Indian Print Media Industry- Historical Perspective

The evolution of Newspapers in India is with the introduction of ‘Bengal Gazette’ started by James Augustus Hicky in 1780 from Calcutta as a weekly two sheet paper. This Newspaper paved the way for Indian freedom struggle and the fight against the social evils in India by the way of revolutionary and enlightening writings.

Very soon other Newspapers such as Calcutta Chronicle, Madras Courier, and Bombay Herald, Bombay Courier, Bombay Gazette entered into the scene and the Newspapers in Hindi and other regional languages also started flourishing in the various parts of the nation. Bengal was the birth place of Journalism in India and the language press. ‘Samachar Darpan’ was the first Indian language Newspaper which was a Bengali weekly newspaper introduced in 1818 and the first periodical of India in Indian language was ‘Dig Darshan’ in Bangla language started in the same year. ‘Eenadu’ was a Telugu daily which was started by Ramoji Rao, first Gujarati Newspaper was ‘Bombay Samachar’ which still exists and is considered as the oldest living Indian Newspaper of India.

The prime motives to start the Newspapers in Indian languages were to promote the feeling of patriotism and to encourage social reforms also because the society was occupied with lots of prejudices, orthodoxies and social evils like sati pratha, child marriage, caste discrimination, idol worship, animal sacrifice and other narrow beliefs. Raja Rammohan Roy, who is considered as the founder of revolutionary Indian Press, recognized the power of Newspapers and used it as a vehicle for propagating his liberal ideas and eradicating the social evils prevailing in the Indian society. He introduced ‘Sambad Kaumudi’ in Bengali in 1821 and published the articles promoting women education, social betterment and awakening and development of scientific outlook. His other publications include ‘Mirat-ul-Akhbar’ in Persian and ‘Brahmanical Magazine’ in English. Aggarwal, V.B. and Gupta, V.S. (2002) Pp.92-97
At that time, education system entered in the country through British contacts and many societies and missions like Brahma Samaj, Ramkrishna Mission, Arya Samaj, and Theosophical Society came into the scenario with the feeling of social development and nationalism. The era of Hindi Journalism started in 1826 with ‘Uddanta Martanda’ from Kolkata, then Bangdoot, Banaras Akhbaar, Gyandeepak, Malwa Akhbaar, Gwalior Gazette, Payam-e-Azadi, Samachar Sudha Varshan, Lokhit, Marwaad Gazette, Jodhpur Government Gazette etc. were introduced with the mission of independence, self-rule and social reforms. *Bhanawat, S. (2005). Pp.54-58*

1860’s witnessed a boom in the Indian Language Press in the country. Several Newspapers made their appearance in this period. Also many English Newspapers which evolved at that time are flourishing even today like The Times of India (1861), The Pioneer (1861), The Statesman (1875) and The Hindu (1878).

Number of acts and restrictions like The Vernacular Press Act, Gagging Act etc tried to overrule the power of Print Media in India but the then social reformers and freedom fighters like Mahatma Gandhi, Bal Gangadhar Tilak, Aurbindo Ghosh, Annie Beasant, Surendra Nath Banerjee, Lala Lajpat Rai, Ganesh Shankar Vidyarthi and many others recognized the power of pen and used it as a tool for propagating the feeling of nationalism and brotherhood. They also used their Newspapers to remove the socio-religious evils of the society. Thus, the history of Journalism in India is inseparably linked with the development of social awareness, national consciousness and the progress of freedom movement.

Also the Newspapers like Kesari, Pratap, Maratha, Yugantar, Sudarshan, Samalochak, Maryada, Swadesh, Abhyudaya, Karmaveer, Karmyogi, Gadar etc. brought revolution in the Hindi Journalism of India.

Mahatma Gandhi, who was considered as the greatest Journalist of his times used his Newspapers- Indian Opinion, Young India, Navjivan, Satyagrah and Harijan, to expose
the flaws of the society and to stimulate social awakening. He advocated that a
Newspaper is a powerful tool in bringing positive changes in the society but at the same
time, he feared that this power can be misused for commercial interests as many
publications started looking for the revenue attached to the advertisements. That is why,
he once said that a Newspaper is a great power but just as an unchained torrent of water
brings devastations, similarly an uncontrolled pen can also fetch destruction for the entire
humanity. Thus, he suggested that the sole aim of Journalism should be service to the

Even the first Prime Minister of India, Jawaharlal Nehru, called the Newspapers a tool of
national reconstruction and social reformation. He supported the liberty of Press and
considered it as a vital part of democracy. Thus the Print Media nurtured during the post-
independence era too. The Press thus developed into a “National Institution” by playing
an important role in the struggle for independence and in shaping and moulding the
Public Opinion. In the Independent India, it became a medium of inter-communication

Later with the increase in the literacy rate, boom in the printing technology and advent of
hard core advertising trends, the Print Media industry thrived. In 1950s around 214
Newspapers were there, the number of which increased to 2,856 in 1990s, 35,595 by
1993, and the number reached to 46,655 in 1999 with 5,157 daily newspapers. Aggarwal,

Also, the rise in the circulation of regional papers was seen as the people were first
educated in their mother language and even the advertisers saw great possibility in the
regional paper market. The main regional languages in which Newspapers published at
that time were Hindi, Bengali, Marathi, Tamil, Malayalam, Telugu, Urdu and Gujarati.

In the 1990s, Indian Newspapers experienced a major make over in order to compete
with the attractive and colorful magazines and Satellite Television channels which began
the era of commercialization and information revolution. The new face of Newspapers was more attractive and colorful features related to latest trends, lifestyle and entertainment were added.

Thus, the Print Media has always been serving the people of India. The main objectives of Print Media are to understand the popular feeling and give expression to it, then to arouse among the people certain desired sentiments and thirdly fearlessly expose popular defects. Newspapers are archives, objects of records. They can be referred to, checked again and leave a long impact. Also, the Newspapers or print mediums have power to describe the events at greater length whereas other mediums have limitations. Nair, R. (2003). Pp.9-12.

An important fact related to Indian Print Media industry is that most of the Newspapers and Publications are owned by private firms and thus, they are free from government control and rather keeping a check on the policies and actions of government to ensure a healthy democracy. Thus, the Newspapers have been a major player since independence in the welfare, betterment and development of the society at regional as well as national level. Despite of the advent of several media conglomerates and commercialization of media industry, Newspapers are playing a vital role in the daily life of people of India and it is contributing to a democratic deficit in the world’s largest democracy. Thussu, D.K. (2007). Pp. 221-222.

Current Size

Indian Print Media is the largest Print Media and Newspaper market in the world with over 100 million copies sold each day and is over 230 years old. Indian printing houses print maximum Daily Newspapers than any other country in Asia. The total number of registered publications as per the Registrar of Newspaper for India by 31st March, 2012 is more than 80,000 and the circulation of Newspapers is 37, 38, 39,764. Today the
Introduction

highest number of Newspapers and periodicals are published in Hindi with 8,649. Hindu
is the largest circulated Daily Newspaper with the circulation of 16,06,711 and the largest
multi-edition daily is The Times of India, English with 14 editions and circulation of
45,75,895 and second largest multi-edition daily is Dainik Bhaskar with 29 editions and
circulation of 30,89,013.\(^{(Press \text{ in India, highlights of the year 2011-12, Registrar of\newline
Newspaper for India, www.rni.nic.in)}}\)

Print Media in Rajasthan

Historical Overview-

Journalism in Rajasthan started with “Mazharul Sarur” Urdu and Hindi monthly
newspaper in 1849 from Bharatpur and only 4 years after this, Rojatul-Taleem or
Rajputana Akhbaar came in 1856 which was 30 years after the first Hindi Newspaper of
the country i.e. “Uddanta Martanda”. It was a great achievement for the state like
Rajasthan, which was very much backward at that time in terms of education and
awareness.

The important Newspapers from Rajasthan which paved the way for mass-education and
boosted national, social, cultural, political and economic change and reforms were
Jaglaabh Chintak, Desh Hiteshi and Rajputana Gazette from Ajmer, Sajjan Kirti
Sudharak and Udaipur Gazette from Udaipur, Marudhar Mishra and Marwar Gazette
from Jodhpur, Jaipur Gazette from Jaipur. Also the Newspapers from Bikaner, Kota,
Bharatpur, Dholpur etc. were published between 1860’s to 1880’s.

This era in Rajasthan was rich in literary works also and thus the Newspapers reflecting
and promoting literary works evolved. In 1873, Bhartendu Harishchandra started
Harishchandra Magazine which was later revised and developed by his friend Dr.
Mahendra Madhup by the name of ‘Harishchandra Chandrika Mohan Chandrika’ in 1881
from Nathdwara which is considered as the beginning of Literary Journalism in
Rajasthan, which inspired and awakened the people more effectively. Also monthly Sanskrit Newspaper was included in this, thus collectively it got the name – ‘Vidhyarthi sammilit Harishchandra Chandrika Mohan Chandrika’. Samalochak published from Jaipur in 1902 also did praiseworthy work in developing literature supporting the freedom struggle and social improvement. Rajasthan Samachar and Rajasthan Gazette were two such Newspapers which in the end of 19th century raised voice for the freedom of expression and mass awareness and awakening. Bhanawat, S. (2005) Pp. 102-103

Then from 1920s till independence, number of social reformers, journalists and freedom fighters from Rajasthan like Vijay Singh Pathik, Jamnalal Bajaj, Arjunlal Sethi, Kesri Singh Bareth, Jainarayan Vyas, Siddharaj Dhaddha etc. introduced, published and edited the papers like Rajasthan Kesari, Naveen Rajasthan, Akhanda Bharat, Tyag Bhumi, Prachaar which strongly opposed the exploitation of British rule and demanded the fearless, true and responsible administration but all had to face restrictions. Srivastava, R.P. (2007) Pp.30-31

In 1936, a weekly “Navjyoti”, started as a joint venture of Rajasthan Sewak Mandal to spread national awareness and promote the mass movement against British rule but later its ownership came in the hands of Ramnarayan Choudhari. After independence in 1948, Navjyoti became a daily newspaper and came in the hands of Durgadas Choudhari, younger brother of Ramnarayan Choudhari. After independence also this newspaper continued its mission against poverty, social evils and illiteracy. Similarly Lokwani published by Jamnalal Bajaj, Jaipur Samachar by Shyam Lal Verma and other Newspapers played an important role in the pre and the post- independence era.

**Current Status of Print Media in Rajasthan**-

In the present century, when Rajasthan has made its mark in many fields, its Media has also got enriched with information and has connected it to the entire world by different
means of communication. The Newspapers, which form the most prominent means of communication and information dissemination in Rajasthan, are cherished in the rural areas as well as urban areas equally.

