ABSTRACT
The present paper describes about the influence of television viewing on elderly citizens residing in Vadodara city of Gujarat. From 500 elderly citizens quantitative and qualitative data were collected and analyzed. Findings of the study reveled that there was moderate influence of television viewing on elderly. High influence of television viewing for the developmental task ADJUSTING TO DETERIORATING PHYSICAL STRENGTH AND HEALTH of television programmes is there. There was strong recommendation for a special channel for elderly, which can telecast information and issues related to elderly

Key words: Influence of TV, Developmental tasks