

CHAPTER 4

FINDINGS

The present study was undertaken a major objective of studying the perceptions of media professionals and professionals other than the media regarding the contemporary role of the newspaper and television in the selected aspects of the democracy. For the purpose, the chapter presents an arguments in two parts. Part-I presents the findings collected by using the quantitative method and Part-II presents findings collected by using the qualitative method.

Part – I Findings of the quantitative data

The quantitative findings are presented in the following order.

- 4.1 Profile of the media professionals and the professionals other than the media.
- 4.2 Overall, aspect wise and Intensity Indices of the perceptions of the media professionals and the professionals other than the media regarding the contemporary role of newspapers in the democracy.
- 4.3 Differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers in selected aspects of the democracy in relation to selected variables.
 - 4.3.1 Differences in the overall perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers in the democracy.



- 4.3.2 Differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers on the selected aspect of the Justice in the democracy in relation to the selected variables.
- 4.3.3 Differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers on the selected aspect of the Liberty in the democracy in relation to the selected variables.
- 4.3.4 Differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers on the selected aspect of the Equality in the democracy in relation to the selected variables
- 4.3.5 Differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers on the selected aspect of the Fraternity in the democracy in relation to the selected variables
- 4.4 Item wise Intensity Indices regarding the contemporary role of newspaper in selected aspects of the democracy.
- 4.5 Overall, aspect wise and Intensity Indices of perceptions of the media professionals and professionals other than the media regarding the contemporary role of the television in selected aspects of the democracy.
- 4.6 Differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of the television in selected aspects of the democracy in relation to selected variables.

- 4.6.1 Differences in the overall perceptions of media professionals and professionals other than the media regarding the contemporary role of the television in the democracy.
- 4.6.2 Differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of the television on the selected aspect of the Justice in the democracy in relation to the selected variables.
- 4.6.3 Differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of the television on the selected aspect of the Liberty in the democracy in relation to the selected variables.
- 4.6.4 Differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of the television on the selected aspect of the Equality in the democracy in relation to the selected variables.
- 4.6.5 Differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of the television on the selected aspect of the Fraternity in the democracy in relation to the selected variables.
- 4.7 Item wise Intensity Indices regarding the contemporary role of the television in selected aspects of the democracy.
- 4.8 Suggestions by media professionals and professionals other than the media, to strengthen the contemporary role of newspapers and the television in the democracy.

Part – 2 Findings of the Qualitative data

- 4.9 Profile of media professionals
- 4.10 Contemporary role of newspapers and the television in democracy
 - 4.10.1) Perceptions of media professionals regarding the contemporary role of newspapers and the television in democratic India.
 - 4.10.2) Factors responsible for accountability of media professionals
- 4.11 Ideal role of newspapers and the television in democracy
 - 4.11.1) Perceptions of media professionals regarding the ideal role of newspapers and the television in democracy.
 - 4.11.2) Perceptions of media professionals regarding the role of media professionals in making media more democratic.
- 4.12 Suggestions to strengthen contemporary role of the newspaper and television in democracy.

Part – 1 Findings of the Quantitative data

4.1 Profile of the media professionals and professionals other than the media

4.1.1 PROFILE OF THE MEDIA PROFESSIONALS

4.1.1.1. Variable wise information of media professionals

Table-17 Percentage distribution of the media professionals according to their variables. (N=123)

Variables	Categories	F	%
Age	Younger	68	55.3
	Older	55	44.7
Sex	Male	86	69.9
	Female	37	30.1
Educational Qualification	Educated	37	30.1
	Highly educated	86	69.9
Work Experience	Less experienced	73	59.3
	More experienced	50	40.7
Knowledge regarding democracy	Low achievers	31	25.2
	Average achievers	37	30.1
	High achievers	55	44.7
Media accountability	Less accountable	37	30.1
	Somewhat accountable	39	31.7
	More accountable	47	38.2

The table 17 with the figure 4 show that age wise more than half of the (55.3 percentage) media professionals were younger that in the age group of 21-30 years, and almost forty five percentage (44.7 percentage) of them were older that age. The sex wise percentage distribution of the data reveals that a majority of the (69.9 percentage) media professionals were males and one-third of them (30.1 percentage) were females as in the figure 5.

The table 17 with the figure 6 reveal that a majority (69.9 percentage) of the media professionals studied up to post graduate level and one-third of them (30.1 percentage) were only graduates. With regard to work experience, the table 16 with the figure 7 show that nearly sixty percentage of the media professionals possessed less than five years of experience. However, a little more than forty percentage (40.7 percentage) of them possessed more years of experience in their working field.

Further, the table 17 and the figure 8 reveals that in the present study almost forty five percentage of the media professionals achieved high scores in possessing democratic knowledge. However, a little more than one-fourth of them (30.1 percentage) achieved average score and one fourth of them (25.2 percentage) achieved low scores in possessing knowledge regarding the democracy.

The same table 17 with the figure 9 also show that nearly forty percentage (38.21 percentage) of the professionals were found to be more accountable with respect to their media accountability; whereas an equal percentage of them were found somewhat as well as less accountable to their profession (31.70 percentage and 30.08 percentage respectively).

Figure 4- Percentage distribution of media professionals according to their age groups

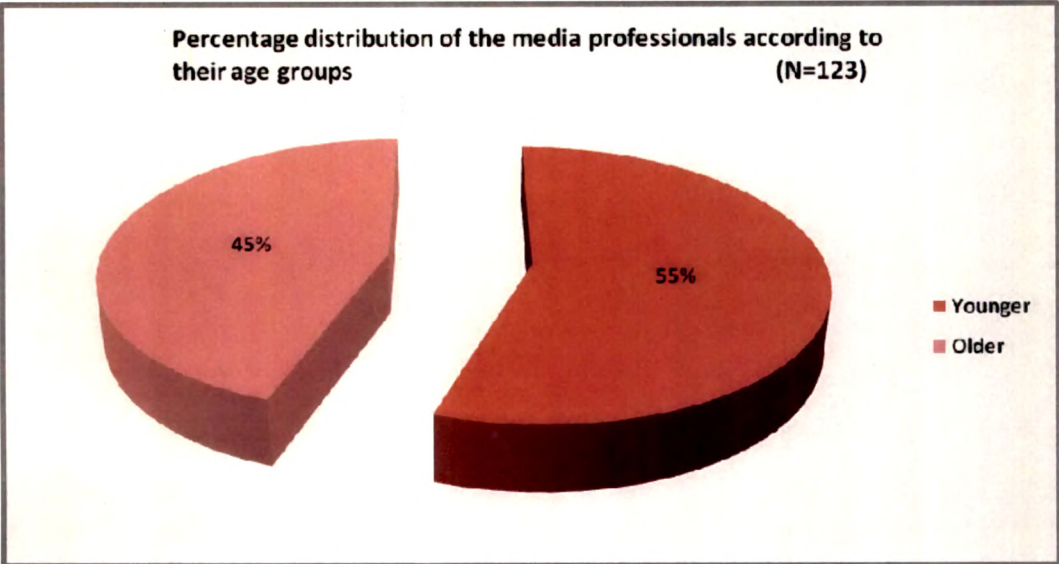


Figure 5- Percentage distribution of media professionals according to their Sex

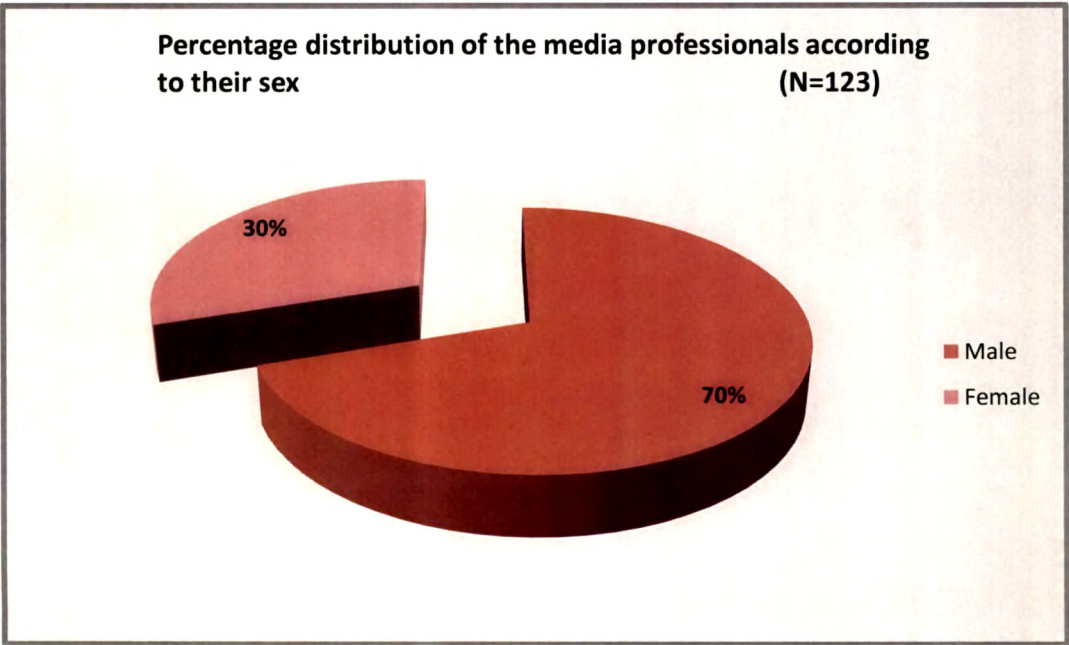


Figure 6 -Percentage distribution of media professionals according to their Educational qualification

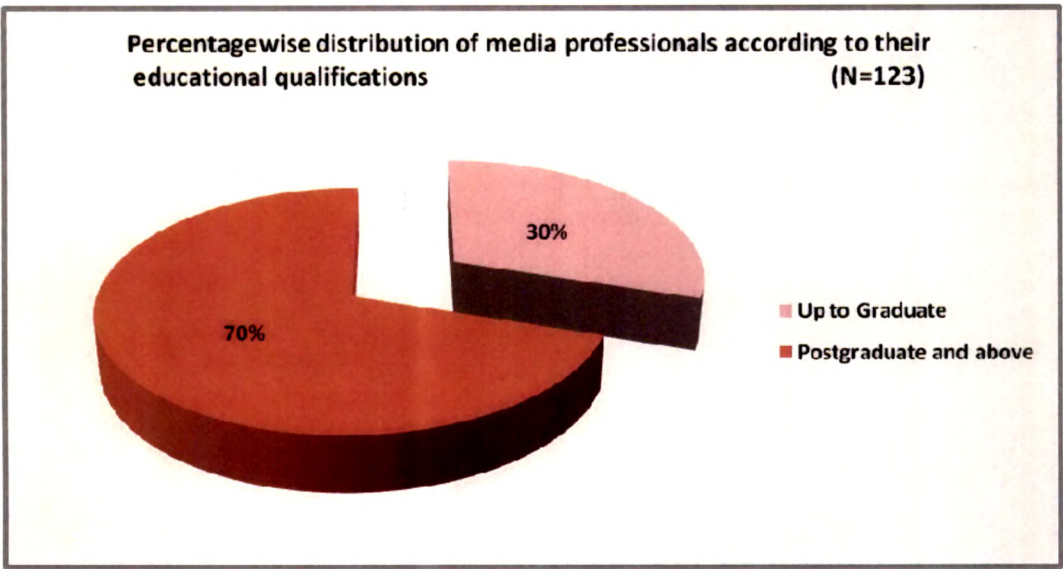


Figure 7 -Percentage distribution of media professionals according to their work experience

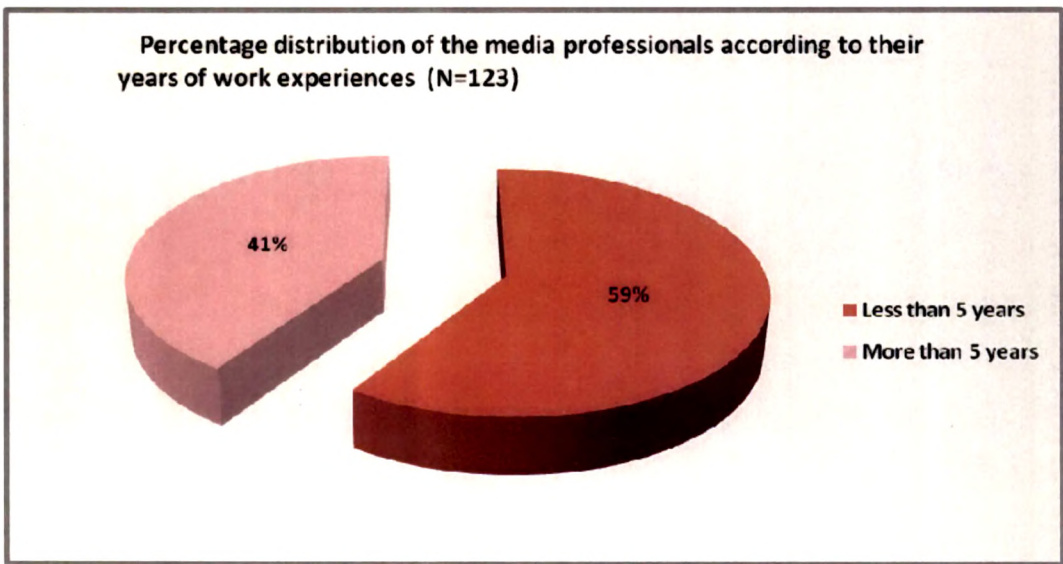


Figure 8 - Percentagewise distribution of media professionals according to their knowledge regarding democracy

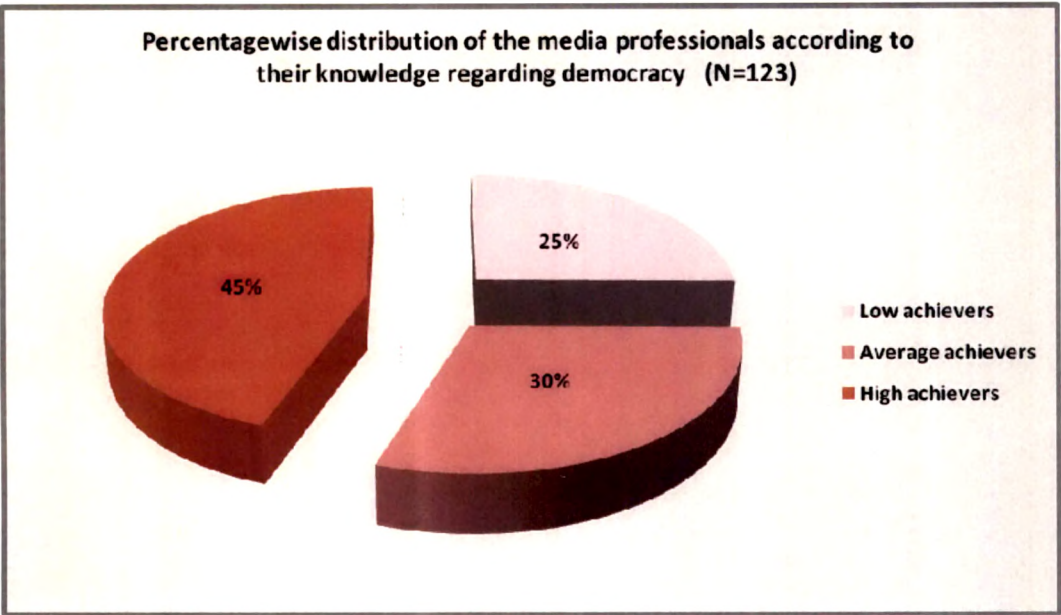
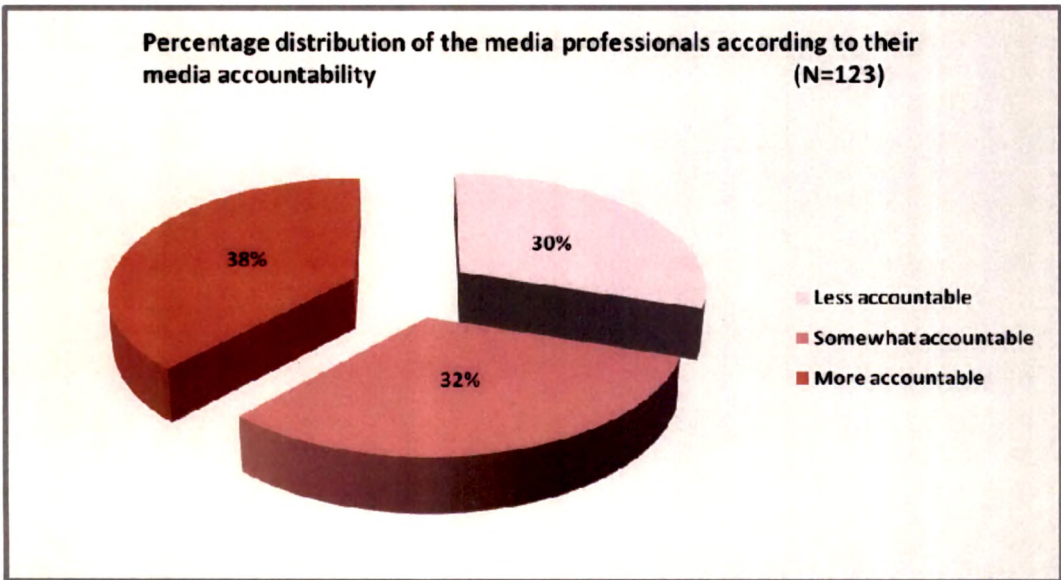


Figure 9 - Percentagewise distribution of media professionals according to their media accountability



4.1.1.2. Background information of Media Professionals

a) *Information regarding type of media organizations, place of residence, typology, acquisition of training related to media and monthly incomes of media professionals.*

Table 18 - Percentage Distribution of the media professionals according to their background information.

(N=123)

Background information	Categories	F	%
Type of media organizations	Newspaper	89	72.4
	Television	34	27.6
Place of residence	Ahmedabad	90	73.2
	Vadodara	33	26.8
Typology of media professionals	Full time	116	94.3
	Part Time / Free-lancer	7	5.7
Media training	Not Acquired	97	78.9
	acquired	26	21.1
Monthly Income	<= Rs.15,000	63	51.2
	>Rs.15,000	60	48.8

The table 18 reveals that the selected media professionals hailed from different media agencies. A high majority of the media professionals (72.4 percentage) were working with reputed newspaper organizations. In the newspaper organizations too, equal percentages of them belonged to the top level local dailies; namely, *Sandesh* and *Divya Bhaskar*, with 13.82 percentage and 12.19 percentage respectively. They were followed by an almost equal percentage of the respondents from national and local dailies called the *Times of India*, *Indian Express*, *Gujarat Samachar* and *Sambhav* with respectively 11.23 percentage, 9.75 percentage, 10.56 percentage, and 8.94 percentage. They are mostly based in the Vadodara and Ahmedabad

cities of Gujarat. A very few of them were working with other dailies namely *Jansatta*, *Yugprabhav*, *The Financial express*, *The Economic times* and *The Hindu*. This composition indicate at varied media experience that would help in getting valid perceptions with a good variety of observations.

Further, the table 18 reveals that with regard to a place of residence, a high majority of the (73.2 percentage) media professionals came from Ahmedabad city, followed by a almost twenty seven percentage of them (26.8 percentage) from the Vadodara city of Gujarat. Regarding the typology of media professionals, a very high majority of the media professionals (94.3) were full time employees of respective organizations or channels and a very small percentage (5.7percentage) of them were part time or free lance reporters in the present study.

As far as the training in the areas of the media profession is concerned, a high majority (78.9 percentage) of the media professionals reported that they did not acquire special media related training and the rest twenty one percentage of them acquired the training as a part of the academic diploma or degree programme in graduation or post graduation in the areas of media that they obtained through regular studies at universities.

Further, the data in the table data 18 reveals that a little more than half of the (51.2 percentage) media professionals had income above Rs.15,000 per month and a little less than half of them (48.8 percentage) had income below Rs. 15,000 per month.

b) *Information regarding formal position of media professionals in their working organizations.*

Table 19 Percentage Distribution of the media professionals according to their formal position in organization

(N=123)

Formal position of media professionals	F	%
Reporters	56	45.5
Editors	28	22.8
Executives	10	8.1
Writers	10	8.1
Cartoonist / Trainee	5	4.0
Production in-charge	4	3.2
Correspondents	4	3.2
Area in-charge	2	1.6
Video recorders	2	1.6
Photographers	1	0.8
Manager	1	0.8
Total	123	100

The table 19 reflects that in the present study, with regard to formal position that the respondents hold in newspaper organizations and television channels, higher percentage (45.5 percentage) of the media professionals were employed as reporters, followed by some (22.8 percentage) of them were editors. Less than ten percentage of them were holding executive positions and were writers, whereas less than five percentage of them were working in different positions like cartoonist or trainees or production-in-charge or correspondents or area-in-charge or video-recorder or photographers or manager.

c) Information regarding Preference for opting media as a profession by media professionals

Table 20 Percentage Distribution of the media professionals according to their preference for opting media profession. (N=123)

Preference for opting profession	F	%
Nature of work	97	78.9
Recognition	61	49.6
Public service	47	38.2
Public contact	43	35.0
Exposure to wide variety of views	43	35.0
Work Freedom	40	32.5
Getting Pay and Perks	31	25.2

As per the table 20, a high percentage (78.9percentage) of media professionals reported that they had preference to opt for the media profession first because to the nature of its work. Next reasons for preferences with higher percentages of them as per the data were to get recognition and media profession as a public service (49.6 percentage and 38.2 percentage respectively). Further, the data also reveal that thirty five percentage of the media professionals reported that reasons to opt for the media profession were like public contacts and exposure to a wide variety of views. The next point of logic were freedom of work and getting good pay and perks (32.5 percentage and 25.2 percentage). These varied preferences further lead to view on their motives that shape their professionals functioning.

d) Information on Criteria for framing media messages

**Table 21 Percentage Distribution of the media professionals
according to their criteria for framing media message.**

(N=123)		
Criteria for framing media message	F	%
Content	118	95.9
Validity of News story	106	86.2
Form of presentation	72	58.5
Potential impact on readers/viewers	72	58.5
Significance of time	69	56.1
Relevance to the readers/viewers	66	53.7
Significance of place	61	49.6
Potential impact on sale of the newspaper / viewership of program	36	29.3
Potential impact on politicians / leaders	15	12.2

The table 21 throws light on the criteria for framing media messages as they emerge from the reports by the media professionals under the study. The data reveal that, a high majority of them reported content about their job (95.9 percentage) and validity of news story (86.2percentage) that they would look for while framing any media message. An equal percentage of them referred to a form of presentation of media messages, its potential impact on readers or viewers (58.5 percentage). Significance of time (56.1 percentage) was the criteria of training developmental messages in the context of the current time. The last two criteria focus on an aspect of impact that media messages may cause on their readers or viewers. It is where the potential and success of the media can be judged.

Further, the table 21 also reveals a little more than fifty percentage of the respondents expressed relevance to readers or viewers (53.7 percentage) and a little less than fifty percentage expressed significance of place (49.6 percentage) as the criteria while

framing media messages. A few of them (29.3 percentage) expressed potential impact on sale of newspaper or viewership of program as one of the criteria while framing media messages. A very small (12.2 percentage) percentage of the media professionals also reported that they thought about their potential impact on politicians and leaders while framing media messages.

e) Information regarding Coverage of various issues in the medium.

**Table 22 Percentage Distribution of the media professionals
according to coverage of various issues in the medium.
(N=123)**

Issues of coverage	Daily (%)	Weekly (%)	Fort- nightly (%)	Monthly (%)	Rarely (%)
Health and Family welfare	41.5	16.3	5.7	4.9	1.6
Education	48.8	19.5	3.3	4.1	2.0
Energy and Environment	39.8	11.4	11.4	6.5	3.2
Communication	48.8	7.3	4.1	2.4	2.4
Transportation	39.8	9.8	4.1	5.7	4.1
Sports	49.6	9.8	1.6	1.6	3.3
Science and Technology	38.2	22.0	1.6	5.7	1.6
Human Rights	40.7	9.8	6.5	4.1	4.1
Crime	52.8	6.5	1.6	3.3	0.8
Water related issues	43.9	5.7	2.4	4.9	2.4
Pollution	36.6	12.2	4.1	5.7	1.6
Corruption	46.3	8.1	1.6	3.3	1.6
Poverty	36.6	8.1	3.3	5.7	5.7
Unemployment	32.5	13.0	8.1	5.7	4.1
Women Empowerment	35.0	16.3	10.6	3.3	2.4
Child labour	38.2	10.6	4.1	7.3	6.5
Urban Development	38.2	14.6	4.1	6.5	3.3
Rural Development	39.0	9.8	4.1	8.1	4.9
Business	23.6	6.5	1.6	1.6	1.6

The table 22 reveals percentage distribution of media professionals according to their preference in covering people's issues in their medium; namely, newspapers and the television. It can be summarized as follows:

Daily coverage on various public issues in newspapers and the television –

- More than half of the respondents reported coverage of Crime in their medium on the daily basis.
- Less than half of the respondents reported about coverage of Sports, Education, Communication, Corruption, and Water related issues, Health and Family Welfare issues, Human Rights on daily basis on both the media.
- More than one-third of the respondents reported about coverage of Rural Development, Energy and Environment, Transportation, Science and Technology, Child labour, Urban Development, Pollution, Poverty, Women Empowerment, Unemployment on daily basis on both the media.
- A little less than one-fourth of the respondents reported a coverage of Business related matters on their medium on a daily basis.

Weekly coverage on various public issues in the newspaper and television –

- Only twenty two percentage of the respondents reported about coverage of Science and Technology in their medium on weekly basis.
- Less than twenty percentage of them reported about coverage of Education, Women Empowerment, Urban Development, Unemployment, Health and Family Welfare, Energy and Environment Pollution, Child labour on weekly basis.

- Less than ten percentage of them reported about coverage of Transportation, Sports, Human Rights, Crime, Corruption, and Water related issues, Poverty, Rural Development, and Business on weekly basis.

Fortnightly coverage on various public issues in the newspaper and television-

- Little more than ten percentage of them reported about coverage of Energy and Environment, Women Empowerment on their medium on every fortnight.
- Less than ten percentage of the respondents reported coverage of Unemployment, Human Rights, Health and Family Welfare issues, Communication, Transportation, Pollution, Child labour, Urban Development, Rural Development, Poverty, Water related issues, Crime, Science and Technology, Corruption, Sports, Education, Business on a fortnightly basis.

The table 22 also shows a monthly and rare coverage of various public issues in newspapers and television –

- Less than ten percentage of the respondents reported about coverage of all the above mentioned issues viz; Health and Family Welfare, Education, Energy and Environment, Communication, Transportation, Sports, Science and Technology, Human Rights, Crime, Water related issues, pollution, corruption, Poverty, Women Empowerment, Unemployment, Child labour, Urban Development, Rural Development, Business as appearing on their medium either monthly or on occasional basis.

Less than one-fourth of the media professionals reported that coverage on their medium mostly focused on the needs and requirement of a particular time frame for a society. Hence, it could not be placed under any categorization under daily, weekly and monthly basis coverage.

4.1.2 PROFILE OF PROFESSIONALS OTHER THAN THE MEDIA

4.1.2.1 Variable-wise information of professionals other than the media

Table 23: Percentage distribution of the professionals other than the media according to their variables. (N=377)

Variables	Categories	F	%
Age	Younger	213	56.5
	Older	164	43.5
Sex	Male	265	70.3
	Female	112	29.7
Educational Qualification	Educated	184	48.8
	Highly educated	193	51.2
Occupational strata	Service	247	65.7
	Business	130	34.3
Knowledge regarding democracy	Low achievers	134	35.5
	Average achievers	96	25.5
	High achievers	147	39.0

The table 23 and the figure 10 show that in view of age more than half of (56.5 percentage) of professionals other than the media were younger and belonged to an age group of 18-40 years. Almost forty four (43.5percentage) percentage of them were older in an age group of 41-63 years. In terms of sex demarcation, distribution of the professionals other than the media reveal that, a high majority (70.3 percentage) of them were males and they were followed by almost thirty percentage (29.7percentage) female professionals (figure 11).

Further, the table 23 and the figure 12 reveal that, with regard to educational qualifications, the data show that a little more than half of the professionals other than the media had received education up to post graduation (51.2 percentage) and a little less than half (48.8 percentage) of them did graduation in various disciplines.

The table 23 and the figure 13 indicate that, a higher percentage (65.7percentage) of them are employed in service. Out of them nearly twenty five percentage of them are engineers by profession working for multi-national companies or corporate houses or government organizations. The next to them are academicians nearly twenty percentage teaching at higher education level at schools and colleges. A few of them were serving as marketing executives or administrators and research scientists and analysts (5.3 percentage and 4.2 percentage respectively). They are followed by a very less percentage of them who are scientists and fashion designers (1.6 percentage and 1.1 percentage respectively). However, nearly 34 percentage of the professionals are engaged in different businesses and a few of them are business owners or proprietors (13.8 percentage). Nearly thirteen percentage of them are doctors. Some of the professionals are chartered accountants and executives at share and stock markets (8.8 percentage). There are lawyers (5.8 percentage) too and a small percentage (0.5 percentage) are architects. The composition represents a wide ranging mix of professionals who can help the present study with their wide ranging perceptions based on different professional backgrounds.

Further the table 23 and the figure 14 reveal that, a higher percentage of the (39 percentage) professionals other than the media achieved high scores on democratic knowledge followed by little more than one-third of them had low knowledge score about the democracy. However, almost one-fourth of them achieved an average knowledge score of democracy.

