CHAPTER 6

SUMMARY

6.1   Introduction

A common definition of Democracy given by Abraham Lincoln is "Democracy is of the people, for the people and by the people." This definition is meant for all the democratic states that adopt democracy as system of ruling and it is not only for India. According to Dr. B.R. Ambedkar, a founder member of the committee of the Indian constitution for free democratic India, the aim of the Indian democracy would be to end poverty, ignorance, inequality and wipe out tears from every eye. Even, other members who participated at formulatory the democratic constitution also sought to unite a vast country with its great diversity of languages, castes, creeds and cultures. With a common-bond of constitutional Justice resting on the great ideals of Liberty, Equality and Fraternity. In a public course to adhere these values, communication helps to govern democratic society effectively.

Democratic government does not necessarily mean a democratic society. However, certainly in a democracy a self-governing society exists to make its own decisions. In a democracy, all citizens live with clear conviction that through the open exchange of ideas and opinions, truth will eventually to win over falsehood and to ensure justice. Others views will be better understood, areas of compromise shall be more clearly defined. As a result of it, a path of progress shall be opened for all. The greater the volume of such exchange, healthier would be a democratic state. Indeed, there can be no correct democracy in absence of citizens who are reasonably well-informed. Information and communication remain integral to democracy. Communication remains at the core of the process of democratization and to achieve this goal public   communication   has   to   be   democratized.   In   all,

DEMOCRATISATION OF COMMUNICATION is the process whereby -

(c) the individual becomes an active partner and not mere object of communication;

(b) the variety of messages exchanged increases and;

(c) the extent and quality of social representation or participation in communication are augmented".

In view of the values imbibe in the Preamble of the Indian Constitution need to be strengthened. **Justice** is the first value upheld in the Indian Constitution. Through democratization of communication, it ensures that public communication deals mainly on expectation of good living and social welfare for all individuals equally in a democratic society. The media has to enrich public communication by evolving value of Justice to connect, interpret and translate its meanings in social relationships to establish justice in society. However, in this context it is presumed that public communication strives to offer a fair chance to receive or represent information through the media, irrespective of social, cultural, political biases. **Liberty** is the second constitutional value upheld in the Indian constitution. It enforces that there has to be free and fair flow of information through exchange in a democratic society. **Equality** is yet another value indicated in Indian constitution for a democratic society. It constitutes a role of the media by offering opportunities to the every individual in a democratic society to grow and progress through its influential communication. **Fraternity** is a value that describes human dignity and national integrity.

The basic task before media professionals of all shades through the public communication demands genuine democratisation of communication. It has to develop a sense of human dignity to abolish privileges and stigmas by birth and nature and generate consciousness of liberty, equality, social justice, liberalism, tolerance and pluralism among masses. It also demands that media has to promote through

projection the images of man's interest, contributive and distributive justice, freedom of expression, liberty in participation and emancipation from obstructionism, superstitions and co-religious practices. Hence, the responsibility of the media towards society is "with great power comes great responsibility"

The current era is characterized with features like globalization, technological revolution and democratization. In all these three areas, the media and communication is supposed to play a central, perhaps a defining role. Recently the media makes its reach much vaster as it succeeds in breaking the barriers of literacy and distance. The face of Indian media has been changing fast with phenomenal growth with inventions like the satellite and cable networks, continuing growth of the regional press and the internet. It has occurred despite various challenges, hurdles and blurring lines between news and entertainment. There is no doubt that in the present Indian context, the media plays an important role to exert power and spread values.

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

makers and citizens in general. Hence, the media wield tremendous powers, but equally the power is coupled with its due responsibility towards society.

## 6.1.1. NEWSPAPERS AND TELEVISION IN INDIA–PRESENT SCNARIO

Newspapers to date remain a longest surviving form of information on the globe. The newspapers make a big source of information in the contemporary world. They help in getting a detailed updates of any incident that occurs in any part of the world. One gets through it an ample exposure to enhance his information base about any issue in the world. Infact, the media, particularly the newspapers, have manage to create conducive conditions for liberal democracy. It creates a 'public sphere' into which public can widely share their ideas and interest for solution. Formation of an authentic public opinion would not be possible in absence of newspapers and magazine. Reading newspapers has to become a mass habit in both town and country to help collective thinking, sharing of views and arriving at common agreeable point. With changing time, advancement in technology has given a dual effect to the newspaper. It has simplified the production of newspapers and contributed to their growth in size and numbers. However, emerging concerns in view of newspapers as mass media arouse criticism as regards its role. In this context, the print media is accused of exaggeration and sensationalism in reporting.

