Indian Society – Past and Present

India is the world’s largest democracy with more than 5000 years old civilization and is considered as a garland of diverse cultures, values, traditions, religions and languages. It is also rich from the point of view of natural resources and favourable living conditions, which have been attracting people of different origins and cultures to this subcontinent.

Powerful kingdoms, strong dynasties, and glorious heritage has always been fascinating the different communities, as a result of which, India has become a country with the diverse population with different beliefs, cultures, languages, tastes and lifestyle. At the same time, ‘Unity in Diversity’ is its distinctive feature. Foreign invasions, migration from various parts of the globe, presence of diverse culture, languages and religions have made India tolerant, flexible; on the other hand, it is continuing its unique legacy and rich culture.

Indian civilization is adorned with mixed character from the beginning. This pluralistic and combined ethos of Indian civilization started developing during Vedic period and was complemented with the rise of Buddhism, Jainism and further strengthened during the medieval era which witnessed the entry of Islam, Sikh, Rajput and Mughal dynasties.

Aryan religious and social beliefs and practices, described in their religious literature, particularly their Vedas, were profusely immersed in the Indian society and culture and are still followed. Vedas means “Knowledge”, they are the ancient texts written in Sanskrit. There are four Vedas:

1. The Rig Veda: contains hymns about their mythology.
2. The Sama Veda: consists mainly of hymns about religious rituals.
3. The Yajur Veda: contains instructions for religious rituals.
4. The Atharva Veda: consists of spells against enemies, sorcerers, and diseases.
Each Veda was further divided into two sections:

- **The Samhita**: mantras or hymns in praise of various deities.
- **The Brahmanas**: instructions for religious rituals.

The Aryan pantheon is described in great detail in the Rig Veda; however, Aryan religious practices and deities are not always uniformly described in these sacred texts, since the Aryans themselves were not a homogenous group. While spreading through the Indian subcontinent, it is probable that their initial religious beliefs and practices were shaped by the absorption of local religious traditions and culture. **Dasgupta, S. (1922).** Pp.13-14

The original Varna system was flexible and caste was assigned not on the basis of birth but as per the aptitude and choice of work. The Rig Veda says that all human beings have a single ancestor. Thus, a Brahmin could be a shudra or a shudra can work as a Brahmin after attaining knowledge but later untouchability and inequality entered and determination of caste started to be based on birth.

The caste system survived for over two millennia, becoming one of the basic features of traditional Hindu society. Even though the caste system was opposed by many, but it was not outlawed until modern times, by legislation restricting from the Constitution of India (1950). **Chaurasia, R.S.(2008).** Pp.29-35

Aryans developed Hinduism in India as a primary religion, Sanskrit as a main language and Varna System as a standardized social system and thus, Indian culture is deeply based on Hinduism but later in the ancient and medieval period, various religions developed here like Jainism, Buddhism and Sikhism, which had brought religious revolution and changes in Indian scenario. **Prabhakar, M. and Bhanawat, S.(2002).** Pp.76
Also, other religions like Islam, Christianity, Zoroastrianism and Judaism came through foreign invaders, immigrants and traders in India and thrived here. Later the number of sects, and branches added to all these religions giving India a form of collective society. Also, throughout the country, the regional differences are many, from north to south and east to west, in their culture, society, language, lifestyle, food etc.

Besides being home to many castes and sub castes, religions and cultures, India is a multi-lingual and multi-ethnic country. The total number of mother tongues returned in 1961 and 1971 censuses was around 3,000, in 1981 around 7,000 and in 1991, it was more than 10,000. *Das, N.K. (2003). 295-324*

Thus, despite of the ethnic, linguistic, religious, regional, economic, social and cultural diversities, Indian society provides the perfect example of assimilation and acceptance and enjoys social harmony and order.

This process of synthesis and integration has been widespread in the pan-Indian civilization. The ethnic diversity, linguistic multiplicity, fusions, and variations as well as synthesis in social customs, behavioral patterns, beliefs and rituals have been on one hand enriching the Indian Culture but on the other hand, complicating it as we see the communalism, racial discrimination, caste system, religious staunchness and social orthodoxies appeared in the scenario and got rigid with the time.

**Present Scenario of Indian Society:-**

*Today, India is shining. Perhaps no other country in the world has a culture quite as unique, varied, ancient and multifaceted as we have in India. We are a bouquet of so many cultures, languages, religions, traditions and values.*

In the 20th century India, both society and population have changed. India is experiencing several processes of change, such as demographic transition,
industrialization and urbanization, skill development, social mobility, legal changes and greater assertion of autonomy. Also, the effects of ‘Globalization’ and ‘Glocalization’ are very significant. Globalization is economic and Glocalization is cultural. The former concept refers to free flow of labour and capital across international borders, and the latter refers to spread of the cultures across the globe. Glocalization has given rise to new meanings of tradition and modernity.

Although Lee (1994) defined Glocalization as the duplication of modernity for the spread of commodity forms in local cultures, it cannot be secluded from the replacement of thought categories in the process of commodity Glocalization. Sharma, A.K. (2012).

These changes comprise of both functions and dysfunctions. The positive developments includes - opening of demographic window (due to decline in the birth rate, lower life expectancy in old age, and progression of baby boom children); progress in literacy rate; rapid expansion of education at all levels; increased flow of labor, capital and technology across international borders with immigrants sending a significant part of remittances; increased productivity of service and industrial sectors; infrastructure development; promotion of tourism; new opportunities in abroad due to aging of industrialized economies; some empowerment of women; and new ideas of equality and justice. Among the dysfunctions are: environmental degradation; reduction among the agricultural labourers and artisans; rising disparities; religious and community prejudices promoted by leaders, media and market; trafficking of women and children; a large number of cases of female foeticide; violence against women; etc.

As we deeply look inside the Indian society, its existing social problems are on increase. Gender discrimination continues to be an enormous problem within Indian society. Additionally, only 65.46 % of Indian women are literate as compared to 82.14 % of men. (India Census 2011)
Women receive little schooling and also suffer from unfair and biased inheritance and divorce laws. The vibrant Punjab that had ushered in the green revolution is today living in a dazed stupor as 67 per cent of its rural household has at least one drug addict.” This had led to domestic violence, divorce and death of males which make the life of women horrible. 50 per cent of the widows in India are over 50 years of age. Many widows are blamed for their husband's death. Widows suffer multiple oppressions in India—economic, social, "worthless and invisible" status. Indian Express (October 13, 2012)

In Indian society, female foeticide has been a burning social problem since years. The girl child in India is treated right from her birth as an additional burden, an extra mouth to feed, a liability and another man’s property. The son is regarded as necessary in Indian society in order to continue the generation of father and so, many prayers and lavish offerings are made in the hope of having a male child. Modern medical technology is being used today in the service of such religious and social practices undervaluing the women and girls. Article 21 of the Indian Constitution provides the life and liberty of every person as it says that each girl has a right to be born and she cannot be aborted, and has equal rights to remain alive. Also the right to childhood and healthy family environment is being guaranteed but these rights are still not being provided to the Indian women and girls in complete terms even after more than 60 years of attainment of independence.

One of the great achievements of India is the free and vibrant Press. It has been serving as a backbone of democracy. Tyranny and dictatorship develops with the suppression of information and seizing of information exchange. The survival and blossoming of Indian democracy is indebted to the freedom and vigour of Press, which has been serving the people over the years.
History of Rajasthan

History of Rajasthan state is as ancient as that of the history of India. The culture, art and architecture, and festivals of Rajasthan are considered as the heart of India. The Kali Banga civilization of Rajasthan, which is the oldest civilization of the state, is contemporary of the world’s oldest civilization i.e. The Indus Valley Civilization. According to Rig Veda, there was river Drishdwati on the east of Ganganagar district of Rajasthan and river Saraswati on western border and at that time it was called as ‘Brahmavarta’. Both the rivers are the most important sites of Kalibanga Civilization.

