

CHAPTER 1

INTRODUCTION

1.1 Democratic Society

A common definition of Democracy given by Abraham Lincon is "Democracy is of the people, for the people and by the people." This definition is meant for all the democratic states that adopt democracy as system of ruling and it is not only for India. Democracy implies several assumptions about human nature. One is that, given the chance, people are generally capable of governing themselves in a manner that is fair and free. Another is that any society comprises a good diversity of perceptions and interests and individuals may deserve to have their voices heard and their views acknowledged. The result is that one thing is distinctly found that all healthy democracies are noisy with too many voices with multiple perceptions and multiple dimensions emerging from multiple individuals.

Democracy is more than a set of constitutional rules and procedures that determine how a government should function. In a democracy, government is just one element that coexists in a social fabric of many and varied institutions, political parties, organizations, and associations. This diversity is called pluralism, and it assumes that the many organized groups and institutions in a democratic society are autonomous and they do not depend upon government for their existence, legitimacy, or authority. Thousands of private organizations operate in a democratic society, some local, some national. Many of them serve a mediating role between individuals and the complex fabric of social and governmental institutions of which they are a part. They fill up roles that are not given to the government and offer to individuals

opportunities to exercise their rights and responsibilities as citizens of democracy. These groups represent interests of their members in a variety of ways, say by supporting candidates for public office, debating issues, and trying to influence policy decisions. Through such groups, individuals find an avenue for meaningful participation both in government and in their own communities. The examples are many and varied - charitable organizations and churches, environmental and neighborhood groups, business associations and labor unions. The pillars of the democracy are sovereignty of the people, government based upon the consent of the governed, majority rule, minority rights, guarantee of basic human rights, free and fair election, equality before the law, due process of law, constitutional limits on government, social, economic and political pluralism, values of tolerance, pragmatism, cooperation and compromise. In all, democracy is both a promise and a challenge. It is a promise that free human beings, working together, can govern themselves in a manner that will serve their aspirations for personal freedom, economic opportunity, and social justice. It is a challenge because the success of the democratic enterprise rests upon the shoulders of its citizens and their sense of responsibility.

1.2 Features of Democratic India

The democracy falls into two basic categories, direct and representative. In a direct democracy, all citizens, without an intermediary of elected or appointed officials, can participate in making public decisions. Modern society, with its size and complexity may offer few opportunities for direct democracy. Hence, the most common form of democracy today, whether for a town of 50,000 or nations of 50 million, emerges as representative democracy. In this system, citizens elect their representatives to make political decisions on their behalf, formulate laws, and administer programs to ensure the public health secure and good living. On behalf of people, representatives can

deliberate upon complex public issues in a thoughtful and systematic manner and resolve them in amicable way. It requires to invest lot of time and energy that would often be too impractical for a vast majority of citizens.

India considered to be the world's largest democracy with population of more than 100 crore. The country has adopted representative democratic regime. It has a system of parliamentary government as regard to a method of electing representatives to handle the government. According to Dr. B.R. Ambedkar, a founder member of the committee of the Indian Constitution for free democratic India, the aim of the Indian democracy would be to end poverty, ignorance, inequality and wipe out tears from every eye. Even, other members who participated at formulatory the democratic constitution also sought to unite a vast country with its great diversity of languages, castes, creeds and cultures. With a common-bond of constitutional Justice resting on the great ideals of Liberty, Equality and Fraternity. The framers of the constitution showed uncompromising respect to human dignity unquestioning commitment to equality and non-discrimination and abiding concern for the poor and the weak.

The cherished values as mentioned in the following Indian Constitution are enshrined in the great words of its Preamble.

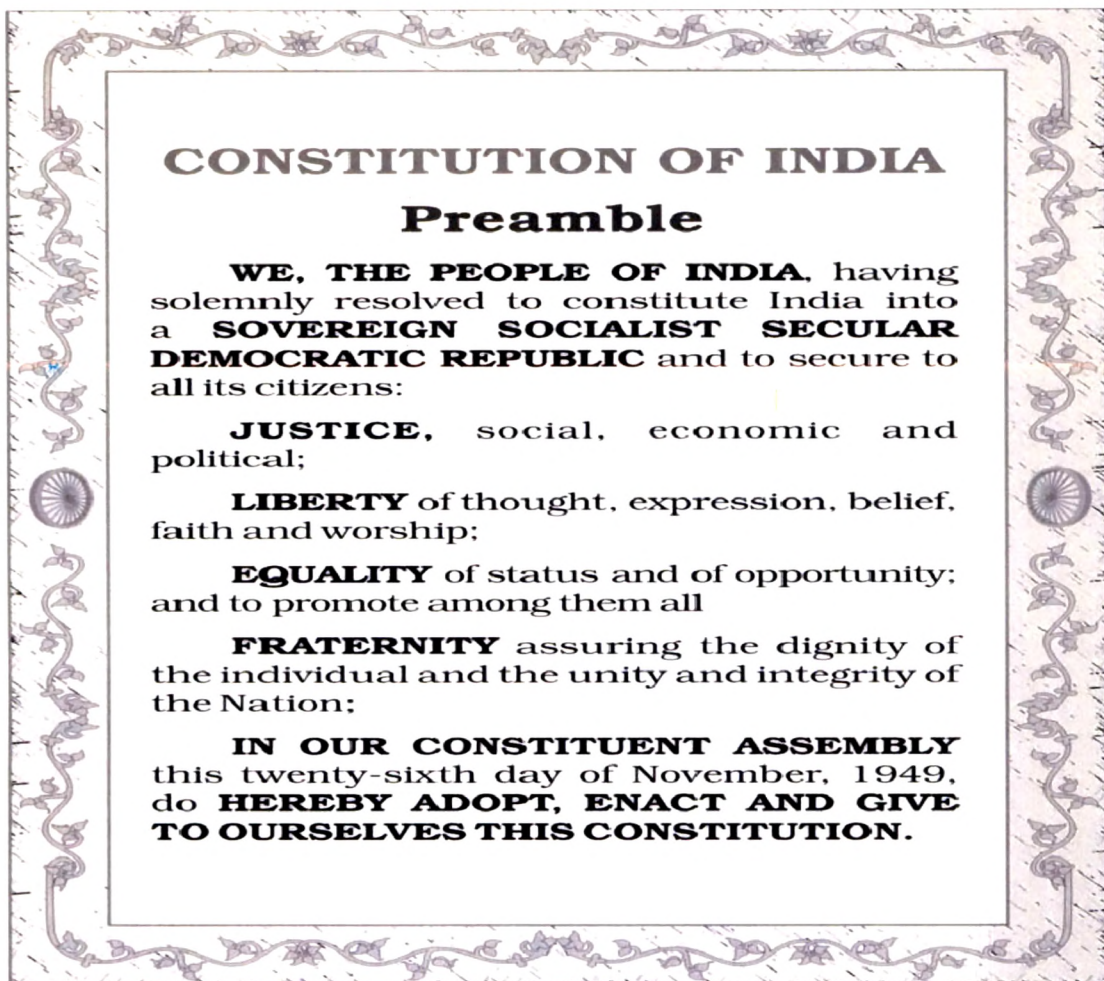


Figure 1: Preamble of Indian Constitution

In all, one of the objectives of the democracy would be to create a classless society with economic justice and opportunity to all, a society that is organized on a planned basis for raising of mankind to higher material and cultural level.

1.3 Democratic Governance and Media

To govern means to communicate, convince, coordinate and commit for the cause of a healthy nation. Democratic government does not necessarily mean a democratic society. However, certainly in a democracy a self-governing society exists to make its own decisions. In a democracy, all citizens live with clear conviction that through the open exchange of ideas and opinions, truth will eventually win over

falsehood and to ensure justice. Others views will be better understood, areas of compromise shall be more clearly defined. As a result of it, a path of progress shall be opened for all. The greater the volume of such exchange, healthier would be a democratic state. Indeed, there can be no correct democracy in absence of citizens who are reasonably well-informed. Information and communication remain integral to democracy. Lincon : Quoted in KRIMSKY G. in web article ‘The role of the media in a democracy’ (Source: <http://www.usembassy.de/usa/etexts/media/freepr/essay3.htm>) states “Let the people know the facts, and the country will be safe”. So in interest of good governance with effective decisions, population needs to have access to information and open exchange of views. The recent provision of “Right to Information” (RTI) allows to each citizen of Indian an open and easy access to records and information about the present state of governance.

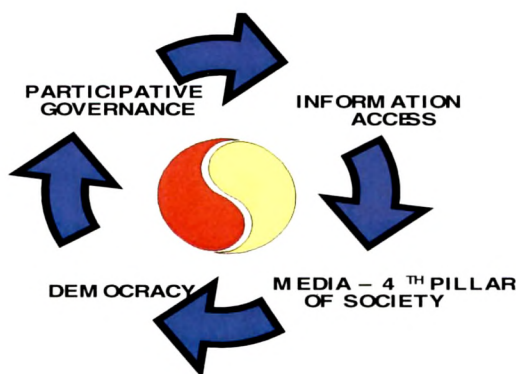


Figure 2: Association Between Media and Democracy

Sharma M. (2002) in web article ‘Media and Governance’ (Source : <http://www.india-seminar.com/2002/514.htm>) says that in a democratic society, the role of the media assumes seminal importance. The democracy implies participative governance, participation is allowed through free flow of information. It is the media that coordinates people participation in to various problems of society. People’s appearance in the political arena compels those wielding power to

remain answerable to people. It requires that actions of the government and the state, and efforts by competing parties and their interests to exercise political power all should be underpinned and legitimized by a critical scrutiny and informed debate. It is facilitated by institutions of the media. This is a normative assumption uniting the political spectrum. People being rulers in democracy, therefore ought to have hold on power of information. All activities whether public or private, and which have a bearing on people's life should be made known to people. They have an inherent right to know possess all such information. However, when they lack of the information, it may hamper them from taking right decisions and adopting correct measures to avoid the adverse effects on their present or future interests. Thus, access to information is essential to ensure healthy democracy. It ensures that citizens make responsible, informed choices rather than acting out of impulse or ignorance, or misinformation and information. It also serves a "checking function" by ensuring that elected representatives uphold their oaths to office and work to reflect wishes of those who elect them. So, to keep informed all the people, all the time and regularly, to enable them to perform their duties the media has a role to performs. The media is by far the only institution that can discharge this function effectively. It can reach requisite information to people in general on constant, regular, direct and ultimate grounds. It can educate them on the relevant subjects by generating awareness among them through debates and discussions. It may publish conflicting views with a view to finding out the truth and the best solution. (Cited in Sawant, 2001). The media doesn't operate in a vacuum. It interacts with groups, individuals and institutions in a process of competition for influence. In fact, in a democratic society, it is a sacred duty of the media to hunt and collect information and get it to the democratic masses for their access. So the access to all necessary information is pre-requisite for the media to discharge its functions of informing and educating people and for acting

as the watchdog of their interest. In-fact, the media influences all individuals and institutions, the people and the policy makers. Hence, the media is admittedly one of the pillar institutions of the democracy. Though there is no set-defined role of the media in Indian democratic society, yet media is expected to perform its role, not casually, but with all responsibility.