Rajasthan Patrika and Dainik Bhaskar are the most popular and leading Hindi daily Newspapers of Rajasthan. Rajasthan Patrika came into existence on March 7, 1956 as an evening paper and today it is among the top 10 Hindi and Daily Newspapers of the Country. Dainik Bhaskar started its publication from Jaipur on December 19, 1996 and very soon captured the Hindi market effectively even though it is originally from Bhopal, Madhya Pradesh. Today there is a cut throat competition between the two papers. Both the Newspapers are among the top 10 Daily Newspapers of country. (IRS 2012)

Dainik Navjyoti and Rashtradoot were more popular before the introduction of these two. Also, Punjab Kesari, Samachar Jagat, Evening Plus, Mahanagar Times, Pratahkal, and Lokwarta Samachar, Lok Mat, Seema Sandesh are published in Hindi and the most popular English Newspaper is The Times of India. Also, The Hindustan Times, and DNA are prominent Newspapers in English language. Various national-level publications like India Today, Outlook, Femina, The Week, etc. also have their presence in Rajasthan.

All these papers have now expanded their boundaries beyond Rajasthan and have started their online editions too. These Newspapers provide latest information about various events of the state and working of the government. News about art, culture, sports, political and economic scenario of the state and analysis of the view of experts as well as common man about several important and current issues are published regularly, thus creating awareness among the people of the state. The number of registered Newspapers in Rajasthan at present is 6416, out of which 5584 are Hindi Newspapers. (RNI 2013)
Public Relations Industry:

According to PR authority, Dr. Rej F. Harlow - Public Relations is a separate administration task which helps set up and maintain reciprocal lines of communication, understanding, acceptance and co-operation amid an organization and its public; involves the administration of problems and issues; helps administration to keep clued-up on & responsive to Public Opinion, defines & emphasizes the accountability of administration to serve the public interest; helps administration keep abreast of & effectively make the most of change, serving as an early warning system to help anticipate trends; and uses research, sound and ethical communication as its foremost apparatus. Sardana, C.K. (1995). Pp. 27.

Edward Louis Bernays who is known as founding father of Modern Public Relations along with Ivy Lee, from the early 1900s described Public Relations as an administrative activity which appraise public attitudes, identifies the number of pools and procedures of an association with the public interest, and communicate any event or action to earn public understanding and support.

Grunig and Hunt (1984) wrote:

“A Public Relations is an administration of communication amid an organization and its publics.” Their explanation defines abundant key components of effective PR. First, it sets up that PR is controlled or designed communication. It is not muddled or random. Second, PR represents an organization, or client, and it should at all times be used to understand the client’s problems or opportunities. And thirdly, PR needs to be overwhelmed to specific “Publics”. They introduced four models to define how PR has developed from end to end. These models also replicate the different customs in which PR is still practiced today. The primary two models portray Public Relations as a one-way flow of communication between an organisation and its publics. The last two models
describe PR as a two-way flow of communication between an organisation and its publics, and turn up the importance of research.

Public Relations practice which is observed nowadays has developed from press agentry and publicity. The US academics James Grunig and Todd Hunt consider that Public Relations activity can be outlined from 1800 BC among Greek experts, but the straight line of descent from the Aegean to today’s Public Relations industry is difficult to perceive. It is considered to have been evolved from the United States. Probably, it comes from a governmental base in the major competitor countries during the First World War. **Cutlip, S. M., Center, A.H. and Broom, G.M. (2000). Pp. 222-228.**

The need to administer information and to encourage the populations of Great Britain, France and the United States led to the configuration of government party line organizations. An example given is the US Committee on Public Information, which conducted informational communication proceedings to induce changes in public opinions. This outward informational concept of Public Relations as the practice of influential publicity continued as the foremost mode throughout the 20th century. It was symbolized in the United States and the UK by the role undertaken by press workers who offered to get clients’ names in the press in return for expense based on the roots that appeared.

**A noteworthy contribution to the expansion of Public Relations came from Edward Bernays in the 1920s.** He promoted a more difficult one-way approach to communications by scam treatment that Public Relations effort to engineer public support through the use of information, affiliation and alteration. For many Public Relations learners, affiliation is the required conclusion of their activities, either it is to modify the behaviour of government headed for a client, endorse an employer’s point of view or create alertness of a product or service and thus prop up sales. It is also the judgment applied by clients who ask whether the ‘PR effort’ made changes that were both helpful
and made an impact on profits. Bernays’ aim was to relate social science methods primary to examine the condition and then to make the most effective methods of communication. Absent from these untimely approaches was a developed thought of two-way communication of policy and of feedback applied to the program of activity.


Bernays and other foremost US professionals, some working closely with promotion agencies, were more systematic in their research and scheme, but press agents and advertising people remained short term in their approach. They concerted on gaining column inches of copy in newspapers and magazines, not defining plans to meet client objectives.

From the 1950s ahead, concepts such as ‘mutual benefit’ and ‘goodwill’ became more prevalent and Public Relations began to move away from its roots of publicity and propaganda to a more intended approach. While noteworthy growth has been made, this issue remains a major concern. In 2004, a research study conducted for the UK’s IPR (Institute of Public Relations) and TDF (The Director’s Forum) concluded with a sequence of recommendation with: ‘The PR industry should give more significance to the technical information which is vital for proper planning, investigation and assessment’.


The present decade is an era of change for the Public Relations Profession, and this is now very much visible in India also. A PR Professional is now not just a sweet-talking ‘spin doctor’ who can manipulate messages and influence the Media as well as the Stakeholders. Investors have become smarter and more advanced. They need the professionals who can take care of their needs and expectations with more creativity and initiatives. This has resulted into the ‘Shareholder Relations’ Professional. PR is mounting to new levels and heights. PR is going to redefine its roles, objectives and functions in the next decade. As of now, PR Professionals were like that of ‘technicians’
who were concerned with the communication task only but the new role is of a ‘strategist’ who can manage and tackle business pursuits. The focus will increasingly be on more strategic idea, rather than methodological issues like what to say and how to say.

“The role of a PR Person has turned out to be more tactical,” They have to be more flexible and multi-tasking and it is not about just taking instructions from employer but they teach their employers on what is happening outside and suggest the solutions.” The role as an advisor or counsellor has become more important. At the same time, research has added as one of the major functions of PR as “Journalists rely on PR Professionals to nourish them exact information because they occasionally do not do their own research. Research therefore has become a significant part of PR.”

Public Relations of modern times use a variety of techniques and strategies like opinion polling and focussing target groups to assess public opinion, along with a diversity of high-tech techniques as well as popular mediums for distributing information on behalf of their clients like Print Media, Electronic Media, Broadcasting, Podcasting, Cinema, Internet, Social Media, Outdoor Publicity, Traditional Mediums like speeches, puppetry, street shows etc.

“Knowledge is Power”, this maxim suits to the PR Profession of present times in true sense as today the role of PR Person has changed. He is no more considered as a magician who can manipulate people by his magic wand or sweet attractive words or by total pleasing rather he is an intelligent gentle man who is fully armed with the knowledge and mesmerizes people by his drollness and store house of facts. Sardana, C.K. (1995). Pp.21

Functions of Public Relations:-

Today’s business world is full of competitions and complexities. Every company or organisation requires something that makes them more alluring and interesting to both the
public and the media. The Public or the Stakeholders are the buyers of the goods and services whereas the Media is a seller. PR is used to assess public attitudes, express issues of public concern, carry out programs to enhance public acceptance on any product, service or issue. Thus, PR serves the company in a way by giving the Public and the Media, a detailed idea about how the company functions and what are its products or services. Also, a PR Person functions as a Public Information Officer or Client Relations Person who helps the public if they have any problem with the company. They are more often than not the most obliging departments, as they exist to show the company at their best. PR also helps the company to achieve its full potential. The feedback and the opinions of the public or stakeholders, being provided by PR Persons, becomes a basis on which the company can plan its strategies.

Many companies perceive the PR function close to marketing and event management than that of the traditional one of a communicator. This new role of PR focuses on both strong marketing and strong PR services. Both the departments works together, culminating their talents to provide the most excellent image to the firm and its products or services.

Also it is noteworthy that when the power of mass advertising weakens, the PR managers can more efficiently reach to the local communities and target audiences with less cost and more credibility. A news item published or telecasted by the news media could be worth millions of dollars in comparison to advertising—and is more realistic than advertising. Rayudu, C.S. and Balan, K.R. (2001). Pp.16

“Public Relations Practitioners, thus, make full efforts not only to serve their organisation but towards the community and so they have to be active and prompt towards each and every development in the company as well as in this rapidly changing world.” White, C. and Park, J. (2010). Pp.319-324.
Excellent Public Relations implies a sound ethical base i.e. communication must be uncomplicated and based on reality. Undisruptive behaviour is not enough. Action is required to add favourable recognition. This may be articulated as three objectives: **To attract attention, to win faith, and to impart understanding.** These steps are usually taken to reach a goal, to convince people and to earn their support. A purposeful Public Relations program must understand the organisation’s environment and purpose thoroughly, and relate this understanding to others, i.e., the public and finally view and access the effect of the communication. As a result of Public Relations activity on this sound base, management can achieve the chance, to make such internal changes in the organisation, service, product, or method as will allow it to survive and prosper in a public climate of goodwill. *Sharma, D. (2004). Pp. 16-19.*

**Changing Trends in Public Relations -**

- **Increasing Trend of a Specialist-**

  In India, we are by now witnessing the trend of specialists within PR. The role of an expert, today, includes Issue Management, Public Affairs, Shareholder/Stakeholders Relations, Workers Communication and Event Management etc. With the increase in the functions and scope of PR, the industry is also multiplying in size. Activities such as ‘Websites Management’, ‘Drafting and Maintaining Annual Reports’, ‘Introducing Employee Newsletters’ are now moving on to the specialists. A number of specialists have emerged within the field of Public Relations, including Disaster Management, Image Management, Issue Management, Shareholder/Client Relations, Grass root PR, Real Estate and Property Development PR, Retail and Food Service PR, Healthcare PR, Hospitality PR, Technology/IT PR, Public Affairs PR, Web PR,
Financial/Investor Relations, Employee Communications, Community PR, PR for NGO’s etc.

- **Impact of Technology-**

  The advent of internet and mobile technologies have now smoothened the internal communications inside any organisations. It is easy for information to get out into the anxious world as the news spreads in a stuff of nanoseconds. The technology also offers other constructive benefits like it has become easy for the investors to participate in the organisations’ Live Web Conferences or Conference Calls and to view Web Charts worldwide. This helps to form the ease factor as each investor can participate and know what is happening in real-time. Company websites and portals are also serving as a tool for addressing and understanding customer and investor complaints and queries.

- **Advent of Social Media-**

  The trend of investing money in Media stuff has reduced as the straight advertising products are being offered by search engines and other tools. Regular Media Publications, Editions and Sections have been declining and many journalists are facing crisis due to the advent of this Citizen Journalism. Blogs have lower costs and maintenance than traditional media and are frequently whispered to provide better news coverage and analysis. Blogs are increasingly rising to replace traditional media with a more sustainable low-cost business models. The commencement of Social Media is the most excellent trend in PR today. Social Media releases, search engine optimization, content publishing, and the introduction of podcasts and online videos are other mushrooming trends.
Beyond Boundaries-

There is a remarkable influence of globalization on PR industry. PR Professionals are moving away from boundaries to unite with the global market in order to understand the global values and cultures. Sympathy to every culture is imperative. The Media operates specifically in different markets whereas Internet and other means of communication have altered the entire world into a global village and PR Persons can explore the corners that were inaccessible in the past, but still they need to cope with the rising demands and expansion.