The other sites of Indus Valley civilization includes Sothi civilization near Bikaner, Ahar civilization at the border of Udaipur, Hanumangarh in the valley of the Saraswati and the Drishdwati, Bairath near Jaipur, Ganeshwar near NeemKa Thana, Khedla near Jaisalmer, Gilund and Balathal in Udaipur and Nooh in Bhartapur. The relics and ruins found at these sites prove that the people of this ancient township had the knowledge of good art and architecture, agriculture and were much advanced in terms of sanitary and public health systems. Bhalla, A.R. (2012). Pp. 203-204

Then Aryans came here and settled in the various regions of Rajasthan. They performed Yajnas, sacrifices and worshipped the nature gods and composed Mantras and performed other holy practices in order to get salvation which later became the base of Hindu culture throughout the country. In the Epic age i.e. the Mahabharat era, many parts of Rajasthan like Viratnagar, Marudesh, Avanti and Matsya etc. were the part of the empire of Pandavas, who were skilled in war-techniques and other arts. Then came the period of “Republic Jana Padas” and during this period, along with Brahmanism, Jainism and Buddhism became popular. It was a period of social reformation and change as the barriers of caste system were being broken. They highlighted the complex rituals present in the Hindu society at that time and propagated that all the people are equal and not to be discriminated on the basis of gender and castes.
Then the Mauryans, Sakas, Kusanas, the Guptas and the Hunas ruled here. The rise of Rajputs is considered from 7th century AD. Many foreign historians like Col. Tod, and Brooks etc. said that the Rajputs belonged to the central Asia and were Scythians whereas some others considered their origin from the foreign castes like Hunas, Kushanas, Gurjars etc. But the Indian historians like Dr. G.H. Ojha, Dr. Dashrath Sharma and Dr. G.N. Sharma concluded that the Rajputs were the descendants of Vedic Kshatriyas.

Thus, in Ancient times, Rajasthan witnessed migration of many tribes from all over India and also faced foreign tribes and invasions which led to the synthesis of many cultures, and art forms. At the same time, it is evident that all the foreign tribes and races which settled here accepted the social conduct and structure of Hindu races of Rajasthan and intermingled with the original Hindu tribes of Rajasthan but they comprised of various sects, cults, castes and communities which resulted into the complexities in the Hinduism and Hindu society. Bhalla, A.R. (2012). Pp. 209-211

Social Scenario and Problems

The majority of population in Rajasthan was Hindu and the social system of Rajasthan was based on Vedic and Pauranic traditions and customs. The Varna system of Vedic period later got transformed into caste system. Earlier the Varna system was based on aptitude but later it got distorted and based only on birth which gave rise to many social problems. Thus, the discrimination, differences, untouchability, slave system and religious evils started getting rigid in the society. The Eklinga Inscription of Vikram Samwat 1545 (1488 A.D.) states that the higher classes must not show any favor to the ‘Chandals’ (lower class people who were considered as untouchables) or give them anything in charity. This clearly depicts the discriminating attitude of higher classes towards the downtrodden. Sharma, G.N. (1990).Pp. 256
The lower sections of the society became the puppets in the hands of upper classes. Brahmanism was getting significant as the highest of all the Varna and various ‘Karma-Kanda’ i.e. rituals and rites entered. Though in the ancient period with the emergence of Jainism and Buddhism, and through Bhakti Movement in the medieval period, religious reforms took place in the society. The then social and religious reformers taught the people in their folk languages to put emphasis on simple devotion and to ignore the complicated social rituals and rites. The local saints of Rajasthan like Bhakta Dhannaji, Saint Peepaji, Jambhoji, Dadu Dayal, Saint Jasnath, Bhakta Shiromani Meerabai etc. also tried to remove these religious and social evils. But still the evils in the name of religion like animal sacrifices, idol worship, Karma-Kanda and other social discriminations and superstitions flourished in Rajasthan in the ancient and the medieval period.

The literature and inscription of the ancient and medieval period indicate the presence of Sati Pratha at that time. In 501 A.D. wife of Senapati Gopraj, who got killed in war against Hunas, committed Sati. Ghatiyala Inscription of 810 A.D. proves that the wife of Rajput ruler (Saamant) Raanuk sat on the burning pyre of his husband. Then the wives and female servants of famous rulers of Rajasthan – Pratap, Bika, Maldev, Jaswantsingh, Bhimsinghetc also committed Sati. In 1680, after the war of Medata and Chittor, thousands of women observed this pratha. Even Jauhar was also similarly prevalent in the royal families of the warriors and rulers. In 1301, at the time of attack of Allaudin Khilji on Ranthambore ruler Hameer, thousands of women of the palace did Jauhar. Jauhar by the queens and other ladies of Chittor during the time of Akhbar is very much known. All these instances show the pitiable condition of women at that time, who were forced to die after the death of their husbands and rulers. Mathur, K.C. and Mathur, B.L.(2003). Pp.15

Later with the coming of invaders like Turks and Mughals, evils against women like Purdah Pratha, Sati Pratha, Jauhar, etc. increased. Earlier the Rajput women folk used to
perform these in order to protect their chastity but later it took an evil form and the women were forced to die to commit Sati or Jauhar. The Kings, courtiers, nobles, and members of wealthier classes had a number of wives which resulted in intrigues, unhappiness and misery in such households. Thus, Polygamy was also adding to the woes of the women. The condition of widows was quite miserable. She had to follow a very simple way of life with several restrictions imposed on her and was considered inauspicious and was prohibited from attending even the family festivals. Sharma, G.N. (1990). Pp. 274

To avoid the scornful and miserable life the widows used to prefer to burn themselves on the pyre of their husbands. Gradually this system became forceful tradition where social and religious practices compelled every widow to follow this practice. Sharma, G.N. (1990). Pp. 280

The inequality, Das Pratha, blind faith in age-old superstitions, addiction of liquor, gambling, tobacco, human trade etc. deteriorated the condition of weaker sections of the society. Education and the availability of other basic facilities had a negligible role.

In Modern period, in the princely states and British territory too, the society of Rajasthan was in the clutches of superstitions and social evils. Child marriage, dowry, death feasts, prohibition of widow remarriage, purdah pratha, sati pratha, exploitation of farmers by feudal lords and rulers, land taxes, bonded laborers, and atrocities against girls and women in the society, animal sacrifices were prevalent. Bhalla, A.R. (2012). Pp. 256-257

The heinous crimes of branding a woman as a ‘witch or dakan’ and killing of girl infants were very much in practice at that time. Dakan pratha was most prevalent in the Mewar during British period. At one instance, in 1853, a Mewar Bheel Core soldier killed a lady whom people declared a ‘Dakan’. Sharma, P. (2006). Pp. 525
Prostitution and sale-purchase of women was also widespread in Rajasthan. It was more prevalent in Kota, Pachbhadra and Dholpur were the chief centres of this trade. Though, by the end of 19th century, this trade lost its validity but prostitution still exists in the red light areas in the pockets of the cities. Even after independence, the problems of people of Rajasthan could not be solved. People were still confronting various social, cultural, political and economic complications. Child marriage continued to be practiced and was considered as an age-old tradition particularly around Hindu holy day of ‘Akshaya Tritiya’ (Akhaa Teej in Rajasthani). Even the newly born babies were married on this occasion considering it an auspicious one. In 1929, Harbilas Sarda of Ajmer got the child marriage restrained act passed. It is called as Sarda Act but still this evil is in practice. 


Sati Pratha, which was declared illegal long back in 1829 by the efforts of Raja Ram Mohan Roy, is still prevalent. A very famous case of Roop Kanwar of Deorala, Rajasthan, in the year 1987 clearly shows the existence of this practice in the present times. Though after this incident, additional legislation was passed against the glorification of this act by the state government and then by central government too. But still, such cases are witnessed even today. A News published in Times of India, on 16th August, 2009 – ‘Why Sati is Still a Burning Issue’ covered the attempt of sati by 60 year old Sharbati Bai of Sikar district of Rajasthan shows that people still believe in this ritual. 

Times of India (August 16, 2009)²

Caste discrimination and misbehavior with ‘Shudra’ or ‘Harijan’ was also dominant in the state. Many instances of not allowing them to take drinking water from common ponds or wells or prohibiting them in the temples and common places were observed. Female infanticide was also very common and poverty was the main reason behind this evil. In a story published in Times of India by Yaswant Raj, a baraat came after 110

Social reforms and cultural Renaissance started with the beginning of modern period in India and even Rajasthan could not remain untouched from the 19th century renaissance and reforms. Social reformers like Swami Dayanand Saraswati worked for the upliftment of the untouchables, female education and literacy as well as equal rights to the males and females of all the classes in the society. He gave a call to the people to ‘Go Back to The Vedas’. Arya Samaj also supported widow remarriage. Srivastava, R.P. (2007). Pp. 50


Thus, during the British period, the expansion in education, evolution of press, and introduction of new means of transport and communication became the wheels of social change and awakening. Jai Narayan Vyas, Swami Vivekananda, Shyamji Krishna Verma and Mahadeo Govind Ranade, Vijay Singh Pathik were the reformers who encouraged education, removal of social evils and development in the state.