1.4 Democracy and the Democratization of Public Communication

In democracy, value and dignity of the human being is held high. It demands essential equality of all persons not just in front of the law or as citizens, but more fundamentally in their rights to participate in the public realm through vigorous and ongoing debates.

Traber (1994) : Quotes in SRIDHARA in the web article 'Media, Democracy and Citizenship' (Source: <http://www.indiatogether.org/2003/jan/med-hoot0301.htm>) that respect for human dignity and the principle of equality regardless of sex, education, ethnicity, wealth and status form the foundations of democracy. Democracy is a political and social principle that extends to all spheres of life and in a special sense to public communication. Communication remains at the core of the process of democratization and to achieve this goal public communication has to be democratized. Further, MacBride Report (UNESCO,1980) : Quotes in TRABER (1998), Towards the Democratisation of Public Communication, Madhyam, Vol.XIII, No.2, Dec.1998, Pg.3, mentioned about "DEMOCRATISATION OF COMMUNICATION as the process whereby;

- (a) the individual becomes an active partner and not mere object of communication;
- (b) the variety of messages exchanged increases and;
- (c) the extent and quality of social representation or participation in communication are augmented".

So, it reveals from the above quote that any communication of public interest is intended to be addressed to people in a democratic society in general. These people form the 'media' that serves a means chosen for the purpose. The media has a prime objective of disseminating information to all people equally on all matters of public interest through news and views. It may serve an education on issues and problems that affect the private and public life of people. It may entertain them and through it seek to convey relevant messages to people. It may do it with regular publication of newspapers, journals or through regular broadcasts on the radio and the television. It strikes a chord in view of the Preamble of the Indian Constitution and focuses on its values that need to be strengthened. In a public course, communication helps to govern democratic society effectively.

Justice is the first value upheld in the Indian Constitution. Through democratization of communication, it ensures that public communication deals mainly on expectation of good living and social welfare for all individuals equally in a democratic society. The media has to enrich public communication by evolving value of Justice to connect, interpret and translate its meanings in social relationships to establish Justice in society. However, in this context it is presumed that public communication strives to offer a fair chance to receive or represent information through the media, irrespective of social, cultural, political biases.

Traber (1994) : Quotes in SRIDHARA in the web article 'Media, Democracy and Citizenship' (Source : <http://www.indiatogether.org/2003/jan/med-hoot0301.htm>) briefs on the principle of Justice that operates through democratization of communication. He remarks that human dignity, freedom and equality are the values that when translated into social relationships, produce justice, or living-in-justice

with all other people. He stresses that justice in communication acquires an international dimension. Many time the media may stand in contradiction to this view. They project the powerful in politics and business, and the stars of entertainment and sports as high and significant. But they pay gross ignorance to the poor, the marginalized, the refugees, the old, the disabled, the people of coloured, children and women. The media considers them either non-existent people or the typecast. The present global information and communication systems reflect on the world's dominant political and economic structures, which seek to impose and reinforce dependence of poorer countries on richer ones.

Aggarwal and Gupta (2001) acknowledge that, since the media is regarded as an instrument of social change, it is supposed to play a dominant role in the process of development by conveying information and spreading message of the government in power. The media has to pay proper attention to rural poverty, unemployment, urban slums, weaker sections, destitute children, handicapped people, the blind, the aged and other vulnerable sections of the population. However, with reference to culture, concept of cultural context is important for meaningful communication to take place. Culture broadly denotes shared beliefs and values and ways of shaping thinking, behaving etcetera. Culture is conveyed through art forms like songs and dances, language, shared concepts, establishment of norms within a social system. Cultural gap prevails between two parties or there is lack of sensitivity towards cultural and social norms constitutes a serious obstacle to effective communication. If two persons do not share experiences in the social and cultural context and they do not have good deal in common, meaningful communication becomes difficult. The authors therefore, emphasize that the Indian social situation is in a bad shape as a result of exploitation and corruption. People are

unaware of their rights and are often mishandled and exploited by the affluent for their selfish motives. Bribery, favouritism and nepotism are some of the contagious social evils to disease public working which have established deep roots in the society. Here the media can play an effective role to keep alive social commitment of people. The authors express further that the media has to play its role as an instrument of social change and national integration by upholding progressive values and involving the community in a free dialogue.

Liberty is the second Constitutional value upheld in the Indian Constitution. It enforces that there has to be free and fair flow of information through exchange in a democratic society. Regarding the principle of freedom under democratization of communication, Traber (1994) : Quotes in SRIDHARA in the web article 'Media, Democracy and Citizenship' (Source: <http://www.indiatogether.org/2003/jan/med-hoot0301.htm>) notes that if one is deprived of freedom it makes genuine communication impossible in a democratic society. The first sign of repression in all societies is usually curtailing freedom of speech. Silencing of people is a form of punishment and it leads to still worse punishment of solitary confinement that is utterly subhuman. He further asks what is this freedom for? It is freedom to participate. Freedom to be part of nation activity and its human family. Freedom to shape a common destiny. He also stated the principle of truth telling in which he highlights that communication is about human relationships. All relationships presuppose mutual trust, and the basis of such trust is an assumption that one is telling the truth. Communication inevitably breaks down when one suspect the other of lying.

Equality is yet another value indicated in Indian Constitution for a democratic society. It constitutes a role of the media by offering opportunities to the every individual in a democratic society to grow and progress through its influential communication. Aggarwal and Gupta

(2001) also report that there exists inequalities of income among various sections of the society. Economic development is possible only when there is reduction in income disparities. It can be ensured by providing economic support in the form of loans or subsidies or employment to the poor. Such issues should be taken in right form and spirit by the mass media so that the benefits may reach upto grass-root level in a society. The media has to link up executors and receivers through truthful communication to ensure right thing at a right time for the right outcome.

Fraternity is a value that describes human dignity and national integrity. As regards the principle of human dignity and peace, Traber (1994) : Quotes in SRIDHARA in the web article 'Media, Democracy and Citizenship' (Source:http://www.indiatogether.org/2003/jan/med-hoot_0301.htm) mentions that human beings possess intrinsic and unique value system and it has to be recognized socially. From it stems not just the right to live, but the right to live life worthy of human beings. This is the ultimate rationale of the human rights. Further, he also remarks that if war is taken as ultimate failure of public communication system, peace can be its ultimate glory. Peace can be ensured through people in communication. Peaceful co-existence of people holding different national, racial and cultural identities, and with different ideological convictions can, in today's world achieved only through communication. The reason is the aim of communication is to resolve interpersonal conflicts and ensure good understanding on common agendas and interests. The media carries heavy responsibility in this respect.

Aggarwal and Gupta (2001) further express that, India is a country with diversity of religion, sects and communities. In such a situation, inter-community or inter-religious conflicts are bound to arise. Hence, the media has to play an important to promote communal

harmony among people by extending equal projection to each of them. The media has to uphold unity and integrity of people in the country and also the democratic and social values that are enshrined in the Constitution of India. It should act as catalyst strengthening cohesive forces and in weakening divisive forces.

In the present time, modern Indian democratic society grows in size and complexity. In such a condition, the arena of public communication and debate expands and it is increasingly dominated by the media for the simple reason that it has fully equipped system to disseminate and reach out messages and information to all classes of the vast mass of people. Freedom of speech and power of expression serve as lifeblood for any democracy. To debate and vote, to assemble and protest, to worship, to ensure Justice for all, all these acts rely on unrestricted flow of speech and information. Because the dynamics of democracy are intimately linked to the practices of communication, and societal communication increasingly takes place within the mass media. In this context, concern increases for democratization of communication and it makes media in democracy essential. (Cited in Sawant, 2001)

All the above arguments lead us to conviction that in order to make greater impact within the broad socio-political context, the media needs to create a 'space' that may serve effectively to carry out its functions. An attempt by a civil society organization has to assert importance of issues like, 'governance for the people'. The media involves it in an attempt to search for its own public space and its own means to communicate. There must exist relevant political consciousness so that democratic impact is possibly created. Media has to be an effective part to reflect ideological and political contexts of attitude, feeling, hope and critical democratic values and practice.

To strengthen democratization of communication in democratic country like India, the media has to be operated within the value framework of a democratic society. Some of the conditions which help media to fulfill its democratic obligation towards the society are cited by Sawant (2001). They are as follows.

- The media outlet has to be operated to serve the society.
- Media should be free and independent.
- There should be no monopoly over the sources of information either by a private owner or individuals and institutions or by the government. There should always be a plurality of the sources of information. It also means that more than one media outlets may be owned by one individual or individuals, but the authority would be different, the nature of ownership of sources has also to be different, to avoid monopoly.
- The respectability of a media organization depends neither upon the size of its circulation nor upon the size of its profits. It rests upon its credibility which in turn depends upon its accuracy, fairness, impartiality and objectivity, the range and the depth of its coverage, and upon its sensitivity and promptitude in reporting the matters of public interests.

In such cases the media is expected to play various roles in the democratic society of India.

1.5 Desired Role of Media in Democratic India

The media presupposes many helpful roles to play in a democratic society like India. They are implicit in and its role as informer and educator of people. For informed debate and discussion, freedom of speech and expression is necessary. It implies freedom of the media and also freedom to receive and collect information and to disseminate it.

In democracy sovereign power of the State rests with its people who decide the rulers through voting and thus, exercise that power for the time being. They nominate elected representatives to act as their agents, trustees or servants. The decisions in the democracy have to be taken by debate and discussion and not by arbitrary will of an individual or few individuals.

Shea (1998) calls the media the 'fourth estate'. The basic functions of the media in a democratic society are :

- To inform the public on what is going on; inform democratic choice through the classification of complex issues, particularly in an age when information is the driving force of economic advancement and international events and it exerts good impact on people's daily lives.
- To provoke public debates on sensitive issues to allow greater public participation for important decisions.
- To uncover abuses and pressures for rectification.
- To alert and mobilize public opinion to consolidate humanitarian causes or against injustice.
- To allow political pluralism to express itself by presenting different views or ideological approaches on certain issues;
- To keep politicians attuned to public opinion while offering politicians a platform to explain policies and decisions to educate public opinion and arouse necessary support. (Source: www.NATO.int/docu/speech/1998/s980720c.htm.)

The above arguments indicate that the strategy of communication for development in India needs to be well planned because of diversified nature of its society. Further, for better governance it also demands democratization of public communication system through the media. It reminds that, basic task before media professionals of all

shades through the public communication demands genuine democratisation of communication. It has to develop a sense of human dignity to abolish privileges and stigmas by birth and nature and generate consciousness of liberty, equality, social justice, liberalism, tolerance and pluralism among masses. It also demands that media has to promote through projection the images of man's interest, contributive and distributive Justice, freedom of expression, Liberty in participation and emancipation from obstructionism, superstitions and co-religious practices. Hence, the responsibility of the media towards society is "with great power comes great responsibility".

