Discussion of Respondents’ Opinion

The present study proceeds in two directions where the Correlation between Print Media and Public Relations on one hand and impact of both on the Public Opinion on the other hand has been discussed. The Print Media since its grass-root days has succeeded in moulding the Public Opinion in its own way. The people on the other hand have been endlessly portraying their high attitude of dependency on Print Media.

The survey has been conducted among the Print Media Persons, PR Persons and Newspaper Readers of Jaipur, Rajasthan in the current study to explore that “There is an active interplay of Print Media, Public Relations and Public Opinion”. The participation of all the three respondents was absolutely anonymous, voluntary, and confidential. Out of 300 distributed questionnaire forms, 100 forms were distributed to each category. All the three categories of persons were also asked 20 Interview Scheduled questions and their views on the topics have been discussed in this section.

In the current research study, the following hypotheses have been significantly analyzed on respondents (Viz. Newspaper Readers, PR Personals and Print Media Persons) by the tabulation and analysis of the obtained data and application of significance tests.

The main Hypothesis of the study was – “H_{01} There is an active interplay of Print Media, Public Relations and Public Opinion.”

The current research study also had the following two assumptions -

- H_{02} Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion.

- H_{03} Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding.
• **Discussion and Results –**

All the three hypotheses of the study has been accepted and proved many times on the basis of the opinions and views obtained from all the three categories of respondents i.e. Print Media Persons, Public Relations Persons and Newspaper Readers of Jaipur city. In this chapter, each hypothesis has been discussed separately that how, why, by whom and on the basis of what criteria’s the respective hypothesis has been approved or rejected.

• **Discussion of First and the Main Hypothesis of the Study i.e. “Ho There is an active interplay of Print Media, Public Relations and Public Opinion.”**

To conclude and claim the research objective of current study and to justify the first and the primary hypothesis of the study that $H_0$ – “There is an active interplay of Print Media, Public Relations and Public Opinion” various questions were asked from all the three category of respondents and their views have been discussed below -

This hypothesis is proved many times with various set of opinions of PR Personals, Print Media Persons and Newspaper Readers of Jaipur City interviewed during the study.

• **Primarily the results obtained in table 3.4 significantly supports the hypothesis as** 81% PR Professionals of various organizations who acted as respondents in the current research study agreed with the fact that Print Media change and influence the thought process of an individual in the society.

Therefore the opinion of the society is managed by the Print Media.

66% respondents agreed with the fact that financial powerful people like big corporates, celebrities, political parties etc. can limit the Print Media space by the help of PR Professionals. They stated that it is not necessary that every time they offer money or
bribe the Media Persons but by the help of services of more aggressive and tactical PR strategies, they can manage to influence a good Print Media coverage. Thus, PR persons opined that Print Media and PR Persons, both, are influential and share some chemistry and inter-dependence which can be utilized for social welfare as well as can be misused to benefit some pressure groups and powerful sections of the society. Thus, their interplay is evident, which should be used with proper care and responsibility.

The success of PR is based on the support of Print Media is also accepted by 61% PR people, thus showing an interplay.

**Statistical Analysis of Table 3.4:-**

To prove the hypothesis $H_0$ There is an active interplay of Print Media, Public Relations and Public Opinion, in the current research study Chi Square test was applied on the views obtained from PR Professionals as respondents and the analysis results are as below:-

**Chi-square Test for Independence**

Chi-square: 74.488  
Degrees of Freedom: 3  
Table size: 4 rows, 2 columns.  
P value is < 0.0001.  
The row and column variables are significantly associated.

**Interpretation:** -

It is evident from the above statistical analysis that $P$ value is 0.0001 and the chi square value is 74.488, which are highly significant. This makes the hypothesis $H_0$ proved and accepted. *Thus it can be said that from the above study and point of view obtained from PR Professionals of Jaipur that “There is an active interplay of Print Media, Public Relations and Public Opinion”.*
Secondly the hypothesis i.e. $H_O$ “There is an active interplay of Print Media, Public Relations and Public Opinion” is accepted by the views obtained from table 4.8.

90% of Print Media Persons agreed with the fact that Public Opinion is the backbone of the Indian Democratic system and if the Public Opinion is ignored by the Governments and administrative system, then that government cannot run for long because people will not obey such government. Thus, in a democratic set-up of society, the Print Media, the Government and the People forms a triangle in their relationship and there should be harmony between the three for the smooth and successful running of all.

Regarding any regulating body for Media, 69% Print Media Persons associated with this field have accepted the need and 31% said that they don’t need a regulating body on Media.

72% Print Media Persons opined that the credibility of Print Media is still attached to it. Thus the response shows that Public still trust Print Media industry as observed by Print Media Persons.

65% of Print Media Persons accepted that they have dependence on PR and both Print Media and PR are mutually dependent on each other. 60% Print Media Persons believed that PR is necessary to get information and generate connectivity with the public showing interplay. **PR Success** is directly proportional to Press and Print Media support, this statement was agreed by 79% of Print Media Persons. **Financially powerful people can additionally limit the Print Media space by the help of PR** was accepted by 59% of respondents of this segment. Thus, mutual dependence between Journalists and PR Persons is accepted by the Print Media Persons. The next statement of this section makes the study more interesting as it clearly asks about the differences in the interests and opinions of Journalists and PR Professionals.
The responses obtained in study is also seems to be dramatic as 81% i.e. the major share of Print Media Persons accepted that there is a huge difference between opinions and interests of Journalists and Public Relations Professionals. **Thus, proving the love-hate relationship between Print Media and PR Professionals, who have different opinions and interests but the same time, they are inter-dependent on one another and cannot survive without each other in the present scenario.**

**Finally, it is proved that there is an active interplay of Print Media, Public Relations and Public Opinion and the three are inter-dependent on each other and forms a triangle which facilitates the smooth working of democratic set-up and society.**

**Statistical Analysis:-**

To prove the hypothesis “$H_0$ There is an active interplay of Print Media, Public Relations and Public Opinion”, on the statements analysed above, the Chi Square test was applied and results are as follows:-

**Chi-square Test for Independence**

Chi-square: 71.025

Degrees of Freedom: 9

Table size: 6 rows, 5 columns.

The P value is < 0.0001.

**Interpretation:-**

The P value is considered significant and it can be accepted and proved that **“Ho There is an active interplay of Print Media, Public Relations and Public Opinion”** on the basis of the data obtained.
The hypothesis that “Ho There is an active interplay of Print Media, Public Relations and Public Opinion” is also justified by the views of PR Professionals of Jaipur obtained from table 4.11.

The relationship and mutual dependence between Journalist and PR was convinced by 52% of PR Persons.

Also, 59% PR Persons complained about the hostile attitude of Print Media with PR Persons and difficulties they face to convey their messages to people without the support of money or malpractices which further highlights the love-hate relationship between the two. Both accepts the inter-dependence at the same time, have some differences with each other. Also the credibility factor of Print Media is questioned here.

But regarding the role of Print Media and PR Persons to provide information to People in statement S-16 92% i.e. nearly all PR Persons agreed that Print Media and PR personnel together can play a crucial role at the grass root level by providing information to the people and by generating the most required platform and base of democracy i.e. Public Opinion. Thus the above opinion strongly approves the interplay between Print Media, Public Relations and Public Opinion.

Statistical analysis:-

To prove the hypothesis Ho- There is an active interplay of Print Media, Public Relations and Public Opinion, from Print Media Persons point of view, the opinions obtained in current segment were tested with the Student’s “t” test and results are as follows:-

Unpaired t test

Significant Difference between mean of Column A and Column B was analyzed.

P value was calculated and the two-tailed P value is 0.0258 which is considered very significant.
Discussion, Analysis of Results and Major Findings

t = 0.0869 with 5 degrees of freedom.

At 95% confidence interval

Mean difference = -9.000 (Mean of Column B minus mean of Column A)

The 95% confidence interval of the difference: -98.365 to 29.354

**Interpretation:** The “t” test assumes that the data are sampled from populations that follow Gaussian distributions. This assumption is tested using the method Kolmogorov and Smirnov. The P value (0.0258) and t =0.0869 and this signifies that hypothesis i.e. **Ho “There is an active interplay of Print Media, Public Relations and Public Opinion”** proved to be significant and accepted.

- **In the last part to accept and prove the hypothesis i.e. **Ho “There is an active interplay of Print Media, Public Relations and Public Opinion”,** it was tested in table 4.14. This hypothesis is significantly justified as per the opinions of Newspaper Readers of Jaipur city analysed during the study.

  - The importance of Advertising is accepted by majority i.e. 82% Readers of Jaipur under the study who said that this is the major revenue source of any Newspaper and also affects the coverage of news.

69% of Readers accepted that they are dependent on Print Media to get the information especially for the local news. The response explores very important point that the localisation of Newspapers is very helpful for the people of the city and state as through Newspapers, they get the information about all local happenings and events which are directly related to them whereas the information covered by other mediums are more extensive, not interesting and sometimes useless for the city people.

During the dinner time maximum of the respondents especially of age group watch Television news and 92% of them verify it from morning Newspapers. Also, whatever information they receive from anywhere during the entire day, they find Newspapers as
the most important source to confirm that information because they believe in this written medium the most.

88% of Readers asserted that there is a close-knit relationship between Print Media and PR industry and similarly 76% also agreed that Print Media is influenced by PR Persons and collects information from them.

As stated earlier, 72% of people again agreed that Print Media has a power to change their mind set and can create Public Opinion in desired direction, if it works with full commitment and honesty. Similarly 94% i.e. nearly all believed that Print Media shape or frame Public Opinion and 77% Readers accepted the importance and need of Public Opinion in the survival and proper working of democratic system like that of India.