Western education was initiated in the state in 1818 with English schools at Ajmer, Pushkar and Bhinai. Birla family started education trust at Pilani and in 1875 Mayo college, Ajmer by Lord Mayo was founded to educate the princess of the ruling families. The Christian mission established missionary educational institutions in Jaipur, Jodhpur, Alwar, Kota and other cities. Srivastava, R.P. (2007). Pp.51

In 1866, schools to provide education to women were opened in Jaipur, Udaipur and Bharatpur. Under the impact of Arya Samaj also, various schools for girls were established like Shri Mathura Prasad Gulab Devi Arya Kanya Pathshala in Ajmer (1898), Shrimati Godavari Kanya Pathshala in Byawar, Arya Putri Pathshala in Sujangarh etc. Sharma, K. and Vyas, P. (2011).Pp.481
All these efforts resulted into the awakening of ignorant masses and social reformation in the state of Rajasthan. The independence also resulted into the reconstruction and development of the society. Since Independence, the Government of Rajasthan is working for the promotion of education and social awakening among the society also many non-government bodies and media are committed towards the enlightenment, education and development of the people.

Despite of all these reforms in the various times, Rajasthan is not completely free from social evils and problems. Even today, its progress is being hindered by evils like child marriage, dowry, low maternal mortality rate, unequal sex ratio, crime against women and many other superstitious beliefs and practices. Moreover the development in the science and technology has given birth to many new evils and crimes like ultra sound, sonography, abortion and pre-birth sex selection tests. Thus, the Media and the governing bodies need to be more vigilant and active to stop these practices completely.

**Developments in Rajasthan-**

Few years back, the society and people of Rajasthan were a little ignorant and backward in education and technological advancement in comparison to other states and so was the status of Print Media. But since last 20 years, with the increase in the literacy rate and opening up of other avenues of modernization and development, the largest state of the country is trying to make its mark in the shining India. The state is making rapid efforts towards progress and growing with rate of 21%. The literacy rate is 67% as per the official census 2011 of Rajasthan conducted by Directorate of Census Operations in Rajasthan. *(Source: Census report 2011)*

In 1991, the literacy rate of Rajasthan was 38.55%, and in 2001 it was 60.41% and in 2011 it reached to 67.06% which shows the progress. Male literacy rate is 80.51 and female literacy rate is still very low i.e. 52.66%. Jaipur, the capital city has the second
highest literacy rate in state with 76.44% and Kota is top literate city with 77.48% literacy rate.

Thus, this upward trend in the literacy rate in comparisons to last two decades is a positive sign and shows that the state is developing but the female education is still a point of concern.

The state is progressing in terms of infrastructure, tourism, medical services, science and technology. The Print Media Industry is also developing due to these factors. The increased circulation and readership figures prove the popularity of this medium. As per the report of the Registrar of Newspapers for India, 2005-06, Rajasthan ranked as the 4th among the states publishing largest numbers of newspapers with 742 publications followed by Uttar Pradesh, Delhi and Gujarat. At present, number of registered Newspapers in Rajasthan are 6416, out of which 5584 are the Hindi Newspapers. (RNI 2013)

Role of Newspapers of Rajasthan in Social Change and Generating Public Opinion-

The Print Media of Rajasthan served the people in the pre- independence era by arousing the feeling of patriotism and making them aware of their rights and later it made all efforts to improve the condition of people of Rajasthan who were facing lot of social, cultural and economic challenges. Thus the Newspapers from the period of 1885 to 1947 were completely dedicated to the service of society and publishing newspapers to bring change in the mindsets of the people.

In the Newspaper ‘Naveen Rajasthan’ from Ajmer, writer Motilal criticized the evil practice of “Child Marriage” prevailing in the Marwari society at that time. This practice was called as an immoral and unfair deed in another Newspaper ‘Tyagbhoomi’. This
Newspaper laid emphasis on the education of women and supported the remarriage of widows by various articles, news stories and quoted examples. Even Rajasthani Newspaper ‘Agnibaan’ used to publish satire and verbal attacks against these rituals and promoted women education, and social reformation.

Another example is of ‘Rojatul Taleem’ which was also very courageous and clear towards its goals. Its editor Kanhaiya Lal Headmaster tried to cover all types of stories, articles and interesting facts at the same time the newspaper was daring enough to criticize the wrong-doings of influential people, feudal lords and the rulers. In one instance, it condemned the ruler of Kishangarh for capturing the temple of Shri Ji located at Salemabad. Bhanawat, S.(2002). Pp. 105-06

Journalists and Social Reformers like Vijay Singh Pathik, played an important role in mass awareness through his movements and newspapers like Rajasthan Kesari, Naveen Rajasthan, Nav Sandesh, Rajasthan Sandesh. Naveen Rajasthan later became popular with the name of Tarun Rajasthan. He strongly opposed the feudal system prevalent at that time in the ‘Rajput Riyasats’ and protected the rights of farmers by the help of power of pen. He is still known for his Bijolia movement through which he fought for the rights of farmers of the state. He also took steps to spread awareness among the young people of Rajasthan state. Prabhakar, M.(2005). Pp.52-56

After independence, reconstruction of the state was the major challenge and the newspapers of the state through the news, articles and editorials expressed the needs of the citizens. The great Journalists of Rajasthan like Kapoor Chandra Kulish, founder of Patrika, Kaptan Durgaprasad Choudhari of Dainik Navjyoti, Rajesh Sharma and Jai Singh Rathore of Rashtradoot continued the mission of journalism through their papers and dedicated themselves completely for the service of the people and the society.

Also Jainarayan Vyas through his reform acts and newspapers like Rajasthan Herald contributed a lot in the social reformation. Desh Hiteshi, Paropkaar, Rajasthan Kesri,
Jaghit Kaarak, Rajasthan Samachar, Rajasthan Times, Dainik Navjyoti, Rashtradoot, Rajasthan Patrika, Tarun Rajasthan, Jalte Deep, Nyay, Jai Rajasthan, Pratap etc. were such Newspapers which covered all the issues related to political development as well as social evils, exploitation against women, suppression of poor people and the farmers.


Current Scenario-

With the entry of Dainik Bhaskar in 1996, a key competitor of Rajasthan Patrika, the print media of Rajasthan has taken a new direction. Rashtradoot and Dainik Navjyoti were also present but the market was dominated by Rajasthan Patrika and Dainik Bhaskar. The increased competition, price-war and fight for survival between the two proved as a boon for the people of Rajasthan as the only option left for them was to gain public support and participation which could only be gained by the acts of social responsibility and developmental works.

So, in the last decades, the newspapers of Rajasthan have again started efforts to fulfill the needs of the readers by providing them the information from various fields and areas and spreading awareness. At the same time, they are doing a job of watchdog by exposing and keeping a check on the social crimes and other wrongdoings.

The issues like child marriage, dowry, decline in the sex ratio, female foeticide, female abuse, health related issues of infant and mother, and all other social evils are being touched by the Print Media of Jaipur, Rajasthan. The prime focus of the Newspapers is to highlight the issues of social importance and development and to draw the attention of the policy makers, various organizations and the government bodies towards those issues.
“Examples Highlighting the Role of Newspapers of Jaipur City in Encouraging Social Change and Generating Public Opinion on Important Issues through Massive Coverage and CSR Activities”

Both the leading Hindi Newspapers of Jaipur i.e. Dainik Bhaskar and Rajasthan frequently give coverage to all the social issues and problems of the city people, matters related to political and economic importance and all other notable events and happenings of Jaipur and Rajasthan.