Social and Environmental Concerns-

Folks are not interested in measures adopted by the organisations. It is a conservative norm that as corporate citizens, organisations will be concerned for the environment and the society. People are not going to allow the companies to violate the environment and social standards. The organisations that do not keep this in mind will have to face awful penalty. The emergence of CSR activities i.e. Corporate Social Responsibility is the direct consequence behind this concern. The companies have started providing attention to social, environmental and economic problems of the people of their vicinity and generate aids and reformatory works by such activities in order to gain public favour.

Transparency and Accountability-

Stakeholders/ Public are now expecting transparency and accountability. They do not only want ‘Good Image’ but it should be the ‘Real Image’. Gone are the days when ‘spin doctors’ used to interlace nice stories and serve flattering talks. It is a practical time, when transparency and social accountability are the much-used words. Ahuja, B.N and Chhabra, S. S. (1989). Pp. 61-62
Scope of Public Relations:

Public Relations deal with the use of common sense, common manners, and common decency. It is about serving and favouring others, so that in result they will be tending to do favours to a PR person or concerned organisation. It may be just impressing a visitor or it may hold its importance by providing advice and counselling that leads management to resolve critical situations and circumstances. For e.g. it may be to organise a medical check-up camp for the employees of organisation or it could be the initiative to start a movement against social cause to serve the society as a whole just like the water conservation or tree plantation campaigns in the state like Rajasthan which suffers due to the shortage of water and plantation.

Public Relations is in fact the dissemination of facts, ideas concerning individuals and institutions for a variety of purposes, such as to attract attention, earn status and goodwill, advertise products, and to fulfil the interests of public. Public Relations range extends to planning strategies, preparing plans and advising management.

Public Relations may include Advertising and Creating Publicity for the organization, its products and services; Employee Publications such as House Journal; General Body Meeting Reports; Preparation of Booklets, Pamphlets and Other Publicity Material; Community Work; Corporate Donations; Public Speaking; Issuing of Press Releases for Newspapers, Radio and TV Programs; Direct Mail; Arranging for Exhibitions, Tours, Conferences, Open Houses; Training Employees; Responding Queries from Media and Public; Making Films and Video for Promotional Activities; Company Policy Formulation; Cooperating With Legislators and the Government; Company Correspondence; Personal Calls; Sales Training and Promotion; Attending and Arranging Special Events, Parties and many more. The main functions and capacity of PR, ranges from doing small favors for people, providing information to media persons,
being just visible in a social meeting and to plan a broader policy to gain public favor.


Benefits of Public Relations:-

Public Relations, in present times is known as Power Tool for 21st Century. The key benefits derived from Public Relations are:

In the current changing world, a number of conflicts and controversies are caused with the changing values, thinking and increased expectations. Thus, we see continuous conflicts between citizen-government, employee-employer, and consumer-manufacturer and so on. Here comes the role of Public Relations which serves as a bridge between different organisations and its public and resolves their misunderstandings. Thus, PR is a primary vehicle to attain common adjustment between institutions and groups, establishing excellent relationships that benefit the public as well as the organisation.

Public Relations services are a means for the public to satisfy their needs. It interprets and speaks for the public to insensible organisations at the same time on behalf of the organisations, it communicates to the public to help create public approval and appreciation. It helps in advertising the company’s goods or services and creates ‘image’. It may help to overcome public misunderstanding about the organisation by disseminating appropriate and factual information and can serve to create the good-will of employees by screening attention in their welfare. Thus it may avoid problems and brings harmony between employers and employees. Kelly, R. A. (2010). Pp.2-3

Also, PR is managing the explosion of information in this era of communication revolution, where there is a bombardment of information which is confusing the people. Thus, it is serving the Public as well as the Media by providing the accurate and trustworthy information which has become the urgent need of present competitive era.
Public Relations, which is sometimes considered as an advertising, sales or marketing activity but it is much bigger activity as it not only deals with specific selling and marketing purpose but it is a comprehensive communication process of an organisation to maintain and sustain healthy relations between an organisation and its publics. Thus, Advertising is a tool of PR, which can be efficiently used by Public Relations Persons.

The impact of Public Relations is more pervasive, dynamic and objective oriented as well as effective. Thus, PR can be regarded as a wide-ranging activity than advertising because it relates to all the communication functions of the organization, while advertising is largely limited to the marketing/sales function only. So, it becomes compulsory for business people to work with PR, rather than relying completely on advertising to enter into a new market or to set up a new and unknown product or service.

A noteworthy number of advertising is illusory; advertisers are increasingly considered by the public as fraudulent and manipulative. Businesses which advertise more are often alleged of offering low quality goods and services. Public get an intuition that advertising at all times exaggerates and is many times biased. But PR campaigns do not have all such objections and are considered more trustworthy than advertising. Rayudu, C.S. and Balan, K.R. (2001). Pp. 84

Public Relations is considered as an inward and outward eye of any organization and is an asset to any business as it updates the management with all the developments and earns the public or stakeholders’ support which is finally reflected in the growth, improved image and success of the organization. Also it has the ability to manage effectively the negative situations. Thus, it has become an inseparable component of any business, trade, industry, government and the society. Sengupta, S. (1998). Pp 11-14
Public Opinion

Kimball Young referred ‘Public’ as a rather roughly organized group of people with a common interest.

The term ‘Public’ normally denotes a large group of people. It is sometimes used as identical with the mass of people. The members of the public do not need to gather at one place. They can be diffused and not known to each other. As per the Anderson and Parker, Public is that form of a group which comprise of a number of dispersed and unorganized individuals who may have different opinions on the same issue. Young, K. (1930). Pp.600

In another definition, Public is an unorganized and ill-defined mass of persons who are bound to each other by shared opinion and desires but are unknown to each other and do not maintain personal relations. Ginsberg, M. and Morris, J. (1964), Pp. 119-131.

All people usually do not have undisputed opinion over an issue. It is very difficult to come across with common views in almost all arenas and walks of life. When a problem or controversy arises, numbers of solutions are also offered by various people to resolve it. An appropriate democratic spirit means appeasing dissent through conversation, persuasion, give and take and not by following strict and tough methods which eventually lead to heart-burning, fury and revolution. Through cool talks and conversations, problems and misunderstandings can be resolved and views can be moulded. The attitude of majority is the only popular opinion and not the opinion of entire body of the people. Thus the opinion of the majority may not be called as real Public Opinion as those people who are not involved in the majority may have another view or opinion. Moore, F. H. and Kalupa, F. B. (2004). Pp. 56-60

A. Lawrence Lowell opined that Public is never unanimous. It is in general alienated. When the utmost number of people gives consent to a particular opinion, then only it can
be considered as a Public Opinion. The majority views need to be accepted by any minority willingly as a belief rather than compulsion. Lowell believed that if any minority denies consent, or takes it grudgingly or unwillingly; the prevalent opinion cannot be called as the Public Opinion.

The Public Opinion is a view or an expression framed in mind on the basis of a common belief by a bunch of public on any matter of public importance. It is usually expressed on any controversy, dispute or debate which is concerned to a group of people. The issues like Nuclear Tests, Lokpal Bill, and Corruption, Rising prices or Inflation in India can be quoted as the examples of such controversial issues. Public Opinion is not simply the opinion of majority of the people; it can be the view of significant number of interested persons. Rayudu, C.S. and Balan, K.R. (2001). Pp.46

That opinion is called as a Public Opinion which proposes the well-being of people in general. Thus, the opinion of the majority, when the minority is taken into assurance, is called as Public Opinion. Public Opinion includes 3 basic things: Opinion of the majority, Opinion targeting the good of all and the Opinion approved by the minority. As complete unanimity is the idealistic situation, the above standards provide the best understanding of Public Opinion. Democracy is an alternative word of popular government or public rule. Today, there is a representative democracy in which government is run by the elected representatives of the people. This senate is under the continuous control and influence of the people through pressure of Public Opinion. The opinion of the people regarding the administration and their response towards the government programs and policies are necessary for the survival of any government. Young, K. (1930). Pp. 570-580.

Public Opinion makes the authority and lawmakers persistently accept that they are not masters but they are to serve public. Public Opinion delivers the seeds for the plant of law and order. All state laws stem from the popular will. It is the public opinion that takes a
shape or form of law. **People’s voice is considered as the God’s voice.** If a government do not accept the Public Opinion, there cannot be any stability. Revolts take place. A law against the Public Opinion usually have short life span because people will not obey such law for long. But at the same time, Public Opinion ought to be fair, just and candid. If opinion is unjust or wrong it will prove to be dangerous.

**The basis of word 'Public Opinion' is masked in insignificance.** Similar expression was used by the Greeks and the Romans. The Romans, though, treated consensus as different from present political context. Also, the proverb *"Voxpopuli, Voxdei"* got prevalence during the middle Ages. Machiavelli too, compared the people’s voice with the voice of God. The current meaning of term ‘Public Opinion’ as the agency for conditioning the public policy arrived later into the vocabulary of the European politics through France. Probably, this phrase was first used by Jean Jacques Rousseau on the eve of French Revolution. At present, the literature of democracy suggests the justification of political behaviour in terms of Public Opinion.

**MacIver said that this continuous action of popular opinion is the energy and vigour of democracy."**

Within the field of political theory the premise of Public Opinion has faced a thorough analysis in last few years. Till now, there is no universal accord regarding its meaning or function and in the lack of analytic clarity, it often introduces vagueness rather than clarification. The concept of Public Opinion became popular with the democracy. The policies of the government slowly became the function of opinion rather than that of force, and the liberty, elections and political parties etc. guaranteed by the constitution serve as a means for the expression of the opinion. **Splichal, S. (1999), Pp.53**

The concept of Public Opinion is originated from democratic form of government. The wide ideas on which the theory is fabricated are:
• Related with the fact that the public at a large is interested in government
• It interprets about what public know what it wants
• People have the talent to express what they want
• That the Public's Opinion will be legislated into law.

The majority definitions of Public Opinion are projected to mean one of the 3 things:

1. **A Record of Facts:** By way of record of facts, an opinion means simple statements related to the factual incidents like that of 'India has lifted a ban of supplying arms and weapons to Nepal'.

2. **A Belief:** As a belief, an opinion suggests not only a record of facts but also their estimation. It correlates with a forecast about the future progress of events. The prison term, 'India and Nepal’s relations will be cemented due to this action', exemplify the point.

3. **A Will:** As a will, the opinion means not purely a record and assessment of facts; it also avers an itinerary of action. For example 'India and Nepal will together frame strategy to strengthen their defense against hostile neighboring countries'.