Figure 10 - Percentagewise distribution of professionals other than the media according to their age groups

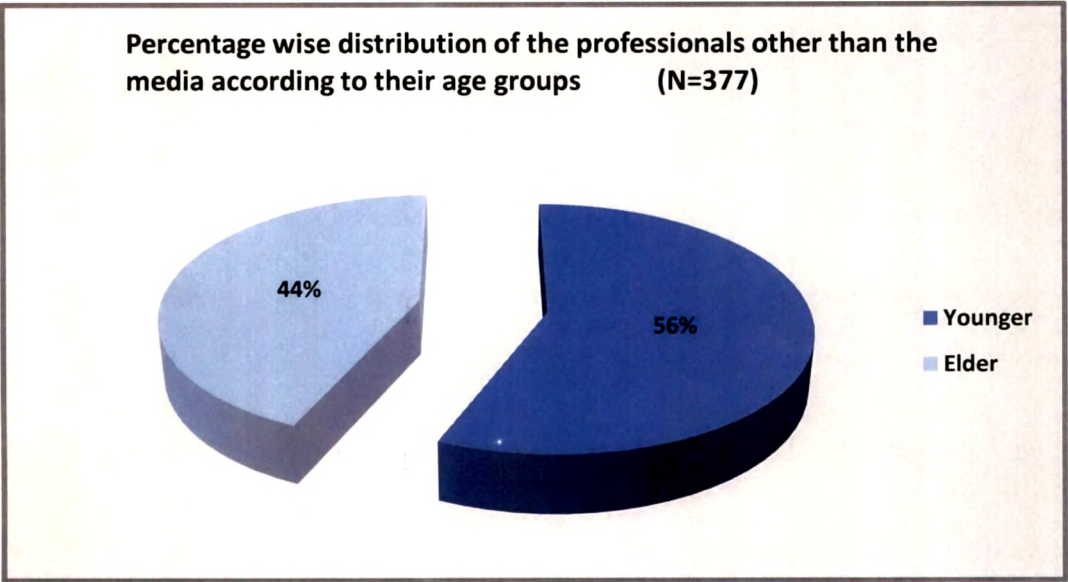


Figure 11- Percentagewise distribution of professionals other than the media according to their Sex

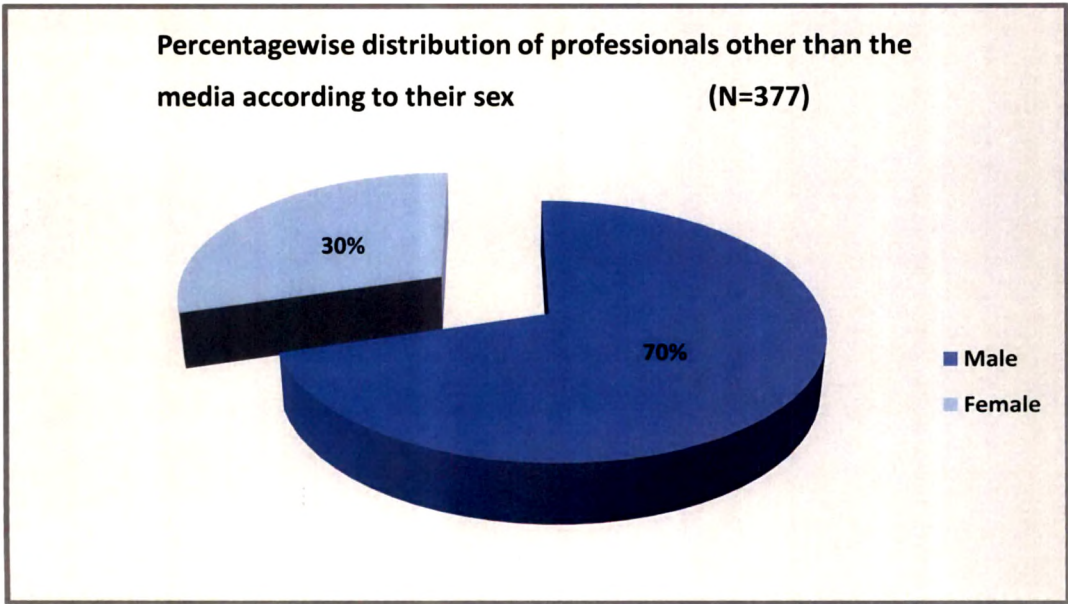


Figure 12 - Percentagewise distribution of professionals other than the media according to their Educational qualification.

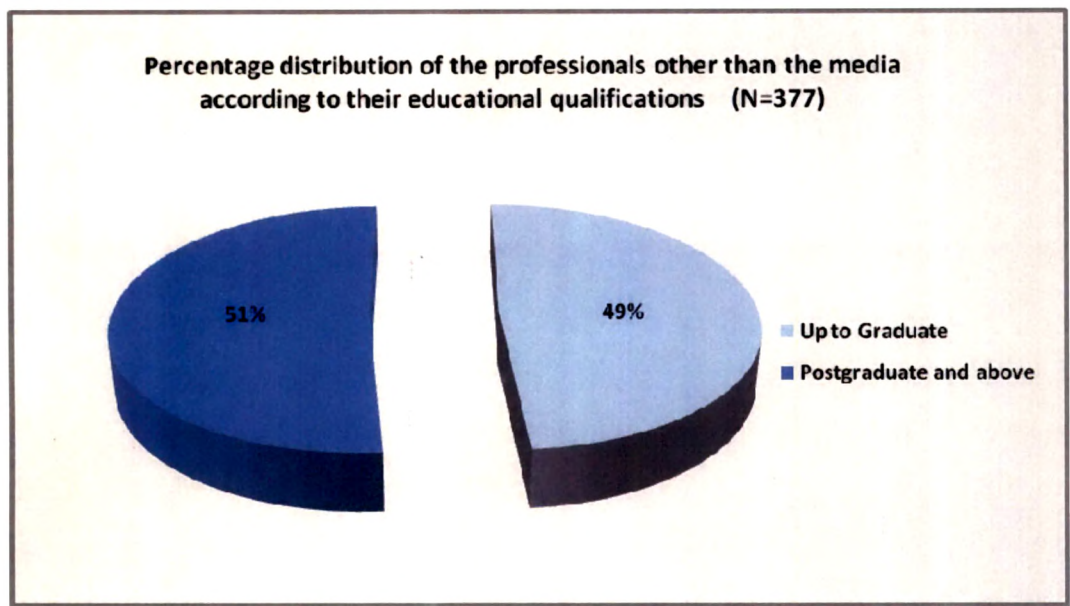


Figure 13 - Percentagewise distribution of professionals other than the media according to their occupational strata.

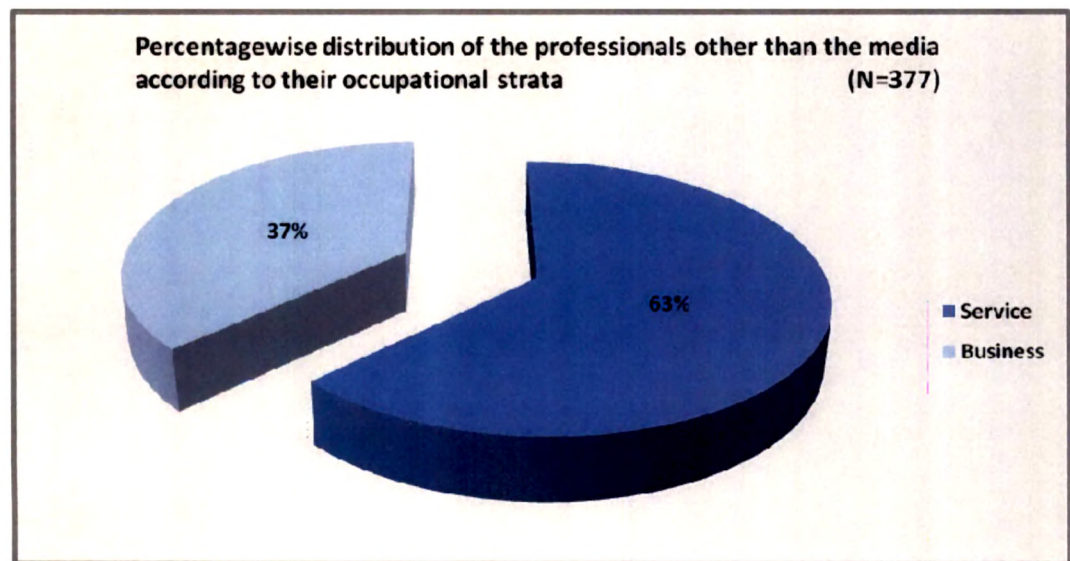
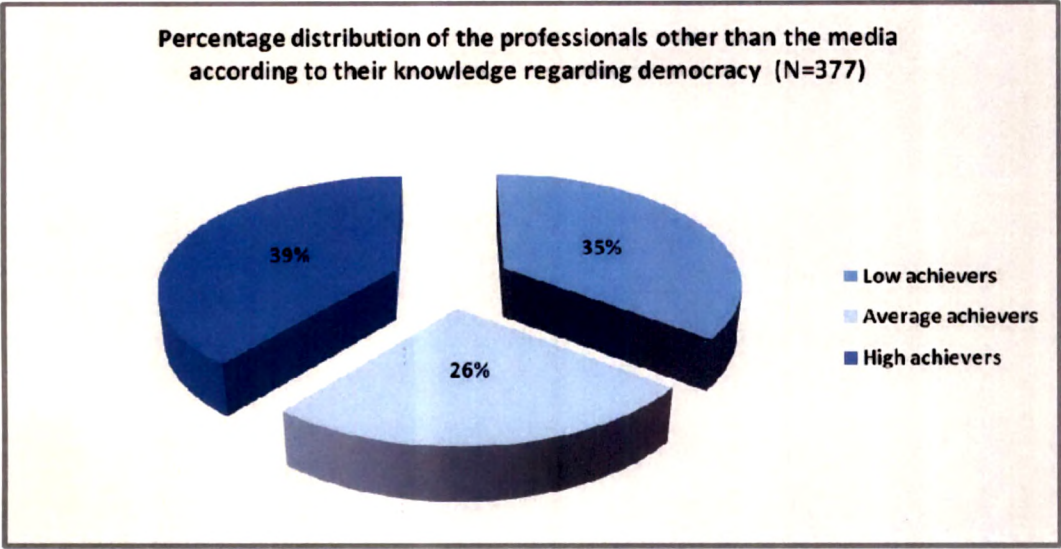


Figure 14 - Percentagewise distribution of professionals other than the media according to their knowledge regarding democracy.



4.1.2.2 Newspaper and Television Utilization pattern of professionals other than the media

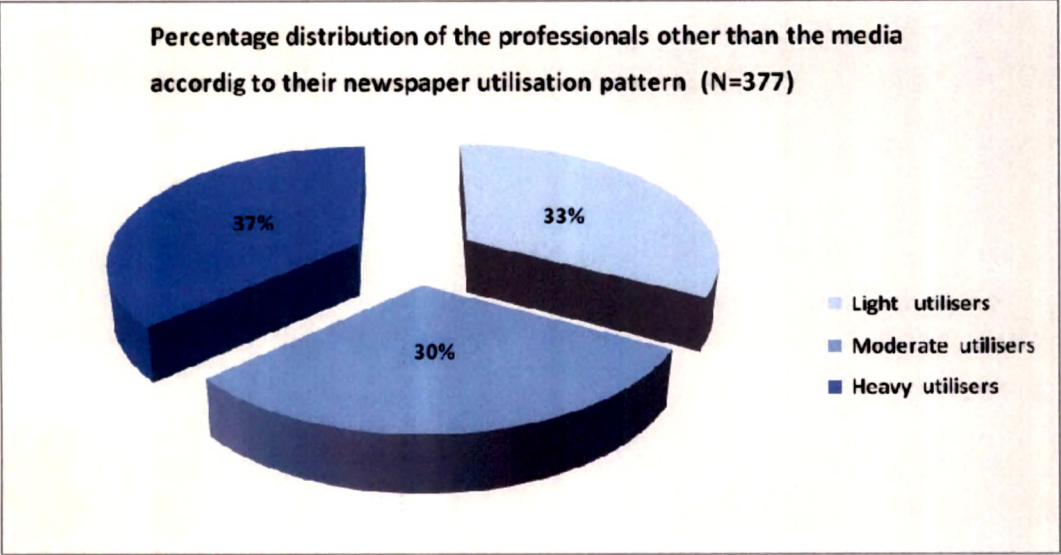
a) *Newspaper utilization pattern of professionals other than the Media*

Table 24: Percentage Distribution of the professionals other than the media according to their the newspaper utilization pattern (N=377)

Newspaper utilization pattern	F	%
Light utilisers	124	32.90
Moderate utilisers	115	30.50
Heavy utilisers	138	36.60
Total	377	100.00

The table 24 and the figure 15 reveal that in view of newspaper utilization pattern, professionals other than the media are found almost equally distributed in all three categories of light, moderate and heavy utilisers (36.60 percentage, 32.89 percentage and 30.50 percentage respectively).

Figure 15 - Percentagewise distribution of professionals other than the media according to their newspaper utilization pattern.



i) Newspaper reading languages of professionals other than the media

Table 25 : Percentage Distribution of the professionals other than the media according to their language for reading the newspaper. (N=377)

Languages of newspapers	F	%
English	294	78.0
Gujarati	219	58.1
Other regional languages	38	10.1

The table 25 reveals that a majority of the professionals other than the media subscribe to English as well as Gujarati newspapers. Further, a high majority (78.0 percentage) of them read English dailies followed by a little less than sixty percentage (58.1 percentage) of them read other regional dailies. A very small percentage (10.1percentage) of them read newspapers in other regional languages like Marathi, Bengali, Malayali, Tamil and others.

ii) Duration of reading the newspaper

Table 26: Percentage Distribution of the professionals other than the media according to their duration of reading the newspaper (N=377)

Duration of newspaper reading	Monday-Saturday		Sunday / holiday	
	F	%	F	%
30 minutes to 2 hours	345	91.5	167	44.3
More than 2 hours	32	8.5	210	55.7

The table 26 reveals that a high majority (91.5percentage) of professionals other than the media have light to moderate reading habits for reading newspapers for half an hour to two hours daily. A small percentage (8.5 percentage) of the professionals other than the media are found to be having heavy reading habits reading newspapers daily for more than two hours. However, during holidays or Sundays more than fifty percentage (55.7percentage) of the professionals other than the media read newspapers for more than two hours and 44.3 percentage of the respondents newspaper for half an hour to two hours.

iii) Liking of the Items in the newspaper

Table 27: Percentage Distribution of the professionals other than the media according to their liking of the items in the newspaper. (N=377)

Items in the newspapers	Like a lot (%)	Like moderately (%)	Don't like (%)
International politics	15.4	58.4	22.3
National politics	28.6	51.5	17.5
Sports	41.6	42.2	13.0
Regional / Local politics	23.9	47.2	25.7
Private lives of famous people	16.4	45.1	33.2
Comic Stripes	26.5	41.4	24.7
Cartoons	23.9	39.0	30.2
Advertisement	21.5	54.4	20.2
Business and Commerce	38.7	43.0	13.5
Accidents / Disaster	15.6	50.7	29.2
Advice Columns	26.5	45.1	23.1
Editorials	37.1	41.4	18.0
Letter to the editors	18.8	39.5	35.0
Human Columns	30.8	50.9	12.2
Interviews	33.2	49.3	14.1
TV Columns	11.1	43.2	38.7
Film reviews	17.5	44.0	34.5
Economy	40.3	45.9	10.9
Science and Industry	54.1	36.9	6.6
Astrological forecast	22.3	39.3	35.5
Crosswords	22.0	34.5	38.5

The table 27 shows the percentage distribution of the professionals other than the media according to their preferences in reading different topics in newspapers. It can be summarized as follows:

The topics much liked to be read in newspapers -

- More than fifty percentage of the professionals other than the media reported that they like to read topics related to Science and Industry.
- Less than half of them reported that they would like to read topics related to sports and economics.
- More than one-third of them reported that they would like to read topics related to business and commerce, editorials, human columns and interviews.
- More than one-fourth of them reported that they would like to read topics related to national politics, comic strips, advice columns.
- One-fourth and even less than one-fourth of the professionals other than the media reported that they would like to read topics on regional and local politics, cartoons, advertisements, astrological forecast, crosswords.
- A small percentage of them reported that they would like to read topics on sports, business and commerce, editorials and economics.

The topics liked to be read in newspapers moderately–

- More than fifty percentage of the professionals other than the media reported that they would like to read topics on international and national politics, advertisement, accidents and human columns.
- Less than half of them stated that they would like to read topics related to sports, regional and local politics, private lives of famous people, comic stripes, business and commerce, advice columns, editorials, interviews, TV columns, filmy reviews and economy.
- More than one-third of them mentioned that they would like to read topics like cartoons, letters to editors, science and industry, astrological forecasts, cross words.

The topics not liked to be read in newspapers –

- More than one-third of the professionals other than the media reported that they would not like to read topics related to private lives of famous people, cartoon, letters to editors, TV columns, film reviews, astrological forecast, cross words.
- More than one-fourth of them reported that they would not like to read topics on regional and local politics, accidents and disasters.
- Less than one-fourth of the respondents stated that they would not like to read topics on international and national politics, sports, comic strips, advertisements, business and commerce, advice columns, editorials, human columns, interviews, and economy.
- Less than ten percentage of them reported that they would not like to read topics related to science and industry.

iv) Preference of selecting the newspaper given by professionals other than media

Table 28: Mean score of the professionals other than the media according to their preference of selecting newspapers.
(N=377)

Criteria of selecting the newspaper	Mean Score
Interesting Articles	2.7
Good quality (Paper and printing)	4.0
Good Coverage	2.9
Reputation of the newspaper	3.8
Name of the publisher	5.6
Name of the Editor	5.8
Easy availability	5.1
Affordability	6.1

The selected professionals other than the media were asked to give their preferences of newspapers ranking in ascending order from the

most important down to less important. A mean score was calculated to identify the preference ranking given by the media professionals and mentioned in the table 28. The mean score of the top three preferences refer to the criteria like interesting articles in newspapers, good coverage in newspapers and reputation of newspapers. It was followed by criteria of good quality of paper and printing, easy availability, name of a publisher of a newspaper. The name of an editor and affordability of a newspaper were found as least preferred criteria on the part of professionals other than the media.

v) Purposes of reading newspaper of professionals other than media

Table 29: Percentage Distribution of the professionals other than the media according to their purpose of reading the newspaper (N=377)

Purposes of reading newspaper	F	%
get acquainted with surrounding information	335	88.9
develop own self	227	60.2
inform others about happenings.	94	24.9
relax	66	17.5
pass the time.	31	8.2
avoid loneliness	14	3.7
relax	66	17.5

The table 29 reveals the percentage distribution of the professionals other than the media according to their purpose of reading the newspaper. The data reveal that high majority (88.9 percentage) of the professionals other than the media read newspapers to get acquainted with surrounding information. They are followed by a good majority of them (60.2 percentage) who read for self development. Almost one-fourth of them (24.9percentage) also reported the purpose of their reading newspapers was to inform others about what they know about the surrounding world.

vi) Role as a citizen to make the role of newspaper satisfactorily by professionals other than the media

Table 30: Percentage Distribution of the professionals other than the media according to their views regarding their roles they would perform as citizens for satisfactorily role of newspapers. (N=377)

Citizen's role	F	%
Choose paper intelligently rather than continue to buy	190	50.4
Watch out for development related message and inundate editors for spotted difficulty	99	26.2
Demand that paper come comes clean without errors by writing letters demanding the basis of the items	88	23.3

The table 30 reveals that half (50.4percentage) of the professionals other than the media reported that their role as active citizen is to choosing newspapers intelligently and they should discontinue to buy a newspaper that does not appear to perform its role satisfactorily. Almost an equal percentage of them also reported that as active citizen they have to watch out for development-related messages and inundate editors for difficulties felt as well as demand of newspapers without an error, by writing letters to the editors the basis of the items (26.2 and 23.3percentage respectively).

4.2.1.3) *Television utilization pattern of professionals other than the Media*

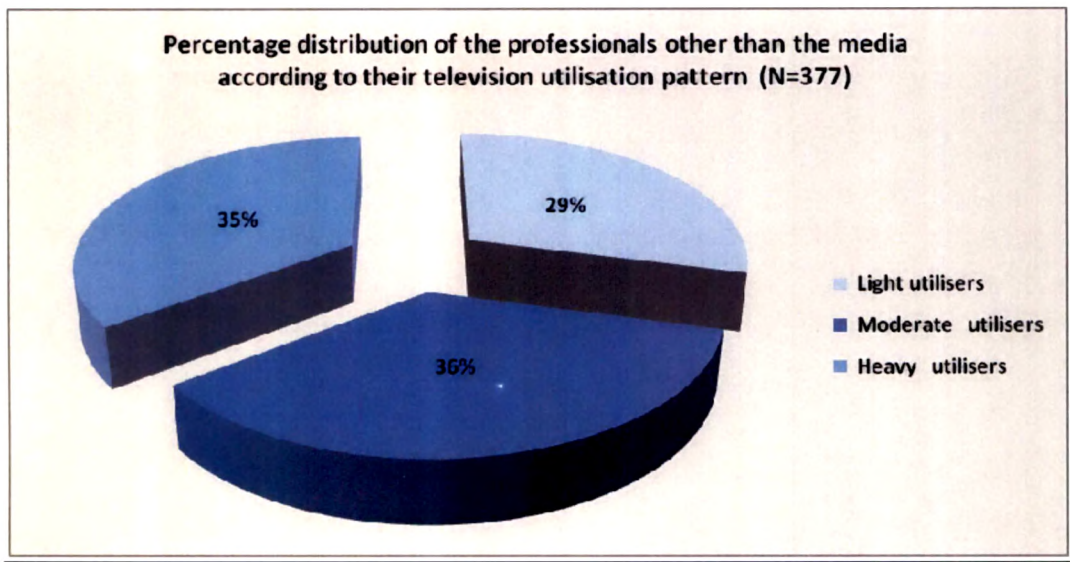
i) Television utilization pattern

Table 31: Percentage Distribution of the professionals other than the media according to their television utilization pattern (N=377)

Television utilization pattern	F	%
Light utilisers	110	29.17
Moderate utilisers	134	35.54
Heavy utilisers	133	35.27
Total	377	100

The table 31 and the figure-16, reflect on the television utilization pattern, where, almost equal percentage (35.3 percentage and 35.5 percentage) of professionals other than the media were found to be heavy or moderate viewers of television programmes. However, less than one-third of them were light television utilisers.

Figure 16 - Percentagewise distribution of professionals other than the media according to their television utilization pattern.



ii) Duration of viewing television

Table 32 Percentage Distribution of the professionals other than the media according to the duration of their viewing television. (N=377)

Duration of viewing Television	Monday to Saturday		Sunday / holiday	
	F	%	F	%
30 minutes to 2 hours	232	61.5	95	25.2
More than 2 hours	145	38.5	282	74.8

The table 32 above reveal that the majority (61.5percentage) of professionals other than the media showed a light to moderate viewing pattern during the week days of Mondays to Saturdays. It was like viewing television for half an hour to two hours. Less than forty percentage (38.5percentage) of them exhibited a heavy viewing pattern that is viewing television for more than two hours. However, during

holidays or Sundays a high majority (74.8percentage) of the professionals other than the media were found to be heavy viewers. And just one fourth (25.2percentage) of them were viewing the television for half an hour to two hours.

iii) Languages of watching television programs by professionals other than the media

Table 33 : Percentage distribution of professionals other than the media according their language for watching television programmes. (N=377)

Languages of Television programme	F	%
Hindi	305	80.9
English	219	58.1
Gujarati	90	23.9
Other regional languages	2	0.5

The table 33 reveals that a high majority (80.9percentage) of professionals other than the media watched Hindi language programs. They were followed by a good majority (58.1 percentage) of them watching programs in the English language. However, some of them (23.9percentage) were watching programs in Gujarati followed by a negligible (0.5percentage) percentage of them who watched programs in other regional languages like Marathi, Punjabi, Tamil, Bengali and others.

iv) Watching different television programs by professionals other than the media

Table 34: Percentage Distribution of the professionals other than the media according to the different television programs watched by them. (N=377)

Television Programmes	Regularly (%)	Often (%)	Some-times (%)	Never (%)
News and current affairs	78.5	11.9	9.0	0.5
Quiz	14.3	27.6	44.6	13.5
Sports	25.7	31.0	35.3	8.0
Sponsored Serials in Hindi	17.0	19.1	44.6	19.4
Feature films in Hindi	10.3	27.6	50.9	11.1
Foreign serials	5.6	13.0	49.6	31.8
POP Music (Indian)	7.2	16.2	46.2	30.5
POP Music (Foreign)	6.6	9.0	46.2	38.2
Hindi Songs	22.5	34.0	33.4	10.1
National Program of dance and music	6.9	16.2	50.1	26.8
UGC Programmes	5.8	11.1	50.1	32.9
Science Programmes	21.5	34.5	33.7	10.3
Health Programmes	18.6	34.2	34.5	12.7
Discovery	3.7	5.3	11.9	79.0

The table 34 reveals the percentage distribution of the professionals other than the media according to their preference in watching television programs. It can be summarized as follows:

Television programs watched 'regularly' –

- High majority (78.5 percentage) of professionals other than the media reported that they watch news and current affairs programmes regularly.

- Little more than one-fourth of them reported that they watch sports program regularly.
- Less than one-fourth of the respondents reported that they watch quiz, programmes, sponsored films in Hindi and health programmes regularly.
- Less than ten percentage of the respondents reported that they watch foreign serials, Pop music (Indian and western), national programmes of dance and music and UGC programmes regularly.

Further the table 34 indicates about television programs watched 'often'–

- More than one-third of the respondents reported that they often watch sports, Hindi songs, science and health-related programmes.
- Little more than one fourth of them reported that they often watch news and current affairs, sponsored serials in Hindi, foreign serials, Pop music (Indian and western), national programmes of dance and music and UGC programmes.

Television programmes watched 'sometimes'–

- More than half the professionals other than the media reported that they sometimes watch feature films in Hindi, national programmes of dance and music and UGC programs.
- Less than fifty percentage of the respondents reported that they sometimes watch quiz, sponsored serials in Hindi, foreign serials and Pop music (Indian and western).
- Little more than one-third of them sometimes watch sports, Hindi songs, science and health related programmes.

- A small percentage of the respondents reported that they sometimes watch news and current affairs programmes.

Television programs watched never –

- Little more than one-third of the professionals other than the media reported that that they never watch foreign serials, Pop music (Indian and western) and UGC programmes.
- Little more than one-fourth of them reported they never watch national programmes of dance and music programs.
- Less than twenty percentage of the respondents reported that they never watch news and current affairs, quiz, sports, sponsored serials in Hindi, feature films in Hindi, Hindi songs, Science and health-related programmes.

v) Influencing Factors in making a choice of television programs

Table 35: Percentage Distribution of professionals other than the media according to the influencing factors in making choice for television programmes. (N=377)

Factors influencing in making choice of television programmes	F	%
Entertainment value	198	52.5
Educational value	180	47.7
Time of Telecast	178	47.2
Type of programme	175	46.4

The table 35 reveals the percentage distribution of professionals other than the media according to the influencing factors in making a

choice of television programs. Entertainment in television programs was found to be the most dominating factor to influence more than fifty percentage (52.5 percentage) of professionals other than the media and accordingly they making a choice of television programs. With almost equal percentage the other factors namely educational value, time of telecast and type of program (47.7 percentage, 47.2 percentage and 46.4 percentage respectively) tend to influence them to making a choice of that television programmes.

- vi) Role as citizens to make the role of the television satisfactorily by professionals other than the media

Table 36: Percentage Distribution of the professionals other than the media according to their views regarding their roles they perform as citizens to ensure that the television performs its role satisfactorily. (N=377)

Role of citizens	F	%
Change channel rather than continue to view	269	71.4
Demand that the channel comes clean without an error by writing a letter to the channel or organization.	103	27.3

The table 36 reveals that a high majority (71.4percentage) of the professionals other than the media feel that as active citizens they should at once change the channel rather than continue viewing it when they find that current one is not satisfactory in giving information. A little more than one-fourth (27.3percentage) of them reported that they demand that the channels should release clean programmes without any error and they should make sure about it by writing a letter to the channel or the organization.

4.2.2.2 Back ground Information of Professionals other than the Media

a) *Usage of media*

Table 37: Percentage Distribution of the professionals other than the media according to their various media utilization patterns. (N=377)

Usage of Media	Everyday (%)	>= 3days in week (%)	< 3 days in week (%)	Never (%)
Radio	28.9	15.4	24.7	31.0
Newspaper	93.9	3.7	1.9	0.5
Magazine	12.7	23.6	41.6	22.0
Television	84.9	10.1	4.5	0.5
Internet	40.8	21.8	19.6	17.8
Books	34.2	22.3	27.9	15.6

The table 37 reveals the percentage distribution of professionals other than the media according to their media usage in their daily lives. It can be summarized as follows:

Utilization of the media on daily basis –

- High majority (93.9 percentage) of the professionals other than the media read the newspapers daily. Further, nearly 85 percentage of the respondents watch the television everyday.
- Little more than forty percentage of them use the internet on daily basis.
- Almost 35 percent of them read books. Followed by them a little less than 30 percentage of them listen to the radio everyday.
- Nearly 13 percent of them only read a magazine everyday.

Utilization of the media for three or more than three days in a week –

- Little more than twenty percent of the professionals other than the media read magazines, books or browse the internet for three or more than three days in a week.
- Little more than ten percent of the professionals other than the media listen to the radio or watch television for three or more than three days in a week.
- Less than five percentage of the professionals other than the media read newspapers for three or more than three days in a week.

