001- 10000	117	34 29.1	83 70.9
Tk. 10001- 15000	69	6 8.7	63 91.3
Tk.15001- 20000	65	0 0	65 100
Tk.20001- 25000	49	1 2	48 98
Tk.25001 +	43	2 4.7	41 95.3
Total	398	67	331

Chi-square = 69.351 5 d. f (P>.001)

From the table 5.6.5, it has been found that film viewing is more among low-income groups. The highest film viewership was found among the lowest income group and the second lowest income group followed it.

5.7 Gratification measurement by age, sex, education, occupation and income

In Chapter IV, the levels of gratification by media have been analysed to get an in-depth insight of the gratification situation on the basis of several demographic data. It has been attempted to analyse the data more critically by testing specific criterion of satisfaction i.e., 'full satisfaction'; 'satisfaction to great extent'; 'satisfaction to some extent'; 'satisfaction to little extent'; and 'no satisfaction' with five major variables, age, sex, education, occupation and income of respondents.

The state of 'no satisfaction' has been reviewed and interpreted comparing all other levels of satisfactions, i.e. top-level, mid-level and low-level, in regard to various variables (age, sex, education, occupation and income) used in the study.

5.7.1 Gratification levels by age

Table 5.7.1
Gratification levels by age groups

Age groups	Respondents N	Top-level of satisfaction		Mid-level of satisfaction	Low-level of satisfaction	'No satisfaction'
		'Full satisfaction'	'Satisfaction to great extent'	'Satisfaction to some extent'	'Satisfaction to little extent'	
		N %	N %	N %	N %	N %
16-20	21	2 9.5	11 52.4	5 23.8	1 4.8	2 9.5
21-25	47	4 8.5	18 38.3	20 42.5	3 6.4	2 4.3
26-30	75	9 12	22 29.3	41 54.7	3 4	0 0
31-35	71	7 9.9	21 29.6	33 46.5	7 9.9	3 4.2
36-40	67	5 7.5	16 23.9	36 53.7	10 14.9	0 0
41-45	47	3 6.4	7 14.9	34 72.3	3 6.4	0 0
46-50	39	2 5.1	12 30.8	22 56.4	1 2.6	2 5.1
51-55	19	0 0	5 26.3	11 57.9	3 15.8	0 0
56+	12	1 8.3	1 8.3	9 75	0 0	1 8.3
Total	398	33	113	211	31	10

Chi-square value is 48.502 32 d. f ($P > .05$).

The table 5.7.1 at a glance showed the gratification levels of media by the respondents of

different age groups. According to percentages, a dependent relationship between young age and top levels of gratification have been viewed in the table. The groups of 16-20, and 21-25 showed 'top level of satisfaction' more in comparison to other levels. There is another dependence of relation has been found between old-age and mid-level of satisfaction. The oldest group responded highest in the category of mid-level of satisfaction.

5.7.2 No satisfaction by age

Table 5.7.2
Number and percentage of 'No satisfaction' among age groups

Age groups	Respon- dents N	'No satisfaction' N %	Other levels of satisfaction (top, mid, low) N %
16-20	21	2 9.5	19 90.5
21-25	47	2 4.3	45 95.7
26-30	75	0 0	75 100
31-35	71	3 4.2	68 95.8
36-40	67	0 0	67 100
41-45	47	0 0	47 100
46-50	39	2 5.1	37 94.9
51-55	19	0 0	19 100
56 + years	12	1 8.3	11 91.7
Total	398	10	388

The table 5.7.2 showed the percentages of 'no satisfaction' with little variations among different age groups. It showed that 'no satisfaction' came out small in number and percentage and in many cases not found at all among the different age groups.

5.7.3 Gratification levels by sex

Table 5.7.3

Gratification levels by sex groups

Sex Groups	Respondents N	Top-level of satisfaction		Mid-level of satisfaction	Low-level of satisfaction	'No satisfaction'
		'Full satisfaction'	'Satisfaction to great extent'	'Satisfaction to some extent'	'Satisfaction to little extent'	
		N %	N %	N %	N %	
Male	341	28 8.2	95 27.9	182 53.4	28 8.2	8 2.3
Female	57	5 8.8	18 31.6	29 50.9	3 5.3	2 3.5
Total	398	33	113	211	31	10

Chi-square value = 1.122 4 d. f. (P>.05)

The table 5.7.3 showed that the respondents of male and female groups obtained different degrees of gratification to mass media. There is a relation found between top-level of satisfaction and female respondents. Female respondents showed 'top-level of satisfaction' more than that of male group, while male respondents showed 'mid-level of satisfaction' mostly.

5.7.4 'No satisfaction' by sex

Table 5.7.4

Number and percentage of 'No satisfaction'
among sex groups

Sex groups	Total N	'No satisfaction'	Other levels of satisfaction (top, mid, low)
		N %	N %
Male	341	8 2.3	333 97.7
Female	57	2 3.5	55 96.5
Total	398	10	388

The table 5.7.4 showed the number and percentage of 'no satisfaction' among male and female groups. 'No satisfaction' was not significant in both male and female groups.

5.7.5 Gratification levels by education

Table 5.7.5
Gratification levels by education groups

Education groups	Respondents N	Top-level of satisfaction		Mid-level of satisfaction	Low-level of satisfaction	'No satisfaction'
		'Full satisfaction'	'Satisfaction to great extent'	'Satisfaction to some extent'	'Satisfaction to little extent'	
		N %	N %	N %	N %	N %
Illiterate	19	4 21	14 73.7	1 5.3	0 0	0 0
Class I-V	20	4 20	9 45	6 30	1 5	0 0
Class VI-X	42	7 16.7	19 45.2	13 30.9	1 2.4	2 4.8
SSC	23	3 13.1	9 39.1	11 47.8	0 0	0 0
HSC	57	4 7	13 22.8	34 59.7	4 7	2 3.5
Graduation	124	5 4	29 23.4	71 57.3	16 12.9	3 2.4
Masters/ M.Phil/ PhD	103	3 2.9	18 17.5	71 68.9	8 7.8	3 2.9
Others	10	3 30	2 20	4 40	1 10	0 0
Total	398	33	113	211	31	10

Chi-square value is 82.963 28 d. f. (P > .001)

The table 5.7.5 showed the responses to the gratification levels of media among education groups. From the table, a direction of relation has been viewed between less-education and top-level of satisfaction. The groups in between illiterate to class X got 'top-level of satisfaction' more in comparison to other groups, while higher educated groups, i.e. HSC, graduate and masters, got mid-level of satisfaction mostly.

5.7.6 No satisfaction by education

Table 5.7.6
Number and percentage of 'No satisfaction' among
education groups

Education groups	Respondents N	'No Satisfaction' N %	Others levels of satisfaction (top, mid, low) N %
Illiterate	19	0 0	19 100
Class I-V	20	0 0	20 100
Class VI-X	42	2 4.8	40 95.2
SSC	23	0 0	23 100
HSC	57	2 3.5	55 96.5
Graduation	124	3 2.4	121 97.6
Masters/ M.Phil/PhD	103	3 2.9	100 97.1
Other	10	0 0	10 100
Total	398	10	388

The table 5.7.6 showed the number and percentage of 'no satisfaction' among different education groups. It has been viewed in the table that there was no trace of 'no satisfaction' among the groups of illiterate, primary, SSC and 'other', while very small portion of respondents of other education groups showed 'no satisfaction'.

5.7.7 Gratification levels by occupation

Table 5.7.7
Gratification levels by occupation groups

Occupation groups	Respondents N	Top-level of satisfaction		Mid-level of satisfaction	Low-level of satisfaction	'No satisfaction'
		'Full satisfaction' N %	'Satisfaction to great extent' N %	'Satisfaction to some extent' N %	'Satisfaction to little extent' N %	N %
School teacher	21	0 0	8 38.1	13 61.9	0 0	0 0
College/University teacher	21	0 0	4 19	14 66.7	2 9.5	1 4.8
Doctor	21	0 0	2 9.5	18 85.7	1 4.8	0 0
Engineer	21	0 0	2 9.5	15 71.4	4 19.1	0 0
Lawyer	21	0 0	0 0	19 90.5	2 9.5	0 0
Journalists/Literateurs	21	0 0	7 33.3	14 66.7	0 0	0 0
Farmers	21	5 23.8	14 66.7	2 9.5	0 0	0 0
Small business man	21	7 33.3	12 57.2	2 9.5	0 0	0 0
Medium business man	21	1 4.8	11 52.4	7 33.3	2 9.5	0 0
Big business man	21	0 0	0 0	15 71.4	6 28.6	0 0
Skilled labourer	21	7 33.3	12 57.1	1 4.8	0 0	1 4.8
Unskilled/day labourer	21	5 23.8	13 61.9	3 14.3	0 0	0 0
Govt. officer	20	0 0	0 0	17 85	3 15	0 0
Govt. worker	21	0 0	3 14.3	16 76.2	2 9.5	0 0
Non-govt. Officer	21	0 0	0 0	17 80.9	1 4.8	3 14.3
Non-govt. worker	21	0 0	2 9.5	16 76.2	3 14.3	0 0
House wife	21	3 14.3	9 42.8	8 38.1	1 4.8	0 0
Student	21	3 14.3	8 38.1	6 28.6	2 9.5	2 9.5
Unemployed and others	21	2 9.5	6 28.6	8 38.1	2 9.5	3 14.3
Total	398	33	113	211	31	10

Chi-square value = 262.892 72 d. f. (P>.001)

From the table 5.7.7, it has been viewed that there is a dependence of relation between top-level of gratification and some occupations. The groups of farmers, small

businessmen, skilled labourers and unskilled labourers got 'top-level of satisfaction' more in comparison to other groups, while doctors, lawyers, government officers and non-government officers mostly got 'mid-level of satisfaction'.

5.7.8 No satisfaction by occupation

Table 5.7.8
Number and percentage of 'No satisfaction'
among occupation groups

Occupation group	Respondents N	'No satisfaction' N %	Other levels of satisfaction (top, mid, low) N %
School Teacher	21	0 0	21 100
College/University Teacher	21	1 4.8	20 95.2
Doctor	21	0 0	21 100
Engineer	21	0 0	21 100
Lawyer	21	0 0	21 100
Journalists/Literateurs	21	0 0	21 100
Farmers	21	0 0	21 100
Small business Man	21	0 0	21 100
Medium business man	21	0 0	21 100
Big business man	21	0 0	21 100
Skilled labourer	21	1 4.8	20 95.2
Unskilled/day labourer	21	0 0	21 100
Govt. officer	20	0 0	20 100
Govt. worker	21	0 0	21 100
Non-govt. Officer	21	3 14.3	18 85.7
Non-govt. worker	21	0 0	21 100
House wife	21	0 0	21 100
Student	21	2 9.5	19 90.5
Unemployed and others	21	3 14.3	18 85.7
Total	398	10	388

The table 5.7.8 showed a very few number and percentages of respondents among

occupation groups who showed their 'no satisfaction' to mass media. Among the groups, non-government officers, and unemployed and other groups got 'no satisfaction' mostly than other groups.

5.7.9 Gratification levels by income

Table 5.7.9
Gratification levels by income groups

Income groups	Respon- dents N	Top-level of satisfaction		Mid-level of satisfaction	Low-level of satisfaction	'No satisfaction'
		'Full satisfaction'	'Satisfaction to great extent'	'Satisfaction to some extent'	'Satisfaction to little extent'	
		N %	N %	N %	N %	N %
Up to Tk. 5000	55	18 32.7	27 49.1	9 16.4	0 0	1 1.8
Tk. 5001- 10000	117	14 12	51 43.6	48 41	4 3.4	0 0
Tk.10001- 15000	69	1 1.4	17 24.6	47 68.1	3 4.4	1 1.5
Tk.15001- 20000	65	0 0	9 13.8	47 72.3	9 13.9	0 0
Tk.20001- 25000	49	0 0	5 10.2	33 67.4	5 10.2	6 12.2
Tk.25001 +	43	0 0	4 9.3	27 62.8	10 23.2	2 4.7
Total	398	33	113	211	31	10

Chi-square value = 169.054 20 d. f. (P> .001)

The table 5.7.9 showed that there is a dependence of relation between income and satisfaction. Low-income groups got 'top-level of satisfaction' more than that of other groups, while medium and high-income groups responded to mid-level of satisfaction mostly.