1.6 Changing Media scenario and Democratization of Public Communication

The current era is characterized with features like globalization, technological revolution and democratization. In all these three areas, the media and communication is supposed to play a central, perhaps a defining role. Recently the media makes its reach much vaster as it succeeds in breaking the barriers of literacy and distance. The face of Indian media has been changing fast with phenomenal growth with inventions like the satellite and cable networks, continuing growth of the regional press and the internet. It has occurred despite various challenges, hurdles and blurring lines between news and entertainment.

Shea (1998) is of the opinion that totally impartial media is not possible. Most newspapers/ television channels today come out showing political or ideological preferences. But even then it is essential for them -

- to maintain distinction between facts and opinion, reporting and analysis;
- to use trained professional reporters having knowledge of subject and who care to check sources before reporting;

- to set the political agenda, explain issues without trivializing or sensationalizing;
- to publish corrections;
- to preserve state secrets / not use information likely to be harmful to national security or to endanger individuals. (Source: www.NATO.int/docu/speech/1998/s980720c.htm.)

In the current twenty first century, it is seen that the media blitz change and transform human kind totally out of shape if one compares their present status with their earlier status. This indicates an active role that the media can play in development of human interests in international, national or regional spheres. The observation shows that the media inputs have developed human upbringing, human nature and human personality in number of ways. It has contributed tremendously in changing nations and societies. In the country like India in spite of inequalities in the society, revolutionary changes are affected in the field of Indian agriculture, health, women's empowerment and so on. It must however, be recognised that the media is a tremendous force in today's world. International and national issues are affected, influenced and shaped by the media outputs. Any nation or organization ignores the media power, it does so at its own peril. The more is the media inputs, greater would be the media consumption by masses. It will enhance the welfare status of a nation and happiness to the people.

It is quite apt to put here as Villanilam (2005) expresses his thought on changes in technology and the advent of new journalism. He reports on the changes in the media world in the 21st century:

- The convergence of a series of changes in society and Demographics.
- Changes in the economics of advertising.
- Basic changes in the technology of media production.

- Changes in goals and purposes of media workers who look for new content and new ways to serve their dual market of media users and advertisers.
- Newspapers yielding space to electronic media in the devices of production and in basic character.
- Competition among different modes and forms of the media which offer to its users more diverse content in a more attractive form at a reasonably lower cost.
- Inconvenience in transportation and storage of the end product.
- Big changes in the ownership of the newspapers, particularly in cross media ownership, conglomeration and vertical integration.

So, it would not be exaggerating to say that, in the present Indian context media affects an overall quality of public life and also shapes people's involvement in specific policy decisions in the Indian democracy. There is no doubt that in the present Indian context, the media plays an important role to exert power and spread values.

Today, both the print media and the electronic media are consumed in almost all families. They bring home various kinds of information about the society and also bring changes in the thinking of social, political, cultural and other important spheres of the life of people. There is now greater and much varied exposure to communication and to a much larger audience. Their impact on people's attitudes and opinions on their cognitive map is found to be phenomenal. The media also acts as cornerstone of democracy, which imparts information on public issues and through which citizens convey their opinions to policy-makers in the present. In other words, the media is a carrier of public opinion and plays a crucial role in giving voice to the people. It has replaced a conventional model of face-to-face communication or public gatherings of the past to discuss public issues.

The media today acts as a mediator to facilitate link between policy makers and citizens in general. Hence, the media wield tremendous powers, but equally the power is coupled with its due responsibility towards society.

1.7 Newspapers and Television in India – Present Scenario

Newspapers to date remain a longest surviving form of information on the globe. The newspapers make a big source of information in the contemporary world. They help in getting a detailed updates of any incident that occurs in any part of the world. One gets through it an ample exposure to enhance his information base about any issue in the world. Infact, the media, particularly the newspapers, have manage to create conducive conditions for liberal democracy. It creates a 'public sphere' into which public can widely share their ideas and interest for solution. Formation of an authentic public opinion would not be possible in absence of newspapers and magazine. Reading newspapers has to become a mass habit in both town and country to help collective thinking, sharing of views and arriving at common agreeable point.

Looking back on the contribution of newspapers in India, one may find this public democratic mean to bring revolution in people's thoughts. Since the earliest freedom struggle newspapers or the press earned a high reputation. During the 1857 Mutiny against the British Rule in India, the news spread through messengers running between places on horses and camels. During the Revolution for Freedom of India, eminent leaders of the Indian National Congress of the time used newspapers extensively to spread message of freedom of far and wide beyond the boundaries of our country across the world. Gandhi used newspapers strategically to create nationwide and worldwide opinion against the British in India that eventually led to acquire freedom for the

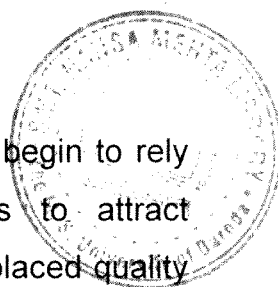
country. Following the independence, leading newspapers employed constitutional experts to report and review on the making of the Constitution of free India. Extensive coverage was given to the proceedings of Parliament and State Assemblies. Coverage of official plans for economic development brought problems of poverty and deprivation to urban readers' attention. Editors retained a sense of social responsibility and democratic vision in those earlier days. Sen, Dreze and Ramchandran Quoted in: SHARMA M. in web article 'Media and Governance' (Source :<http://www.india-seminar.com/2002/514.htm>) articulated in their analysis the comparison of India and China. It is about tackling hunger and deprivation on a mass scale. India did not have unreported famine since the Independence. The media, especially newspapers, and the opposition (political parties) have played an important role in this. China on the other hand, went through a more-or-less unreported famine during the Great Leap Forward of 1959-61. This experience highlights the fact that in the Indian context, there exists a relatively independent and plural space in the media that can perform valuable democratic functions and take on progressive roles.

The newspapers scenario in 21st century seems to be breathtaking. In terms of the ownership and control of the media in democratic India, the print media is almost exclusively run by the private individuals, families, institutions and companies. Highlights of a recent report of National Readership Study (NRS) 2006 presented by Chacko (2006) reveals a few observation :

- The reach of the press medium (dailies and magazines combined) has increased from 216 million to 222 million over the last one year.
- As a proportion however, the press reach has stabilized in urban India at 45%. Press reach in rural India has also stayed at 19%.

- The number of readers in rural India is 110 million. It is now roughly equal to that in urban India which has reached to 112 million.
- The Hindi belt in the country witnesses intense newspaper activities ranging from large dailies to leaflets. It is an indicator of the general growth in the vernacular dailies segment.
- To elaborate the point, local and regional dailies have grown from 191.0 million readership to 203.6 million, while English dailies have stagnated at around 21 million of readers. There are now two dailies that have captured more than 2 crore readers one is *Dainik Jagran* with 2.12 crores of readers and *Dainik Bhaskar* with 2.10 crores of readers.
- The battle on the print media heats up in the English and Hindi Dailies arenas. *The Times of India* is the most widely read English Daily with 7.4 million readers. *The Hindu* takes a second position with 4.05 million readers, pushing *Hindustan Times*, to the third position with an estimated readership of 3.85 million readers. However, the *Hindustan Times* adding 3.6 lakh new readers.
- Today an average urban adult spends about 44 minutes per day reading dailies and magazines. The average reading time used to be 41 minutes which has increased a bit.

Further, with changing time, advancement in technology has given a dual effect to the newspaper. It has simplified the production of newspapers and contributed to their growth in size and numbers. However, emerging concerns in view of newspapers as mass media arouse criticism as regards its role. Many media critics and thinkers express their discontent with regard to the cotemporary role played by newspapers in the Indian democracy in the present Indian context.



Bhattacharje A. (2000) reports that newspapers now begin to rely increasingly on colour printing and display gimmicks to attract readership. It is this matching feature material that has replaced quality of reporting and news. Fashion, entertainment, travel and other interests overcome the basic and primary function of today's newspapers. They rush for grabbing more and more advertisements. Lesser is allowed for coverage of Parliament and other democratic functionaries. It is true about papers describing themselves as part of the national press. Smaller scale newspapers are owned and edited by new entrepreneurs. They now do without trained journalists. They often exacerbated upon caste and religious sensations just to gain circulation and win political favour. The conditions is that seventy percent of people live in villages and slums and they are increasingly ignored. So, in this century, the respect the press as contributing to social change, freedom movement and democratic awareness is being whittled away gradually. However, the Post-Emergency Supreme Court judgements re-emphasised the freedom of the press in dearer terms than before. They link it with the 'right of the public to know details of every public transaction in all its bearing'. To link of freedom of the press with the citizen's right to information is the most significant advantage of democratic functioning of the press in recent years.

Dutta (2005) reflects on monopolistic intention when he says that, it is not uncommon that the owner of mass media seeks to exert control news coverage. There are three reasons for it, each dictating over its policy for doing so.

- The economic interests of the company dictates over a business policy;
- The individual likes and dislikes of the owner dictates over general personal viewpoints;

- The ideological convictions of the owner dictates over neutral political policy matters.

He also adds that, newspapers tend to show bias in three ways.

- They give large headlines to favoured parties;
- They give more prominence to articles by favoured authors and;
- They allow more projection to quotations of a favoured party or political leaders and allow more remarks in praise of them.

Many newspapers are fast at printing stories about nearby accidents, crimes, emotional crises, and popular personalities. They pay less attention to stories about economic reforms or issues in the parliament of national and international interests. The press is preoccupied with things other than its commitment to such an extent that a citizen does not read in it useful information of general interest. It conveys that he needs to discharge responsibilities to the community. Readers look at a newspaper for intellectual satisfaction, entertainment and a small change in their routine lives. A publisher of a newspaper therefore, has to cater to intellectual needs and other expectations of readers with balanced menu of news and reports. They need to know more and get exposed current affairs. The two are not always identical. Hence, a challenge is tough, not an easy one to manage. To attract maximum of audiences, the press emphasizes on the exceptional rather than the representative aspect, the sensational rather than the significant aspect of reporting. (Cited in Villanilam,2005).

However, in developing countries, the press assumes a special role to play as social monitor, constructive critic, stimulator of debates on public issues and a medium of feedback. It helps in balancing the wheel of government structure. Being social vitaliser and right approach to liberty, it turns out to be a big enemy of tyrants and exposure of public evils like corruption, exploitation etc. The media is also an

interpreter of public events and a professional forum for investigative and interpretative journalism. It acts as a watchdog of a sleeping democracy and a open university for masses. People without reliable newspapers are sooner or later reduced to become people without a base of freedom (Cited in Menon,2005).

On one hand the print media is accused of exaggeration and sensationalism in reporting. The electronic media too does not stay far behind. In fact, television news bulletin leaves no time for analysis. It is observed that, they are so much concerned with coverage of minor development and to highlight it as major. They forget that the main job of the media is, apart from factual coverage to give to viewers an insight into the development. So that viewers get a genuine understanding and satisfaction by watching a channel. However, despite this criticism which is true to some extent popularity and potentials of the television also can not be undermined in the recent time. As among all types of the mass media today, the television attracts largest number of viewers irrespective of age, education, socio-economic condition and others.

