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**IMPACT OF TELEVISION IN POLITICAL AWARENESS
OF RURAL MASSES
(AN EMPIRICAL STUDY OF ANAND DISTRICT OF
GUJARAT STATE)****Prof. (Dr.) Ramesh H. Makwana¹**

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ABSTRACT

The radio and television regularly present national and international political information to their audience. The programmes such as The News focus, election broadcasts, group discussions and features are part of the information service. But how much do our people, particularly the poor rural folks, receive the political broadcasts and telecasted? How many realize the importance of their own participation in the national, regional or local scene? How many of them have the basic political knowledge about the functioning of the government? How many are aware of the political system on which a democracy functions? How many have the bare minimum political background to understand the nuances of politics? These and many others such questions have to be answered if one wants to gain an insight into the impact of the TV on political awareness of rural masses. This study is a political communications. This study is an attempt to assess the impact of TV on rural mass and to see now far the present political programmes on television are useful to the masses in creating political awareness among them.

KEY WORDS: Political Awareness, Rural Masses, Television, Panchayat, Political Parties