Many are the examples of the coverage of such important issues and problems like the one is biggest evil of the Rajasthan, which is prevailing in the 21st century, too, i.e. the female foeticide. An important story was covered on the front page of Dainik Bhaskar, Jaipur, Rajasthan on 17th March, 2004 with the headline “Baccha Girane ki Rate, Jitne Mahine Utne Hazaar” which exposed the racket involved in the pre-test selection and female foeticide in Banswara district of Rajasthan State. Dainik Bhaskar, Jaipur (March 17, 2004)

This news became the basis of investigation and action by State administration which ordered to give the report in 5 days. Dainik Bhaskar, Udaipur (March 18, 2004)

Many such issues have been highlighted by the Newspapers to curb such ill-practices and for the welfare of the society from time to time. Number of articles published in Dainik Bhaskar, Rajasthan Patrika and other Newspapers of Jaipur city to follow up this incident and expose other similar practices titled as – “Kanya Bhrun Hatya Samaj Ke Liye Sharmnaak”, “Kade Kanoon aur Jan Sahbhagita se Rukegi Kanya Bhrun Hatya”, Girta Linganupaat Chinta Ka Vishaya”, “Meet to focus on declining sex-ratio” etc. in the year 2004 and 2005. An editorial published in the Dainik Bhaskar in Jaipur city on October 4, 2005 highlighting the issues of female infanticide, foeticide and domestic
violence against women of all strata of the state with very accurate and effective headline- “Surakshit Ghere Ki Asurakhsa Jhelti Aurat”. It was a good effort to spread awareness in the society against this sin. Dainik Bhaskar, Rajasthan Patrika, HT, Jaipur (2004-05)³(3)

Also Dainik Bhaskar initiated a noble mission in April- May 2011, to save the birds from hunger and thirst. In “Parinda- Save Birds Campaign or Aaiye Banein Pakshiyan Ka Sahara”, Bhaskar published several photo features, inspirational captions and articles to save the dying birds in the temperature higher than 45 degrees in the month of April-May 2011 and 2012 to attract the people’s attention and to provoke them to work for this noble cause. Around 50,000 water and grain pots were distributed free among the people. The news stories seeking people’s support and participation were published in the month of April like – “Aaiye Banein Pakshiyan Ka Sahara” dated April 17, 2012, “Badi Sankhya Me Prapta Kiye Parinde” published on April 18, 2012 highlighting the support of the people in this campaign of Bhaskar and “Garmi Se Karein Pakshiyan Ki Hifazat” published on April 19, 2012. Thus, this campaign was appreciated and supported by number of readers and the public of the city. Dainik Bhaskar (April 17-19, 2012)⁴

In May, 2012 Dainik Bhaskar, DNA, Hindustan Times highlighted the issue of Female Foeticide in Rajasthan as the follow up of Aamir Khan’s statement in the TV show- ‘Satyamev Jayate’ in which he quoted the example of negligence of this issue in Rajasthan. All the newspapers strongly commented against the state government and also published the feedbacks of the Chief Minister and other concerned ministers of Rajasthan Government.

Dainik Bhaskar, one among the two Leading Hindi Newspaper of Jaipur, Rajasthan started a Campaign- ‘Jagrukta Abhiyaan’ on this issue and published a series of articles, comments and editorials generating public awareness and raising their support from 7th May, 2012 with reference to Aamir’s statement that Female Foeticide is very
much prevalent in the state even in the influential families too and lot of cases of this heinous act are unnoticed. State Home Secretary, Chief Minister and other concerned authorities were questioned regarding this issue. On 7th May, Bhaskar covered a front page story “Rajya Me Hone Wali Bhroon Hatya Ke Mamle Ujaagar” which said that Aamir will meet CM to discuss this issue. On 10th May, by the story “Beti Bachane Aage Aaye” Bhaskar covered and encouraged the participation of different communities, groups and activists in the “Awareness Campaign” of Bhaskar. Number of activities like Signature Campaign, Road Show and Conferences- Seminars were organized as a result of this initiative of Dainik Bhaskar Newspaper. At different levels, awards were announced to those who will stop this heinous crime. Member of Parliament Mahesh Joshi also ensured to discuss this issue in the Parliament. Also Jan Chetna Rally was organized by the newspaper in which more than 3000 city people including school children, youngsters, activists, professionals participated and a half page story was covered with the headline – “Beti Bachane Ki Muhim Me Nikla Shahar” on May 12, 2012. Dainik Bhaskar (May 7 to 12, 2012)

It also exposed ‘Janani Suraksha’ policy of the State Government and stated that it has reduced neither the mothers’ death rate nor that of the infants rather the death rate has increased as per the facts published in the review article on 11th May, 2012 with the headline “Janani Surakha Me Na Maa Ki Mrityu Ghati, Na Shishu Ki”. It also revealed that in 1981 there were 954 girls, which have now reduced to 883 per thousand males. Dainik Bhaskar (May 11, 2012)

The campaign attracted wide participation of common man and intellectuals, thus, forced the State Government to give notice to 23 Sonography Clinics and High Court also gave orders to finish all the pending cases related to female foeticide within two months mentioned in the news published on the front page of Dainik Bhaskar on 12th May, 2012 with the headline “Kanya Niti Banegi” and the Chief Minister Ashok Gehlot gave
instructions to provide better medical facilities to the daughters of the state. **Dainik Bhaskar (May 12, 2012)**

Dainik Bhaskar also started a Campaign “**Joy of Giving**” in the year 2012 from October, 2 to October 8, to invoke public feelings towards human service and published a series of news items titled “Dene Ka Sukh- Dene ki Aseem Khushi”, “Jitna Denge Utna Payenge Sukh”, “Aap Bhi Paye Dene ka Sukh”, “Aap Bhi Baniye Dene ka Sukh Abhiyaan Ka Hissa”. By these articles the paper asked the people of Jaipur city to do “Anna Daan”, and “Vastra Daan” for the poor and needy people at different counters set-up by Bhaskar. **Dainik Bhaskar (October 2 to 8, 2012)**

Dainik Bhaskar initiated a campaign from 13th to 15th January, 2013 to save the birds during the Makar Sakranti Festival. Awareness articles and news items were published in order to draw the attention of Jaipurites. Awareness Campaign news and follow-up stories were published with the headlines- “**Patangabaazi Khub Karein, Lekin Pakshiyon ko Ghar Aane Jane Ka Mauka Dein**, “**Ghayal Pakshiyon Ne Bhari Udaan**, **Pakshiyon Ne Bhari Sukuun ki Udaan**” in Dainik Bhaskar, Jaipur edition on 12th, 13th and 14th January, 2013. During this campaign, people were asked to fill the ‘Sankalp Patra’ ensuring that they will not do kite flying in the morning 6 to 8 and evening 5 to 7, which is the prime time of birds movement in the sky. Also the Mayor of Jaipur Jyoti Khandelwal and Environment and Tourism Minister Bina Kaak participated in the campaign and made an appeal to the people to save birds during the festival time through Dainik Bhaskar. Dainik Bhaskar also conducted a four days camp to provide medical aid to injured birds and saved around 250 birds in this campaign with the help of local people of Jaipur. **Dainik Bhaskar (January 13 to 15, 2013)**

Recently, on 13th August, 2013, an investigative story was published in Dainik Bhaskar, Jaipur “**Shahar ke Assi Feesadi Naye Nirman Avaith**” exposing the fact that 80% new constructions in the city are illegal and also interrogated the concerned authorities
regarding this issue. The news highlighted the illegal building constructions in the city and the occurrence of number of accidents and collapse due to the carelessness of builders as well as Jaipur Development Authority. Such stories not only spread awareness among the people but also alert the authorities and administrative bodies and instigate them to fulfill their responsibilities towards citizens properly. Thus, Newspapers are serving as the watch-dogs and most important and influential pillar of democracy. **Dainik Bhaskar (August 13, 2013)**

Many times Print Media of Rajasthan has taken initiative to improve the conditions and problems of the people and has drawn the attention of the government towards those issues. An important example of such initiative is the campaign started by Rajasthan Patrika against “Mobile Radiation Towers”.

The paper published series of news articles since December17, 2011 to spread awareness among the people of Jaipur city about the hazards of mobile radiation towers in the living areas. Massive coverage was given on this issue under the headline ‘Radiation ki Bhatti me Shahar’ on 17th December, 2011 which showed that there are 786 mobile towers in the city causing harm to the people of the city and “Radiation ki Chapet me Shahar” and “Sahab Surakshit, Janta Pidit” published on 18th December, 2011 highlighted the case study of the victims of the radiations of mobile towers in the city and another news item clarified that in the VVIP area these towers are less. As a result of the news published in Rajasthan Patrika newspaper, people came out on road to protest the menace of the radiation towers. Even the rates of properties got down in the tower installed areas. Rallies took place in Jaipur to remove the towers which are installed near the residential areas, hospitals, schools, play grounds and educational institutions.

Finally, the government took action and Education Minister of Rajasthan Brij Kishore Sharma issued a notice to all the schools to remove the mobile towers from the school premises or nearby areas and the towers to be shifted to some other areas which are less
prone to radiations. The Department of Telecom also issued a guideline in September 2012 regarding the safety measures related to new tower installations and a committee was also set up by High Court of Rajasthan to keep a check on the cancer cases caused due to radiation exposure. At that time, there were total 199 schools in Jaipur with those towers installed nearby or in their premises, and as a result of this campaign all the schools had to close or remove those towers.