In India, the ownership and control of the television was hitherto stayed with the central government. It is now being operated by an independent autonomous agency called Prasar Bharati (Cited in Sawant, 2001). Further, the Ministry of Information and Broadcasting announced its decision in June 1998 to allow private satellite channels in India to uplink from India. In view of growth of television in India, the results of the National Readership Study (NRS) 2006 presented by Chacko (2006) highlights following points :

- The television reaches nearly 50 percent of population of adult (about 350 million) against about 35 percent of newspapers in all periods.
- The satellite television has grown considerably to reach over 207 million individuals watching in average per week during the year

2005 to has reached to 230 million individuals in the year 2006. It further expands its lead over number of newspapers readers. The television now reaches about 112 million Indian homes and it reflects a growth of 3.2% over last year.

- Homes having access to the Cable network and the Satellite network have increased in numbers by 12% from 61 million to 68 million.
- The Cable and the Satellite has now penetrated into about 61% of television owning homes from 56% of such homes last year.
- Homes with color television have increased from 58 million to 64 million in 2006. This increase by 10.4% runs parallel to the growth in the Cable and the Satellite subscribers.

The Indian television network is one of the largest terrestrial network in the world. Dish antennas and Cable television networks link most homes in urban and rural areas to a large number of television channels. It is a huge network that reflects potentials of the television as important means to disseminate and popularize almost every form of required democratic information. Aggarwal and Gupta (2001) report that the television was introduced in the India, as a medium to social education, weapon against illiteracy and ignorance, to generate awareness among people about sociological problems, to create among them sense of participation so that it may help, India's efforts to usher into a new social order and to play a vital role to cultivate civic consciousness. Joshi (1999) emphasizes on primary purpose of the television in India. It is multiple line development through education, information and enlightenment, improvement of quality of life of among masses. To bring unity among communities and societies, regions and states to feel as one nation through mutual trust, awareness and concern while preserving their cultures, customs and traditions. Its secondary purpose is entertainment.

In this context, if one sees a contemporary role of the television in India, it may be found that, now a days, it has become integrated into a viewers' family like a member and it is true about all sections of the society. The Indian television, like television services abroad, offers a wide variety of programmes. These programmes are generally divided into telecast for general audience and that for specific audience. The first category includes programmes that are of general interest like news, current affairs, films, light music, film songs, teleplays, serials soap operas etcetera. The second category of programs are meant for particular section of the population, for instance, youth programmes, women related programmes, children's films, quiz shows, interviews, discussion, documentaries on particular subjects, features, sports, educational television, countrywide classroom, classical music etcetera. It has made some contribution no doubt, but there is much left to be done. It provides entertainment to viewers. It brings films right in their drawing rooms. It serves the farmers by supplying them information on new methods and techniques of agriculture, horticulture, poultry and village industry. It also makes efforts to spread awareness about great Indian epics, women's problems and conditions and role playing and about political processes like elections formation of government and its functionaries. It makes people aware of what is happening beyond India. Chandra (2000) reports that, during the last three or four decades the television has emerged as a predominant socialiser, educator, agent of cultural change, projector of a changing ethos and messenger of modernization, secularisation and futurism.

A review of different channels transmitted from foreign satellite networks, makes it obvious that major thrust is on entertainment followed by news and current affairs and least for education. Majority niche channels like music channels, sports channels, movie channels or even general mixed-fare channels, the emphasis is on entertainment.

There are special 24-hour news and current affairs channels. (Cited in – [http://www.rocw.raifoundation.org/masscommunication/BAMC/ CommunicationPrinciples/lecture-notes/Lesson-18.pdf](http://www.rocw.raifoundation.org/masscommunication/BAMC/CommunicationPrinciples/lecture-notes/Lesson-18.pdf).) In the fast moving world of today, the consumers are consistently bothered with unwanted television programmes and hundred odd channels, films, commercials, newspaper with hyped up newscast, masala mixed popular music and magazines.

Hakemulder, Jonge, Singh, (1998) report on the sensitive part of this issue. Today, television has not been able to do several other important things. There are a few channels solely directed towards non-formal education in the field of environment, wildlife, culture, etcetera, but there is hardly any special channel for education or development. It has not been completely impartial or fearless in reporting political developments. Its current affairs programs can provide important platform for political education for general public. But that too has not occurred as efficiently as expected. Reporting of international and national news can have more promptness and better analysis. Reporting is too much dependent on news agencies. After all, it is a medium of immediacy, like 'here and now'. But even after all these, the television in India has not proved to be effective medium for social change and development. The television in India has a great potential to change traditional society into a modern society. It has contented to be a medium for entertainment. There has been a great dominance of film based programmes to capture its screen most of the time. It has not been so effective to promote popularise our cultural heritage. This can be clearly seen from a fabric of television programmes. It has not been able to evolve for itself what can be called a unique Indian personality. In short, it has not been able to change the traditional attitudes of the people. Nor it has been able to change its own attitude of moving leisurely, behaving like a government organisation. It has been too

much loyal to the government, forgetting its responsibility towards the people as a medium of mass communication.

This concern was pointed out long back by Yadav (1989) who remarks that, "Though the actual reach of television and video is limited, at present their effects are far reaching. Both are viewed by the people largely as media for entertainment. The television remains central to the new communication revolution to offer enormous possibilities for a leap in the nation's drive to eliminate ignorance and poverty. Entertainment through serials, feature films and chitrahaar are dominantly popular forms of television and video for the viewers. Even information related function of television seems to be somewhat relegated to background, as news programs though watched widely do not constitute an important or dominant relationship of people with the medium. He further, reveals that new communication technologies like television and video are to be used for development especially for the underprivileged sections of the society. Their introduction and expansion largely help consolidation and maintenance of public welfare. The urban middle class is not only firmly saddled but expanding as well. Along with this, consumerism as a value is spreading and has become a dominantly visible factor today. He suggests that unless there are structural changes the new communication technology like television and video only further strengthen the forces of consumerism. It may consolidate existing in-equalities rather than helping the process of development with justice".

In recent years, a great public debate is ranging among the media specialists and social scientists about the manner of growth of television in India and the nature and content of its programme and in a larger perspective, about the vital questions relating to the role of television in a developing society like ours. There are two sets of questions that could be raised about the television in the Indian context. First question

is that, television for 'What(Content)' and second question is television for 'Whom (Receiver)'. The first question 'what' has to do with quality of television messages, the content of television programmes. One wonders, "what kind of value system and life style is this highly potential medium promoting" Is it enhancing the ability and skills of the target masses to participate more effectively in the tasks of nation building and of improving the quality of their own lives. The second question television for 'whom' deals with matters like- who is target audience? For whom are the television programme meant? What is the target audience at which the contents of television programs are directed? Answers of these question lead us to think how today's media's role as one of the pillars of democracy and pluralism has been eroded and substituted by and rat race to earn profits. And so its priority is to give what it thinks the public wants and to do so with the cheapest assembly like technique to the most susceptible segment of the audience in terms of acceptance by its viewers. (Cited in Goel,2006)

Today, the television is constantly trying to please most people most of the time, without giving them more than they want. The medium has remarkable growth in intellectual freedom in recent years. Much of the maturation has gone virtually unnoticed because television has endeavored to keep pace with the reality of the nation's social growth. Years ago subjects like venereal diseases, illegitimacy adultery, drug abuse etc were unheard of in television dramas. Today, they capture the focus of many substantial and sensitively made dramatic programs. Due to satellite expansion, the last decade has seen huge increase in choice for Indian viewing public. However, it has been observed that diversity of television program is restricted. The media ownership is largely concentrated in the hands of a few big conglomerates. The program content remains very limited. And the Doordarshan, in trying to compete with new network source providers fails to meet its obligation

of public service. A noteworthy impact of media however, shows excessive coverage or hype of sensitive news. It may lead to spread sensation and cause communal riots. The illiterate are more prone to provocation. Constant repetition of sensitive news or especially sensational news, breeds apathy and insensitivity and this plethora leads to negative impacts. Commercialization has further more created a stiff competition in media. (Source : <http://upscportal.com/civilservices/essay/An-Essay-Role-of-media-in-a-democracy>)

Agarwal V. (1992), emphasis that "Television should project real India while highlighting the plights of the poor, increasing conscientious among them so that they can avail opportunities through various developmental programs. Above all it has to motivate the illiterate to learn more and the literate to teach the illiterate. One has to evolve thus a learning society. The television will have adopt approach that is people-oriented, problem-oriented and development-oriented if it wants to be effective in national development. It can build democratic, socialistic society with equality, all keeping in view the wide socio-cultural and geographical diversities of the Indian society. It can include specific issues of communication like support for children, emancipation of women and upliftment of weaker sections".

1.8 Newspapers and Television Scenario in Democratic India – SWOT Analysis

In essence, if one gauges favourable and unfavourable factors of these two public democratic mediums in view of the Strength, Weakness, Opportunities and Threats (SWOT), the analysis reflects picture as given the table 1. It shows that today newspapers and the television support changing paradigm shift in power structure of the media and its overriding concerns to use these democratic media undemocratically. It also focuses on several concerns like Societal

Concerns Verses Market Priorities, Stake holders Verses Share holders, Short term Gain Verses Long Term Gain, Independent and Objective analysis Verses Biased analysis, Greed Verses Need. In such a situation, it is a big question how newspapers and the television with its public communication network can safeguard citizen's genuine needs and interests by upholding various democratic values.

Mapping of favourable and unfavourable factors on the democratic media of newspapers and television through SWOT analysis.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Expansion and Proliferation of Newspapers and television • Technological Revolution • Increasing Literacy level • Increasing Public and Private Investors • Effect of Globalisation • Increasing competition 	<ul style="list-style-type: none"> • Glaring divide between haves and have nots • Loosing facts from ground reality • Less time for field based or researched data • Blurring divides between Indian and western culture • Undue tie up publishers and channels with influential affluent and powerful people • Compromise on having objectivity and accountability on reporting
Opportunities	Threats
<ul style="list-style-type: none"> • Wider accessibility to larger masses of the society • Multi-media availability and its inter linkages for a variety of presentation and projection of information • Flooding of domestic and Satellite channels • Make more informed democratic citizens • Over response of sponserers and financiers • Entry of foreign media for quality compassion • Overload of information • Serving citizens on 'fast and first' base through prompt reporting and innovative debate on issues on general interest. 	<ul style="list-style-type: none"> • Knowledge society without equilibrium of sense and sensitivity • Increasing gap between informed and the ignorant with people's lacking interest in news and reports of general interests • Increasing commercialization of media leading to profiteering motives over social commitment. • Identity crisis suffered by Indian citizens with increasing cross cultural impact • Suppressing information by the powerful and the influential people • Ebbing of media credibility with all sorts of illusion and delusion spread through it under political influence.

1.9 Statement of Problem

In the light of the above discussion, the following questions need to be responded by assessing contemporary role performed by newspapers and the television within the Indian democratic set up.