Thus, the opinions of Readers in the above statements clarifies that Print Media and Public Relations Industry are very much influential in the current times and are playing as major players of democratic set-up by providing information to the people and creating and framing Public Opinion. At the same time, majority of the respondents accepted the importance of Public Opinion for a success and survival of democracy.

Also it is observed from the interviews, analysis of content of Newspapers and case study included in the study that the success of Print Media and Public Relations are also very much dependent on the Public Opinion.

**Statistical analysis:-**

To prove the hypothesis $H_0$: *There is an active interplay of Print Media, Public Relations and Public Opinion, from Readers’ view, the opinions obtained in current segment were tested with the Students “t” test and results are as follows:-*

Unpaired t test

Do the means of Column A and Column B differ significantly?

P value
The two-tailed P value is 0.0002, considered extremely significant.

t = 4.422 with 24 degrees of freedom.

95% confidence interval

Mean difference = -38.154 (Mean of Column B minus mean of Column A)

The 95% confidence interval of the difference: -55.960 to -20.348

Interpretation:- The t test assumes that the data are sampled from populations that follow Gaussian distributions. This assumption is tested using the method Kolmogorov and Smirnov and the “t” value is 4.422 and is considered extremely significant and P=0.0002 and this signifies that hypothesis \( H_0 \) i.e. There is an active interplay of Print Media, Public Relations and Public Opinion is proved to be significant and accepted.

Discussion of Second Hypothesis i.e. “\( H_0 \) - Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion”

To accept the Second hypothesis “\( H_0 \) - Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion” analysis of different responses and the opinions obtained from all the three category of respondents has been done and the following analysis and results are drawn –

- **In the table 4.1** Opinions of Print Media Persons regarding the Impact of PR in Shaping Public Opinion are analysed. It is true that the major revenue for all forms of Media is generated by advertisements of that form of Media such as Newspaper advertisements, Classifieds, or TV and Radio advertisements. If this important revenue source is separated from Media than how long the Media will economically survive at the same time PR industry is the main source of
information without which Media people will not get any facts, data and news. Therefore the statement 11 clarifies the Print Media Persons views on this as 83% of Print Media Persons disagreed to separate advertising and PR from Print Media.

People’s Choices related to Religion, Society, Democracy, Government and Lifestyle etc. are also influenced by Print Media by the help of PR Persons as 72% of the respondents in current section agreed with the statement 13 and only 28% rejected the fact. This proves that the information passes from Print Media to the people, is a contribution of PR and thus, PR can influence and shape the Public Opinion on various issues directly or indirectly.

As explained earlier the Print Media in various forms influences the thought process of public and therefore forms Public Opinion, was also significantly proven with the statement 12 as out of all Print Media Persons as respondents 81% agreed with the statement and only 19% said No.

It is accepted by 77% Print Media Persons that in order to provide information to the people at grass root level, the combined contribution of Print Media and PR Professions is required. While calculating the influence of Print Media on its readers 61% of Print Media Persons agreed with the statement that the Print Media has a direct, immediate and powerful impact on its readers.

To prove the hypothesis H₀ “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion”, on the opinions analyzed above, the Chi Square test was applied and results are as follows:-

Chi-squared Test for Independence

Chi-square: 229.23
Degrees of Freedom: 12

Table size: 5 rows, 4 columns.

P value is < 0.0001.

The row and column variables are significantly associated.

Interpretation- The above P value is considered significant and this signifies that hypothesis Ho. i.e. Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion is proved to be significant and accepted.

- In similar manner the hypothesis is again proved true by the responses obtained in the table 4.4. The views of PR Professionals regarding the impact of PR in Shaping Public Opinion states that 67% of PR Persons accepted that the information given by PR Persons is the major source of the articles of Journalists.

The necessity of PR in order to generate connectivity between the organisations and their public and to spread the relevant information was ascertained by 64% of PR Persons under study and 36% rejected and believed that PR is not much necessary for connectivity and for information circulation.

Many a times it is seen that there is a close relation between Print Media and PR Persons and they are dependent on each other but their opinions differ and also their interest varies. This is significantly proved as 61% PR Persons accepted this fact.

PR Professionals are kept with the vision of expansion of their organizations in various ways is supported by 91 PR Persons who accepted that by giving their voice to their clients they try to expand the market of ideas.

54% respondents i.e. PR Persons accepted that People are dependent on Media especially the Print Media for information and 46% which are nearly half, rejected it.
Statistical Analysis of Table 4.4:- To prove the hypothesis $H_0$ Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion, on the basis of opinions analyzed above, the Chi Square test was applied to the above data and results are as follows:-

Chi-squared Test for Independence

Chi-square: 72.926

Degrees of Freedom: 4

Table size: 5 rows, 2 columns.

P value is < 0.0001.

The row and column variables are significantly associated

Interpretation-

The above P value is considered significant and this signifies that hypothesis Ho i.e. Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion is proved to be significant and accepted.

The Hypothesis Ho i.e. “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion” is also supported by results obtained from table 4.7. The results predict that 54% Readers accepted the fact that almost daily they find articles, and stories in newspapers which try to twist the facts or mislead people. Also 42% agreed that the introduction of a celebrity, sensational news, objects, pictures and gossips are the techniques which are used to attract the people’s attention in the Newspapers. Thus, all these marketing strategies are due to the impact of PR on the Newspapers and Print Media.
The Opinions of Readers also highlights that people still know very less or have misconceptions about Public Relations which is a real challenge for this industry as 42% Readers consider it a promotional technique. Some consider it a fake business or others call it a strategy to build or improve image. But very few, only 6% and 9% consider it a channel for information dissemination and a bridge to fulfill the information gap respectively.

But positively, in S12, when asked about the help PR provides to Print Media in fulfilling the needs of Readers, 39% said it entertain them with events and activities, 29% opined it motivate Media for social causes, 19% said it educate with the factual updates and remaining 13% accepted that it spread awareness and 0% accepted its role as a watchdog. This way, despite of various misconceptions and distrust on PR, people have started accepting and recognizing the role of PR in a positive way by the way corporate social activities and entertainment activities being organized by PR. Thus, this clarifies the influence of Public Relations on Print Media as well as on people.

Statistical Analysis of Table 4.7:-

To prove the hypothesis “\( H_0 \) Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion” on the basis of opinions of Readers as analyzed above, one way ANOVA was applied with the help of SPSS software and the results are stated below:-

One-way Analysis of Variance (ANOVA)

The P value is 0.0366, considered significant.

Variation among column means is significantly greater than expected by chance.
Tukey-Kramer Multiple Comparisons Test If the value of q is greater than 4.367 then the P value is less than 0.05.

Mean    95% Confidence Interval

Bartlett statistic (corrected) = 5.752

The P value is 0.2184.

Bartlett's test suggests that the differences among the SDs are significant.

ANOVA assumes that the data are sampled from populations that follow Gaussian distributions. This assumption is tested using the method Kolmogorov and Smirnov:

\[ F = \frac{3.385}{\text{MS treatment/MS residual}} \]

**Interpretation** -

The above P value is 0.2184 and the F value of ANOVA is 3.385 which seems to be highly significant and clarifies the vision of readers of Jaipur who acted as respondents in the current study and as per the opinion of these respondents it can be concluded that the hypothesis Ho i.e. “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion” is proved to be significant and accepted.

- The hypothesis is significantly accepted and proved by the opinion obtained in table 4.8 of the current study, which deals with Opinion of Print Media Persons for Public opinion influenced by Print Media and PR and tries to explore the views on the same. As per S21, financially powerful people like big corporate industries, political parties and the celebrities can use the mediums like sponsored news, paid news, PR oriented news and can take help of PR strategies and services in order to get the maximum and favourable coverage. Though they do not directly offer money for the news but they hire the more aggressive and
tactical PR Practitioners to maintain good relations with Print Media Persons and to use persuasive techniques. 59% respondents have agreed with this practice.

Thus, in a way PR influences Print Media and covers the good share of Print Media space.

65% Print Media Persons accepted that they have dependence on PR and both Print Media and PR are mutually dependent on each other which prove the influence of PR on Print Media. At the same time, Print Media shapes or frames Public Opinion is proved as 87% Print Media Persons opined that people seems to believe that Newspapers reports are true and fact oriented and people believe in what they cover in the Newspapers. Also, 72% said that the credibility of Print Media has not decreased in the eyes of people of Jaipur. Thus the responses show that Public still trust Print Media industry which helps in framing the Public Opinion.

To prove the hypothesis $H_0$ “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion”, on the opinions analyzed above the Student’s “t” test was applied to the above data and results are as follows:-

Unpaired t test

Do the means of Column A and Column B differ significantly?

P value

The two-tailed P value is 0.0038, considered very significant. $t = 3.377$ with 16 degrees of freedom.

95% confidence interval

Mean difference = -28.444 (Mean of Column B minus mean of Column A) The 95% confidence interval of the difference: -46.299 to -10.590
Interpretation: - The “t” test assumes that the data are sampled from populations that follow Gaussian distributions. This assumption is tested using the method Kolmogorov and Smirnov. The above P value (0.0038) is considered very significant and \( t = 3.337 \) and this signifies that Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion, is proved to be significant and accepted.