Also, the radiation limit, which earlier was 4500 milli watts per square metre but by the impact of news and campaign of Patrika, Government of India decided to reduce it by 10 times i.e. 450 milli watts per sq. metre from September 1, 2012. Thus, as a result of all the efforts by the paper and the continuous follow-up of this issue, the number of new towers installation has reduced since last 2 years. Also the capacity of the towers have been reduced or changed to small in comparison to those giant ones extracting harmful radiations. Rajasthan Patrika (December 17, 18, 2011)\textsuperscript{13,14}

By the series of news stories published in Rajasthan Patrika under the heading “Sharmasaar Jaipur, Mar Gaya Ramgarh” the issue of revival of dying dam of Jaipur, Rajasthan due to the carelessness of administration and illegal constructions in the catchment area of dam was raised in the year 2011 and 2012, which is still continuing and even other newspapers like Dainik Bhaskar and Times of India supported this and covered news items related to this issue.

First article highlighting the situation of Ramgarh Dam of Jaipur was “Jeevan Rekha ka Toota Jeevan se Naata”\textsuperscript{15} published on 11\textsuperscript{th} August, 2011, after that a series of articles were published. On 12\textsuperscript{th} August, “Jahan Paani Bahna Tha, Wahan Sadak Bani Hai”\textsuperscript{16}, “Jiski Laathi Uski Bhains”\textsuperscript{17} on August 15, “Baanganga Nadi ka Gala Ghonta”\textsuperscript{18} on 21\textsuperscript{st} August, “Phir Jodiye Jal ki Dor, and “Milibhagat Se Chal Raha Khel”\textsuperscript{19} on 17\textsuperscript{th} August and so on. The impact of Rajasthan Patrika’s campaign was that the on 23\textsuperscript{rd} August, 2011 the High Court gave strict instructions to the government to
revive the dam to the condition of 1947 and also asked the government to inform the court about the strategy to achieve this goal. Also on 27th August, a committee of High Court visited the catchment area of dam and investigated other hindrances. Then on 10th September, a news item published saying that Forest Department will now take care of the catchment area of dam. Finally, on December 2, 2011 High Court gave strict instructions to stop the encroachment on the dam area and the paper published – “High Court ne diye Sakhta Nirdesh, Raaste se Hatao Atikraman” Rajasthan Patrika (August 11, 2011 to December 2, 2011)

The Newspaper highlighted that the people of city are attached with this dam as it has supplied water to the people of Jaipur for about 100 years. Even the follow up of this issue was done on 24th August, 2012 with the lead story on the city page titled – “Paani Toh Jamkar Barsa, Raamgarh Phir Bhi Tarsa” mentioning that despite of the good rainfall in last years, the dam is still dead and the illegal constructions on the catchment areas have not been stopped and the High Court immediately gave instructions to remove the encroachment from the dam and news published on 28th August, 2012 with the headline “Court Ne Kaha – Ramgarh Se 15 Din Me Hatao Atikraman”. Rajasthan Patrika (August 24 and 27, 2012)

This way by the efforts of the Newspaper, this issue was highlighted and also the concerned authorities like JDA, Forest Department, etc. were forced to work towards the revival of the dam.

Currently “Patrika Vision 2025- “Jago, Judo, Desh Badhao” is the mission of Rajasthan Patrika to inform and aware the common people about various important issues and problems of the society and also to take their views and support in order to remove them. The current issues and local problems related to water conservation and harvesting, road safety, reservation, employment, inflation and increasing crime in the city etc. are being discussed with the common people to collect their views and draw the attention of
governing bodies towards the Public Opinion. The stories like- “Jaago, Judo, Desh Gadho - Vision 2025 Campaign” published in Rajasthan Patrika, Jaipur dated June 23, 2013\textsuperscript{22}, “Sukhad Jeevan ka Sapna” dated July 1, 2013 published in Rajasthan Patrika, Jaipur\textsuperscript{23} and “Rojgaar ke Awasar Badhe” published in Rajasthan Patrika, Jaipur dated July 8, 2013\textsuperscript{24}. \textit{Rajasthan Patrika (June 23 to July 8, 2013)}\textsuperscript{22-24}

The Editorial Campaigns like “Amritam Jalam” to clean and clear the catchment areas of reservoirs and to preserve rainwater, “Haryalo Rajasthan” to make Rajasthan greener and “Jaago Janmat” to awaken the Public Opinion and spread political awareness among the voters of the city initiated by Rajasthan Patrika and “Jal Satyagrah – Jal Hai Toh Kal Hai”, “Tilak Holi”, promoted by Dainik Bhaskar group are other examples of activities of “Social Responsibility”, “Public Service Activities” and “Power of Print Media Coverage” by both the leading Newspapers of the Jaipur City.

These papers have been publishing the stories related to the environment conservation, health, society and crime issues of the city and drawing the attention of the people as well as the government towards them. Thus, these Newspapers are serving as an important vehicle of awareness and change and generating Public Opinion towards the major issues associated with the city and its people.

Even the Public Relations Department of the State is working effectively with the help of Print Media for the development of people of the state which has been discussed in detail in the next chapter in the case study of DIPR, Government of Rajasthan. This way the print media is playing a role of national institution and is serving as the 4\textsuperscript{th} pillar of democracy by keeping a check on the odds of the society and helping the government in service to the people.

But there is a lot to do. Still number of social evils and corrupt practices prevail in the state as well as the country. The problems, floating in our society are like icebergs and are very much dangerous, and powerful that they can collapse several “Titanic’s” i.e.
social, political, economic and the other major foundation of our society and the
democracy. These problems are serious threats to our civil society. The Media especially
the Print Media has been 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. The Media has a duty to highlight social concerns and if
it deviates from its path to be a part of the power game, it will lose its credibility. Prasad,

The negative influences being served by the modern day Newspapers need to be curbed.
Social values and our long rooted culture are to be preserved. The damaging impact on
the lifestyle, behavior, and personal traits of our children and youngsters due to the
irresponsible and market-driven Journalism has started raising a doubt on the missionary
role of Print Media.

Growth and Changing Face of Print Media in India

Bright Side

In the last few years, Print Media in India has made speedy strides and can now be well
thought-out as one among the best in the world. In spite of the advent of much more new
media of information and entertainment, Print Media is still maintaining its popularity
or relevance. The freedom of the Press being a primary right, as assured by the
Constitution of India under article 19(1) (a), the public as well as the journalists have
made plentiful use of this right.

The Print Media has played a significant role in the democratic process as the
government finds it most effective medium to make a reach to the people at large. Also it
Print Media and Social Change has a power to influence the minds of the readers with detailed and in-depth reporting and analysis on any issue or activity.

The mainstream Print Media in India has been the front runner in the issue-based investigative, interpretative and developmental reporting. The Print Media is the most traditional medium and has a glorious history with its association with the freedom struggle as well as movements for social emancipation and reform.

Print Media is using various modern and sophisticated technologies in order to face the tough competition with Electronic and New Media. It has become faster than ever before due to these wonderful advancements. Also the colorful layouts, use of colorful pictures, glazed papers and different experiments with news formats and advertisements have changed the traditional look of a Newspaper. It is now more interesting and attractive. The reformatting of the newspapers also includes the increase in number of pages and introduction of number of supplements catering to each and every section of society.


It is a fact that New Media and Electronic Media are more fast, attractive and accessible than Print Media but the longevity and authenticity of this written media is quite much than these mediums. Another advantage of Print Media is that it is cheap, widely read and requires no maintenance, only literacy is a necessity and fortunately India is developing in this regard, and that too is a combined effort of newspapers and social reformers of the country.

Education has reached to the doors of villages also whereas in case of Electronic and New Media, electricity, electronic devices and gadgets are required and sometimes, there is a crisis of electricity and costly internet connections in the remote areas. People have got attached to Print Media or the Newspapers as they daily read the news of local events or happenings which are directly related to them rather than the abundance of information.
available on net and TV sets, which have no connection with them. **Dhanshri, P.M. (2011).** Pp.2-5

Some important factors behind this golden era of Print Media are increasing literacy rate and purchasing capacity, then technological advancements in printing and publishing, and its cheap, wide and easy reach. Each day circulation and readership figures of newspapers in India are increasing which highlights the growth of the industry. It can be said that each media has its own importance, role and responsibilities and thus, finally make an impact on society in its unique way.

**On the Contrary–**

The former Chairman of the Press Council of India Justice P.B. Sawant said- “Media has become the first and the foremost, not the fourth, pillar of democracy. If we call it more powerful than these three organs or pillars of democracy i.e. the Executive, the Legislative and the Judiciary, it would not be an exaggeration because it is the only institution which criticize and comment upon the deeds and misdeeds of these organs. It has a sanction- sanction of Public Opinion to enforce its will, with this it can make and unmake individuals and even can create revolutions”. **Nair, R (2008).** Pp.9-11

The Print Media thus, has a potential to change perceptions, induce paradigm shift in concepts and theories and can transform even well-established systems. The memorable role that Print Media played during Indian freedom struggle is the best example of it. Also, it served as a vehicle for propagation of nationalism and eradication of social evils during that period. Since then, it is involved in national reconstruction and service of the people. Thus, it has become an integral and important part of the society.

