

APPENDIX – 1

TOOL FOR MEDIA PROFESSIONALS

Department of Home Science Extension and Communication

**Faculty of Home Science
The Maharaja Sayajirao University
Vadodara.**

Respected Madam / Sir,

I am a Ph.D. Student in the Department of Home Science Extension and Communication, Faculty of Home Science, M.S. University, Vadodara. I am pursuing Ph.D. research on **“Perceptions of Media Professionals and Professionals other than the media, on the Contemporary Role of Newspapers and the Television in the Democracy”**. In this context, I have prepared a research tool and you are chosen as a respondent to fill the questionnaire of my study.

Enclosed herewith please find questionnaire, with brief introduction of the topic on 'Role of media in democracy'.

I assure you that your information will be kept strictly confidential and will be used for research purpose only.

Looking forward for your positive co-operation.

Thanking you,

Guide:

Yours faithfully,

**Dr. Anjali Pahad
Reader,
Dept. of Home Science
Extension and Communication,
Faculty of Home Science
The M.S. University,
Vadodara.**

**Ms. Varsha Parikh
(Ph. D. Scholar)**

Role of Newspapers and the Television in the Democracy

Democracy requires media systems that provide people with;

- a wide range of opinion and analysis and
- debate on important issues. It reflects the diversity of citizens to promote public accountability.

The media's role is to pass on expert opinion to the public. It is an educational tool to explain flaws in the existing system. It performs political social, economical and cultural functions in modern democracies. It is the principal source of political information and public debate. It is the key to an informed, participating, self-governing citizens. It makes it easy for citizens to make intelligent decisions about public affairs. Media serves democracy. It protects democratic interests of the people. The media has an enormous social responsibility. With time news media gained economic and political power. Therefore, there is a need to regulate them so that they can be operated in the public interest, as the face of media has been changing fast with the growth of technology. In the present study attempt has been made to understand role of only two selected media viz, Newspaper and Television, in democratic society of India, as these are popular, easily and widely accessible by the Indian masses. Hence, here investigator seeks answers on :

- How far Newspaper and Television, perform various roles like a role of watch dog or to provide an accurate, detailed account of the day's news or to provide a medium for exchange of ideas of individuals and social groups or to provide a vehicle of expressing and clarifying the values of the society.

As the role of the Newspaper and Television are as a carrier of information. These both have duty to pass on the information, so that citizens in a democracy are able to become active participants in self governance. How satisfactorily both the media perform its role, opine for your responses in the given questionnaire.

QUESTIONNAIRE FOR MEDIA PROFESSIONALS**SECTION - I*****Background Information***

Direction: Please state following information by tick marking (✓) or writing where ever necessary in the space provided.

1. Age

- a) < 21 years
- b) 21-30 years.....
- c) 31-40 years.....
- d) 41-50 years.....
- e) 51-60 years.....
- f) >60 years.....

2. Sex

- a) Male
- b) Female

3. Place of Residence

- a) Baroda
- b) Ahmedabad

4. Educational back-ground

No.	Educational Qualification	Areas of Specialization	special training related to media profession
1	=<12 th pass, Diplomas,		
2	Graduate		
3	Postgraduate and above		
4	Any other		

5. Occupational background

a) At present with which type of media organization you are working with?

- i. Newspaper
- ii. Television
- iii. Any other

b) Name the Formal position / Status in the organization

c) Typology of Journalism/ media personnel

- i. Full time
- ii. Part time / free lancer
- iii. Guest (columnist/ editor etc)
- iv. Any other

d) Monthly Income

- i. \leq Rs. 5,000
- ii. Between Rs. 5,001 – 10,000
- iii. Rs.10,001 to Rs. 15,000
- iv. Rs.15,001 to Rs. 20,000
- v. Rs.20,001 to Rs. 30,000
- vi. Rs.30,001 to Rs. 35,000
- vii. \geq Rs. 35,001

e) Work - Experience (Till the date)

No.	Name of the Organization	Experience (in years/months)
1		
2		
3		
4		

6. Kindly give your first three preferences from the following which encourages you most in your profession.

- a. nature of work -----
- b. public service -----
- c. recognition -----
- d. freedom -----
- e. pay & perks -----
- f. special privileges -----
- g. Public contact -----
- h. Exposure to wide variety of views -----
- i. Invitation to various occasions / functions -----
- j. Any other -----

7. Following are some statements related to the construction of messages for media. Kindly mark first five preference in ascending order, used by you while developing any media messages.