Utilization of the media for less than three days in a week –

- Little more than forty percentage of the professionals other than the media read magazines for less than three days in a week.
- More than one-fourth of them read books for less than three days in a week.
- Little less than one-fourth of them listen to the radio for less than three days in a week.
- Less than five percentage of them read newspapers or watch the television for less than three days in a week.

Non-utilization of the media –

- Little more than one-third of the professionals other than the media never listen to the radio.
- Little more than one-fourth of them never read magazines.
- Less than one-fourth of the professionals other than the media never browse the internet or read books.
- A negligible percentage of the professionals other than the media never read newspapers or watch the television.

b) Monthly Income

Table 38: Percentage Distribution of the professionals other than the media according to their monthly income (N=377)

Income	F	%
<= Rs.20,000	175	46.4
>Rs.20,000	202	53.6
Total	377	100

With regard to income, the table 38 shows that a little more than fifty percentage of the professionals other than the media have earnings of more than Rs.20, 000 per month; whereas a little less than half (46.4 percentage) of them have income less than Rs. 20,000 per month.

4.2 Overall, aspect wise and Intensity Indices of the perceptions of media professionals and professionals other than the media regarding the contemporary role of the newspaper in democracy.

Table 39 : Percentage distribution of media professionals and professionals other than the media according to overall, aspect wise and intensity indices of the perceptions regarding the contemporary role of newspapers in the democracy.

Overall and aspects	Media Professionals (N=123)				Professionals other than the media (N=377)			
	F. (%)	S.F. (%)	L. F. (%)	I.I.	F. (%)	S. F. (%)	L.F. (%)	I.I.
Overall	42.3	27.6	30.1	2.14	30.5	40.3	29.2	2.06
Justice	52.8	17.9	29.3	2.12	41.1	15.1	43.8	1.99
Liberty	43.1	23.6	33.3	2.18	24.6	37.7	37.7	2.08
Equality	26.0	24.4	49.6	2.00	27.1	40.3	32.6	2.05
Fraternity	45.5	23.6	30.9	2.19	36.6	23.1	40.3	2.09

(F.=Favourable, S.F.=Somewhat Favourable, L.F.=Less Favourable)

It can be seen from the table 39 and figure 17-21 that the media professionals had overall favourable perceptions regarding the contemporary role of newspapers in the democracy. As per the aspect wise reading it is further revealed that media professionals held favourable perceptions on the Justice, Liberty and Fraternity aspects; whereas they held less favourable perceptions on the Equality aspect.

It is further revealed from the table 39 that overall forty three percentage of the media professionals held favourable perceptions

regarding the contemporary role of newspapers in the democracy.

Regarding the Justice aspect, more than half of the media professionals held favourable perceptions regarding the contemporary role of newspapers in the democracy. An almost equal percentage (43.1 percentage and 45.5 percentage) of the media professionals held favourable perceptions regarding the contemporary role of newspapers on the Liberty and Fraternity aspects of the democracy. However, almost half of the media professionals gave out less perceptions regarding the contemporary role of newspapers on equality aspect of the democracy.

On the other hand, the table 39 and figure 17-21 also reveal perceptions of the professional other than the media regarding the contemporary role of newspapers in the democracy. It indicates that, professional other than the media held overall somewhat favourable perceptions regarding the contemporary role of newspapers in the democracy. The findings of the overall Intensity Indices of the professionals other than the media also revealed a similar picture of somewhat favourable perception regarding the contemporary role of newspapers in the democracy. Aspect wise, it is further revealed that the professionals other than the media held somewhat favourable perceptions regarding the contemporary role of newspapers on the Equality aspect of the democracy. It was however less favourable for the Justice and Fraternity aspects. Further, the table data also reveal that the media professionals held somewhat or less favourable perceptions regarding the contemporary role of newspapers on the Liberty aspect of the democracy.

It is further revealed from the table 39 that nearly forty percentage of the professionals other than the media held overall, somewhat favourable perceptions regarding the contemporary role of newspapers

in the democracy. Regarding the Equality aspect, the professionals other than the media held somewhat favourable perceptions about the contemporary role of newspapers in the democracy. Almost equal percentages (37.7 percentage) of the professionals other than the media gave out somewhat or less favourable perceptions regarding the contemporary role of newspapers on the Liberty aspect of the democracy. The table 39 further shows that, professionals other than the media held less favourable perceptions regarding the contemporary role of newspapers on the Justice and Fraternity aspects of the democracy. This trend of perceptions is displayed in the figures as detailed below:

Figure 17 – Percentage distribution of overall perceptions of media professionals and professionals other than the media regarding the contemporary of newspapers in the democracy.

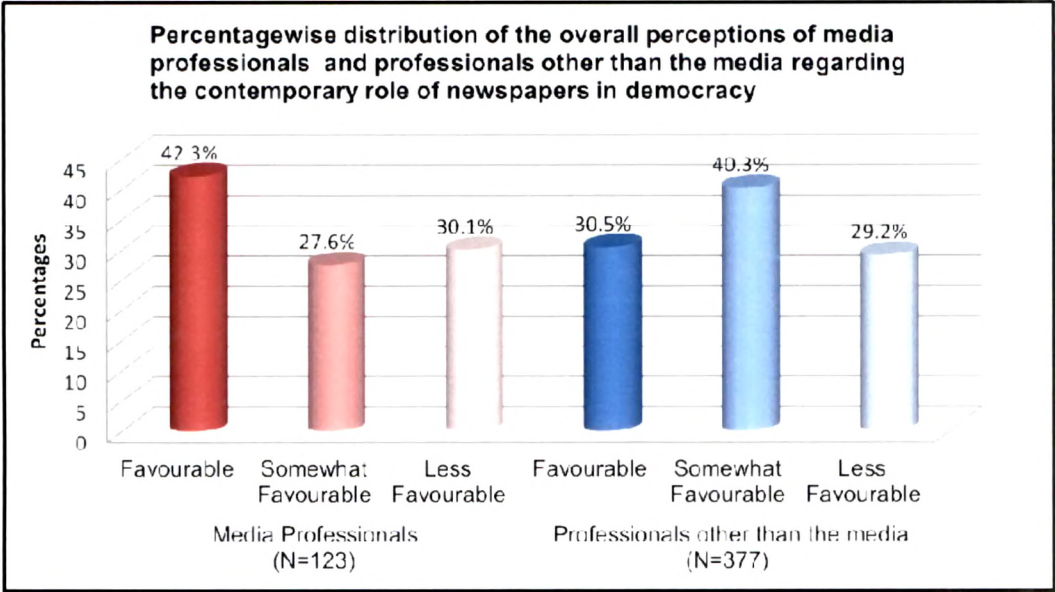


Figure 18 – Percentage distribution of perceptions of media professionals and professionals other than the media regarding the contemporary of newspapers on Justice aspect of the democracy.

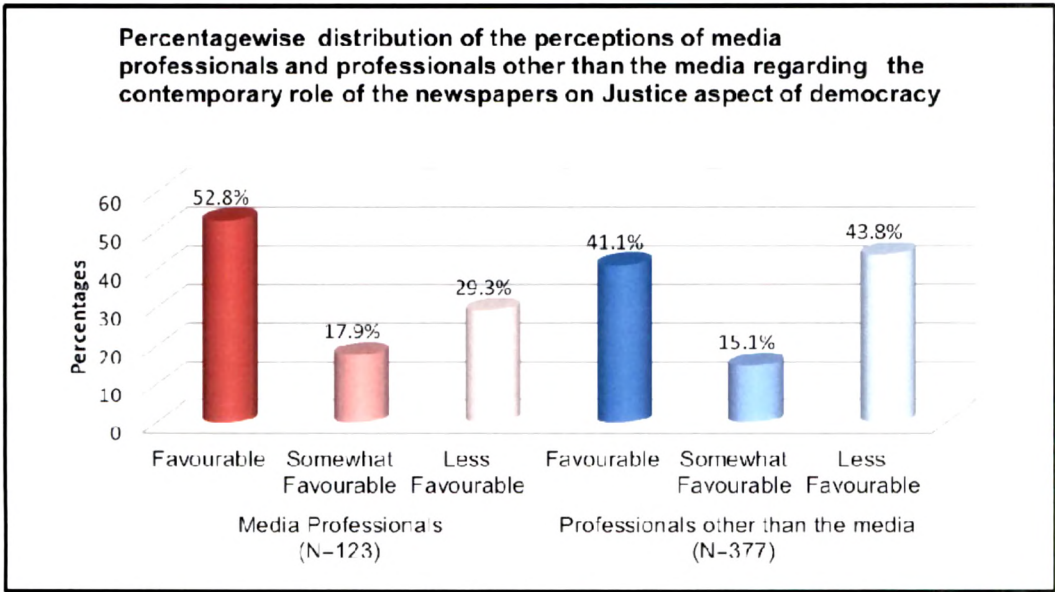


Figure 19 – Percentage distribution of perceptions of media professionals and professionals other than the media regarding the contemporary of newspapers on Liberty aspect of the democracy.

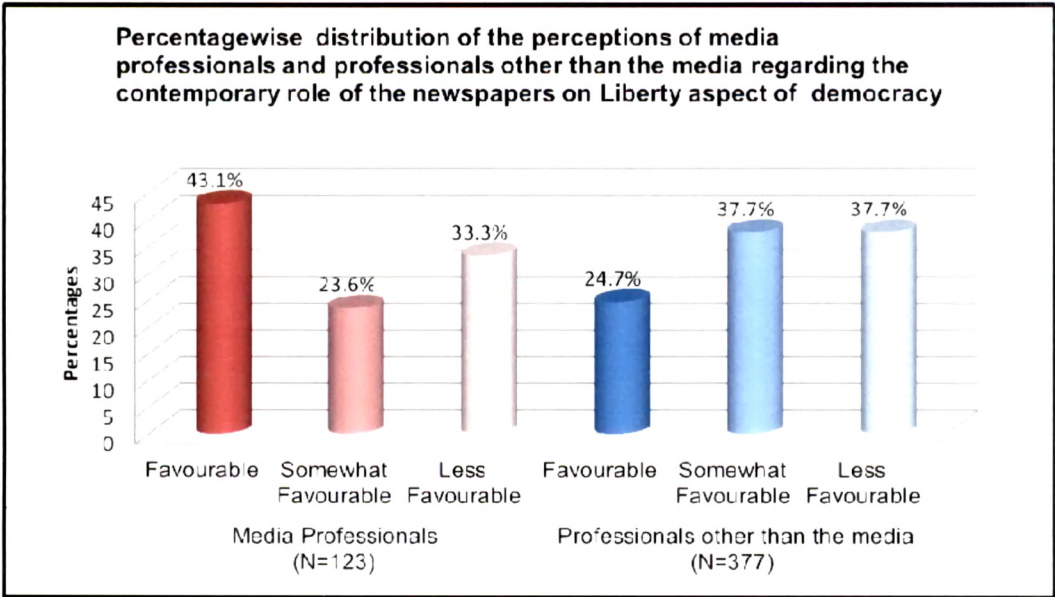


Figure 20 – Percentage distribution of perceptions of media professionals and professionals other than the media regarding the contemporary of newspapers on Equality aspect of the democracy.

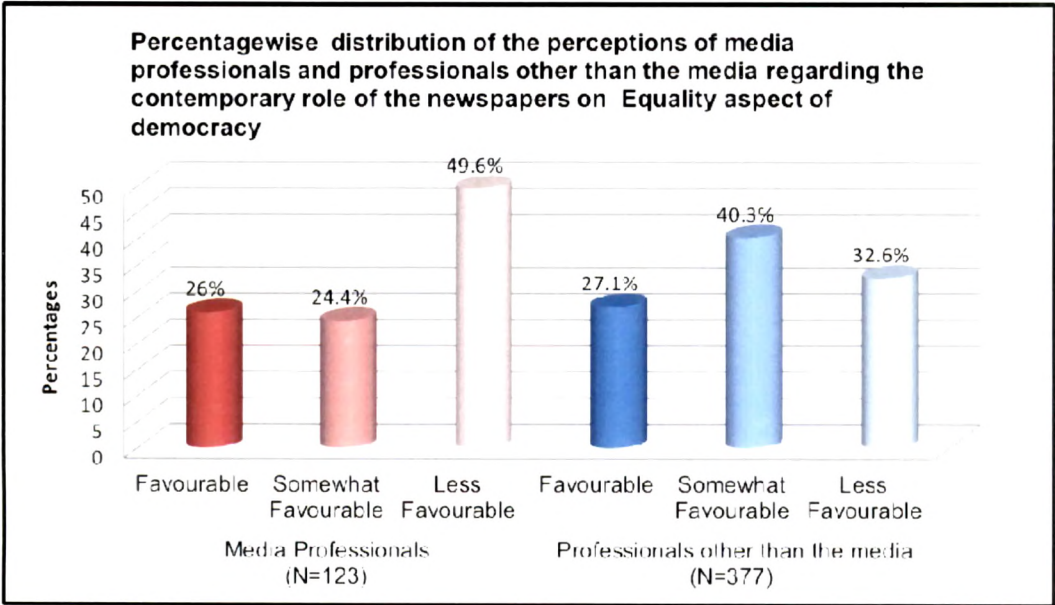


Figure 21– Percentage-wise distribution of perceptions of media professionals and professionals other than the media regarding the contemporary of newspapers on Fraternity aspect of the democracy.

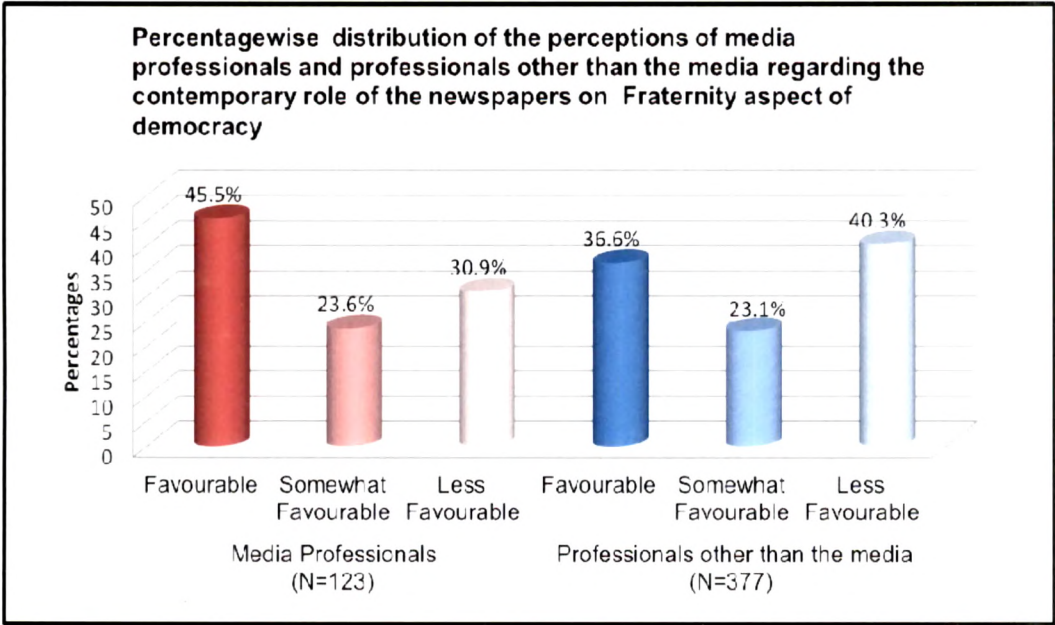


Table 40: Percentage distribution of media professionals and professionals other than the media according to their overall perceptions regarding the contemporary role of newspapers in the democracy in relation to the selected variables.

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S. F. (%)	L.F. (%)	N=377	F. (%)	S.F. (%)	L.F. (%)
Age								
• Younger	68	38.2	32.4	29.4	213	27.2	46.5	26.3
• Older	55	47.3	21.8	30.9	164	34.8	32.3	32.9
Sex								
• Male	86	39.5	34.9	25.6	265	32.1	38.1	29.8
• Female	37	48.6	10.8	40.5	112	26.8	45.5	27.7
Educational qualifications								
• Educated	37	59.5	18.9	21.6	184	32.1	41.8	26.1
• Highly educated	86	34.9	31.4	33.7	193	29.0	38.9	32.1
Knowledge regarding democracy								
• Low achievers	31	61.3	16.1	22.6	134	23.1	47.0	29.9
• Average achievers	37	45.9	21.6	32.4	96	30.2	38.5	31.3
• High achievers	55	29.1	38.2	32.7	147	37.4	35.4	27.2
Work experience								
• Less experienced	73	37.0	27.4	35.6	-	-	-	-
• More experienced	50	50.0	28.0	22.0	-	-	-	-
Media accountability								
• Less accountable	37	35.1	21.6	43.2	-	-	-	-
• Somewhat accountable	39	41.0	35.9	23.1	-	-	-	-
• More accountable	47	48.9	25.5	25.5	-	-	-	-
Occupation								
• Service	-	-	-	-	237	32.9	38.4	28.7
• Business	-	-	-	-	140	26.4	43.6	30.0
Newspaper Utilization pattern								
• Light utilisers	-	-	-	-	124	29.6	45.2	27.4
• Moderate utilisers	-	-	-	-	115	34.8	30.4	34.8
• Heavy utilisers	-	-	-	-	138	29.7	44.2	26.1

(F=Favourable, S.F. = Somewhat Favourable, L.F.=Less favourable)

The table 40 reveals that a higher percentage of the media professionals from the following categories of variables held, overall favourable perceptions regarding the contemporary role of newspapers in the democracy.

- Younger and older media professionals
- Males and females
- Educated media professionals
- Low as well as average knowledge score achievers of democracy
- More experienced media professionals
- Somewhat as well as more accountable, media professionals

Further, the table 40 also reveals that, a higher percentage of professionals other than the media belonging to following categories of variables held overall somewhat favourable perceptions regarding the contemporary role of newspapers in the democracy.

- Younger professionals other than the media
- Males and females
- Educated and highly educated professionals other than the media
- Low as well as average knowledge score achievers of democracy
- Business professionals other than the media
- Light and heavy newspaper utilisers

Table 41: Percentage distribution of media professionals and professionals other than the media according to their perceptions regarding the contemporary role of newspapers on the Justice aspect of the democracy in relation to the selected variables.

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S.F. (%)	L. F. (%)	N=377	F. (%)	S. F. (%)	L. F. (%)
Age								
• Younger	68	50.0	19.1	30.9	213	39.9	18.3	41.8
• Older	55	56.4	16.4	27.3	164	42.7	11.0	46.3
Sex								
• Male	86	57.0	15.1	27.9	265	40.0	12.5	47.5
• Female	37	43.2	24.3	32.4	112	43.8	21.4	34.8
Educational qualifications								
• Educated	37	62.2	18.9	18.9	184	39.7	15.8	44.6
• Highly educated	86	48.8	17.4	33.7	193	42.5	14.5	43.0
Knowledge regarding democracy								
• Low achievers	31	64.5	19.4	16.1	134	41.0	14.9	44.0
• Average achievers	37	48.4	13.5	37.8	96	42.7	14.6	42.7
• High achievers	55	49.1	20.0	30.9	147	40.1	15.6	44.2
Work experience								
• Less experienced	73	49.3	19.2	31.5	-	-	-	-
• More experienced	50	58.0	16.0	26.0	-	-	-	-
Media accountability								
• Less accountable	37	43.2	18.9	37.8	-	-	-	-
• Somewhat accountable	39	53.8	17.9	28.2	-	-	-	-
• More accountable	47	59.6	17.0	23.4	-	-	-	-
Occupation								
• Service	-	-	-	-	237	41.8	13.1	45.1
• Business	-	-	-	-	140	40.0	18.6	41.4
Newspaper Utilization pattern								
• Light utilisers	-	-	-	-	124	37.1	15.3	47.6
• Moderate utilisers	-	-	-	-	115	43.5	11.3	45.2
• Heavy utilisers	-	-	-	-	138	42.8	18.1	39.1

(F=Favourable, S.F. = Somewhat Favourable, L.F.=Less favourable)

The table 41 shows that a higher percentage of the media professionals from the following categories of variables held favourable perceptions regarding the contemporary role of newspapers on the Justice aspect of the democracy. The findings reveal that in all the following categories of the variables, media professionals held favourable perceptions regarding the contemporary role of newspapers on the Justice aspect of the democracy.

- Younger and Older media professionals
- Males and Females
- Educated and highly educated media professionals
- Low, average as well as high knowledge score achievers of democracy
- Less and more experienced
- Somewhat as well as more accountable media professionals

On the other hand, the table 41 also reveals that, a higher percentage of the professionals other than the media from following categories of variables held less favourable perceptions regarding the contemporary role of newspapers on Justice aspect of the democracy.

- Younger and older professionals other than the media
- Males
- Educated professionals other than the media
- Low as well as high knowledge score achievers of democracy
- Light and moderate newspaper utilisers

A higher percentage of professionals other than the media in the categories of variables females and heavy newspaper utilization held favourable perceptions regarding the contemporary role of newspapers on the Justice aspect of the democracy. Further, for the variable namely occupation, an almost equal percentage of the professionals other than the media in service and business categories held perceptions ranging favourable to less favourable regarding the contemporary role of newspapers on the Justice aspect of the democracy.

Table 42: Percentage distribution of the media professionals and professionals other than the media according to their perceptions regarding the contemporary role of newspapers on the Liberty aspect of the democracy in relation to the selected variables.

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S.F. (%)	L.F. (%)	N=377	F. (%)	S.F. (%)	L.F. (%)
Age								
• Younger	68	39.7	25.0	35.3	213	27.2	35.7	37.1
• Older	55	47.3	21.8	30.9	164	21.3	40.2	38.4
Sex								
• Male	86	44.2	19.8	36.0	265	24.9	38.5	36.6
• Female	37	40.5	32.4	27.0	112	24.1	35.7	40.2
Educational qualifications								
• Educated	37	54.1	18.9	27.0	184	31.0	33.7	35.3
• Highly educated	86	38.4	25.6	36.0	193	18.7	41.5	39.9
Knowledge regarding democracy								
• Low achievers	31	54.8	16.1	29.0	134	20.1	38.1	41.8
• Average achievers	37	40.5	24.3	35.1	96	24.0	36.5	39.6
• High achievers	55	38.2	27.3	34.5	147	29.3	38.1	32.7
Work experience								
• Less experienced	73	38.4	23.3	38.4	-	-	-	-
• More experienced	50	50.0	24.0	26.0	-	-	-	-
Media accountability								
• Less accountable	37	29.7	29.7	40.5	-	-	-	-
• Somewhat accountable	39	43.6	25.6	30.8	-	-	-	-
• More accountable	47	53.2	17.0	29.8	-	-	-	-
Occupation								
• Service	-	-	-	-	237	25.7	39.7	34.6
• Business	-	-	-	-	140	22.9	34.3	42.9
Newspaper Utilization pattern								
• Light utilisers	-	-	-	-	124	20.2	37.9	41.9
• Moderate utilisers	-	-	-	-	115	26.1	39.1	34.8
• Heavy utilisers	-	-	-	-	138	27.5	36.2	36.2

(F=Favourable, S.F. = Somewhat Favourable, L.F.=Less favourable)

The table 42 reveals that a higher percentage of the media professionals from the following categories of variables held favourable perceptions regarding the contemporary role of newspapers on the Liberty aspect of the democracy.

- Younger and older media professionals
- Males and females
- Educated and highly educated media professionals
- Low, average and high knowledge score achievers of democracy
- More experienced
- Somewhat and more accountable media professionals

On the other hand, table 42 also reveals that, a higher percentage of professionals other than the media from the following categories of variables held favourable perceptions regarding the contemporary role of newspapers on the Liberty aspect of the democracy.

- Older professionals other than the media
- Males
- Highly educated
- High knowledge score achievers of democracy
- Service professionals other than the media
- Moderate newspaper utilisers

Further, table 42 also shows that a higher percentage of the professionals other than the media from the following categories of variables held less favourable perceptions regarding the contemporary role of newspapers on the Liberty aspect of the democracy.

- Younger professionals other than the media
- Females
- Educated
- Low and average knowledge score achievers of democracy
- Business professionals other than the media
- Light newspaper utilisers

Table 43 : Percentage distribution of the media professionals and professionals other than the media according to their perceptions regarding the contemporary role of newspapers on the Equality aspect of the democracy in relation to the selected variables.

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S. F. (%)	L. F. (%)	N=377	F. (%)	S. F. (%)	L. F. (%)
Age								
• Younger	68	20.6	26.5	52.9	213	26.3	37.1	36.6
• Older	55	32.7	21.8	45.5	164	28.0	44.5	27.4
Sex								
• Male	86	24.4	27.9	47.7	265	29.4	35.8	34.7
• Female	37	29.7	16.2	54.1	112	21.4	50.9	27.7
Educational qualifications								
• Educated	37	37.8	21.6	40.5	184	26.6	38.0	35.3
• Highly educated	86	20.9	25.6	53.5	193	27.5	42.5	30.1
Knowledge regarding democracy								
• Low achievers	31	41.9	29.0	29.0	134	23.9	38.1	38.1
• Average achievers	37	32.4	35.1	32.4	96	25.0	34.4	40.6
• High achievers	55	12.7	14.5	72.7	147	31.3	46.3	22.4
Work experience								
• Less experienced	73	19.2	28.8	52.1	-	-	-	-
• More experienced	50	36.0	18.0	46.0	-	-	-	-
Media accountability								
• Less accountable	37	24.3	27.0	48.6	-	-	-	-
• Somewhat accountable	39	12.8	33.3	53.8	-	-	-	-
• More accountable	47	38.3	14.9	46.8	-	-	-	-
Occupation								
• Service	-	-	-	-	237	25.3	41.8	32.9
• Business	-	-	-	-	140	30.0	37.9	32.1
Newspaper Utilization pattern								
• Light utilisers	-	-	-	-	124	30.6	43.5	25.8
• Moderate utilisers	-	-	-	-	115	20.9	39.1	40.0
• Heavy utilisers	-	-	-	-	138	29.0	38.4	32.6

(F=Favourable, S.F. = Somewhat Favourable, L.F.=Less favourable)

The table 43 reveals that a higher percentage of the media professionals from the following categories of variables held less favourable perceptions regarding the contemporary role of newspapers on the Equality aspect of the democracy.

- Younger and older media professionals
- Males and females
- Educated and highly educated media professionals
- High knowledge score achievers of democracy
- Less and more experienced media professionals
- Less, somewhat as well as more accountable media professionals

The table 43 also reveals that, a higher percentage in the category of low achievers media professionals from the variable of knowledge regarding democracy held favourable perceptions regarding the contemporary role of newspapers on Equality aspect of the democracy. Further, a higher percentage of professionals other than the media in the categories of variables namely age, sex, educational qualification and occupation, show somewhat favourable perceptions regarding the contemporary role of newspapers on the Equality aspect of the democracy.

Table 44: Percentage distribution of the media professionals and professionals other than the media according to their perceptions regarding the contemporary role of newspapers on the Fraternity aspect of the democracy in relation to the selected variables.

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S.F. (%)	L. F. (%)	N=377	F. (%)	S.F. (%)	L. F. (%)
Age								
• Younger	68	39.7	27.9	32.4	213	31.9	25.8	42.3
• Older	55	52.7	18.2	29.1	164	42.7	19.5	37.8
Sex								
• Male	86	47.7	24.4	27.9	265	39.2	20.8	40.0
• Female	37	40.5	21.6	37.8	112	30.4	28.6	41.1
Educational qualifications								
• Educated	37	59.5	16.2	24.3	184	39.1	21.2	39.7
• Highly educated	86	39.5	26.7	33.7	193	34.2	24.9	40.9
Knowledge regarding democracy								
• Low achievers	31	58.1	22.6	19.4	134	38.1	20.9	41.0
• Average achievers	37	43.2	18.9	37.8	96	33.3	25.0	41.7
• High achievers	55	40.0	27.3	32.7	147	37.4	23.8	38.8
Work experience								
• Less experienced	73	38.4	24.7	37.0	-	-	-	-
• More experienced	50	56.0	22.0	22.0	-	-	-	-
Media accountability								
• Less accountable	37	29.7	27.0	43.2	-	-	-	-
• Somewhat accountable	39	41.0	28.2	30.8	-	-	-	-
• More accountable	47	61.7	17.0	21.3	-	-	-	-
Occupation								
• Service	-	-	-	-	237	38.0	22.4	39.7
• Business	-	-	-	-	140	34.3	24.3	41.4
Newspaper Utilization pattern								
• Light utilisers	-	-	-	-	124	32.3	25.0	42.7
• Moderate utilisers	-	-	-	-	115	36.5	21.7	41.7
• Heavy utilisers	-	-	-	-	138	40.6	22.5	37.0

(F=Favourable, S.F. = Somewhat Favourable, L.F.=Less favourable)

The table 44 reveals that a higher percentage of the media professionals from all the following categories of variables showed favourable perceptions regarding the contemporary role of newspapers on the Fraternity aspect of the democracy.

- Younger and older media professionals
- Males and females
- Educated and highly educated
- Low, average as well as high knowledge score achievers of democracy
- More experienced
- Somewhat and more accountable media professionals

Further, the table 44 also reveals that, a higher percentage of less accountable media professionals in the variable category, namely media accountability, shows less favourable perceptions regarding the contemporary role of newspapers on the Fraternity aspect of the democracy.

The same table 44 reveals that a higher percentage of the professionals other than the media in the following categories of variables show less favourable perceptions regarding the contemporary role of newspapers on the Fraternity aspect of the democracy.

- Younger professionals other than the media
- Males and females
- Highly educated
- Low and average knowledge score achievers of democracy
- Business professionals other than the media
- Light and moderate newspaper utilisers

A higher percentage of the professionals other than the media in the categories of variables, namely older age and heavy newspaper utilisers show favourable perceptions regarding the contemporary role of newspapers on the Fraternity aspect of the democracy.