The Public Opinion’s position in a democracy is finally decided by the result of the conflict amid belief and factual thing. Due to subtle manipulation in the opinion framing procedures by interested groups, an essential distinction has taken place nowadays between what is and what people believes. Facts are tainted without any regret, and frequent appeals are made to the blind emotions and biases of the people. The development of corruption of facts becomes widespread when entirely a powerful group or a capitalist regulate the main agencies of opinion-formation like Newspapers and Audio-Visual Media. If government wants to be actually accountable to the value-inclinations of the people, "MacIver perceives that no opinion-group has a dearth of sensible opportunity to find ways through which it can reach the public, devoid of prejudice." Irving, C. (1997), Pp.110.
Role and Responsibility of Print Media in Framing Public Opinion –

Several agencies are responsible in shaping the Public Opinion. The Print Media functions as a sort of connection amid the government and the public. It acquaints the people with the policies and working of the government and also forms public response, constructive or unpleasant and facilitates the government to alter or amend its programs and policies.

The Print Media widely covers the performance of the public servants and officers and keeps a watch on them. The Print Media i.e. Newspapers, Bulletins, Magazines etc., and the Electronic Media, i.e. Radio and Television assist enormously in the configuration of Public Opinion by highlighting the pros and cons of government policies and plans. The Print Media spreads political awareness. Thus it plays a role of an educator and creates a right type of atmosphere where people get a chance to think clearly and then vote thoughtfully to select a right government. If the democracies are to work successfully the information system must be improved; it is the arms, eyes and ears of democracy especially it is apt in reference to Press/ Print Media. Thus, Press/Print Media creates Public Opinion by offering news and views on matters of public importance, by publishing declarations and views of the representatives and the ministers, by reporting the proceedings of parliament, public meetings and conferences. It marks its own comments also. It condemns the wrong policies and offers beneficial suggestions to the government on public matters. Agrawal, S.(1970). Pp.8

Opinions on political issues are gradually formed. The people hardly have any attention in the state affairs or matters. A number of agencies are required to stimulate them. For the facts pertinent to the configuration of public opinion, more or less everyone is dependent on the newspaper. As the Newspapers are accessible at a very low price, their impact in moulding opinion, with the development of mass education, has increased many times. Most of the Newspapers print the particulars of legislative debates, speeches
of distinguished personalities, declarations of governments and political parties. It is not necessary that all of them are political; but the political facts are undoubtedly the best for consumption. Thus, all the Newspapers work hard to gather political news and construct mouth-watering dishes out of them. The demonstration of facts is not the only purpose; their analysis and codification is also done by the Newspapers. Also the government takes note of public reaction through the Newspapers, which additionally play a significant part in maintaining two-way flow of information and opinions. Harlow, R. F. (1976). Pp. 36

The Print Media is, nevertheless, not exempted from defects. Rather, it is recurrently observed that now-a-days the newspapers have only one purpose that they are occupied in the constant task to win the favour of the readers. Thus, all newspapers create their own devotees who worship them on the belief that they deliver the goods to them. Another notable condemnation against the newspapers is that their publishing houses have transformed into big business; and they are predominantly maintained and controlled by the capitalists. The share of factual and objective information is small and despite of formulating balanced opinion, Print Media has attained an amazing control over the Public Opinion, provoking it rather than correcting its defects.

A free press is undoubtedly an indispensible agency for the formation of Public Opinion and the survival of democracy. But now-a-days, it is not an open forum of all shades of opinion and is changed into a device of big business, which is a real danger for the democracy as well as the society. The remedy however, is not governmental interference. To give a government agency power to censor fact and opinion would draw all the power hungry elements in the community into a struggle to get control of the government. Democracy needs press, but the governmental regulations on the press will give rise to the dictatorship. Hence, the solution is the inculcation of sound education that will enable
the people to select the right and reject the wrong. Also self-regulation by Print Media is another alternative. Sardana, C. and Kasbekar, S. (1999). Pp.8-9

To implant the right Public Opinion, the Print Media must be honest, impartial and responsible because it is the wrong reporting that can cause revolutions. Sincere and balanced news combining entertainment with education can effectively highlight social, economic, political and religious conditions and can give concrete solutions and this goes a long way giving proper shape to the half-baked thoughts of the people.

Other Agencies

Electronic Media and Cinema-

Audio-Visual mediums such as Television, Video clips, Documentaries and Films usually play a significant role in framing the Public Opinion as only learned people can read Newspapers and can get influenced. In addition, these mediums are supplementing the entertainment purpose thus; widespread people get attracted to these mediums. Though these mediums are comparatively costly and demand maintenance but now-a-days, the capacity of people has improved. Thus, these mediums may be used as a means of education, entertainment as well as opinion formation.

Also, the Radio is also an effective medium to frame Public Opinion as it is more accessible and cheap in comparison to Television, and Cinema.

Political Parties-

The vital agency for framing the Public Opinion is Political Parties and their strategies to influence public at large. Lowell's frequently quoted phrase says that the parties are brokers of ideas. Every day, they nourish the people with the facts and ideas. Their exclusive purpose is to influence the people as they want the majority in order to make the government. They spread their views efficiently, influence the people of their
constituencies and thus, ensure their government as the opinion of the people forms the back bone of their party policies and the democratic system. It is true that the honesty and utility of these political parties have often been questioned but still the Public Opinion cannot be formed without them.

Public Platforms-

To devise the Public Opinion and inform the people regarding their rights and various other issues, a traditional method is to use the public speeches and platforms. All democratic governments provide its citizens the right to freedom to assemble. The speeches provided in public gathering sometimes leave unforgettable imprint in the minds of the audience. All sorts of rhetorical skills are used to sway the public mind. The eminent political leaders also use this stage to set in motion the progression of public thinking on essential political issues. Grunig, J.E. and Hon, L. (1999), Pp. 128-169.

Educational Institutions –

The educational institutions also play a vital role in the formation of Public Opinion as they provide the base to it. The technique in which students are taught and educated in schools, colleges and universities greatly influences their future life. The ideas developed in the early age conditions a student's outlook. Books communicate knowledge about various issues and they also suggest right and acceptable solutions for them.

Thus the educational institutes prepare the young hearts, and aware them about the distinction between rights and wrong. But sometimes, the method of education that steals from students their open mindedness and infuses number of political and social half-truths is certainly harmful.
Public Meetings

It arouses public interest in political, social and economic issues. Orators teach the people about imperative matters. By public meetings direct communication can be recognized with the public. Pronounced words are extra effective than the written words. In these meetings followers as well as rivals present their views and authenticate them with solid examples and data. Resolutions are approved which reflect the Public Opinion. Political parties present their views to the public through their manifestos, pamphlets and booklets. Party propaganda moulds and even creates public views. Similarly religious associations raise their voice against social evils and this voice is heard immediately because it influences and touches people’s hearts.

Thus, the right Public Opinion is mainly shaped when all agencies, which influence people, work truthfully, neutrally and in a responsible way. Initially, people should be properly educated to discriminate right from wrong and thus they cannot be persuaded or convinced by the oily tongues of influential speakers. Secondly, political equality has no sense without economic equality. A poor man can easily be taken under influence by a clever politician who promises him a fair meal as a poor person cannot think beyond his stomach. He remains uncertain in his mind. Similarly, free and unbiased press, political parties centred on sound principles, enlightened citizenship and moral values of the people are sound tools to form right Public Opinion. Public Opinion can make or mar the governments and can be a forerunner of revolutions. Thus, the significance of Public Opinion is very much evident. Moore, F.H. and Kalupa, F. B. (2004). Pp. 47-50.

There are 3 steps in the configuration of Public Opinion. First is the growth of an issue-based dialogue, then suggested solutions arises and lastly the development of consensus. As soon as a public issue emerges there is normally an initial stage of discussion. The issue is defined and a hope is uttered for its clarification. Later as the discussion continues, the concerned ones express their views on the issue and propose
different solutions through letters, petitions, etc. In a short span of time people pass on to the third stage when opinions begin to take shape and people began to take sides.  


Main features of Public Opinion

Public Opinion is related with the matters which are important for ‘Public’. It is not related with the well-being of specific group of people rather it is for social welfare. Benefit of the society is a vital feature of Public Opinion. Public Opinion arrives after careful understanding and thinking. It is the reasonable interpretation of things. According to Kimball Young an opinion may be rational or based on some belief or it may advance from feeling and emotion. It can also result from the interaction of human minds. Public Opinion is usually based on the culture of a society. Numbers are not required to form Public Opinion. The opinion should be such that minority may not share it but they feel bound to accept it on the basis of cultural beliefs. Public Opinion can be defined as the people’s opinion on any issue for the well-being of the entire community. According to John Dewey (1927) Public Opinion is a decision which is made and entertained by those who constitute the public and deals with public activities.  


Sociological & Theoretical Perspective of Study:

Sociology is the organized study of human society. Dictionary definition of Sociology is ‘Systematic study of society and social interaction’. The word “sociology” has been taken from the Latin word ‘socius meaning companion’ and the Greek word ‘logos’ which means ‘the study of companionship’. Whereas this is a preliminary point for the discipline, sociology is really more multifaceted. It uses various methods to learn a broad variety of subject matter and then to use these studies to the factual world.
One of the important bases of the sociological perspective is the notion that the people and society cannot be separated. One cannot be studied without the other. German sociologist Norbert Elias termed the process of concurrent examination of the behavior of individuals and the society that shapes that conduct figuration. He described it by the example of dancing. Just as there cannot be any dance without the dancers, similarly no dancers exist without the dance. In the absence of dancers, a dance is just an idea of gestures and movement in choreographer’s mind. Without a dance, there is just a crowd of people stirring around a ground. In the same way, there can be no society devoid of the people that make it up, and there can be no individuals who are not supported by the society in which they live.

Theoretical Perspectives of Sociology:-

Social events, interactions, and patterns are studied by Sociologists. They build up theories to describe why anything occurs and what can be the result from its existence or occurrence. Within sociology, a theory is a way to clarify different characteristics of social interactions and to construct or offer testable proposals about society. Allan, K. (2006). Pp. 11-12.

Theories differ depending on the level of the issues they are meant to explain. Big theories, which are called as macro-level, explain large-scale relationships and answer elementary problems like why societies form and why they revolutionize. These theories are nonconcrete and are difficult to test empirically. Sociological theory is continuously budding and cannot be called as complete. Classic theories of sociology are still measured significant and current, but new theories are constructed upon the work of their precursors and are added to them. Calhoun, C.J. (2002). Pp. 34-43.

In sociology, some theories provide wide angles that help to explain various facets of social life. These theories are so famous that they are considered as paradigms.
Paradigms are philosophical and theoretical outlines used in a particular subject to frame theories, generalizations, and the tests are performed in support of them. Some of the paradigms which govern sociological thinking, as they provide functional and appropriate explanations, are Structural Functionalism, Conflict Theory and Symbolic Interactionism.