No.	Elements of constructing media messages	Preference
1.	content	
2.	form of presentation	
3.	validity of news story	
4.	significance of time	
5.	significance of place	
6.	potential impact on readers/viewers	
7.	potential impact on sale / viewer ship of newspaper/program	
8.	potential impact on politician/leader	
9.	relevance to the reader / viewer	
10.	Any other	

8. Given below are few development related issues and challenges. Kindly, mark how frequently you provide coverage in your newspaper/ Television channel, while publishing / broadcasting.

No.	Areas	Daily	Weekly	Fortnightly	Monthly	Rarely
1.	Health and family welfare					
2.	Education					
3.	Energy & environment					
4.	Communication					
5.	Transportation					
6.	Sports					
7.	Science & Technology					
8.	Human rights					
9.	Crime					
10.	Water related issues					
11.	Pollution					
12.	Corruption					
13.	Poverty					
14.	Unemployment					
15.	Women empowerment					
16.	Child labour					
17.	Urban development					
18.	Rural development					
19.	Any other					

SECTION - II

Contemporary Role of Media in Democracy

Direction : As we all know media plays significant role in everyone's daily life. I am interested in knowing your perceptions regarding the contemporary role fulfillment of Newspaper and Television in democratic society of India. Given below are the statements for both the medium i.e. for NESPAPER & TELEVISION. Kindly read each statement carefully and **tick mark (✓)** in most appropriate column for **BOTH** the medium SEPERATELY. Here, GE represents - To Great Extent

SE represents - To Some Extent

LE represents - To Less Extent

		Statements	Newspaper			Television		
		Contemporary media :	GE	SE	LE	GE	SE	LE
L	P	informs about the threats from weather changes (eg. cyclones, floods, earthquake etc through news in newspaper / TV)						
F	N	shows programs on conflicting values (eg. Newspaper articles / TV serials show value related to both Indian culture and western culture)						
F	P	transmits information useful in everyday life (eg. Commercial advertisement, news coverage by newspaper and TV)						
J	N	gives more prominence to the articles/ programs by the favoured author / producer / director (eg. Coverage of Shobha Dey's articles in newspaper / In TV Ekta Kapoor's serials during prime time)						
L	P	provides information on meaning and significance of events (eg. Information coverage in newspaper / TV on Pongal / Baisakhi / Janmastmi festival regarding the festivals and its importance)						
F	N	gives uncensored news which may prove harmful for society (eg. local newspaper / channels exaggerating issues of communal riots)						
E	N	leads to the feeling of insecurity and intimidation (eg. coverage of earthquake affected areas of Gujarat by various news channels/ newspaper)						
L	N	conveys less of message and gives more of entertainment. (eg TV programs like 'Khichdi', office-office have no message and just entertainment)						
F	P	promotes linguistic culture in the society (eg. various regional newspaper like Sandesh / Aapla Gujarat or various channels like gujarati,Z punjabi etc cater to linguistic interest of masses)						