4.3 Differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers in selected aspects of the democracy in relation to selected variables.

4.3.1 DIFFERENCES IN THE OVERALL PERCEPTIONS OF MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF NEWSPAPERS IN THE DEMOCRACY IN RELATION TO SELECTED VARIABLES.

The findings related to the difference in the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers on selected aspects of the democracy in relation to selected variables are described below.

Table 45 t-value showing variable-wise differences in the overall perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers in the democracy.

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Age	Younger	68	2.11	0.22	1.10 NS	213	2.06	0.17	0.59 NS
	Older	55	2.17	0.31		164	2.05	0.18	
Sex	Male	86	2.14	0.28	0.19 NS	265	2.05	0.18	0.19 NS
	Female	37	2.13	0.23		112	2.06	0.16	
Educa- tional Qualifi- cations	Educated	37	2.17	0.29	0.80 NS	184	2.06	0.17	0.87 NS
	Highly educated	86	2.12	0.25		193	2.05	0.18	
Work expe- rience	Less experienced	73	2.11	0.23	1.42 NS	-	-	-	-
	More experienced	50	2.17	0.29		-	-	-	

Table 45 Cont...

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Occu- pation	Service	-	-	-	-	237	2.06	0.17	0.08 NS
	Business	-	-	-		140	2.06	0.18	

NS – Not Significant

The table 45 shows that there was no significant difference in the overall perceptions of media professionals regarding the contemporary role of newspaper in the democracy in relation to their age, sex, educational qualification and work experience. It means that these variables did not make any significant difference in the overall perceptions of media professionals. Thus, the null hypotheses stating that, there will be no significant difference in the overall perceptions of media professionals regarding the contemporary role of newspapers in the democracy in relation to their age, sex, educational qualification and work experience are retained in case of these variables.

On the other hand, no significant difference found to be existing in the overall perceptions of professionals other than the media regarding the contemporary role of newspapers in the democracy in relation to their variables namely age, sex, educational qualification and occupation. Thus, the null hypotheses stating that there will be no significant difference in the overall perceptions of professionals other than the media regarding the contemporary role of newspapers in the democracy in relation to their age, sex, educational qualifications and occupation are accepted in case of theses variables.

Table 46: Summary of the Analysis of Variance (ANOVA)

indicating differences in the ^{Overall} perceptions of media professionals and professionals other than the media regarding the contemporary role of newspaper in the democracy.

Variables	Source of variance	Media professionals (N=123)				Professionals other than the media (N=377)			
		DF	sum of squares	Mean squares	F-value	DF	sum of squares	Mean Squares	F-value
Knowledge regarding democracy	Between groups	2	0.36	0.18	2.62 NS	2	0.12	0.06	2.04 NS
	Within groups	120	8.18	0.07		374	11.44	0.03	
	Total	122	8.53			376	11.57		
Media accountability	Between groups	2	0.81	0.40	6.26 S*	-	-	-	-
	Within groups	120	7.73	0.06		-	-	-	
	Total	122	8.53			-	-	-	
News paper utilization pattern	Between groups	-	-	-	-	2	0.06	0.03	1.04 NS
	Within groups	-	-	-		374	11.50	0.03	
	Total	-	-	-		376	11.57		

**F is significant at 0.05 level, F-tab 0.05 level df 2/122;*

NS = F value is not significant

The table 46 reveals the summary of the Analysis of Variance (ANOVA) indicating differences in the ^{Overall} perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers in the democracy.

It shows that there was no significant difference noticed in the overall perceptions of the media professionals regarding the contemporary role of newspapers in the democracy in relation to their knowledge regarding democracy. Thus, the null hypothesis stating that there will be no significant difference in the overall perceptions of the

media professionals regarding the contemporary role of newspapers in the democracy according to their knowledge regarding democracy is retained in case of this variable. Further, the table 46 also reveals the overall perceptions of media professionals regarding the contemporary role of newspapers in the democracy according to media accountability. It differed significantly. In order to know among which group perceptions differed significantly further analysis was carried out.

The table 46 also shows overall perceptions of professionals other than the media regarding the contemporary role of newspapers in the democracy in relation to their variables namely knowledge regarding democracy and newspaper utilization pattern. No significant differences were found to be existing in the overall perceptions of professionals other than the media regarding the contemporary role of newspapers in the democracy in relation to their variables namely knowledge regarding democracy and newspaper utilization pattern. Thus, the null hypotheses stating that there will be no significant difference in the overall perceptions of professionals other than the media regarding the contemporary role of newspapers in the democracy according to their variables namely knowledge regarding democracy and newspaper utilization pattern are retained.

Table 47 : Mean comparison showing overall perceptions of the media professionals regarding the contemporary role of newspapers in the democracy in relation to their media accountability. (N=123)

Media Accountability	N	X	SD
Less accountable	37	2.04* _§	0.21
Somewhat accountable	39	2.12	0.22
More accountable	47	2.23* _§	0.30

***S= Significant at 0.05 level**

It can be seen from the table 47 that the mean score of the media professionals with more accountability was higher as compared to media professionals with less accountability. It means that media professionals with more accountability held overall favourable perceptions regarding the contemporary role of newspapers in the democracy in relation to the variable media accountability. It was also evident from the table that, there were no significant differences found between media professionals with somewhat accountability and media professionals with more or less accountability. Thus, the null hypothesis stating that there will be no significant differences in the overall perceptions of media professionals regarding the contemporary role of newspapers in the democracy according to media accountability is partially rejected.

4.3.2 DIFFERENCES IN THE PERCEPTIONS OF THE MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF NEWSPAPERS ON THE JUSTICE ASPECT OF THE DEMOCRACY IN RELATION TO THE SELECTED VARIABLES.

Table 48: The t-value showing variable-wise differences in the perceptions of media professionals and professionals other than media regarding the contemporary role of newspapers on the Justice aspect of the democracy.

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Age	Younger	68	2.08	0.26	1.48 NS	213	1.99	0.21	0.69 NS
	Older	55	2.16	0.34		164	1.97	0.23	
Sex	Male	86	2.13	0.32	0.31 NS	265	1.97	0.23	2.21 *S
	Female	37	2.11	0.26		112	2.03	0.20	
Educational Qualifications	Educated	37	2.15	0.34	0.60 NS	184	1.98	0.23	0.14 NS
	Highly educated	86	2.11	0.29		193	1.99	0.23	
Work experience	Less experienced	73	2.09	0.27	1.36 NS	-	-	-	-
	More experienced	50	2.17	0.34					
Occupation	Service	-	-	-	-	237	1.98	0.22	0.25 NS
	Business	-	-	-		140	1.99	0.23	

***S is significant at 0.05 level,
NS = Not significant**

The table 48 shows that no significant difference exists in the perceptions of media professionals regarding the contemporary role of newspapers on the Justice aspect of the democracy in relation to their

age, sex, educational qualification and work experience. It means that variables of age, sex, educational qualification and work experience of the media professionals did not make any significant difference in the perceptions of media professionals regarding the contemporary role of newspapers on the Justice aspect of the democracy. Thus, null hypotheses stating that, there will be no significant difference in the perceptions of media professionals regarding the contemporary role of newspapers on the Justice aspect of the democracy in relation to their age, sex, educational qualification and work experience were retained.

The table 48 also shows that no significant difference exists in the perceptions of professionals other than the media in relation to their age, educational qualifications and occupation regarding the contemporary role of newspapers on the Justice aspect of the democracy. Thus, the null hypotheses stating that, there will be no significant difference in the perceptions of professionals other than the media regarding the contemporary role of newspapers on the Justice aspect of the democracy in relation to their age, educational qualifications and occupation are retained.

However, the same table 48, also reveals that there was significant difference found in the perceptions of professionals other than the media regarding the contemporary role of newspapers on the Justice aspect of the democracy in relation to the variable sex. The mean score of female respondents was higher than their counterpart. It indicates females belonging to professionals other than the media group held favourable perceptions as compared to male professionals other than the media regarding the contemporary role of newspapers on the Justice aspect of the democracy. Thus, the null hypothesis stating that, there will be no significant difference in the perceptions of professionals other than the media regarding the contemporary role of newspapers on the Justice aspect of the democracy in relation to their sex is rejected.

Table 49 : Summary of Analysis of Variance (ANOVA) indicating differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspaper on Justice Aspect of the democracy.

Variables	Source of variance	Media professionals (N=123)				Professionals other than the media (N=377)			
		DF	sum of squares	Mean squares	F-value	DF	sum of squares	Mean Squares	F-value
Knowledge regarding democracy	Between groups	2	0.38	0.19	2.08 NS	2	0.00	0.00	0.01 NS
	Within groups	120	10.91	0.09		374	19.16	0.05	
	Total	122	11.29			376	19.16		
Media accountability	Between groups	2	0.92	0.46	5.36 S*	-	-	-	-
	Within groups	120	10.36	0.08		-	-	-	
	Total	122	11.29			-	-	-	
Newspaper utilization pattern	Between groups				-	2	0.13	0.06	1.29 NS
	Within groups	-	-	-		374	19.03	0.05	
	Total	-	-	-		376	19.16		

***F is significant at 0.05 level, F-tab 0.05 level df 2/122**

NS= F value is not significant.

The table 49 reveals that there was no significant difference in the perceptions of media professionals regarding the contemporary role of newspapers with the Justice aspect on the democracy in relation to their knowledge regarding democracy. It means that low scorers, average scorers and higher scorers of democratic knowledge of media professionals do not differ in their perceptions regarding the contemporary role of newspapers on Justice aspect of the democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of media professionals regarding

contemporary role of newspapers on the Justice aspect of the democracy in relation to the variable namely knowledge regarding democracy is accepted.

Further, the table 49 also reveals that there was a significant difference existed in the perceptions of media professionals regarding the contemporary role of newspapers on the Justice aspect of the democracy in relation to media accountability. In order to understand, among which group perceptions differed significantly, further analysis of the data was carried out.

The same table reveals that no significant difference exists in the perceptions of professionals other than the media regarding the contemporary role of newspapers in the democracy with the Justice aspect in relation to their knowledge regarding democracy. It means that low scorer, average scorer and higher scorers of democratic knowledge among the professionals other than the media did not differ in their perceptions regarding the contemporary role of newspapers in the democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of professionals other than the media regarding contemporary role of newspapers on the Justice aspect of the democracy in relation to their knowledge regarding democracy is retained.

Further, the table 49 also reveals from its data the perceptions of professionals other than the media regarding the contemporary role of newspapers on the Justice aspect of the democracy in relation to the variable namely the newspaper utilization pattern. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of professionals other than the media regarding the contemporary role of newspapers on the Justice aspect the democracy in relation to their newspaper utilization pattern is retained.

Table 50 - Mean comparison showing the differences in the perceptions of media professionals regarding the contemporary role of newspapers on the Justice aspect of the democracy in relation to media accountability. (N=123)

Media accountability	X	SD
Less accountable	2.01*	0.33
Somewhat accountable	2.11	0.27
More accountable	2.22*	0.27

****Significant at 0.05 level***

It can be seen from the table 50 that the mean score of media professionals regarding the contemporary role of newspapers on the Justice aspect of the democracy in relation to their media accountability differed significantly.

According to the results of the table 50, significant differences exist between media professionals with more accountability and media professionals with less accountability regarding the contemporary role of newspapers on the Justice aspect of the democracy. However, no significant difference exist between media professionals with somewhat accountability and media professionals with more accountability as well as media professionals with somewhat accountability media professionals and media professionals with less accountability regarding the contemporary role of newspapers on the Justice aspect of the democracy. Thus, the null hypothesis stating that, there will be no significant difference in the perceptions of media professionals regarding the contemporary role of newspapers on the Justice aspect of democracy according to their media accountability is partially rejected.

4.3.3 DIFFERENCES IN THE PERCEPTIONS OF THE MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF NEWSPAPERS ON THE LIBERTY ASPECT OF THE DEMOCRACY IN RELATION TO THE SELECTED VARIABLES.

Table 51 : The 't-value' showing variable-wise differences in the perceptions of media professionals and professionals other than media regarding the contemporary role of newspapers on the Liberty aspect of the democracy.

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Age	Younger	68	2.16	0.26	0.92 NS	213	2.09	0.19	1.51 NS
	Older	55	2.21	0.34		164	2.05	0.20	
Sex	Male	86	2.18	0.30	0.33 NS	265	2.08	0.20	0.64 NS
	Female	37	2.19	0.27		112	2.07	0.19	
Educational qualifications	Educated	37	2.19	0.29	0.36 NS	184	2.10	0.19	2.22 *S
	Highly educated	86	2.18	0.29		193	2.05	0.19	
Work experience	Less experienced	73	2.16	0.28	0.88 NS	-	-	-	-
	More experienced	50	2.21	0.32		-	-	-	
Occupation	Service	-	-	-	-	237	2.08	0.21	0.47 NS
	Business	-	-	-		140	2.07	0.19	

***S is significant at 0.05 level**

NS = Not Significant

The table 51 shows that there was no significant difference in the perceptions of the media professionals regarding the contemporary role of newspapers on the Liberty aspect of the democracy in relation to their age, sex, educational qualifications and work experience. It means that these variables do not make any significant difference in their perceptions. Thus, the null hypotheses stating that there will be no significant difference in the perceptions of media professionals regarding the contemporary role of newspapers on the Liberty aspect of the democracy in relation to the variables namely age, sex, educational qualifications and work experience were retained.

On the other hand the findings of the professionals other than the media as can be read from the table 51 reveal that no significant difference exist in the perceptions of the professionals other than the media regarding the contemporary role of newspapers on the Liberty aspect of the democracy in relation to the variables namely age, sex and occupation. So, it can be interpreted that age, sex and occupation of the professionals other than the media did not make any significant difference in the perceptions of professionals other than the media regarding the contemporary role of newspapers on Liberty aspect of the democracy. Thus, the null hypotheses stating that there will be no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of newspapers on the Liberty aspect of the democracy in relation to their age, sex and occupation were retained.

Further, the table 51 also reveals that the perceptions of the educated and the highly educated^{other than} media professionals differed significantly regarding the contemporary role of newspapers on the Liberty aspect of the democracy. The mean score of educated respondents remains higher than that of their counterpart. This indicates they held favourable perceptions as compared to the highly educated

respondents regarding the contemporary role of newspapers on the Liberty aspect of democracy. Hence, the null hypothesis stating that there will be no significant difference in the perceptions of professionals other than the media regarding the contemporary role of newspapers on the Liberty aspect of the democracy in relation to their educational qualifications was *rejected*.

Table 52 : Summary of Analysis of Variance (ANOVA) indicating differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers on the Liberty aspect of the democracy.

Variables	Source of variance	Media professionals (N=123)				Professionals other than the media (N=377)			
		DF	sum of squares	Mean squares	F-value	DF	sum of squares	Mean Squares	F-value
Knowledge regarding democracy	Between groups	2	0.27	0.13	1.61 NS	2	0.22	0.11	2.88 NS
	Within groups	120	10.28	0.08		374	14.57	0.03	
	Total	122	10.56			376	14.80		
Media accountability	Between groups	2	0.61	0.30	3.67 S*	-	-	-	-
	Within groups	120	9.95	0.08		-	-	-	
	Total	122	10.56			-	-	-	
Newspaper utilization pattern	Between groups	-	-	-		2	0.06	0.03	0.78 NS
	Within groups	-	-	-		374	14.74	0.03	
	Total	-	-	-		376	14.80		

***F is significant at 0.05 level, F-tab 0.05 level df 2/122;**

NS = F value is not significant

The table 52 reveals that no significant difference exist in the perceptions of the media professionals regarding contemporary role of newspapers with the Liberty aspect of the democracy in relation to their

knowledge regarding democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the media professionals regarding contemporary role of newspapers on the Liberty aspect of the democracy according to their knowledge regarding the democracy was retained.

Further, the table 52 also reveals that perceptions of media professionals differ significantly regarding the contemporary role of newspapers on the Liberty aspect of the democracy in relation to the variable media accountability. In order to understand which groups were significantly different, a further analysis was done.

On the other hand, findings of the professionals other than the media from mentioned in the same table 52 reveals that no significant difference exists in the perceptions of the professionals other than the media regarding the contemporary role of newspapers on the Liberty aspect of the democracy in relation to their variables namely knowledge regarding democracy and newspaper utilization pattern. It reveals that there was no significant differences exist in the mean score of low, average and high scorer achievers of the professionals other than the media of democratic knowledge regarding the contemporary role of newspapers on the Liberty aspect of the democracy. Further, it also reveals that mean score of light, moderate and heavy newspaper utilisers show that they were not differenet significantly regarding the contemporary role of newspapers in relation to the Liberty aspect of the democracy. Thus, the null hypotheses stating that, there will be no significant difference in the perceptions of media professionals regarding the contemporary role of newspapers in relation to the Liberty aspect of the democracy according to their knowledge regarding democracy and newspaper utilization pattern were retained.

Table 53 - Mean comparison showing the differences in the perceptions of media professionals regarding the contemporary role of newspapers on the Liberty aspect of the democracy in relation to media accountability.

(N=123)

Media Accountability	N	X	SD
Less accountable	37	2.10*	0.26
Somewhat accountable	39	2.16	0.25
More accountable	47	2.27*	0.33

S* - significant at 0.0f level

It can be seen from the table 53 that the mean score of the media professionals regarding the role of newspapers on the Liberty aspect of the democracy in relation to their media accountability differed significantly.

According to the results, significant differences exist between the media professionals with more accountability and media professionals with less accountability regarding the role of newspapers on the Liberty aspect of the democracy. The significant mean scores of media professionals with more accountability indicates that they held favourable perceptions as compared to the media professionals with less accountability regarding the contemporary role of newspapers on the Liberty aspect of the democracy. However, no significant difference exist between the media professionals with somewhat accountability and those with more accountability as well as media professionals with somewhat accountability and those with less accountability regarding the role of newspapers on the Liberty aspect of democracy. Thus, the null hypothesis stating that, there is no significant difference in the perceptions of media professionals regarding the role of newspapers on the Liberty aspect of the democracy according to their media accountability was partially rejected.

4.3.4 DIFFERENCES IN THE PERCEPTIONS OF THE MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF NEWSPAPERS ON THE EQUALITY ASPECT OF THE DEMOCRACY IN RELATION TO THE SELECTED VARIABLES.

Table 54 : 't-value' showing variable-wise differences in the perceptions of the media professionals and professionals other than the media regarding the contemporary role of newspapers on the Equality aspect of the democracy.

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Age	Younger	68	1.99	0.26	0.60 NS	213	2.05	0.29	0.22 NS
	Older	55	2.02	0.38		164	2.06	0.27	
Sex	Male	86	2.01	0.34	0.11 NS	265	2.05	0.27	0.24 NS
	Female	37	2.00	0.28		112	2.05	0.28	
Educational qualification	Educated	37	2.03	0.36	0.55 NS	184	2.05	0.26	0.24 NS
	Highly educated	86	1.99	0.30		193	2.06	0.29	
Work-experience	Less experienced	73	1.97	0.29	1.06 NS	-	-	-	-
	More experienced	50	2.04	0.35		-	-	-	
Occupation	Service	-	-	-	-	237	2.04	0.26	0.62 NS
	Business	-	-	-		140	2.06	0.30	

NS = Not Significant

The table 54 shows that there was no significant difference in the perceptions of the media professionals regarding the contemporary role of newspapers on the Equality aspect of the democracy in relation to their age, sex, educational qualifications and work experience. It means that these variables do not make any significant difference in their

perceptions. Thus, the null hypotheses stating that there will be no significant difference in the perceptions of media professionals regarding the contemporary role of newspapers on the Equality aspect of the democracy in relation to the variables namely age, sex, educational qualifications and work experience were retained.

Further, it can be seen from the table 54 that no significant difference exists in the perceptions of the professionals other than the media regarding the contemporary role of newspapers on Equality aspect of the democracy in relation to the variables namely age, sex, educational qualification and occupation. The mean scores of younger and older, male and female, educated and highly educated professionals other than the media did not make any significant difference in their perceptions regarding the contemporary role of newspapers on Equality aspect of the democracy. Thus, the null hypotheses stating that, there will be no significant difference in the perceptions of professionals other than the media regarding the contemporary role of newspapers on the Equality aspect of the democracy in relation to their age, sex, educational qualifications and occupation were retained.

Table 55: Summary of Analysis of Variance (ANOVA) indicating differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers on the Equality aspect of the democracy.

Variables	Source of variance	Media professionals (N=123)				Professionals other than the media (N=377)			
		DF	sum of square	Mean square	F-value	DF	sum of square	Mean square	F-value
Knowledge regarding democracy	Between groups	2	0.70	0.35	3.57 NS	2	0.49	0.24	3.23 NS
	Within groups	120	11.85	0.09		374	28.29	0.07	
	Total	122	12.55			376	28.79		

Table 55 Cont...

Variables	Source of variance	Media professionals (N=123)				Professionals other than the media (N=377)			
		DF	sum of square	Mean square	F-value	DF	sum of square	Mean square	F-value
Media accountability	Between groups	2	0.53	0.26	2.63 NS	-	-	-	
	Within groups	120	12.03	0.10		-	-	-	
	Total	122	12.56			-	-	-	
Newspaper utilization pattern	Between groups	-	-	-	-	2	0.34	0.17	2.28 NS
	Within groups	-	-	-		374	28.44	0.07	
	Total	-	-	-		376	28.78	-	

NS = Not Significant

It can be further seen from the table 55 that no significant difference exist in the perceptions of the media professionals regarding the contemporary role of newspapers on the Equality aspect of the democracy in relation to knowledge regarding democracy. It shows that the mean score of low scorer, average scorers and high scorers of democratic knowledge, the media professionals did not differ significantly in their perceptions regarding the contemporary role of the newspapers on the Equality aspect of the democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of media professionals regarding the contemporary role of newspapers on the Equality aspect of the democracy in relation to knowledge regarding democracy were retained.

Further, the table 55 also reveals that, there was no significant difference noticed in the perceptions of media professionals regarding the contemporary role of newspapers on the Equality aspect of the democracy in relation to media accountability. It means that the mean scores of less, somewhat and more media accountability of the media professionals did not differ significantly regarding the contemporary role

of newspapers on the Equality aspect of democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the media professionals regarding the contemporary role of newspapers on the Equality aspect of the democracy in relation to media accountability was retained.

On the other hand, the table 55 reveals that, no significant differences exist in the perceptions of the professionals other than the media regarding contemporary role of newspapers on the Equality aspect of the democracy in relation to their knowledge regarding democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of newspapers on the Equality aspect of the democracy in relation to knowledge regarding democracy was retained.

Further, the table 55 also reveals a trend for the perceptions of the professionals other than the media regarding the contemporary role of newspapers on the Equality aspect of the democracy in relation to their newspaper utilization pattern. It shows that, there was no significant difference noticed in the perceptions of the professionals other than the media regarding the contemporary role of newspapers on the Equality aspect of the democracy in relation to their newspaper utilization pattern. It means that mean scores of light, moderate and heavy newspaper utilisers of the professionals other than the media did not differ significantly. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the professionals other than the media regarding contemporary role of newspapers in relation to the Equality aspect of the democracy according to their newspaper utilization pattern was retained.

4.3.5 DIFFERENCES IN THE PERCEPTIONS OF THE MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF NEWSPAPERS ON THE FRATERNITY ASPECT OF THE DEMOCRACY IN RELATION TO THE SELECTED VARIABLES.

Table 56 : t-value showing variable wise difference in the perceptions of media professionals and professionals other than media regarding the contemporary role of newspapers on the Fraternity aspect of the democracy.

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Age	Younger	68	2.17	0.26	0.89 NS	213	2.08	0.23	0.45 NS
	Older	55	2.22	0.34		164	2.09	0.25	
Sex	Male	86	2.21	0.30	0.87 NS	265	2.09	0.25	0.11 NS
	Female	37	2.16	0.28		112	2.09	0.21	
Educational Qualifications	Educated	37	2.25	0.36	1.46 NS	184	2.09	0.23	0.20 NS
	Highly educated	86	2.17	0.26		193	2.08	0.25	
Work experience	Less experienced	73	2.15	0.26	1.87 NS	-	-	-	-
	More experienced	50	2.25	0.33		-	-	-	
Occupation	Service	-	-	-	-	237	2.09	0.25	0.45 NS
	Business	-	-	-		140	2.08	0.22	

NS = Not Significant

The table 56 shows that there was no significant difference in the perceptions of the media professionals regarding the contemporary role of newspapers on the Fraternity aspect of the democracy in relation to their age, sex, educational qualification and work experience. It means that these variables did not make any significant difference in their perceptions. Thus, the null hypotheses stating that there will be no significant difference in the perceptions of the media professionals regarding the contemporary role of newspapers on the Fraternity aspect of the democracy in relation to their age, sex, educational qualification and work experience were retained.

Table 56 also revealed that there was no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of newspapers on the Fraternity aspect of the democracy in relation to their age, sex, educational qualification and occupation. The mean scores of the professionals other than the media in the variables categories of younger and older, male and female, educated and highly educated did not differ significantly in their perceptions. Thus, the null hypotheses stating that, there will be no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of newspapers on the Fraternity aspect of the democracy in relation to the variables namely age, sex, educational qualification and occupation were retained.

Table 57 : Summary of Analysis of Variance (ANOVA) indicating differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers on the Fraternity aspect of the democracy.

Variables	Source of variance	Media professionals (N=123)				Professionals other than the media (N=377)			
		DF	sum of square	Mean square	F-value	DF	sum of square	Mean square	F-value
Knowledge regarding democracy	Between groups	2	0.34	0.17	1.97 NS	2	0.06	0.03	0.57 NS
	Within groups	120	10.36	0.08		374	21.89	0.05	
	Total	122	10.70			376	21.96		
Media accountability	Between groups	2	1.39	0.69	9.00 S*	-	-	-	-
	Within groups	120	9.31	0.07		-	-	-	
	Total	122	10.70			-	-	-	
Newspaper utilization pattern	Between groups					2	0.08	0.04	0.73 NS
	Within groups	-	-	-		374	21.87	0.05	
	Total	-	-	-		376	21.96		

***F is significant at 0.05 level, F-tab 0.05 level df 2/122;**

NS = F value is not significant

The table 57 reveals that there was no significant difference in the perceptions of media professionals regarding contemporary role of newspapers with the Fraternity aspect of the democracy in relation to their knowledge regarding democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of media professionals regarding the contemporary role of newspapers in relation to Fraternity aspect of the democracy according to their knowledge regarding democracy was retained.

Further, the table 57 also reveals that significant differences exist in the perceptions of the media professionals regarding the contemporary role of newspapers on Fraternity aspect of the democracy in relation to their variable media accountability. Further analysis was carried out with a view to understanding among which group the perceptions differed significantly.

The table 57 further reveals that there was no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of newspapers on the Fraternity aspect of the democracy in relation to their knowledge regarding democracy and newspaper utilization pattern. Thus, the null hypothesis stating that, there will be no significant difference in the perceptions of the media professionals regarding the contemporary role of newspapers in relation to the Fraternity aspect of the democracy according to their variables knowledge regarding democracy and newspaper utilization pattern was retained.

Table 58- Mean comparison showing perceptions of media professionals regarding the contemporary role of newspapers on the Fraternity aspect of the democracy. (N=123)

Media accountability	N	X	SD
Less accountable	37	2.07*	0.24
Somewhat accountable	39	2.16*	0.27
More accountable	47	2.32*	0.31

S = significant at 0.05 level.

Table 58 shows mean score differences in the perceptions of the media professionals regarding the contemporary role of newspapers on the Fraternity aspect of the democracy. Higher mean score of the media professionals with more accountability indicate their favourable perceptions as compared to the media professionals with somewhat

accountability as well as the media professionals with less accountability regarding the contemporary role of newspapers on Fraternity aspect of the democracy. Further the same table shows a higher mean score of the media professionals with somewhat accountability to indicate their favourable perceptions as compared to the media professionals with less accountability regarding the contemporary role of newspapers on Fraternity aspect of the democracy. Thus, the null hypothesis stating that there will be no significant differences in the perceptions of media professionals regarding the contemporary role of the newspapers on the Fraternity aspect of the democracy in relation to their media accountability was rejected.

4.4 Item-wise findings regarding perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers on the selected aspects of the democracy

The Intensity indices were calculated for the items on the perception scale to understand the perceptions of the media professionals and professionals other than the media regarding the contemporary role of newspapers on selected aspects of the democracy namely Justice, Liberty, Equality and Fraternity. The items for each aspect which reflected favourable and less favourable intensity are reported below.

Table 59 - Item wise Intensity Indices showing perceptions of media professionals on the items related to the contemporary role of newspapers on the Justice aspect of the democracy (N=123)

Items	Intensity Indices
Contemporary media -	
-respects the culture, spiritual values and wisdom of others	2.59
-gives space to a common man to make him / her a celebrity.	2.59
-brings the social problems in front of the individual of the society	2.41
-is impartial and unbiased in reporting events for public importance.	2.38
-mobilizes various social groups to take quick action	2.37
-provides information to the people on issues beyond their immediate communities	2.35
-uses only selective stories that come over as wide coverage and objectives	1.83
-Contains excessive coverage with urban concentration.	1.81
projects selected perspectives for the crisis.	1.81
-gives more prominence to the articles/ programs by the favoured author / producer / director	1.71
-Is biased in providing large headlines / coverage in the front page / prime time to the opposite ruling political party.	1.62

It is revealed from the table 59 that under the Justice aspect intensity indices ranged from 2.59 to 2.35. It indicates that the media professionals held favourable perceptions regarding the contemporary role of newspapers in the democracy.

