The study examines the Newspaper Readers, Print Media Persons and PR Professionals of Jaipur, the capital city of Rajasthan in order to explore and describe the interplay of Print Media, Public Relations and Public Opinion. This study extends the scope of the demographic profile of Newspaper Readers of all age-group from 15 to 46 years and above. Also the Print Media Persons of different departments/beats and experience from leading Newspapers of Jaipur city and the PR Professionals of various segments i.e. Government, Industries, Organizations and PR agencies etc. have been questioned and interviewed to find out the facts attached to this inter-relationship and interplay.

The Indian Print Media is more than two centuries old. Its strength has largely been shaped by its glorious history and, in particular, by its link with the Indian freedom struggle as well as the movements for social emancipation, reform, and amelioration. The extensive struggles for national emancipation; fights and battles over social reform; radical and revolutionary aspirations and movements; and the competition between self-serving and public service visions of journalism –have developed Indian Print Media into a national institution. As stated by Former Chairman of Press Council of India, Justice P.B.Sawant, that Media has become the most important and powerful institution of our country, even it can comment on the three pillars of the democracy i.e. the Executive, the Legislative and the Judiciary and thus, it would not be an exaggeration to call it the most important, powerful and the first pillar of democracy. His words suit the best for the Print Media which is serving the nation since long with dedication and commitment.

Similarly, the Print Media of Rajasthan also, since its evolution in 1849, has been serving the people by arousing the feeling of patriotism and making them aware of their rights. After independence, it made all the efforts to improve the condition of people of Rajasthan who were facing lots of social, cultural and economic challenges.

The study highlights that even today, Newspapers of Jaipur and Rajasthan are making efforts to fulfill the need of the people of city and the state by providing them the
information regarding various fields and issues and spreading awareness. At the same time, they are doing a job of watchdog by exposing and keeping a check on the functions of government, social crimes and other wrongdoings.

Though, nowadays Print Media ethics and watchdog mechanism are being ignored by some Print Media Persons as they are contradictory to the prevalent social order and hinder the pursuit of private good which is resulting into the erosion of credibility of the foremost pillar of democracy i.e. the Print Media.

Since the emergence of Print Media, numerous forms of media ethics, rights and regulations have been debated about but the Print Media has been the lighthouse in enlightening the common people and making their life better and productive. And thus, the dependence of people on Print Media and its impact has been increasing due to its power to inform, educate and aware the citizens of their rights. The study also proves that PR Professionals of the Jaipur city consider it the most preferred and authentic medium to communicate their messages.

The responses of the questionnaires and interviews undertaken during the study and the observation of the Leading Newspapers of the Jaipur city proves that Print Media is producing the content which is necessary for our society and democracy, though the impact of age of commercialization and cut-throat competition has not left this noble business also and many instances of paid news or bribe demanded by Print Media Persons have been observed. Similarly, it has encouraged insensitiveness and inclination towards entertainment, glamour and sensation is accepted by the PR Professionals and Readers that Print Media has brought this negative change too. Even the owners of the Newspapers have become more revenue-oriented rather than the agents of social change but that can be justified in terms that money has become a central force in present times to run any business. But the need of some strong regulatory body has been suggested by
86% Readers of Jaipur as per the opinions collected from the people of Jaipur during the study.

If we talk about the entire Print Media industry in broad perspective, it is not just like other industries, neither are the media products the same as other consumer products. Print Media produce cultural and political products that have different purposes from many other goods, and so its products are very much different from simple consumer goods rather they are an asset or resource for the people as well as the Public Relations Persons of the city and thus it is expected to be more responsible towards the public and society.

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 important issues and to update them with the latest developments.

It is noticed that with the multifarious developments in Jaipur and Rajasthan state, and increase in the literacy level, the Print Media has also accelerated and now reaching to every nook and corner of the city and even in the rural areas nearby Jaipur. Thus, the development of the city and its people has led to the growth of Print Media of the city.