5.7.10 No satisfaction by income

Table 5.7.10
Number and percentage of 'No satisfaction'
among income groups

Income group	Respondents N	'No satisfaction' N %	Others levels of satisfaction (top, mid, low) N %
Up to Tk. 5000	55	1 1.8	54 98.2
Tk. 5001-10000	117	0 0	117 100
Tk.10001-15000	69	1 1.5	68 98.5
Tk.15001-20000	65	0 0	65 100
Tk.20001-25000	49	6 12.2	43 87.8
Tk.25001 +	43	2 4.7	41 95.3
Total	398	10	388

The table 5.7.10 showed that 'no satisfaction' has been derived small in number and percentages from all income groups. One of the highest income groups, i.e. Tk. 20,001-25,000, got 'no satisfaction' more than that of other groups.

5.8 Gratification levels on number of media

Table 5.8
Satisfaction levels on number of media

Number of media	Respondents N	Top-level of satisfaction		Mid-level of satisfaction	Low-level of satisfaction	'No satisfaction' N %
		'Full Satisfaction'	'Satisfaction to great extent'	'Satisfaction to some extent'	'Satisfaction to little extent'	
		N %	N %	N %	N %	
One	19	0 0	4 21	9 47.4	3 15.8	3 15.8
Two	151	7 4.6	35 23.2	94 62.3	12 7.9	3 2
Three	153	19 12.4	45 29.4	74 48.4	13 8.5	2 1.3
Four	64	7 10.9	24 37.5	29 45.4	2 3.1	2 3.1
Five	11	0 0	5 45.5	5 45.5	1 9.1	0 0
Total	398	33	113	211	31	10

Chi-square value is 35.695 16 d. f (P>.05)

Among the respondents the uses of various mass media have been studied with a combination of a few media with another combination of media. The media used by the respondents were newspaper, magazine, radio, TV, and film. Here, the user of four media is meant as any four of the above media. It may be drawn that respondents who used four media got 'top-level of satisfaction' with 48 percent, and users of five mass media had 'top level of satisfaction' with 45 per cent. The four media users as well as five media users showed 'mid-level of satisfaction' with similar responses, 45 per cent. The users of two media and one medium mostly showed their gratification level to 'mid-level of satisfaction'. (Table 5.8). The users of one medium responded highest in comparison to others in the fourth level of satisfaction i.e., 'satisfaction to little extent'. It meant that 'top-level of satisfaction' is more among respondents who used more number of mass media.

5.9 Gratification levels by area

Table 5.9
Gratification levels by urban and suburban areas

Area	Top-level of satisfaction		Mid-level of satisfaction	Low-level of satisfaction	'No satisfaction'
	'Full satisfaction'	'Satisfaction to great extent'	'Satisfaction to some extent'	'Satisfaction to little extent'	
Urban N %	N	N	N	N	N
Suburban N %	N	N	N	N	N
Total N %	%	%	%	%	%
Urban 266	14	69	148	28	7
	5.3	25.9	55.6	10.5	2.6
Suburban 132	19	44	63	3	3
	14.4	33.3	47.7	2.3	2.3

Chi-square value is 19.371 4 d. f (P>.005)

The table 5.9 showed the gratification levels of urban and suburban respondents of Rajshahi division. It has been revealed that 48 per cent of suburban people got 'top-level of satisfaction', while it was 31 per cent among urban audience. Some 56 per cent of urban respondents showed 'mid-level of satisfaction', while 48 per cent of suburban area got as such. Some 10.5 per cent of urban respondents showed 'low-level of satisfaction', while 2 per cent of suburban respondents showed as such.

It may be concluded that 'top-level of satisfaction' is more among the respondents of suburban areas than that of urban areas, while urban people showed 'mid-level of satisfaction' mostly.

5.10 Testing of hypotheses

Data collected from the sampled respondents on two areas namely (a) uses of media and (b) gratification to media are classified and tabulated under appropriate headings, analysed with statistical techniques and interpretations made in chapter IV and chapter V. However, all the media cannot be taken as a whole but some media as parts, may be considered for their relation of use and other variables. In view of such analyses and interpretations, the hypotheses outlined in chapter III are tested and results are presented hereunder.

Hypothesis 1: Audience of young-age use mass media more in comparison to middle-age and old-age groups in urban and suburban areas.

From the analyses of tables 5.2.1; 5.3.1; 5.4.1; 5.5.1 in this chapter and figure 4.3 in chapter IV which showed the uses of newspaper, magazine, radio, and TV respectively among the respondents, it has been found that the uses of four mentioned media are not more in any specific age group in urban and suburban areas. The table 5.6.1 showed that film viewing is more among young-age group than the groups of middle-age and old-age.

Thus, except film, the uses of newspaper, magazine, radio and TV are not more in any specific audience(s) of young-age, middle-age or old-age groups of urban and suburban areas. Hence, this hypothesis is rejected.

Hypothesis 2: The uses of mass media are more among male than that of female in urban and suburban areas.

From the analyses of tables 5.2.2, 5.3.2, 5.4.2 and 5.5.2; and figure 4.5, an inference could be drawn as the uses of newspaper, magazine, radio and TV are not dependent on

either male or female group of audience(s). The trend of the uses of these above media is similar or almost identical among male and female groups.

The table 5.6.2 helps to conclude that film viewing is comparatively more among male group in comparison to female group. Hence, the hypothesis is rejected

Hypothesis 3: The uses of mass media are more among more-educated audience(s) than that of less-educated audience(s) in urban and suburban areas.

According to the analyses and chi-square results of tables 5.2.3; 5.3.3; and 5.5.3 in this chapter, and figure 4.7 of chapter IV, the conclusion is that the uses of newspaper, magazine and TV are more among more-educated audience(s) in comparison to less-educated audience(s).

According to the tables 5.4.3; and 5.6.3, less-educated audience(s) are inclined to radio and film more than that of more-educated audience(s).

In view of the above findings, the hypothesis suggesting a positive relation between more-education and more uses of mass media in general is rejected.

Hypothesis 4: The uses of mass media are more among people of well-placed occupations of urban and suburban areas than the others.

As per tables 5.2.4, 5.3.4, 5.4.4, 5.5.4 and 5.6.4 in this chapter, the uses of newspaper and TV are found more among audience(s) of well-placed occupations, while comparatively less-established audience(s) listened to radio and watched film more than well-established audience(s). The use of magazine is not found more in any of well-established or less established groups.

Thus, the uses of five major mass media are not more among audience(s) of well-established occupations of urban and suburban areas. They use newspaper and TV more in comparison to others. Hence, the hypothesis is rejected.

Hypothesis 5: Medium-income and high-income groups of audience(s) use mass media more than that of low-income groups in urban and suburban areas.

The analyses of figure 4.9 of chapter IV and the tables 5.2.5 and 5.5.5 in this chapter implied that medium-income and high-income groups of audience(s) use newspaper and TV more in comparison to low-income groups of audience(s). The listening to radio (Table 5.4.5) and watching films (Table 5.6.5) are more among low-income groups of audience(s). Magazine reading (Table 5.3.5) is less among low-income, medium-income and high-income groups of audience(s) as well.

Thus, medium-income and high-income groups of audience(s) do not use above mentioned five mass media more than that of low-income audience(s). They use newspaper and TV more than other three mass media. Hence, the hypothesis is rejected.

Hypothesis 6: The ‘top level of satisfaction’ is more to younger audience(s) than that of older audience(s) in urban and suburban areas.

According to the analysis of table 5.7.1; and figure 4.4, it might be concluded that the ‘upper levels of gratification’ is found more to younger audience(s) than that of older audience(s) in the sampled area. It has also been found in the table that old-age audience(s) got mid-level of satisfaction.

The hypothesis suggesting a positive relation between 'top level of satisfaction' and younger audience(s) is accepted.

Hypothesis 7: Female audience(s) gets more gratification than male audience(s) in urban and suburban areas.

The table 5.7.3 and figure 4.6 helps to get the inference as female audience(s) got 'top-level of satisfaction' than that of male audience(s). Male audience(s) mostly showed their gratification to mid-level of it. Hence, this hypothesis is accepted.

Hypothesis 8: The 'top level of satisfaction' is more among less-educated audience(s) than more-educated audience(s) in urban and suburban areas.

According to the analysis of the table 5.7.5; and figure 4.8, inference could be drawn that less-educated audience(s) got 'top level of satisfaction', while comparatively more-educated audience(s) showed 'mid-level of satisfaction'.

Therefore, the hypothesis suggesting a positive relation between 'top level of satisfaction' and less-educated audience(s) is accepted.

Hypothesis 9: People of well-placed occupations get less satisfaction than that of other groups of urban and suburban areas.

From the table 5.7.7, inference is made as doctors, lawyers, government officers and non-government officers mostly got 'mid-level of satisfaction' while the groups of farmers, small businessmen, skilled labourers and unskilled labourers got 'top-level of satisfaction' mostly.

Thus, the hypothesis suggesting low level of satisfaction to audience(s) of well-placed occupations is accepted.

Hypothesis 10: The ‘top level of satisfaction’ is more to audience(s) of low-income than that of middle and high-income groups in urban and suburban areas.

It might be concluded according to the analysis of the table 5.7.9 and figure 4.10 that audience(s) of low-income got ‘top-level of satisfaction’ more than that of other groups, while medium and high-income groups responded to mid-level of satisfaction mostly. Thus, the hypothesis is accepted.

Hypothesis 11: The uses of more mass media are proportionate to more gratifications among the audience(s).

Inference could be drawn here according to the analysis of table 5.8 in this chapter, media users of either four or five different media mostly got ‘top-level of satisfaction’, while users of two and three media mostly showed ‘mid-level of satisfaction’.

Thus, the above hypothesis suggesting the uses of ‘more media is proportionate to more gratification’ is accepted.

Hypothesis 12: The ‘top-level satisfaction’ is more to audience(s) of suburban areas than that of urban areas.

From the analysis of the table 5.9; and figure 4.2 of chapter IV, it may be concluded that suburban audience(s) got ‘top-level of satisfaction’ more than that of urban audience(s), while urban audience(s) showed ‘mid-level of satisfaction’ mostly. Thus, the hypothesis stating the relation between ‘top-level of satisfaction’ and audience(s) of suburban areas is accepted.

CHAPTER VI

Conclusions and suggestions

CHAPTER VI

Conclusions and suggestions

6.1 Conclusions

Demographic characteristics of the respondents of urban and suburban areas of Rajshahi division such as: age, sex, education, occupation and income are treated as independent variables and the uses of mass media such as: newspaper, magazine, radio, TV and film and the levels of gratification are treated as dependent variables.

The first focal issue of the study is needs, expectations and gratifications in relation to the the uses of newspaper, magazine, radio, TV and film among urban and suburban areas. Data reveal that the uses of newspaper, magazine and film are more among urban respondents than that of suburban respondents. Suburban respondents are exposed to radio more than urban respondents, while access to TV is very high among urban and suburban audience(s) of Rajshahi division. In general, 89 per cent people of both areas are exposed to TV, 74 per cent exposed to newspaper, 49 per cent exposed to radio, 19 per cent exposed to magazine and 15 per cent go to film in the studied areas.

The study envisaged the investigation on the categories of gratification to mass media obtained by the respondents. Data reveal that audience(s) of suburban areas mostly obtain 'top-level satisfaction' (48%) while it is less (31%) among urban audience(s). Urban audience(s) show 'mid-level satisfaction' mostly (56%), while it is less (48%) in suburban area. In general, audience(s) in both areas mostly show 'mid-level satisfaction' (52%) and then 'top-level satisfaction' (39%) to mass media.

The study points out that in both areas, newspaper reading among all age groups is found satisfactory. Above 80 per cent respondents are found newspaper readers among the respondents aged 41-55; and it is above 70 per cent among the respondents aged 16-40. Higher educated respondents read newspaper more than less educated respondents. About 94 per cent of graduates, 88 per cent of masters and 83 per cent of HSC passed respondents read newspaper while it is 45 per cent among primary school group. All of high-income respondents, who earn monthly above Tk. 20,000 and onward, read newspaper. More than 90 per cent of medium-income respondents, who earn Tk. 10,000 - 20,000 are readers, while low-income respondents read less. Newspaper reading is high among high profile occupations of respondents. College/ university teachers, school teachers, doctors, engineers, lawyers, journalists/ literateurs, big business men, government officers and non-government officers are found readers while, farmers, small businessmen, skilled labourers and unskilled labourer groups have low or no newspaper readership.