On the other hand, if one sees a contemporary role of the television in India, it may be found that, now a days, it has become integrated into a viewers' family like a member and it is true about all sections of the society. A review of different channels transmitted from foreign satellite networks, makes it obvious that major thrust is on entertainment followed by news and current affairs and least for

education. Majority niche¢ channels like music channels, sports channels, movie channels or even general mixed-fare channels, the emphasis is on entertainment. There are special 24-hour news and current affairs channels. In the fast moving world of today, the consumers are consistently bothered with unwanted television programs an hundred odd channels, films, commercials, newspaper with hyped up newscast, masala mixed popular music and magazines. Today, the television is constantly trying to please most people most of the time, without giving them more than they want. The medium has remarkable growth in intellectual freedom in recent years. Much of the maturation has gone virtually unnoticed because television has endeavored to keep pace with the reality of the nation's social growth. Years ago subjects like venereal diseases, illegitimacy adultery, drug abuse etc were unheard of in television dramas. Today, they capture the focus of many substantial and sensitively made dramatic programs. Due to satellite expansion, the last decade has seen huge increase in choice for Indian viewing public. However, it has been observed that diversity of television program is restricted. The media ownership is largely concentrated in the hands of a few big conglomerates. The program content remains very limited.

In short, the electronic media too does not stay far behind in terms of getting criticism. In fact, television news bulleting leaves no time for analysis. It is observed that, they are so much concerned with coverage of minor development and to highlight it as major. They forget that the main job of the media is, apart from factual coverage to give to viewers an insight into the development. So that viewers get a genuine understanding and satisfaction by watching a channel. However, despite this criticism which is true to some extent popularity and potentials of the press and television can not be undermined in the recent time. As among all types of the mass media today, the television

attracts largest number of viewers irrespective of age, education, socio-economic condition and others.
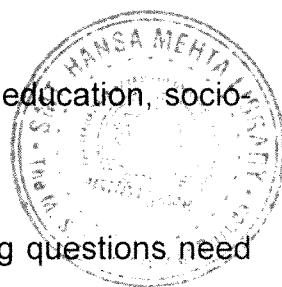
In the light of the above discussion, the following questions need to be responded by assessing contemporary role performed by newspapers and the television within the Indian democratic set up.

- Do media professionals and citizens of the Indian society perceive the role that newspapers and the television have to perform within the democratic setup or not? If yes or no, upto what extent?

- Upto what extent newspapers and the television would reinforce democratization of communication for the Indian masses?

- Do media professionals and citizens of the society perceive that communication through media reinforces aptly different democratic values? If yes, which values it strengthens and which are left out?

- Do media professionals and citizens of the society perceive that democracy of the media is a mean of governance of democratic society in the present environment of information explosion?

- Do citizens of the society find enough public space in the media to frame their opinions and views in a democratic society offered?

- Do media professionals and citizens of the society perceive the dissemination of information through media as catering duty to the needs of larger public interest?

- Upto what extent does the media in India keep a check and strike a balance among pillars of democracy viz, the Executives / Governments, the Judiciary and the Legislatives and contribute to ensure better democratic governance?

- Do newspapers and the television prove competent today to cater to information hunger of people ?

To seek answers to these questions it was proposed to take up a study

on "The perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers and the television in democracy".

6.2 Objectives of the study

1) To study overall perceptions of media professionals regarding the contemporary role of newspapers in the democracy.

2) To study overall perceptions of the professionals other than the media regarding the contemporary role of newspapers in the democracy.

3) To study perceptions of media professionals regarding the contemporary role of newspapers in relation to the following aspects of the democracy:
   a. Justice
   b. Liberty
   c. Equality
   d. Fraternity

4) To study perceptions of professionals other than the media regarding the contemporary role of newspapers in relation to the following aspects of the democracy:
   a. Justice
   b. Liberty
   c. Equality
   d. Fraternity

5) To study difference in overall perceptions of media professionals regarding the contemporary role of newspapers in the democracy, in relation to the selected variables :
   i. Age
   ii. Sex
   iii. educational qualification
   iv. knowledge regarding democracy

v. work experience

vi.media accountability

6) To study difference in overall perceptions of professionals other than the media regarding the contemporary role of newspapers in the democracy in relation to the selected variables.