		Statements	Newspaper			Television		
		Contemporary media :	GE	SE	LE	GE	SE	LE
F	N	promotes vulgarity and nudity in the society. (eg. Page 3 celebrities' photographs in newspaper or M TV programs leads to promote vulgarity)						
L	N	provokes early sexual activity, drug and alcohol use by showing uncensored scenes in advertisements and serials (eg. Coverage of advertisement in newspaper or serials / advertisement in TV provokes unhealthy habits among the masses)						
L	N	manipulates information to increase circulation / T R P . (eg. news regarding tensions are manipulated for getting publicity by Newspaper and TV)						
L	N	suppresses information for commercial gain. (eg. information regarding health hazards of smoking are suppressed due to pressures from advertisers both by Newspaper and TV)						
J	P	mobilizes various social groups to take quick action (eg. Newspaper and TV motivated people to take a quick action during the time of Earthquake / Sunami / polio vaccination campaign)						
L	N	sensationalizes the issues / events by providing unnecessary coverage (eg. In Newspaper/ TV, in the issues of rape/ suicide distantly related details are repeated to make it sensational and ultimately it looses the significance of news/ events)						
J	N	coverage contains excessive urban concentration.						
L	P	actively interprets and comments on certain information / issues on its own (eg. Newspaper / TV coverage on expert views on various issues help in interpreting the content of the news/ programs)						
F	N	report on sensitive issues and events by loosing sense of balance and fairness. (eg. during communal conflicts, breaking news/ news given in haste lacks the information by large section of newspaper / TV)						
L	P	increases audience horizons by diffusing new practices, skills and technology. (eg. In Newspaper advertisement of computer / mobile with its advanced facilities makes people aware about new technology where as in TV, demonstration of various products in the program of Asian Sky Shop widen audience horizons for new practice, skills and technology)						

		Statements	Newspaper			Television		
		Contemporary media :	GE	SE	LE	GE	SE	LE
L	P	links together elements of society that are not connected through interpersonal channel. (eg. In Newspaper, doctors / lawyer's responding the queries of common people whereas TV provides linkage in talk back sessions in agriculture programs where experts are in the labs and farmers are in the field)						
J	P	respects the culture, spiritual values and wisdom of others (eg. God channel, Q channel or programs like Aastha, Om Namah shivay on TV or weekly supplements in newspaper inculcate spiritual values among people)						
F	P	helps on implementing socio-economic development objectives. (eg. Newspaper providing information on how to preserve resources or TV programs like krishi darshan / schemes for farm documentaries on the developmental programs encourage people participate and gain socio-economic development)						
L	P	develops sense of responsibility among people. (eg. In Newspaper / TV coverage of social advertisement on Safety rules while driving, Save girl child, AIDS awareness etc.)						
L	P	generates common experiences to the people. (eg. In Newspaper / TV programs like Rasoi show / Kaun Banega Crorepati, Reading / watching sports program share common feeling to readers / viewers)						
J	N	finds little or no place of development message unless of commercial value.						
E	P	bridges inequality between information rich and information poor people. (eg. Information in Newspaper / TV regarding Health fitness , computer literacy)						
L	P	helps to change the orthodox attitudes of the people. (eg. In Newspaper / TV coverage showing equality of gender or various social issues like dowry etc)						
E	N	projects those images and norms which discourage female employment particularly in higher status occupation. (eg. TV serials often shows that women with higher status jobs / women whose carrier occupy her whole day, neglects family responsibilities and ultimately sacrifice that eminent position for family)						
E	N	often perpetuates unfavourable stereotypes of women (eg. Newspaper / TV coverage focusing on women's victimization, beauty tips, cooking, fashion and health).						
E	N	sensationalize portrayals of women for profit purpose. (eg. Newspaper / TV advertisement, comparing woman's structure with the structure of vehicle)						

		Statements	Newspaper			Television		
		Contemporary media :	GE	SE	LE	GE	SE	LE
J	P	provides information to the people on issues beyond their immediate communities.(e.g.Newspaper / TV information coverage on local, district, state, national and international affairs gives information.)						
E	N	intentionally categorizes people in various classes. (eg. Newspaper articles on TV, Bollywood, sports, celebrities or corporate professional / TV shows like "Life style of rich and famous people" or "Sitara ki duniya" emphasised how people are divided in various class)						
E	N	has great predominance of celebrity based program (eg. Newspaper article like Time please or TV programs like Jeena Isi ka naam hai, nach baliye, Current bollywood etc)						
L	N	concludes information/ views with own preconceived notion. (eg. Newspaper articles / TV coverage regarding Ram Janm bhumi or issues of Sardar sarovar and its displaced people media professional presented one sided views.						
F	P	portrays essential values like patriotism, unity, honesty among people through various programs.						
F	P	motivates people to take purposeful action (eg. programs on consumer rights, peoples movement for environment protection etc. educate people regarding their rights as citizens)						
L	N	presents misleading role models (eg. programs like 'Shaktiman' misleads children to follow wrong actions and negative portrayal of women in serials like 'kahin kisi roz' etc. presents misleading role models)						
F	N	pours the programs / articles with low intelligent quotient.						
F	N	encourages negative behaviour among the masses (teaching materialism , anti-social behaviour, focuses often on many negative emotions like jealousy /hatred/revenge in the newspaper stories / family serials in TV)						
F	N	stimulate false needs among the viewers / readers (eg. Advertisement in Newspaper / TV serials make people attracted to those things which are really of not in need like using hi-tech mobile)						
F	P	identifies and ranks important public agenda (eg. Newspaper / TV coverage on reservation policy, civic amenities, adultery helps to understand people's need)						
J	N	use only selective stories that come over as wide coverage and objectives (eg. Newspaper / TV coverage where a death recorded or if any politician's relative gets injured then only priorities are given)						