- At last the Opinions of PR Personals discussed in the table 4.11 on the topic “Public Opinion influenced by Print Media and PR” are also important to discuss here. The relationship and mutual dependence between Journalist and PR was convinced by 52% of PR Persons and 48% said they work independently and are not dependent on Print Media Persons. Nearly half of PR Persons disapproved it, which shows sometimes PR persons have to face hostile behaviour of Print Media Persons.

According to PR Persons, Media specially Print Media of Jaipur are not or less inclined towards the messages by PR through Press Release, this is significantly proven as only 31% agreed with statement S17 and remaining 69% disagreed which signifies the hostile attitude of Media with PR Persons and difficulties faced by PR Professionals, who want to convey their messages to people without the support of money or malpractices.

But regarding the role of Print Media and PR persons to provide information to People in statement S-16 92% i.e. nearly all PR Persons agreed that Print Media and PR personnel together can play a crucial role at the grass root level by providing information to the people and by generating the most required platform and base of democracy i.e. Public Opinion.
Also the importance of Public Opinion in the democracy as well as for the success and survival of Print Media and Public Relations Industry is accepted by 95% of the respondents of the study. Thus the above opinion strongly approves the interplay between Print Media, Public Relations and Public Opinion. Thus, it is important to note here that PR Professionals have rejected the statement that Public Relations influences Print Media, though they accepted this fact that they together successfully influence the Public Opinion but they complained about the hostile attitude and demands of Print Media Persons due to which they face difficulties.

Statistical analysis:-

To prove the hypothesis H₀ “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion”, on the opinions analyzed above the Student’s “t” test was applied to the above data and results are as follows:-

Unpaired t test

Do the means of Column A and Column B differ significantly?

P value

The two-tailed P value is 0.7831, which is not significant.

\[ t = 0.2944 \text{ which is also not considered significant.} \]

**Interpretation**: - The above P value (0.7831) is not considered significant and \( t =0.2944 \) and this signifies that Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion, is not considered significant and is rejected.
Discussion of Third and Last Hypothesis i.e. $H_0$ - “Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding”.

This hypothesis has been accepted and proved by number of times from opinions obtained from all the three category of respondents. The following analysis and results are drawn:-

- **Table 3.2 supports the hypothesis by respondent’s views and interprets that out of 100 respondents as Print Media Persons 76% agreed with the fact that they are fulfilling their duty and acting as the watchdog for society. This indicates that Print Media acts significantly for the society and fulfills the role of most important pillar of the democratic set-up.**

But the other statements also suggests the impact of commercialisation on Print Media due to which its credibility is eroding as 64 % of Print Media persons agreed upon this fact that commercialisation has changed the attitude of Media towards the society and thus, Print Media has also changed its goals towards society which is now more inclined towards commercial benefits than social welfare and development.

Only 42% Print Media Persons accepted that people trust only Print Media to get the desired information. 58% relied upon the fact that now-a-days modern technology like Novel media which is more fast and precise than Print Media has developed and so the Print Media is not the primary media for information.

Another statement asked the Print Media Persons about their attitude and behavior that does any change or improvement is required but few agreed for the need to
bring change in their attitude towards their work, duties and society and 65 % rejected any such requirement.

**Statistical Analysis of Table 3.2:-**

To prove the hypothesis $H_0$: *Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding, in the current research study Chi Square test was applied on the views obtained from Print Media Persons as respondents of the above statements and the results are:-*

Chi-Square Test for Independence

Chi-Square: 43.867

Degrees of Freedom: 3

Table size : 4 rows, 2 columns.

P value is < 0.0001.

The row and column variables are considerably associated.

**Interpretation:** - It is evident from the above statistical analysis that P value is significant which proves the hypothesis. Thus it can be said that *Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding.*

- **Table 3.3 is a specific case where the hypothesis tested in current study is partially accepted.** The statements discussed in this table were asked from all the Print Media Persons to find out the impact of Print Media on the society in terms of their daily life, thinking, awareness level, participatory approach in the administrative and social affairs, knowledge of technology etc.

The first statement states that 36 % Print Media Persons said that the awareness level of the people towards their rights has increased which is very important for a democratic system. The impact of Print Media on society is also elaborated by the fact that 38 % of
Print Media Persons agreed that Print Media has developed familiarity with technology among society. **Thus, justifies the importance and influence of the Print Media which is serving as the most important pillar of democracy.**

Regarding the use of press release by the Print Media Persons, 57% of Print Media persons accepted that they use only idea and only 5% said that they use the whole message. Thus, the Print Media Persons rejected the statement partially that its credibility is eroding because whatever news they make is based on the facts given by PR Person but it is properly explored and authenticated by Print Media Persons and people trust that news. Also it can be said that the partial hypothesis is accepted by the respondents’ opinions that **Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy.**

- **Statistical Analysis of Table 3.3:**

To prove the hypothesis \( H_0 \) *Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding*, in the current research study, *Students “t” test was applied on views obtained from above statements and the analysis results are as below:-*

**Unpaired “t” Test**

The two-tailed P value is > 0.9999, considered not significant.

\[ t = 0.000 \text{ with 6 degrees of freedom.} \]

95% confidence interval

Mean difference = 0.000 (Mean of Column B minus mean of Column A)

The 95% confidence interval of the difference: -33.744 to 33.744

Assumption test: Are the standard deviations equal?

The t test assumes that the columns come from populations with equal SDs.
The following calculations test that assumption.

\[ F = 2.894 \]

The P value is 0.4060.

This test suggests that the difference between the two SDs is not significant.

**Interpretation:**

*As it is evident from the above statistical analysis that the P value is not significant and the F value is 2.894 which is also not significantly correlated. This makes the hypothesis \( H_0 \) partially rejected.* It is accepted that Print Media has very much contributed in increasing the awareness of people, thus in a way serving as a foremost pillar of democracy but they refused to accept that its credibility is eroding as they only use an idea from PR releases and provide information that is based on their study and research of facts. *Therefore by collaborating the Print Media Person’s Opinion about the Print Media and Social Change it can be said that Print Media directly influences the vision made by society or it can also be said that Print Media Persons are committed towards their duties and does their best to create the opinion of the society i.e. Public Opinion.*

- In another case the same hypothesis is fully accepted and signifies positive results for the study. The views obtained in table 3.6 and 3.7 recognized the opinions of Readers towards Print Media specially the Newspapers and analysed their dependence and readership level and the changes taking place in the society due to the Print Media.

From the opinions of respondents, it is clear and established that 65\% of the Readers read Newspaper daily, out of which 74\% people of all age group read one Newspaper daily.
The Readers stated that 41% read Newspaper for around 30-60 minutes and 30% read it for 15-30 minutes. *This quantitative analysis of Readers to read Newspaper signifies that how often the activity performed by whole society daily thus Print Media can influence the opinion of society as a good number of people read Newspapers daily and get information served by them.*

The purpose of reading a Newspaper by an individual in the society is different as per various situations and needs but the study reveals that main focus is on current events specially the local one as 39% of the people want to know about the local events and happenings and most of students and intellects read it for the knowledge of current affairs, then next important purpose of the Readers is the entertainment as 28% respondents accepted this. *This trend also shows the change in the interest of the society as maximum Readers like to read Newspaper for entertainment whereas current affairs and local news updates also attract to the people of the city as they have direct connection with them and some students an few intellects want to update themselves with current happenings.*

Regarding the interest of people towards reading newspaper the study reveals that 41% readers read only headlines of national and local events and 22% have interest in attractive supplements or magazines catering to the entertainment needs of different sections of the society. *The area of interest is also important to make the impact on society. Current trends show the interests of people are also changing either they like entertainment or some specific local information which is directly related to them otherwise they have become reluctant and less concerned about other matters of national or social importance.*

*One important thing to note is that the Newspapers are serving as the major medium to serve the local news as maximum of the respondents are of the view that their purpose of reading newspaper and interest is towards local events. The people find newspapers*
most easy and relevant source to get the information about local events in comparison to any other mediums.

There are many items in the Newspapers which misrepresents the actual facts. These items are found at various places in the paper. Most of the misleading facts are published in paper in the form of advertorials as stated by 40% Readers and 20% agreed that most soft stories are PR oriented and paid one. Advertisements publish misleading facts is supported by 36% Readers.

It can be concluded on the basis of Readers that the society is influenced by various facts presented by Print Media. The people likes to read Newspapers daily and make their opinion also as per the facts given in the newspapers but at the same time, the trust and credibility of Print Media and its professionals is eroding due to the presence of distorted facts.

Regarding the changes in the society, maximum of Print Media Persons, PR Professionals and Readers i.e. 38%, 40% and 35% respectively opined that Print Media can be credited to bring flexibility and change in social behavior, thinking and lifestyle patterns of the people of the city.

After which the next important change which is accepted by all the three category of respondents is that it has increased the awareness level of people on the political and economic issues and matters which has encouraged the people’s participation in political and administrative affairs and awakened the people regarding their rights. Also the religious and cultural tolerance can be credited to Print Media as accepted by 20% respondents of all the three categories equally.

Print Media has increased interest in educational and technological advancements is supported by very few respondents. Similarly, it has encouraged insensitiveness and inclination towards entertainment, glamour and sensation is accepted by only 2% Print
Media Persons but 10% PR Professionals and Readers supported that Print Media has brought this negative change too.

There are many items in newspaper which misrepresents the actual facts. These items are found at various places in the paper. Most of the misleading facts articles are published in paper in the form of advertorials as stated 40% readers and 20% agree that most soft stories are PR oriented and paid one. Advertisements publish misleading facts is supported by 36% readers. This shows that the disbelief has entered and people have started doubting the content of the published news that it might be a paid one.