- Do media professionals and citizens of the Indian society perceive the role that newspapers and the television have to perform within the democratic setup or not? If yes or no, upto what extent?
- Upto what extent newspapers and the television would reinforce democratization of communication for the Indian masses?
- Do media professionals and citizens of the society perceive that communication through media reinforces aptly different democratic values? If yes, which values it strengthens and which are left out?
- Do media professionals and citizens of the society perceive that democracy of the media is a mean of governance of democratic society in the present environment of information explosion?
- Do citizens find enough space in the media to voice their concerns and views in a democratic society?
- Do media professionals and citizens of the society perceive the dissemination of information through media as catering duty to the needs of larger public interest?
- Upto what extent does the media in India keep a check and strike a balance among pillars of democracy viz, the Executives or Governments, the Judiciary and the Legislatives and contribute to ensure better democratic governance?
- Do newspapers and the television prove competent today to cater to information hunger of people?

To seek answers to these questions it was proposed to take up a study on "The perceptions of media professionals and professionals other than media regarding the contemporary role of the newspaper and television in democracy".

1.10 Justification

1.10.1 JUSTIFICATION OF THE STUDY

The present study aims at understanding perceptions of media professionals and professionals other than media regarding the contemporary role of the newspaper and television in democracy. India is a democratic country. Ideally, the democratic feature of Indian state demands that its people should know everything that goes is in their favour. Hence, the media as the fourth pillar of democracy carries out this responsibility since the Independence. In this context, the primary responsibility of the print media, principally newspapers and the electronic media particularly the television, is to inform people and to make them aware of what is right and wrong in view of men, matters and issues. It is this input that generates public awareness and that ultimately can make a difference in quality of the system in a democratic polity. Several small steps alone may lead to a bigger step. Today, there is an increasing use of media to become the prime source for information and values. More and more people are now depending on the media to look for information. Success of democracy owes a lot to a vigilant role played by the mass media like newspapers and the television. Reality also indicates that in the present society very small part of any individual's knowledge happens to be a product of his or her direct experience. Our views of the world, the systems, individuals and objects comprise second hand reality that media creates. Newspapers and the television provide us with abundance of information, entertainment and events. People in a society learn more about major happenings, the forecasts, sports, election results, tips for better home and garden, celebrity gossips and numerous other facts. In this way the media makes an important pillar on which democracy rests. It is an institution of social influence over individuals and institutions, the people

and policy makers to affect change or even revolution in people's living and thinking. It can generate awareness, arouse unrest and anxiety and even lead to revolution on mass scale to change the history. It seems to work on a concept 'Information is a tool to rule'. In the present world of information technology newspapers and the television assume a role that is inevitable for healthy democratic governance.

There is wide spread awareness of the media messages across of the sections of a society. Hakemuleder, Jonge and Singh (1998), acknowledge that "Even among old people, who are markedly passive to political, social, economic and cultural change interest for development is also rising. Even a 70-year-old illiterate women belonging to middle class knows how to switch on or switch off the radio and the television, an air-cooler or a fan. She often enjoys the radio and the television programmes that concern her and interest her. It shows that there is a great desire for change in life styles, values, economic status, social position and overall thinking. The media can assure immense contribution to this change and this development that may take place in the Indian society. They add that, like a wild magic the media have placed the Indian society, 'Up to hill higher than we can see on the horizon and let him look beyond'. The media has magic in it because 'they can lit a man see and hear where he has never been and know people has never met'. This indeed is a tremendous achievement for the Indian media in concrete terms of the national development and that of a common man".

So, with growing importance and knowing more about tremendous power that the mass media possesses it becomes imperative to know how far this vital institution operates democratically and independently, so as to give voice to all the sections of the society in day to day public affairs and to ensure people's participation in a democratic regime. Moreover, democratic media like newspapers and

the television can disseminate through mass communication messages to safeguard citizen's rights within a framework of India's democratic values. It is also necessary to make sure about strict adherence to democratic values as defined in the Indian Constitution when newspapers and the television discharge their duties.

Today, when we the usher in globalization and liberalization the Indian society have further confronts increased complexity of common man's life. It also makes obligatory for a citizen to keep pace with rapidly changing world. However, its intricacy also makes a common man to unable to exercise his democratic rights irrespective of his high position. One may have neither means nor time for it, or if at all one has both, his means to collect and disseminate information are limited. It is the media which virtually exercises this right of the people on their behalf. It organizes a debate and discussion on different matters through its medium and allow a space to free expression which is absolutely necessary in democracy. Hence, it is essential to know that the mass media like newspapers and the television uphold and promote public interests to strengthen social, cultural, political and economical dimensions a democratic society. In this context, present study proposes to assess how far democratic media like newspapers and television satisfy people's requirement within democratic frame work?

In the present context, the Indian democracy and the media power co-exist to mutually co-operate with each other. It has been observed that, in the current era information is being circulated quantitatively and qualitatively, has greatly increased. It eventually widens scopes and reach of the media and its content. The media power however loses its footing (base) in the hands of those who operate it. In order to make people in democracy more active and interested in their own ruling it is essential to make them aware of how much share they are ready to stake with media. But if increase of power

of information rests in the hands of selected people, it can slacken the integrity of democratization of communication. This has raises concern to use power of the media positively to sustain democratic systems and prevent any messing up of democratic foundation. Hence, there is a great need to understand the role of the mass media in democracy in the contemporary climate.

In the contemporary times, the media is central to the Information nucleus of a Society. Increase in literacy, expansion of media reach, rapid growth of different forms of the media, all these arouse in people hunger and interest to learn more about contemporary issues. Because, the media lies in the hands of trained professionals called journalists. Training in journalism enables an individual to 'see' beyond the seeming reality and to 'read' between lines of what is spoken. Reporting is envisaged a sacred profession bridge common mass with current occurrences and developments. A reporter is trained of approaching, reading, perceiving, analyzing and presenting his reading with a 'neutral eye'. In a crude compassion he can be terms as a 'seer', like our ancient sages. Sages saw spiritual reality and these modern 'sages' see current affairs with a critical eye. Their exercise reporting gives them capability to present to common people correct picture of current happening so that it generates in them awareness about the present.

So, on one hand, a journalist is endowed with powerful weapons like 'information' and 'pen'. If he use both keeping their sanctity intact he can generate wonderful results in democracy like Gandhiji did first in South Africa and then India during India's struggle for Independence. A reporter earn value and respect from all corners of society provided he upkeeps values and operate in responsible way. Correct reporting has much value in democracy. It generates awareness among people and inspire them for higher interests and aspirations. It is guidance on

current affairs that a media person imparts to people through his news and reports that affect slow but subtle revolution on the situation for improvement, growth, progress and higher living. Such a role implies responsibility and commitment to general cause that a media person has to assume. He has to know that it is a sacred profession that can never be undermined in the present context. The reason behind is that today, people's expectations from the media go high with their increasing hunger of information. This helps them to understand more and more about several democratic issues and to improve overall quality of public life and to shape their commitment towards specific policy decision of the Indian democracy.

Since newspapers and the television happen to be the largest medium to convey to general mass a media person has to use them aptly and discreetly to serve the purpose. A media person has authority to enter any where and meet any person he has to use this authority with faith and commitment in values of democracy. They should never undermine their accountability to democracy and its people. This shows that, it is necessary to understand how much newspapers and the television can hold the pulse of the citizens to affect their growth. Thus, it is imperative to know that in a democratic system, media professionals use maximum freedom of expression and communication of objective and interpreted information in order to ensure rational choices, opinions for equality of opportunities to keep alive interest of larger mass of the society on which present study proposes to throw a light.

1.10.2 JUSTIFICATION OF THE SELECTED MEDIA

Today, in Indian society the most accessible, widely used and cheapest mass media which effectively contribute in democratic governance are newspapers and television particularly in urban

periphery with educated masses. Hence, in the present study newspapers and the television are selected to understand their role in the democracy.

Newspapers – As cited earlier newspapers claim wider readership till today in the age of electronic media. Our morning begins with receiving newspapers at our doorstep and our morning tea does not acquire taste if not read at the morning tea. This is true about almost 99% of people. Further, they are the most accessible and cheapest medium to provide news, views, opinions and information. The print medium has been found to be given more credibility by educated masses. Further, newspaper is the only mass medium who with its day to day information coverage help citizens to frame or mould opinions on several democracy related issues.

Further, the justification that can be offered for selection of newspapers would be its long term and well established standing in the public domain to influence wide range of readers, over majority of population. Newspapers have proved effective tools to generate awareness and new spirit of revolution among people through vast movement of thoughts and ideas. This has been found to be happening in western countries since European renaissance and in India since the turn of the 20th century. It has given rise to revolution. It has brought about fall of autocratic government and rise of people's government through democratic system. It has blow in a high spirit of change and revolution in people's thinking for cultural awakening. Such a powerful tool can certainly weigh more for studying democratization of communication through public mean. Hence, it remains an important segment of the study.

Television – The television on the other hand, is a recent development of the 20th century. And in India it has started with strong move of telecommunication revolution in '80s and '90s. Since then it has developed very fast and spread to all nooks and corners of the country. It leads to instant and prompt reporting and accurate and effective projection of facts. It has high connectivity all over the world. And through audio-visual facilities, it can produce reporting with enhanced effects to the extent that it mesmerize viewers. Thus, television can prove to be immediate and more effective to capture people's attention. Secondly, after the radio being audio networking system, the television remains an audio visual networking system with all computerized and internet upgradation. This adds to media reporting and its effects on general viewership. In addition to all these there is an element of glamour and entertainment that remain tantalizing element of media projection. This attracts to them good amount of sponsorship and finance options, through advertisements etcetera. It is with such earning that such a costly networking medium becomes affordable for public viewing at affordable rates. So, as long as it justifies that purpose and allows discretion for sponsorship and advertisement it would be able to sustain some standard and ethical level of its functioning. It is with this balancing approach that the television can serve as an effective medium to allow people to know the reality in their democratic contexts.

Today, the television has emerged as the most powerful and popular medium of communication of information, ideas, values, skills and for entertainment. It has evolved as prime source of information for citizens. It brings home the reality of several events and situations. It provides illusionary proximity to its audience for disseminated information. It exerts tremendous effect on an individual to change his knowledge, attitude, behavior or practices within certain limit. Further, it makes its viewers to witness a change in a society with different

dimensions. Thus, this public medium which gives people a feeling of live democracy is considered in the present study.

1.10.3 JUSTIFICATION OF THE SAMPLE OF THE STUDY

The relationship between the media and society is so integrated that the media cannot survive in complete isolation of society. As, the study aims at understanding role of newspapers and the television in a democratic society, the samples selected for the present study comprise media professionals operating in Vadodara and Ahmedabad and also professionals other than the media residing in the Vadodara city of Gujarat.

Today, the media emerges as one of the principal agents of globalization. In its course of communication cycle, the media chiefly involves two principal agents, the sender that is the media professionals and the receivers, that is subscribing citizens in a society. So, in order to make communication effective one can't afford to overlook or undermine the other, if it wants to survive. Media professionals have to consider 'Who is communicated to' when they disseminate any information through their medium. Further, receivers are consumers of information and they actually scrutinize it. Information helps them to form opinion in a democratic society. Their opinions give identity at public debates and earn the value for their contribution. It leads them to participate in public activities too. In this sense, dynamics of democracy are intimately linked to the practices of societal communication which increasingly takes place with the help of the media. Hence, concern for democracy necessitates an equal concern about media practitioners and also media consumers. In this context, looking at importance of the both in the communication cycle, the present study has taken samples of media professionals and professionals other than the media to understand their perceptions regarding the contemporary role of

newspapers and the television in the democracy.