		Statements	Newspaper			Television		
			GE	SE	LE	GE	SE	LE
		Contemporary media :						
E	P	provides platform for common people's issues and concerns. (eg. In Newspaper / TV ,Debate / Discussion with experts on various issues like prohibition of liquor in Gujarat, importance of girls' education gives scope to the societal people to share their views and concerns)						
E	P	reduce urban-rural divide impact through its coverage in various sections. (eg. Newspaper articles / TV programs on Cyber village, use of technology for better agricultural production helps to bridge gap between rural and urban areas)						
J	P	give space to a common man to make him / her a celebrity. (eg. Newspaper organise various programs like drawing competition, debate competition, kitchen queen or TV programs like SAREGAMA, Indian Idol, KBC)						
L	P	inform the public on what is going on in and around the world.						
J	P	brings the social problems in front of the individual of the society (eg. Newspaper / TV coverage on issues of malnutrition / street children / sex workers)						
E	P	helps to bring greater gender equality among the masses. (eg. In Newspaper / TV coverage on shouldering household responsibilities by women and men together or empowered women taking decision for her marriage / carrier etc)						
E	N	foster image of political leader / celebrity rather than issues and substances. (eg. Newspaper / TV coverage on Birthday celebration of political leader rather than his work for the welfare of the people)						
F	P	bridges wide gap between people's agenda and media agenda. (eg. coverage of information by Newspaper / TV on Returning of various Taxes, development of the city etc)						
J	P	is impartial and unbiased in reporting events for public importance.						
J	N	bias in providing large headlines / coverage in front page / prime time to the opposite ruling political party. (eg. Newspaper / TV channels, supported by BJP parties seldom give space to Congress or other opposite parties at least in front page / prime time)						
E	N	Invade in the celebrities / politician's private life too much to increase TRP / circulation. (Newspaper / TV coverage on film star visiting Banaras Shiva Temple / doing puja, Affairs and marriage of celebrities)						

		Statements	Newspaper			Television		
		Contemporary media :	GE	SE	LE	GE	SE	LE
J	N	projects selected perspectives for the crisis. (eg. Coverage in Newspaper / TV largely ignore the facts of structural causes of poverty / unemployment while talking about crime and criminals during the year)						
L	P	inspires people to become aggressive and violent in fulfilling their demands (eg. Newspaper article/ TV coverage on lawyer's / doctor's/ mazdoor union strikes encourages people to become aggressive in fulfilling their demands)						
L	N	promotes superficial expression of democracy i.e. single line judgement through participation (eg. at the end of discussion / debate making people participate thru SMS or asked to send "Y/N" response)						
L	N	is unable to keep alive the sentiments of the people (eg. repetition of the painful / aggressive scenes like earth quake, sunami / murder, rape on Newspaper / TV have desensitized people)						
L	N	misinterprets the issues by showing unnecessary details. (eg. Newspaper /TV coverage in the description of crime and other occurred incidence, misinterpret issue in such a way to create an impression in the minds of the people that government /police/ doctors /other institutions are not reacting / slow to react)						
L	N	fosters lack of interaction among the people as people are glued to the media and minimize on social and familial interaction.						
L	N	encourages passivity and takes people away from other, more direct experience (eg. One way communication through Newspaper / TV creates passivity. People just accept whatever is thrown to them through Newspaper / TV and do not explore)						

In the above perception scale first column depict aspects. Refer J- Justice, L- Liberty, E-Equality, F-Fraternity.