Data reveal that magazine reading is found fairly low among respondents of different groups of age, sex, education, occupation and income. Among total respondents only 19 per cent read magazine.

Radio listening is found high among illiterate audience(s) (68%), respondents with primary education (65%) and audience(s) read up to class X (62%). From the income point of view the highest listenership of radio (75%) is found among the lowest-income audience(s) who earn upto Tk. 5,000 a month and the next listenership (60%) is found among audience(s) who earn Tk. 5,000-10,000. High-income audience(s) listen to radio comparatively less than the other groups. The study shows that more than 70 per cent

audience(s) listen to radio from the following occupations: small businessmen, farmers, skilled labourers, and unskilled/ day labourers. Doctors, engineers, lawyers, big businessmen, government officers, government workers, and non-government officers listen to radio less than the other groups.

Television has wider reach compared to other four mass media (newspaper, magazine, radio and film) to the audience(s) of urban and suburban areas of Rajshahi division. TV viewing is high in all age groups as well as higher educated, high-income and medium-income respondents. Above 80 per cent respondents are found TV viewers among all age groups. Above 95 per cent are found TV viewers among higher educated respondents. All respondents of high-income and 90 per cent respondents of medium-income groups are found TV viewers in the study. Low TV viewing is found among the respondents who earn upto Tk. 5,000 monthly. All of the school teachers, college teachers, engineers, lawyers, journalists, government officers, non-government officers, non-government workers, and housewives are found TV viewers; on the other hand farmers, skilled labourer and unskilled labourers watch TV comparatively less than other groups.

Young audience(s) upto their 30 years watch film more than other age groups. The highest viewers among them was found as 22 per cent. A few number of old-aged respondents watch film, while middle-aged respondents do not watch at all. Film viewing is more among less educated respondents. Some 58 per cent of illiterate respondents, 45 per cent of primary school respondents, 44 per cent of SSC passed respondents go to film, while film viewers are found low among HSC, graduate and masters respondents. The highest (44%) film viewer is found among the respondents who earn below Tk. 5,000. A good number of film viewers are found among the

respondents, who earn Tk 5,000 to 10,000. Skilled labourers, unskilled/ day labourers, and medium business men as groups have good film viewership, while no one of school teachers, college/ university teachers, doctors, engineers, lawyers, big businessmen, government officers, government workers, non-government officers, and non-government workers watch film.

'Top level satisfaction' is found among most of the groups but young-audience(s) of 16-20 years, and 21-25 years show more in comparison to other audience(s). Old aged respondents mostly show 'mid-level satisfaction'. The respondents who are illiterate and read upto class X get 'top-level satisfaction' more in comparison to others. While higher educated respondents, like HSC, graduate and masters, get 'mid-level satisfaction' mostly. Low-income respondents get 'top-level satisfaction' more than that of others, while medium and high-income respondents get 'mid-level satisfaction' mostly. Farmers, small businessmen, skilled labourers and unskilled labourers get 'top-level satisfaction' more in comparison to others, while doctors, lawyers, government officers and non-government officers mostly get 'mid-level satisfaction'. Female respondents show 'top-level satisfaction' more than that of male respondents, while male respondents show 'mid-level satisfaction' mostly.

'Top-level satisfaction' is more among respondents who use more number of mass media. The respondents who thought of getting 'top-level satisfaction' is found 48 per cent with the use of four mass media and it is followed by the users (45%) of five media. Respondents who get 'mid-level satisfaction' they are of both the users of four and five media in each case with 45 per cent. The users of two media as well as one medium mostly show their gratification to 'mid-level satisfaction'.

Study reveals that frequent mass media users - who spend more time to newspaper, magazine, radio and TV, they do not get upper levels of satisfaction to mass media. But a reverse trend is found among frequent film viewers. Those who frequently go to movies, they get upper levels of satisfaction. More than 94 per cent film viewers who watch every week get 'full satisfaction', and nearly 82 per cent of the respondents get the same level of satisfaction who watch film once or more times in a month. Those who go to movies infrequent /rare, respond to low level of satisfaction.

In the study, data reveal the reasons behind the use of specific medium/media. The prime need of using any medium is disclosed by audience(s) is 'entertainment' in case of reading magazine, listening to radio, watching TV and film but in case of newspaper the reason is 'to know accurate news and views'.

The study reveals respondents' general expectations to different mass media and their expectations are translated into getting quality entertainment by 56 per cent; unbiased presentation of media contents by 21 per cent and the reflection of society, culture and heritage by 12 per cent. Some respondents also opine media's awareness building role and watchdog role in the society to be maintained.

6.2 Suggestions

Based on the above conclusions the following suggestions are made:

1. Presentation of media contents should be improved to cater the needs and expectations of the audience(s) so that they feel an ownership and intimacy towards mass media. Most of the audience(s) get stereotyped programmes from media which cannot hold interest of various audience(s) of different social background.

2. High quality programmes of mass media will be appreciated more if the audience(s) in Rajshahi division are associated with those media because the people in general have very limited options for entertainment and recreation.
3. High quality programmes and contents of TV, radio, film, magazine and newspaper can be prepared not only to gratify the audience(s) to cater their needs and expectations but also to upgrade the over all media environment.
4. The media personnel involved in production of contents and programmes need skill development and capacity building so that they produce a quality programmes and contents which attract audience(s), hold their interests and meet their expectations. The audience(s) should also get objective information and fair entertainment from media.
5. Listening to radio is declining, especially noticeable in urban areas because of introduction of television. *Bangladesh Betar* (Radio Bangladesh) as a medium has lost its credibility in general because of its use as government mouthpiece all the time and not covering the Opposition objectively. Now it is a prime concern for the authority of radio and the radio professionals to uphold the image of radio and building a rapport.
6. Public service information focusing morass of illiteracy, ignorance, poverty, backwardness and corruption should be disseminated by mass media in the form of info-tainment (information and entertainment) and enter-educate (entertainment and education), so that people can be aware and get inspiration to combat against those.

7. Aversion to film among audience(s) is evident. The major reasons behind boycotting film are 'obscenity' and 'hall environment'. From this tottering situation, concerned authorities should take measures prior to save the film industry from vulgarity and to change hall environment to bring back the audiences to the cinema hall. The high entertainment tax is another reason for not entering into the cinema. This issue needs urgent address.
8. Government should take steps to convert its electronic media particularly Bangladesh Radio and Bangladesh Television to be governed by an autonomous body so that they can serve the nation beyond any parochial motive.

Tables

Table 4.1
Media uses in urban and suburban areas

Area	Newspaper	Magazine	Radio	TV	Film
Urban N	Urban N %	Urban N %	Urban N %	Urban N %	Urban N %
Suburban N	Suburban N %	Suburban N %	Suburban N %	Suburban N %	Suburban N %
Total N	Mean of %	Mean of %	Mean of %	Mean of %	Mean of %
Urban 266	232 87.2	76 28.6	56 21.1	257 96.6	54 20.3
Suburban 132	81 61.4	12 9.1	101 76.5	107 81.1	13 9.9
Total 398	74.3	18.8	48.8	88.8	15.1

Table 4.2
Gratification levels in urban and suburban areas

Area	'Full Satisfaction'	'Satisfaction to great extent'	'Satisfaction to some extent'	'Satisfaction to little extent'	'No satisfaction'
Urban N	Urban N %	Urban N %	Urban N %	Urban N %	Urban N %
Suburban N	Suburban N %	Suburban N %	Suburban N %	Suburban N %	Suburban N %
Total N	Mean of %	Mean of %	Mean of %	Mean of %	Mean of %
Urban 266	14 5.3	69 25.9	148 55.6	28 10.5	7 2.6
Suburban 132	19 14.4	44 33.3	63 47.7	3 2.3	3 2.3
Total 398	9.8	29.6	51.7	6.4	2.5

Table 4.3
Media uses among age groups

Age groups	Area		Newspaper			Magazine			Radio			TV			Film		
	Urban	N	Urban	N	%	Urban	N	%	Urban	N	%	Urban	N	%	Urban	N	%
	Suburban	N	Suburban	N	%	Suburban	N	%	Suburban	N	%	Suburban	N	%	Suburban	N	%
			Mean of		%	Mean of		%	Mean of		%	Mean of		%	Mean of		%
16-20	Urban	13	10		76.9	2		15.4	4		30.8	11		84.6	4		30.8
	Suburban	8	5		62.5	0		0	7		87.5	5		75	2		25
					69.7			7.7			59.1			79.8			27.9
21-25	Urban	35	30		85.7	10		28.6	8		22.9	34		97.1	11		31.4
	Suburban	12	5		41.7	0		0	11		91.7	11		91.7	3		25
					63.7			14.3			57.3			94.4			28.2
26-30	Urban	48	41		85.4	17		35.4	11		22.9	46		95.8	16		33.3
	Suburban	27	15		55.6	4		14.8	22		81.5	20		74.1	3		11.1
					70.5			25.1			52.2			84.9			22.2
31-35	Urban	46	38		82.6	14		30.4	14		30.4	45		97.8	14		30.4
	Suburban	25	16		64	3		12	18		72	21		84	2		8
					73.4			21.2			51.2			90.9			19.2
36-40	Urban	46	40		86.9	11		23.9	9		19.6	43		93.5	5		10.9
	Suburban	21	13		61.9	2		9.5	15		71.4	18		85.7	2		9.5
					74.4			16.7			45.5			89.6			10.2
41-45	Urban	32	31		96.9	11		34.4	3		9.4	32		100	0		0
	Suburban	15	11		73.3	2		13.3	12		80	13		86.7	0		0
					85.1			23.9			44.7			93.3			0
46-50	Urban	26	25		96.1	8		30.8	2		7.7	26		100	0		0
	Suburban	13	9		69.2	1		7.7	8		61.5	11		84.6	0		0
					82.7			19.2			34.6			92.3			0
51-55	Urban	11	9		81.8	1		9.1	3		27.3	11		100	3		27.3
	Suburban	8	7		87.5	0		0	6		75	5		62.5	1		12.5
					84.7			4.5			51.1			81.2			19.9
56 +	Urban	9	8		88.9	2		22.2	2		22.2	9		100	1		11.1
	Suburban	3	0		0	0		0	2		66.7	2		66.7	0		0
					44.4			11.1			44.4			83.3			5.5

Table 4.4
Gratifications among age groups

Age groups	Area		'Full Satisfaction'		'Satisfaction to great extent'		'Satisfaction to some extent'		'Satisfaction to little extent'		'No Satisfaction'	
	Urban N	Suburban N	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
			Suburban N	%	Suburban N	%	Suburban N	%	Suburban N	%	Suburban N	%
			Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
16-20	Urban	13	2	15.4	5	38.5	3	23.1	1	7.7	2	15.4
	Suburban	8	0	0	6	75	2	25	0	0	0	0
				7.7		56.7		24		3.8		7.7
21-25	Urban	35	1	2.8	13	37.1	16	45.7	3	8.6	2	5.7
	Suburban	12	3	25	5	41.7	4	33.3	0	0	0	0
				13.9		39.4		39.5		4.3		2.8
26-30	Urban	48	3	6.2	17	35.4	25	52.1	3	6.2	0	0
	Suburban	27	6	22.2	5	18.5	16	59.2	0	0	0	0
				14.2		26.9		55.6		3.1		0
31-35	Urban	46	3	6.5	11	23.9	25	54.3	6	13	1	2.2
	Suburban	25	4	16	10	40	8	32	1	4	2	8
				11.2		31.9		43.1		8.5		5.1
36-40	Urban	46	4	8.7	8	17.4	25	54.3	9	19.6	0	0
	Suburban	21	1	4.8	8	38.1	11	52.4	1	4.8	0	0
				6.7		27.7		53.3		12.2		0
41-45	Urban	32	1	3.1	4	12.5	24	75	3	9.4	0	0
	Suburban	15	2	13.3	3	20	10	66.7	0	0	0	0
				8.2		16.2		70.8		4.7		0
46-50	Urban	26	0	0	8	30.8	16	61.5	1	3.8	1	3.8
	Suburban	13	2	15.4	4	30.8	6	46.1	0	0	1	7.7
				7.7		30.8		53.8		1.9		5.7
51-55	Urban	11	0	0	3	27.3	6	54.5	2	18.2	0	0
	Suburban	8	0	0	2	25	5	62.5	1	12.5	0	0
				0		26.1		58.5		15.3		0
56 +	Urban	9	0	0	0	0	8	88.9	0	0	1	11.1
	Suburban	3	1	33.3	1	33.3	1	33.3	0	0	0	0
				16.7		16.7		61.1		0		5.5