Finally, it can be concluded on the basis of Readers that areas of interest, purpose, thinking of the society are being influenced and changed by the Print Media. The people of the city read Newspapers daily and make their opinions as per the facts given in the Newspapers. But at the same time, the trust and credibility towards the content of Print Media is eroding due to the presence of some unethical and distorted facts.

Statistical Analysis of Table 3.6 and 3.7:-

To prove the hypothesis “Ho Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding”, in the current research study Chi Square test was applied on views obtained from above statements and the analysis results are as below:-

Chi-square Test for Independence

Chi-square: 74.46

Degrees of Freedom: 24

Table size: 7 rows, 5 columns.

P value is < 0.0001. Significant

The row and column variables are very significantly associated.
Interpretation: -

As it is evident from the above statistical analysis that \( P \) value is 0.0001, which is significant and the chi square value is 74.46 which is also very significantly correlated. This makes the hypothesis \( H_0 \) proved and accepted. Thus it can be said that from the above study and point of view obtained from Newspaper Readers of Jaipur that Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding.

- In another set of opinions discussed in table 4.6, the hypothesis i.e. “\( H_0 \) Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding” is accepted and proved. When the PR Professionals were asked that when and with what purpose, the Journalists use Press Releases provided by them, 37% i.e. maximum number of the respondents agreed with the hidden fact that the Press Releases are used and accepted by journalists only with the pressure from the marketing department and 31% of PR People also agreed that if the releases produced by them are exclusive, they are entertained by Print Media Persons without pressure also.

Thus, it can be stated that in most of the cases, Print Media Persons do not care about news value or good story which is the basic aim and purpose of the Media to spread what is news and what is informative and educative to the people. Though exclusiveness is the criteria for them as the second choice but that too depends upon their choice or interest. Most of the time they want to create a sensation or spark with the exclusive information. Thus, PR Persons are forced to believe they can get good coverage by paying marketing departments or by bribing Print Media Persons, as the money has become the central force behind the Media business.
Statistical Analysis of Table 4.6:-

To prove the hypothesis "H\text{0} Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding" on the opinion analyzed above the Chi Square test was applied to the above data and results are as follows:-

Chi-squared Test for Independence

Chi-square: 81.720

Degrees of Freedom: 4

Table size: 5 rows, 2 columns.

P value is < 0.0001.

The row and column variables are significantly associated

**Interpretation**-

The above P value is considered significant and this signifies that hypothesis Ho i.e. *Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding* is proved to be significant and accepted. It can also be said that maximum times the media person entertain news, due to the preview from market and so news values are getting less weightage now-a-days and even PR Persons think that they can get coverage by paying and bribing Media departments.

- **Similarly in the table 4.9 and 4.10 the hypothesis is accepted** on the basis of the data obtained from the Print Media Persons regarding the space captured by “paid news” in the present times Newspapers. 41% i.e. maximum number of Print Media Persons said that they capture only up to 25% of space. 38% were convinced with providing 25% to 50% of total space to the heavy paying clients, who wish that the news paid by them should be published and highlighted.
In the today’s world, Print Media has developed as necessary as food and clothing. It plays an important role in empowering the society with the information which is the food for thought. Thus, the main function of the Print Media is to inform the people regarding current matters and to update them with the latest gossips and fashions. Print Media is a "mirror" of the society and at the same time it shapes the beliefs and thought-process of the people of society. Print Media has become an in-charge of information, education, entertainment, and advertising and thus, serving as an important mechanism to correlate different parts of the society with each other.

Media serves the society in numerous ways. It is the Media that provides the people necessary information about their rights, duties and role in the society and the governing systems, thus frames their opinions and decisions regarding various issues of social and political importance. It keeps them updated and informed about what is happening around them and in the world. Everyone can draw something from it. One more fact about the Print media has been observed is that it has started trading and marketing of products and prejudices. It claims to be governed by righteousness and equity, but greed and ambitions has infected its values.

Maximum Print Media Persons i.e. more than 60% said that their main duty or goal is to serve the society but at the same time around 40% have supported PR activities, practices and marketing strategies in one way or other because after all the revenue generation is the most important thing for the survival of any industry.

**Statistical analysis:-**

To prove the hypothesis $H_0$: *Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding, from Print Media Persons point of view the, opinions obtained*
in current segment were analysed with the Student’s “t” test and results are as follows:-

One sample t test

The significant difference between mean of Column A from 0.000 was analysed.

P value was calculated and the two-tailed P value is 0.0015, considered very significant.

\[ t = 4.472 \text{ with 9 degrees of freedom} \]

At 95% Confidence interval

Mean difference = 10.000 (Mean of Column A minus 0.000)

The 95% confidence interval of the difference: 4.942 to 15.058

**Interpretation:**- The t test assumes that the data are sampled from populations that follow Gaussian distributions. This assumption is tested using the method Kolmogorov and Smirnov. The above P value (0.0015) is considered very significant and \( t = 4.472 \) and this signifies that hypothesis *Ho i.e. Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding*, from Print Media Persons point of view is proved to be significant and accepted.

- The similar views have been obtained in the table 4.12 which also significatly accept the hypothesis predicted in the research. *The opinions of PR Persons has proved that the high level of credibility is still attached to Print Media as 49% PR Professionals consider it the most authentic and important Media to disseminate their messages.* 24% of them consider Electronic Media as an important medium to convey the information.
Similarly the study states that Social Networking Blogs, which are rising very high in their significance these days, can be a Print Media alternative as 42% of PR Persons approved it whereas 26% believed that mouth publicity can be replaced as Print Media alternative. 21% said PR activities and 11% said Counseling can be a good alternative to the conventional Media but when asked about the use surprisingly, only 29% of PR Persons of Jaipur city have utilized Social Blogs and 31% use Counseling Services as the alternative and that too as an additional tools only not as Print Media alternatives because most of the respondents refuse to use alternative tool for Print Media, they only accepted to use these tools as an additional one.

Electronic and digital genres of media like TV, Radio, and Internet etc are considered as major medium of transmission of information and also ensures maximum coverage as 64% of PR Persons agreed with this statement. 23% said that only Newspaper have the maximum coverage and other have different opinion.

PR Persons prepares press releases which they wish to publish with maximum highlighted effects in Print Media. But there are many obstacles to get these important issues published, the largest among them as 49% PR Persons indicated about various demands of the Print Media Persons. 31% believed that their news do not get proper coverage due to hostile attitude of Print Media Persons and only 4% said that Print Media Persons do not understand the value of news which proves that Print Media are involved in malpractices and also their attitude is not good at times which can lead to the decline in the credibility.

Statistical analysis:-

To prove the hypothesis $H_0$: Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding, from PR persons’ point of view, the opinions obtained in current segment were analysed with the Chi Square test and results are as follows:-
Chi-square Test for Independence

Chi-square: 91.985

Degrees of Freedom: 12

Table size: 5 rows, 4 columns

P value is < 0.0001.

The row and column variables are significantly associated.

**Interpretation:** The Chi Square test assumes that the variables obtained in above table are significantly associated. The Chi Square value is 91.985 and value of P is < 0.0001 which are considered significant and thus signifies that hypothesis \( Ho \ i.e. \)

“Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding” is proved to be significant and accepted.

- At the last the hypothesis is also supported by the views obtained from the table 4.13 of current study which states that 40% of Newspaper Readers think that Print Media Persons get biased sometimes, 35% agreed that the Print Media Persons take bribes. 21% of the remaining readers agreed that they can be involved in various malpractices. The last 4% said that in various ways, the Print Media Persons temper the actual facts of news for their personal gains. *Thus, the opinions obtained from these statements bring Print Media Persons under main radar of Corruption and concludes that as per Newspaper Readers of Jaipur city, Print Media Persons are getting unethical which is resulting in the decline of credibility of this most important pillar of democracy and society.*

**But the next statement S 15 discusses the help and support of Print Media for public.**

As per the opinions of Readers Print Media forms the Public Opinion as 33% respondents agreed with this fact that it is shapes and formulates Public Opinion about important issues whereas 26% said that the Print Media help in raising public voices.
19% Readers also accepted that Print Media educate public regarding various policies. Remaining 12% thanked Print Media as it generates awareness among them. Thus, 90% Newspaper Readers of Jaipur city believed that Print Media is helpful in democratic set-up like India and remaining 10% did not respond.

Regarding the main function of Print Media, 84% of the Readers expected that Print Media should report only truth to the public. Thus, people have expectations from this medium as it has been serving the nation since long.

Statistical analysis:-

To prove the hypothesis $H_0$: Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding, from Readers’ point of view, the opinions obtained in current segment were analysed with the Chi Square test and results are as follows:-

Chi-square: 165.93

Degrees of Freedom: 6

Table size: 3 rows, 4 columns.

P value is < 0.0001.

The row and column variables are significantly associated.

Interpretation:- The Chi Square test assumes that the variables obtained in above table are significantly associated and the Chi Square value is 165.93 and is considered significant and $P < 0.0001$ and this signifies that hypothesis Ho i.e. “Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding” is proved to be significant and accepted.
COMPARATIVE ANALYSIS

Below is a comparative response analysis of the responses of all the three category of respondents and the hypothesis they have significantly accepted to strengthen the study.