   i. Age

   ii. Sex

   iii. educational qualification

   iv.knowledge regarding democracy

   v. occupational strata

   vi.newspaper utilization pattern

7) To study difference in perceptions of media professionals regarding the contemporary role of the newspapers in the democracy with respect to the each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables,

   i. Age

   ii. Sex

   iii. educational qualification

   iv. knowledge regarding democracy

   v. work experience

   vi. media accountability

8) To study difference in perceptions of the professionals other than the media regarding the contemporary role of newspapers in the democracy with respect to the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables.

   i. Age

   ii.Sex

   iii.educational qualification

   iv.knowledge regarding democracy

       v. occupational strata

       vi. Newspaper utilization pattern

9) To study overall perceptions of media professionals regarding the contemporary role of the television in the democracy.

10) To study overall perceptions of professionals other than the media regarding the contemporary role of the television in the democracy.

11) To study perceptions of media professionals regarding the contemporary role of the television in relation to the following aspects of the democracy:

       a. Justice

       b. Liberty

       c. Equality

       d. Fraternity

12) To study perceptions of professionals other than the media regarding the contemporary role of the television in relation to the following aspects of the democracy:

       a. Justice

       b. Liberty

       c. Equality

       d. Fraternity

13) To study difference in overall perceptions of media professionals regarding the contemporary role of the television in the democracy in relation to the selected variables :

       i. Age

       ii. Sex

       iii. educational qualification

       iv. knowledge regarding democracy

       v. work experience

       vi. media accountability

14) To study difference in overall perceptions of professionals other than the media regarding the contemporary role of the television in the democracy in relation to the selected variables.

   i.   Age

   ii.   Sex

   iii.   educational qualification

   iv.   knowledge regarding democracy

   v.   occupational strata

   vi.   television utilization pattern

15) To study differences of perceptions of media professionals regarding the contemporary role of the television in democracy with respect to the each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables,

   i.   Age

   ii.   Sex

   iii.   educational qualification

   iv.   knowledge regarding democracy

   v.   work experience

   vi.   media accountability

16) To study differences of perceptions of professionals other than the media regarding the contemporary role of the television in democracy with respect to the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables.

   i.   Age

   ii.   Sex

   iii. educational qualification

   iv. knowledge regarding democracy

   v. occupational strata

   vii. television utilization pattern

17) To seek the suggestions of media professionals regarding the contributions of following groups for strengthening the contemporary role of the above media in the democracy,:

    (1) Citizens of the society

    (2) Media professionals and

    (3) Media policy makers.

18) To seek the suggestions of professionals other than the media regarding the contributions of following groups for strengthening the contemporary role of the above media in the democracy:

    (1) Citizens of the society

    (2) Media professionals and

    (3) Media policy makers.

6.3   Null Hypotheses of the Study

1) There will be no significant differences in overall perceptions of media professionals regarding the contemporary role of newspapers in the democracy in relation to the selected variables:

    i.   Age

    ii.   Sex

    iii.   educational qualification

    iv.   knowledge regarding democracy

    v.   work experience

    vii.   media accountability

2) There will be no significant differences in overall perceptions of professionals other than the media regarding the contemporary role of newspapers in the democracy in relation to the selected variables :

    i.   Age

    ii.   Sex

    iii.   educational qualification

iv. knowledge regarding democracy

v. occupational strata

vi. newspaper utilization pattern

3) There will be no significant differences in perceptions of media professionals regarding the contemporary role of newspapers in democracy with respect to each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables:

i. Age

ii. Sex

iii. educational qualification

iv. knowledge regarding democracy

v. work experience

vi. media accountability

4) There will be no significant differences in perceptions of professionals other than the media regarding the contemporary role of newspapers in democracy with respect to the to the each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables :

i. Age

ii. Sex

iii. educational qualification

iv. knowledge regarding democracy

v. occupational strata

vi. newspaper utilization pattern

5) There will be no significant differences in overall perceptions of media professionals regarding the contemporary role of the television in the democracy in relation to the selected variables:

i. age

ii. sex

iii. educational qualification

457

iv. knowledge regarding democracy

v. work experience

vii. media accountability

6) There will be no significant differences in overall perceptions of professionals other than the media regarding the contemporary role of the television in the democracy in relation to the selected variables:

i. Age

ii. Sex

iii. educational qualification

iv. knowledge regarding democracy

v. occupational strata

vi. television utilization pattern

7) There will be no significant differences in perceptions of media professionals regarding the contemporary role of the television in democracy with respect to the each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables,

i. Age

ii. Sex

iii. educational qualification

iv. knowledge regarding democracy

v. work experience

vi. media accountability

8) There will be no significant differences in perceptions of professionals other than the media regarding the contemporary role of the television in democracy with respect to the to the each of the selected aspects of the democracy viz; (a) Justice (b) Liberty (c) Equality (d) Fraternity in relation to the selected variables:

i. Age

458

ii. Sex

iii. educational qualification

iv. knowledge regarding democracy

v. occupational strata

vi. television utilization pattern

6.4   Methodology

6.4.1 POPULATION OF THE STUDY

The population of the study comprised two segments of the people. Firstly, media professionals working for newspapers or the television organizations, who are directly or indirectly involved in framing media messages. Secondly, professionals other than the media who are engaged in various professions like doctors, lawyers, academicians, engineers and others. They receive media messages regularly and act on it. They also form a part of the population for the present study.

6.4.2 SAMPLE OF THE STUDY

6.4.2.1 For Quantitative Data : The sampling of the study contained five hundred respondents in total; that is one hundred and twenty three of media professionals working for newspaper organizations and the television channels from Vadodara and Ahmedabad cities of Gujarat and three hundred and seventy seven professionals other than the media engaged in different professions residing in Vadodara city.

6.4.2.2 For Qualitative Data: The sample comprised of total fifteen media professionals only from Vadodara city using purposive sampling method for the present study.

6.4.3 RESEARCH TOOLS FOR DATA COLLECTION

The present study was an exploratory research. Therefore, Survey method was adopted to study the topic of research undertaken. To collect qualitative data 15 in-depth interviews were held with media professionals to understand their perceptions regarding contemporary role of newspapers and the television in the democracy; ideal role of newspaper and television in democracy; factors responsible for accountability of the media professionals; role of media professionals in making media more democratic and suggestions to strengthen contemporary role of newspapers and the television for the societal development. The quantitative data was collected using separate questionnaires for media and professionals other than media by the investigator. The questionnaires, perceptions scale, knowledge test were used as tools for data collection. Keeping in mind requirement to understand perceptions from these distinct groups, two separate tools were prepared by the investigator. Both the tools were prepared in English and then translated in Gujarati for better comprehension by the respondents and ease in communication. Sections of the research, their contents and responses system of tools were as given in table-1:

Table 1: Tools used to collect quantitative data.

Section		Content	Response System	Tool- I Media Profe- ssionals	Tool- II Profe- ssionals other than media
Sec-1	Part A	Background Information	Check list cum questionnaire	✓	✓
	Part B	Newspaper and Television Utilization Pattern	2 - 3 point rating scale		✓
Sec -2		Perceptions scale regarding the contemporary role of newspaper and television in democracy	3- point rating scale	✓	✓

Sec - 3	Suggestions to strengthen role of media for citizens, media professionals and media policy makers.	Open ended	✓	✓
Sec - 4	Knowledge test regarding democracy	2 point rating scale	✓	✓
Sec -5	A scale regarding the Media Accountability	2-3 point rating scale	✓	

6.4.5 VALIDITY OF THE RESEARCH TOOLS

The research tools were given to the experts from the areas of media and communication research. They were from Haryana agriculture university, Haryana; Department of Development Education and Communication Unit, Ahmedabad; Department of communication and journalism, University of Pune, Pune; Department of Extension and Communication, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda,Vadodara ;South Gujarat University, Surat; Mudra Institute of Communications Ahmedabad; TALEEM research foundation, Bopal, Ahmedabad; and from Faculty of Education and Psychology, The Maharaja Sayajirao University of Baroda, Vadodara. The experts were requested to check the questionnaires for Content validity, Nature of the statements, Clarity of language and ideas, Appropriateness of the response system. The suggestions given by experts were incorporated in the tools.

6.4.6 RELIABILITY OF THE RESEARCH TOOLS

The test–retest method was used for measuring the reliability of the questionnaire. The tool was administered on five media as well as fifteen professionals other than media of Vadodara city. The tool was administered again on the same persons after the gap of fifteen days to measure the reliability of the tool. The coefficient of correlation between the two sets of scores was calculated to find out the reliability of the tool, by using the following formula.

$$r = \frac{\Sigma XY}{\sqrt{\Sigma X^2 \cdot \Sigma Y^2}}$$

where,   r = coefficient of correlation

x= Score of first test

y=Score of second test

A high correlation was found between the two sets of scores. The value found was r= 0.88.