Table 4.5
Media uses among sex groups

Sex Groups	Area		Newspaper		Magazine		Radio		TV		Film	
	Urban	N	Urban	%	Urban	%	Urban	%	Urban	%	Urban	%
	Suburban	N	Suburban	%	Suburban	%	Suburban	%	Suburban	%	Suburban	%
			Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
Male	Urban	228	194	85.1	64	28.1	53	23.2	220	96.5	51	22.4
	Suburban	113	74	65.5	12	10.6	84	74.3	91	80.5	11	9.7
			75.3		19.3		48.7		88.5		16	
Female	Urban	38	38	100	12	31.6	3	7.9	37	97.4	3	7.9
	Suburban	19	7	36.8	0	0	17	89.5	16	84.2	2	10.5
			68.4		15.8		48.7		90.8		9.2	

Table 4.6
Gratifications among sex groups

Sex groups	Area		Full satisfaction		Satisfaction to great extent		Satisfaction to some extent		Satisfaction to little extent		No satisfaction	
	Urban	N	Urban	%	Urban	%	Urban	%	Urban	%	Urban	%
	Suburban	N	Suburban	%	Suburban	%	Suburban	%	Suburban	%	Suburban	%
			Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
Male	Urban	228	14	6.1	59	25.9	125	54.8	25	11	5	2.2
	Suburban	113	14	12.4	36	31.8	57	50.4	3	2.7	3	2.7
			9.2		28.8		52.6		6.8		2.4	
Female	Urban	38	0	0	10	26.3	23	60.5	3	7.9	2	5.3
	Suburban	19	5	26.3	8	42.1	6	31.6	0	0	0	0
			13.1		34.2		46		3.9		2.6	

Table 4.7
Media uses among education groups

Education groups	Area		Newspaper		Magazine		Radio		TV		Film	
	Urban	N	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
	Suburban	N	Suburban N	%	Suburban N	%	Suburban N	%	Suburban N	%	Suburban N	%
			Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
Class I-V	Urban	10	7	70	2	20	5	50	9	90	6	60
	Suburban	10	2	20	0	0	8	80	6	60	3	30
			45		10		65		75		45	
Class VI-X	Urban	26	20	76.9	0	0	13	50	25	96.2	11	42.3
	Suburban	16	10	62.5	2	12.5	13	81.3	12	75	2	12.5
			69.7		6.2		65.6		85.6		27.4	
SSC/ Dakhil	Urban	13	8	61.5	1	7.7	4	30.8	13	100	8	61.5
	Suburban	10	5	50	0	0	7	70	7	70	2	20
			55.7		3.8		50.4		85		40.7	
HSC/ Kamel	Urban	35	34	97.1	9	25.7	5	14.3	32	91.4	3	8.6
	Suburban	22	13	59.1	1	4.5	16	72.7	19	86.4	2	9.1
			78.1		15.1		43.5		88.9		8.8	
Graduation /Fazel	Urban	89	88	98.9	36	40.4	11	12.4	88	98.9	11	12.4
	Suburban	35	28	80	3	8.6	24	68.6	30	85.7	1	2.9
			89.4		24.5		40.5		92.3		7.6	
Masters/ Kamel/ M.Phil/ PhD	Urban	71	69	97.2	27	38	7	9.9	71	100	4	5.6
	Suburban	32	22	68.8	6	18.8	28	87.5	29	90.6	1	3.1
			83		28.4		48.7		95.3		4.3	
Other	Urban	7	6	85.7	1	14.3	1	14.3	7	100	1	14.3
	Suburban	3	1	33.3	0	0	2	66.7	2	66.7	1	33.3
			59.5		7.1		40.5		83.3		23.8	
Illiterate	Urban	15	0	0	0	0	10	66.7	12	80	10	66.7
	Suburban	4	0	0	0	0	3	75	2	50	1	25
			0		0		70.8		65		45.8	

Table 4.8
Gratifications among education groups

Education groups	Area		'Full satisfaction'		'Satisfaction to great extent'		'Satisfaction to some extent'		'Satisfaction to little extent'		'No satisfaction'	
	Urban	N	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
	Suburban	N	Suburban N	%	Suburban N	%	Suburban N	%	Suburban N	%	Suburban N	%
			Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
Class 1-V	Urban	10	1	10	6	60	3	30	0	0	0	0
	Suburban	10	3	30	3	30	3	30	1	10	0	0
			20		45		30		5		0	
Class VI-X	Urban	26	4	15.4	13	50	7	26.9	1	3.8	1	3.8
	Suburban	16	3	18.8	6	37.5	6	37.5	0	0	1	6.3
			17.1		43.7		32.2		1.9		5	
SSC/ Dakhil	Urban	13	2	15.4	6	46.2	5	38.5	0	0	0	0
	Suburban	10	1	10	3	30	6	60	0	0	0	0
			12.7		38.1		49.2		0		0	
HSC/ Kamel	Urban	35	1	2.9	8	22.9	21	60	3	8.6	2	5.7
	Suburban	22	3	13.6	5	22.7	13	59.1	1	4.5	0	0
			8.2		22.8		59.5		6.5		2.8	
Graduation/ Fazel	Urban	89	1	1.1	15	16.9	56	62.9	16	18	1	1.1
	Suburban	35	4	11.4	14	40	15	42.9	0	0	2	5.7
			6.2		28.4		52.9		9		3.4	
Masters/ Kamel/ M.Phil/ PhD	Urban	71	0	0	10	14.1	51	71.8	7	9.9	3	4.2
	Suburban	32	3	9.4	8	25	20	62.5	1	3.1	0	0
			4.7		19.5		67.1		6.5		2.1	
Others	Urban	7	2	28.6	0	0	4	57.1	1	14.3	0	0
	Suburban	3	1	33.3	2	66.7	0	0	0	0	0	0
			30.9		33.3		28.5		7.1		0	
Illiterate	Urban	15	3	20	11	73.3	1	6.7	0	0	0	0
	Suburban	4	1	25	3	75	0	0	0	0	0	0
			22.5		74.1		3.3		0		0	

Table 4.9
Media uses among occupation groups

Occupati on groups	Area		Newspaper		Magazine		Radio		TV		Film	
	Urban	N	Urban	%	Urban	%	Urban	%	Urban	%	Urban	%
	Suburban	N	Suburban	%	Suburban	%	Suburban	%	Suburban	%	Suburban	%
			Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
School Teacher	Urban	14	14	100	0	0	3	21.4	14	100	0	0
	Suburban	7	7	100	0	0	7	100	7	100	0	0
				100		0		60.7		100		0
College/ University Teacher	Urban	14	14	100	7	50	4	28.6	14	100	0	0
	Suburban	7	7	100	5	71.4	7	100	7	100	0	0
				100		60.7		64.3		100		0
Doctor	Urban	14	14	100	5	35.7	0	0	14	100	0	0
	Suburban	7	7	100	0	0	4	57.1	6	85.7	0	0
				100		17.8		28.6		92.8		0
Engineer	Urban	14	14	100	5	35.7	0	0	14	100	0	0
	Suburban	7	7	100	0	0	3	42.8	7	100	0	0
				100		17.8		21.4		100		0
Lawyer	Urban	14	14	100	3	21.4	0	0	14	100	0	0
	Suburban	7	7	100	0	0	4	57.1	7	100	0	0
				100		10.7		28.6		100		0
Journalists/ Literateurs	Urban	14	14	100	9	64.3	5	35.7	14	100	4	28.6
	Suburban	7	7	100	2	28.6	7	100	7	100	1	14.3
				100		46.4		67.8		100		21.4
Farmers	Urban	14	2	14.3	0	0	9	64.3	12	85.7	6	42.8
	Suburban	7	0	0	0	0	6	85.7	4	57.1	2	28.6
				7.1		0		75		71.4		35.7
Small business Man	Urban	14	12	85.7	0	0	10	71.4	14	100	7	50
	Suburban	7	0	0	0	0	7	100	4	57.1	1	14.3
				42.8		0		85.7		78.5		32.1
Medium business man	Urban	14	14	100	0	0	5	35.7	14	100	8	57.1
	Suburban	7	5	71.4	0	0	6	85.7	3	42.8	2	28.6
				85.7		0		60.7		71.4		42.8
Big business man	Urban	14	14	100	6	42.9	0	0	14	100	0	0
	Suburban	7	7	100	1	14.3	4	57.1	5	71.4	0	0
				100		28.5		28.6		85.7		0
Skilled labourer	Urban	14	8	57.1	3	21.4	9	64.3	12	85.7	12	85.7
	Suburban	7	2	28.6	0	0	7	100	3	42.8	2	28.6
				42.8		10.7		82.1		64.2		57.1
Unskilled/ day labourer	Urban	14	0	0	0	0	8	57.1	11	78.6	11	78.6
	Suburban	7	0	0	0	0	7	100	2	28.6	3	42.8
				0		0		78.5		53.6		60.7
Govt. officer	Urban	14	14	100	5	35.7	0	0	14	100	0	0
	Suburban	6	6	100	1	16.7	2	33.3	6	100	0	0
				100		26.2		16.7		100		0
Govt. worker	Urban	14	14	100	2	14.3	0	0	14	100	0	0
	Suburban	7	4	57.1	0	0	3	42.8	6	85.7	0	0
				78.5		7.1		21.4		92.8		0

Table 4.9
Media uses among occupation groups (contd)

Non-govt. Officer	Urban	14	14	100	8	57.1	0	0	14	100	0	0
	Suburban	7	7	100	2	28.6	0	0	7	100	0	0
				100		42.8		0		100		0
Non-govt. worker	Urban	14	14	100	3	21.4	0	0	14	100	0	0
	Suburban	7	4	57.1	0	0	6	85.7	7	100	0	0
				78.5		10.7		42.8		100		0
House wife	Urban	14	14	100	7	50	3	21.4	14	100	2	14.3
	Suburban	7	0	0	0	0	7	100	7	100	0	0
				50		25		60.7		100		7.1
Student	Urban	14	14	100	9	64.3	0	0	12	85.7	3	21.4
	Suburban	7	4	57.1	1	14.3	7	100	7	100	1	14.3
				78.5		39.3		50		92.8		17.8
Unemployed and others	Urban	14	14	100	4	28.6	0	0	14	100	1	7.1
	Suburban	7	0	0	0	0	7	100	5	71.4	1	14.3
				50		14.3		50		85.7		10.7

Table 4.10
Gratifications among occupation groups

Occupation groups	Area	Urban N	Suburban N	'Full satisfaction'		'Satisfaction to great extent'		'Satisfaction to some extent'		'Satisfaction to little extent'		'No satisfaction'	
				Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
School Teacher	Urban	14	0	0	0	4	28.6	10	71.4	0	0	0	0
	Suburban	7	0	0	0	4	57.1	3	42.8	0	0	0	0
					0		42.8		57.1		0		0
College/ University teacher	Urban	14	0	0	0	2	14.3	10	71.4	2	14.3	0	0
	Suburban	7	0	0	0	2	28.6	4	57.1	0	0	1	14.3
					0		21.4		64.2		7.1		7.1
Doctor	Urban	14	0	0	0	1	7.1	12	85.7	1	7.1	0	0
	Suburban	7	0	0	0	1	14.3	6	85.7	0	0	0	0
					0		10.7		85.7		3.6		0
Engineer	Urban	14	0	0	0	1	7.1	10	71.4	3	21.4	0	0
	Suburban	7	0	0	0	1	14.3	5	71.4	1	14.3	0	0
					0		10.7		71.4		17.8		0
Lawyer	Urban	14	0	0	0	0	0	12	85.7	2	14.3	0	0
	Suburban	7	0	0	0	0	0	7	100	0	0	0	0
					0		0		92.8		7.1		0
Journalists/ literateurs	Urban	14	0	0	0	3	21.4	11	78.6	0	0	0	0
	Suburban	7	0	0	0	4	57.1	3	42.8	0	0	0	0
					0		39.2		60.7		0		0
Farmers	Urban	14	3	21.4	9	64.3	2	14.3	0	0	0	0	0
	Suburban	7	2	28.6	5	71.4	0	0	0	0	0	0	0
					25		67.8		7.1		0		0
Small business man	Urban	14	4	28.6	8	57.1	2	14.3	0	0	0	0	0
	Suburban	7	3	42.8	4	57.1	0	0	0	0	0	0	0
					35.7		57.1		7.1		0		0