To accept the first and the main hypothesis $H_0$ – “There is an active interplay of Print Media, Public Relations and Public Opinion” by the opinions obtained from all the three category of respondents, following analysis and results were drawn:-

<table>
<thead>
<tr>
<th>$H_0$ – “There is an active interplay of Print Media, Public Relations and Public Opinion”.</th>
<th>Readers’ Opinion</th>
<th>PR Professionals’ Opinion</th>
<th>Print Media Persons’ Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistical Test</td>
<td>Results</td>
<td>Statistical Test</td>
<td>Results</td>
</tr>
<tr>
<td>Statistical analysis on table 4.14, Unpaired t test was applied</td>
<td>the “t” value is 4.422 and is considered extremely significant and $P=0.0002$</td>
<td>Statistical Analysis of table 3.4, Chi Square test was applied</td>
<td>$P$ value is 0.0001 which is significant and the chi square value is 74.488 which is also highly significantly</td>
</tr>
<tr>
<td>Hypothesis Accepted</td>
<td>Hypothesis Accepted</td>
<td>Hypothesis Accepted</td>
<td></td>
</tr>
<tr>
<td>Not Applied</td>
<td>Not Applied</td>
<td>Not Applied</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Statistical analysis on table 4.11 Unpaired “t” test was applied</td>
<td>$P$ value is 0.0258, $t = 0.0869$ and is considered significant</td>
<td>Not Applied</td>
</tr>
<tr>
<td></td>
<td>Hypothesis Accepted</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- To accept the second important hypothesis $H_0$ - “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion.” by the opinions obtained from all the three category of respondents, the following analysis and results were drawn:-
### Table 6.2 – Comparative analysis of H₀ - 2

*H₀ – “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion”*

<table>
<thead>
<tr>
<th>Readers’ Opinion</th>
<th>PR Persons’ Opinion</th>
<th>Print Media Persons’ Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistical Test</td>
<td>Results</td>
<td>Statistical Test</td>
</tr>
<tr>
<td>Statistical Analysis of Table 4.7 - One-way Analysis of Variance (ANOVA)</td>
<td><em>P value is 0.2184 and the F value of ANOVA is 3.385 which seems to be highly significant</em></td>
<td>Statistical Analysis on Table 4.1 - Chi Square test is applied</td>
</tr>
<tr>
<td>Hypothesis Accepted</td>
<td>Hypothesis Accepted</td>
<td>Hypothesis Accepted</td>
</tr>
</tbody>
</table>

- To accept the third hypothesis H₀ - “Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding” by opinion obtained from all the three category of respondents following analysis results were drawn:-
Table 6.3 – Comparative analysis of $H_0$ - 3

$H_0$ – “Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding”.

<table>
<thead>
<tr>
<th>Readers’ Opinion</th>
<th>PR Personal’s Opinion</th>
<th>Print Media Persons’ Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Statistical Test</strong></td>
<td><strong>Results</strong></td>
<td><strong>Statistical Test</strong></td>
</tr>
<tr>
<td>Statistical analysis on table 4.13 Chi Square test was applied</td>
<td>$P &lt; 0.0001$ Chi Square value is 165.93 and is considered significant</td>
<td>Statistical analysis on table 4.6 Chi Square test was applied</td>
</tr>
<tr>
<td><strong>Hypothesis Accepted</strong></td>
<td><strong>Hypothesis Accepted</strong></td>
<td><strong>Hypothesis Accepted</strong></td>
</tr>
<tr>
<td>Statistical Analysis of table 3.6&amp; 3.7 Chi Square test was applied</td>
<td>The $P$ value is $&lt; 0.0001$. Significant Chi-square: 74.46</td>
<td>Not Applied</td>
</tr>
</tbody>
</table>

| **Hypothesis Accepted** | **Hypothesis Accepted** |
| Statistical Analysis of table 4.12 Chi Square test was applied | Chi-square: 91.985 The $P$ value is $< 0.0001$ Significant | Statistical Analysis of table 3.3 Chi Square test was applied | $F = 2.894$ The $P$ value is 0.4060. Not Significant |
| **Hypothesis Accepted** | Not applied | **Hypothesis partially Accepted** |
DISCUSSION
The main research objective of current study and the first hypothesis of the research is 

\( H_0 \) – “There is an active interplay of Print Media, Public Relations and Public Opinion”. This hypothesis is proved four times completely with various set of opinions of PR Professionals, Newspaper Readers and Print Media Persons under study. Therefore it can be concluded that there is a relation of mutual dependence between Print Media and PR Persons which directly or indirectly frames the Public Opinion. This is accepted all the three variables of the study equally.

It can be viewed from the above comparative analysis that the second hypothesis \( H_0 \)- “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion”, has been significantly accepted by various tests viz. Chi Square test, ANOVA and ‘t’ test and all the three category of respondents i.e. the Print Media Persons, Readers as well as PR Persons of Jaipur accepted the hypothesis. Only the PR Persons only in the table 4.11 indicated this as they face difficulties sometimes due to the hostile attitude and non-cooperation of Print Media Persons. Even the interviews and discussion with PR persons and Print Media as well signifies that there are differences between opinions and interests of Print Media and PR Persons but at the same time their inter-dependence is evident.

The third and the last hypothesis of research \( H_0 \)- “Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding” is significantly accepted by the Readers as the P value and Chi square values are significant. The statement states that Print Media has become the most influential and important pillar of democracy i.e. it is one among the important part of democratic set up of India which gives the readers the information right and makes readers aware of all the existing and prevailing facts. At the same time the Readers
also accept the second part of the statement that the credibility of Print Media is reduced and eroding day by day due to many personal factors or unethical deals.

This hypothesis is also accepted by Print Media Persons of Jaipur and PR Professionals under study are also in favor of the hypothesis. However, the Print Media Persons do not completely and directly agree with this fact that the credibility of Print Media is eroding. But their acceptance of the fact that the commercialization has deviated media from its original values has proved the hypothesis completely.

**RELIABILITY-Reliability** is the first and primary requisite of any measuring instrument operationally; it is self-correlation of the test. More specifically, reliability refers to internal consistency and temporal stability of the measurement. It emphasizes the proportion of true variance in total variance. The reliability of any set of measurement is logically defined as the proportion of their variance that is true variance. Lower amount of error variance will increase the proportion of true variance in the variance and, this in turn, will increase the reliability. It is therefore necessary to control those factors, which are likely to contribute to error variance.

The reliability of the present research tests has been established by the method of **Cronbach Alpha, and the Alpha** coefficient obtained for the entire scale is 0.94 and that of the sub scales are Readers’ Opinions 0.55, PR Personal’s Opinions 0.60 and the Print Media Persons’ Views 0.68. The above values of **Cronbach’s Alpha** represent the reliability of respondents and also enhance the validity of results which indirectly signifies the unbiased results. In simpler terms the above hypothesis testing results and opinions which are statistically reliable on respondents (Readers, PR Persons and Print Media Persons) have proven to be true and not biased.
General Analysis of Interviews:-

In the current research study on “Interplay of Print Media, Public Relations and Public Opinion” (An Exploratory Study of Jaipur, Rajasthan)2005-2012”, to strengthen the accepted hypothesis the scholar had also collected relevant facts and data through Intensive, telephonic and personal interviews with Educationalists, PR Professionals, Administrators, Sociologists, Academicians, and Print Media Persons as well as Newspaper Readers and Public of Jaipur city.

Some important highlighting points of various interviews are briefly discussed below -

Excerpts of Interviews with PR Professionals of Jaipur, Rajasthan -

Researcher analyzed the views of Mr. Jagdeep Singh, Head, PR at RIICO (Investment Banking), and Advisor - Spark PR & Communications on the fact that “Is Print Media serving as a major tool of PR and is directly or indirectly influencing public at large?”

Jagdeep Singh, replied that the Media especially the Print Media is the central vehicle for much of the PR industry's messages in the Jaipur city. It used to convey messages through Newspapers, of which people have become habitual and they need it necessarily with morning tea. It is considered as the only authentic way to communicate effectively with the people. This Media, even in the advanced society, is performing a mission of enlightening and educating people. It has broadened the vision of people and discourages sectarian, communal and divisive trends.

Then, researcher questioned him to share his views about “How the Print Media has become an important tool of shaping and molding Public Opinion?”

Jagdeep Singh, Head, PR at RIICO (Investment Banking), Advisor - Spark PR & Communications replied that the Print Media has a power to establish connectivity with
the local people of the city by the way of providing them the content which is directly related to them and that is why it can influence and shape the perception of the Public. For example- If we watch the news, we will definitely get a lot of information and updates on various fields of interests which might be of social, economic, political and national importance but local people are more eager to know about the happenings of their area, city and state. Apart from major headlines and catastrophes, they have nothing to do with other developments related to sports or politics until they have interest in that particular news. But the Print Media or the Newspapers of their area cover lots of local news and updates which evoked their interest and connection.

Thus, Print Media has a positive effect on the people as it has always been serving as a source of information and also provide them platform to raise their voice for their problems. This way it is successful in generating and shaping Public Opinion about an event or any specific issue or person.

Another question was that “How Print Media is serving in maintaining the healthy democratic set up of India?” Jagdeep Singh opined that today Press/Print Media has become a major source of spreading information about government and its policies at central as well as local level. Thus, it informs the people about all the government policies and programs, so that they can avail the benefits at the same time, it takes feedback from the people and does follow-up about the proper implementation of those policies. This way by making people aware, generating Public Opinion on the works of government and other issues and keeping a check on government policies and functions, it maintains healthy democracy.

Another PR Personal of Jaipur Mr. Rajvir S Rathore, Executive Director, Group of Karawan Hotels Jaipur, was interviewed by scholar on the fact about “What are the impact, role and importance of PR?”
He replied that PR industry has become an important part of the society and the democratic process. However Public Relations is associated with publicity, media relations, and the attempt of an organization to advance its own agenda but still it is serving an important source of providing actual information to the Print Media as well as other mediums. It also benefits the society and directly and indirectly influencing the people.