Today around 65% of the people read Newspapers regularly in the city out of which 74% read one newspaper daily. The reasons of its popularity as per research findings are that it is cheaper, recordable, more accurate and mobile medium and at the same time it covers the local news in detail which establishes connectivity and attachment with people.

Print Media not only provides information to the citizens; but also, in varying ways, informally instructs and educates them. Therefore, in a democratic society, Media, especially the Print Media, rather than simply supplying consumer goods in a free market context, is serving the public interest by enlightening them and thus, playing a pervasive role in the lives of the common people.
The current study shows that in existing society, the Print Media is a central point of the democratic set-up due to its power to reach the publics and influence them. \textit{90\% Newspaper Readers of Jaipur city opined that Print Media helps in democratic set up like India}. It is observed that citizens of Jaipur city extensively rely on Print Media for information, for local updates and other authentic information and consider other mediums to be of entertainment purpose more. The study states that 92\% Readers verify whatever information they receive from morning Newspaper. The reason being the longevity and authenticity of this written medium is more.

Thus, the people of the city are more dependent and connected to the Print Media in comparison to other fast and high technology mediums which are doing the bombardment of necessary as well as unnecessary information without any filtration.

Regarding the changes in the society, more than 90\% respondents of all the three categories accepted that \textit{Print Media is a key instrument of social change and} 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.

The next important change brought by the Print Media in the society as accepted by all the three categories 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 changes in the religious and cultural tolerance can be credited to Print Media as accepted by 20\% respondents of all the three categories equally. The study proves that Print Media has been serving as an important instrument of social change and development.
At the same time, PR has gained popularity since last two decades and is serving as a bridge between an organization and its public and managing the two-way flow of information. It is observed during the study that in Jaipur, Rajasthan also, PR is making its mark in each and every sector either it is government, non-government, corporate, public, private sector or any other field by the help of Media, particularly, the Print Media.

The majority of Public Relations Persons of Jaipur city i.e. 49% accepted that Print Media is the most authentic and popular medium to disseminate the information among the people because of its ability to provide detailed local and authentic information which is directly related to the local people of Jaipur city. 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.

*This way, the study clarifies that Print Media has developed into the foremost pillar of democracy and major institution of the society. This way the study reveals the increasing dependence and reliance of Print Media on the other two variables of the study i.e. the Public of the city as well the Public Relations Persons of Jaipur.* For one it is the most important and genuine medium to receive the information and for the other, it is an authentic channel to send the information and maintain relations.

*Another important aspect of the study is that PR has emerged as a significant source of information for the Print Media Persons of Jaipur, Rajasthan and is influencing it at large.* This fact has been accepted by the Print Media Persons of the city that nearly half of the press releases serves as the source of the news and articles published in the Newspapers. Also, it is important to note that 77% Print Media Persons accepted that Print Media and PR Personnel together play a pivotal role in providing information to the people of state at grass root level and 83% Print Media Practitioners believed that they
cannot be separated from advertising industry as well as PR industry. 43% of Print Media Persons use the press releases for their articles 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* through press releases either they are from Government PR or from Corporates or any other PR firm and Agency. Out of all press releases used by Print Media Persons, around 50% have public interest but rest 50% are to oblige or under the pressure of PR and Marketing persons as exposed by 37% PR Professionals. *These opinions confirm the influence of PR industry on Print Media.*

And the mutual dependence between PR and Print Media is accepted by 92% PR Persons who believe that they together can serve the people in better way. Also, 61% PR Persons accepted this fact that success of PR relies upon press support. *Finally, verifying inter-relationship between both the industries i.e. Print Media and Public Relations in the context of Jaipur city.*

*Now is the most important part of the study that how both the industries i.e. Print Media and Public Relations are contributing in generating the Public Opinion in the city of Jaipur, Rajasthan.*

Public Relations Persons of various Departments and Organizations, including the Government Department of State of Rajasthan i.e. Directorate of Information and Public Relations, provide factual and actual information about various plans, programs, products, things and events, which is valuable for the people of the city and they can avail the benefits attached to that information.