Table 4.10
Gratifications among occupation groups (contd)

Medium business man	Urban	14	0	0	5	35.7	7	50	2	14.3	0	0
	Suburban	7	1	14.3	6	85.7	0	0	0	0	0	0
				7.1		60.7		25		7.1		0
Big business man/industrialists	Urban	14	0	0	0	0	9	64.3	5	35.7	0	0
	Suburban	7	0	0	0	0	6	85.7	1	14.3	0	0
				0		0		75		25		0
Skilled labourer	Urban	14	3	21.4	9	64.3	1	7.1	0	0	1	7.1
	Suburban	7	4	57.1	3	42.8	0	0	0	0	0	0
				39.2		53.5		3.6		0		3.6
Unskilled/day labourer	Urban	14	3	21.4	11	78.6	0	0	0	0	0	0
	Suburban	7	2	28.6	2	28.6	3	42.8	0	0	0	0
				25		53.6		21.4		0		0
Govt. officer	Urban	14	0	0	0	0	11	78.6	3	21.4	0	0
	Suburban	6	0	0	0	0	6	100	0	0	0	0
				0		0		89.3		10.7		0
Govt. worker	Urban	14	0	0	2	14.3	10	71.4	2	14.3	0	0
	Suburban	7	0	0	1	14.3	6	85.7	0	0	0	0
				0		14.3		78.5		7.1		0
Non-govt. officer	Urban	14	0	0	0	0	13	92.8	0	0	1	7.1
	Suburban	7	0	0	0	0	4	57.1	1	14.3	2	28.6
				0		0		74.9		7.1		17.8
Non-govt. worker	Urban	14	0	0	0	0	11	78.6	3	21.4	0	0
	Suburban	7	0	0	2	28.6	5	71.4	0	0	0	0
				0		14.3		75		10.7		0
House wife	Urban	14	1	7.1	5	35.7	7	50	1	7.1	0	0
	Suburban	7	2	28.6	4	57.1	1	14.3	0	0	0	0
				17.8		46.4		32.1		3.6		0
Student	Urban	14	0	0	5	35.7	5	35.7	2	14.3	2	14.3
	Suburban	7	3	42.8	3	42.8	1	14.3	0	0	0	0
				21.4		39.2		25		7.1		7.1
Unemployed and others	Urban	14	0	0	4	28.6	5	35.7	2	14.3	3	21.4
	Suburban	7	2	28.6	2	28.6	3	42.8	0	0	0	0
				14.3		28.6		39.2		7.1		10.7

Table 4.11
Media uses among monthly income groups

Family income In Tk	Area	N	Newspaper Urban N % Suburban N % Mean of %	Magazine Urban N % Suburban N % Mean of %	Radio Urban N % Suburban N % Mean of %	TV Urban N % Suburban N % Mean of %	Film Urban N % Suburban N % Mean of %
Up to Tk. 5000	Urban	30	11 36.7	2 6.7	17 56.7	26 86.7	16 53.3
	Suburban	25	2 8	0 0	24 96	13 52	8 32
			22.3	3.3	76.3	69.3	42.6
Tk. 5001- 10000	Urban	79	66 83.5	24 30.4	32 48.5	76 96.2	30 37.9
	Suburban	38	17 44.7	1 2.6	38 100	30 78.9	4 10.5
			64.1	16.5	74.2	87.5	24.2
Tk.10001- 15000	Urban	43	41 95.3	10 23.2	7 16.3	43 100	5 11.6
	Suburban	26	24 92.3	6 23.1	18 69.2	23 88.5	1 3.8
			93.8	23.1	42.7	94.2	7.7
Tk.15001- 20000	Urban	43	43 100	13 30.2	0 0	43 100	0 0
	Suburban	22	17 77.3	1 4.5	14 63.6	22 100	0 0
			88.6	17.3	31.8	100	0
Tk. 20001- 25000	Urban	36	36 100	18 50	0 0	36 100	1 2.8
	Suburban	13	13 100	3 23.1	3 23.1	13 100	0 0
			100	36.5	11.5	100	1.4
Tk. 25001+	Urban	35	35 100	9 25.7	0 0	33 94.3	2 5.7
	Suburban	8	8 100	1 12.5	4 50	6 75	0 0
			100	19.1	25	84.6	2.8

Table 4.12
Gratifications among monthly income groups

Family income in Tk	Area		'Full satisfaction'		'Satisfaction to great extent'		'Satisfaction to some extent'		Satisfaction to little extent		No satisfaction	
	Urban	N	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
	Suburban	N	Suburban N	%	Suburban N	%	Suburban N	%	Suburban N	%	Suburban N	%
			Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
Up to Tk.5000	Urban	30	8	26.7	17	56.7	4	13.3	0	0	1	3.3
	Suburban	25	10	40	10	40	5	20	0	0	0	0
				33.3		48.3		16.6		0		1.7
Tk. 5001-10000	Urban	79	6	7.6	28	35.4	41	51.9	4	5.1	0	0
	Suburban	38	8	21	23	60.5	7	18.4	0	0	0	0
				14.3		47.9		35.1		2.5		0
Tk. 10001-15000	Urban	43	0	0	12	27.9	28	65.1	3	7	0	0
	Suburban	26	1	3.8	5	19.2	19	73.1	0	0	1	3.8
				1.9		23.5		69.1		3.5		1.9
Tk. 15001-20000	Urban	43	0	0	3	7	32	74.4	8	18.6	0	0
	Suburban	22	0	0	6	27.3	15	68.2	1	4.5	0	0
				0		17.1		71.3		11.5		0
Tk. 20001-25000	Urban	36	0	0	5	13.9	23	63.9	4	11.1	4	11.1
	Suburban	13	0	0	0	0	10	76.9	1	7.7	2	15.4
				0		6.9		70.4		9.4		13.2
Tk. 25001+	Urban	35	0	0	4	11.4	20	57.1	9	25.7	2	5.7
	Suburban	8	0	0	0	0	7	87.5	1	12.5	0	0
				0		5.7		72.3		19.1		2.8

Table 4.13
Frequency of newspaper reading

Frequency	Urban N	%	Suburban N	%	Total N	%
	232	100	81	100	313	100
Everyday	156	67.2	31	38.3	187	52.7
1-6 days in a week	51	22	23	28.4	74	25.2
Sometimes/occasionally	25	10.8	27	33.3	52	22

Table 4.14
Frequency of magazine reading

Frequency	Urban N	%	Suburban N	%	Total N	%
	76	100	12	100	88	100
At least once a week	6	7.9	0	0	6	3.9
At least once a fortnight	9	11.8	0	0	9	5.9
At least once a month	13	17.1	2	16.7	15	16.9
At least once in three months	14	18.4	2	16.7	16	17.5
At least once in six months	14	18.4	3	25	17	21.7
At least once a year /occasionally	20	26.3	5	41.7	25	34

Table 4.15
Frequency of radio listening

Frequency	Urban N	%	Suburban N	%	Total N	%
	56	100	101	100	157	100
Everyday	11	19.6	25	24.7	36	22.1
1-6 days a week	14	25	52	51.5	66	38.2
Once a month/ selected programmes	24	42.8	19	18.8	43	30.8
Infrequent/rare	7	12.5	5	4.9	12	8.7

Table 4.16
Frequency of TV viewing

Frequency	Urban N	%	Suburban N	%	Total N	%
	257	100	108	100	365	100
Everyday	186	72.4	51	47.2	237	59.8
1-6 days in a week	52	20.2	47	43.5	99	31.8
Only selected programs/no specific time	12	4.7	5	4.6	17	4.6
Infrequent/rare	7	2.7	5	4.6	12	3.6

Table 4.17
Frequency of film viewing

Frequency	Urban N 54	% 100	Suburban N 13	% 100	Total N 67	% 100
At least once a week	15	27.8	1	7.7	16	17.7
At least once a fortnight	20	37	6	46.1	26	41.5
At least once a month	12	22.2	3	23.1	15	22.6
At least once in three months	3	5.5	1	7.7	4	6.6
At least once in six months	3	5.5	1	7.7	4	6.6
At least once a year /occasionally	1	1.8	1	7.7	2	4.7

Table 4.18
Newspaper and magazine subscription

Subscription	Area	Newspaper N	%	Magazine N	%
Yes	Urban	177	76.3	67	88.1
	Suburban	29	35.8	9	75
	Total		56		81.5
No	Urban	55	23.7	9	11.8
	Suburban	52	64.2	3	25
	Total		43.9		18.4

Table 4.19
Number of newspaper and magazine read by respondents

Number	Area	Newspaper N	%	Magazine N	%
One	Urban	70	30.2	65	85.5
	Suburban	56	69.1	11	91.7
	Total		49.6		88.6
Two/more	Urban	162	69.8	11	14.5
	Suburban	25	30.9	9	8.3
	Total		50.3		11.4

Table 4.20
Ownership of Radio and TV

Ownership	Area	Radio		TV	
		N	%	N	%
Own	Urban	51	91.1	213	82.9
	Suburban	83	82.2	48	44.4
	Total		86.6		63.6
Don't own	Urban	5	8.9	53	17.1
	Suburban	18	17.8	84	55.5
	Total		13.3		36.3

Table 4.21
Number of radio stations/TV channels listened by respondents

Number	Area	Radio		TV	
		N	%	N	%
One	Urban	16	28.6	0	0
	Suburban	29	28.7	0	0
	Total		28.6		0
Two	Urban	19	33.9	112	43.5
	Suburban	37	36.6	92	85.2
	Total		35.2		64.3
Three or more	Urban	21	37.5	145	56.4
	Suburban	35	34.6	16	14.8
	Total		36		35.6

Table 4.22
Gratification with newspaper according to reading time

Time of reading	Area		Full satisfaction		Satisfaction to great extent		Satisfaction to some extent		Satisfaction to little extent		No satisfaction	
	Urban (N)	%	Urban (N)	%	Urban (N)	%	Urban (N)	%	Urban (N)	%	Urban (N)	%
	Suburb (N)	%	Suburb (N)	%	Suburb (N)	%	Suburb (N)	%	Suburb (N)	%	Suburb (N)	%
	Total (N)	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
Almost half an hour	Urban (68)	29.3	2	2.9	2	2.9	60	88.2	4	5.9	0	0
	Suburb (19)	23.4	12	63.1	2	10.5	5	26.3	0	0	0	0
	Total (87)	26.3		33		6.7		57.2		2.9		0
Almost an hour	Urban (97)	41.8	9	9.3	18	18.5	69	71.1	1	1	0	0
	Suburb (24)	29.6	5	20.8	5	20.8	14	58.3	0	0	0	0
	Total (121)	35.7		15		19.6		64.7		0.5		0
Almost one and half hours	Urban (32)	13.8	5	15.6	4	12.5	22	68.7	1	3.1	0	0
	Suburb (12)	14.8	2	16.7	5	41.7	5	41.7	0	0	0	0
	Total (44)	14.3		16.1		27.1		55.2		1.6		0
Almost to two hours	Urban (32)	13.8	1	3.1	1	3.1	17	53.1	9	28.1	4	12.5
	Suburb (18)	22.2	1	5.5	12	66.7	3	16.7	1	5.5	1	5.5
	Total (50)	18		4.3		34.9		34.9		16.8		9
More than Two hours	Urban (3)	1.3	0	0	0	0	1	33.3	2	66.7	0	0
	Suburb (8)	9.9	1	12.5	2	25	2	25	3	37.5	0	0
	Total (11)	5.2		6.2		12.5		29.1		52.1		0

Table 4.23
Gratification with magazine according to reading time

Time of reading	Area		Full satisfaction		Satisfaction to great extent		Satisfaction to some extent		Satisfaction to little extent		No satisfaction	
	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%
	Total N	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
Almost half an hour	Urban (23)	30.1	2	8.7	7	30.4	11	47.8	1	4.3	2	8.7
	Suburb (2)	16.7	0	0	2	100	0	0	0	0	0	0
	Total (25)	23.4		4.3		65.2		23.9		2.2		4.3
Almost an hour	Urban (15)	19.7	8	53.3	6	40	1	6.7	0	0	0	0
	Suburb (6)	50	2	33.3	2	33.3	1	16.7	1	16.7	0	0
	Total (21)	34.8		43.3		36.6		11.7		8.3		0
Almost two hours	Urban (14)	18.4	3	21.4	1	7.1	10	71.4	0	0	0	0
	Suburb (2)	16.7	0	0	0	0	2	100	0	0	0	0
	Total (16)	17.5		10.7		3.6		85.7		0		0
More than two hours	Urban (24)	31.6	1	4.2	3	12.5	10	41.7	8	33.3	2	8.3
	Suburb (2)	16.7	0	0	0	0	1	50	1	50	0	0
	Total (26)	24.1		2.1		6.2		45.8		41.6		4.2