PR Persons also activate the social conscience of organisations and thus foster the goodwill of community by CSR activities. They manage the flow of information between an organisation and its public through Print Media and thus remove the confusions and gaps.

Secondly his views were also interviewed on “How can we define the inter-relationship or inter-dependence among Print Media, PR and Public Opinion?”

Mr. Rajvir S Rathore, Executive Director, Group of Karawan Hotels Jaipur replied that media relations are very important for PR and without the support of Media especially Print Media, all their efforts and skills are of no use because they can spread their message and reach their public through Media only. Sometimes despite of their cooperation and friendly relations with the Media, PR Professionals have to face non-cooperation and hostile attitude of Print Media Persons in the coverage of their important events because of few influenced people and newly developed “Paid News” trend. More than 50% of the information published by Print Media Persons comes from PR Persons. Print Media uses PR as its source to get the information. Journalism and PR are two sides of the same coin. Both PR people and Journalists are story tellers, PR creates a true but also well-told story, and Journalism caries out the crucial role to make that story known to the public which further helps in creating an opinion by the people.
Mr. Digvijay Gaur, Asst. Sales Manager in Jaipur Marriott, Tonk Road, Jaipur, was interviewed by researcher and his opinions was visualized on the fact that “What are the scope and Benefits of PR?”

Digvijay Gaur replied that PR counsel and advice that leads management to solve a crucial strike situations, can organize the friendly and helpful activities for the employees of an organization to develop healthy relations with them in same way PR can initiate communication campaigns to help and serve the society at large. Thus, despite of its conventional role of acting as a bridge between an organization and its public, PR serves as a major tool of effective and two way flow of information in the 21st century and serves the governments, corporates, public and private sector.

His opinions were also collected on “What is the scenario and scope of PR & Print Media in Jaipur/ Rajasthan?”

He replied that it is the era of information revolution and the people of the city also read or watch news regularly. They are informed, energetic, educated and are in large number specially the young people who has capacity to bring positive changes even in the far-off areas,(which are a bit away from Jaipur city), thus, the people are aware of day-today happenings. There is a lot of scope and possibility for PR to develop in Rajasthan as it is a developing State where number of big groups are coming as well as concepts of corporate social responsibility, crisis management, image management, public participation are emerging. This is the most exciting time for PR Professionals and those looking to join the profession.

Also with the increased literacy rate, awareness level of the people and eagerness to know about their area, city and state, the readership level has also increased. At the same time, as long as the sacredness, authenticity and longevity of printed and written word will remain, Print Media will keep growing in the city, state and the country as well.
Mr. Ashok Choudhary, PRO- ICAI was interviewed by the researcher and his views on the fact that three pillars- “Do the Print Media, PR and Public Opinion have become **trinity in the real terms?**” is that there is a mutual dependence between Print Media and PR and they together contribute in providing information to the common man and influence his behaviour, thinking and attitude and finally forms the Public Opinion which is very important in a democratic state. If Print Media and PR will exercise their duties in proper coordination and that too ethically, their value and credibility will be realized more prominently by common man and there will be unanimous and focused public opinion, which will further help in strengthening the nation.

When Purushottam Lal Sharma, Freelance Media & PR Consultant was asked the views on question “How the Print Media has become an important tool of shaping and moulding Public Opinion?” he replied that the influence of Print Media on public is very great whether it is Print Media, Electronic Media or Social Media. As today we are directly linked to all the mediums of Media, it has captured our mind deeply. Thus our views regarding life have changed. We now believe on what Media show to us.

He also gave his opinions on the question “Is Print Media serving as a major tool of information dissemination and has become the major pillar of Democracy?” that Print Media is a strong foundation of the democratic set-up since it can make or break the government because it has a strong influence on the people, who forms the government. Today it is a forum of expression. A free Press and Media are therefore essential instruments of openness and transparency in the in the society and the working of the government.

Another question was asked to Deepa Khatri- Asia Pacific Coordinator at AIESEC, Jaipur that “Has the popularity of Print Media and Public Relations Industry increased in the current times?”
She agreed to the statement and said that there is a huge growth in the Print Media as well as in the PR industry in the 21st century and due to which people are also being influenced and changes seems to be found in the behavior and in the attitude of people.

Researcher also took her views on **“What is the impact of PR industry and Print Media industry on Readers or general people?”**

She replied that PR and Print Media industry has given the broad spectrum of information to the people and has enlightened them. The awareness has increased among the people regarding their rights and roles in the society. Thus, the Media is a boon to the people and the society.

The next statement strengthens the hypothesis of current research stated by **Mamta Bhatia, IGNOU, Head PR and Director** that **“Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion.”**

She replied that PR and the Print Media are inter-dependent on each other and Print Media has served as a tool of PR. **For example-** If any small scale company wants to influence people, Print Media, can play an important role because it will be more benefitted by the support and favorable opinion of local people. As people are directly linked to this Media in comparison to other media. So, PR of that company will definitely get help from Print Media to fulfill its purpose. Even in the case of any National level organization or company, Print Media will serve as an authentic and easy accessible tool to communicate the message and promote it.

**When Mamta Bhatia, IGNOU Head PR** was asked **“What is the contribution of PR in shaping Public Opinion?”**, she replied that PR Professionals have always played an important role in the success and the development of any company and organization. Because of PR, the messages of the company are conveyed to the people in detail, and so
it ensures the two way flow of information and thus, shapes the Public Opinion in right direction.

Mr. Ajay Kala, Partner at Sara Jewels and International PR Coordinator, Rotary Club, Jaipur was interviewed and was asked to “Explain the inter-relationship among the Print Media, Public Relations & Public Opinion and the line of direction for future?”

He replied that Print Media, PR and the Public Opinion are inter-dependent on each other. Information or message regarding any organization or company is conveyed by the PR to the Public through Print Media which generates Public Opinion about that particular organization. Also, the future of this inter-relationship is very much bright in the context of preserving the democratic set-up and ensuring the smooth working and growth of all the industries and organisations.

Researcher asked the question from Ramesh Chandra Jangid- Rajasthan Rajya Vidyut Prasaran Nigam ltd to “Comment on the changing society and Print Media’s role, especially in context of Rajasthan?” He replied that the society and people of Rajasthan are developing and the social evils which used to hinder the growth of the society are now being eliminated by the combined efforts of government as well as the initiatives being taken by local Print Media. It is also contributing in the development of trade and business in the city and the state.

The changing lifestyle and attitude of people especially the youngsters, due to the Media, particularly Television and Online Media are a point of concern also. That is why, the trust in these forms of communication, is falling and thus, the need of some regulatory body is required.

Assistant PRO at DIPR, Rajasthan Ashish Jain, on the question “Does the localization of Newspapers benefitting the people and society of the city?” replied
that Newspapers serves as the most important source of local information and that is why people are still very much dependent on people as they get authentic and relevant local information which is directly related to them. It can be about government programs and policies, any private event or any other important happening in their city. While the other mediums, however does the bombardment of information of all types, but lacks in providing detailed local information as they are engaged in many other things of national and international importance which might not have any value for local people.

Mrs. Usha Jain, PRO - JDA was asked to compare PR with Advertising and she replied that Publicity in the Media through PR is more credible than Advertising. Sometimes many big players are relatively light purchasers of Advertising but heavy proponents of PR. There are many organizations that use less Advertising, but are frequently featured in business magazines and the newspapers, which carry tremendous credibility. Getting publicity through PR happens in a low cost and sometimes even free. It is considered to be a low-cost alternative and more effective than other marketing tactics such as traditional Advertising and media buying.

Some Interview sessions with Print Media Persons of Jaipur have also been discussed ahead:-

Ms. Monika Joshi –Sub Editor- AHA ZINDAGI was asked the question – “Is Print Media serving as a major tool of PR and is directly or indirectly influencing Public at large?”

She replied that Print Media is serving as a major tool for the PR industry. Information or any message is conveyed to the people via Print Media, which help the PR Professional in communicating their message. It is also true that people are connected to the Print Media directly. Thus, they have an impact of the contents served by Print Media, which now-a-days has a good PR share.
On question “What are the Negative Effects of the Print Media?” Ms. Monika Joshi—sub Editor- AHA ZINDAGI replied that -

Majority of the audiences believe in what is depicted by the media. Many consider it as true. Youngsters and children are bound to mix the reel and the real world and get highly influence by the mass media. Print Media being one of the prominent sources of looking at the outside world has changed the cultural and moral values of society by focusing on the less important matters like fashion, trends, glamour, and other unnecessary material which can leave unhealthy influences on the children and young generation.

Researcher analysed the views on the question that “What are the positive impacts of Print Media on the Society?”

When Prerna Sahani, Incharge, City Bhaskar, Jaipur was asked this question she replied that Print Media is generating awareness on various social evils like dowry, female foeticide and infanticide etc. and it promotes good practices like health, hygiene, nutrition etc. thereby improving the living standards of the people. Also Print Media try to draw the public attention on many other important issues of present times like environment and water conservation, promotion of literacy, humane issues etc.

Print Media has also given each of us a platform to voice our opinions on all sorts of social and political issues and share information with one another.

Researcher asked “What is the Importance of Public Opinion for the Print Media, especially the Newspapers?” Prerna Sahani replied on this question that Public Opinion is garnering increased importance in Print Media all over the world. If we talk about the Print Media, direct opinions of people are taken on any issue, system or authorities through letter to editors, speak up columns and surveys. Also they have public grievance sections in their offices to hear public issues. No Print Media has its importance without public support or reviews from people, so from time to time, surveys
are done to analyse the readership, content and the style of the Newspapers by the newspapers management itself and the other agencies too.