But today the Print Media is no more a mission; it has now transformed itself into a profession. The aims and objectives of the newspapers are dramatically changing. It was the time when Mahatma Gandhi and other freedom fighters used the print media for
social awakening but today no newspapers are fighting against all the bad practices which are maligning the society.

Advent of technology and digitalization of Newspapers has changed the lay out and look of the Newspapers and converted them into attractive and colorful glazed pages but the level of content is not like that of the pre-independence era. At that time, the content of Newspapers served as the vehicle to move the people but today gossips, advertisements and frivolous things are getting significance to some extent.

Due to market-driven forces, the Newspapers are cluttered with advertisements and are taking over the space of important news items and stories, thus, limiting the space for vital issues. Revenue generation has become the main goal of media houses which have been transformed into “Media Conglomerates” with big business empires.

Political leaders and parties use Print Media for their propaganda and publicity and misguide the innocent citizens. During elections, the newspapers become the agents of the political parties or candidates highlighting their exaggerated manifestos and agenda.

The examples of paid news during last Lok Sabha elections from Hindi Newspapers are the Ranchi edition of Dainik Jagran, which published a news favouring JMM candidate Kameshwar Baitha on 15th April, 2009. Also, the issues of 4 Hindi Daily Newspapers from Lucknow and Gorakhpur i.e. Dainik Jagran, Dainik Hindustan, Rashtriya Sahara and Voice of Lucknow covered similar content published from April 1, 2009 to April 30, 2009. Two other Newspapers of Ranchi i.e. Prabhat Khabar and Hindustan also published articles admiring the candidates before the elections but they placed ‘PK Media Marketing Initiative’ and ‘HT Media Marketing Initiative’ on the top of the news items, which clearly indicated that it as a marketing product or an advertisement. The Hoot, 2010
Also the electoral campaign of the Chief Minister of Maharashtra Shri Ashok Chavan was conducted through the newspapers in September-October, 2009. Thus, the political parties and candidates have started adopting such mean measures to glorify themselves. Also the trends of bribing and obliging media persons are quite evident from the statement given by former Information and Broadcasting Minister Ambika Soni after the exposure of all these incidents of undermining democracy in India.

Several veteran Journalists, including late Shri Prabhash Joshi, P. Sainath, Shri Ajit Bhattacharjea, Shri B.G. Verghese and Shri Kuldip Nayar, expressed their unhappiness and concern about the pernicious influence of such malpractices and demanded from the Press Council of India to curb this phenomenon of “Paid News”.

Almost all the Newspapers focus the politics, entertainment, violence, glamour and finally commercial gains through these sensational news items. All the papers carry supplements related to films, fashion, celebrities, sensational pictures and gossips which divert the attention of young brigade from the developmental issues and social problems.

Today the Newspapers have started trivializing the things. They don’t bother about the seriousness of the issue. Their only purpose is to attract the attention of readers and entertain them, in order to increase their circulation and popularity.

All these practices are strongly against the mission of Print Media and damaging the magnificent past of power of pen. The flippant and self-centered attitude raises questions on the freedom and power of all mediums of media. It is being argued that Media is working as a “Pied Piper” and influencing the masses towards the trivial issues and creating a culture against our Indian social and cultural milieu. Thus, the need arises that Media should improve upon its drawbacks and define a definite its role again as watchdogs and genuine creators of Public Opinion.
Socio-Demographic Profile of Respondents in Current Study:

In the current research design three respondents are targeted viz. Readers, PR Professionals and Print Media Persons. This study extends the scope of the demographic profile of Newspaper Readers of Jaipur city. The Readers taken under the study are of different age-groups from 15 to 46 years and above. This bifurcation of Readers on the basis of age group has further helped in analyzing the readership level and interest level of different segments of the society.

The study also takes the Print Media Persons of all the departments/beats of Print Media industry i.e. the Journalists of different specific departments and various beats have been selected as the second respondents. The third variable of the study i.e. the PR Professionals of various organisations either it is Industry (all types), or Organisation (Educational, Social, NGOs); Political houses PR, Government PR and many more have been tried to be explored.

In the current research study, Jaipur city is chosen as the universe of study. As the city is converting into metro this survey was conducted to measure the factors which impact the inter-relationship between all the players of Media specifically Print Media and the PR Professionals of Jaipur city. The table and graph, given below, shows the demographic details of all the three respondents.

<table>
<thead>
<tr>
<th>Demographic Details</th>
<th>Readers (N= 100)</th>
<th>Print Media Persons (N= 100)</th>
<th>PR Personnels (N= 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (In Years)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-25</td>
<td>16</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>26-35</td>
<td>28</td>
<td>19</td>
<td>30</td>
</tr>
<tr>
<td>36-45</td>
<td>36</td>
<td>58</td>
<td>39</td>
</tr>
<tr>
<td>46 and above</td>
<td>20</td>
<td>15</td>
<td>22</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>57</td>
<td>66</td>
<td>62</td>
</tr>
<tr>
<td>Female</td>
<td>43</td>
<td>34</td>
<td>38</td>
</tr>
<tr>
<td>Experience (In Years)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-2</td>
<td>Not Applicable</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>2-5</td>
<td>Not Applicable</td>
<td>54</td>
<td>46</td>
</tr>
<tr>
<td>5 and more</td>
<td>Not Applicable</td>
<td>29</td>
<td>34</td>
</tr>
</tbody>
</table>
Opinions of Respondents about Print Media and Social Change

All the three types of respondents i.e. Print Media Persons, PR Professionals and Newspaper Readers were questioned by the way of systematic questionnaire separately for each category on the first section of the study i.e. on “Print Media and Social Change” and their views are elaborated below:-

- **Print Media Persons as Respondents:**

  From the period of British India to the present free, liberalized and globalised India on the path of privatization, Print Media has passed through many phases of ups and downs, which have not yet ended. *The most prominent change is that Journalism once regarded as a mission has now changed into a business or trade, a vocation like any other where commercialization has crept in.* *Journalists are no longer fighters for the rights of people; they are just mercenary writers, most of them canvassers for their employers.* Rapid developments in technology in the last two decades have gradually transformed the media scenario and the image of Journalism and Journalists.
The current study tries to examine and evaluate the different aspects and importance of current Print Media industry in the context of Rajasthan. The growing technologically competitive and globalized environment is raising number of challenges for the industry. At one hand, it needs to provide the utmost importance to the values of Indian society, tradition, culture and human rights and economic development issues and on the other hand, adoption of market strategies and public relations techniques has become the need of the time for the survival.

Therefore certain questions were asked from the Print Media Persons to get their opinion about the changes which has crept in the industry and the impact of those changes on the missionary role of Print Media. For this the Statements asked were - 1) Is Print Media fulfilling its duty to disseminate information and to guard the society as a watchdog? 2) Has commercialization changed the agenda and goal of Press? 3) Do you believe that people are dependent on Media specially the Print Media to get the information? 4) Do you believe that there should be any attitudinal change in Media?

The above all statements were objective in opinion i.e. either YES or NO. The views of Print Media Persons of Jaipur are elaborated in table below:-

<table>
<thead>
<tr>
<th>Statement no</th>
<th>Statement</th>
<th>Opinions of Print Media Persons (n=100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S1</td>
<td>Is Print Media fulfilling its duty to disseminate information and to guard the society as a watchdog?</td>
<td>YES 76 NO 24</td>
</tr>
<tr>
<td>S2</td>
<td>Has commercialization changed the agenda and goal of Press?</td>
<td>YES 64 NO 36</td>
</tr>
<tr>
<td>S3</td>
<td>Do you believe that people are dependent on Media especially the Print Media to get the information?</td>
<td>YES 42 NO 58</td>
</tr>
<tr>
<td>S4</td>
<td>Do you believe that there should be any attitudinal change in Media?</td>
<td>YES 35 NO 65</td>
</tr>
</tbody>
</table>
The above table and graph suggest that out of 100 respondents as Print Media Persons 76% agreed with the fact that they are fulfilling their duty and acting as watchdogs for society. This indicates that truly Print Media acts significantly for the society and fulfills the role of most important pillar of the democratic set-up.

But the statement S-2 also states the impact of commercialisation on Print Media due to which its credibility is eroding. 64% of Print Media Persons agreed to this fact that commercialisation has changed the attitude of Media towards society and Press/Print Media has also changed its goals towards society which is now more inclined towards commercial benefits than social welfare and development.