### Table 1.1 Sociological Theories or Paradigms

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<thead>
<tr>
<th>Paradigms of Sociology</th>
<th>Analysis level</th>
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<tr>
<td>Structural Functionalism</td>
<td>Macro or mid</td>
<td>How each and every part of society works collectively to contribute to the entire society</td>
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<tr>
<td>Conflict Theory</td>
<td>Macro</td>
<td>How dissimilarities contribute to social distinctions and spread differences in power</td>
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<tr>
<td>Symbolic Interactionism</td>
<td>Micro</td>
<td>One-to-one interfaces and dialogues</td>
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**Structural Functionalism Theory:-**

**Functionalism**, also known as Structural Functional Theory, considers society as a structure with unified parts designed to meet the organic and social requirements of individuals who make up to facilitate society. This is one of the oldest and important theories of sociology. In fact, it originated before the sociology developed as an official discipline. It grew from the writings of English philosopher Herbert Spencer, 1820 – 1903, also a renowned biologist who tried to link society to a human body. He argued that just as the different organs of the body work mutually to keep the entire organism in proper function, similarly, the several segments of society work in an organized manner to keep the entire society functioning and regulated. Via parts of society, Spencer means the social institutions like the social, economic and political systems, medical and education system, media, and religion etc. He sustained the similarity by highlighting that societies grow just as the human body or the body of any other living being. Among the key originators of sociology, Emile Durkheim, apply Spencer’s comparison to elucidate
the organization and function of societies and pointed out how they transform and survive over time.

**Emile Durkheim** supposed that earlier, more aboriginal societies were believed to live collectively because the majority of people used to perform same tasks and share values, language, and symbols with each other. They bartered goods and services similarly. Contemporary societies, according to Durkheim, were more complicated. People serve a number of diverse roles in society and their aptitude to carry out their work depends on others being able to carry out theirs. Durkheim's theory perceives society as a complicated system of interconnected parts, operating together to uphold constancy. According to the sociological point of view, the sections of society are inter-reliant and each one influences the others. All these parts work collectively to create a steady condition called **Dynamic Equilibrium. Parsons, T. (1961). Pp. 135**

**Durkheim** was of the view that persons may constitute the society, however to study the society, sociologists go beyond individuals to societal facts. **Social facts** are usually the regulations, ethics, principles, spiritual faith, customs, trends, rituals, and many other cultural rules that regulate social life. **Durkheim, E. (1893).Pp. 45**

Thus, all the social facts serve many roles within a society. For instance, one role of the laws of society might be to defend society from violence, at the same time the other one is to penalize unlawful behavior, while one more is to safeguard public health. The English sociologist Alfred Radcliffe-Brown (1881–1955) clarified that these functions work together to maintain a firm society which was well-ordered by laws that could be exposed though systematic judgment. Similar to Durkheim, he argued that justifications of social interactions should be done at the social level and the needs and requirements of individuals should not be engaged.

Another renowned theorist of Structural Functionalism, **Robert Merton (1910–2003)**, said that social courses frequently have numerous roles. **Manifest Functions** are the
results of those social processes which are sought or predicted, while **Latent Functions** are the unsought consequences. A manifest purpose of college education, for illustration, includes acquiring understanding, making effort for a good career, and searching an excellent job to utilize that education. Hidden meanings of college years suggest familiarizing with new persons, taking part in extra-curricular activities, or even finding a companion or soul-mate. One more latent purpose of education is building an order of employment based on the attained level of education. Latent functions can be beneficial or unsafe. Social processes that have unwanted results for the function of society are usually known as dysfunctions. In the segment of learning, the examples of dysfunction comprise of getting bad grades, absenteeism, dropping out, not graduating, and not searching appropriate employment. **Allan, K. (2006). Pp.128-129**

**Conflict Theory:-**

A different macro-level theory is known as **Conflict Theory**; express the society as a struggle for inadequate resources. **Conflict Theory** perceives that the society is formed of individuals who need to fight for social, political, and material resources like political power, free time, money, accommodation, and entertainment. Social arrangements and organizations like religious groups, governments, and corporations reveal this conflict in their intrinsic inequalities. Some persons and organizations are capable to acquire and keep more assets than others. These "conquerors" make use of their power and influence to uphold their positions in society and to repress the progress of other individuals and groups. **A key founder of sociology, Karl Marx is closely associated with this theory.** Karl Marx concentrated on the economic struggle amid different social classes. While he and Fredrick Engels excellently explained in their Communist Manifesto, “the history of all previously accessible society is the history of struggle of the different classes. Free and slaves, aristocrat and working-class, noble and serf, in one word, ruler and ruled”
Mounting on this basis, *Sociologist Ludwig Gumplowicz* (1838–1909) prolonged on Marx’s thoughts to develop his own translation of conflict theory, and added his knowledge about the development of civilization. In Outlines of Sociology (1884), he argues that the civilizations are created on the foundations of battle and conquest. He believed that cultural and racial conflicts steered by states were recognized and defined by a dominant group that had power over another groups. *Open Stax College (2012). Pp.17*

German Sociologist *Max Weber* supported Marx about the fact that economic dissimilarities of the entrepreneur system were a source of extensive conflict. On the other hand, he differed that the conflict must lead to rebellion and the fall down of capitalism. Max Weber conceived that there were many causes for conflict: in addition to economics, inequalities could occur over political power and social status. The stage of disparities could also be different for diverse groups based on education gender, or race. Till these conflicts remain detached, the system as a whole is not endangered.

*Max Weber* also recognized quite a few aspects that weaken people's reaction to inequality. If the authority of the powerful people was considered as legitimate by those over whom they had power, then conflicts have been less strong. Other moderating factors may be high rates of social flexibility and low rates of class disparity.

German Sociologist, *Georg Simmel (1858–1918)*, explained that conflict can help in the integration and stability of the society. Like Weber, *Simmel* believed that the nature of social conflict was extremely inconstant. The passion and fierceness of the conflict depend upon the emotional participation of the different sides; the degree of harmony among the opposite groups, and if there were clear and limited goals to achieve Simmel also believed that frequent small conflicts would result in less violent than few large conflicts.
Although Simmel explained that conflict alters the involved parties. He proved that groups work to amplify their internal solidarity, centralize power, reduce dissent, and turn out to be less tolerant of those not in the group throughout conflict. Solving conflicts can liberate pressure and aggression and ensures future settlements. More recently, conflict theory had tried to be utilized to explain disparities between groups based on gender or race. Anderson, M.L. and Taylor, H.F. (2009). Pp. 18-20.

Symbolic Interactionism Theory:-

Symbolic Interactionism provides a speculative insight that helps researchers to observe the people’s relations within their community. This perception is focused on the belief that communication or the interchange of meaning through different means is the way through which people understand their social domains. As stated out by Herman and Reynolds (1994), this perspective perceives people as active in determining their world, rather than as entities who are acted upon by society (Herman and Reynolds 1994). This method studies the society and people from a micro-level viewpoint.

Renowned Sociologist George Herbert Mead (1863–1931) is known as the key founders of Symbolic Interactionism, although he did not publish his work on it. His student Herbert Blumer (1900–1987) gathered his work and propagates the theory. Blumer devised the term “Symbolic Interactionism” and recognized its 3 basic grounds:

1. Humans function for things based on the meanings they attribute to those things.
2. The connotation of such things is derivative from, or comes out of, the social communication that people have with each other in the society.
3. These meanings are controlled, and amended through, an explanatory process used by the persons who deal with the things he/she encounters.
Social experts, who use *Symbolic-Interactionism* thinking, search for forms of interaction among individuals. Their study often involves scrutiny of various interfaces. For illustration, a conflict philosopher while studying a political protest may spotlight on class difference, a symbolic interaction theorist will be fascinated in finding how individuals in the opposing group interact, as well as what signs and symbols the demonstrators use to communicate their message. The focus on the significance of symbols in developing a society led sociologists like *Erving Goffman* (1922-1982) to form a technique known as dramaturgical analysis. *Goffman* used theater as equivalence for social interaction and acknowledged that people’s interactions show forms of cultural “scripts.” As it can be not clear that what role a person may play in a particular situation, he or she has to invent his or her role as the condition unfolds. *Allan, K.* (2006). Pp. 128-129.

Studies which use the *Symbolic Interactionism* outlook use qualitative research methods more, such as in-depth interviews or participant surveillance, because they seek to comprehend the symbolic spheres in which research subjects resides.

**Theories of Mass Communication:-**

The changes going on in the Media environment are abundant and swift. Merely few years ago, most people have not at all heard of multimedia or the internet. But in the present times, we are rapidly entering into a newly developed user-active, Multimedia and Communication era.

Researchers for long time have tried to extrapolate a solitary theory, by which it can be explained that how Mass Communication or the different mediums of Media performs its duty. A number of concepts appear good and gain a lot of awareness for some time till a new one approaches. Not a solitary theory entirely explains how everything works. Some
of the theories related to the topic of the study have been discussed below in order to understand the working, functions and process of different mediums of Media.

**Two-Step Flow Theory**

The Two-Step Flow Theory is based on the certainty that it cannot be said to get someone’s message directly to the predictable spectators. For the reason of selectivity problems, communication is facilitated by a filtering procedure. To a certain extent it tries to seek out each of them who want to get their message to, audience as an alternative look for opinion leaders in communal society. It gives the message to them and then they propose to transfer it to those who actually listen to the message. Those audiences are opinion leaders for others and they filter the message down to their supporters.

One of the important illustrations of the opinion leaders in the mass media is a movie critic. The sender of the message here is the team of movie makers who displays the movie to the critic and then he writes a review which others want to read to know about the movie. The assessment will persuade the readers, who finally decide to go or not to watch the picture. Of course, it is considered that the most excellent opinion leaders are people whom people know personally. On such opinion leaders people can depend for the information, they want to know. Therefore one and all can be opinion leaders or followers/listeners in varied situations. The important task of the Mass Media is to identify these opinion leaders and convey their messages through them.

**Gatekeeper Theory**

Imagine that somebody is in charge of a flock of sheep. He receives the sheep in a fenced field and there they have eaten most of the grass. Next to that field is one more field of luscious grass, but it is only fifty percent the size of the present field. If that person allows all the sheep into the fresh field there will not be sufficient grass. Now the person
will have to decide which sheep to permit into the new field. So it stands by the gate that joins the two specific fields and makes decisions. What the person will do then, i.e. he can allow white sheep into the new field or he can permit only the black sheep else he can also plan the spotted sheep or healthy sheep. An intelligent individual should allow the sickly sheep that need the grass foremost and thus that person acts as the gatekeeper who decides the standards.

Gatekeepers in the field of media are also same. They have a large range of information and stories, advertisements, movies, TV shows, songs, etc. So they need to decide which message or story should be appeared in paper, or broadcasted in the Television shows or Radio programs. Newspaper editors, news directors, and related persons in the Media, thus, serve as the Gatekeepers.