Further another reason for taking up media professionals in the present study as sample is that, they are the first to face events, they then reconstruct those events and report it as news, information or events. They also offer interpretation and opinions based on that news. This process demands them to vividly understand and analyze information in the context of democratic value system. There are benefits and losses of reporting that people feel in a democratic Indian society. Today when information overflow in excess from various areas, the prime actor that is a media professional has to carry out important responsibility to select most appropriate and useful information and disseminate to the masses in a fair and unbiased manner. So, it is indeed a right time to understand how the prime actor of information performs his role to strengthening a democratic society. Newspapers and the television allow good freedom of expression and so the media professional requires to be more vigilant in selecting, connoting and interpreting media messages to go in a larger public interest.

In modern times, journalism becomes an exciting and interesting profession to deal in a field of communication. More and more youngsters are fascinated with this profession due to a good variety of media to convey. At the same time, the criteria to define a profession are becoming less clear-cut. Balasubramanya (2006) points out in his survey conducted on profile of the journalists at national level that, a sizeable number of journalists below 30 years of age. So, it is imperative to understand their perceptive as regards relationship of the media in the context of a democratic society.

On the other hand, the present study takes up samples of professionals other than the media. A concept of democracy begins with a citizen. Indeed, there can be no real democracy without a citizen who

is reasonably well-informed. Information and communication are therefore viewed as integral to democracy. A democratic society has to rely on informed populace to make different choices.

In the present study groups of professionals other than the media in the adult age group were purposively selected. The mass media is accessible equally to both men and women. Uneducated populace are unable to offer a challenge to thoughts or novelty in thinking which may form a basis of regeneration in a democratic society. It is educated persons who can pinpoint a need of right communication with a message on right time for right people to eradicate deep-rooted rigidity and in-equality that corrupt a democratic society. Receivers of the mass media require some educational background and some analytical ability to understand the equation of the media with democracy. However, in the present study it is necessary that, selected samples display an ability to distinguish between satisfactory and unsatisfactory role playing by newspapers and the television in a contemporary society. Hence, the selected samples have to be educated and capable enough to provide a proper guideline to both the society and the media for a social change. Further, it is assumed that in a democratic society, learned adults are responsible to generate changes through communication by way of the media and uphold democratic values and ideals.

In democracy, citizens are supposed to be rulers. This relationship demands that professionals other than the media need to act as active stakeholders in the process of democratization of communication. It also indicates how far in a democratic society newspapers and the television educate receivers to be vigilant to their duties and rights. It justifies a selection of media professionals as well as professionals other than the media to serve as useful samples for the present study.

1.10.4 SIGNIFICANCE OF THE STUDY IN THE DEPARTMENT OF EXTENSION AND COMMUNICAITON

The Department of Extension and Communication ever tries to keep pace with changing needs of a society. In view of it, its curriculum focuses on teaching, research and extension services to inspire further research in the field of sociology or social science. The department focuses on developmental issues that exist in a present society. Challenges, problems and solutions for such issues are deliberated on through teaching and research and through outreaching activities. A large section of researches are focused on the media in view of the role performance and potentials. The studies represent varied nature of approaches like research on peace making efforts, exploratory, flow studies, gender studies etcetera and they are conducted with varied methodologies like structured interviews, observations, quantitative and qualitative approaches like focus group discussions, in-depth interviews etcetera.

In the department, so far many studies are undertaken on effectiveness of selected media and media strategies to disseminate educational and developmental messages in formal and non-formal teaching-learning situations.

Another area which is widely studied in the department is an impact and influence of the media, such as, television, films, advertisements, video, graphic and folk media on social, cognitive, emotional and physical aspects of respondents' lives. But a few studies are undertaken on the role of the media in a society with specific reference at various aspects of democracy.

The department claims consistent contribution in the area of developmental communication in the form of teaching, research and

extension in which designing a message is one of the important element under developmental communication along with dissemination and application of messages to a society at large. Therefore, studies like the present one may broaden the horizons of knowledge and information among students and teachers while designing messages and strategies for communication to groups and masses.

Further, the findings presented in such studies would contribute to reframe the media policy of our nation. They may help media producers and practitioners to re-evaluate their tasks in terms of ideal role of media in our democratic society. It may further play instrumental in strengthening ties of our nation with other nations in the world.

Therefore, being a student of the department of Extension and Communication, one may choose to study various aspects of communication media namely newspapers and the television in view of its contemporary role within a democratic framework of Indian society is being taken up. It goes hand in hand with evaluation their effectiveness and impact on targeted audiences. Thus, keeping in line with the objectives of the department of Extension and Communication, investigator has determined its scope and justification for the proposed study.

1.10.5 JUSTIFICATION OF INFLUENCING FACTORS FOR MEDIA PROFESSIONALS

(a) Age

Media is a part of life of every individual. Difference in age may reflect on the approach how to take up professionals responsibilities. Further, people in different age groups may have diverse ways in terms of collection of information, the nitty-gritty and the problem solving approach of the media messages in relation to the democratic aspects

and others. Further, higher economic gains would be tantalizing to media professionals in younger age group. Those media professionals who are young, may be more dynamic. They are exposed quickly to a wider variety of media since childhood. Further, they also can be more skillful and with good operative command over latest technology. They may be attracted to the media as a glamorous profession and it also makes a shortest way to get recognition. Due to new working environment, they might be superficial in their approach while collecting information. For them, Independence and democracy in India are like readily ripen fruits. Hence, they may hold a different set of values than those enforced in democracy. While they draw media messages, democratic values in association of democratization of communication may project different vision. Younger generation of media professionals, may also fall to the globalization impact and hence, their values may be revolved towards a free society. They would even like to imitate the western media.

On the other hand, for older media professionals, media profession may be a passion. They have seen contribution of the media to India's growth since the infancy stage of its democracy. Hence, they may able to harness healthy values and ethos as far as democratic roots needs to be nurtured through communication. The media professionals in older age group strongly feel that the media has to be for the welfare of the society. They may have strong and better sources of network for availing democratic information. They may uphold democratic values and strengthen values of traditional Indian society through the media. Being an older media professionals, they might have established unique identity either for the media for which they are working or as media message designers. As regards to a new technology, they seem to struggle to make it user friendly. They have more faith in their traditional ways and means to gather information from

the society. All these varied assumptions may lead an investigator to consider age of the media professionals as an important influential factor to consider for the present study.

(b) Sex

Sociological perspective reveals that India is a male dominated society. It has been also found in several review of literature for the present study that till date the media profession too is dominated by male members in a society. Balasubramanya (2006) conducted a survey on the profile of Indian journalists at national level and his study supports finding of male domination in the media profession. It is natural that in male dominated profession there would be a missing angle of female representation that may work to counteract perceptions of male media professionals regarding a role of the media in the contemporary time when democratic values are upheld. Male media professionals may assume a routine angle while designing media messages and hence the messages may miss emotional touch. To them, daily issues are not important to become media message, as they may not come across anything worth through it. Hence, perceptions of male and female media professionals may differ in their viewpoints while perceiving the contemporary role of the media. Rao S.(2003) did a research on 'Are new communication technologies changing lifestyle?' . She reported in her study that sex makes significant difference to the number of newspapers read by an individual. Further she also found that women viewed television for a significantly longer time per day on an average.

Further, sex determines different physiological structure for men and women. They carry different perceptions for different notions. They are getting influenced by their surroundings, interests, attitudes, thoughts and feelings. Hence, their differences in the opinions,

perceptions and needs owe much to the roles they play in society. Dogra B. (2002) a senior and well-known social scientist quoted different examples and explained at one conference that, "Concepts of development are formulated by men, but women's thinking is different and better than men. He said that women reporters have a special responsibility to prevent lawlessness and the obscene representation of women in the media".

With changing time today, there are more and more girls joining the media profession. Women's equality, women's empowerment etcetera become buzz words in today's society. Definitely increase in females representation in the media and equality based empowered environment for female may lead women to think about media differently as a profession. They may also have different motives to join the media. They perhaps want to show equal share in democratization of communication. All these arguments lead an investigator to take up sex as an influential factor in the present study.

(c) Educational Qualification

Education is a means to expand horizons of thinking of human being. It involves development of positive changes in one's knowledge, skills and attitudes. It makes an individual clear about his aims of life. It develops in a person potentials and sharpens his skills. With an increase in education of media professionals, one will develop his intellectual ability to analyze and discuss important democratic issues and reach their solutions. India is a huge country with immense problems. It requires finer skills to articulate various development related messages to attract readers or viewers. But at the same time it also requires that they should be informed duly about their surrounding. This special skill has to be endowed with advance education. Hence, it is expected that media professionals possess higher educational

qualification to acquire more knowledge, analytical skill and finer thinking. A survey conducted by Balasubramanya (2006) on profile of national level journalists reported changing trends among educationally qualified media professionals. His study findings indicates that 60 percent of journalists surveyed across the nation hold postgraduate degrees. He remarks that, "There is a growing awareness regarding media as a professional field . . . And now more and more youngsters are undergoing special training before joining this profession. So, it is assumed that better qualifications of journalists should get reflected in the contents of the newspaper/ television." Hence, a rise in educational level might enhance in-depth insightful review into information, events, news and its content in the context of democracy. It may help people to discuss issues and coverage of information may lead to frame useful public opinion. Moreover, highly educated media professionals, may acquire higher level position in the media organization and participate actively in the process of decision making in favour of public interests.

On the other hand, those who are educated might be able to perceive interest in information which requires less comprehension and intellectual abilities such as event reporting or entertainment. For a medium like newspaper media professionals with education can disseminate constructive views keeping in mind the cognitive requirement of readers. It requires skills to bring readers' attention to sensitive issues through impressive writing. Television media professionals too have to prove themselves efficient to attract more viewers especially through talking about hardcore realities. However, educated media professionals may possess limited skills in articulating different issues of the democratic society. Hence, their perceptions regarding contemporary role of newspapers and the television may vary from those imparted by highly educated media professionals.

(d) Knowledge Regarding Democracy

In a democratic society, an individual can realize several of his expectations with knowledge of democracy. In a democratic society, media professionals are conveyer of information. So, it is very essential for them to possess knowledge about fundamentals of democracy. It may help them to design useful messages for democratic rulers.

The media professionals with higher knowledge of democracy may have different ways for collection, selection and editing functions of information. They may attach more importance to provide a balance diet to its readers or viewers for their medium. Further, they may offer citizens a platform for debate and discussion on public life and problems. They may use the media to frame public opinions by offering to citizens information and views from various sources and try to serve a link between bureaucrats and public in general on several democratic matters in a society.

However, media professionals with average or low level of knowledge about democracy may behave in an autocratic way when they take up decisions on various democratic issues. They may offer limited scopes to use newspapers and the television to become medium of masses to approach the rulers. Thus, perceptions of media professionals possessing high, average or low knowledge of democracy may generate perceptions of varied nature on contemporary role of the selected media in democracy. Hence, knowledge regarding democracy of media professionals considered as one of the influential factors in the present study.