Only 42% Print Media Persons said that people trust only Print Media to get their desired information. 58% accepted the fact that now-a-days modern technology is so advanced that Print Media is not the primary Media for information. Novel Media such as Internet, TV are more fast and precise than Print Media and help public to judge their information and that too at the earliest. Statement S4 asked the Print Media Persons about their
attitudinal change and behavior towards their work, and responsibilities for the society but very few i.e. 35% agreed to bring change in the attitude and 65 % denied.

**Statistical Analysis of Table 3.2:-**

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

**Chi-Square Test for Independence**

Chi-Square: 43.867  
Degrees of Freedom: 3  
Table size : 4 rows, 2 columns.  
P value is < 0.0001.  
The row and column variables are considerably associated.

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

All the above Print Media Persons were asked the statement S5 and S6 to find out the impact of Print Media on the society in terms of their daily life, thinking, awareness level, participatory approach in the administrative and social affairs, knowledge of technology etc. and their opinions are as below:-

**Statement S5** asked the Print Media Persons that “Do they think impact of Print Media on public has increased in their day-today life?” If yes, then how? **And statement S 6** directly asked them that “In what way do they shape the contents of your Newspaper articles based on the received press releases?”
Respondent’s opinion about the above statements is discussed below in table 3.3:-

**Table 3.3 Opinions of Print Media Persons (S5 and S6)**

<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>OPINIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>S5:- Do you think impact of Print Media on public has increased in their day-to-day life? If yes, then how?</td>
<td>Awareness towards their rights has increased</td>
</tr>
<tr>
<td></td>
<td>36</td>
</tr>
<tr>
<td>S6:- In what way do you shape the contents of your Newspaper articles based on the received press releases?</td>
<td>Convey only the main message</td>
</tr>
<tr>
<td></td>
<td>29</td>
</tr>
</tbody>
</table>

**Graph 3.3 Opinions of Print Media Persons (S5 and S6)**

The above statements S5 and S6 directly or indirectly predict the Print Media Persons’ opinion about the Social Change. In S-5, 36% of Print Media Persons agreed that awareness has increased among public due to Print Media. The impact of Print Media on society is also elaborated by the fact that 38% of Print Media Persons agreed that it has developed familiarity with the technology among society and 36% said that the
awareness level of the people towards their rights has increased which is very important for a democratic system.

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

**Statistical Analysis of Table 3.3:-**

To prove the hypothesis “*H₀ Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding*, in the current research study Students “t” test was applied on views obtained from above statements and the analysis results are as below:-

**Unpaired “t” Test**

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

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

95% confidence interval

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

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

Assumption test: Are the standard deviations equal?

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

The following calculations test that assumption.

\[ F = 2.894 \]

The P value is 0.4060.
This test suggests that the difference between the two SDs is not significant.

**Interpretation:**

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

**PR Professionals as Respondents:**

To get the opinion of PR Professionals of various organizations in the current study, they were asked to share their views about Print Media and Society. Statement 1,2,3 and 4 are objective and have YES or NO options only and discussed below in table 3.4 below:-

**Table 3.4 Opinions of PR Professionals about Print Media and Social Change**

<table>
<thead>
<tr>
<th>Statement no</th>
<th>Statement</th>
<th>Opinions of PR Persons (n=100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S1</td>
<td>Print Media can influence a person’s thought process</td>
<td>YES: 81, NO: 19</td>
</tr>
<tr>
<td>S2</td>
<td>Do you think that financially powerful people can additionally limit the Print Media space by the help of PR?</td>
<td>YES: 66, NO: 24</td>
</tr>
<tr>
<td>S3</td>
<td>The success of PR relies upon Press/Print Media support? Do you agree?</td>
<td>YES: 61, NO: 39</td>
</tr>
<tr>
<td>S4</td>
<td>Do you believe that there should be any change in Print Media policies?</td>
<td>YES: 75, NO: 35</td>
</tr>
</tbody>
</table>
81% PR Professionals of various organizations who acted as respondents in the current research study agreed with the fact that Print Media change the thought process of an individual in the society. Therefore the opinion of the society is managed by the Print Media.

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

The success of PR is based on the support of Print Media is also accepted by 61% PR people, thus showing an interplay.
Statistical Analysis of Table 3.4:-

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

Chi-square Test for Independence

Chi-square: 74.488

Degrees of Freedom: 3

Table size: 4 rows, 2 columns.

P value is < 0.0001.

The row and column variables are significantly associated.

Interpretation: -

It is evident from the above statistical analysis that P value is 0.0001 and the chi square value is 74.488, which are highly significant. This makes the hypothesis $H_0$ proved and accepted. Thus it can be said that from the above study and point of view obtained from PR Professionals of Jaipur that there is an active interplay of Print Media, Public Relations and Public Opinion.

When some PR persons were interviewed on the same, they gave the following explanations:

Ashish Jain, APRO in DIPR, Rajasthan, Jaipur said that all the Print Media Persons are not always in support of political parties or any group. They lay emphasis on the news value and PR success depends upon the reliability of the information as well as the support of Print Media. If one day a PR Person has an influential thing to say to public then Print Media willingly or not willingly will have to publish that but at the same time, maintaining good relations with Media persons helps both of them and develops healthy
working environment which further helps in serving people and generating healthy Public Opinion. So, the interplay of these three is very much useful.

**Similarly Pradeep Mathur, Director of Globar PR,** said that Print Media Persons have their own parameters to publish the news, but if any news effecting people or related with important issue or matter of society then Print Media has to understand its value and publish the article send by PR Person but the support of Print Media is specially required when a news is to be highlighted or news is required to be delighted.

Regarding the media policies **75%** of PR Professionals opined that no change is desired as the self-regulation, professionalism and the feeling of responsibility towards the society are more necessary to make Media and PR Professionals committed towards their work and duties.

The opinions of PR Professionals about their share in total Print Media coverage is also important and has been discussed in S5 in table 3.5 below:-

**Table 3.5 Opinions of PR Professionals about Print Media and Social Change (S-5)**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Opinions</th>
</tr>
</thead>
<tbody>
<tr>
<td>S5:- According to you, the share of Public Relations in the total Print Media coverage is.</td>
<td></td>
</tr>
<tr>
<td>Up to 25%</td>
<td>36</td>
</tr>
<tr>
<td>25-50%</td>
<td>44</td>
</tr>
<tr>
<td>50-75%</td>
<td>18</td>
</tr>
<tr>
<td>75-100%</td>
<td>2</td>
</tr>
</tbody>
</table>

**Graph 3.5 Opinions of PR Professionals about Print Media and Social Change (S-5)**
According to 36% PR Professionals of various organisations, the share of PR in Print Media coverage is up to 25% and 25-50% PR share is accepted by 44% of PR Persons.

Only 2% said that 75% and more articles published in Print Media are taken from PR releases.

**Readers as Respondents about Print Media and Social change:**

Initially some basic questions were asked to take the opinion of Newspapers Readers of various age-groups about Print Media with special reference to the “Newspapers”, to find out the level of readership and dependence of people on Print Media i.e. the Newspapers.

Also the questions related to their area of interest and purpose of reading newspapers and factors influencing their attitude and thinking have been included in this section. The statements discussed with Readers are illustrated below in table 3.6:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Opinions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$S1$: How many Newspapers do you read every day?</td>
<td>One</td>
</tr>
<tr>
<td></td>
<td>74</td>
</tr>
<tr>
<td>$S2$: How frequently do you read Newspapers?</td>
<td>Daily</td>
</tr>
<tr>
<td></td>
<td>65</td>
</tr>
<tr>
<td>$S3$: How much time do you devote to read Newspapers?</td>
<td>2-3 hours</td>
</tr>
<tr>
<td></td>
<td>26</td>
</tr>
<tr>
<td>$S4$: What is your purpose of reading the Newspaper?</td>
<td>Current happenings including Local events</td>
</tr>
<tr>
<td></td>
<td>39</td>
</tr>
<tr>
<td>$S5$: What are your areas of interest in Newspapers?</td>
<td>Editorials/ Hard News/ Articles</td>
</tr>
<tr>
<td></td>
<td>6</td>
</tr>
</tbody>
</table>
### Graph 3.6 Opinions of Readers about Print Media and Social Change

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9</td>
<td>26</td>
<td>21</td>
<td>15</td>
<td>29</td>
</tr>
<tr>
<td>S7: Where do you find such items which distort or misrepresent facts?</td>
<td>In advertisements</td>
<td>Hard news</td>
<td>Soft stories</td>
<td>Photographs</td>
<td>Advertisorials</td>
</tr>
<tr>
<td></td>
<td>36</td>
<td>1</td>
<td>20</td>
<td>3</td>
<td>40</td>
</tr>
</tbody>
</table>