**Harish Parashar Editor at Rajasthan Patrika was also asked to share his opinions on “How do the Print Media influence young people in today's society?”**

He replied that any Media leaves a strong impact on the youth both positively as well as negatively. It also plays a substantial role in framing their attitudes, behaviour and physical aspects. Print Media is one of the important means to reach out to the masses and influence their thinking and decision making.

**“How the Print Media is serving as a major tool of information dissemination and has become the major pillar of democracy?”**

**Harish Parashar** replied that Print Media, is justifying the role of the most important and powerful pillar of democracy, and is serving the society at its best. Print Media is such a powerful tool that it literally governs the direction of our society today. It is the propeller as well as the direction provider of the society.

**“How Print Media influence Public Opinion?”** when **Shoeb Khan- Sr. Journalist at Times of India** was asked this question, he replied that Print Media has a huge and powerful impact on the society and thus influences Public Opinion. It can shape the Public Opinion in different ways depending of what is the objective. If it takes initiative for a social cause, and highlights the negative aspects of any ritual in the society, then people will definitely be forced to think on that direction. Thus, their opinion will be framed against that ritual or if it supports any practice, people will think that ways.

**“How does Media influence young people?”** on this question, **Shoeb Khan** replied that Media has influenced the teenagers a lot. They buy what they see on T.V and read in the Newspapers, what their favorite celebrity advertise and what is acceptable by society based on the fashion that the Media has imposed on them. Young people are in a stage of
life where they want to be accepted by their peers, they want to be loved and be successful. So they like and believe the glamour and pomp served by Media at the same time we can say that they get encouragement and inspiration from the successful and famous figures.

“Is Print Media forcing its opinion and helping PR in all the good and bad?” Richa Shukla, Sr. Journalist at Times of India, Jaipur Times replied it is correct to some extent but not completely. But she suggested that Media organisations, whether Print, Audio-Visual, Radio or Web should be responsible and accountable to the public. It should be monitored that professional integrity and ethical standards are not sacrificed for sensational practices. The freedom of Press in the country is a blessing for the people but this blessing can transform into curse, if it is misused.

“How Print Media is serving as a major tool of PR and is directly or indirectly influencing public at large?” when Richa was asked this question, she replied that Print Media has given the broad spectrum of vision to the public and has been influencing the people of the country even before independence and still its impact is very much evident in each and every part of our life. Today, the PR professionals use this medium very effectively and sensibly, thus influence the public mind.
MAJOR FINDINGS

The responses of the questionnaires collected from the Print Media Persons, PR Professionals and the Newspaper Readers of Jaipur, Rajasthan have been examined by the empirical study and also the results of interviews undertaken during the study as well as the observations of the Leading Hindi Newspapers of the Jaipur city and an analysis of Case Study of DIPR, Rajasthan conclude the following findings-

- An interesting finding is that there is a “love-hate relationship” between Print Media and Public Relations Persons. There are differences in the opinions and interests of both which is accepted by 81% Print Media Persons and 61% PR Persons respectively and 69% PR Professionals complained about the hostile attitude of Print Media Persons. At the same time both are interdependent on each other. One is for the news and information and the other is for the coverage as it needs a medium to disseminate its messages and information. Thus, they both also accepted this inter-dependence as 65% of Print Media Persons agreed that they have dependence on PR and 60% Print Media Persons accepted that PR is necessary to get information and generate connectivity. 61% PR Professionals credit the Print Media support for their success and half of the PR Professionals consider it the most authentic and important medium for information dissemination. 92% i.e. nearly all PR Persons agreed that Print Media and PR Personnel together can play a pivotal role at the grass root level by providing information to the people and generating Public Opinion which strongly approves the mutual- dependence between the two and strengthens the interplay.

- The third variable of study i.e. the Newspaper Readers of Jaipur City shows a good amount of dependency on the Print Media especially for the local information and updates. 65% of Readers are dependent on Print Media to get
the information out of which 74% daily read one Newspaper. 92% respondents stated that they verify whatever information they receive from the Newspapers and majority of the Readers i.e. 39% read the news related to local events and happenings because they have direct connection with them. This information comprises of the events and happenings of the city, some major developments and social, economic and other problems in the city, about the policies of Government etc. and most of the things which have a direct impact on the people of the city. Thus, the results prove that the Newspapers as the most authentic and important source of the local information for the people of the city in comparison to other advanced mediums. Finally exhibiting an inter-connection between Print Media and the Public.

- Another important finding is that more than 90% respondents of all the three categories accepted that Print Media is a key instrument of social change and maximum of the respondents of each category i.e. 38% Print Media Persons, 40% PR Professionals and 35% Readers accepted that it can be credited to bring change and flexibility in the social behaviour, thinking and lifestyle patterns of the people of the city. Then the next criteria of change as accepted by around 30% of all the three respondents is that it has increased the awareness level of people on the political and economic issues and has encouraged the people’s participation in political and administrative affairs and awakened the people regarding their rights. The change in religious and cultural tolerance level can be credited to Print Media as accepted by 20% respondents of all the three categories equally.

81% PR Professionals of various organizations who acted as respondents in the current research study agreed with the fact that Print Media change and influence the thought
process of an individual in the society. Therefore the opinion of the society is managed by the Print Media.

- **90% Readers opined that Print Media helps in the democratic set up like India** among which 33% respondents accepted that it informs the common people about current issues of social, political, economic and national importance, 26% agreed that it provides them platform to raise their voice, 19% stated that Print Media educates them about government policies and 12% approved the statement on the basis of the awareness spread by Print Media about the people’s rights. **Thus, Print Media in various forms influences the thought process of public and therefore it forms the Public Opinion** has also been significantly proven. 81% Print Media Persons as respondents agreed with the statement that Print Media can influence a person’s thought process and Religion, Society, Democracy, Government and Lifestyle etc. are also influenced by Print Media as 72% of Print Media Persons accepted the statement.

- At the same time, **the disbelief has entered and the credibility of Print Media has started eroding in the eyes of public** due to the ‘Paid News’ concept, which publishes misleading and biased information, initiated by the Print Media industry as a marketing strategy for increased revenue generation. There are many items in the Newspapers which misrepresents the actual facts. Most of the misleading content and biased items are published in the Newspapers in **the form of advertorials as stated by 40% Readers and 20% agreed that most soft stories are PR oriented and paid one. Advertisements publish misleading facts is supported by 36% Readers.** This increasing trend of paid news has also been approved and accepted by nearly half of the Print Media Persons.

Around 41% of Print Media Persons said that up to 25% of space is captured, whereas 38% agreed that 25% to 50% of total space is taken over by heavy paying
clients. Similarly, Print Media has encouraged insensitiveness and inclination towards entertainment, glamour and sensation is also accepted by PR Professionals and Readers asserting the non-seriousness of Print Media content.

- It is true that the main revenue for any kind of Print Media is generated by the advertisements and thus, Print Media persons give importance to them. 83% Print Media Persons are not in favour to separate this source of revenue from the Newspapers as Print Media will not survive without this financial aid.

- PR has emerged as a significant source of information for the Print Media Persons of Jaipur, Rajasthan and is influencing them at large. Press releases are produced by all political and corporate houses of Jaipur as the important information is to be conveyed to the Public. These press releases are dropped or handed over to all the Print Media Persons of the city and these work as tool for Print Media Persons to prepare their articles and news.

It is evolved from the current research data that 43% of Print Media Persons use these press releases for their write up’s up to 25% and 37% of them agreed to use 25% to 50% of these press releases for preparing their important news articles. It clearly signifies that nearly half or more of the articles are prepared on the basis of the information given by PR Persons out of which around 50% have public interest but rest 50% are to oblige or under the pressure of PR and marketing persons as stated by 37% PR Persons.

- Despite of the growth of PR industry, people still know very less or have misconceptions about Public Relations which is a real challenge for this industry as 42% Newspaper Readers consider it a promotional technique. 39% call it as a source of entertainment, 29% think it motivates Print Media for social cause through CSR activities and other corporate events but no one fits this industry in the watchdog role.
• 90% of Print Media Persons and 95% PR Professionals agreed with the fact that Public Opinion is the backbone of the Indian Democratic system and plays a significant role in the success and survival of Print Media and PR industry too. But surprisingly, only 77% Readers accepted this fact that Public Opinion is necessary for the survival and success of democracy and contributes in the growth of Print Media and PR industry. It is a negative note that people themselves are less aware of the worth and power of their opinion, which is the most important foundation of any democratic system.

Other Observations -

• Nowadays, it is considered that people are dependent on many novel technologies which have substituted the conventional medium i.e. the Newspaper for getting desired information. But the study reveals the surprising fact that only 29% of PR persons utilize Social Media and that too not as an alternative but as an additional tool along with the Print Media for their company or organization and 49% rely on Print Media as the most authentic medium.

• Regarding the interest of people towards reading Newspaper it is revealed that 41% Readers read only headlines of national, state and city pages and 22 % have interest in supplements and magazines for local as well as entertainment news, 16% read detailed news related to current affairs and local information, 15% have interest in advertisements and classifieds. Only 6% like the editorials and hard news. The area of interest is also important to make the impact on society and the trends show that people have become more entertainment-oriented and reluctant towards the issues of national and social importance which are not directly related to them.
PR Professionals are kept with the vision of expansion and image management of their organizations in various ways and this statement is clarified by 91% PR Persons who believe that by giving their voice to the client they can expand the market of ideas. Thus this suggests that self-interests and business development goals are involved behind PR services and activities along with the community development and welfare. But their contribution in the proper dissemination of information is significantly accepted by Print Media Persons.

