

TRP AS A MEASURE OF VISUAL COMMUNICATION: A STUDY OF JAMMU CITY, INDIA

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ABSTRACT

Visual communication is the communication through visual aid and is described as the conveyance of ideas and information in forms that can be read or looked upon. In order to measure the impact of visual communication through television, TRP (Television Rating Points) is being measured. The present paper reflects the study of TRP measurement in Jammu city in the month of February 2011 during 8 pm and 11pm on Monday, Saturday and Sunday. For collecting data questionnaire method is adopted. Various television rating services in India and various audience measurement methods followed in India have also been highlighted in this paper. Major findings and conclusions are summarized in a suggestive way to be used for providing better services in future to meet the needs of the users.

Key words: visual communication, Indian television, audience measurement, rating services

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