Table 4.24
Gratification with radio according to listening time

Time of listening	Area		Full satisfaction		Satisfaction to great extent		Satisfaction to some extent		Satisfaction to little extent		No satisfaction	
	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%
	Total N	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
Almost 15 minutes	Urban (8)	14.3	2	25	1	12.5	2	25	3	37.5	0	0
	Suburb (2)	1.9	2	100	0	0	0	0	0	0	0	0
	Total (10)	8.1		62.5		6.2		12.5		18.7		0
Almost 30 minutes	Urban (20)	35.7	6	30	7	35	7	35	0	0	0	0
	Suburb (23)	22.8	11	47.8	11	47.8	1	4.3	0	0	0	0
	Total (43)	29.2		38.9		41.4		19.6		0		0
Almost an hour	Urban (14)	25	1	7.1	7	50	5	35.7	1	7.1	0	0
	Suburb (27)	26.7	15	55.5	11	40.7	1	3.7	0	0	0	0
	Total (41)	25.8		31.3		45.3		19.7		3.6		0
Almost one and half hour	Urban (6)	10.7	0	0	0	0	4	66.7	2	33.3	0	0
	Suburb (16)	15.8	5	31.2	8	50	3	18.7	0	0	0	0
	Total (22)	13.2		15.6		25		42.7		16.7		0
Almost two hours	Urban (6)	10.7	0	0	0	0	3	50	2	33.3	1	16.7
	Suburb (19)	18.8	2	10.5	2	10.5	12	63.1	3	15.8	0	0
	Total (25)	14.7		5.3		5.3		56.5		24.5		8.3
More than two hours	Urban (2)	3.6	0	0	0	0	2	100	0	0	0	0
	Suburb (14)	13.9	1	7.1	3	21.4	10	71.4	0	0	0	0
	Total (16)	8.7		3.6		10.7		85.7		0		0

Table 4.25
Gratification with television according to watching time

Time of viewing	Area		Full satisfaction		Satisfaction to great extent		Satisfaction to some extent		Satisfaction to little extent		No satisfaction	
	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%
	Total N	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
Up to an hour	Urban (56)	21.8	1	1.8	17	30.3	35	62.5	3	5.3	0	0
	Suburb (12)	11.1	3	25	4	33.3	5	41.7	0	0	0	0
	Total (68)	16.4		13.4		31.8		52.1		2.7		0
Up to 2 hours	Urban (137)	53.3	23	16.8	38	27.7	68	49.6	8	5.8	0	0
	Suburb (30)	27.8	18	60	10	33.3	2	6.7	0	0	0	0
	Total (167)	40.5		38.4		30.5		28.1		2.9		0
Up to 3 hours	Urban (55)	21.4	10	18.2	11	20	19	34.5	3	5.4	12	21.8
	Suburb (34)	31.5	3	8.8	14	41.2	17	50	0	0	0	0
	Total (89)	26.4		13.5		30.6		42.2		2.7		10.9
Up to 4 hours	Urban (9)	3.5	0	0	2	22.2	3	33.3	3	33.3	1	11.1
	Suburb (32)	29.6	2	6.2	6	18.7	10	31.2	9	28.1	5	15.6
	Total (41)	16.5		3.1		20.4		32.2		30.7		13.3

Table 4.26
Gratification with film according to watching period

Period of watching	Area		Full satisfaction		Satisfaction to great extent		Satisfaction to some extent		Satisfaction to little extent		No satisfaction	
	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%
	Total N	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
Every week	Urban (9)	16.7	8	88.9	1	11.1	0	0	0	0	0	0
	Suburb (2)	15.4	2	100	0	0	0	0	0	0	0	0
	Total (11)	16		94.4		5.5		0		0		0
Two or more times a month	Urban (11)	20.4	7	63.6	4	36.4	0	0	0	0	0	0
	Suburb (1)	7.7	1	100	0	0	0	0	0	0	0	0
	Total (12)	14		81.8		18.2		0		0		0
One or more times a year	Urban (15)	27.8			7	46.7	5	33.3	0	0	0	0
	Suburb (2)	15.4	1	50	1	50	0	0	0	0	0	0
	Total (17)	21.6		35		48.3		16.7		0		0
Infrequent/rare	Urban (19)	35.2	3	15.8	4	21	6	31.6	5	26.3	1	5.3
	Suburb (8)	61.5	2	25	4	50	2	25	0	0	0	0
	Total (27)	48.3		20.4		35.5		28.3		13.1		2.6

Table 4.27
Readership of National Dailies

National Dailies	Urban		Suburban		Total	
	N	%	N	%	N	%
Janakhanta	69	29.7	19	23.4	88	26.5
Jugantar	58	25	16	19.7	74	22.3
Prothom Alo	57	24.6	12	14.8	69	19.7
Ittefaq	16	6.9	16	19.7	32	13.3
Inqilab	8	3.4	13	16	21	9.7
Ajker Kagoj	9	3.9	2	2.5	11	3.2
Dinkal	4	1.7	3	3.7	7	2.7
Manab Zamin	6	2.6	0	0	6	1.3
Sangbad	5	2.1	0	0	5	1

Table 4.28
Readership of magazines

Magazines	Urban		Suburban		Total	
	N	%	N	%	N	%
Jai Jai Din	28	36.8	3	25	31	30.9
Masik Madina	15	19.7	5	41.7	20	30.7
Purnima	5	6.6	2	16.7	7	11.6
Sananda	11	14.5	1	8.3	12	11.4
Weekly 2000	4	5.3	1	8.3	5	6.8
Robbar	7	9.2	0	0	7	4.6
Computer Bichitra	6	7.9	0	0	6	3.9

Table 4.29
Most listened national/regional radio stations

Stations	Urban		Suburban		Total	
	N	%	N	%	N	%
Dhaka	37	66.1	51	50.5	88	58.3
Rajshahi	15	26.8	47	46.5	62	36.6
Sylhet	2	3.6	2	1.9	4	2.7
Barisal	1	1.8	1	0.9	2	1.3
Chittagong	1	1.8	0	0	1	0.9

Table 4.30
Most listened foreign radio stations

Stations	Urban		Suburban		Total	
	N	%	N	%	N	%
BBC Bangla	24	42.8	21	20.8	45	31.8
Akash Bani	13	23.2	10	9.9	23	16.5
VOA	10	17.8	10	9.9	20	13.8
Radio Tehran	1	1.8	2	1.9	3	1.8
Deutsche Welle	1	1.8	0	0	1	0.9
Don't listen	7	12.5	58	57.4	65	34.9

Table 4.31
Most watched home channels of television
(among cable viewers)

Stations/ Channels	Urban		Suburban		Total	
	N	%	N	%	N	%
BTV	32	22.1	3	18.7	35	20.4
Ekushey TV	87	60	11	68.7	98	64.3
Channel I	14	9.6	1	6.2	25	7.9
ATN Bangla	12	8.3	1	6.2	13	7.2

Table 4.32
Most watched home channels
(among non-cable viewers)

Station/ channel	Urban		Suburban		Total	
	N	%	N	%		
BTV	38	33.9	36	39.1	74	36.5
Ekushey TV	74	66.1	56	60.9	120	63.5

Table 4.33
Most watched foreign channels
(among cable viewers)

Channels	Urban		Suburban		Total	
	N	%	N	%	N	%
Star Plus	27	18.6	4	25	31	21.8
ETV Bangla	19	13.1	4	25	23	19
Sony	32	22.1	2	12.5	34	17.3
Alpha Bangla	18	12.4	3	18.7	21	15.5
National Geography	32	22.1	0	0	32	11
Tara Bangla	6	4.1	2	12.5	8	8.3
Zee Music	11	7.6	1	6.2	12	6.9

Table 4.34
Most preferred contents in newspaper

Items	Urban		Suburban		Total	
	N	%	N	%	N	%
News	135	58.2	42	51.8	177	55
Sports	29	12.5	9	11.1	38	11.8
Editorial	12	5.2	3	3.7	15	4.4
Post editorial	14	6	7	8.6	21	7.3
Literature	21	9	9	11.1	30	10
Film/TV/Culture	21	9	11	13.6	32	11.3

Table 4.35
Most preferred contents in magazine

Items	Urban		Suburban		Total	
	N	%	N	%	N	%
News and views	41	53.9	4	33.3	45	43.6
TV/fashion/film	28	36.8	6	50	34	43.4
Women issues	4	5.3	2	16.6	6	10.9
Literature	1	1.3	0	0	1	0.6
Cooking	2	2.6	0	0	2	1.3

Table 4.36
Most preferred programmes in radio

Programme	Urban		Suburban		Total	
	N	%	N	%	N	%
Songs	19	33.9	52	51.5	71	42.7
News	18	32.1	31	30.7	49	31.4
Drama	14	25	12	11.9	26	18.4
Talk programme	3	5.3	4	3.9	7	4.6
Others	2	3.6	2	1.9	4	2.7

Table 4.37
Most preferred programmes in TV
(among home channels)

Programmes	Urban		Suburban		Total	
	N	%	N	%	N	%
News	89	34.6	21	19.4	110	27
Bangla cinema	11	4.3	34	31.5	45	17.9
Magazine programmes	44	17.1	16	14.8	60	15.9
Drama	52	20.2	11	10.2	63	15.2
Bangla serials	12	4.7	7	6.5	19	5.6
Musical Programme	12	4.7	4	3.7	16	4.2
Film songs	19	7.4	12	11.1	31	9.2
Others	18	7	3	2.8	21	4.9

Table 4.38
Favourite programmes in TV viewers
(among foreign channels)

Programmes	Urban		Suburban		Total	
	N	%	N	%	N	%
Hindi film	19	13.1	2	12.5	21	12.8
Hindi film songs	29	13.1	2	12.5	31	12.8
Hindi serials	30	20.7	2	12.5	32	16.6
English movies	11	7.6	0	0	11	3.8
Musical programmes	6	4.1	0	0	6	2
Telefilms	12	8.3	0	0	12	4.1
Bangla films	29	20	7	43.7	36	31.8
Bangla serials	11	7.6	3	18.7	14	13.1
Others	8	5.5	0	0	8	2.7

Table 4.39
Favourite types of films

Type	Urban		Suburban		Total	
	N	%	N	%	N	%
Social	12	22.2	2	15.4	14	18.8
Action film	27	50	8	61.5	35	55.7
Romantic film	15	27.8	3	23.1	18	25.4

Table 4.40
Places of reading newspaper

Place	Urban		Suburban		Total	
	N	%	N	%	N	%
At home	177	76.3	29	35.8	206	56
Relatives/neighbours'/ friends' house	9	3.9	12	14.8	21	9.3
Public place	8	3.4	3	3.7	11	3.5
Work place	36	15.5	37	45.7	73	30.6
Others	2	0.9	0	0	2	0.4

Table 4.41
Places of reading magazine

Place	Urban		Suburban		Total	
	N	%	N	%	N	%
At home	57	75	8	66.6	65	70.8
Relatives/neighbours'/ friends' house	13	17.1	4	33.3	17	25.2
Work place	4	5.3	0	0	4	2.6
Others	2	2.6	0	0	2	1.3

Table 4.42
Places of listening radio

Place	Urban		Suburban		Total	
	N	%	N	%	N	%
At home	51	91.1	83	82.2	134	86.6
Relatives/neighbours/ friends' house	5	8.9	15	14.8	20	11.9
Public place/ Work place	0	0	3	2.9	3	1.5

Table 4.43
Places of watching TV

Place	Urban		Suburban		Total	
	N	%	N	%	N	%
At home	213	82.9	48	44.4	261	63.6
Relatives/neighbours'/ friends' house	36	14	21	19.4	57	16.7
Public place/ Work place	8	3.1	39	36.1	47	19.6