The purpose of reading a Newspaper by an individual in the society is different as per various situations and needs. The study reveals that 39% people read newspapers for the important happenings and local news, 28% have only entertainment purpose. This proves that people only like to read the news which is related to them preferably the local news which has some connection or bonding with them and the next preference is entertainment. 15% read for spending their leisure time, and 11% to make presence in the world whereas the last 7% to enhance their lingual abilities. Earlier people used to consider the Newspapers as sacred and it was as useful as dictionary to enhance linguistic skills but now least number of people thinks so.

35% of the Readers think that Print Media Persons take bribe, 40% agreed that the Print Media Persons are biased in nature.21% of the remaining readers agreed that they can be involved in various malpractices in the professional field. Thus overall it is observed that the Print Media Persons sometimes temper the actual facts or news for their personal gains. Also, PR Persons face many obstacles to get their important issues published; the largest among them is various demands of the Print Media Persons as 49% have witnessed this barrier and 69% PR Persons complained about the hostile attitude of Print Media Persons in covering their important news. The opinions obtained by these statements bring Print
Media persons under main radar of Corruption and concludes that though Print Media is serving as a major tool of information dissemination and has become the most important and influential pillar of democracy, but still its credibility is eroding.

- **Thus,** the present scenario is not quite encouraging and certain areas need to be addressed. 86% Readers demand the need of strong self-regulatory body to curb wrong and unethical practices of Print Media industry. It should be monitored that professional integrity and ethical standards are not sacrificed for sensational practices and commercialization. The freedom of press and expression in the country is a blessing for the people. However, this blessing can go terribly wrong when manipulations set in.

- The study also explored the present scenario, growth and developments in Print Media sector as well as the PR industry and finds that there are ample of possibilities and good future prospects for both the industries in the state of Rajasthan which is now developing in all the aspects. Also the study suggests that the interplay of three major towers of democracy i.e. Print Media, PR and Public Opinion has become the need of the time.

- Another important point to note is that most of the industries and even the hot shots in corporate sector have no full-fledged PR Department of their own. There is only one or limited Media/ Communication Officer who manage by themselves or take help of services of PR agencies/ firms for Print Media coverage, image management and image building, crisis management and for other liason and PR activities.

- As we divided the Readers on the basis of their age-groups i.e. 15 to 25, 26 to 35, 36 to 45 and 46 years and above. So, it can be concluded by the responses of
various groups that the age group from 15 to 25 years is a bit indifferent section of the society, do not read newspapers thoroughly and is very much involved in his/her fantasies, interests and is very much attracted towards new technological innovations and Social Media and that too for their entertainment and self-interests only. But at the same time, it is observed that this is very powerful segment of the society as it is technologically very strong, advanced and is an energetic young brigade of the nation and the state, which can bring revolutions if they participate fully and raise their voice to curb any wrong doing. The examples of power of young brigade have been mentioned in chapter 3 while quoting the Newspaper examples.

- But the age group from 26 to 35 and 36 to 45 is the most active and also participate by giving their opinion to any particular issue, government working and other important current happenings. At the same time, it is noticed that this segment is very much burdened and pressurized segment of the society as they are involved in so much family liabilities, work tensions, stress and anxiety which hinders their active participation. Then we have another group which is above 46 years of age. This group is very much experienced and we can call them as assets who can give direction to our misguided and direction-less young brigade. Thus they can also play a very significant role in shaping Public Opinion but it is very much passive segment and do not participate much unless it is encouraged or motivated.

- The study observed that it is the era of information revolution and the common man read or watch news regularly. He is informed, energetic, educated and is in large number specially the young people who has the capacity to bring positive changes but this common man is direction-less, misguided, self-centric and has
no unanimous view-point that is why it is being trailed in different directions by various interest groups.

- **The Newspapers observed during the study** proves that Print Media interference dramatically change the course of the case. The intervention of Print Media is very much desired as Print Media help the issues to be highlighted as an example of gross injustice. The cases under study like that of Female Foeticide cases, pending in the state for years, emphasized by leading Hindi Newspaper of Jaipur Dainik Bhaskar or Mobile Radiation Tower Campaign initiated by another leading Hindi paper Rajasthan Patrika are classic examples of Print Media intervention resulting in a positive change in society and forcing government to take immediate action. The formation of Public Opinion regarding these cases can be credited entirely to the Print Media.

- Also, the Case Study of DIPR, Government of Rajasthan illustrates the contribution of PR in feeding Print Media about factual information related to public interest and then significant role of Print Media, which is serving as an effective medium of PR in communicating message to the people, thus, benefitting the people of the city and generating Public Opinion.

- The study concludes that both the mediums are collectively facilitating two-way flow of information. On one hand it spreads awareness among the people about current happenings, important updates of business or management of any organisation, information about government plans and working, and on the other hand it gives feedback of the people to the management, authorities and governments. They also highlight the problems of the people and shortcomings in the policies of the government, thus, making pressure on the government for the proper implementation and elimination of the problems and this way ensures a
true democratic spirit. Print Media do make an impact on the Public's Opinion about an event, issue or person by helping PR Professionals who are serving as the most significant link between any authority and its publics. **Thus, by the efforts of the both the industry i.e. Print Media and PR, the Public Opinion generates, which is essential for the success of both the industries and is the backbone of democratic set-up like that of India.** Finally, proving the interplay of Print Media, Public Relations and Public Opinion.

**OBJECTIVES FULFILLED**

- The research has assessed a good amount of impact and dependence of Print Media on Newspaper Readers, which results into changed behavior and generation of Public Opinion. The Print Media’s Impact in the present set-up and its dependence is approved by other two respondents as 65% Readers accepted its dependence and even the remaining ones are also directly indirectly connected with or influenced by the Print Media, 61% PR Persons admit their success is due to Print Media support. 81 % PR Persons agreed with the fact that Print Media change the thought process of an individual.

- The study also analyzed the role of PR Professionals of Jaipur at different levels. Firstly, serving as a link between an organization and its public via Print Media, Secondly, providing the facts and relevant information to the Print Media Persons to ensure proper flow of information and thirdly, directly or indirectly influencing Public through its information and shaping Public Opinion.

- It also evaluates the role of PR in moulding Public Opinion with the help of Print Media. Print Media is considered as the most authentic medium by PR Persons as well as the Newspaper Readers of the Jaipur city and So, maximum PR Persons
adopt this medium also to circulate their messages and at the same time, the study observed that nearly 65% of the Print Media Persons approve their dependence on PR and nearly half of them use their press releases for their stories, which further strengthen the view that PR Persons manage to get their messages published and influence the Print Media and People with their ideas and messages.

The study examined the Print Media to see how it highlights the issues of public importance and contributes in the removal of social and other problems and cover the day-to-day local events and finally shapes public attitude and opinion but at the same time, it indicates how and up to what extent Print Media obliges PR Persons. The study explains that with the 50% PR share in the news coverage, Print Media has subsequently become the tool of PR Persons and obliges them, as they are the main source of internal and factual information for them. Also it is observed that sometimes Print Media gets divert from its ethical values and goals in order to support the aggressive PR and marketing strategies. In order to oblige the market forces and to fulfill their personal interests i.e. revenue generation and for other benefits, Print Media Persons sometimes takes bribes, or accepts the unethical means like “Paid News”. Almost all the Readers agreed on the presence of misrepresented facts in the Newspapers by the way of advertorials, soft stories and advertisements.

The study analyses the relationship between Print Media Persons and PR Professionals which has been proved as a very interesting LOVE-HATE relationship. At one place the hostility and differences in the attitudes is accepted by 81% Print Media Persons and 61% PR Persons respectively and on the other side, the inter-dependence is accepted by 65% Print Media and 61% PR industry people.
The present study measures the significance of Print Media, Public Relations and Public Opinion in Democracy. It shows that both the mediums are collectively facilitating two-way flow of information by spreading awareness among the people about government plans, and secondly, by giving feedback of people to the government, the Print Media contributes in framing and shaping Public Opinion. It also informs the people about their rights and instigates them to participate in the Government formation procedures as well as encourages them to give their opinions regarding the administration by the help of initiatives like “Jago Janmat Jago” or “Jago, Judo, Desh Badhao” of Rajasthan Patrika Newspaper of Jaipur city. This entire process is essential for the survival of democratic set-up like that of India and thus, all the three variables of study become significant.

It explored the credibility attached to Print Media as well as PR industry and profession by examining both negative as well as positive trends. On one hand, 92% Readers verify the information from morning Newspapers and on other hand, 86% feels the need of regulatory body for Print Media to curb the misrepresentation of facts and unethical means like paid news. Similarly, PR industry is serving as an important source of factual information for Print Media Persons and serving as a link between organisation and people thus, facilitating two way flow of information but at the same time, 91% have the vision to expand their organisation, thus, have personal business interests and sometimes manipulates the messages in order to save the image of their organisation. This way the study projects both the aspects and points out where the improvement is required.

The study discussed that Print Media makes a powerful combination with PR and provide the information and updates the people of the city about the information they want, especially the local one, and, finally influences the Public Opinion.
about various important issues. Thus, the study provides an insights into the inter-
dependence, mutual relationship and close interplay of the three major towers of
current democratic set up i.e. PRINT MEDIA, PR & PUBLIC OPINION.