This way the awareness is being generated by the information given by PR Persons, who consequently help in framing Public’s Opinion about any plan, program, product or event but PR needs a channel or medium to communicate that message or information to the large number of people. Here comes *the most important role of the Print Media which*
serves as a tool of PR and spreads the information among the people in an effective way.

The example of a Case Study of DIPR, Rajasthan as mentioned in the chapter-5 of the study portraying the Print Media assistance to Government Public Relations in spreading awareness about the policies of the government which benefitted the people of Jaipur city and ensures the feedback, support and participation of people. Also, the examples of role of local Newspapers (as quoted in chapter-3 of the study) in generating Public Opinion by massive coverage and CSR activities initiated by them to highlight the social and other problems of the people of Jaipur further strengthens the importance of Print Media in the propagation of PR messages and their mutual dependence.

Thus, it can be said that the Print Media do make an impact on the public's opinion by helping PR Professionals who are serving as the most significant link between any organisation and its publics.

It is important to note that a remarkable development has resulted due to the emergence of active PR services as earlier it was the Print Media only which used to did efforts to collect the information, and then disseminate it. Though PR has its own business pursuits and interests but still its contribution as a carrier of important information direct from the horse’s mouth is significant.

It is clear that nowadays 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, 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 as accepted by 90% of Print Media Persons and 95% PR Professionals.

Both the industries agreed with the fact that Public Opinion is the backbone of the Indian Democratic system and plays a significant role in their success and survival. But surprisingly, only 77% Readers accepted this fact that Public Opinion is necessary for the survival and success of democracy, Print Media and PR industry. It is a negative note that people themselves are not aware of the worth and power of their opinion.

This generated Public Opinion ensures the success of Print Media as well as PR because the entire mechanism of PR and Print Media depends on the response and feedback of the people. Both the mediums work on the basis of two-way flow of information. They provide information to the people and seek their response, support and participation for their success and growth.

Thus, the study concludes the interplay of Print media, Public Relations, and the Public Opinion and all the three hypotheses of the research have been accepted and proved.

The main research objective and the first hypothesis of the research i.e. $H_0$ – “There is an active interplay of Print Media, Public Relations and Public Opinion” is proved many times 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
Conclusion

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.

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 was 0.94 and the sub-scales were Readers’ Opinion 0.55, PR Personals’ 0.60, and Print Media Persons’ views 0.68.
Conclusion

Major findings of the study includes that there is an interesting love-hate relationship between the Print Media and Public Relations Professionals of Jaipur city. There are differences in the opinions and the interests of both which is strongly supported by their views at the same time both accepts that they are interdependent on each other. One is for the news and information and other is for the coverage as it needs an authentic medium to disseminate its information proving interplay and interdependence.

At the same time, the study shows the good level of dependence of Newspaper Readers, i.e. the common people of Jaipur, on Print Media especially with reference to the local information and updates. The Newspapers of Jaipur city spreads awareness among them regarding current social, economic and political scenario, informs them about local events and happenings which are directly related to them, informs them about government programs and policies and at the same time draws the attention of government towards the problems of Public. Thus, this way the Newspapers serves as major source of local information for the people of the city in comparison to other mediums which bombard information on them that is not directly related to the local people and sometimes might be of no use to them.

Also, Research findings show that the Newspapers are serving as the most important medium to maintain the democratic set-up by providing two way flow of information and a significant instrument of social change by bringing flexibility and change in their social behavior, thinking and lifestyle. The Government in a straight line cannot approach people and inform them about the policies and plans but Print Media is performing as bridge between both by serving PR Departments of Government at state and central level. It is also established that Print Media in various forms influences the thinking process and bring changes in attitude and behavior of the people.

The findings also indicates that the incredulity has entered and the credibility of Print Media has started eroding in the eyes of public because of the frequent presence of
misleading paid news articles and content in the form of advertorials, advertisements and soft stories in the disguise of news. The study observed that the impact of commercialization has not left the Print Media also and is hindering its main objective and mission of service of the people and the society. Also, the demands and hostile attitude of Print Media Persons sometimes faced by PR Persons brings Print Media Persons of the city under the main radar of corruption.

