

SEMESTER-II

PAPER-CC-6, TELEVISION JOURNALISM

UNIT-V

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1.1 Learning Objective

After reading this lesson, you would be able to understand:-

- Origins and history of Doordarshan
- Growth of Doordarshan
- Objective of Doordarshan and a model for public service broadcasting

1.2 Introduction:-

Doordarshan (Literally Meaning Distant Vision), the television wing of the broadcasting corporation of India, devoted to public service broadcasting is one of the largest terrestrial networks and one of the most extensive television systems in the world.

Doordarshan has been the sole preserve of the Government of India and it provides television coverage to over 95% of India's 108+ million people.

The first telecast on Doordarshan originated from a makeshift studio Akashvani Bhavan, the head quarters of all India Radio New Delhi on 15 Sept. 1959.

A regular service with a daily news bulletin was started in 1965, in 1961 the broadcasts were expanded to include a school educational television project.

The first major expansion of television in India began in 1972, when a second television station was opened in Bombay. This was followed by station in Srinagar and Amritsar (1973), and Calcutta, Madras and Lucknow in 1975.

1.3 Growth Story:

The government had been reluctant to invest in television in the early years because it was felt that a poor country like India could not afford the medium. Television had to prove its part in the development process before it could get the priorities of the government changed.

Faced with the difficulty of administering such an expensive television system television as part of all India Radio, the Government of India in 1976 Constituted Doordarshan, the national television network, as a separate Department under the ministry of Information and Broadcasting.

Doordarshan was set up as an attached office under the ministry of information and Broadcasting, for all major decisions, the organization had to run to the ministry, Doordarshan operated much like a government department, Doordarshan was and is headed by a Director General.

Until 1976, Doordarshan was funded through a combination of television licenses and allocations from the annual budget, advertising began in a very small way: during the first year Doordarshan earned a modest revenue equivalent of nearly two million us\$ at current rates, from advertising revenues in 1976-77 By 1999-2000.

Doordarshan's commercial revenues from advertisers reached a record equivalent of 150 million dollar and dwindled to 138 million dollar in 2001-02.

The year 1982 was a watermark in the history of Indian television. INSAT – 1A, the first of the country's domestic communications satellite became operational and made possible the networking of all of Doordarshan's regional stations.

The commercialization of Doordarshan saw the development of soap operas, situation comedies, dramas, musical programs, game shows and the like.

By 1990 Doordarshan's revenues from advertising were about 300 million dollar. The year 1991 saw the beginnings of international satellite broadcasting in India and the government launched a major economic liberalization program

1.4 Milestone in national television.

During November – December 1982, India hosted the prestigious Asian games and excepting India and Vietnam, all other participating countries were by the operating in colour television and they wanted the host country's TV signals in colour. Besides, it was also a matter of prestige for the nation.

After 1982, television technology and infrastructure rapidly expanded and during certain periods in the early 80s India got an additional television transmitter every day. In 1983 television signals were available to just 28% of the population, this had doubled by the end of 1985.

However, Doordarshan began to shift the balance of its programming from educational and informational programs to entertainment programs. To increase television's reach, the government launch crash program to set up low and high power transmitters that would pick up the satellite distributed signals and re transmit they terrestrial transmitter of varying coverage areas.

1.5 Growth of the network

In the decade 1981-90 the number of transmitters increased from 19 to 519. There was also steady increase of the television centres which produced limited hours of local programmes.

During other timings all the transmitting stations, including those located in studio production centre were relaying the programmes from New Delhi, those limited hours of television was also mostly in the language of Hindi, which the southern India states did not really Understand, leaving a big gap in communication Ahmedabad and Guwahati came up during January 1985.

From a single channel operation to multi channel system was a phenomenal change. It was in 1994 that the Delhi station of Doordarshan had a second channel, to begin with tessertrially and late delivered through satellite.

1.6 Doordarshan social objectives:

- To act as catalyst for social change.
- To promote national integration.
- To stimulate a scientific temper in the minds of the people
- To disseminate the message of family planning as a means of population control and family welfare
- To provide essential information and knowledge in order to stimulate greater agricultural production
- To promote and help preserve environmental and ecological balance.
- To highlight the need for social welfare measures, including welfare of women, children and less privileged
- To promote interest in games and sports.
- To create values of appraisal of art and cultural heritage.

1.7 Summary

Linked through India's satellite and distributed by terrestrial transmitters of varying power, the main national television channel of India (ODI) which has a reach of 130 million household Doordarshan, is the largest terrestrial broadcasts in the world. It has 66 studio centres and 1416 transmitter.

The two main channels, DD1 & the news channel DD2 are distributed by terrestrial transmitter linked through Indian National Satellite (INSAT)

References/ Further Reading:

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