**Agenda-Setting Theory**

Which is the latest movie or TV show or which are the most popular or the latest international and national issues are just because of the Media as it sets the agenda or focuses on any issue, things or event. It is responsible for deciding the choices of the people regarding any particular thing by continuous stress on that particular thing. Everybody feels free to assume what they want to assume about the most recent movie, but the fact that they talk about that particular movie is because the Media proved it as significant. The Agenda-Setting theory says that the different mediums of media are good at telling people what or how to think about a particular thing. Either an airplane has crashed or there is a natural disaster such as earthquake in any country. Each person has a perception about it even though it does not affect his life at all and this perception is shaped by media. Thus, Media has the ability to set the choices, thoughts or preferences of the people and play an important role in shaping Public Opinion. An interesting feature of the agenda-setting function is that Editors i.e. the Gatekeepers who makes independent decisions all over the nation each day. But if anybody wants to pick up a copy of the
Rajasthan Patrika, Dainik Bhaskar, DNA, Dainik Navjyoti etc. the same stories will be found on the front page of each one. The information media at times can be fairly homogenous though all their decisions are made autonomously.

**Media Dependency Theory –**

- It is a very popular Communication theory.

- Anticipated by Sandra Ball Rockeach and Melvin De Fleur and it states that every society is entirely reliant on the different mediums of information.

- It proposes an essential association among the Audience, Media and the huge Social System.

- The theory predicts that how all depend on Media information to meet up certain needs and attain certain goals. Thus, it supports the study that Media is helping as an important tool for information dissemination and finally helps in building Public Opinion.

**Hypodermic Needle or Magic Bullet Theory-**

- The theory states the Mass Media has a direct, instant and powerful consequence on its audience.

- Media message like a bullet or needle is fired or injected into the head of passive audience who is straight away influenced by message.

- It also proposes that Media is dangerous means of communicating an idea because the receiver is immobilized to oppose its impact.

- The theory proposes that the power and effect of Media is tempting and thus, it plays an efficient role in influencing people and changing Public Opinion. At the same time, it warns that Media is risky means of communicating an idea as the
receiver cannot oppose its impact, so the information given by Media, whether the source is PR Persons or any other, should be ethical, clear and guide the society.

**Cultivation theory**

- Theory developed by *Prof. George Gerbner, Dean of Annesberg* School of Communication, University of Pennsylvania.

- Formerly it states that Television has long-term effects which are small, gradual, indirect but significant.

- Largely it states that Mass Media shapes the observation of social reality.

- Mass Media cultivate attitudes & values which are previously present in culture; the Media maintain and spread these values.

- Thus, it is an important tool of PR and helps in framing, shaping and changing Public Opinion.

**Social Responsibility Theory**-

- This theory owes its foundation to the initiative of the Hutchin’s Commission on Freedom of the Press in 1947.

- The vital theme of this theory is that Media organizations should not misuse the press freedom to promote the vested interests of the owners and that they should not be governed by profitability at the cost of public interest, social welfare, national security and democracy.

- The people have a right to expect professional excellence and public accountability from the Media organizations.

- Thus, this theory opposes the concept of paid news and misuse of power by Media and even PR organizations. As per the theory, Media has some responsibilities towards society and public, so it should guide the people and help in framing the opinion towards right direction.
Introduction of Current Research Study:-

Background of the Study:-

The role that Print Media has played in nurturing national consciousness and the freedom movement in the country is unforgettable and even after the independence it struggled for national reconstruction and improvement of the social-political and economic conditions of the nation. The Print Media of Rajasthan also, since its evolution in 1849, has been the lighthouse in enlightening the common people and bringing change in their minds. Therefore the Print Media has developed into a “National Institution”. According to Justice P.B. Sawant, former Chairman of Press Council of India, it has become the most important Pillar of democracy and it would not be an exaggeration if we call it the first and foremost pillar of democracy, as it has a power to comment on the three pillars of the democracy i.e. the Executive, the Legislative and the Judiciary. Thus, it has been playing an important role in the survival of democratic system and contributing in framing the Public Opinion.

Today also, the Newspapers are an important means of communication and information dissemination despite of the popularity of Electronic and New Media in the Jaipur city of Rajasthan. Rather the dependence of people on Print Media has been increasing due to its direct connectivity to the people and the age-old authenticity attached to this written medium. Also, advancements in printing technology multiplied its reach to spread information at every nook and corner of the city and even in the remote areas. It has a power to inform, educate and aware the citizens of their rights, their nation and many more important happenings in their vicinity as well as at national and international level. Thus, it is serving as the most significant pillar of the democratic system by enlightening and educating the people as well as ensuring people’s participation in the governing system.
With the growth and increased competition in the state, active PR services also developed here from last two decades in the private as well as government sector which are feeding Print Media with accurate and factual information. Though in Rajasthan, Government PR Department started in 1949 and took the final name of DIPR (Directorate of Information and Public Relations) and started its active working from 1985 but the active and aggressive Public Relations in both the private as well as government sector took its wings around two decades back i.e. from 1990s with the advent of technological advancements, era of commercialisation and competition, and entry of International PR agencies and multi-national companies in the Indian market.

In the present times when the consumers are bombarded with millions of messages, credibility becomes the most valuable factor. Thus, since last two decades, PR Professionals are serving as the most significant source of detailed and authentic information for Print Media of Rajasthan as well. Print Media is serving as a chief vehicle of PR in the dissemination of information and framing Public Opinion.

Consequently, Print Media and Public Relations, collectively influence Public Opinion without which survival of democracy is not possible. It is important to note that PR provides factual and actual information about various plans, programs, products, things and events, which is beneficial for the people of the city. It educates the people, spread awareness among them and most importantly invokes people’s participation in the governing system as well as the management of any organization and the Print Media serves as a tool of PR and spreads the information to the people in an effective way, thus, they both together frames Public Opinion.

A remarkable development has resulted due to the emergence of PR as earlier it was the Print Media only which used to did efforts to collect the information, and then disseminate it. But now-a-days Print Media and PR makes a good combination and facilitating the information and updates to the people. Though PR has its own business
pursuits and interests but still its contribution is also significant and similarly the Print Media ethics and watchdog mechanism are being ignored by some practitioners resulting into the erosion of credibility of the foremost pillar of democracy. But still it is quite evident that now-a-days Print Media and PR make a good combination spreading the information and awareness among the people and finally generates the opinion of the public on important issues.

Thus, by the efforts of 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. Also this generated Public Opinion ensures the success as well as the survival of Print Media as well as PR industry because the entire mechanism of PR and Print Media depends on the response and feedback of the people only. 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, we can say that Print Media, PR and Public Opinion have become trinity in the real terms and their inter-dependence and healthy relationship is necessary for the existence of democracy.

Need of the Study:-

In the present century, Media is having quite a huge impact on the gullible public that comes into its contact every day. The Newspapers are still an important means of communication and information dissemination despite of the popularity of Electronic and New Media. The Press/Print Media has developed into a “National Institution” by playing an important role in the survival of democratic system and in shaping and moulding the Public Opinion.
At the same time PR is gaining popularity in serving as a bridge between an organization and its public. This way Print Media has become an important weapon of Public Relations in creating Public Opinion. The Print Media makes an impact on the public's opinion of an event by helping PR Professionals. Therefore to analyze the importance, role and impact of the Print Media, PR and Public Opinion a proper exploratory and descriptive study of interplay of print media, public relations and public opinion is the necessity of time.

A number of studies have been conducted across the world including India, to find out the working, importance and role of Print Media, Public Opinion and Public Relations by using different performance measures. But no comprehensive study has been conducted to make a detailed and critical study to assess the present scenario and inter-relationship among print media, public relations & public opinion and to study the line of direction for future as well. Hence the present study is to fill this research gap and analyze the interplay of print media, public relations and public opinion.

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. Also many new advance techniques and mediums of communication have emerged subsequently but the role of Print Media in the pre and post- independence era is unforgettable. Thus, the study focuses on the Print Media only i.e. the Newspapers, which have been contributing in the reconstruction of the nation and survival of democracy since independence.

In order to understand the working and role of Print Media, behaviour and strategies of PR Professionals, and their impact on Public in several ways, Survey Method has been selected as the major tool of data collection.

Intensive and Personal Interviews with the industry experts, a Case study of DIPR, Government of Rajasthan and observation and analysis of relevant content of leading
Introduction

Hindi Newspapers of Jaipur city would further help in evaluating the contribution of Print Media in shaping Public Opinion and role of PR in it.

Via this study, an attempt has been made to evaluate the “Interplay of Print Media, Public Relations and Public Opinion with specific reference to Jaipur, Rajasthan from 2005 to 2012.”

Objectives of the Study:-

The main objective of the present study is to explore the “Interplay of Print Media, Public Relations and Public Opinion (An Exploratory Study of Jaipur, Rajasthan) 2005-2012”. Other objectives of the study are -

- To discuss the dependence of people on Print Media.
- To identify the contribution of Public Relations in shaping Public Opinion.
- To analyze the role of PR in molding Public Opinion with the help of Print Media.
- To find out how and up to what extent Print Media obliges PR Persons.
- To analyze the relationship between Print Media Persons and PR Professionals.
- To assess the significance of Print Media, PR and Public Opinion in Democracy
- To find the out credibility attached to Print Media as well as PR
- To explore the interplay of Print Media, Public Relations and Public Opinion.

{The research methods and techniques applied in the current research study are mentioned in chapter 2 titled ‘Research Methodology’}


LITERATURE REVIEW:-

“The literature in every field forms the groundwork upon which all future work will be built”

The study of relevant literature is a critical step to get apparent idea of what has been done, with regard to the problem under current study. Such reviews bring about a deep and clear perspective of the by and large field.

A critical and scholarly effort has been made to go through the related literature and a brief review of the studies related to the current problem is described in this chapter.

1. **Young, Kimball. (1930)** describe the word ‘Public’ generally refer to a large group of people. It is used as synonymous with crowd. The members of the public do not need not to gather at one place. They may be dispersed and do not know each other. As per Anderson and Parker, a Public is that form of group which includes a number of dispersed and non-organized persons who are faced with an issue about which there may be differences in opinion. He considers “Public” as a rather insecurely organized group of people with a general interest.

2. **Bernays, Edward L. (1961)** argued that society would move toward chaos unless Public Relations practitioners “manipulate” (in a good way) the Public Opinion into logical and organized patterns. He stated that over the next thirty years, this perspective would ultimately become the modern definition and the basic role of Public Relations in the society. Bernays introduced the theories which were grounded on propaganda, persuasion and manipulation of consent. This can further be described as the manipulation or engineering of Public Opinion by the use of different mediums of Media. Bernays, being one of the founding father of Public Relations defined it as an effort or an endeavour to influence public
support for any action, institute, organisation or an identity and this support and consent can be gained by the way of persuasive information.

3. **Sharma, D. (1966)** is credited to provide a broad and accurate history of Rajasthan prepared under the orders of the Government of Rajasthan from the earliest times to 1316 A.D. It highlights various periods and different aspects of the civilization of Rajasthan which thrived here during different periods like that of Ahar, Gilund, Ajmer, Bhilwara, Jaipur etc. Also the history of various invaders and rulers has been narrated.

Dr. Dashrath Sharma also mentions the changing phases of socio-economic conditions of the people of the state, their religious beliefs, their customs and way of life. The struggles and fights between various warriors of Rajasthan and the invaders have also been discussed. He stated that the history of Rajasthan presents a splendid story of deeds and heroism and generous sacrifice. The achievements of Bappa Rawal, Rana Sanga, Pratap, Sawai Jai Singh, Durgadas Rathore and the inspirational songs of bravery have always been a part of glorious and golden chapters in the history of the country.