Table 4.44
Gratification on number of media

No of media	Area		Fully Satisfaction		Satisfaction to great extent		Satisfaction to some extent		Satisfaction to little extent		No satisfaction	
	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%
	Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
One	Urban (11)	4.1	0	0	2	18.2	4	36.4	2	18.2	3	27.3
	Suburb (8)	6.1	0	0	2	25	5	62.5	1	12.5	0	0
	Mean of	5.1		0		21.6		49.4		15.3		13.6
Two	Urban (63)	23.7	2	3.2	7	11.1	43	68.2	10	15.9	1	1.6
	Suburb (88)	66.7	5	5.7	28	31.8	51	57.9	2	2.3	2	2.3
	Mean of	45.2		4.4		21.4		63		9.1		1.9
Three	Urban (126)	47.4	7	5.5	34	26.9	71	56.3	13	10.3	1	0.8
	Suburb (27)	20.4	12	44.4	11	40.7	3	11.1	0	0	1	3.7
	Mean of	33.9		24.9		33.8		33.7		5.1		2.2
Four	Urban (53)	20.7	5	9.4	21	39.6	25	47.2	2	3.8	2	3.8
	Suburb (11)	6.8	2	18.2	3	27.3	4	36.4	0	0	0	0
	Mean of	13.7		13.8		33.4		41.4		1.9		1.9
Five	Urban (11)	2.1	0	0	5	45.4	5	45.4	1	9.1	0	0
	Suburb (0)	0	0	0	0	0	0	0	0	0	0	0
	Mean of	2.1		0		45.4		45.4		9.1		0

Table 4.45
Gratification to each media

Degree of satisfaction	Area	Newspaper		Magazine		Radio		TV		Film	
		Total reader		Total reader		Total Listener		Total viewer		Total Viewer	
		Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
		Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%
		Mean of %		Mean of %		Mean of %		Mean of %		Mean of %	
Full satisfaction	Urban + Suburban	232 + 81		76 + 12		56 + 101		257 + 108		54 + 13	
	Urban	17	7.3	14	18.4	9	16.1	34	13.2	21	38.9
	Suburb	21	25.9	2	16.7	36	35.6	26	24.1	6	46.1
	Mean of %	16.6		17.5		25.8		18.6		42.5	
Satisfaction to great extent	Urban	25	10.8	17	22.4	15	26.8	68	26.4	16	29.6
	Suburb	26	32.1	4	33.3	35	34.6	34	31.5	5	38.5
	Mean of %	21.4		27.8		30.7		28.9		34	
Satisfaction to some extent	Urban	169	72.8	32	42.1	23	41.1	125	48.6	11	20.4
	Suburb	29	35.8	4	33.3	27	26.7	34	31.5	2	15.4
	Mean of %	54.3		37.7		33.9		40		17.9	
Satisfaction to little extent	Urban	17	7.3	9	11.8	8	14.3	17	6.6	4	9.2
	Suburb	4	4.9	2	16.7	3	2.9	9	8.3	0	0
	Mean of %	6.1		14.2		8.6		7.4		4.6	
No satisfaction	Urban	4	1.7	4	5.3	1	1.8	13	5	1	1.8
	Suburb	1	1.2	0	0	0	0	5	4.6	0	0
	Mean of %	1.4		2.6		0.9		4.8		0.9	

Table 4.46
Needs to use media

Needs to use media	Area	Newspaper		Magazine		Radio		TV		Film	
		Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
		Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%
		Mean of		Mean of		Mean of		Mean of		Mean of	
To get information	Urban	88	37.9	13	17.1	18	32.1	58	22.6	0	0
	Suburban	25	30.9	2	16.7	15	14.8	37	34.2	0	0
	Total		34.4		16.9		23.4		28.4		0
To know various issues	Urban	71	30.6	17	22.4	0	0	0	0	0	0
	Suburban	33	40.7	2	16.7	0	0	0	0	0	0
	Total		35.6		19.5		0		0		0
To get education	Urban	39	16.8	11	14.5	0	0	16	6.2	0	0
	Suburban	14	17.3	2	16.7	0	0	16	14.8	0	0
	Total		17		15.6		0		10.5		0
To get entertainment	Urban	15	6.5	35	46	20	35.7	175	68.1	33	61.1
	Suburban	3	3.7	6	50	51	50.5	51	47.2	4	30.8
	Total		5.1		48		43.1		57.6		45.9
To be aware	Urban	19	8.2	0	0	0	0	0	0	0	0
	Suburban	6	7.4	0	0	0	0	0	0	0	0
	Total		7.8		0		0		0		0
To be relaxed	Urban	0	0	0	0	3	5.3	3	1.2	0	0
	Suburban	0	0	0	0	9	8.9	2	1.8	0	0
	Total		0		0		7.1		1.5		0
To escape from boredom	Urban	0	0	0	0	0	0	0	0	7	13
	Suburban	0	0	0	0	0	0	0	0	2	15.4
	Total		0		0		0		0		14.2
To pass time	Urban	0	0	0	0	15	26.8	5	1.9	0	0
	Suburban	0	0	0	0	26	25.7	2	1.8	0	0
	Total		0		0		26.2		1.8		0
To see heroes/heroin es	Urban	0	0	0	0	0	0	0	0	14	25.9
	Suburban	0	0	0	0	0	0	0	0	7	53.8
	Total		0		0		0		0		39.8

Table 4.47
Reasons not to use media

Reasons not to use media	Area	Newspaper		Magazine		Radio		TV		Film	
		Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
Illiteracy	Suburb N	4	7.8	4	3.3	0	0	0	0	0	0
	Total N										
	Total		24.5		5.3		0		0		0
Lack of time	Urban	9	26.5	41	21.6	14	6.7	4	44.4	0	0
	Suburb	12	23.5	21	17.5	4	12.9	3	12.5	0	0
	Total		25		19.5		9.8		28.4		0
Costly/expansive	Urban	8	23.5	78	41	0	0	0	0	0	0
	Suburb	17	33.3	58	48.3	0	0	0	0	0	0
	Total		28.4		44.6		0		0		0
Not interesting	Urban	3	8.8	0	0	39	18.6	2	22.2	0	0
	Suburb	18	35.3	0	0	2	6.4	17	70.8	0	0
	Total		22		0		12.5		46.5		0
Not attractive	Urban	0	0	57	30	0	0	0	0	0	0
	Suburb	0	0	37	30.8	0	0	0	0	0	0
	Total		0		30.4		0		0		0
Not standard	Urban	0	0	0	0	54	25.7	3	33.3	17	8
	Suburb	0	0	0	0	3	9.7	4	16.7	11	9.2
	Total		0		0		17.7		25		8.6
Because of age	Urban	0	0	0	0	0	0	0	0	11	5.2
	Suburb	0	0	0	0	7	22.6	0	0	14	11.8
	Total		0		0		11.3		0		8.5
TV is enough	Urban	0	0	0	0	103	49	0	0	0	0
	Suburb	0	0	0	0	15	48.4	0	0	0	0
	Total		0		0		48.7		0		0
Harmful to culture	Urban	0	0	0	0	0	0	0	0	27	12.7
	Suburb	0	0	0	0	0	0	0	0	4	3.4
	Total		0		0		0		0		8
Because of vulgarism	Urban	0	0	0	0	0	0	0	0	101	47.6
	Suburb	0	0	0	0	0	0	0	0	53	44.5
	Total		0		0		0		0		46
Hall environment	Urban	0	0	0	0	0	0	0	0	56	26.4
	Suburb	0	0	0	0	0	0	0	0	37	31.1
	Total		0		0		0		0		28.7

Table 4.48
Personal benefits out of using media

Personal benefits	Area	Newspaper		Magazine		Radio		TV		Film	
		Urban N	%	Urban N	%	Urban N	%	Urban N	%	Urban N	%
		Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%	Suburb N	%
		Mean of	%	Mean of	%	Mean of	%	Mean of	%	Mean of	%
It gives information about profession	Urban	27	11.6	0	0	0	0	0	0	0	0
	Suburban	7	8.6	0	0	0	0	0	0	0	0
	Total		10.1		0		0		0		0
It gives information about business	Urban	11	4.7	0	0	0	0	0	0	0	0
	Suburban	11	13.6	0	0	0	0	0	0	0	0
	Total		9.1		0		0		0		0
It helps to upgrade knowledge	Urban	138	59.5	0	0	25	44.6	82	31.9	0	0
	Suburban	42	51.8	0	0	34	33.7	37	34.2	0	0
	Total		55.6		0		39.1		33		0
It helps to release tension	Urban	26	11.2	0	0	9	16.1	51	19.8	0	0
	Suburban	5	6.2	0	0	57	56.4	21	19.4	0	0
	Total		8.7		0		36.2		19.6		0
It gives relaxation	Urban	7	3	23	30.3	22	39.3	31	12.1	29	53.7
	Suburban	10	12.3	5	41.7	10	9.9	12	11.1	6	46.1
	Total		7.6		36		24.6		11.6		49.9
It develops analytical faculty	Urban	3	1.3	7	9.2	0	0	0	0	0	0
	Suburban	0	0	0	0	0	0	0	0	0	0
	Total		0.6		4.6		0		0		0
It helps to pass time	Urban	4	1.7	36	47.4	0	0	83	32.3	19	35.2
	Suburban	3	3.7	2	16.7	0	0	31	28.7	3	23.1
	Total		2.7		32		0		30.5		29.1
It gives idea about society	Urban	16	6.9	10	13.1	0	0	10	3.9	6	11.1
	Suburban	3	3.7	5	41.7	0	0	7	6.5	4	30.8
	Total		5.3		27.4		0		5.2		20.9

Table 4.49
Barriers in using Radio and TV

Barriers	Area	Radio			TV		
		Urban N	%		Urban N	%	
		Suburban N	%		Suburban N	%	
		Total N	%		Total N	%	
Electricity cost	Urban	3	5.3		47	18.3	
	Suburban	2	1.9		19	17.6	
	Total		3.6			17.9	
Battery cost	Urban	2	3.6		0	0	
	Suburban	4	3.9		7	6.5	
	Total		3.8			3.2	
License renewal formality	Urban	9	16.1		62	24.1	
	Suburban	21	20.8		18	16.7	
	Total		18.4			20.4	
License renewal cost	Urban	15	26.8		38	14.8	
	Suburban	28	27.7		17	15.7	
	Total		27.2			15.2	
Lack of adequate set at home	Urban	2	3.6		3	1.2	
	Suburban	4	3.9		0	0	
	Total		3.8			0.6	
Cost of buying set	Urban	3	5.3		9	3.5	
	Suburban	5	4.9		14	13	
	Total		5.1			8.2	
No impediment	Urban	22	39.3		98	38.1	
	Suburban	37	36.6		33	30.5	
	Total		37.9			34.3	

Table 4.50
Suggestions to make radio popular

Suggestions	Urban		Suburban		Total	
	N	%	N	%	N	%
Quality entertaining programme	25	44.6	72	71.3	97	57.9
Free from government control	12	21.4	13	12.9	25	17.1
More news programme	7	12.5	4	3.9	11	8.2
Credible transmission	12	21.4	12	11.9	24	16.6

Table 4.51
Suggestions to make BTV popular

Suggestions	Urban		Suburban		Total	
	N	%	N	%	N	%
Standard entertainment	113	43.9	51	47.2	164	45.5
Broadcast of good cinema	36	14	29	26.8	65	20.4
Free from government control	53	20.6	16	14.8	69	17.7
Truthful transmission	55	21.4	12	11.1	67	16.2

Table 4.52
Expectations to media

Need/ expectation	Urban		Suburban		Total	
	N	%	N	%	N	%
Unbiased presentation	62	23.3	24	18.2	86	20.7
Quality entertainment	126	47.4	85	64.4	211	55.9
Awareness building role	19	7.1	11	8.3	30	7.7
Watchdog role	12	4.5	4	3	16	3.7
Reflection of culture and heritage	47	17.7	8	6.1	55	11.9

Appendix

Questionnaire

Questionnaire

(SECTION A)

Demographic Information

1. Sex of respondent:

1. Male	2. Female
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2. Age:

1. 16-20	2. 21-25	3. 26-30	4. 31-35
5. 36-40	6. 41-45	7. 46-50	8. 51-55
9. 56 to above			

3. Education:

1. Illiterate	2. Class I - V	3. Class VI – X	4. S.S.C
5. H.S.C	6. Graduation	7. Masters	8. M.Phil / Ph.D
8. Others			

4. Occupation:

1. School Teacher	2. College/University teacher	3. Doctor
4. Engineer	5. Lawyer	6. Journalist/Litterateur/Drama Artist/Singer/ Painter
7. Farmer	8. Small business man	9. Middle business man
10. Large business man/ Industrialist	11. Skilled labourer	12. Unskilled/day labourer
13. Govt. official	14. Govt. worker	15. Non-Govt. official
16. Non-Govt. worker	17. House wife	18. Student
19. Unemployed		

5. Monthly income of the family (approximately):

1. Upto Tk 5,000	2. Tk 5,001- 10,000	3. Tk 10,001-15,000
4. 15,001-20,000	5. Tk 20,001- 25,000	6. Tk 25,001 to upward

(SECTION B)
Media Exposure: Newspaper

1. Do you read newspaper?

1. Yes (If the answer is 'no', then skip to question 12)	2. No
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2. If yes, how often do you read newspaper?