The table 59 reveals that the media professionals held favourable perceptions regarding the contemporary role of newspapers on Justice aspect of the democracy for the items that, newspaper respects the culture, spiritual values and wisdom of others; it give space to a common man to make him / her a celebrity; it brings the social problems in front of the individual of the society; it is impartial and unbiased in reporting events for public importance; it mobilizes various social groups

to take quick action; it provides information to the people on issues beyond their immediate communities.

Further, the table 59 reveals that the intensity indices ranging from 1.83 to 1.62. It indicates less favourable perceptions of the media professionals regarding the contemporary role of newspapers under the Justice aspect in the democracy. They show less favourable perceptions for the items that, newspapers use only selective stories that come over as wide coverage and objectives; its coverage contains excessive urban concentration; projects selected perspectives for the crisis; it gives more prominence to the articles/ programs by the favoured author / producer / director; it is biased in providing large headlines / coverage in front page / prime time to the opposite ruling political party.

Table 60: Item wise Intensity Indices showing perceptions of professionals other than the media on the items related to the contemporary role of newspapers on the Justice aspect of the democracy. (N=377)

Items	Intensity Indices
Contemporary media -	
-mobilizes various social groups to take quick action	2.35
-provides information to the people on issues beyond their immediate communities	2.18
-finds little or no place of development message unless of commercial value.	2.16
-brings social problems in front of the individual of the society	2.15
-is impartial and unbiased in reporting events for public importance.	1.87
-gives more prominence to the articles/ programs by the favoured author / producer / director	1.85
-gives space to a common man to make him / her a celebrity.	1.82
-is biased in providing large headlines / coverage in front page / prime time to the opposite ruling political party.	1.72

It is revealed from the table 60 that for the Justice aspect intensity indices range from 2.35 to 2.15. It indicates that the professionals other than the media had favourable perceptions regarding role of newspapers on Justice aspect of the democracy for few items. They show favourable perceptions for the items that, newspaper mobilizes various social groups to take quick action; it provides information to the people on issues beyond their immediate communities; it finds little or no place of development message unless of commercial value; it brings the social problems in front of the individual of the society.

Further, the same table 60 also reveals intensity indices range of 1.98 to 1.72 indicates less favourable perceptions of professionals other than the media regarding the contemporary role of the newspaper on the justice aspect of democracy. They showed less favourable perceptions regarding role of the newspaper on Justice aspect of democracy for the items that, newspaper is impartial and unbiased in reporting events for public importance; gives more prominence to the articles/ programs by the favoured author / producer / director; gives space to a common man to make him / her a celebrity and bias in providing large headlines / coverage in front page / prime time to the opposite ruling political party.

Table 61 : Item wise Intensity Indices showing perceptions of media professionals on the items related to the contemporary role of newspapers on the Liberty aspect of the democracy. (N=123)

Items	Intensity Indices
Contemporary media -	
Informs about the threats from weather changes	2.72
generates common experiences to the people.	2.59
provides information on meaning and significance of events	2.56
increases audience horizons by diffusing new practices, skills and technology.	2.56
informs the public on what is going on in and around the world.	2.50
develops sense of responsibility among people.	2.49
helps to change the orthodox attitudes of the people.	2.43
links together elements of society that are not connected through interpersonal channel.	2.38
interprets and comments actively on certain information / issues on its own	2.33
manipulates information to increase circulation / T R P	1.96
misinterprets the issues by showing unnecessary details	1.85
suppresses information for commercial gain.	1.81
sensationalizes the issues / events by providing unnecessary coverage	1.80
concludes information/ views with own preconceived notion.	1.80
promotes superficial expression of democracy i.e. single line judgement through participation	1.74

The table 61 shows the item wise intensity indices for the perceptions of the media professionals on the items related to the contemporary role of newspapers on the Liberty aspect of the democracy.

It is revealed from the table 61 that for the Liberty aspect intensity indices range from 2.72 to 2.33. It indicates that the media

professionals held favourable perceptions regarding the contemporary role of newspapers in the democracy. They revealed favourable perceptions for the items that, newspaper informs about the threats from weather changes; it generates common experiences to the people; it provides information on meaning and significance of events; increases audience horizons by diffusing new practices, skills and technology; it inform the public on what is going on in and around the world; it develops sense of responsibility among people; it helps to change the orthodox attitudes of the people; it links together elements of society that are not connected through interpersonal channel; it actively interprets and comments on certain information / issues on its own.

Further the table 61 also reveals intensity indices under the Liberty aspect ranging from 1.96 to 1.74. It indicates that they had less favourable perceptions regarding the contemporary role of newspapers in the democracy. They showed less favourable perceptions for the items that, newspapers manipulates information to increase circulation / total rating point(TRP); it misinterprets the issues by showing unnecessary details; it suppresses information for commercial gain; it sensationalizes the issues / events by providing unnecessary coverage; it concludes information/ views with own preconceived notion; promotes superficial expression of democracy i.e. single line judgement through participation.

Table 62- Item wise Intensity Indices showing perceptions of professionals other than the media on the items related to the cotemporary role of newspapers on the Liberty aspect of the democracy. (N=377)

Items	Intensity Indices
Contemporary media -	
informs the public on what is going on in and around the world.	2.44
presents misleading role models	2.30
fosters lack of interaction among the people as people are glued to the media and minimize on social and familial interaction.	2.25
provokes early sexual activity, drug and alcohol use by showing uncensored scenes in advertisements and serials	2.19
increases audience horizons by diffusing new practices, skills and technology.	2.19
promotes superficial expression of democracy i.e. single line judgement through participation	2.16
conveys less of message and gives more of entertainment.	2.16
is unable to keep alive the sentiments of the people	1.98
links together elements of society that are not connected through interpersonal channel.	1.98
manipulates information to increase circulation / T R P	1.96
suppresses information for commercial gain.	1.96
inspires people to become aggressive and violent in fulfilling their demands	1.96
concludes information/ views with own preconceived notion.	1.95
generates common experiences to the people.	1.94
helps to change the orthodox attitudes of the people.	1.94
sensationalizes the issues / events by providing unnecessary coverage	1.90
misinterprets the issues by showing unnecessary details.	1.90

It can be seen from the table 62 that for the Liberty aspect intensity indices ranges from 2.44 to 2.16. It indicates favourable perceptions of the professionals other than the media regarding the

contemporary role of newspapers in the democracy. They held favourable perceptions for the items that, newspaper inform the public on what is going on in and around the world; presents misleading role models; fosters lack of interaction among the people as people are glued to the media and minimize on social and familial interaction; provokes early sexual activity, drug and alcohol use by showing uncensored scenes in advertisements and serials; increases audience horizons by diffusing new practices, skills and technology; promotes superficial expression of democracy i.e. single line judgement through participation; conveys less of message and gives more of entertainment.

Further the table 62 also reveals that intensity indices range from 1.98 to 1.90 and it indicates less favourable perceptions of the professionals other than the media regarding the contemporary role of newspapers on Liberty aspect of the democracy. They held less favourable perceptions for the items that newspaper links together elements of society that are not connected through interpersonal channel ; it manipulates information to increase circulation / TRP ; it suppresses information for commercial gain; inspires people to become aggressive and violent in fulfilling their demands; concludes information/ views with own preconceived notion; generates common experiences to the people ; it helps to change the orthodox attitudes of the people ; it sensationalizes the issues / events by providing unnecessary coverage ; it misinterprets the issues by showing unnecessary details.

Table 63 - Item wise Intensity Indices showing perceptions of media professionals on the items related to the contemporary role of newspapers on the Equality aspect of the democracy. (N=123)

Items	Intensity Indices
Contemporary media -	
provides platform for common people's issues and concerns.	2.44
reduces urban-rural divide impact through its coverage in various sections.	2.38
helps to bring greater gender equality among the masses.	2.37
leads to the feeling of insecurity and intimidation	2.15
bridges inequality between information rich and information poor people.	2.15
often perpetuates unfavourable stereotypes of women	1.96
sensationalize portrayals of women for profit purpose.	1.85
Invades in the celebrities / politician's private life too much to increase TRP / circulation.	1.76
has great predominance of celebrity based program	1.68
intentionally categorizes people in various classes.	1.66
fosters image of political leader / celebrity rather than issues and substances.	1.63

It is revealed from the table 63 that for the Equality aspect intensity indices range from 2.44 to 2.15 to indicate that the media professionals had favourable perceptions regarding the contemporary role of newspapers in the democracy. They showed favourable perceptions for the items that, newspaper provides platform for common people's issues and concerns, it reduce urban-rural divide impact through its coverage in various sections, it helps to bring greater gender-equality among the masses, it leads to the feeling of insecurity and intimidation, it bridges in-equality between information rich and information poor people.

Further, the table 63 also reveals that intensity indices range from 1.96 to 1.63 for the Equality aspect of the democracy to indicate less favourable perceptions of the media professionals regarding the contemporary role of newspapers on the Liberty aspect of the democracy. They showed less favourable perceptions regarding role of the newspaper on Equality aspect of democracy for the items that, newspapers often perpetuates less favourable stereotypes of women, sensationalize portrayals of women for profit purpose, Invade in the celebrities / politician's private life too much to increase TRP / circulation, has great predominance of celebrity based program, intentionally categorizes people in various classes, foster image of political leader / celebrity rather than issues and substances.

Table 64 - Item wise Intensity Indices showing perceptions of professionals other than the media on the items related to the contemporary role of newspapers on the Equality aspect of the democracy (N=377)

Items	Intensity Indices
Contemporary media -	
projects those images and norms which discourage female employment particularly in higher status occupation.	2.33
has great predominance of celebrity based program	2.22
reduces urban-rural divide impact through its coverage in various sections.	1.93
bridges inequality between information rich and information poor people.	1.92
Invades in the celebrities / politician's private life too much to increase TRP / circulation.	1.91
leads to the feeling of insecurity and intimidation	1.87

It is revealed from the table 64 that for the Equality aspect intensity indices range from 2.33 to 2.22. It indicates that the

professionals other than the media held favourable perceptions regarding the contemporary role of newspapers in democracy. They revealed favourable perceptions for the different items that, newspaper projects those images and norms which discourage female employment particularly in higher status occupation, it has great predominance of celebrity based programme.

Further, the table 64 reveal that intensity indices also ranged from 1.93 to 1.87, to indicate that the media professionals held less favourable perceptions regarding the contemporary role of newspapers on the Equality aspect of the democracy. They showed less favourable perceptions for the items that newspaper reduce urban-rural divide impact through its coverage in various sections, it bridges in-equality between information rich and information poor people, it invade in the celebrities / politician's private life too much to increase TRP / circulation , it leads to the feeling of insecurity and intimidation.

Table 65: Item wise Intensity Indices showing perceptions of media professionals on the items related to the contemporary role of newspapers on the Fraternity aspect of the democracy. (N=123)

Items	Intensity Indices
Contemporary media -	
transmits information useful in everyday life	2.73
helps on implementing socio-economic development objectives.	2.49
portrays essential values like patriotism, unity, honesty among people through various programs.	2.45
promotes linguistic culture in the society	2.42
bridges wide gap between people's agenda and media agenda.	2.40
stimulate false needs among the viewers / readers	1.95
encourages negative behaviour among the masses	1.94

Table 65 Cont...

Items	Intensity Indices
report on sensitive issues and events by losing sense of balance and fairness.	1.89
gives uncensored news which may prove harmful for society	1.86
shows programs on conflicting values	1.67

It is revealed from the table 65 that for the Fraternity aspect intensity indices range from 2.73 to 2.40. It indicates that media professionals had favourable perceptions regarding the contemporary role of newspapers in the democracy. They revealed favourable perceptions for different items that, newspaper transmits information useful in everyday life, it helps on implementing socio-economic development objectives, it portrays essential values like patriotism, unity, honesty among people through various programs, it promotes linguistic culture in the society, it bridges wide gap between people's agenda and media agenda.

Further, the table 65 also reveals the intensity indices ranging from 1.95 to 1.67. It indicates their less favourable perceptions regarding role of newspapers on Fraternity aspect of the democracy. They showed less favourable perceptions for the items that, newspapers stimulate false needs among the viewers / readers, it encourages negative behaviour among the masses, it report on sensitive issues and events by losing sense of balance and fairness, it gives uncensored news which may prove harmful for society, it shows programs on conflicting values.

Table 66: Item wise Intensity Indices showing perceptions of professionals other than the media on the items related to the contemporary role of newspapers on the Fraternity aspect of the democracy. (N=377)

Items	Intensity Indices
Contemporary media -	
transmits information useful in everyday life	2.37
bridges wide gap between people's agenda and media agenda.	1.99
gives uncensored news which may prove harmful for society	1.92
report on sensitive issues and events by loosing sense of balance and fairness.	1.90

It is revealed from the table 66 that for the Fraternity aspect the intensity indices range from 2.37 to 2.21, which indicate that the professionals other than the media held favourable perceptions regarding the contemporary role of newspapers on Fraternity aspect of the democracy. They showed favourable perceptions for the item that, newspaper transmits information useful in everyday life.

Further, the intensity indices ranged from 1.99 to 1.90 which indicates that the media professionals had less favourable perceptions regarding role of newspapers in the democracy. They reveal less favourable perceptions regarding for the items that, newspapers bridges wide gap between people's agenda and media agenda, gives uncensored news which may prove harmful for society, report on sensitive issues and events by loosing sense of balance and fairness.

4.5 Overall, aspect wise and Intensity Indices of perceptions of media professionals and professionals other than the media regarding the contemporary role of the television in the democracy.

Table 67 : Overall and aspect wise percentage distribution and their intensity indices of perceptions of media professionals and professionals other than the media regarding the contemporary role of television in democracy.

Overall and aspects	Media Professionals (N=123)				Professionals other than the media (N=377)			
	F. (%)	S. F. (%)	L.F. (%)	I.I.	F. (%)	S.F. (%)	L. F. (%)	I.I.
Overall	39.0	31.7	29.3	2.04	34.5	28.4	37.1	1.96
Justice	31.7	43.9	24.4	2.13	23.3	39.8	36.9	2.03
Liberty	40.7	30.9	28.5	2.04	37.1	30.0	32.9	1.98
Equality	22.0	26.0	52.0	1.84	25.5	31.3	43.2	1.85
Fraternity	63.4	22.8	13.8	2.13	35.5	34.5	30.0	1.95

(F=Favourable, S.F. = Somewhat Favourable, L.F.=Less favourable)

It is evident from the above table 67 that the media professionals held overall, favourable to somewhat favourable perceptions regarding the contemporary role of the television in the democracy. The aspect wise findings, further revealed that they held favourable perceptions regarding the contemporary role of the television in the democracy on the Fraternity and Liberty aspects, somewhat favourable perceptions on the Justice aspect and less favourable perceptions were noticed on the Equality aspect of the democracy.

Further, it is revealed from the table 67 that overall, a little less than forty percentage of the media professionals had expressed their favourable perceptions regarding the contemporary role of the television

in the democracy. However, it was also perceived less favourably by almost thirty percentage of them. Regarding the Justice aspect, almost forty four percentage of the media professionals held somewhat favourable perceptions regarding the contemporary role of the television in the democracy. For the Liberty and the Fraternity aspects, higher percentage of the media professionals showed favourable perceptions (40.7 percentage and 63.4 percentage respectively) regarding the contemporary role of the television in the democracy. The table further reveals from the data that more than half (52 percentage) the media professionals held less favourable perceptions on the Equality aspect regarding the contemporary role of the television in the democracy.

On the other hand, table 67 showed a mixed trend of the overall perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy. The table 67 further reveals that for overall perceptions almost equal percentage of the professionals other than the media held favourable and less favourable perceptions regarding the contemporary role of the television in the democracy. However, the scale tilted more towards less favourable perceptions on the same matter. Further, the intensity indices also support less favourable perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy.

Further, the table 67 reveals varied picture on the perceptions of the professionals other than the media regarding the different democratic aspects. A higher percentage of the professionals other than the media showed favourable perceptions on the Liberty aspect, somewhat favourable perceptions on the Justice aspect and less favourable perceptions on the Equality aspect of the democracy regarding the contemporary role of the television. However, they had showed favourable to somewhat favourable perceptions on the

Fraternity aspect of the contemporary role of the television in the democracy.

It is further reveals from the table 67 that overall; more than one-third of professionals other than the media held less favourable perceptions regarding the contemporary role of the television in the democracy. On the Justice aspect, almost forty percentage of them held somewhat favourable perceptions regarding the contemporary role of the television in the democracy. On the Liberty and Fraternity aspects, almost similar percentages (37.1 percentage and 35.5 percentage respectively) of the professionals other than the media held favourable perceptions regarding the contemporary role of the television in the democracy. The table 67 further shows that a higher percentage (43.2 percentage) of the professionals other than the media had less favourable perceptions regarding the contemporary role of the television on the Equality aspect of the democracy.

Figure 22 – Percentage-wise distribution of overall perceptions of the media professionals and the professionals other than the media regarding the contemporary of the television in the democracy.

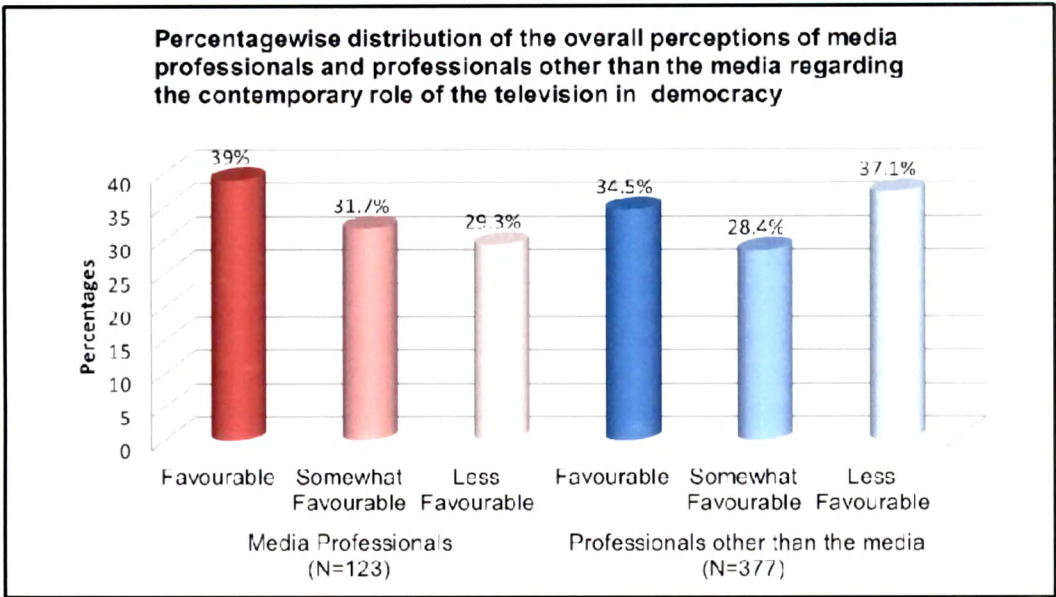


Figure 23 – Percentage-wise distribution of perceptions of the media professionals and the professionals other than the media regarding the contemporary of the television on the Justice aspect of the democracy.

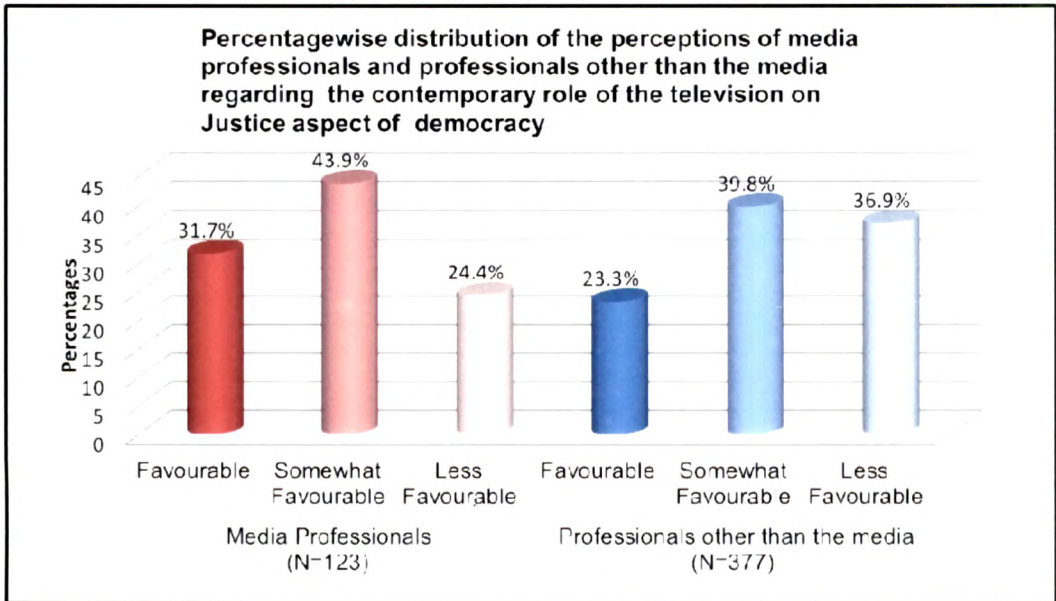


Figure 24 – Percentage-wise distribution of perceptions of the media professionals and the professionals other than the media regarding the contemporary of the television on the Liberty aspect of the democracy.

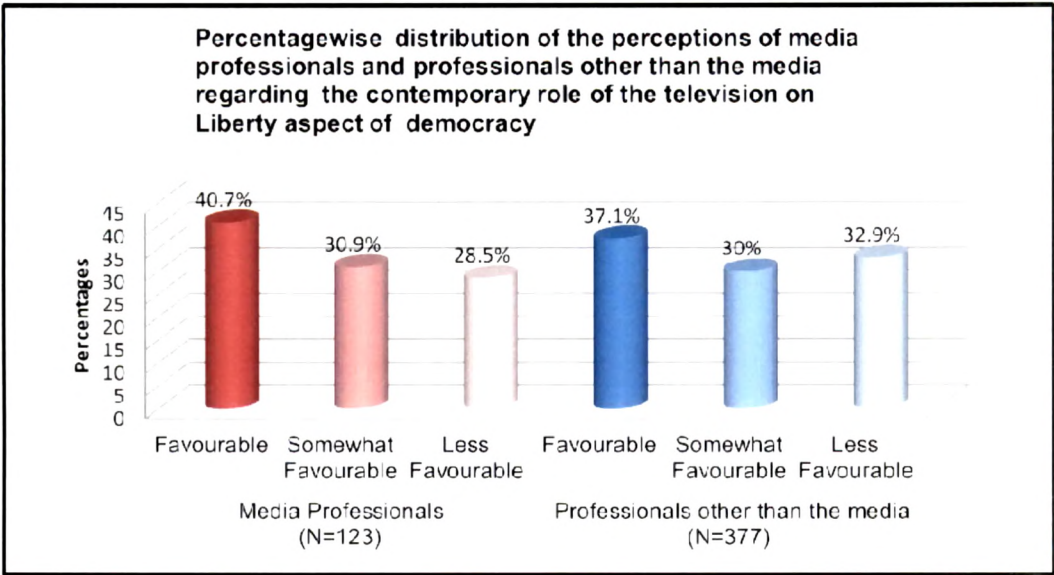


Figure 25 – Percentage-wise distribution of perceptions of the media professionals and the professionals other than the media regarding the contemporary of the television on Equality aspect of the democracy.

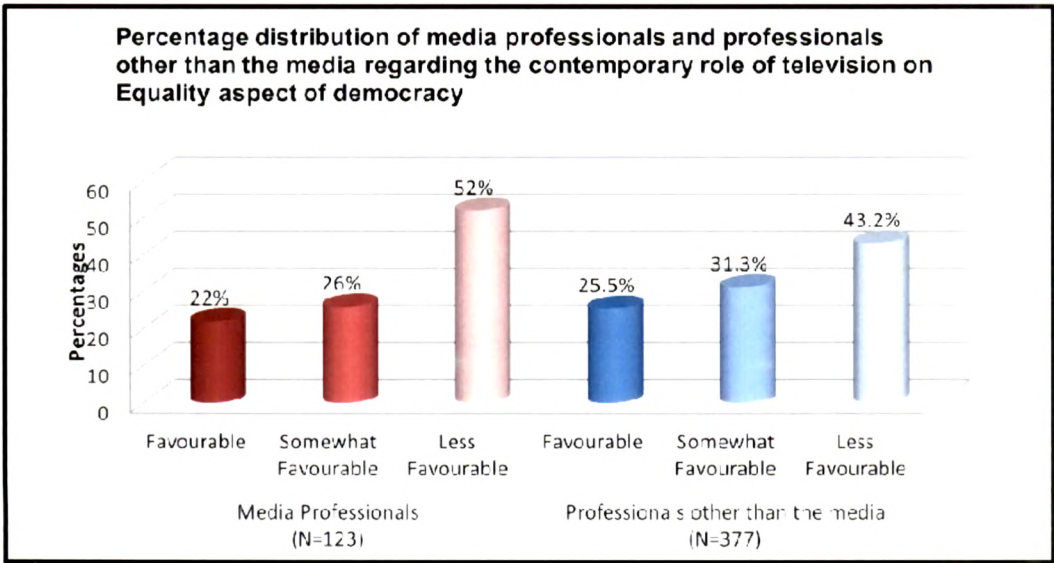


Figure 26 – Percentage-wise distribution of perceptions of the media professionals and the professionals other than the media regarding the contemporary of the television on Fraternity aspect of the democracy.

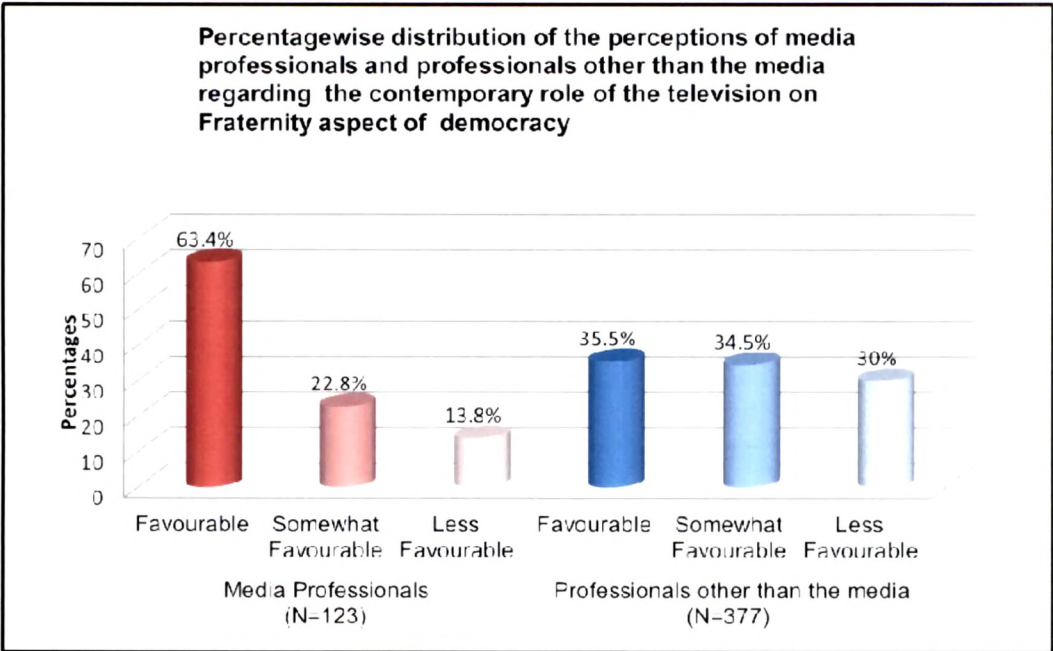


Table 68 : Percentage distribution of the media professionals and professionals other than the media according to their overall perceptions regarding the contemporary role of the television in the democracy in relation to the selected variables.

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S.F. (%)	L.F. (%)	N=377	F. (%)	S.F. (%)	L.F. (%)
Age								
• Younger	68	38.2	36.8	25.0	213	33.3	27.7	39.0
• Older	55	40.0	25.5	34.5	164	36.0	29.3	34.8
Sex								
• Male	86	36.0	31.4	32.6	265	33.6	28.3	38.1
• Female	37	45.9	32.4	21.6	112	36.6	28.6	34.8
Educational qualifications								
• Educated	37	51.4	13.5	35.1	184	35.9	27.7	36.4
• Highly educated	86	33.7	39.5	26.7	193	33.2	29.0	37.8
Knowledge regarding democracy								
• Low achievers	31	41.9	29.0	29.0	134	40.3	30.6	29.1
• Average achievers	37	40.5	27.0	32.4	96	33.3	28.1	38.5
• High achievers	55	36.4	36.4	27.3	147	29.9	26.5	43.5
Work experience								
• Less experienced	73	32.9	38.4	28.8	-	-	-	-
• More experienced	50	48.0	22.0	30.0	-	-	-	-
Media accountability								
• Less accountable	37	27.0	32.4	40.5	-	-	-	-
• Somewhat accountable	39	30.8	35.9	33.3	-	-	-	-
• More accountable	47	55.3	27.7	17.0	-	-	-	-
Occupation								
• Service	-	-	-	-	237	35.9	27.8	36.3
• Business	-	-	-	-	140	32.1	29.3	38.6
Television Utilization pattern								
• Light utilisers	-	-	-	-	110	28.2	26.4	45.5
• Moderate utilisers	-	-	-	-	134	38.1	27.6	34.3
• Heavy utilisers	-	-	-	-	133	36.1	30.8	33.1

(F=Favourable, S.F. = Somewhat Favourable, L.F.=Less favourable)

The table 68 reveals that a higher percentage of the media professionals from the following categories of variables held overall, favourable perceptions regarding the contemporary role of the television in the democracy.

- Younger and older media professionals
- Males and females
- Educated media professionals
- Low and average democratic knowledge score achievers
- More experienced media professionals
- More accountable media professionals

Further, a higher percentage of the media professionals in the following categories of variables held overall, somewhat favourable perceptions regarding the contemporary role of the television in the democracy.

