ACKNOWLEDGEMENTS

Here, I would like to thank and appreciate the inputs of all my well-wishers for their encouragement, guidance and support at every nook and corner of the puzzling pathways to attain my dreams.

With a deep sense of gratitude, I take this opportunity to express my heartfelt thanks to my guide Dr. Anjali Pahad, Reader, Department of Extension and Communication, Faculty of Family and Community Science. She has always been motivating force in all my academic endeavors. I wish to express my gratitude for her inputs in helping to conceptualize and bringing my research till this stage. I admit with all my heart that the present research would not see this day without her constant support and guidance.

My special thanks to Prof. Uma Joshi, Former Head, Department of Extension and Communication for her valuable suggestions, advice, constructive criticism at the time of validation of the tool and various stages of the study.

Sincere thanks are extended to the experts, Prof. V.S.Gupta, the former professor, Haryana agriculture university, Ms. Malti Mehta, In-charge Head, Department of Development Education and Communication Unit, Ahmedabad, Prof. Keval Kumar, Retired Head and Professor, Department of communication and journalism, university of Pune, Dr. R.G.Kothari, Former Vice Chancellor, South Gujarat University, Surat, Prof. A. Sinha, Sr. Professor, Mudra Institute of Communication, Ahmedabad, Prof. Binod Agarwal, Director, TALEEM research foundation, Bopal, Ms. Neepa Mehta, Former teaching faculty, Department of Extension and Communication, Faculty of Family and Community Sciences, The M.S.University of Baroda,

Prof. Goel, Dr. Pushpanatham and Dr. Rashmin from the Faculty of Education and Psychology, M.S.U., Vadodara for validating the research tools and giving their valuable suggestions.

I owe my gratitude to Prof. A. Shah, Former Dean, Faculty of Family and Community Sciences, The M.S.University of Baroda for her gracious cooperation in the successful accomplishment of the study.

I am grateful to Dr. Asha Patil, Head, Department of Extension and Communication for always appreciating my efforts thus boosting my morale.

I specially want to express my appreciation for the cooperation of all the managers, editors, directors of newspapers and television organizations selected for the study from Vadodara and Ahmedabad cities of Gujarat for permitting me to collect data from their organizations.

I am thankful to all my respondents i.e. the media professionals and citizens for their cooperation in responding to the lengthy research questionnaire and a special thanks also to those media professionals who took time out of their busy schedule and provided in-depth responses in the interview.

I am really grateful to Dr.Jitesh Parikh and Mrs.Parera for generously offering time for the grammatical checking of my thesis.

A Friend in need is a friend indeed. A very special thanks to my close and dear friend Seema Koranne, who encouraged constantly and supported me in various capacities towards completing this study, Sunita Pathak, for her unending help and support in statistical analysis and also Lekha, Anandi, Rupal, Dimple for their praise worthy assistance at various stages of my research study.

I would like to thank the Department of Extension and Communication, faculty members Dr. Rameshwari Pandya, Dr. Avani Maniar, Dr. Anuradha Mathu for boosting me with encouragement and motivation throughout my study. I am thankful to my students Sheetal, Sarika, Darshana, Mousami too.

I would also like to thank other helping hands Seema Koranne, Kalpesh Pandya, Somabhai and Madhavi from the Department of Extension and Communication, for extending their co-operation and support during seminars and in smoothening correspondences with the faculty.

My research would go in vain if I fail to mention a word about my family. My family counts most for fulfillment of the present study. My guide supported me intellectually, likewise my family supported me emotionally. My family served me like quick-heal cream to soften the hardness of research and to heal and sooth bruises that marked on my confidence. The care, concern and cozy conduct that I felt from my beloved grandparents and my father (missed you a lot), my aunt, my mother, my uncles, my sisters, my brothers, my sister-in-laws, my nephews, my nieces, my brother-in-laws who led me through tough time and acted significantly to rejuvenate my spirit and revitalize my energies to restore my efforts with enhanced enthusiasm. I owe everything of my 'being' and 'becoming' to them.

Last but not the least I owe my thanks to all who helped me directly or indirectly in completing this thesis work.