(e) Work Experience of Media Professionals

Experience can be a vital factor in drawing the perceptions on the reality while media professionals work out for the media's role in

democracy. More years of work experience of media professionals in the field of media may help them to develop a better insight and clear vision for their work particularly in terms of communicating their views to the citizens on different democratic aspects. Due to their practical experience, they may be more realistic in their approach while pursuing media messages. They may use their analytical skills to prepare the media diet to cater to people's or citizens' hunger for information. They also can be more cautious as far as discharging their duties to democratic masses. Further, they may have their own identity and ideology to pursue. Therefore, experienced media professionals may have different perspectives regarding the role of the media in democracy.

On the other hand, media professionals with less experience would be usually young, ambitious, energetic, fresh and full of contemporary thinking and ideas. However, they may give out a short vision, less persistence and unripe concepts about the relation of the media and the democracy. Jagannathan (2005), remarks that, "Some of the young writers in today's newspapers have altogether a much lighter touch than their predecessors. Crisply written, contemporary in tone and with an allusive wit in throwaway lines, reportage these days makes pleasurable reading". Further, they also may get influenced by others or in a stage to frame own identity. Mustafa (2005) states that, "Today's young reporters learn that the best way to ride a steady boat is to act as a stenographer and faithfully report what those in power say without asking questions. This attitude then gets carried into the coverage of the central government, with more and more journalists faithfully reproducing briefings of official spokespersons."

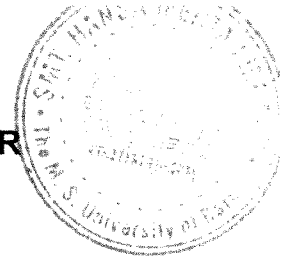
This shows that youngster may commit mistakes often as compared to professionals senior to them. Perceptions of more experienced media professionals may certainly be mature and

systematic than those of less experienced media professionals. Hence, work experience need to be considered in the present study as one of the influential factor.

(f) Media Accountability

The media is a profession to assume responsibility to people and the system of democracy in a contemporary world. With responsibility, it assumes accountability. In the media, the media professionals have to be accountable towards their subject, source, public and employees of media organization (Murthy, 2005). Media professionals with more accountability, may enhance and contribute significantly on media's role to strengthen a democratic society. They may adhere to the professional code of conduct vigilantly and streamline their media agenda keeping in mind democratic needs of a society. They may be more alert and responsible in their course of work while communicating any news or views through their media. Their rational thinking and broad vision may help to consolidate democratic values in a society. The contents drawn by media professionals have to reflect more accountability with ethical and socially responsible approach to promote harmony keeping in view the public interests. They would ensure better governance for a democratic society.

However, the media professionals with less accountability or somewhat accountability may lack judgement as regards to their work in the context of public interests in democratic society. They may lack commitment to follow professional ethics. They may seek to use the media as a means to govern people's minds with vested interest of powerful people. Media professionals with less accountability may not possess vision to conceptualize requirements of a democratic society. Hence, they would be unable to cater to needs of information of people using the mass media.



1.10.6 JUSTIFICATION OF FACTORS INFLUENCING FOR PROFESSIONALS OTHER THAN THE MEDIA

(a) Age

Today, the media plays significant role in a society. Citizens in a society rely on media messages for their choice in daily life. However, media plays different roles for different age groups of people. Young professionals other than the media are full of spirit and enthusiasm, modernism. They look for a variety and spicy facts in life.

Professionals other than the media in younger age group could be less rigid in their thinking, opinions and attitudes. Hence, they may be moulded easily through media messages. They may have higher anxiety level and hence, many a time, their decisions may get influenced by media messages they come across. Younger professionals other than the media may look to use newspapers and the television more for entertainment purpose. It reflects that they may have limited exposure regarding the contribution of newspapers or the television as democratic media. They may be more inclined to the new fascinating advanced electronic media and less interested in sitting and reading from mass medium like newspapers. Joseph (2000) reports that, in the present era of multimedia habit of reading has declined seriously among younger generations and it is likely to decline further with advancement of audio-video electronic media. Younger people may take hasty decisions under tempting influence of a particular personality or brand. Further, to seek information, younger generation may prefer new wired connections with a new fascinating electronic gadgets like computer, internet, mobile phones etcetera rather than sitting at home satisfied with reading newspapers or viewing the television for hours.

On the other hand, the professionals other than the media who stay in older age groups may hold different outlooks when they receive and use media messages from newspaper and television in a democratic society. Past experiences show that older age groups can contribute to build strong opinions and perceptions on various issues because their arguments rely on valid base of concrete facts. Moreover, as compared to the younger age group, older age group people are more sensitive to certain issues, which restrict their reaction. Parikh (1998) acknowledges that younger age groups do not watch television as regularly like older people do. He also reports that younger people prefer to read sports news whereas older people read crime related and other sensational news. Further, older professionals other than the media may be more vigilant and alert and may acquire facts from multiple sources to confirm information. They might have a selected media as sources of credible information but they certainly look for its authenticity. Their perceptions may be rendered not only for their own self but also for their community, society and nation at large. They may be complacent in terms of their reaction to information related to democratic state. They may be keen to get information more in terms of news, views, information. They may be interested in using democratic media platform to raise their voice in public affairs and, hence they can be more active stakeholder of the media. Their taste of entertainment may widely be different from that of younger generations. They demand from the media better quality of facts to be consumed for thoughts. All these arguments may enable researcher of the present study to gather judicial viewpoints of younger and older age groups of professionals other than the media regarding the contemporary role of newspapers and the television in the democracy.

(b) Sex

There are innate differences in both the sex due to their physiological difference. In fact, process of socialization in individual's life during his bringing up leaves lot of marks on his thought processes and perceptions to view issues or information in their surrounding world. In the Indian society, an individual is performing his own task based on the gender s/he acquired. Further even the media exposure is also very much in line of the sex of an individual. The content of the media may vary with sex of an individual. The male members may be more interested in news, politics and females may be more interested in gossiping, emotional issues. Parikh (1998) too expresses in his study that more of males than females read newspapers daily and males usually spend more time reading newspapers than females do.

Further, in a society today, women are gradually climbing ladders of success in different unconventional fields. Gender equality is a buzz word today. So, they may try to avail maximum benefit of freedom of expression. They may be looking for the information which can help them with a variety of logical options and views for growth parallel to man of the society. Further, selection of media to seek the information may vary according to sex of an individual. Parikh (1998), reports in his study that, more of females turn to television for both urgent and important news. Hence, their perceptions could be different than those of males. So, the perceptions of respected sex may vary in their democratic perspectives on a role of selected media. Hence, the present study consider sex as an influential factor while assessing the perceptions of professionals other than the media regarding role of selected media in the democracy.

(c) Educational Qualification

Education plays a vital role to handle the situations at workplaces and homes. Professionals other than the media in the present study may differ in their educational qualifications. Highly educated professionals could be more critical while evaluating contemporary role of selected media in the democratic context. They possess higher cognitive level, rational thinking and analytical ability. They may raise their voice by protest through writing letters to newspaper editors or the television channel owners for offering unethical, sensational information, when the media is found to be damaging democratic values in its course of conduct. Further, highly educated^{other than} media professionals may command better positions at their work place. It offers them a better exposure of several issues or information in a society. Thus, they could be better aware about functioning and requirements of the democratic governance and thus their expectations from newspapers and the television as a mass media could be different. On this base, their expectations from newspapers and the television as a mass media could be higher too. Moreover, better status at work place may confer on them higher economic gains to allow them to opt for a variety of media approaches in their life like laptop, the internet etcetera. Thus, they could impart better critical view in their perceptions while evaluating contemporary role of newspaper and the television in a democratic society.

On the other hand, educated group of professionals other than the media could be more complacent in terms of their demands and needs. Their perspectives could be passive as compared to highly educated professionals other than the media with regard to democratic issues in a society. The present study seeks to treat as factor determining a person's capability and efficiency at operating in the media in the present context. Education implies knowledge and

knowledge implies confidence. Confidence is power that enables a person with determination and such a person may prove influential in a society. The media has to be influential if it has to generate changes in the present situation for better living. Hence, educational qualification is considered influential factor in case of professionals other than the media.

(d) Knowledge Regarding Democracy

In a contemporary society, knowledge is power. In the present Indian context, democracy has evolved and come of age, cutting through barriers of class, caste, race, language and religion. It enables all its citizens of the country to lead a free and fair life. The winds of change that swept across the Indian sub continent in the nineteenth and twentieth centuries have changed outlook of the people to a great extent during past five decades. This can be distinctly seen in spheres of political, social and economic growth. Individual freedom continues to flourish mainly due to the free media.

Democracy requires that citizens are informed. The media has a role here to bridge a gap through communication to satisfy hunger of information among citizens. The professional other than the media who possess higher knowledge of democracy may hold better insight regarding rights, responsibilities and freedom of democratic citizens. They may have higher expectations from the democratic media like newspapers and the television. Further, they also may identify better opportunities through messages and impart them by using media. Thus, professionals other than the media possessing more knowledge of democracy may have different needs, ways of thinking, expectations and demands in view of newspapers and the television to earn fruits of democratic values in a society.

On the other hand, those professional other than the media possessing average or less knowledge about democracy have limited options to grow. They might look for different opportunities and benefits. Because of less benefits of democratic freedom, their perceptions of democratization of communication through the media particularly newspapers and the television may also acquire different dimension. So, this influencing factor may generate different perceptions to professionals other than the media with different levels of knowledge of democracy.

Further, citizens in a democratic state live with conviction that through an open exchange of ideas and opinions, a path of progress is kept open. However, these professionals other than the media with less knowledge of democracy may hardly be able to interact. They are unable to actively participate or contribute in democratic process. Therefore, the present study considers knowledge regarding democracy a factor to influence professionals other than the media.

(e) Occupational Strata

People's attitude, behaviour and outlook towards different situations are influenced by many factors. One such influencing factor is an occupation of an individual. Nature of occupation and status of an individual in the system involves roles and responsibilities for him. He cultivates power to make decisions in his working areas.

Perceptions of professionals other than the media may differ according to nature of their occupations in which they are involved. They serve an organization as employees and may have fixed daily schedule. They might have interaction with more of homogeneous social group of co-workers with limited mobility. They may also have planned schedule of leisure time. With it they could allow some time for

newspapers and the television in their daily schedule. They might spare relatively more hours to reading newspapers and watching the television.

Professionals other than the media may also be occupied in a business. In that case, they might have flexibility at their working hours. Their purpose of using the media might be very different from that of working class professionals. On business purpose they move freely across states put them in contact with heterogeneous social crowd. With business enterprising skills they can also cultivate risk taking abilities. Such a work environment lead them to be more dependent or less dependent as regards use of newspapers and the television, due to which their perception may vary. Thus, in view of the basic differences of service class and business class professionals, occupation becomes an influencing factor to help the present study.