1. Daily	2. 1-6 days in a week	3. Sometimes/occasionally
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3. How many newspaper/s do you read?

1. One	2. Two or more
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4. Which newspaper/s do you usually read?

1. Janakhanta	2. Prothom Alo	3. Manab Zamin	4. Ajker Kagoj
5. Vorer Kagoj	6. Jugantar	7. Ittefaq	8. Inqilab
9. Dinkal	10. Sangbad	11. Sangram	

5. How much time do you spend for reading newspaper?

1. Upto 30 minutes	2. Upto an hour	3. Upto one and half hours.
4. Upto two hours	5. More than two hours	

6. Do you subscribe newspaper/s?

1. Yes	2. No
--------	-------

7. Where do you read?

1. At home	2. Relatives/neighbour's/friends' home	3. Public Place
4. Work place	5. Others	

8. Which item interests you most?

1. News	2. Sports	3. Mufassil news	4. Editorial
5. Post-editorial	6. Women issues	7. Business	8. Film/TV/Culture/ fashion
9. Health	10. Science/technology	11. Environment	12. Children page
13. Literature page	14. Feature		

9. Why do you read newspaper/s?

1. To get information	2. To know various issues	3. To get education
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4. To get entertainment	5. To be aware	6. To be relaxed
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10. How do you get benefit out of reading newspaper?

1. It gives information about profession	2. It gives information about business
3. It helps to upgrade knowledge	4. It helps to release tension
5. It gives relaxation	6. It develops analytical faculty
7. It helps to pass time	8. It gives idea about society

11. How much newspapers gratify your needs?

1. Full satisfaction	2. Satisfaction to great extent	3. Satisfaction to some extent
4. Satisfaction to little extent	5. No satisfaction at all	

12. (If the answer is 'no' of Q. 1) Why don't you read newspaper?

1. Illiteracy	2. Lack of time	3. Costly	4. Not interesting
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(SECTION C)

Media exposure: Magazine

1. Do you read magazine?

1. Yes	2. No (If the answer is 'no', then skip to question no 12)
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2. If yes, how often do you read magazine?

1. Regularly	2. Twice-in-a month	3. Once-in-a month
4. Once in six months	5. Once a year/ Occasionally	

3. How many magazine/s do you read?

1. One	2. Two or more
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4. Which magazine/s do you usually read?

1. Jai Jai Din	2. Sananda	3. Annyadin	4. Anannya
5. Rob Bar	6. Purnima	7. Masik Madeena	8. Weekly 2000
9. Computer Bichitra	10. Arthanity	11. Chikista Samoyeekee	12. Tarokaloke
13. Chitrabangla	14. Desh		

5. How much time do you spend for reading magazine?

1. Upto 30 minutes	2. Upto an hour	3. Upto two hours	4. Until finishing
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6. Do you subscribe magazine/s?

1. Yes	2. No
--------	-------

7. Where do you read?

1. At home	2. Relatives/neighbour's/friends' home	3. Public Place
4. Work place	5. Others	

8. Which item interests you most?

1. News and views	2. Health issues	3. Women issues	4. Science issues
5. Environment	6. Cinema/TV/ Fashion/Culture	7. Sports	8. Cooking/Swing/Gardening/ Decoration
9. Social problems	10. Literature		

9. Why do you read magazine/s?

1. To get information	2. To know various issues	3. To get education
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4. To get entertainment	5. To be aware	6. To be relaxed
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10. How do you get benefit out of reading magazine?

1. It gives information about profession	2. It gives information about business
3. It helps to upgrade knowledge	4. It helps to release tension
5. It gives relaxation	6. It develops analytical faculty
7. It helps to pass time	8. It gives idea about society

11. How much magazine gratify your needs?

1. Full satisfaction	2. Satisfaction to great extent
3. Satisfaction to some extent	4. Satisfaction to little extent
5. No satisfaction at all	

12. (If the answer is 'no' of Q. 1) Why don't you read magazine?

1. Illiteracy	2. Lack of time	3. Costly
4. Not attractive	5. Not interesting	6. Because of indecent photographs

(SECTION D)

Media exposure: Radio

1. Do you listen to radio?

1. Yes	2. No (If no, skip to question 15)
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2. If yes, how often do you listen to radio?

1. Everyday	2. 1-6 days in a week	3. Once a month/selected programmes
4. Infrequent/rare		

3. How many stations do you listen usually?

1. One	2. Two	3. Three or more
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4. Which national/regional station do you listen most?

1. Dhaka	2. Rajshahi	3. Sylhet	4. Chittagong
5. Bogra	6. Rangpur	7. Khulna	8. Jessore
9. Comilla	10. Barisal	11. Rangamati	12. Cox'sbazar
13. Thakurgaon			

5. Which foreign station do you listen most?

1. BBC	2. VOA	3. Akash Bani	4. Radio Tehran
5. Radio Peking	6. Deutsche Welle	7. Don't listen	

6. How much time do you spend for listening radio?

1. Upto 15 minutes	2. Upto half an hour	3. Upto an hour
4. Upto one and half hours	5. Upto 2 hours	6. More than 2 hours

7. Do you own radio?

1. Yes	2. No
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8. Where do you usually listen?

1. At home	2. At friend/relative's/neighbours' home	3. Public place	4. Work place
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9. What programme do you listen most?

1. News	2. News Analysis	3. Drama
4. Song	5. Children prog	6. Youth prog
7. Women prog.	8. Religious prog	9. Education prog.

10. Family planning prog.	11. Agrculture prog.	12. Social development prog.
13. Sports prog	14. Talk programme	15. Others

10. What impediment do you feel in consuming radio?

1. Battery cost	2. Electricity cost	3. Cost for buying radio
3. License renewal' cost	4. License renewal' formality	4. Lack of adequate set at home

11. Why do you listen to radio?

1. To get information	2. To know various issues	3. To get education
4. To get entertainment	5. To be aware	6. To be relaxed
7. To escape from boredom	8. To pass time	

12. How do you get benefit out of listening radio?

1. It gives information about profession	2. It gives information about business
3. It helps to upgrade knowledge	4. It helps to release tension
5. It gives relaxation	6. It develops analytical faculty
7. It helps to pass time	8. It gives idea about society

13. How much radio gratify your needs?

1. Full satisfaction	2. Satisfaction to great extent	3. Satisfaction to some extent
4. Satisfaction to little extent	5. No satisfaction at all	

14. What is your suggestion to make Bangladesh radio popular?

1. Standard entertaining programme	2. Free from Govt. control	3. More news programme
4. Truthful transmission	5. Others	

15. (If the answer is 'no' of Q. 1) Why don't you listened to radio?

1. Lack of time	2. Not interesting	3. Not standard
4. Because of old age	5. TV is enough	6. Others

(SECTION E)

Media Exposure: Television

1. Do you watch TV?

1. Yes	2. No (If the answer is 'no', then, skip to question 17)
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2. If yes, how often do you watch TV?

1. Daily	2. 1-6 days a week	3. Once a month/selected programmes	4. Infrequent/rare
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3. How much time do you spend for watching TV?

1. Upto an hour	2. Upto 2 hours	3. Upto 3 hours	4. Upto 4 hours or more
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4. Do you own a TV?

1. Yes	2. No
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5. If yes, do you have cable connection?

1. Yes	2. No
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6. If yes, which home channel/station do you like most?

1. BTV	2. Ekushey TV	3. Channel I	4. ATN Bangla
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7. If no, which home station do you like most?

1. BTV	2. Ekushey TV
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8. If you have cable connection, which foreign channel do you like most?

1. DD Bangla	2. Tara Bangla	3. Star Sports	4. Star Plus
5. Star Movies	6. HBO	7. Zee Cinema	8. Zee Music
9. Sony	10. ETV Bangla	11. Tara Bangla	12. Alpha Bangla
13. BBC World	14. National Geography	15. Discovery	

9. Name your favourite home programme (only for cable viewers).

1. News	2. News Analysis	3. Drama
4. Bangla serial	5. Telifilm	6. Bangla Cinema
7. English Cinema	8. Bangla dubbed serial	9. Film songs
10. Modern songs	11. Magazine programme	12. Documentary
13. Talk show	14. Quiz contest	15. Dance programme

16. Religious prog.	17. Educational prog.	18. Sports prog.
19. Rabindra sangeet	20. Nazrul sangeet	21. Folk song

10. Name your favourite foreign programme (only for cable viewers)

1. News	2. News Analysis	3. Drama
4. Bangla serial	5. Telifilm	6. Bangla Cinema
7. Hindi Cinema	8. Hindi serials	9. Film songs
10. English Cinema	11. Musical programme	12. Documentary
13. Talk show	14. Quiz contest	15. Dance programme
16. Others		

11. Where do you usually watch?

1. At home	2. At neighbours'/friend/relative's house	3. At public place
4. At work place		

12. According to your opinion, what are the impediments in consuming TV?

1. Electricity Cost	2. Battery cost
3. License renewal' formality	4. License renewal' cost
5. Lack of one more set in a family	6. Cost for buying TV
7. Don't feel any impediment	

13. Why do you watch TV?

1. To get information	2. To know information	3. To get education
4. To get entertainment	5. To be aware	6. To be relaxed
7. To escape from boredom	8. To pass time	

14. How do you get benefit out of watching TV?

1. It gives information about profession	2. It gives information about business
3. It helps to upgrade knowledge	4. It helps to release tension
5. It gives relaxation	6. It develops analytical faculty
7. It helps to pass time	8. It gives idea about society

15. What is your suggestion to make BTV popular to all?

1. Increase standard entertainment	2. Free from Govt. control
3. Telecast of good cinema	4. Truthful transmission

16. How much TV gratify your needs?

1. Full satisfaction	2. Satisfaction to great extent
3. Satisfaction to some extent	4. Satisfaction to little extent
5. No satisfaction at all	

17. (If the answer is 'no' of Q. 1) Why don't you watch TV?

1. Lack of time	2. Not interesting	3. Not standard
4. Because of old age	5. Harmful to our culture	

(SECTION F)

Media Exposure: Film

1. Do you see cinema in hall?

1. Yes	2. No(If the answer is 'no', then go to the question no.7)
--------	--

2. If yes, how often do you see film?

1. Every week	2. Every fortnight	3. Once a month
4. Once or more in three months	5. Once or more in six months	6. Once a year/occasionally

3. What type of film do you like to watch?

1. Social	2. Action	3. Folk-based
4. Historical	5. Fantasy	6. Romantic

4. Why do you go to see film?

1. To get entertainment	2. To be aware	3. To see favorite heroes and heroines
4. To escape from boredom	5. To be relaxed	

5. How do you get benefit out of enjoying film?

1. It gives information about profession	2. It gives information about business
3. It helps to upgrade knowledge	4. It helps to release tension
5. It gives relaxation	6. It develops analytical faculty
7. It helps to pass time	8. It gives idea about society

6. How much film gratify your needs?

1. Full satisfaction	2. Satisfaction to great extent
3. Satisfaction to some extent	4. Satisfaction to little extent
5. No satisfaction at all	

7. Why don't you enjoy film?

1. Lack of time	2. Not standard	3. Because of vulgarism
4. Because of age	5. Harmful to culture	6. Hall environment

(SECTION G)

Audience(s) expectations and gratifications

1. In general, what do you expect from mass media to satisfy your need?

1. Unbiased presentation	2. Quality entertainment
3. Awareness building role	4. Watchdog role
5. Reflection of culture and heritage	

2. Among your overall personal needs and expectations, how much mass media satisfy you?

1. Satisfy me fully	2. Satisfy me to great extent
3. Satisfy me to some extent	4. Satisfy me to a little extent
5. Do not satisfy at all	