4. **Agrawal, S. (1970)** highlights the increasing consciousness among masses in the national & international affairs. Consequently the Newspaper has become an important means of mass communication. The Press has developed into a national institution by playing an important role in the struggle for independence and in shaping and moulding Public Opinion. It has been a medium of inter-communication between the government and the public. In a democratic set-up of society, the Press or the Print Media, the Government and the People forms a triangle in their relationship. Thus, the emergence of Press has led to the expansion of Public Opinion in India. She points out that any 'democracy' is meaningless and hollow if Public Opinion is not empowered. Following the
elections, the public reposed great hope and trust in the elected representatives to bring a change in the country's scenario and ill-policies. And if the government betray the public trust, side-lining the public opinion, it shows the sheer failure of that democratic set-up.

Hence this book studies the relation of the Press/Print Media with the Government and the Public Opinion but this book does not talk about Public Relations which is serving as a major tool of information dissemination in the present era.

5. Ahuja, and Chhabra, S.S. (1989) mentions the ‘Public Relations’ as that significant branch of Journalism which deals with the activities connected with improving and assessing the relationships. The book deals with establishment of and maintenance of goodwill as well as generation of favourable Public Opinion by the help of various mediums of Media like Print, Electronic, Online, Outdoor Media etc.

Ahuja and Chhabra describe the Public Relations as a branch of Journalism which deals with actions and strategies to improve the relations between an organisation and the public. It vividly elaborates the principles, concept and tools of effective Public Relations in various departments and fields.

6. Sharma, G.N. (1990) in Rajasthan Through the Ages, a volume from Rajasthan State Archives, has covered the social, cultural, religious customs and other features of society of Rajasthan from 1300 to 1761 A.D. The invasions, revolutions and changes took place in the state and society during the medieval period has been mentioned in this book. Along with the description of rulers and aristocrats it highlights the social beliefs, customs, economic condition, cultural achievements of common people and society at large. He also highlights the problems and social evils which were prevalent in the society during that time like
Sati Pratha, Female Infanticide, and discriminating attitude of higher classes towards the downtrodden. It is an attempt to study the detailed history of medieval Rajasthan including wars, aristocracy, political upheavals, achievements, patronage of art and culture, unity and clashes of various cultures and religious beliefs, age old traditions, social structure, condition or status of women, way of living, economic conditions etc.

7. **Mehta, D.S. (1992)** attempts to make a comprehensive survey of Journalism, other means of Mass Media, and Public Relations in India. The role of Press/Print Media in India and its developments have been discussed along with other means of mass communication in India. Mehta points out the issues such as freedom of the Press, Press Laws, and developments in the international regulation of the Media. His book is also a bibliography and a sourcebook of information on advertising codes; accreditation rules for Media representatives and other information on Indian Media and Journalism. He has tried to cover not only all the essential and conventional aspects of Journalism but also Public Relations work. He also laid emphasis on the need of sound Journalistic training and proper knowledge of Public Relations for its practitioners without which they can fall into legal pitfalls as the meaning of communication expands every day. In this book, he has also included a glossary and quotable quotes related to mass communication which gives it a form of practical handbook for the students as well as practitioners of PR and Media.

8. **Grunig, J.E. (1992)** focuses on the general theory and models of Public Relations that explains how the process operates and what distinguishes effective Public Relations programs from ineffective ones. He accepted that Public Relations is a separate field and not a tool of Journalism, Mass Media and Advertising. Thus, Public Relations is a different communication strategy and not an effort to control
damage or for free publicity. His concept of Public Relations is that it means establishing relations to enhance the organisations’ ability and to achieve the goals of an organisation. Two way symmetrical model of Public Relations of Grunig and his colleagues consider Public Relations as an excellent process of enabling dialog between any organisation and its public and to build mutually benefitting and long-term relations. This model suggests the two-way flow of information between an organisation and its public and in this process both the organisation and public perform as a sender as well as a receiver.

9. **Bhatia, M. (1995)** discusses the phenomenal approaches, techniques and strategies of Public Relations in Government with special reference to DIPR-Department of Information and Public Relations, Government of Rajasthan state. She states that Public Relations System in the Government of Rajasthan has evolved and expanded phenomenally during the past four decades. It has successfully built a bridge between the Government and the People.

The working, structure and performance of Government Public Relations since pre-independence era have been discussed. The manner, in which PR serve the people of the state and at the same time, make efforts to establish and improve the image of governing body, has also been tried to analyse. The study states that there are several reasons of the growth of Public Relations in the Rajasthan state and most important is the tendency of increasing participation in the public as well as private administrative systems.

10. **Sardana, C.K. (1995)** has described the trials and tribulations through which PR Practitioners have undergone in the last few decades. He has also discussed the challenges which PR is facing in the new era where PR is no longer an extended limb of the Government. Modern means of communication have shrunk the globe.
The Audio-Visual Media has ended the monopoly of Newspapers and playing an important role in moulding the minds of people.

In this environment, only those who are capable of competing well will survive. Others will just get washed away. This is an opportunity as well as challenge for the Public Relations practitioners. He argues that PR is no more a profession of spin doctors, smartly dressed managers, pied pipers, and party throwers rather it has transformed into a serious, painstaking, challenging and rewarding job.

This book talks about modern means of communication and emergence of Electronic Media over Print Media as the major tool of PR but fails to estimate the impact of Press i.e. the Print Media on PR and People.

11. **Prabhakar, M. & Bhanawat, S. (1997)** explains that Public Relations is progressing in the form of management and human relations science. It is developing in the administrative field, private-public, social and other areas. Its usefulness in establishing link with common people has been accepted. The book highlights the multi-dimensional form and practical aspects of the field. Also the historical background of Public Relations in India and its development in the post-independence period has been discussed. The relation and intimacy between Public Relations Profession and Print Media is also significantly presented by it. The inter-dependence and mutual cooperation between the Print Media Persons and Public Relations Persons is very much required for the proper working and success of both the professions.

12. **Sengupta, S. (1998)** throws light on the basic principles of Public Relations and Communication theories and skills that apply to the professionals and organizations alike. He states that Public Relations is a component of management discipline but even before the emergence of industry, business and government, Public Relations was in practice in people’s daily life. Today the
essentiality of this function is seldom questioned in a time when world suffers from conflicts in which confrontations have displaced communication. As the society continues to become more massive, more impersonal and more segmented, the need for Public Relations grows. The practitioners, individually and collectively, have made progress in improving their competence and in raising the ethical level of their work.

13. **Sardana, C.K. and Kasbekar, S. (1999)** discusses the evolution of Public Relations as a means of public communication and process of PR as a significant way to establish effective communication with people and influence them. They describes that developing Public Opinion in a right direction is the most important work of Public Relations. PR has a power to make and unmake the Public Opinion either by focusing everybody’s attention on it or by side-lining it. It will not be an exaggeration to say that 21st century is the century of Public Relations and its importance will continue to increase with the time. The present day organisations need to define the Public Relations as their basic mantra to perform their work. They also suggested that there are ample of opportunities and scope in the field of Public Relations.

14. **Pitalia, R. (2000)** discusses in detail the founders and propagators of Hindi Journalism of India. Since the evolution of first Newspaper in India in 1780, and first Hindi Newspaper of India in 1826, the revolutionary period of national awareness, construction, and social reformation began. The social reformers like Raja Rammohan Roy, Yugal Kishore Shukla, national leaders like Gandhi, Tilak and propagators of Indian reformation like Bhartendu Harishchandra gave a new direction to Hindi Journalism and freedom struggle of India. Many national leaders, journalists and freedom fighters participated in this awareness movement and used the power of pen to awaken the common people of the country and
remove the problems of the society. In the independent India, these Newspapers spread the wave of political consciousness also.

15. Rayudu, C.S. and Balan, K.R. (2001) has made an attempt to discover and communicate the kaleidoscopic facets of Public Relations so that the profession could be understood to mean that it is not a servant of any profession but it is a profession by itself like Engineering, Medicine, Accountancy, Marketing etc. It touches on the “know-how” and “do how” of the Public Relations as well as of the Communications.

He also dismisses the notion that Public Relations is not an advertising and publicity, not a business to get dressed up attractively and woo the public for personal gains. He called the Public Relation Persons as ‘conmen’ i.e. the contact men and go-betweens. Also Public Relations is compared with a powerful lamp in the dark theatre which can make a better impression of the faces of audience and other things in the theatre. He says that mutual understanding is the core of Public Relations. Public Relations services enable the organisations to win friends, to influences people, to persuade people for gaining goodwill and mutual understanding.

16. Prabhakar, M. and Bhanawat, S. (2001) analyses the changing scenario, current trends and breath-taking developments in the various forms of mass communication in the 20th century. The book states that the growth of Media with galloping speed has caused significant changes in the life style, and social behaviour of the people. It also deals with the related fields of PR, changing scenario in India and its developments.

It highlights that the realm of Media has observed many changes during the past two decades. On one hand, there has been an explosion of information due to the rapid growth of different means of communication and on the other side; this
information explosion has resulted into serious threat and challenge to the Indian social-cultural structure. Thus, this development has served the society in many ways but at the same time, raised many ethical concerns which need to be addressed.

17. Prasad, S. (2001) focuses on the problems which are floating in our society like icebergs and are very much dangerous, and powerful that they can wreck several “Titanic’s” i.e. Social, Political, Economic and other major foundations of our society. Thus, these problems are serious threats to our civil society. The Media which is playing a pioneering role in encouraging and reinforcing the unity, integrity and oneness in the Indian society which is full of social, religious and linguistic diversities. Thus, it can play a decisive role in solving these problems of civil society and preserving its values, which are a foundation of democracy. At the same time, the Government and Administrative bodies are functioning to uphold the law, social and moral values and unity of the nation. The book has discussed many emerging threats like terrorism, violence, women exploitation, crimes against women and other tensions and transformations.

18. Agarwal, V.B. and Gupta, V.S. (2002) mentions the exponential development in Media industry, particularly in the Electronic and Online Communication and highlights the swift advances in communication technology which have crucial impact on the contemporary society. This development has focussed widespread interest in this area of study; and is reflected in the increasing number of courses, and also the number of students joining such courses, started by several institutions and universities in the country.

The book has been divided in six sections including Origin and Development of Mass Communication, Theories and Indian Communication Landscape, Developments in the Print Media, Electronics Media, Media Management
Introduction

Strategies, Public Relations and Advertising. It discusses the different mediums of communication, their origin and development in the different phases. Also it throws light on the two important variables of the current study i.e. the Print Media and Public Relations Industry and talks about their contribution, functions and features in detail.

19. **Prabhakar, M. and Bhanawat, S. (2002)** compiled various aspects of Indian sub-continent through this work which comprises of geographical, economical, judicial, and socio-cultural background. It also highlights the contemporary social, economic and political problems of the country. Along with the features and qualities of Indian democratic state and constitution of the country, it also describes the diverse aspects of the society with both positive and negative points. The economic progress of the country in the field of industries, transportation, trade and business has been discussed on one hand and at the same time, the problems and pressures of Indian economy have been mentioned.