(f) Newspaper Utilization Pattern of Professionals other than Media

A newspaper is a complex package of news, comments, information and entertainment. Combination of these contents varies from newspaper to newspaper. Newspapers are widely used for mass communication and they prove powerful source to bring about attitudinal changes and motivating people for action. Interests, needs and availability of time allowed to a pattern of newspaper utilization may vary in cases of professionals other than the media.

Some professionals other than the media show heavy newspaper utilization pattern. They may have more leisure time to spend. It may allow them better exposure on variety of information. Their abilities and perceptions could be different than those who use newspapers less intensely or on average basis. These professionals might have less time

to spend on reading newspaper. They may be selective in reading information. Further, purpose of using newspapers also may vary with an individual. Parikh (1998) remarks that male members use the media to get information about the news, current affairs, whereas women use the media more for gossiping purpose and to get light entertainment as more of pastime activities.

Further, faith in usefulness and reliability of this medium may greatly vary from one individual professional to another one. In this context, Parikh (1998) reports that in view of information on government policies and public affairs, majority of the respondents consider newspaper as the most useful source. Further, it could be possible that male professionals may find more time to read newspaper than female professional would do. The reason is they have to manage the household and the office both within certain time schedule.

Further, though newspapers reach to all people and all corners of the land. Its selective exposure in terms of its content courses varied perception in readers' mind. So, professionals other than the media with light or moderate newspaper utilizations who spend little time on reading newspapers and use it to read only selective information get limited exposure about how far a newspaper fulfills its contemporary role in the context of democracy. On the contrary, those professionals with heavy newspaper utilization pattern who may have regular reading habit may spend more time and may have a habit to read newspapers at length for all published information. This may held them to have different perceptions regarding the role of selected media in the democracy. Thus, newspaper utilization pattern of an individual professionals other than the media is taken up as an influential factor in the present study.

(g) Television Utilization Pattern of Professionals other than the media

The television plays a major role in person's life. It tremendously influences him for dreams and better ways in life. It helps an individual to reinforce certain values and also to diminish vices for healthy life. Today, in the Indian society, the television offers news, views and information on 24x7 basis. Every individual is different from one and so their interest may also vary.

Professionals other than the media, with heavy television utilization pattern may develop keen interest in watching a large variety of television programs for a longer period of time. As a result, their exposure and perceptions regarding the role of the television could certainly be different than those among light or moderate television utilisers who use television for less time or specific purpose as average utilisers. Further, an average utilisers of the television may be engaged in other activities too while watching television. Those who watch the television for a few hours can be very selective about programmes and their time. Further, sex of an individual affects his/her choice of the media. A study conducted by Parikh (1998) reports in this connection that, more of females watch the television and they do for longer period of time. The credibility of this medium may vary with different factors. Professionals other than the media who are heavy consumers of the television may put more faith in communication messages of the television. Parikh (1998) states that the television is a useful source for entertainment and sports. Thus, different range, depth, purpose, situation may vary in cases of professionals other than the media, from one individual to another. Hence, the television utilization pattern of professionals other than the media can contribute varied views perceptions on the role of selected media in the democracy.

1.11 Objectives of the study

- 1) To study overall perceptions of media professionals regarding the contemporary role of newspapers in the democracy.
- 2) To study overall perceptions of the professionals other than the media regarding the contemporary role of newspapers in the democracy.
- 3) To study perceptions of media professionals regarding the contemporary role of newspapers in relation to the following aspects of the democracy:
 - a. Justice
 - b. Liberty
 - c. Equality
 - d. Fraternity
- 4) To study perceptions of professionals other than the media regarding the contemporary role of newspapers in relation to the following aspects of the democracy:
 - a. Justice
 - b. Liberty
 - c. Equality
 - d. Fraternity
- 5) To study difference in overall perceptions of media professionals regarding the contemporary role of newspapers in the democracy, in relation to the selected variables :
 - i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. work experience
 - vi. media accountability

- 6) To study difference in overall perceptions of professionals other than the media regarding the contemporary role of newspapers in the democracy in relation to the selected variables.
- i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. occupational strata
 - vi. newspaper utilization pattern
- 7) To study difference in perceptions of media professionals regarding the contemporary role of the newspapers in the democracy with respect to the each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables,
- i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. work experience
 - vi. media accountability
- 8) To study difference in perceptions of the professionals other than the media regarding the contemporary role of newspapers in the democracy with respect to the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables.
- i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. occupational strata
 - vi. newspaper utilization pattern

- 9) To study overall perceptions of media professionals regarding the contemporary role of the television in the democracy.
- 10) To study overall perceptions of professionals other than the media regarding the contemporary role of the television in the democracy.
- 11) To study perceptions of media professionals regarding the contemporary role of the television in relation to the following aspects of the democracy:
 - a. Justice
 - b. Liberty
 - c. Equality
 - d. Fraternity
- 12) To study perceptions of professionals other than the media regarding the contemporary role of the television in relation to the following aspects of the democracy:
 - a. Justice
 - b. Liberty
 - c. Equality
 - d. Fraternity
- 13) To study difference in overall perceptions of media professionals regarding the contemporary role of the television in the democracy in relation to the selected variables :
 - i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. work experience
 - vi. media accountability
- 14) To study difference in overall perceptions of professionals other than the media regarding the contemporary role of the television in the democracy in relation to the selected variables.
 - i. age

- ii.sex
 - iii.educational qualification
 - iv.knowledge regarding democracy
 - v.occupational strata
 - vi.television utilization pattern
- 15) To study differences of perceptions of media professionals regarding the contemporary role of the television in democracy with respect to the each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables,
- i.age
 - ii.sex
 - iii.educational qualification
 - iv.knowledge regarding democracy
 - v.work experience
 - vi.media accountability
- 16) To study differences of perceptions of professionals other than the media regarding the contemporary role of the television in democracy with respect to the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables.
- i.age
 - ii.sex
 - iii.educational qualification
 - iv.knowledge regarding democracy
 - v.occupational strata
 - vi.television utilization pattern
- 17) To seek the suggestions of media professionals regarding the contributions of following groups for strengthening the contemporary role of the above media in the democracy,:

- (1) Citizens of the society
 - (2) Media professionals and
 - (3) Media policy makers.
- 18) To seek the suggestions of professionals other than the media regarding the contributions of following groups for strengthening the contemporary role of the above media in the democracy:
- (1) Citizens of the society
 - (2) Media professionals and
 - (3) Media policy makers.

1.12 Assumptions of the Study

- 1) The media professionals may vary in the following matters namely ;
 - a) age
 - b) sex
 - c) educational qualification
 - d) knowledge regarding democracy
 - e) work experience
 - f) media accountability
- 2) The professionals other than the media may vary in the following matters namely;
 - a) age
 - b) sex
 - c) educational qualification
 - d) occupational strata
 - e) Knowledge regarding democracy
 - f) newspaper utilization pattern
 - g) television utilization pattern.
- 3) Newspapers and the television play important role in a democratic society.

- 4) Media professionals and professionals other than the media form their perceptions regarding the contemporary role of the newspapers and the television in democracy.

1.13 Null Hypotheses of the Study

- 1) There will be no significant differences in overall perceptions of media professionals regarding the contemporary role of newspapers in the democracy in relation to the selected variables:
 - i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. work experience
 - vi. media accountability
- 2) There will be no significant differences in overall perceptions of professionals other than the media regarding the contemporary role of newspapers in the democracy in relation to the selected variables :
 - i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. occupational strata
 - vi. newspaper utilization pattern
- 3) There will be no significant differences in perceptions of media professionals regarding the contemporary role of newspapers in democracy with respect to each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables:

- i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. work experience
 - vi. media accountability
- 4) There will be no significant differences in perceptions of professionals other than the media regarding the contemporary role of newspapers in democracy with respect to the to the each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables :
- i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. occupational strata
 - vi. newspaper utilization pattern
- 5) There will be no significant differences in overall perceptions of media professionals regarding the contemporary role of the television in the democracy in relation to the selected variables:
- i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. work experience
 - vi. media accountability
- 6) There will be no significant differences in overall perceptions of professionals other than the media regarding the contemporary role of the television in the democracy in relation to the selected variables:

- i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. occupational strata
 - vi. television utilization pattern
- 7) There will be no significant differences in perceptions of media professionals regarding the contemporary role of the television in democracy with respect to the each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables,
- i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. work experience
 - vi. media accountability
- 8) There will be no significant differences in perceptions of professionals other than the media regarding the contemporary role of the television in democracy with respect to the to the each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables:
- i. age
 - ii. sex
 - iii. educational qualification
 - iv. knowledge regarding democracy
 - v. occupational strata
 - vi. television utilization pattern

1.14 Delimitations of the Study

- 1) The scope of the present study restricted to media professionals selected from the cities of Vadodara and Ahmedabad of Gujarat.
- 2) The study further restricts to professionals other than the media from Vadodara city of Gujarat.
- 3) Further, the study limits to its scope of selection of the media of newspapers and the television in relation to their role in democracy to realize selected values of the preamble of the Constitution of India namely Justice, Liberty, Equality and Fraternity in the interest of democratic society.

1.15 Operational Definitions of the Study

- 1) **Perception** – In the present study, it is an activity through which an individual becomes aware of objects around him /her and of events taking place. Perception of the same situation may differ from individual to individual due to difference in their experience and cognitive styles, expectations, needs and ways of thinking influence and how an individual interprets what he observes.
- 2) **Media Professionals:** In the present study, they are those people who work either for newspapers or television networks. These people are reporters, editors, subeditors, correspondents, producers, directors, editors, critics, and owners.
- 3) **Professionals other than the media:** For the present study, they are the people who are engaged in specific areas of work. They use newspapers or the television to get acquainted with happenings in a society. They are very large and highly diverse groups. They represent broad cross section of a society. The

media messages are focused for people in a society in general and their participation determines success or failure with content or medium.

- 4) Justice :** In the present study, Justice aspect refers to the role of newspapers and the television in imparting fair and constant flow of information to strengthen social, economic and political fabric of a society. It also includes a role of the selected media in disseminating information irrespective of class, caste, creed, region, religion etcetera and translating it into social relationships to produce Justice.
- 5) Liberty :** Liberty is a value in the preamble that the present study refers to freedom of the media professionals and professionals other than the media in sharing and exchanging thoughts, expressions or believes and keeping faith while conveying democratic messages through newspapers and the television.
- 6) Equality :** In the present study, the value of Equality refers to how newspapers and the television play a valuable role in offering people an opportunity to participate freely in various democratic spheres of public life and thereby constantly to keep the democracy alive. Further, it reviews how far newspapers and the television offer a platform to allow voice of the voiceless to reach the forefront. It offers to people of different status or from various strata of a society to use the democratic media as opportunity to grow and prosper.
- 7) Fraternity :** The value of Fraternity means for the present study that, newspapers and the television allow equal platform to all citizens keeping in mind the spirit of secularism. When they

disseminate information they make sure about dignity of an individual and work to mould people's thinking for unity and integrity of the nation.

8) Media Accountability: In the present study, it refers to objectivity on part of media professionals and their accountability towards subject, source, society or public.