- Highly educated media professionals
- Less experienced
- Somewhat accountable media professionals

Table 68 also reveals that a higher percentage of the media professionals with less accountability overall less favourable perceptions regarding the contemporary role of the television in the democracy.

On the other hand the table 68 reveals that higher percentage of the professionals other than the media from the following categories of variables held overall, favourable perceptions regarding the contemporary role of the television in the democracy.

- Older professionals other than the media
- Females
- Low achievers of democratic knowledge
- Moderate and heavy television users

Further, the table 68 also shows that, a higher percentage of professionals other than the media in the following categories of

variables held overall, less favourable perceptions regarding the contemporary role of the television in the democracy.

- Younger professionals other than the media
- Males
- Educated and highly educated
- Average and high democracy knowledge achievers
- Service and Business professionals other than the media
- Light television utilisers

Table 69 : Percentage distribution of the media professionals and professionals other than the media according to their perceptions regarding the contemporary role of the television on the Justice aspect of the democracy in relation to the selected variables.

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S.F. (%)	L.F. (%)	N=377	F. (%)	S.F. (%)	L.F. (%)
Age								
• Younger	68	23.5	60.3	16.2	213	25.4	38.5	36.2
• Older	55	41.8	23.6	34.5	164	20.7	41.5	37.8
Sex								
• Male	86	32.8	44.2	23.3	265	18.1	43.0	38.9
• Female	37	29.7	43.2	27.0	112	35.7	32.1	32.1
Educational qualification								
• Educated	37	40.5	27.0	32.4	184	26.1	35.9	38.0
• Highly educated	86	27.9	51.2	20.9	193	20.7	43.5	35.8
Knowledge regarding democracy								
• Low achievers	31	41.9	32.3	25.8	134	23.1	36.6	40.3
• Average achievers	37	35.1	37.8	27.0	96	27.1	43.8	29.2
• High achievers	55	23.6	54.5	21.8	147	21.1	40.1	38.8
Work experience								
• Less experienced	73	21.9	54.8	23.3	-	-	-	-
• More experienced	50	46.0	28.0	26.0	-	-	-	-

Table 69 Cont...

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S.F. (%)	L.F. (%)	N=377	F. (%)	S.F. (%)	L.F. (%)
Media accountability								
• Less accountable	37	24.3	43.2	32.4	-	-	-	-
• Somewhat accountable	39	28.2	51.3	20.5	-	-	-	-
• More accountable	47	40.4	38.3	21.3	-	-	-	-
Occupation								
• Service	-	-	-	-	237	24.9	39.7	35.4
• Business	-	-	-	-	140	20.7	40.0	39.3
Television Utilization pattern								
• Light utilisers	-	-	-	-	110	11.8	39.1	49.1
• Moderate utilisers	-	-	-	-	134	31.3	35.1	33.6
• Heavy utilisers	-	-	-	-	133	24.8	45.1	30.1

(F=Favourable, S.F. = Somewhat Favourable, L.F.=Less favourable)

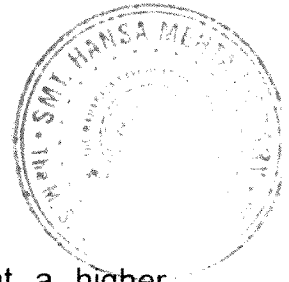
The table 69 reveals that a higher percentage of the media professionals from the following categories of variables held favourable perceptions regarding the contemporary role of the television on the Justice aspect of the democracy.

- Older media professionals
- Educated media professionals
- Low democratic knowledge achievers
- More experienced media professionals
- More accountable media professionals

Further, a higher percentage of the media professionals in the following categories of variables held somewhat favourable perceptions regarding the contemporary role of the television on the Justice aspect of the democracy.

- Younger media professionals
- Males and females
- Highly educated

- Average and high democratic knowledge achievers
- Less experienced media professionals
- Less and Somewhat accountable media professionals



On the other hand the table 69 also reveals that a higher percentage of the professionals other than the media in the following categories of variables held somewhat favourable perceptions regarding the contemporary role of the television on the Justice aspect of the democracy.

- Younger and Older
- Males
- Highly educated
- Average and high democracy knowledge achievers
- Service and business professionals other than the media
- Moderate and heavy television utilisers.

A higher percentage of the professionals other than the media in the categories of variables namely, educated, low democratic knowledge achievers and light television utilisers showed less favourable perceptions regarding the contemporary role of the television on the Justice aspect of the democracy.

Table 70: Percentage distribution of the media professionals and professionals other than the media according to their perceptions regarding the contemporary role of the television on the Liberty aspect of the democracy in relation to the selected variables.

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S.F. (%)	L.F. (%)	N=377	F. (%)	S.F. (%)	L.F. (%)
Age								
• Younger	68	38.2	36.8	25.0	213	39.0	27.7	33.3
• Older	55	43.6	23.6	32.7	164	34.8	32.9	32.3
Sex								
• Male	86	38.4	29.1	32.6	265	37.7	31.3	30.9
• Female	37	45.9	35.1	18.9	112	35.7	26.8	37.5
Educational qualifications								
• Educated	37	51.4	13.5	35.1	184	40.8	26.6	32.6
• Highly educated	86	36.0	38.4	25.6	193	33.7	33.2	33.2
Knowledge regarding democracy								
• Low achievers	31	45.2	29.0	25.8	134	39.6	35.1	25.4
• Average achievers	37	40.5	18.9	40.5	96	38.5	24.0	37.5
• High achievers	55	38.2	40.0	21.8	147	34.0	29.3	36.7
Work experience								
• Less experienced	73	32.9	39.7	27.4	-	-	-	-
• More experienced	50	52.0	18.0	30.0	-	-	-	-
Media accountability								
• Less accountable	37	32.4	27.0	40.5	-	-	-	-
• Somewhat accountable	39	28.2	41.0	30.8	-	-	-	-
• More accountable	47	57.4	25.5	17.0	-	-	-	-
Occupation								
• Service	-	-	-	-	237	39.7	27.4	32.9
• Business	-	-	-	-	140	32.9	34.3	32.9
Television Utilization pattern								
• Light utilisers	-	-	-	-	110	26.4	33.6	40.0
• Moderate utilisers	-	-	-	-	134	41.8	28.4	29.9
• Heavy utilisers	-	-	-	-	133	41.4	28.6	30.1

(F=Favourable, S.F. = Somewhat Favourable, L.F.=Less favourable)

The table 70 reveals that a higher percentage of media professionals from the following categories of variables held favourable perceptions regarding the contemporary role of the television on the Liberty aspect of the democracy.

- Younger and older media professionals
- Males and females
- Educated media professionals
- Low and average democratic knowledge achievers
- More experienced and More accountable media professionals

Further, it also shows that, a higher percentage of the media professionals in the following categories of variables held somewhat favourable perceptions regarding the contemporary role of the television on the Liberty aspect of the democracy.

- Highly educated media professionals
- High democratic knowledge achievers
- Less experienced

The same table 70 shows that a higher percentage of less accountable media professionals showed less favourable perceptions regarding the contemporary role of the television on the Liberty aspect of the democracy.

The table 70 also reveals that a higher percentage of the professionals other than the media in the following categories of variables held favourable perceptions regarding the contemporary role of the television on the Liberty aspect of the democracy.

- Younger professionals other than the media
- Males
- Educated
- Low and average democratic knowledge achievers
- Service professionals other than the media
- Moderate and heavy television utilisers

A higher percentage of the females, high democratic knowledge achievers and light television utilisers were the variables categories noticed among the professionals other than the media who held less favourable perceptions regarding the contemporary role of the television on the Liberty aspect of the democracy.

Table 71 : Percentage distribution of the media professionals and professionals other than the media according to their perceptions regarding the contemporary role of television on the Equality aspect of democracy in relation to the selected variables.

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S.F. (%)	L.F. (%)	N=377	F. (%)	S.F. (%)	L.F. (%)
Age								
• Younger	68	19.1	27.9	52.9	213	23.0	29.6	47.4
• Older	55	25.5	23.6	50.9	164	28.7	33.5	37.8
Sex								
• Male	86	17.4	24.4	58.1	265	23.4	32.8	43.8
• Female	37	32.4	29.7	37.8	112	30.4	27.7	42.0
Educational qualifications								
• Educated	37	32.4	18.9	48.6	184	22.3	35.9	41.8
• Highly educated	86	17.4	29.1	53.5	193	28.5	26.9	44.6
Knowledge regarding democracy								
• Low achievers	31	32.3	29.0	38.7	134	27.6	38.1	34.3
• Average achievers	37	29.7	27.0	43.2	96	19.8	32.3	47.9
• High achievers	55	10.9	23.6	65.5	147	27.2	24.5	48.3
Work experience								
• Less experienced	73	16.4	27.4	56.2	-	-	-	-
• More experienced	50	30.0	24.0	46.0	-	-	-	-

Table 71 Cont...

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S.F. (%)	L.F. (%)	N=377	F. (%)	S.F. (%)	L.F. (%)
Media accountability								
• Less accountable	37	29.7	29.7	40.5	-	-	-	
• Somewhat accountable	39	7.7	17.9	74.4	-	-	-	
• More accountable	47	48.1	29.8	42.6	-	-	-	
Occupation								
• Service	-	-	-	-	237	26.2	29.5	44.3
• Business	-	-	-	-	140	24.3	34.3	41.4
Television Utilization pattern								
• Light utilisers	-	-	-	-	110	25.5	26.4	48.2
• Moderate utilisers	-	-	-	-	134	29.1	29.1	41.8
• Heavy utilisers	-	-	-	-	133	21.8	37.6	40.6

(F=Favourable, S.F. = Somewhat Favourable, L.F.=Less favourable)

Table 71 reveals that a higher percentage of the media professionals from the following categories of variables held less favourable perceptions regarding the contemporary role of the television on Equality aspect of the democracy.

- Younger and Older media professionals
- Males and females
- Educated and highly educated
- Low, average and high democratic knowledge achievers
- Less and more experienced
- Less and somewhat media accountable media professionals

Further it shows that a higher percentage of the media professionals in the category of variable namely more accountability showed favourable perceptions regarding the contemporary role of the television on the Equality aspect of the democracy.

The table 71 also reveals that a higher percentage of the professionals other than the media in the following categories of variables held less favourable perceptions regarding contemporary role of the television on the Equality aspect of the democracy.

- Younger and older professionals
- Males and females
- Educated and highly educated
- Average and high democratic knowledge achievers
- Service and business professionals
- Light, moderate and heavy television utilisers

Further, the table 71 reveals that a higher percentage of the professionals other than the media belonging to low democratic knowledge scorers showed somewhat favourable perceptions regarding the contemporary role of the television on the Equality aspect of the democracy.

Table 72: Percentage distribution of the media professionals and professionals other than the media according to their perceptions regarding contemporary role of the television on the Fraternity aspect of the democracy in relation to the selected variables.

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S.F. (%)	L.F. (%)	N=377	F. (%)	S.F. (%)	L.F. (%)
Age								
• Younger	68	60.3	32.4	7.4	213	37.6	32.4	30.0
• Older	55	67.3	10.9	21.8	164	32.9	37.2	29.9
Sex								
• Male	86	60.5	24.4	15.1	265	35.1	35.5	29.4
• Female	37	70.3	18.9	10.8	112	36.6	32.1	31.3

Table 72 Cont...

Variables	Media professionals				Professionals other than the media			
	N=123	F. (%)	S.F. (%)	L.F. (%)	N=377	F. (%)	S.F. (%)	L.F. (%)
Educational qualifications								
• Educated	37	56.8	24.3	18.9	184	35.3	38.6	26.1
• Highly educated	86	66.3	22.1	11.6	193	35.8	30.6	33.7
Knowledge regarding democracy								
Low achievers	31	48.4	29.0	22.6	134	46.3	35.1	18.7
Average achievers	37	56.8	32.4	10.8	96	28.1	36.5	35.4
High achievers	55	76.4	12.7	10.9	147	30.6	32.7	36.7
Work experience								
• Less experienced	73	61.6	31.5	6.8	-	-	-	-
• More experienced	50	66.0	10.0	24.0	-	-	-	-
Media accountability								
• Less accountable	37	40.5	29.7	29.7	-	-	-	-
• Somewhat accountable	39	64.1	25.6	10.3	-	-	-	-
• More accountable	47	80.9	14.9	4.3	-	-	-	-
Occupation								
Service	-	-	-	-	237	35.4	32.5	32.1
Business	-	-	-	-	140	35.7	37.9	26.4
Television Utilization pattern								
• Light utilisers	-	-	-	-	110	30.0	31.8	38.2
• Moderate utilisers	-	-	-	-	134	39.6	30.6	29.9
• Heavy utilisers	-	-	-	-	133	36.1	40.6	23.3

(F=Favourable, S.F. = Somewhat Favourable, L.F.=Less favourable)

Table 72 reveals that a higher percentage of the media professionals irrespective of all the categories of selected variables namely age, sex, educational qualification, knowledge regarding democracy, work experience and media accountability held favourable perceptions regarding the contemporary role of the television on the Fraternity aspect of the democracy.

Further, the table 72 also shows that a higher percentage of the professionals other than the media in the following categories of variables held favourable perceptions regarding the contemporary role of the television in the democracy.

- Younger professionals other than the media
- Females
- Highly educated
- Low achievers of democratic knowledge
- Service professionals
- Moderate utilisers

The table 72 reveals that a higher percentage of the professionals other than the media in the following categories of variables held somewhat favourable perceptions regarding the contemporary role of the television in the democracy.

- Older professionals other than the media
- Educated professionals other than the media
- Average democratic knowledge achievers
- Business professionals
- Heavy television utilisers

The data reveal that a higher percentage of the professionals other than the media in the following categories of variables held less favourable perceptions regarding contemporary role of the television in the democracy.

- High democratic knowledge achievers
- Light television utilisers

4.6 Differences in the perceptions of the media professionals and the professionals other than the media regarding the contemporary role of the television in selected aspects of the democracy in relation to selected variables.

The findings related to the differences in the perceptions of the media professionals and the professionals other than the media regarding the contemporary role of the television in selected aspects of the democracy in relation to selected variables are described below.

4.6.1 DIFFERENCES IN THE OVERALL PERCEPTIONS OF THE MEDIA PROFESSIONALS AND THE PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF THE TELEVISION IN THE DEMOCRACY IN RELATION TO SELECTED VARIABLES.

Table 73 : t-value showing variable-wise differences in the overall perceptions of the media professionals and the professionals other than the media regarding the contemporary role of the television in the democracy.

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Age	Younger	68	2.03	0.22	0.11 NS	213	1.96	0.19	0.31 NS
	Older	55	2.04	0.28		164	1.95	0.20	
Sex	Male	86	2.02	0.26	0.91 NS	265	1.95	0.20	0.82 NS
	Female	37	2.06	0.20		112	1.97	0.19	
Educational Qualification	Educated	37	2.06	0.32	0.66 NS	184	1.96	0.20	0.94 NS
	Highly educated	86	2.06	0.21		193	1.94	0.20	

Table 73 Cont...

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Work-experience	Less experienced	73	2.01	0.20	1.37 NS	-	-	-	-
	More experienced	50	2.07	0.30		-	-	-	
Occupation	Service	-	-	-	-	237	1.95	0.20	0.07 NS
	Business	-	-	-	-	140	1.95	0.19	

NS- Not Significant

The table 73 reveals that there was no significant difference in the overall perceptions of the media professionals regarding the contemporary role of the television in the democracy in relation to their variables namely age, sex, educational qualifications and work experience. The mean scores of younger and older media professionals, males and females media professionals, educated and highly educated media professionals and less experienced and more experienced media professionals did not differ significantly. Thus, the null hypotheses stating that there will be no significant differences in the overall perceptions of media professionals regarding the contemporary role of the television in the democracy in relation to their age, sex, educational qualifications and work experience were retained.

The table 73 further reveals a trend of overall perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy in relation to their variables namely age, sex, educational qualifications and occupation. It shows that overall perceptions of professionals other than the media regarding the contemporary role of the television in the democracy in relation to their age, sex, educational qualifications and occupation did not differ significantly. It means that, age, sex, educational qualifications and

occupation did not make any difference in the overall perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy. Thus, the null hypotheses stating that there will be no significant differences in the overall perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy in relation to their age, sex, educational qualifications and occupation were retained.

Table 74: Summary of Analysis of Variance (ANOVA) indicating differences in the overall perceptions of the media professionals and the professionals other than the media regarding the contemporary role of the television in the democracy.

Variables	Source of variance	Media professionals (N=123)			Professionals other than the media (N=377)		
		sum of square	Mean square	F-value	sum of square	Mean square	F-value
Knowledge regarding democracy	Between groups	0.17	0.08	1.42 NS	0.22	0.11	2.84 NS
	Within groups	7.37	0.06		14.81	0.03	
	Total	7.54			15.03		
Media accountability	Between groups	0.80	0.40	7.20 S*			-
	Within groups	6.73	0.05				
	Total	7.54			-	-	
Television utilization pattern	Between groups				0.31	0.15	3.95 S*
	Within groups				14.72	0.03	
	Total				15.03		

***F is significant at 0.05 level, F-tab 0.05 level df 2/122;**

NS = F value is not significant

The table 74 reveals that there was no significant difference in the overall perceptions of the media professionals regarding the contemporary role of the television in the democracy in relation to their knowledge regarding democracy. The mean score of low score achievers, average score achiever and high score achievers of democratic knowledge among the media professionals did not differ significantly regarding the contemporary role of the television in the democracy. Thus, the null hypotheses stating that there will be no significant difference in the overall perceptions of the media professionals regarding the contemporary role of the television in the democracy according to their knowledge regarding democracy were retained.

Further, the table 74 also reveals the overall perceptions of media professionals regarding the contemporary role of television in democracy in relation to media accountability. It reveals that, perceptions of media professionals differed significantly regarding the contemporary role of the television in the democracy in relation to media accountability. In order to know among which group the perceptions differ significantly a further analysis was carried out.

On the other hand, the table 74 shows, no significant differences exist in the overall perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy in relation to their knowledge regarding democracy. Thus, the null hypothesis stating that there will be no significant difference in the overall perceptions of professionals other than the media regarding the contemporary role of the television in the democracy according to their knowledge regarding democracy was retained.

Further, the table 74 also reveals a trend on overall perceptions of the professionals other than the media regarding the contemporary role

of the television in the democracy in relation to their television utilization pattern. It shows that a significant difference exist in the overall perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy in relation to their television utilization pattern. In order to know among which group the perceptions differed significantly, a further analysis was carried out.

Table 75: Mean comparison showing the overall differences in the perceptions of the media professionals regarding the contemporary role of the television in the democracy according to media accountability. (N=123)

Media Accountability	N	X	SD
Less accountable	37	1.97*S	0.27
Somewhat accountable	39	1.98*S	0.16
More accountable	47	2.14*S	0.26

**S is significant at 0.05 level.*

The table 75 shows a mean comparison on overall perceptions of the media professionals regarding the contemporary role of the television in the democracy in relation to the variable media accountability. It can be seen from the table 75 that, the overall perceptions of the media professionals with more accountability differs significantly than those with somewhat accountable as well as less accountable regarding the contemporary role of the television in the democracy. Further, the higher mean score of media professionals with more accountability shows their overall favourable perceptions regarding the contemporary role of the television in the democracy as compared to the media professionals with somewhat accountability and media professionals with less accountability. Moreover, the higher mean score of the media professionals with somewhat accountability shows their overall favourable perceptions as compared those with less accountability regarding the contemporary role of the television in the

democracy. Thus, the null hypothesis stating that there will be no significant differences in the overall perceptions of the media professionals regarding the contemporary role of the television in the democracy according to media accountability was rejected.

Table 76 : Mean comparison showing the overall perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy in relation to their television utilization pattern. (N=377)

Television utilization pattern	N	X	SD
Light utilizers	110	1.91*S	0.20
Moderate utilizers	134	1.97	0.20
Heavy utilizers	133	1.98*S	0.20

**S is significant at 0.05 level,*

The table 76 reveal a mean score difference in the overall perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy according to their television utilization pattern. According to the result, significant differences exist between the professionals other than the media with light television utilizers and heavy television utilizers regarding the contemporary role of television in democracy. It shows that the mean score of heavy television utilizers remains higher indicating their favourable perceptions as compared to those of light television utilisers regarding the perceptions of professionals other than the media regarding the contemporary role of television in democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy according to their television utilization pattern was partially rejected.

4.6.2 DIFFERENCES IN THE PERCEPTIONS OF THE MEDIA PROFESSIONALS AND THE PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF THE TELEVISION ON THE JUSTICE ASPECT OF THE DEMOCRACY IN RELATION TO SELECTED VARIABLES.

Table 77 : t-value showing variable-wise differences in the perceptions of the media professionals and the professionals other than the media regarding the contemporary role of the television on the Justice aspect of the democracy.

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Age	Younger	68	2.13	0.25	0.16 NS	213	2.03	0.24	0.80 NS
	Older	55	2.13	0.33		164	2.01	0.26	
Sex	Male	86	2.13	0.30	0.12 NS	265	2.00	0.25	2.58 *S
	Female	37	2.13	0.25		112	2.07	0.24	
Educational qualifications	Educated	37	2.15	0.36	0.40 NS	184	2.03	0.25	0.86 NS
	Highly educated	86	2.12	0.25		193	2.01	0.25	
Work experience	Less experienced	73	2.10	0.23	1.59 NS	-	-	-	-
	More experienced	50	2.18	0.35					
Occupation	Service	-	-	-	-	237	2.03	0.24	0.29 NS
	Business	-	-	-		140	2.02	0.25	

***t' is significant at 0.05 level;**

NS = Not Significant

The table 77 reveals that the perceptions of the media professionals regarding the contemporary role of the television on the Justice aspect of the democracy in relation to their age, sex, educational qualification and work experience did not differ significantly. It means that, age, sex, educational qualification and work experience of the media professionals did not make any difference in their perceptions regarding the contemporary role of the television on the Justice aspect of the democracy. Thus, the null hypotheses stating that there will be no significant differences in the overall perceptions of media professionals regarding the contemporary role of the television on the Justice aspect of the democracy in relation to their age, sex, educational qualifications and work experience were retained.

The same table 77 reveals a trend that perceptions of the professionals other than the media regarding the contemporary role of the television on the Justice aspect of the democracy in relation to their age, sex, educational qualification and occupation did not differ significantly. It means that, age, educational qualification and occupation of did not make any difference in the perceptions of the professionals other than the media regarding the contemporary role of the television on the Justice aspect of the democracy. Thus the null hypotheses stating that there will be no significant differences in the overall perceptions of the professionals other than the media regarding the contemporary role of the television on the Justice aspect of the democracy in relation to their age, educational qualification and occupation were retained.

Further, the table 77, reveals that there was significant difference in the perceptions of the professionals other than the media regarding the contemporary role of the television on the Justice aspect of the democracy in relation to the variable sex. The mean score of female respondents were higher as compared to their counterparts regarding the contemporary role of the television on the Justice aspect of the

democracy. So, it can be interpreted that female respondents held favourable perceptions as compared to male professionals other than the media regarding the contemporary role of the television on the Justice aspect of the democracy. Thus, the null hypothesis stating that there will be no significant differences in the perceptions of male and female professionals other than the media regarding the contemporary role of the television on the Justice aspect of the democracy was rejected.

Table 78: Summary of Analysis of Variance (ANOVA) indicating differences in the perceptions of media professionals and professionals other than the media regarding the contemporary role of the television on the Justice aspect of the democracy in relation to their knowledge regarding democracy, media accountability and television utilization pattern.

Variables	Source of variance	Media professionals (N=123)			Professionals other than the media (N=377)		
		sum of squares	Mean squares	F-value	sum of squares	Mean squares	F-value
Knowledge regarding democracy	Between groups	0.12	0.06	0.75 NS	0.26	0.13	2.11 NS
	Within groups	10.22	0.08		23.25	0.06	
	Total	10.35			23.51		
Media accountability	Between groups	0.61	0.30	3.77 S*	-	-	-
	Within groups	9.74	0.08		-	-	
	Total	10.35			-	-	
Television utilization pattern	Between groups	-	-	-	0.79	0.39	6.52 S*
	Within groups	-	-		22.72	0.06	
	Total	-	-		23.51		

***F is significant at 0.05 level, F-tab 0.05 level df 2/122;**

NS = F value is not significant

The table 78 reveals that, there was no significant difference noticed in the perceptions of the media professionals regarding the contemporary role of the television with the Justice aspect of democracy in relation to their knowledge regarding democracy. Thus, the null hypothesis stating that there will be no significant differences in the perceptions of the media professionals regarding the contemporary role of the television in relation to the Justice aspect of democracy according to their knowledge regarding democracy was retained.

Further, the table 78 also reveals that there were significant differences exist in the perceptions of the media professionals regarding the contemporary role of the television on the Justice aspect of the democracy in relation to their media accountability. In order to understand among which group significant difference exist, data were further analyzed.

The same table 78 also reveals that, no significant difference exist in the perceptions of the professionals other than the media regarding the contemporary role of the television with the Justice aspect of the democracy in relation to their knowledge regarding democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of the television in relation to the Justice aspect of the democracy according to their knowledge regarding democracy was retained.

Further table 78 also reveals that there were significant difference existed in the perceptions of the professionals other than the media regarding the contemporary role of the television on the Justice aspect of the democracy in relation to their television utilization pattern. In order to understand among which group perceptions differ significantly, data were further analyzed.

Table 79 Mean comparison showing the differences in the perceptions of the media professionals according to media accountability in the contemporary role of the television on the Justice aspect of the democracy.

(N=123)

Media accountability	N	X	SD
Less accountable	37	2.07*S	0.34
Somewhat accountable	39	2.09	0.22
More accountable	47	2.22*S	0.29

****S is significant at 0.05 level***

The table 79 shows that there were significant differences existed between the media professionals with more accountability and those with less accountability regarding the contemporary role of the television on the Justice aspect of the democracy. The mean score of the media professionals with more accountability was significantly higher than that of the media professionals with less accountability regarding the contemporary role of the television on the Justice aspect of the democracy. However, there were no significant difference existed in the perceptions of the media professionals with somewhat accountability and those with more or less accountability. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the media professionals regarding the contemporary role of the television on the Justice aspect of the democracy according to their media accountability was partially rejected.

Table 80 Mean comparison showing perceptions of the professionals other than the media regarding the contemporary role of the television on the Justice aspect of the democracy in relation their television utilization pattern. (N=377)

Television utilization pattern	N	X	SD
Light utilizers	110	1.96*	0.24
Moderate utilizers	134	2.06*	0.25
Heavy utilizers	133	2.05*	0.24

**S is significant at 0.05 level*

The table 80 shows that there were significant differences in the mean scores of professionals other than the media with heavy television utilizers and that of professionals other than the media with light and moderate utilizers regarding the contemporary role of the television on the Justice aspect of the democracy. The higher mean score of moderate utilisers revealed their favourable perceptions as compared to light and heavy television utilisers regarding the contemporary role of the television on the Justice aspect of the democracy. Further. The professionals other than the media with light television utilization held less favourable perceptions than those with heavy television utilization. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of the television on the Justice aspect of the democracy in relation to their television utilization pattern was rejected.

4.6.3 DIFFERENCES IN THE PERCEPTIONS OF THE MEDIA PROFESSIONALS AND THE PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF TE TELEVISION ON THE LIBERTY ASPECT OF TE DEMOCRACY IN RELATION TO SELECTED VARIABLES.

Table 81: t-value showing variable-wise differences in the perceptions of the media professionals and the professionals other than the media regarding the contemporary role of the television on the Liberty aspect of the democracy.

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Age	Younger	68	2.02	0.24	0.35 NS	213	1.99	0.21	0.87 NS
	Older	55	2.04	0.31		164	1.97	0.20	
Sex	Male	86	2.02	0.29	0.46 NS	265	1.98	0.21	0.07 NS
	Female	37	2.05	0.22		112	1.98	0.21	
Educational qualifications	Educated	37	2.06	0.33	0.62 NS	184	2.00	0.21	1.48 NS
	Highly educated	86	2.02	0.24		193	1.96	0.21	
Work experience	Less experienced	73	2.00	0.24	1.49 NS	-	-	-	-
	More experienced	50	2.08	0.31		-	-	-	
Occupation	Service	-	-	-	-	237	1.98	0.21	0.12 NS
	Business	-	-	-		140	1.98	0.20	

NS = F value is not significant

The table 81 reveals that there were no significant difference exist in the perceptions of the media professionals regarding the contemporary role of the television on the Liberty aspect of the democracy in relation to their age, sex, educational qualification and work experience. It means that, age, sex, educational qualifications and work experience of did not make any difference in their perceptions regarding the contemporary role of the television on the Liberty aspect of the democracy. Thus, the null hypothesis stating that there will be no significant differences in the overall perceptions of the media professionals regarding the contemporary role of television on the Liberty aspect of the democracy in relation to their age, sex, educational qualification and work experience were retained.

On the other hand, the table 81 also reveals a similar trend in case of the professionals other than the media. It revealed that perceptions of the professionals other than the media regarding the contemporary role of the television on the Liberty aspect of the democracy in relation to their age, educational qualifications and occupation did not differ significantly. It means that younger and older, male and female, educated and highly educated, service and business professionals other than the media did not make any differences in the perceptions of the professionals other than the media regarding the contemporary role of the television on the Liberty aspect of the democracy. Thus, the null hypotheses stating that there will be no significant differences in the overall perceptions of the professionals other than the media regarding the contemporary role of the television on the Liberty aspect of the democracy in relation to their age, sex, educational qualifications and occupation were retained on these variable.

