PREFACE

The present study deals with the inter-relationship and inter-dependence among the three major towers of democracy of the present times i.e. Print Media, Public Relations and the Public Opinion in the present context. It contains research work done from August, 2010 to August, 2013. A modest effort has been made to study the important aspects of the Print Media and Public Relations Industry as well as the significance of Public Opinion in the Jaipur city on the basis of facts and data obtained from the empirical survey of 3 sets of respondents of the study.

The main objective of the study has been to explore and describe the Interplay of Print Media, Public Relations and Public Opinion. Against the backdrop of historical evolution of Print Media and Public Relations in Rajasthan, the study examines the functions, developments and impact of both on the common people and their opinion. At the same time, the importance of Public Opinion for the survival of democracy and successful working of both the industries has been discussed.

With the practical knowledge of more than 6 years of handling Public Relations, Media Relations and experience in Journalism, the researcher realized that the in-depth interviews of industry experts, observation and analysis of content of leading Newspapers of Jaipur along with the case study of DIPR, Government of Rajasthan would also help to make the study reliable and authentic.

As we know that the developments in the field of Media are beyond expectation. To study its vast impact throughout the country and globally is not practically feasible, so the researcher had to limit the study to the capital state of Rajasthan i.e.
Jaipur city. It is a descriptive and exploratory study and the data has been retrieved through 3 sets of questionnaire specifically prepared for the three different categories of respondents i.e. the Print Media Persons, PR Professionals and the Readers of the Newspapers of Jaipur city.

Besides the main objective, various aspects of Print Media, Public Relations and Public Opinion has been studied in an attempt to give this study a broad perspective. Finally, the hypothesis is proved that ‘There is a close interplay of Print Media, Public Relations and Public Opinion’. We can say that these three are inter-dependent on each other and have become trinity in real terms.

Further points of exploration can be differences in the opinions and interests of Print Media and Public Relations Persons, corruption and malpractices of Media hindering democracy, Impact of these malpractices on people and decline in the credibility of Media etc. Also, the agenda-setting role of Print Media can be studied which has a direct impact on Public Opinion. So, this is not the end but only the start.

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