Scoring pattern for positive and negative statements

	Great Extent	Some Extent	Less Extent
Positive statements	3	2	1
Negative statements	1	2	3

SECTION – III

Kindly give your suggestions in terms of the role of the below mentioned category of people in strengthening the media performance in democratic state.

a) Citizens of the society

1

2

3

4

5

b) Media Professionals

1

2

3

4

5

c) Media Policy makers

1

2

3

4

5



India is a democratic country. Being a citizen of India, we all possess fundamental knowledge regarding democracy and its functioning pattern. Listed below are the items related to democracy. Kindly, answer each of the following item, as per its instruction.

- 6) Indirect democracy is also known as
(monarchy, dictatorship, representative)
- 7) Secularism means
(Freedom of religion, Freedom of governance, Freedom from poverty)

Q.3 For the following, kindly match each term of column A representing democratic value with its right meaning in column B, in the space provided in front of column A.

A	Answer	B
a) Justice		a) promote status and opportunity irrespective of class, caste, gender, religion .
b) Liberty		b) No discrimination in Social, economical and political front
c) Fraternity		c) freedom of thoughts, expression, belief, faith and worship
d) Equality		c) assure the dignity of individual and unity of the nation.

Q.4 Each of the following multiple answer, contains one wrong/ in-appropriate answer. Encircle (O) the Most IN-APPROPRIATE statement number.

1) Democracy means

- a) people freely participate in the governance of a country.
- b) government is made up of elected representatives of people.
- c) people are their own rulers.
- d) There is superior authority to control people's ruling.

2) Main features of democracy are

- a) enlightened citizens
- b) enlightened and wise leadership
- c) sound public opinion
- d) social and economic in-equality.

3) Various agencies formulating public opinion for democratic society are

- a) mass Media (like newspaper, periodicals, radio, television)
- b) political parties
- c) religion
- d) capitalists

4) In Indirect democracy,

- a) people elect their representatives in periodic elections.
- b) elected representatives make laws on behalf of the people.
- c) all the adult citizens of a country used to meet at a common place to take decisions about governing themselves.
- d) power remains with all the people.

5) Democracy assumes equality of

- a) men and women
- b) rich and poor
- c) educated and un educated
- d) none of the above

Q.5 Please categorizes by tick marking (✓) each of the following statements under Fundamental rights and Directive principle as stated in the democratic constitution.

No.	Fundamental rights / Directive principles	Fundamental rights	Directive principle
1	Ensure adequate means of livelihood to all citizens		
2	No distinction made on grounds of colour, caste, creed, religion, wealth, sex etc (Equality)		
3	Promote cottage industries in rural areas.		
4	Improve public health		
5	Enjoy freedom of speech and expression		
6	Protect interest of weaker section of society (right against exploitation)		
7	Free to profess, practice and propagates any religion		

**Scoring pattern - For correct answer mark – 1 and
For in-correct answer mark -0**

SECTION - V

Media Accountability

Direction : Given below are few items related to media and its accountability in terms of its source, subject and public. Kindly, read each item carefully and tick mark (✓) your opinion for **more than one** appropriate answers wherever required.

(I) Professional Obligations :

Scores

- | | |
|---|---|
| 1) Do you think Newspaper / T V media professionals are meant for the society ? | |
| (a) Yes | 2 |
| (b) No | 1 |
| (c) Can not say | 0 |
| a) If yes, how do you think they are useful to the society ? | |
| i) They can make government work in democratic society | 2 |
| ii) They can support people's cause / Welfare of the society | 2 |
| iii) They can help the management of various issues | 1 |
| iv) Any other | 1 |
| b) If no, why ? | |
| i) They cannot make government work in democratic society | 1 |
| ii) They cannot support people's cause | 1 |
| iii) They cannot help the management | 1 |
| iv) Any other | 0 |
| 2) Do you think print / electronic media journalists in their career can report on people's issues ? (For eg. People's health / education / employment) | |
| a) Yes | 2 |
| b) No | 1 |
| c) Can not say | 0 |
| a) If yes, what do you think are the reasons for reporting such issues? | |
| i) An opportunity to report | 2 |
| ii) Editors encourage them to report | 1 |
| iii) Able to report such issues | 1 |
| iv) It is in the code of conduct and has to follow | 1 |
| v) Any other | 1 |