6.4.7 PRE-TESTING OF THE TOOLS :

The prepared questionnaires were pre-tested on three media as well as seven professionals other than media of Vadodara city who were either having own business or employees of public/private organizations. The researcher simplified some terms that were not understood by the respondents. The professionals selected for pre-testing of the tool took 45 - 50 minutes to fill the questionnaire.

6.4.8 PROCEDURE FOR DATA COLLECTION

Amongst the 500 professionals, data were collected from 123 media professionals residing in Vadodara and Ahmedabad cities and from 377 other professionals residing in Vadodara city only during March,07 to August, 07. In case of media professionals prior permission to collect data was sought from the concerned authorities from various types of newspaper and news organization viz, , Times of India, Indian Express, Sandesh, Gujarat Samachar, Divya Bhasker, Sambhav media group as well as from TV channels and TV organizations viz, Zee TV (Gujarati), E-TV(Gujarati), Doordarshan , Sahara news, Educational media research center and Vadodara News Magazine of Vadodara and Ahmedabad cities of Gujarat organizations by the investigator. Same procedure was used in collecting data from professionals other than the media where researcher administered research questionnaire personally with the professional other than the media viz, engineers,

academicians, doctors, lawyers, personnel of business and marketing, personnel from research and analyst, social scientists by taking prior appointment.

6.4.9 SCORING AND CATEGORIZATION OF THE DATA

Different types of scoring procedures were used for giving weightage to various items of all the parts of the tools used to collect information regarding the variables of the study.

6.4.10 SCORING AND CATEGORISATION OF VARIABLES FOR MEDIA PROFESSIONALS

The tool contained questions regarding background information of the media professionals. The categorization of the variables for media professionals were done as follows:

Table 2 : Categorization of Variables for media professionals

No.	Variable	Description	Categories
1	Age	21- 30 years	Younger
		> 30 years	Older
2	Sex	-	Male
		-	Female
3	Educational Qualification	Up to Graduates	Educated
		Post-graduates and above	Highly educated
5	Work experience	6months - 5 years	Less experienced
		> 5 years	More experienced

6.4.11 MEDIA ACCOUNTABILITY OF MEDIA PROFESSIONALS

The tool was modified from one of the study conducted by DVR Murthy(2005). The minimum and maximum possible scores ranged from 0 to 80. However, the scores achieved by the respondents ranged from 6 to 62. The media professionals were divided into three categories according to their scores viz, less accountable, somewhat accountable

463

and more accountable on the basis of Percentile method as follows:

Table 3: Categorization of scores in media accountability of media professionals

Variable	Basis	Scores	Categories
Media Accountability	< 33.3 percentile	6 – 36	Less accountable
	33.3 to 66.6 percentile	37 – 47	Some what accountable
	> 66.6 percentile	48 - 62	More accountable

6.4.12 SCORING AND CATEGORISATION OF VARIABLES FOR PROFESSIONALS OTHER THAN THE MEDIA

The tool contained questions regarding background information of the professionals other than the media. The categorization of the variables was done as given in table 4.

Table 4: Categorization of Variables for Professionals other than media

No.	Variables	Basis	Categories
1	Age	21- 40 years	Younger
		> 40 years	Older
2	Sex	-	Male
		-	Female
3	Educational Qualification	Graduates	Educated
		Post graduates and above	Highly educated
4	Occupational Strata	Employees of private / public organization	Service
		Owner /Proprietor / Private practitioners	Business

6.4.13 NEWSPAPER UTILISATION PATTERN OF PROFESSIONALS OTHER THAN THE MEDIA

The scores were given for this variable. The minimum and maximum possible scores ranged from 33 to 110 in cases of those newspaper utilisers. However, the scores achieved by the respondents ranged from 33 to 88 for the newspaper utilization. They were divided into three categories on the basis of percentile method as the light, moderate and heavy utilisers according to their scores as follows:

Table 5: Categorization of scores in the Newspaper utilization pattern of Professionals other than media.

