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Television & it's Objective

CC- 102 UNIT- 4

At present Doordarshan has a network of more than **1400 transmitters** spread throughout the country and its signals are available to about **90% of the population** in the country.

The prime duty of any national public service broadcaster is **to make the programmes of national importance** available to its entire people. It was estimated that the coverage of remaining population with terrestrial broadcast would cost enormously. Besides that, setting up terrestrial transmitters in uncovered areas would have taken some years. Running a single terrestrial transmitter not only requires huge investment but manpower also. In view of high cost and time required, the Doordarshan has launched its own DTH service **DD Direct +** which can be accessed from any part of the country through a small dish antenna and a decoder (usually called set top box). The programs available on DD's DTH service are free-to-air means viewers/listeners have to pay nothing to access it.

The DD Direct+ at present airing close to 100 TV channels including some private channels; some two dozen radio channels with high quality sound.

 The DTH signals come directly to subscribers' TV set through Satellite's KU band. By this, not only whole population of India is covered by Doordarshan's DTH service but about 1/3rd of the world can see these programmes.

Television in our country was launched with some objectives. These **objectives** are-

- To act as a catalyst in the process of social change
- Strengthening national integrity
- Developing scientific temperament of the people
- Disseminating message of family planning, population contrl and family welfare
- Providing necessary information and knowledge for encouraging agriculture production
- Helping in the maintenance of environment and ecological equilibrium
- Emphasising social uplift of women, children and other weaker sections of thew society
- Encouraging games and sports
- Establishing and preserving the values of cultural heritage of the country.