#### Graph 3.6(a) Opinion of Readers on Print Media and Social Change (P-1)

- Four times a day: 4%
- Three times: 10%
- Twice a day: 12%
- Once a day: 74%

#### Graph 3.6(b) Opinion of Readers about Print Media and Social Change (S-2)

- Daily: 65%
- Decently: 5%
- Occasionally: 3%
- On weekends: 3%
- Twice a day: 23%

#### Graph 3.6(c) Opinion of Readers on Print Media and Social Change (S-3)

- 2-3 hours: 21%
- 30-60 minutes: 46%
- 15-30 minutes: 10%
- More than 1 hour: 20%

#### Graph 3.6(d) Opinion of Readers about Print Media and Social Change (S-4)

- Current happenings excluding royal events: 55%
- Royal happenings: 10%
- Sports: 8%
- To spread/hidden/realise truth: 18%
- To make presence in world: 8%

#### Graph 3.6(e) Opinion of Readers about Print Media and Social Change (S-5)

- Editorials / Hard News: 8%
- About local new products / events: 28%
- Local issues / Highlights / Interesting / Headline / Talk / Static: 18%
- Bollywood updates / fashion trends: 18%
- Business / Market and trade updates: 18%
- National / international headlines / Soft stories: 48%
Above 7 statements recognized the dependence of Readers on Print Media specially the Newspapers. As stated in S1 it is clear that people of all age group read Newspaper, i.e. 74% read daily one paper, 12% read two papers daily, it may be of different languages such as one Hindi and other in English. 10% of Readers read three newspapers daily and 4% read four newspapers daily. It is established that 65% of Readers read Newspaper daily whereas only few reads occasionally or weekly. The Readers stated that 41% read Newspaper for around 30-60 minutes and 30 % read it for 15-30 minutes. This quantitative analysis of Readers to read Newspaper signifies that how often the activity performed by whole society daily thus Print Media can influence the opinion of society as a good number of people read Newspapers daily and get information served by them.

The purpose of reading a Newspaper by an individual in the society is different as per various situations and needs but the study reveals that main focus is on current events specially the local one as 39% of the people want to know about the local events and happenings and most of students and intellects read it for the knowledge of current affairs, then next important purpose of the Readers is the entertainment as 28% respondents accepted this. Only 7% read paper to enhance their lingual abilities. The remaining 11 % of Readers read Newspapers only to make presence in the world and the
15% read only for spending their leisure time. *This trend also shows the change in the interest of the society as maximum Readers like to read Newspaper for entertainment whereas current affairs and local news updates also attract to the people of the city as they have direct connection with them and some students an few intellects want to update themselves with current happenings.*

Regarding the interest of people towards reading newspaper the study reveals that 41% readers read only headlines of national and local events and 22 % have interest in attractive supplements or magazines catering to the entertainment needs of different sections of the society. 16% showed interest in detailed current affairs and local news, 15% had inclination towards advertisements and classifieds and only 6% had interest in editorials and hard news. *The area of interest is also important to make the impact on society. Current trends show the interests of people are also changing either they like entertainment or some specific local information which is directly related to them otherwise they have become reluctant and less concerned about other matters of national or social importance.*

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

There are many items in the Newspapers which misrepresents the actual facts. These items are found at various places in the paper. Most of the misleading facts are published in paper in *the form of advertorials as stated by 40% Readers and 20% agreed that most soft stories are PR oriented and paid one.* Advertisements publish misleading facts is supported by 36% Readers.
It can be concluded on the basis of Readers that the society is influenced by various facts presented by Print Media. The people likes to read Newspapers daily and make their opinion also as per the facts given in the newspapers but at the same time, the trust and credibility of Print Media and its professionals is eroding due to the presence of distorted facts.

**Print Media and Social Change** - All the three respondents i.e. the Print Media Persons, PR Professionals and Public i.e. the Newspaper Readers of Jaipur city were finally asked the two major questions regarding the role of Print Media in the Social Change in order to find out their opinion regarding directly towards the role of Print Media as an instrument of social change and also they were asked about the kind of changes Print Media has brought in the society in the present context. The responses have been discussed below-

<table>
<thead>
<tr>
<th>Statements on Print Media and Social Change asked by all the 3 Respondents</th>
<th>Print Media Persons’ Opinion</th>
<th>Public Relations Professionals’ Opinion</th>
<th>Readers’ Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Do you think Print Media has been the major instrument and vehicle of Social Change?</strong></td>
<td>98</td>
<td>95</td>
<td>96</td>
</tr>
<tr>
<td><strong>What kind of changes can be credited to Print Media in the present context?</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Increase in religious and cultural tolerance</td>
<td>20</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>2 Flexibility and change in social behavior, thinking and lifestyle</td>
<td>38</td>
<td>40</td>
<td>35</td>
</tr>
<tr>
<td>3 Increase in the awareness level of political and economic issues</td>
<td>30</td>
<td>25</td>
<td>30</td>
</tr>
<tr>
<td>4 Increasing interest in educational and technological advancements</td>
<td>10</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>5 Insensitiveness and inclination towards entertainment, glamour and sensation</td>
<td>2</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

The first question was highly approved by all the three respondents i.e. 98% Print Media persons, 95% PR Persons and 96% readers which shows the great level of agreement of all the three respondents which clears that media has been a key instrument in bringing the changes in the society which is further strengthened by the interviews and observation.
of content of local Newspapers as well as the study of historical background of the Print Media.

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

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

Print Media has increased interest in educational and technological advancements is supported by very few respondents. Similarly, it has encouraged insensitiveness and inclination towards entertainment, glamour and sensation is accepted by only 2% Print Media Persons but 10% PR Professionals and Readers supported that Print Media has brought this negative change too which to some extent is responsible for the erosion of credibility of this most important pillar of democracy.

Thus, Print Media’s impact on all the spheres of the society, political and economic issues is very much evident by the responses of all the three category of respondents.

The overall analysis of views of Readers, PR Professionals and Print Media persons on Print Media and Social Change can be considered significant as the data obtained proves that the social change at both the structural as well as psychological levels in the society is dependent on use of Print Media, which has ramifications for ‘development' both at the level and beyond.
Finally, it can be concluded on the basis of Readers that areas of interest, purpose, thinking of the society are being influenced and changed by the Print Media. The people of the city read Newspapers daily and make their opinions as per the facts given in the Newspapers. But at the same time, the trust and credibility towards the content of Print Media is eroding due to the presence of some unethical and distorted facts.

**Statistical Analysis of Table 3.6 and 3.7:-**

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

Chi-square Test for Independence

Chi-square: 74.46

Degrees of Freedom: 24

Table size: 7 rows, 5 columns.

P value is < 0.0001. Significant

The row and column variables are very significantly associated.

Interpretation: -

*As it is evident from the above statistical analysis that P value is 0.0001, which is significant and the chi square value is 74.46 which is also very significantly correlated.*

This makes the hypothesis \( H_0 \) proved and accepted. Thus it can be said that from the above study and point of view obtained from Newspaper Readers of Jaipur that Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding.
REFERENCES

Books and Journals


References from Web

1. Facts as per 15th Jan Ganna list, Retrieved from www.census2011.co.in/census/state/rajasthan


References from Newspapers

1. “Congress defends Rahul remarks, waves Punjab govt affidavit on drug addicts” Indian Express” published in Indian Express on October 13, 2012

2. ‘Why Sati is Still a Burning Issue’ published in Times of India, on 16th August, 2009


5. “Rajya me Hone Wali Bhroon Hatya ke Mamle Ujagar” published in Dainik Bhaskar, Jaipur on 7th May, 2012


12. “Shahar ke Assi Feesadi Naye Nirman Avaith” an investigative story was published in Dainik Bhaskar, Jaipur on 13 August, 2013.

13. ‘Radiation ki Bhatti me Shahar’ on 17th December, 2011 in Rajasthan Patrika, Jaipur

14. “Radiation ki Chapet me Shahar” and “Sahab Surakshit, Janta Pidit” published in Rajasthan Patrika, Jaipur on 18th December, 2011


19. “Phir Jodiye Jal ki Dor, and “Milibhagat se Chal Raha Khel” published on 17th August in Rajasthan Patrika, Jaipur.

20. “High Court ne diye Sakhta Nirdesh, Raaste se Hatao Atikraman” published in Rajasthan Patrika on December, 2, 2011.