The trends show that people have become more entertainment-oriented and reluctant towards issues of national importance which further can be blamed to Print Media as it influence the thought process of people and now-a-days, Print Media has made people insensitive with the excessive explosion of information. Thus, it is recommended that there is a need of self-regulatory mechanism.

Another important finding is that despite of the growth and popularity of PR, people still know very less or have misconceptions about Public Relations which is a real challenge for the growth and development of the industry. But by considering the increasing dependence of different organizations and Print Media Persons of the city on the PR Professionals and the industry, it can be concluded that there are ample of possibilities and good future prospects for the Public Relations Industry in the state of Rajasthan. Also the Print Media will continue to enjoy its lion share in the Jaipur city as long as it will serve the people and shape the healthy Public Opinion.

LIMITATIONS

- The study is restricted to a particular demographic range of respondents and that is why in this study only Print Media Persons, Newspaper Readers and Public Relations Professionals of Jaipur city have been selected as respondents.
The study deals with only certain inter-relationship parameters of PR and Print Media which forms Public Opinion, thus, other factors influencing Public Opinion can also be interoperated.

The main limitation of the study is reliability of answers given by all the three category of respondents. Also the pre-testing of the questionnaire was done in order to make the questionnaire apt and relevant, so that the respondents can provide best answers. The interviews of industry experts, observation of content of Leading Hindi Newspapers of Jaipur and a Case Study of DIPR, Rajasthan have also been added as the tools to collect the data and strengthen the study.

The secondary data of research study is relied on the data available in various Books, Journals and on Internet.

The restraints of “Time” and “Money” are significant factors limiting the present research study.

**BENEFITS AND RECOMMENDATIONS OF THE STUDY**

- It has highlighted 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.

- It has provided a fresh approach to the industry i.e. the Print Media and Public Relations, to understand their mutual dependence in a better way and to improve their relations.

- Also it reveals the malpractices being used by the Print Media industry which need to be curbed.
It shows that Print Media is efficient and successful in generating Public Opinion by the help of PR Professionals thus, forming an important triangle, which increases the responsibility of both the industries.

Also it indicates that the people’s participation and awareness has increased due to the information passed on to them. So, the Print Media industry should focus on the developmental & genuine issues rather than on sensational and vague issues.

It throws light on the credibility factor of Print Media industry and level of people’s dependence as advancement in the subject.

It recommends the Media industry, particularly, Print Media Persons to continue to play the role of most important pillar of democracy for the efficient working of the governments and to safeguard the rights of the people.

Self-Regulation is the best way to curb the corruption. Also, the need of some strong regulatory body is suggested to ensure the high standards of the industry people.

The study has given the understanding of readership level, interests and preferences of people of Jaipur and their opinions about Print Media and PR.

**FUTURE PROSPECTS**

The current research is by no means an ultimate study. The research confirmed some of the points highlighted in earlier studies and the study of the topic should be sustained. The researcher proposes some possible topics for further exploration.

The study can be continued with the endeavour and understanding that the power of the News Media, particularly Print Media, to set a nation’s agenda, to spotlight public
attention on a few important public issues, is an immense and well-documented influence. Not only do people acquire factual information about public affairs from the news media, but the Readers also learn how much importance is attached to a topic on the basis of the emphasis placed on it in the news.

Newspapers provide a number of cues about the salience of the topics in the daily news like the lead story on page one, other front page display, large headlines, etc. These cues are repeated day after day effectively to communicate the importance of each topic. In other words, the news media can set the agenda for the public’s attention to that small group of issues around which Public Opinion forms.

In the next study, it would be significant to unpack specific factors associated with media influence among people at various levels of age, between different sections and groups of society by a range of mediums of Media. An enhanced understanding of these will suggest important pointers for interventions to use Media and peers in artistic ways to ensure healthy and accountable changes in the society.

Also there are many noteworthy aspects of Media and PR, which can be discussed in detail to enlarge the understanding of their relations and to solve the problems between the two. The credibility of Media and it importance to the society can also be studied further in detail.