Table 82: Summary of Analysis of Variance (ANOVA) indicating differences in the perceptions of the media professionals and the professionals other than the media regarding the contemporary role of the television on the Liberty aspect of the democracy in relation to their knowledge regarding democracy, media accountability and television utilization pattern.

Variables	Source of variance	Media professionals (N=123)			Professionals other than the media (N=377)		
		sum of squares	Mean squares	F-value	sum of squares	Mean squares	F-value
Knowledge regarding democracy	Between groups	0.11	0.05	0.76 NS	0.12	0.06	1.38 NS
	Within groups	9.11	0.07		16.83	0.04	
	Total	9.23			16.96		
Media accountability	Between groups	0.97	0.48	7.10 S*			-
	Within groups	8.25	0.06				
	Total	9.23			-	-	
Television utilization pattern	Between groups				0.28	0.14	3.19 NS
	Within groups				16.67	0.04	
	Total				16.96		

****F is significant at 0.05 level, F-tab 0.05 level df 2/122;***

NS = F value is not significant

Table 82 reveals that there was no significant difference noticed in the perceptions of the media professionals regarding the contemporary role of the television with the Liberty aspect of the democracy in relation to their knowledge regarding democracy. Thus, the null hypothesis stating that there will be no significant differences in

the perceptions of the media professionals regarding the contemporary role of television on the Liberty aspect of the democracy in relation to their knowledge regarding democracy was retained.

The table 82 also reveals that there was significant difference exist in the perceptions of the media professionals regarding the contemporary role of the television in the democracy on the Liberty aspect of democracy in relation to media accountability. In order to understand significant difference further analysis was carried out.

Further, table 82 shows that, there was no significant difference found in the perceptions of the professionals other than the media regarding the contemporary role of the television with the Liberty aspect of the democracy in relation to their knowledge regarding democracy. Thus, the null hypothesis stating that, there will be no significant difference in the perceptions of the media professionals regarding the contemporary role of the television on the Liberty aspect of the democracy in relation to their knowledge regarding democracy was accepted.

On the other hand, the same table 82 also reveals that no significant differences were noticed in the perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy with the Liberty aspect in relation to their television utilization pattern. It means that mean score of professionals other than the media with light, moderate and heavy media utilization did not differ significantly. Thus, the null hypothesis stating that there will be no significant differences in the perceptions of the professionals other than the media regarding the contemporary role of the television in relation to the Liberty aspect of the democracy according to their television utilization pattern was retained.

Table 83 Mean comparison showing the differences in the perceptions of the media professionals according to media accountability regarding the contemporary role of the television on the Liberty aspect of the democracy.
(N=123)

Media accountability	N	X	SD
Less accountable	37	1.97 ^{*S}	0.29
Somewhat accountable	39	1.97 ^{*S}	0.19
More accountable	47	2.15 ^{*S}	0.29

**S is significant at 0.05 level,*

The table 83 reveals that, there were significant differences existed between the media professionals with those of less media accountable, the somewhat media accountable and with those of more media accountable regarding the contemporary role of television in relation on the Liberty aspect of the democracy. The table 83 reveals that the media professionals with more accountability held higher mean score as compared to their counterparts. It means that the media professionals with more accountability held favourable perceptions as compared those with less accountability. It also revealed that the media professionals with somewhat accountability held less favourable perceptions as compared those with more accountability regarding the contemporary role of the television in relation on the Liberty aspect of the democracy. Thus, the null hypothesis stating that there will be no significant differences in the perceptions of the media professionals regarding the contemporary role of the television on the Liberty aspect of the democracy in relation to their media accountability was rejected.

4.6.4 DIFFERENCES IN THE PERCEPTIONS OF THE MEDIA PROFESSIONALS AND THE PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF THE TELEVISION ON THE EQUALITY ASPECT OF THE DEMOCRACY IN RELATION TO SELECTED VARIABLES.

Table 84: Variable wise perceptions of the media professionals and the professionals other than the media regarding the contemporary role of the television on the Equality aspect of the democracy.

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Age	Younger	68	1.83	0.27	0.22 NS	213	1.83	0.32	1.06 NS
	Older	55	1.84	0.31		164	1.87	0.31	
Sex	Male	86	1.80	0.28	2.00 S*	265	1.84	0.31	0.56 NS
	Female	37	1.91	0.27		112	1.86	0.33	
Educational qualification	Educated	37	1.86	0.35	0.78 NS	184	1.84	0.30	0.17 NS
	Highly educated	86	1.82	0.25		193	1.85	0.33	
Work experience	Less experienced	73	1.81	0.26	1.03 NS	-	-	-	-
	More experienced	50	1.86	0.32		-	-	-	
Occupation	Service	-	-	-	-	237	1.85	0.31	0.19 NS
	Business	-	-	-	-	140	1.85	0.32	

***S is significant at 0.05 level, F-tab 0.05 level df 2/122;**

NS = F value is not significant

The table 84 shows that there was no significant differences existed in the perceptions of media professionals regarding the contemporary role of the television on the Equality aspect of the democracy in relation to their age, educational qualification and work experience. It means that, age, educational qualification and work experience did not make any difference in the perceptions of media professionals regarding the contemporary role of television in democracy on the Equality aspect of democracy. Thus, the null hypotheses stating that there will be no significant differences in the perceptions of media professionals regarding the contemporary role of television on the Equality aspect of democracy in relation to the age, educational qualification and work experience were retained on these variables.

Further, the table 84 also reveals that significant difference exists in the perceptions of the media professionals regarding the contemporary role of the television in the democracy in relation to their sex. It shows that the mean score of female respondents remains higher than the male media professionals. It indicates favourable perceptions of the female respondents than their counterparts regarding the contemporary role of the television on the Equality aspect of the democracy. Thus, the null hypothesis stating that there will be no significant differences in the perceptions of the media professionals regarding the contemporary role of the television on the Equality aspect of the democracy in relation to their sex was rejected.

On the other hand, the table 84 also shows that there were no significant differences exist in the perceptions of the professionals other than the media regarding the contemporary role of the television on the Equality aspect of the democracy in relation to their age, sex, educational qualification and occupation. Thus, the null hypotheses stating that there will be no significant differences in the perceptions of

the professionals other than regarding the contemporary role of the television on the Equality aspect of the democracy in relation to their age, sex, educational qualification and occupation were retained.

Table 85: Summary of Analysis of Variance (ANOVA) indicating differences in the perceptions of the media professionals and the professionals other than regarding the contemporary role of the television on the Equality aspect of the democracy in relation to their knowledge regarding democracy, media accountability and television utilization pattern.

Variables	Source of variance	Media professionals (N=123)			Professionals other than the media (N=377)		
		sum of squares	Mean squares	F-value	sum of squares	Mean squares	F-value
Knowledge regarding democracy	Between groups	0.06	0.33	4.20 S*	0.46	0.23	2.32 NS
	Within groups	9.45	0.08		37.75	0.10	
	Total	10.11			38.22		
Media account-ability	Between groups	0.32	0.16	1.98 NS	-	-	-
	Within groups	9.78	0.08		-	-	
	Total	10.11			-	-	
Television utilization pattern	Between groups	-	-	-	0.07	0.03	0.35 NS
	Within groups	-	-		38.15	0.10	
	Total	-	-		38.22		

***F is significant at 0.05 level, F-tab 0.05 level df 2/122;**

NS = F value is not significant

The table 85 reveals that there was significant difference noticed in the perceptions of the media professionals regarding the contemporary role of the television on the Equality aspect of the democracy in relation to their knowledge regarding democracy. In order to understand which group held perceptions to differ significantly, the

data were further analyzed.

Further the table 85 also reveals that no significant difference noticed in the perceptions of the media professionals regarding the contemporary role of the television on the Equality aspect of the democracy in relation to the variable media accountability. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the media professionals regarding the contemporary role of the television on the Equality aspect of the democracy in relation to media accountability was retained.

On the other hand, the table 85 also reveals that there was no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of the television on the Equality aspect of the democracy in relation to the variables knowledge regarding democracy and television utilization pattern. Thus, the null hypotheses stating that there will be no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of the television on the Equality aspect of the democracy in relation to knowledge regarding democracy and television utilization pattern were retained.

Table 86 Mean comparison showing the differences in the perceptions of the media professionals regarding the contemporary role of the television on the Equality aspect of the democracy in relation to their knowledge regarding democracy. (N=123)

Knowledge regarding democracy	N	X	SD
Low achievers	31	1.90	0.23
Average achievers	37	1.91* ₅	0.35
High achievers	55	1.75* ₅	0.25

****Significant at 0.05 level, df 2/122**

The table 86 shows that significant differences existed in the mean scores of the average and the high score achievers of democratic knowledge among the media professionals regarding the contemporary role of the television on the Equality aspect of the democracy. The higher mean score of the average democratic knowledge achievers shows favourable perceptions as compared to those of high democratic knowledge achievers among the media professionals regarding the contemporary role of the television on the Equality aspect of the democracy. It was also reveals from the table that no significant difference existed between the perceptions of the low scorers and the high scorers of democratic knowledge among the media professionals regarding the contemporary role of the television on the Equality aspect of the democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the media professionals regarding the contemporary role of the television on the Equality aspect of the democracy in relation to their knowledge regarding democracy was partially rejected.

4.6.5 DIFFERENCES IN THE PERCEPTIONS OF THE MEDIA PROFESSIONALS AND THE PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF THE TELEVISION ON THE FRATERNITY ASPECT OF THE DEMOCRACY IN RELATION TO SELECTED VARIABLES.

Table 87 : t-value showing variable-wise differences in the perceptions of the media professionals and the professionals other than the media regarding the contemporary role of the television on the Fraternity aspect of the democracy.

Variables	Categories	Media Professionals (N=123)				Professionals other than the media (N=377)			
		N	Mean	S.D.	't' value	N	Mean	S.D.	't' value
Age	Younger	68	2.13	0.27	0.44 NS	213	1.94	0.26	0.36 NS
	Older	55	2.11	0.33		164	1.93	0.26	
Sex	Male	86	2.11	0.31	0.86	265	1.94	0.27	0.11 NS
	Female	37	2.16	0.26		265	1.94	0.27	
Educational qualifications	Educated	37	2.14	0.39	0.48 NS	184	1.95	0.24	0.67 NS
	Highly educated	86	2.12	0.24		193	1.93	0.27	
Work experience	Less experienced	73	2.11	0.24	0.56 NS	-	-	-	-
	More experienced	50	2.14	0.36		-	-	-	
Occupation	Service	-	-	-	-	23 7	1.94	0.27	0.12 NS
	Business	-	-	-		14 0	1.94	0.23	

NS = F value is not significant

It can be seen from table 87 that there was no significant difference in the perceptions of the media professionals regarding the contemporary role of the television on the Fraternity aspect of the democracy in relation to the variables namely, age, sex, educational qualification and work experience. Thus, the null hypotheses stating that there will be no significant difference in the perceptions of the media professionals regarding the contemporary role of the television on the Fraternity aspect of the democracy in relation to the variables namely, age, sex, educational qualification and work experience were retained.

Further the same table 87 also revealed that no significant difference noticed in the perceptions of the professionals other than the media regarding the contemporary role of the television on the Fraternity aspect of the democracy in relation to the variables age, sex, educational qualification and occupation. It means that perceptions professionals other than the media in the variables categories of younger and older, males and females, educated and highly educated, service and business did not differ significantly regarding the contemporary role of the television on Fraternity aspect of the democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of the television on the Fraternity aspect of the democracy in relation to the variables namely, age, sex, educational qualification and occupation were retained.

Table 88: Summary of Analysis of Variance (ANOVA) indicating differences in the perceptions of the media professionals and the professionals other than the media regarding the contemporary role of the television on the Fraternity aspect of the democracy in relation to their knowledge regarding democracy, media accountability and television utilization pattern.

Variables	Source of variance	Media professionals (N=123)			Professionals other than the media (N=377)		
		sum of squares	Mean squares	F-value	sum of squares	Mean squares	F-value
Knowledge regarding democracy	Between groups	0.20	0.10	1.15 NS	0.81	0.40	6.16 *S
	Within groups	10.66	0.08		24.70	0.06	
	Total	10.86			25.52		
Media accountability	Between groups	1.77	0.88	11.69 *S	-	-	-
	Within groups	9.09	0.07		-	-	
	Total	10.86			-	-	
Television utilization pattern	Between groups	-	-	-	0.42	0.21	3.20 S*
	Within groups	-	-		25.09	0.06	
	Total	-	-		25.52		

***F is significant at 0.05 level, F-tab 0.05 level df 2/122, df 2/376;**

NS = F value is not significant

The table 88 reveals that there was no significant difference in the perceptions of the media professionals regarding the contemporary role of the television for Fraternity aspect of the democracy in relation to their knowledge regarding democracy. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the media professionals regarding the contemporary role of the television in

relation to the Fraternity aspect of democracy according to their knowledge regarding democracy was retained.

Further the table 88 also revealed that there was significant difference in the perceptions of the media professionals regarding the contemporary role of television on the Fraternity aspect of democracy in relation to their media accountability. In order to know with which group the perceptions differed significantly the data were further analyzed.

On the other hand, the same table 88 revealed that significant differences exist in the perceptions of the professionals other than the media regarding the contemporary role of the television with the Fraternity aspect of democracy in relation to their variables namely knowledge regarding democracy and television utilization pattern. In order to know with which group the perceptions differed significantly the data were further analyzed.

Table 89 Mean comparison showing the differences in the perceptions of the media professionals according to media accountability in the contemporary role of the television on the Fraternity aspect in the democracy.
(N=123)

Media accountability	N	X	SD
Less accountable	37	2.00*S	0.30
Somewhat accountable	39	2.08*S	0.21
More accountable	47	2.28*S	0.30

**S is significant at 0.05 level,*

The table 89 shows that the mean scores of the media professionals having less, the somewhat and the more accountable did differ significantly regarding the contemporary role of the television in relation to the Fraternity aspect of the democracy. The higher mean

score of the media professionals with more accountability indicates more favourable perceptions as compared those with somewhat accountability. Moreover, low mean scores of media professionals with somewhat accountable also reflect favourable perceptions as compared those with more accountability regarding the contemporary role of television on the Fraternity aspect of democracy. Thus the null hypothesis stating that there will be no significant difference in the perceptions of the media professionals regarding the contemporary role of the television in relation to the Fraternity aspect of democracy according to their media accountability was rejected.

Table 90 - Mean comparison showing perceptions of the professionals other than the media regarding the contemporary role of the television on the Fraternity aspect of the democracy in relation to their knowledge regarding democracy. (N=377)

Knowledge regarding democracy	N	X	SD
Low achievers	134	2.01*S	0.25
Average achievers	96	1.91*S	0.26
High achievers	147	1.90*S	0.26

**S is significant at 0.05 level,*

Table 90 shows that there were significant differences exist in the perceptions of the professionals other than the media with low score of knowledge regarding democracy and those with average score achievers of knowledge of democracy. It shows that significant difference exist between the professionals other than the media of low scorers and high score achievers of democratic knowledge. Further, it reveals that, the higher mean score of low scorers of democratic knowledge indicates favourable perceptions as compared to the average and high scorers of democratic knowledge for the same. Thus, the null hypothesis stating that there will be no significant difference in

the perceptions of the professionals other than the media regarding the contemporary role of the television on the Fraternity aspect of the democracy in relation to their knowledge regarding democracy was rejected.

Table 91 : Mean comparison showing the differences in the perceptions of the professionals other than the media regarding television utilization pattern for the contemporary role of the television on the Fraternity aspect of the democracy. (N=377)

Television utilization pattern	N	X	SD
Light utilizers	110	1.90*S	0.28
Moderate utilizers	134	1.94	0.24
Heavy utilizers	133	1.99*S	0.26

**S is significant at 0.05 level,*

The table 91 reveals that there was a significant difference in the mean scores of professionals other than the media with light and heavy television utilization regarding the contemporary role of the television on the Fraternity aspect of the democracy. The higher mean score of the professionals other than the media with heavy television utilization pattern revealed their favourable perceptions as compared those the light television utilization pattern regarding the contemporary role of the television in relation to the Fraternity aspect of the democracy. However, no significant difference existed the between professionals other than the media with moderate television utilizers and light television utilisers as well as heavy television utlisers. Thus, the null hypothesis stating that there will be no significant difference in the perceptions of the professionals other than the media regarding the contemporary role of the television on the Fraternity aspect of the democracy in relation to their knowledge regarding democracy was partially rejected.

4.7 Item wise Intensity Indices regarding the perceptions of the media professionals and the professionals other than the media regarding the contemporary role of the television on selected aspects of the democracy.

Intensity indices were calculated for the items of the perception scale to understand the perceptions of media professionals and professionals other than the media regarding the contemporary role of television on selected aspect of democracy i.e. Justice, Liberty, Equality and Fraternity. The items for each aspect which reflected favourable and less favorable intensity are reported below.

Table 92 - Item wise Intensity Indices showing the perceptions of media professionals on the items related to the role of television in relation to the Justice aspect of democracy.

(N=123)

Items	Intensity Indices
Contemporary media -	
give space to a common man to make him / her celebrity.	2.68
respects the culture, spiritual values and wisdom of others	2.60
mobilizes various social groups to take quick action	2.59
brings the social problems in front of the individual of the society	2.57
is impartial and unbiased in reporting events for public importance.	2.51
provides information to the people on issues beyond their immediate communities	2.50
finds little or no place of development message unless of commercial value.	2.00
bias in providing large headlines / coverage in front page / prime time to the opposite ruling political party.	1.71
use only selective stories that come over as wide coverage and objectives	1.67

Table 92 Cont...

Items	Intensity Indices
projects selected perspectives for the crisis.	1.67
coverage contains excessive urban concentration.	1.63
gives more prominence to the articles/ programs by the favoured author / producer / director	1.48

It can be seen from the table 92 that the intensity indices under the Justice aspect range from 2.68 to 2.50 regarding the role of newspapers in the democracy. The media professionals revealed favourable perceptions regarding the contemporary role of television on Justice aspect of democracy for the items that, television give space to a common man to make him / her a celebrity , it respects the culture, spiritual values and wisdom of others; mobilizes various social groups to take quick action, brings the social problems in front of the individual of the society; it is impartial and unbiased in reporting events for public importance; it mobilizes various social groups to take quick action; it provides information to the people on issues beyond their immediate communities.

The table 92 further reveals that the intensity indices ranged from 2.00 to 1.48 which shows their less favourable perceptions regarding role of the television on the Justice aspect of the democracy.

The media professionals held less favourable perceptions regarding the contemporary role of television on Justice aspect of democracy for the items that, television finds little or no place of development message unless of commercial value ,it is biased in providing large headlines / coverage in front page / prime time to the opposite ruling political party, it use only selective stories that come over as wide coverage and objectives; it excessively contains urban

concentration coverage; it projects selected perspectives for the crisis; it gives more prominence to the articles/ programs by the favoured author / producer / director; it is biased in providing large headlines / coverage in front page / prime time to the opposite ruling political party.

Table 93 : Item wise Intensity Indices showing perceptions of professionals other than the media on the items related to the role of the television in relation to the Justice aspect of the democracy (N=377)

Items	Intensity indices
Contemporary media -	
mobilizes various social groups to take quick action	2.56
provides information to the people on issues beyond their immediate communities	2.33
brings the social problems in front of the individual of the society	2.29
respects the culture, spiritual values and wisdom of others	2.25
give space to a common man to make him / her a celebrity.	2.25
is impartial and unbiased in reporting events for public importance.	1.90
bias in providing large headlines / coverage in front page / prime time to the opposite ruling political party.	1.79
gives more prominence to the articles/ programs by the favoured author / producer / director	1.78
projects selected perspectives for the crisis.	1.77
use only selective stories that come over as wide coverage and objectives	1.74
contains excessive coverage urban concentration.	1.67

It can be seen from table 93 that the intensity indices under the Justice aspect ranged from 2.56 to 2.25, regarding the role of newspapers in the democracy. It reveals that the professionals other than the media had favourable perceptions regarding the contemporary role of the television on Justice aspect of democracy for the items that, television mobilizes various social groups to take quick action, it

provides information to the people on issues beyond their immediate communities, it brings the social problems in front of the individual of the society, it respects the culture, spiritual values and wisdom of others, it give space to a common man to make him / her a celebrity.

Further the table 93 also reveals that the intensity indices under the Justice aspect ranged from 2.01 to 1.67 regarding the contemporary role of television on Justice aspect of democracy. The professionals other than the media held less favourable perceptions for the items that, television is impartial and unbiased in reporting events for public importance , bias in providing large headlines / coverage in front page / prime time to the opposite ruling political party , gives more prominence to the articles/ programs by the favoured author / producer / director, projects selected perspectives for the crisis.

Table 94 - Item wise Intensity Indices showing perceptions of the media professionals on the items related to the role of the television in relation to the Liberty of the democracy.

(N=123)

Items	Intensity Indices
Contemporary media -	
informs the public on what is going on in and around the world.	2.72
Informs about the threats from weather changes	2.71
provides information on meaning and significance of events	2.71
generates common experiences to the people.	2.59
develops sense of responsibility among people.	2.55
increases audience horizons by diffusing new practices, skills and technology.	2.54
links together elements of society that are not connected through interpersonal channel.	2.50

Table 94 Cont...

Items	Intensity Indices
helps to change the orthodox attitudes of the people.	2.50
actively interprets and comments on certain information / issues on its own	2.49
inspires people to become aggressive and violent in fulfilling their demands	2.15
is unable to keep alive the sentiments of the people	1.85
provokes early sexual activity, drug and alcohol use by showing uncensored scenes in advertisements and serials	1.72
suppresses information for commercial gain.	1.68
sensationalizes the issues / events by providing unnecessary coverage	1.66
encourages passivity and takes people away from other, more direct experience	1.63
misinterprets the issues by showing unnecessary details.	1.62
promotes superficial expression of democracy i.e. single line judgement through participation	1.60
conveys less of message and gives more of entertainment.	1.57
concludes information/ views with own preconceived notion.	1.54
presents misleading role models	1.54
fosters lack of interaction among the people as people are glued to the media and minimize on social and familial interaction.	1.54
manipulates information to increase circulation / T R P	1.41

It can be seen from the table 94 that the intensity indices under the Liberty aspect ranged from 2.72 to 2.15. The media professionals held favourable perceptions regarding the contemporary role of the television on Liberty aspect of the democracy for the items that, television inform the public on what is going on in and around the world, it informs about the threats from weather changes, it provides information on meaning and significance of events; it generates common experiences to the people, develops sense of responsibility

among people, it increases audience horizons by diffusing new practices, skills and technology; it links together elements of society that are not connected through interpersonal channel; it helps to change the orthodox attitudes of the people; it actively interprets and comments on certain information / issues on its own, it inspires people to become aggressive and violent in fulfilling their demands.

Further the table 94 also shows the intensity indices under the liberty aspect which range from 1.85 to 1.41. The media professionals held less favourable perceptions regarding the contemporary role of the television on Liberty aspect of the democracy for the items that, television is unable to keep alive the sentiments of the people, it provokes early sexual activity, drug and alcohol use by showing uncensored scenes in advertisements and serials, it suppresses information for commercial gain, it sensationalizes the issues / events by providing unnecessary coverage, encourages passivity and takes people away from other, it more direct experience, it misinterprets the issues by showing unnecessary details, it promotes superficial expression of democracy i.e. single line judgement through participation, it conveys less of message and gives more of entertainment, it concludes information/ views with own preconceived notion, presents misleading role models, it fosters lack of interaction among the people as people are glued to the media and minimize on social and familial interaction, it manipulates information to increase circulation/TRP ; it misinterprets the issues by showing unnecessary details.

Table 95 : Item wise Intensity Indices showing perceptions of the professionals other than the media on the items related to the role of the television in relation to the Liberty aspect of the democracy. (N=377)

Items	Intensity Indices
Contemporary media -	
inform the public on what is going on in and around the world.	2.53
Informs about the threats from weather changes	2.50
increases audience horizons by diffusing new practices, skills and technology.	2.46
generates common experiences to the people.	2.38
develops sense of responsibility among people.	2.33
actively interprets and comments on certain information / issues on its own	2.29
provides information on meaning and significance of events	2.23
links together elements of society that are not connected through interpersonal channel.	2.23
inspires people to become aggressive and violent in fulfilling their demands	2.18
helps to change the orthodox attitudes of the people.	2.16
suppresses information for commercial gain.	1.83
concludes information/ views with own preconceived notion.	1.77
fosters lack of interaction among the people as people are glued to the media and minimize on social and familial interaction.	1.77
encourages passivity and takes people away from other, more direct experience	1.77
is unable to keep alive the sentiments of the people	1.74
promotes superficial expression of democracy i.e. single line judgement through participation	1.70
presents misleading role models	1.68
conveys less of message and gives more of entertainment.	1.67

Table 95 Cont...

Items	Intensity Indices
provokes early sexual activity, drug and alcohol use by showing uncensored scenes in advertisements and serials	1.67
manipulates information to increase circulation / T R P .	1.65
misinterprets the issues by showing unnecessary details.	1.61
sensationalizes the issues / events by providing unnecessary coverage	1.49

The table 95 shows that the intensity indices under Liberty aspect range from 2.53 to 2.16. The professionals other than the media held favourable perceptions regarding the contemporary role of the television on Liberty aspect of the democracy for the items that, television inform the public on what is going on in and around the world, it informs about the threats from weather changes, increases audience horizons by diffusing new practices, skills and technology, it generates common experiences to the people, it develops sense of responsibility among people, it actively interprets and comments on certain information / issues on its own, it provides information on meaning and significance of events, it links together elements of society that are not connected through interpersonal channel, it inspires people to become aggressive and violent in fulfilling their demands, it helps to change the orthodox attitudes of the people.

Further the table 95 also shows that the intensity indices under Liberty aspect range from 2.53 to 2.16. The professionals other than the media held less favourable perceptions regarding the contemporary role of the television on Liberty aspect of the democracy for the items that, television suppresses information for commercial gain, concludes information/ views with own preconceived notion, fosters lack of interaction among the people as people are glued to the media and minimize on social and familial interaction, it encourages passivity and takes people away from other, more direct experience , it is unable to

keep alive the sentiments of the people, it promotes superficial expression of democracy i.e. single line judgement through participation, it presents misleading role models, conveys less of message and gives more of entertainment, it provokes early sexual activity, drug and alcohol use by showing uncensored scenes in advertisements and serials, it manipulates information to increase circulation / T R P, it misinterprets the issues by showing unnecessary details, sensationalizes the issues / events by providing unnecessary coverage.

Table 96- Item wise Intensity Indices showing perceptions of the media professionals on the items related to the role of the television relation to the Equality aspect of the democracy (N=123)

Items	Intensity Indices
Contemporary media -	
helps to bring greater gender equality among the masses.	2.51
reduce urban-rural divide impact through its coverage in various sections.	2.39
provides platform for common people's issues and concerns.	2.36
bridges in-equality between information rich and information poor people.	2.17
Invade in the celebrities / politician's private life too much to increase TRP / circulation.	1.54
sensationalize portrayals of women for profit purpose.	1.53
foster image of political leader / celebrity rather than issues and substances.	1.50
intentionally categorizes people in various classes.	1.47
has great predominance of celebrity based program	1.35

The table 96 reveals that the intensity indices under the Equality aspect range from 2.51 to 2.17. The media professionals held

favourable perceptions regarding the contemporary role of the television on Equality aspect of the democracy for the items that, television helps to bring greater gender the Equality among the masses, it reduce urban-rural divide impact through its coverage in various sections, it provides platform for common people's issues and concerns, it bridges in-equality between information rich and information poor people.

The table 96 also reveals that the intensity indices under the Equality aspect range from 1.54 to 1.35. The media professionals held less favourable perceptions regarding the contemporary role of the television on Equality aspect of the democracy for the items that, television invade in the celebrities / politician's private life too much to increase TRP/circulation, sensationalize portrayals of women for profit purpose, foster image of political leader / celebrity rather than issues and substances, it intentionally categorizes people in various classes, it has great predominance of celebrity based programmes.

Table 97 - Item wise Intensity Indices showing perceptions of the professionals other than the media on the items related to the role of the television in relation to the Equality aspect of the democracy. (N=377)

Items	Intensity Indices
Contemporary media -	
provides platform for common people's issues and concerns.	2.23
helps to bring greater gender equality among the masses.	2.17
bridges in-equality between information rich and information poor people.	2.05
reduce urban-rural divide impact through its coverage in various sections.	2.03

Table 97 Cont...

Items	Intensity Indices
projects those images and norms which discourage female employment particularly in higher status occupation.	1.94
foster image of political leader / celebrity rather than issues and substances.	1.79
sensationalize portrayals of women for profit purpose.	1.77
often perpetuates unfavourable stereotypes of women	1.74
intentionally categorizes people in various classes.	1.70
has great predominance of celebrity based program	1.64
leads to the feeling of insecurity and intimidation	1.60
Invade in the celebrities / politician's private life too much to increase TRP / circulation.	1.58

The table 96 reveals that the intensity indices under the Equality aspect range from 2.23 to 2.03. The professionals other than the media held favourable perceptions regarding the contemporary role of television on Equality aspect of democracy for the items that, television provides platform for common people's issues and concerns, it helps to bring greater gender the Equality among the masses, it bridges inequality between information rich and information poor people, it reduce urban-rural divide impact through its coverage in various sections, it projects those images and norms which discourage female employment particularly in higher status occupation.

The table 96 reveals that the intensity indices under the Equality aspect range from 1.74 to 1.58. The professionals other than the media held less favourable perceptions regarding the contemporary role of the television on Equality aspect of the democracy for the items that, television often perpetuates less favourable stereotypes of women, intentionally categorizes people in various classes, it has great predominance of celebrity based program, it leads to the feeling of

insecurity and intimidation, it invade in the celebrities / politician's private life too much to increase TRP / circulation.