Categories	Basis	Scores of Newspaper readers
Light users	< 33.3 percentile	33- 58
Moderate users	33.3 to 66.6 percentile	59 – 63
Heavy users	> 66.6 percentile	65 -88

6.4.14 TELEVISION UTILISATION PATTERN OF PROFESSIONALS OTHER THAN THE MEDIA

The scores were given for this variable. The minimum and maximum possible scores ranged from 23 to 65 for the selected television utilisers. However, the scores achieved by the professionals other than the media ranged from 23 to 55 for the television utilization pattern. The respondents were divided into three categories on the basis of percentile method for this variable as light, moderate and heavy utilisers according to their scores as follows:

465

Table 6: Categorization of scores in the Television utilization pattern of Professionals other than media.

Category	Basis	Scores of Television viewers
Light users	< 33.3 percentile	12- 25
Moderate users	33.3 to 66.6 percentile	26-30
Heavy users	> 66.6 percentile	31-55

6.4.15 KNOWLEDGE REGARDING DEMOCRACY OF MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA

A knowledge test consisted of thirty statements with two point response system. It included objective type of questions on basics of democracy related to meaning and feature of democracy, pertinent meaning of preamble values, fundamental and directive principles of the citizens in democracy. It was developed by the investigator to measure the knowledge level of media professionals and professionals other than the media regarding democracy. The Professionals other than media were divided into three categories on the basis of percentile method for this variable as low, average and high score achievers according to their scores as follows:

Table 7: Categorization of scores in Knowledge test for Media professionals and Professionals other than media.

Variable	Scores	Basis	Category
Knowledge regarding democracy	0-18	< 33.3 percentile	Low achievers
	19 -21	33.3 to 66.6 percentile	Average achievers
	22-30	> 66.6 percentile	High achievers

6.4.16 PERCEPTIONS OF MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA ON CONTEMPORARY ROLE OF NEWSPAPERS AND THE TELEVISION IN THE DEMOCRACY.

The perception scale was developed to measure the perceptions of media professionals regarding the contemporary role of newspapers and the television regarding different aspects of the democracy. The scale has a three point rating scale. The scores of positive and negative statements were given. Some of the statements were modified and used for preparing this tool of the present study from one of the similar study conducted by Parihar and Joshi (2004).The scale had three points rating scale the scores of positive and negative statements were given as follows :

Table 8: Scoring pattern according to the nature of statements in the perception scale regarding contemporary role of newspaper and television in democracy.

Statements	Agree to Great Extent	Agree to Some Extent	Agree to Less Extent
Positive statements	3	2	1
Negative statements	1	2	3

A scale had 60 statements. The minimum and maximum possible scores range from 60 to 180.

Table 9 : Categorization of the scores in Perception Scale regarding contemporary role of newspaper and television in democracy.

Category	Basis	Newspaper Scores	Television Scores
Less favourable perceptions	< 33.3 percentile	60-119	60-114
Some what favourable perceptions	33.3 to 66.6 percentile	120-127	115-122
Favourable Perceptions	> 66.6 percentile	128-180	123-180

The item wise intensity indices were also calculated overall as the aspect wise and the item wise. It was to measure the perceptions of media professionals regarding the contemporary role of newspapers and the television in the selected aspects of the democracy. The range for overall, aspect wise and item wise intensity indices for all the items having three point scales are as follows:

Table 10: The categorizations of Intensity Indices for perceptions of Media professionals and Professionals other than media regarding the contemporary role of the newspaper and television in democracy were made as follows:

Overall and Aspect wise	Category	Newspaper		Television	
		Media Professionals	Professionals other than media	Media Professionals	Professionals other than media
		Basis	Basis	Basis	Basis
Overall	LessFavourable	1.00 - 1.99	1.00 - 1.98	1.00 - 1.93	1.00 - 1.98
	Somewhat Favourable	2.00 - 2.19	1.99 - 2.10	1.94 - 2.06	1.99 - 2.10
	favourable	2.20 - 3.00	2.11 - 3.00	2.07 - 3.00	2.11 - 3.00
Justice	LessFavourable	1.00 – 2.00	1.00 - 1.91	1.00 – 2.00	1.00 - 1.91
	Somewhat Favourable	2.01 - 2.16	1.92 - 2.08	2.01 - 2.16	1.92 - 2.08
	favourable	2.17 – 3.00	2.09 – 3.00	2.17 – 3.00	2.09 – 3.00
Liberty	LessFavourable	1.00 – 2.00	1.00 – 2.00	1.00 - 1.90	1.00 – 2.00
	Somewhat Favourable	2.01 - 2.16	2.01 - 2.13	1.91 - 2.04	2.01 - 2.13
	favourable	2.17 – 3.00	2.14 – 3.00	2.05 – 3.00	2.14 – 3.00
Equality	LessFavourable	1.00 - 1.83	1.00 – 2.00	1.00 - 1.66	1.00 – 2.00
	Somewhat Favourable	1.84 - 2.08	2.01 - 2.16	1.67 – 1.91	2.01 - 2.16
	favourable	2.09 -3.00	2.17 – 3.00	1.92 -3.00	2.17 – 3.00
Fraternity	LessFavourable	1.00 – 2.07	1.00 – 2.00	1.00 – 2.00	1.00 – 2.00
	Somewhat Favourable	2.08 -2.34	2.01 - 2.21	2.01 - 2.21	2.01 - 2.21
	favourable	2.35 – 3.0	2.22 – 3.00	2.22 – 3.0	2.22 – 3.00

6.5 Statistical Analysis of the Data –

Different statistical measures for various purposes were used as follows:

Table: 11 Plan for Statistical Analysis of the Data

No.	Purpose	Statistical measures
1	Profile of media professionals and professionals other than the media	Frequencies and percentages
2	Overall and aspect wise differences in the perceptions of media professionals and professionals other than the media regarding contemporary role of newspapers in the democracy.	Frequencies and percentages
3	Differences in the perceptions of media professionals and professionals other than the media regarding contemporary role of newspapers in the democracy with respect to selected variables.	t-test, ANOVA (F-test)
4	Overall and aspect wise differences in the perceptions of media professionals and professionals other than the media regarding contemporary role of the television in the democracy.	Frequencies and percentages
5	Differences in the perceptions of media professionals and professionals other than the media regarding contemporary role of the television in the democracy with respect to selected variables.	t-test, ANOVA (F-test)
6	Item wise perceptions of media professionals and professionals other than the media regarding contemporary role of the newspapers and television in the democracy.	Item wise intensity indices

6.6 Major Findings of the Study

6.6.1 PROFILE OF MEDIA PROFESSIONALS AND PROFESIONALS OTHER THAN THE MEDIA

6.6.1.1 Profile of Media Professionals

The analysis of the data revealed that;

• Almost fifty six percent of the media professionals belonged to the younger age group whereas almost forty five percent of them belonged to older age group.

- A high majority (69.9%), of the media professionals were males and thirty percent of (30.1%) them were females.

- A high majority (69.9%), of the media professionals were highly educated, whereas thirty percent (30.1%) of them were educated.

- Majority of (59.3%) the media professionals were having less than five years of work experience, and forty percent (40.3%) of them were more experienced.

- Almost forty five percent of the media professionals were high scorers in knowledge regarding democracy, whereas twenty five percent were low scorers in knowledge regarding democracy.

- Thirty eight percent of the media professionals were more accountable towards media followed by equal percents of them as moderate and less accountable to the media accountability (31.7% and 30.1%).

6.6.1.2 Profile of the Professionals other than media

The analysis of the data revealed that;

- Fifty seven percent of the professionals other than media belonged to the younger age group and almost forty four percent of them belonged to the older age group.

- A high majority (70.3 %), of the professionals other than media was males and almost thirty percent (29.7 %)of them were females.

- Little less than fifty percent (48.8%) of the professionals other than media were highly educated, whereas little more than fifty percent (51.2 %) of them were educated.

- Majority (65.7%) of the professionals other than media was engaged in service and nearly thirty four percent of them were engaged in business.

- Regarding newspaper utilization pattern, almost thirty seven percent of (36.6%) professionals other than media were found heavy users

followed by little more than thirty percent of them as light and moderate users (32.89% and 30.50%) of the newspaper respectively.

- Regarding television utilization pattern, almost equal percent (35.5% and 35.3%) of the professionals other than media were heavy and moderate TV users respectively.

- A little less than forty percent(39.0%) of the professionals other than media were high scorers in knowledge regarding democracy and little more than thirty five percent (35.5%) of them were low scorers in knowledge regarding democracy.

6.6.2 OVERALL, ASPECTWISE AND VARIABLEWISE PERCEPTIONS OF MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA REAGRDING THE CONTEMPORARY ROLE OF NEWSPAPERS IN THE DEMOCRACY.