	Scores
b) If no, what do you think are the reasons for not reporting such issues?	
i) Lack of opportunity to report	0
ii) Lack of encouragement from editors	0
iii) Lack of time to report such issues	0
iv) Any other	0
3) Do you think that Newspaper / TV journalists can report investigative stories often?	
a) Yes	2
b) No	1
c) Can't say	0
a) If yes, what do you think the chief reason for reporting investigative issues?	
i) Stories have relevance to society	1
ii) Editors encourage them	1
iii) Stories have not been reported by any other newspaper	1
iv) They are unable to find very good sources	1
v) Managements support them	1
vi) Any other	1
b) If no, what do you think the chief reason for reporting investigative issues?	
i) Stories have no impact on society	0
ii) Editors don't encourage them	0
iii) They are unable to get good sources	0
iv) The stories lack reality	0
v) Management don't support them	0
vi) Any other	0
4) While reporting investigative stories, do you think they protect the source of information?	
a) Yes	2
b) No	1
c) Cannot say	0

	Scores
a) If yes, how do you think they protect the source of information by using such language ?	
i) Authoritative sources	1
ii) Reliable sources	1
iii) It is learnt	1
iv) All the above three	1
v) Any other	0
5) If they use such language, do you think they are protecting the source of information?	
a) Yes	2
b) No	1
c) Cannot say	0
6) If they try to protect the source of information, do you think will journalists ever be compelled to disclose the source of information by the editor or management?	
a) Yes	0
b) No	2
c) Cannot say	1
i) If yes, do you think that they will disclose the source of information?	
I) Yes	1
II) No	2
III) Cannot say	1
ii) If no, do you think which means do they use to protect the source of information?	
I) By refusing to disclose the source of information	2
II) By giving false information	0
III) By requesting the superiors to keep the source of information confidential	1
IV) Any other method (Specify)	1
8) Do you think that Newspaper / TV media journalists report "off-the- record" information in the newspapers/ channels?	
a) Yes	0
b) No	2
c) Cannot say	1

	Scores
9) Do you think Newspaper / TV media journalists verify information in their coverage?	
a) Yes	1
b) No	0
c) Cannot say	0
II. Language :	
10) Do you think Newspaper / TV journalists report an event as it happens ?	
a) Yes	1
b) No	0
c) Cannot say	0
a) If yes, do you think they are close to reality of the situation?	
i) Sometimes very close to reality	2
ii) Sometimes partially close to reality	1
iii) Can not say	0
10) Do you think that journalists will ever come across a situation where they cannot express their thoughts in writing?	
a) Yes	1
b) No	0
c) Can not say	0
a) If yes, do you think I they make any efforts to improve the situation?	
i) Yes	1
ii) No	0
iii) Can not say	0
i) If yes, do you think that will they take any of the following actions to improve the situation?	
I. By making self-effort to learn journalistic language	2
II. By learning form the superiors	1
III. By using language known to them	1
IV. By imitating other newspapers	1
V. Any other	1

Scores**III. Ethics**

- 11) Do you think Newspaper / TV media professionals believe in ethics?
- a) Yes 2
 - b) No 1
 - c) Cannot say 0
- a) If yes, what do you think how often do they follow them?
- i) Frequently 0
 - ii) Less frequently 2
 - iii) Not at all 1
 - iv) Cannot say 0
- b) If no, do you think that ethics have no relevance in your profession?
- a) Yes 0
 - b) No 1
 - c) Cannot say 0
- 12) What do you think about ethics?
- a) They must be self-imposed 2
 - b) They must be enforced by editors 1
 - c) They must be imposed by law 1
 - d) Can not say 0
- 13) Do you think the press council / Broadcast media organisation of India can effectively implement ethics in the profession ?
- a) Yes 2
 - b) No 1
 - c) Cannot say 0