20. **Nair, R. (2003)** states that during the past several decades of Independent India, an effective and influential organization of democracy or democratic set-up i.e. the Press has developed with a fast pace. It has become an important part of administrative process. Former Chairman of Press Council of India, Justice P.B. Sawant also said that ‘Media has become the most important institution of our country, even it can comment on three pillars of the democracy i.e. the Executive, the Legislative and the Judiciary. It has a power to control and influence the Public Opinion but at the same time it needs to be regulated properly. Its strength, freedom and powers should not be misused otherwise its credibility and importance will soon diminish.

21. **Moore, F.H. and Kalupa, F.B. (2004)** opines that today the demand and need for professional public relations services is increasing at great pace. Its function has
become better understood and fully accepted over the years both by the management and the public. Hence, its professionals have acquired greater responsibility, respectability and accountability in all the spheres. Moore and Kalupa, have highlighted the principles, cases, problems and growing needs of the Public Relations through this volume. They affirmed the acceptance of Public Relations in both the business and the society, which is in contrast to earlier days.

The recent developments and current communication revolution will advance Public Relations to an extent unrealized today. This book deals with Public Relations and its developments but do not specify how PR is affecting people and changing their mind-sets.

22. **Sharma, D.(2004)** states that Public Relations is fast emerging as a separate management discipline, distinct from management, mass communication and Journalism. It is playing an important role in our society by the management of information and appropriate use of communication. Today PR has emerged as a separate profession but at the same time, it is closely connected to the management and is called as a significant tool of management in the current era of globalization which needs to expand itself every day by the help of effective PR services and counseling.

Along with the definitions, functions, developments in the field of Public Relations, the book covers the key elements of PR such as Public Speaking, Effective Communication Strategies, Relations with the Media, Advertising, Barriers in Effective Communication, Crisis Public Relations and other emerging aspects of Public Relations. He also states that despite of the growth of the industry, it is observed that common people still do not know about the industry and so it is still premature in India.
23. **Bhanawat, S. (2005)** highlights the origin of Indian Press or Print Media and its contribution in the freedom struggle as well as the reform movements and social development in the pre-independence era. He points out the role of Hindi Print Media in the national reconstruction process as well in the state of Rajasthan after Indian Independence. He states that Journalism or Print Media has a special importance in democracy as people are always curious to know about the developments or happenings in their nearby areas. The area of Journalism has expanded a lot and today Newspapers have become an inseparable part of our daily routine. The Newspapers, certainly, helps us to understand the different sections, beliefs and problems of the society in appropriate manner.

He also discusses other mediums of communication in India since the ancient times. The current research would add the impact of this fast emerging industry on the people who are the foundation stone for success of any industry or organization in a democratic country like India.

24. **Prabhakar, M. (2006)** highlights various issues relating to PR, its role, needs, various aspects, innovations in PR, building PR mechanism in different sectors and so on. It states that the world has accepted the importance of Public Relations as a modern management tool and public relations experts occupy a very important position in management of organizations but we have yet to develop expertise in Public Relations and go a long way to establish it in complete terms. It says that Public Relations as well as Indian Media are playing a noteworthy role in the economic development of the nation and projecting the image of confident India on the stage of the world.
Dr. Prabhakar also included the extracts of 18th National Conference of PRSI organized in Jaipur in the Year 1995. The publication includes the articles of Media and PR industry experts

25. **Thussu, D.K. (2007)** argue that there is a fierce competition among multiplying news networks for ratings and the advertising has provoked them to provide news in an entertaining manner and in more appealing ways. Broadcasters have modified their news operations to retain their viewers or to acquire new ones. ‘In the process, symbiotic relationship between the news and news formats of current affairs and factual entertainment genres, such as reality TV, documentaries etc. has developed, which are on one hand, more entertaining, interesting and informative but on the other hand, blurring the boundaries between news and the entertainment. Also, it is challenging the credibility of the news.

26. **White, C. and Park, J. (Nov2010)** states that Public Relations has been portrayed in the Media in a constantly negative manner over several decades, providing images that may become part of public perceptions. Perceptions about Public Relations affect the perceived credibility of the profession and influence whether people see it as valuable to society or not.

Second-level Agenda setting and Cultivation theories purport that Mass Media contribute to beliefs about social reality by creating a cumulative, general consciousness upon which assumptions and judgments are based, suggesting that public perceptions about Public Relations would match media portrayal. Results of a telephone survey found public relations are perceived more positively than media portrayal suggests. Respondents viewed Public Relations as an important activity that benefits society by providing information and disagree that it is damage control, an attempt to hide or disguise something, or a non-substantive
activity. However, Public Relations is associated with publicity, media relations, and the attempt of an organization to advance its own agenda.

27. **Kelly, R.A. (2010)** states that Public Relations in the first place is to change the behavior of certain groups of people who are important to the organization. The article highlights the importance of the PR in the new millennium. It says that success springs from the fundamental premise of Public Relations: people act on their own perception of the facts, and those perceptions lead to behaviors about which something can be done. When Public Relations creates changes or reinforces that opinion by reaching, persuading and moving-to-desired-action of those people whose behaviors affect the organization, the Public Relations effort is an achievement.

28. **Blake, M. (2010)** says that positioning a company as a market leader and measurably increasing media visibility is what successful PR is all about in the challenging times of economic downturn and unstable economy. Thus, for effective Public Relations, it is necessary to maintain good relations with the Media persons. Also, a strategic Public Relations campaign can strengthen a company's position and competitive edge during a weak economy. According to Miller, among the most effective Public Relations practices used by successful companies is “Thought Leadership”. Thought leadership is the art of communicating a strategic vision to others in an informative and convincing way.

29. **Patil, D.M. (2011)** studies the significance and role of Print Media in the development of the country and also in the development communication. He concentrates on the strengths of this traditional medium since the Indian independence struggle, and then its efforts in the social reformation and national construction in the post-independence era with the help of its commitment and dedication towards public service. The role, various Newspapers played in India
is unforgettable and even today they are educating and informing the different sections of the society and will continue to serve the society in the future too. He discussed the solid competition being faced by Print Media from the Electronic and New Media technologies.

30. Gupta, B.R. (1997) throws light on various aspects of mass communication and different theories of mass communication which helps in the study of Mass Media and assists in understanding the media working and significance. These theories provide criteria by which media performance should be judged in the society. These theories mainly express ideas of how the Media ought to or can be expected to, operate under a prevailing set of conditions and values.

31. Das, N.K. (2003) talks about the trend of diversity, union and diffusion of cultural practices and religious faiths in the Indian social system. It highlights a firm balancing between cultural diversity and syncretism pervading the foundation of Indian Civilization. The book throws light on ancient Indian philosophy and the place of Vedas in Hindu mind especially the Rig Veda and caste system and discusses other developments of Indian society.

32. Sharma, P. (2006) has described the history of Rajasthan state from the Palaeolithic age, Neolithic age till 1956 i.e. the unification of Rajasthan. He discusses the historical sources and ancient civilizations of Rajasthan, origin of Rajputs and their culture, origin of Gurjars, Guhils, expansion of Muslim empire, courageous rulers of Mewar like Maharana Kumbha and Pratap and the advent of British rule. It throws light on the social and economic problems of the people of Rajasthan especially the labour class during the reign of Rajput rulers as well as British Empire. It also throws light on the brighter aspects i.e. the patronage to architecture, paintings, literature and art during the Mughals and expansion of education and political awareness at the time of British rule.
33. **Guruswamy, S. (2007)** examines the plight of a girl child and woman in Indian context and also studies the Indian social structure and society with reference to the views of Sociologists and Anthropologists. He quoted many examples also highlighting the problems of Indian women and girls in different states of the country with special reference to Punjab, Rajasthan and Bengal region. Number of social and religious evils and orthodoxies has been the cause of struggle for this fairer sex in the social system, moreover the economic disparities and problems have added to their dilemma.

34. **Baskin O., Aronoff C. and Lattimore, D. (1997)** talks about the function of Public Relations Persons and their participation in decision making. It highlights on the increasing importance of the role of communications within organizations. It says that the organisation is indirectly serving its own interest; hence PR has what is called “**Enlightened Self –Interest**”.

35. **Dinan, W. and Miller, D. (2007)** brings together the thoughts of leading activists and writers regarding the PR techniques and secrets of PR trade. It says that Public Relations Industry is not just about celebrity gossip, deception and dirty tricks at the public’s expense. The book highlights that whenever truth is not communicated to the public, it results into disasters.

36. **Chakravarty, S. (1997)** believes that the Newspapers and Journals have proved that Satellite Television and the Tele-Communication revolution have actually substantiated and reinforced the permanence of the printed word. The present publication serves to profile the international perspectives of the Press and the Media in a reading for students and scribes, mass media professionals as well as journalists.

37. **Verma, K.P. (2008)** advocates that Public Relations has taken a form of a specialized technical profession and with the development in the various means of
communication, the responsibility of Public Relations Persons is increasing as they are required to utilize these mediums effectively and towards the right direction. Thus, the expectations from Public Relations Professionals are growing. On one hand they need to equip themselves with the strategies and activities of management and administration and on the other hand, they are likely to address the social and developmental issues in order to win the people. He also suggested that in this time of information explosion, where the world has transformed into a global village, Public Relations will have to prove itself by the way of truth and transparency.

38. Bhalla, L.R. (2012) has brought together all the facts, and features related to Rajasthan state such as social system, customs and traditions, religious beliefs, culture, art, language, architect, literature etc. He also throws light on the history of Rajasthan state, its connection with ancient civilizations, social movements and freedom struggle. While focussing on the glorious past of the state, he says that the history of Rajasthan state is as ancient as that of the history of India. The medieval period which was considered as rich in culture, art and architecture also bolstered number of complications in the society with the advent of number of invaders and emergence of complications in the castes, rituals and other beliefs of the society. The pre and post- independence era was also full of upheavals in terms of social changes and reformation.

Conclusion of Literature Review- An inspection of what is previously available on the subject has given an insight to the kaleidoscopic facet of Public Relations so that the profession and its importance could be understood in real terms. The review of literature also brings into light the fact that the Media has developed into a national institution and playing an important role in shaping and molding Public Opinion by the help of PR. The review reveals that the Media is serving as a major tool of PR and is directly or indirectly
influencing public at large. It also states that PR is gaining popularity as it is a medium of inter-communication between government and people, organization and its public or any other institution and its stakeholders. Since the study focuses on the popularity of Press & Public Relations, the review helps us understand the growth of the Media industry as well as Public Relations industry. Also, the review of literature highlights the fact that the Public Opinion is the backbone of the democracy without which any industry, organization or government cannot think to run productively.

Also it can be concluded that though all the books, articles, research papers studied under review have given information regarding the topic of the study but the topic taken for this research study is innovative and has not been studied till date.
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