- Overall, more than forty percent (42.3%) of the media professionals had favourable perceptions regarding contemporary role of newspaper in democracy.

- Overall, forty percent(40.3%) of the professionals other than media had somewhat favourable perceptions regarding contemporary role of newspaper in democracy.

- A higher percent of the media professionals had favourable perceptions regarding contemporary role of newspaper in democracy on its aspects namely, Justice (52.8%), Liberty (43.1%) and Fraternity (45.5 %). And regarding Equality aspect almost half (49.6%) of them expressed less favourable perceptions towards the contemporary role of newspaper in democracy.

- A higher percent (43.8%) of the professionals other than media had less favourable perceptions on Justice aspect regarding contemporary role of newspaper in democracy. Equal

percent(37.7%) of them was having somewhat and less favourable perceptions on the liberty aspect regarding contemporary role of newspaper in democracy. Equal percent(40.3%) of them expressed their somewhat favourable perceptions on equality aspect and less favourable perceptions on the fraternity aspect regarding contemporary role of newspaper in democracy.

- Significant differences were found in the overall perceptions of media professionals regarding contemporary role of newspaper in relation to their media accountability.

- Significant differences were found in the perceptions of media professionals regarding contemporary role of newspaper on Justice aspect of democracy in relation to their media accountability.

- Significant differences were found in the perceptions of media professionals regarding contemporary role of newspaper on liberty aspect in relation to their media accountability.

- Significant differences were found in the perceptions of media professionals regarding contemporary role of newspaper on fraternity aspect in relation to their media accountability.

- Significant differences were found in the perceptions of professionals other than media regarding contemporary role of newspaper on Justice a spect in relation to their sex.

- Significant differences were found in the perceptions of professionals other than media regarding contemporary role of newspaper on liberty aspect in relation to their educational qualification.

6.6.3 OVERALL, ASPECTWISE AND VARIABLEWISE PERCEPTIONS OF MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA REAGRDING THE CONTEMPORARY ROLE OF THE TELEVISION IN THE DEMOCRACY.

- Overall, little less than forty percent (39.0%) of the media professionals had favourable perceptions regarding contemporary role of television in democracy.

- Overall, thirty seven percent (37.1%) of the professionals other than media had less favourable perceptions of regarding contemporary role of television in democracy.

- A higher percent of the media professionals held favourable perceptions towards contemporary role of television on Fraternity (63.4 percent) and Liberty (40.7 percent) aspects followed by somewhat favourable perceptions on Justice (43.9 percent) aspect of democracy regarding contemporary role of television. However, little more than half (52.0 percent) of them expressed less favourable perceptions towards contemporary role of television on Equality aspect of democracy.

- Little less than forty percent (37.1%) of the professionals other than media had favourable perceptions regarding contemporary role of television on Liberty aspect of democracy. Almost forty percents of (39.8 percent) them held somewhat favourable perceptions on Justice aspect of democracy regarding contemporary role of television. However, little more than forty percent (43.2percent) of them had less favourable perceptions regarding contemporary role of television on equality aspect and almost equal percent of them (35percent) expressed favourable to somewhat favourable perceptions regarding contemporary role of television on the fraternity aspect of democracy.

- Significant differences were found in the overall perceptions of media professionals regarding contemporary role of television in relation to their media accountability.

- Significant differences were found in the perceptions of media professionals regarding contemporary role of television on the Justice aspect in relation to their media accountability.

- Significant differences were found in the perceptions of media professionals regarding contemporary role of television on liberty aspect in relation to their media accountability.

- Significant differences were found in the perceptions of media professionals regarding contemporary role of television on equality aspect in relation to their sex and their knowledge regarding democracy.

- Significant differences were found in the perceptions of media professionals regarding contemporary role of television on the fraternity aspect in relation to their media accountability.

- Significant differences were found in the overall perceptions of professionals other than media regarding contemporary role of television in relation to their television utilization pattern.

- Significant differences were found in the perceptions of professionals other than media regarding contemporary role of television on the Justice aspect in relation to their sex and their television utilization pattern.

- Significant differences were found in the perceptions of professionals other than media regarding contemporary role of television on the liberty aspect in relation to their television utilization pattern.

- Significant differences were found in the perceptions of professionals other than media regarding contemporary role of television on fraternity aspect in relation to their television utilization pattern and their knowledge regarding democracy.

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