Table 98 - Item wise Intensity Indices showing perceptions of the media professionals on the items related to the role of the television in relation to the Fraternity aspect of the democracy. (N=123)

Items	Intensity Indices
Contemporary media -	
transmits information useful in everyday life	2.67
helps on implementing socio-economic development objectives.	2.54
motivates people to take purposeful action	2.54
portrays essential values like patriotism, unity, honesty among people through various programs.	2.53
promotes linguistic culture in the society	2.46
bridges wide gap between people's agenda and media agenda.	2.42
identifies and ranks important public agenda	2.38
encourages negative behaviour among the masses	1.79
stimulate false needs among the viewers / readers	1.78
promotes vulgarity and nudity in the society.	1.76
gives uncensored news which may prove harmful for society	1.75
report on sensitive issues and events by loosing sense of balance and fairness.	1.72
shows programs on conflicting values	1.43

The table 98 reveals that the intensity indices under the Fraternity aspect range from 2.67 to 2.38. The media professionals held favourable perceptions regarding the contemporary role of the television on Fraternity aspect of the democracy for the items that, television transmits information useful in everyday life, it helps on implementing socio-economic development objectives, it motivates people to take purposeful action, it portrays essential values like patriotism, unity,

honesty among people through various programs, it promotes linguistic culture in the society, it bridges wide gap between people's agenda and media agenda, it identifies and ranks important public agenda.

The table 98 also reveals that the intensity indices under the Fraternity aspect range from 2.05 to 1.43. The media professionals held less favourable perceptions regarding the contemporary role of the television on Fraternity aspect of the democracy for the items that, television encourages negative behaviour among the masses, it stimulate false needs among the viewers / readers, promotes vulgarity and nudity in the society, it gives uncensored news which may prove harmful for society, it report on sensitive issues and events by loosing sense of balance and fairness, it shows programs on conflicting values.

Table 99 - Item wise Intensity Indices showing perceptions of the professionals other than the media on the items related to the role of the television in relation to the Fraternity aspect of the democracy (N=377)

Items	Intensity Indices
Contemporary media -	
transmits information useful in everyday life	2.42
identifies and ranks important public agenda	2.24
motivates people to take purposeful action	2.18
helps on implementing socio-economic development objectives.	2.12
portrays essential values like patriotism, unity, honesty among people through various programs.	2.12
pours the programs / articles with low intelligent quotient.	1.91
shows programs on conflicting values	1.80
encourages negative behaviour among the masses	1.74

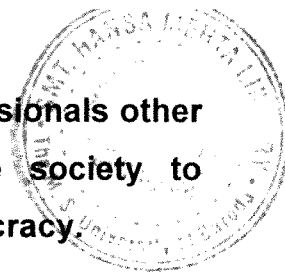
Table 99 Cont...

Items	Intensity Indices
promotes vulgarity and nudity in the society.	1.74
gives uncensored news which may prove harmful for society	1.68
stimulate false needs among the viewers / readers	1.66
report on sensitive issues and events by loosing sense of balance and fairness.	1.59

The table 99 reveals that the intensity indices under the Fraternity aspect rang from 2.42 to 2.01. The professionals other than the media held favourable perceptions regarding the contemporary role of the television on Fraternity aspect of the democracy for the items that, television transmits information useful in everyday life, identifies and ranks important public agenda, it motivates people to take purposeful action, it helps on implementing socio-economic development objectives, it portrays essential values like patriotism, unity, honesty among people through various programmes.

The table reveals that the intensity indices under the Fraternity aspect range from 1.91 to 1.59. The professionals other than the media held less favourable perceptions regarding the contemporary role of the television on Fraternity aspect of the democracy for the items that, television pours the programs / articles with low intelligent quotient, shows programs on conflicting values, encourages negative behaviour among the masses, promotes vulgarity and nudity in the society, gives uncensored news which may prove harmful for society, stimulate false needs among the viewers / readers, report on sensitive issues and events by loosing sense of balance and fairness.

4.8 Suggestions by media professionals and professionals other than the media on role of citizens of the society to strengthen contemporary role of media in democracy.



When media professionals and professionals other than the media were asked through open ended questionnaire they gave their responses regarding the role of citizens of the society, media professionals and media policy makers to strengthen role of media in democracy. Less than forty percentage of them tendered their responses. The following are the responses received from media professionals:

Citizens should :

- encourage unbiased media coverage by actively participating through their clear responses to the media programmes or articles.
- provide quick and assertive response to various social, political, economical issues.
- show clear dis-like to unnecessary hype.
- appreciate and support only those programmes or news which are really helpful for society.
- be more interactive with the media and show them that it is with public that they can run their shows or businesses.
- have ability to support and confirm what is true.
- provide information to the media on problems faced by them in daily life.
- be alert and vigilant about happenings around.
- should raise their voice against that misuse or explore information for cheap publicity and sensational effect that may eventually damage social interests.

Media professionals should :

- be honest in imparting information to masses. They should be

unbiased and provide accurate information. They provide factual information with no exaggeration or sensationalism. They should care to verify information before releasing it to masses. They have to be ethical. They have to be fearless and impartial and should never be influenced by politicians or rich people

- support and encourage subordinates for better output, because quality performance counts very much in their profession.
- try for help from the government to strengthen organisation financially;
- motivate people through campaigns for take purposeful actions in the general interests.
- prompt in responding to needs and inquires of readers or viewers.
- control their feelings while reporting and balanced reporting during crisis.
- never instigate public by providing them distorted news. They do not have to highlight cases that may cause disharmony. They should not take disadvantage of power of information
- seek to develop sense of responsibility among people through responsible media reporting.
- act with professionalism for better impact of the media.
- assert societal values and work to cultivate moral values among people.
- have clear conviction in integrity and unity in diversity to foster patriotism among diverse people.
- never depend on government for financial support or business as it might generate slavish tendency among them.
- allow adequate space for coverage of common man in a democratic society.
- undergo appropriate training to make media practices more sensible.
- apply more of investigative journalism in cases of fact finding and

mysteries.

- show accountability when they select information or news for media reporting.

Media policy makers should :

- encourage reporting on neutral basis for unbiased, impartial projection. They should not favour any single party or group or persons.
- keep alive freedom of media at any cost and by all means.
- cultivate exposure to international norms of reporting for global quality standards in their reporting.
- always keep national interests in mind. They keep an eye on various newspapers and channels for vigilance and fair competition.
- encourage reports of lower class for societal welfare and promotion.
- develop a strategy to generate and nurture ethical values among people.
- understand that policy formation required force and focus on strengthening unity of the state or nation.
- not act like politically motivated person or backing any political party or group or political agenda or ideology.
- make people friendly policy and their 'say' must valued.
- seek advice or opinions from qualified persons and religious leaders who can be serve as 'think tank' for various fields of life while forming any policy matter.
- strictly put a curb on the media which show violence and nudity repeatedly popularity through sensational coverage.
- make and use media as neutral agency
- be fair, honest, objective and accountable at reporting. They should keep in mind national interests and welfare of people.

The responses received from the selected professionals other than the media on role of citizens of the society to strengthen the media may be outlined as follows:

Citizens should :

- actively participate to use the media as platform to express their views or opinions.
- evaluate the media reports programmes and evaluate them for positive impact on people.
- protest against the media giving biased views or that spreads wrong messages.
- provide regular feedback on different social, political, educational issues concerning to their own lives.
- receive information in a right manner to cultivate understanding of situation through the coverage.
- know their rights
- be alert and vigilant while receiving information from the media;
- be neutral while judging the information coverage;
- use democratic mean of the media and ensure their active involvement in several development issues of a local area.

Media professionals should :

- adhere to the by-laws or ethical norms prescribed for media professionals.
- protect people's democratic interests by properly editing coverage in the newspaper and the television.
- co-operate citizens in tackling grass root level issues.
- be a bridge between public and governing authority;
- develop sense of responsibility for their profession.
- be clear, simple, honest, transparent, maintain objectivity in reporting;
- not manipulate any information for commercial gain, cheap popularity or political mileage.

- avoid political affiliation or pressure of influential people.
- be accountable to public and society.
- avoid yellow journalism.
- have censorship on certain news which may do harm to a society.
- focus more on positive events and thoughts while approaching people.
- portray values like patriotism, unity, honesty to people.
- be committed to their profession.
- strike balance in coverage of different issues.
- enforce self-censorship.
- avoid coverage of vulgar advertisement.

Media policy makers should :

- provide clear and proper guidelines for local and national media organizations with strict rules and regulations.
- demand strict punishment to media professionals/organizations encourage yellow journalism and betray public interests.
- strengthen policy matters to maintain a focused coverage on the Indian culture, values and norms in the media.
- immediately ban or stop newspapers or television channels that do not present correct picture of the Indian culture or that harmful for the society.
- declare incentive or government help to these media organizations that strongly uphold democratic and social values in their projections.
- frame restricted policy providing freedom of expression to the media professionals.
- frame policy which strengthen media operation towards public welfare.

Part – 2 Findings of the Qualitative data

In the present study, with a view to providing strong support and validating the responses presented earlier, it is thought useful also to put to use qualitatively collected data from the selected media professionals. The qualitative data is discussed below. The findings of the qualitative data can be presented in the following four major sections.

The qualitative findings are presented in the following sections.

4.9 Profile of media professionals

4.10 Contemporary role of newspapers and the television in democracy

4.10.1) Perceptions of media professionals regarding the contemporary role of newspapers and the television in democratic India.

4.10.2) Factors responsible for accountability of media professionals

4.11 Ideal role of newspapers and the television in democracy

4.11.1) Perceptions of media professionals regarding the ideal role of newspapers and the television in democracy.

4.11.2) Perceptions of media professionals regarding the role of media professionals in making media more democratic.

4.12 Suggestions to strengthen contemporary role of the newspaper and television in democracy.

Fifteen in-depth interviews of selected media professionals were conducted to gain insight into their perceptions regarding the contemporary role of newspaper and television in democracy. The findings of the interviews were as follows:

4.9 Background information of Media Professionals

Table 100 Percentage distribution of the media professionals according to their background information. (N=15)

Background information	Categories	F	%
Age	Younger	08	53.33
	Older	07	46.66
Sex	Male	11	73.33
	Female	4	26.66
Educational Qualification	Educated	6	40.0
	Highly educated	9	60.0
Work Experience	Less experienced	9	60.0
	More experienced	6	40.0

The table 100 shows that according to age, media professionals were younger and almost equally older. The sex-wise percentage distribution of the data reveals that a little less than three-fourth of the media professionals (73.33 percentage) were male and little more than one-fourth (26.66 percentage) were females. Further, a majority (60.0 percentage) of the media professionals received education up to post graduate level and forty percentage of them were graduates. With regard to work experience, sixty percentage of the media professionals possessed less than five years of experience and forty percentage of them possessed more than five years of experience of working in the field.

4.10 Contemporary role of Newspapers and the Television in Democratic India

4.10.1) PERCEPTIONS REGARDING THE CONTEMPORARY ROLE OF NEWSPAPERS AND THE TELEVISION IN THE DEMOCRACY

The data collected through qualitative interview method for the present study clearly reveal favourable perceptions of most of the media professionals regarding the role of newspapers in the democracy. Most of the media professionals perceived favourably the contemporary role of the television in the democracy, although it was relatively less favourable as compared to the newspapers.

While expressing about an associations of media in democracy, they expressed importance of the media for a democratic state like India. All the participants in the study described that newspapers and the television are important mediums to communicate in a democratic society like India. They also expressed their perceptions by belief and affirm convictions that the media makes as a fourth pillar of democratic nation like India. Most of them strongly perceived that democracy means 'a rule of the people, by the people and for the people'. So, they informed that citizens need to run a democratic society. So, to make citizens informed adequately on time, the media has to play a vital role.

However, it was noted that all the media professionals irrespective of their age groups and educational qualifications supported strong views to show favourable perceptions with regard to relationship of the media with democracy.

One of the participants expressed that, *“Media and democracy are complementary to each other. One can’t survive in another’s absenteeism”*. Another media professional stated, *“Democracy is about ruling of common man and the media influences common man’s ruling through it”*.

Further, most of the younger and older media professionals perceived favourably the importance of the role of newspapers and the television in the democracy. Further, reasons to perceive favourably the role of newspapers and the television were mentioned by a few older media professionals like increasing audience reach and coverage. The younger media professionals on the other hand counted it as technological advancement. However, most participants from newspapers and television organizations reported that though newspapers are struggling for survival they still maintain a dear place in reader’s mind. It was found that the media professionals from the newspapers organizations were soft yet strong in their responses during the interviews. It was noted here that the participants were not ready to translate in clear words general ‘challenging’ scenario.

Interestingly, one experienced and old media professional, who worked with different reputed newspapers organizations in the past, perceived that, of course the advent of the television poses a serious challenge of survival of newspapers, it is the television that gives re-birth or revival to newspapers. He also believed that due to existence of biased approach many a time in television programmes, citizens tend to turn to newspapers for confirmed facts and information. In this sense, the credibility of newspapers increased in turn. Some of the below illustrative verbatim quotes of media professionals express their favourable perceptions regarding role of newspapers and the television in the democracy (Refer box-1).

Box 1 - Illustrative verbatim quote express favourable perceptions of the media professionals regarding the contemporary role of newspapers and the television in the democracy.

- *The role of the media (referring newspapers and television) is to increase awareness, educate, empower, motivate citizens and to bite at any wrong practices in a democracy.*
- *Newspapers and the television serve its contemporary role very well for the last five decades. They keep on improving it day by day with the fast advent of computer and telecommunications technology. There are more prying eyes and ears roving around every nook and corner of the country to expose a scam or a corrupt official.*
- *Newspapers and the television are diversified medium of today's time. As they cover various information from different perspectives and bring the world closer to a common man.*
- *Media serves a critic in today's time, be it about a court proceedings or a film. Media reports are discussed and debated in all assembly sessions of the parliament. It has been serving its contemporary role very well for the last five decades and keeps on improving everyday with the fast advent of technology.*

It can further be inferred from the findings that, media professionals in the Vadodara and Ahmedabad cities of Gujarat perceived that they enjoy liberty to receive and report information as regards to societal concerns. Small and big media organizations however, focus also on technological transformation in the changing 21st century. Further, media professionals highlighted that their primary function is to render daily reports on public services. It also specifically focuses on watching these functions with a democratic eye. Democratic media thus grown considerably with demands of the changing times.

However, media professionals could clearly demark a differentiation in terms of roles of newspapers and the television in the contemporary times.

To be more specific about newspapers, most of the media professionals felt that with changing times newspapers try to cater to demands and expectations of readers. One of the participants reported that, *"Newspapers provide best room to its readers to read and re-read the information before or during framing of their opinion which is essential in the democracy"*. Further, a few of the participants emphasized to have supplements with the main edition of a newspaper on all seven days. It may cater well to diverse expectations of readers to quench their thirst of information. The other few reported that increasing use of investigative approach by this medium gains credibility.

On the other hand the role of the television in the democracy was spelt out by another participant by stating that, *"The television is a diversified medium in the present time. As it cover variety of information from different perspectives, it brings closer the world a common man"*. To be more specific about the television, a few participants highlighted that because citizens view the television and the medium conveys a information and messages through sound and images. This inherent feature of the television medium lead media professionals to be vigilant while performing the role of the television in democracy.

Overall, it was found that, most of the participants conveyed favourable perceptions on the contemporary role of newspapers and relatively somewhat favourable perceptions in case of television regarding their role in the democracy.

However, in the similar context, some of the responses given in the below (box-2) were received through interviews clearly also reveal less favourable perceptions of some of the participants towards the contemporary role of newspapers and the television in the democracy.

Box 2 - Illustrative verbatim quote express less favourable perceptions of the media professionals on the contemporary role of newspapers and the television in the democracy.

- *There are many issues which are not covered in the agenda of newspapers and television. This may ultimately deprive larger masses of the right to information.*
- *Today newspapers and television channels are commercialized. They treat this profession more as business to earn profit and not as mission. This motive leads them to divert their attention from ideal of democratic role fulfillment.*
- *Aajna media ministerni jagir che. Tethi je mediama che tej rajkaranma che, ane tethi median takat buththi thai gaye che. (The media today becomes a monopoly of politicians. So, the power of politics makes blunt a sword of expression that the media hold.)*
- *Aajna media garib ke middle class mate rahya nathi, karanke media ma temno aavaj rahyo nathi (The media today does not work for the poor or middle classes people of a society. It no more remains their voices that is heard.)*
- *Media professionals in the present time intentionally ignore their duties.*
- *Media involves profession which requires commitment on the part of a professionals. So, it can not represent two dimensional superficial information. Newspapers operate in today's competitive age to some extent to fulfill its role as watchdog and to provide entertainment. But the missing part in its approach is "sensitivity and authenticity". Many media houses seem to ignore these two. Another thing it is influenced adversely with a threat of the electronic media with which business and revenue collection has also got affected in many national and regional newspaper agencies.*

So, it can be inferred from the above responses that media professionals expressed dissatisfaction at performance of role by newspapers and the television. They expressed that, today newspapers and television fail to emerge as democratic media. The respondents raised overriding concern for the media adopting commercial motive at

its functioning. Consequently, they also raised an issue of clashes of the agenda held by the media. Further, a few of them strongly believed that politicians ties with media organizations and its owners may restrict media professionals to be loyal to citizens and as a result they would fail to nurture democratic values. The responses on the whole sounded strong concept for Liberty value in the democratization of communication. They also reflect on weaknesses that lie inherent to democratization of communication stating too much of liberty may lead to violate democratic values of Justice and Equality while discharging duties.

As regards to the television as compare to newspapers, a few participants held nostalgic views (refer box-3) about it's role in democracy.

Box 3 - Illustrative verbatim quote expressing less favourable perceptions of media professionals regarding the contemporary role of the television in democracy.

- *Samachar medavvani aandhari dot chali rahi che, nani vatone mota svarupe batavi, mota muddao tarfe lokonu dhyan hatavay che. (Doing first' is the only motive that seems to guide media professionals using the television as medium to impart information to masses. In that rat race they care less for standard and credibility.)*
- *Television causes a momentary effect and that is people enjoy for a short while. In reality, various channels do not keep time for analysis. A common man too is not involved in the discussion and even they are not interested to project his voice.*
- *Most taxing issues of rural India are rarely highlighted. If at all rural masses are addressed, it happens from a urban perspective. As a result, information provided is far away from the reality. When the television broadcast information it neglect a level of people's understanding, their emotion and also their representation that may sparks in common man's life.*

Box 3 (Cont.)

Box 3 - Illustrative verbatim quote expressing less favourable perceptions of media professionals regarding the contemporary role of the television in democracy.

- *TV garibine glamorized kare che ane tethi tene deshna problem ke issue tarike nathi batavalu. (The television seeks to glamorize poverty and its representation lack human touch and concern as a problem of a nation).*
- *The television requires to opt more oftenly for investigative journalism. In-depth information are missing in their reporting. Such reporting may ultimately lead people to associate their own assumption with the information.*
- *Contemporary television programs are enforcing outdated values amongst the citizens of the society". By elaborating example of Ektakapoor, he argued that in daily soap, "Focus is more on costume, jewellery, surrounding, behavior but hardly any story lines are emphasized. Creation of suspense attracts people to see the programme".*
- *With globalization control of common man on media is lost and most of the channels in India are imitating American media.*

So, it can be inferred from the above responses that the fast and first service, expansion of business, imitation of western culture, lack of sensitivity towards the hardcore issues were specifically mentioned factors by a few of the participants as not fulfilling the contemporary desired role of the television in democracy. They also perceived that the real India is missing in today's presentation on the television. The programme ignores common man in its coverage. They further accused that the television today reinforce outdated values with reference to the gender. In all, they persistently urged that the television needs to be follow responsible journalism.

4.10.2) PERCEPTIONS REGARDING THE FACTORS RESPONSIBLE FOR ACCOUNTABILITY OF MEDIA EXPRESSED BY THE MEDIA PROFESSIONALS

With regard to accountability in the media profession, the participants mentioned various internal and external factors reflecting two sides of the matter. A few of them talked about factors that may contribute to increase accountability of the media (refer box-4(a)) while a few others of them shared their perceptions on the factors leading to decline of the media's accountability (refer box-4(b)).

Box 4(a) - Illustrative verbatim quote on factors contributing on media accountability as expressed by the media professionals

- *With increasing competition and exposure of information through multi-media to a common man's life has made media professionals to use investigative journalism for detail of reporting, whether it is a case of say, Bilkis Banu, or Telgi's stamp paper scam or bribery case or murder mystery kand or manikchand. So, these basically help to give clear information to masses which ultimately helps to gain trust in a society. Growing competition, forces media professionals to be more accurate and vigilant about their work.*
- *With technological advancement, it is possible to obtain information faster and accurate Besides being more accurate and precise about information, verification of information from various angles is possible with technological means.*

Keeping in mind the present context, some of the participants reported positively about different factors. So, it can be inferred from the responses that growing competition, technological revolution and more informed citizens and such other factors attributed by the media professionals to become more accountable for their profession.

Box 4(b) - Illustrative verbatim quote on factors affecting the media's accountability as expressed by the media professionals

- *In the present time enormous information is available with just one click of a mouse. People in a society too know more with more exposure of information. But reciprocity is seriously lacking. It may be due to lack of time on the part of people as they are more busy with earning bread and butter. So, whatever information the media provides has to be accepted by people in a society.*
- *The media seeks to increase awareness among people because that will lead them to having proper legal framework in a country. Educating citizens and empowering them with information is the basic function of the media. But certain media houses ignore this function. Private media are dominated by motives of commercialization and the government media prosper vested interests of political party in power. Media owners too keep their own interests and motives as priorities when they strive to increase total rating point (TRP) or expand business.*
- *Newspapers and the television cover a variety of information from various perspectives, but they jump at once to conclusion without analyzing situation. Infact, the media focus only on verbal jugglery to impress viewers. It needs to avoided.*

In the above responses, a few of the participants expressed their concerns about media accountability. The factors to affect the media accountability are commercialization of media, functioning of some private channels, vested interests of influential people in a society, lack of reciprocity, and such other factors are responsible to bring about decline of the media's accountability.

Further, it can be inferred that, the impact of globalization has been perceived favourably and unfavourably by some of the participants in almost equal numbers. The favourable perceptions hint at growing competition in the field of journalism. They consider the verified and check approach as most useful for this profession while disseminating any information to the masses. Further, they reported that new

technological means have considerably reduced a space and time for coverage of information. This facility can lead to satisfactorily fulfill the role of newspapers and the television in the democracy.

Box 4(c) - Illustrative verbatim quote on problems leading to decline in the media's accountability as expressed by the media professionals.

- *Problem of unavailability of trained and qualified staff in media organizations. The reason for it may be low wages paid by media organizations.*
- *There are now too many media schools and even media industries are growing enormously. These journalism schools run crash courses too to cover two years course in just one year. As a result sensitivity towards journalism program is missing.*
- *Inflation affects hikes in prices of all commodities. Likewise, even pay scales of journalists also have increased. Technological advancement is required to collect information fast and accurate. Media owners have to try to raise revenue through collecting more and more advertisements from markets, when revenue is insufficient, media owners fall to obligation of political leaders or industrialists to survive in a competitive business. This kind of obligation compel them to present a biased view in favour of sponsors of advertisements or political parties or leaders or industrialist. These people interfere to have a big say in deciding agendas and issues, as they provide finance. Ultimately, it affects their professional credibility and thus credit of the fourth estate is lost.*
- *The television has not matured enough in India. It often tends to be commercialized with profiteering motives.*
- *Aajni channelo paisabhimukh che, amuk ne vadhu highlight kare che, ane amukne baju per rakhe che, tethi loko sachi mahitithi vanchit rahi jay che'. (Channels today are hungry for money. They highlight one part and ignore the other part. The result is people are deprived of correct information.)*

With reference to the above response regarding media's accountability, an anxious response was received about a need to make the media and its organizations financially independent. All the media professionals expressed unanimous concern about it. Media professionals also reported constraints on part of their organizations. They are in terms of unavailability of trained and skilled manpower, low wages, inflation and such other cumbersome factors leading to decline of the media's accountability and that of media professionals. However, media professionals of English dailies and established channels hold different perceptions. They stated that they have to keep a pace with changing times and thus to increasing commercialization of the media.

4.11 Ideal role of newspapers and television in democracy

4.11.1) PERCEPTIONS OF MEDIA PROFESSIONALS REGARDING THE IDEAL ROLE OF NEWSPAPERS AND THE TELEVISION IN THE DEMOCRACY.

The participants were asked about an ideal role of the media, namely newspapers and the television. Their responses revealed that most of the media professionals unanimously felt and agreed on a need of democratization of communication in newspapers and the television. They perceive that the media should introduce development approach in its coverage of information.

Box 5 (a) - Illustrative verbatim quote on an ideal role of newspapers and the television as expressed by the media professionals in democracy.

- *Media like newspapers and the television need to focus on developmental problems like hunger, unemployment in a scientific way, with a base of logical analysis for our society.*
- *Newspapers and the television require to keep unbiased approach to event happening. They need to ensure neutral truthful reporting, editing and publishing information for benefits of people at large through "Right to Information" facility to citizens'.*
- *'The media has to act as real 'seers' of truth for a society.*
- *The democratic media has to give one feeling and courage to 'do good' about the society.*
- *Newspapers and the television are most popular and widely used media. So, it requires to give correct information. The reason is a common man views his society through the media. If information is incorrect, society will be misguided.*
- *It has to bark on anything wrong and should makes people aware to strengthen the Indian democratic society.*
- *Media professionals strictly need to follow media guidelines and keep transparency without any discrimination.*
- *Import of western programmes and concepts should be restricted and filtered to ensure that the Indian culture is not harmed in any way. We need to strengthen it.*

In view of the ideal role of media, further, a few of the media professionals stressed on a need to provide unbiased, truthful and timely information keeping a common man at the center. The others few of them expressed an opinion in order to monitor democratic system with a balance, media professionals should use investigative approach. They perceived that media professionals should have a sharp nose to detect wrong doers, a sharp ear to listen all views and opinion and open eyes to report neutral all information and voices. They should adopt a wider perspective for events foreseen by them while they perform their course of conduct with media activities.

Some older media professionals attached prime importance to having objectivity, authenticity and professional ethics to fulfill an expected role by newspapers and the television. They need to keep up standard performance, they opined. With regard to an ideal role, a few of highly educated participants expressed that these democratic media need to thrash developmental issues of a society out through public interactions and debates. A few others also stressed on unbiased approach, transparency of the issues, enhancement of Indian values that are foreseen in democratization of communication.

4.11.2) ROLE OF MEDIA PROFESSIONALS IN MAKING MEDIA MORE DEMOCRATIC

When media professionals were asked about how they view their role in making media like newspapers and the television more democratic, their responses mainly showed a trend to emphasizing the areas of professional obligations and ethical behaviour.

Box 5 (b) - Illustrative verbatim quote on problems leading to decline of media's accountability as expressed by media professionals.

- *Media professionals play significant role to ensure meaningful role of newspapers and the television in a contemporary society. They are expected to keep unbiased approach to events or happening. Now a days even due to the 'Right to Information', a common man is becoming more demanding with all kinds of queries and anxieties. So, neutral and truthful reporting is undoubtedly essential on their part.*
- *Editing and publishing Information on current events has to be for benefit of a nation at large that needs to be kept in mind.*
- *Media professionals requires to be more observant and see beyond what is visible to his eye. They should be able to analyze situations with neutral mind and write and project information accordingly without ignoring facts or hyphening any situation.*
- *It depends on the media organization, if their vision is clear, they can achieve their goals.*

So, it can be inferred from the above responses that, growing awareness on the part of citizens with 'Right to Information' is a healthy sign. They also perceived that objectivity with correct information and reporting have to be offered to increase democratization of public communication and to make democratic citizens more powerful.

4.12) Suggestions to strengthen role of the newspapers and the Television in democracy

Suggestions provided by media professionals to strengthen contemporary role of newspaper and television are listed below in illustrated verbatim quotes.

In the following box, some of the suggestions expressed by the media professionals for themselves are listed.

Box 6 (a) - Illustrative verbatim quote on suggestions for citizens expressed by the media professionals to strengthen the role of the newspapers and the television in democracy.

- *With a latest trend of 'infotainment', citizens should be clear whether they want, entertainment or information. Media professionals should be able to clearly demarcate between the two and not to serve both in a confusing manner.*
- *Citizens should come forward and need to raise their voices boldly and openly.*
- *NGOs can intervene to improve and strengthen role of media for our society.*
- *General mass should increase reciprocity with the media through active participation. People require to be more vigilant and raise their voice when media involves in wrong things.*

Box 6 (b) - Illustrative verbatim quote on suggestions for media professionals expressed by the respondents to strengthen the role of the newspapers and the television in democracy.

- *Media professionals need to be awakened alert about the current situations. They should not inform a reporter about target for achievement instead proper orientation of work for staff in media organization is required. Media reporters also need to correctly interpret statements made to them.*
- *Small media organisation should not copy / imitate things, they should create own image at local level.*
- *Media professionals should adopt investigative journalism.*
- *Participatory communication approach needs to be adopted by media by involving people in reporting and projection of media work.*
- *Commitment of media professionals to their work is the basic requirement.*
- *The media has to keep balance for development of related information and entertainment.*
- *Corruption based yellow journalism needs to be stopped.*

Box 6 (c) - Illustrative verbatim quote on suggestions for media policy makers as expressed by the media professionals to strengthen the role of the newspapers and the television in democracy.

- *Limited autonomy and privatization is required to allow the media operate freely but with sense of responsibility..*
- *Create forums for media education.*
- *Frame guidelines in presenting media information with required transparency.*

So, above suggestions from the media professionals were found in varied aspects. They stressed on the need to strict implementation of code of conduct, active participation of the citizens, committed media professionals and others.