<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Name of the Respondent</td>
<td></td>
</tr>
<tr>
<td>2. Age</td>
<td></td>
</tr>
<tr>
<td>3. Location</td>
<td>a) Municipality</td>
</tr>
<tr>
<td></td>
<td>b) Panchayat</td>
</tr>
<tr>
<td>4. Sex</td>
<td>a) Male</td>
</tr>
<tr>
<td></td>
<td>b) Female</td>
</tr>
<tr>
<td>5. Religion</td>
<td>a) Hindu</td>
</tr>
<tr>
<td></td>
<td>b) Muslim</td>
</tr>
<tr>
<td></td>
<td>c) Christian</td>
</tr>
<tr>
<td>6. Community</td>
<td>a) Forward</td>
</tr>
<tr>
<td></td>
<td>b) Backward</td>
</tr>
<tr>
<td></td>
<td>c) SC/ST</td>
</tr>
<tr>
<td>7. Educational Qualification</td>
<td>a) Primary</td>
</tr>
<tr>
<td></td>
<td>b) Secondary</td>
</tr>
<tr>
<td></td>
<td>c) Technical/College</td>
</tr>
<tr>
<td>8. Occupation</td>
<td>a) Agriculture</td>
</tr>
<tr>
<td></td>
<td>b) Business</td>
</tr>
<tr>
<td></td>
<td>c) Employment – White Collar – Blue Collar</td>
</tr>
<tr>
<td>9. Marital Status</td>
<td>a) Married</td>
</tr>
<tr>
<td></td>
<td>b) Unmarried</td>
</tr>
<tr>
<td></td>
<td>c) Widower</td>
</tr>
<tr>
<td></td>
<td>d) Separated</td>
</tr>
<tr>
<td>10. Type of family</td>
<td>a) Joint</td>
</tr>
<tr>
<td></td>
<td>b) Nuclear</td>
</tr>
<tr>
<td>11. Size of the family</td>
<td></td>
</tr>
</tbody>
</table>

viii
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>12.</td>
<td>No. of Earning Members</td>
<td>:</td>
</tr>
<tr>
<td>13.</td>
<td>No. of Dependent Members</td>
<td>:</td>
</tr>
<tr>
<td>14.</td>
<td>Monthly family income</td>
<td>:</td>
</tr>
</tbody>
</table>
| 15. | Type of House | : a) Own  
|     |                     |    b) Rented  
|     |                     |    c) Others  |
| 16. | House Tax (in Rs.) | : |
| 17. | Livestock | : a) Cow  
|     |          |    b) Buffalo  
|     |          |    c) Goats  
|     |          |    d) Poultry  
|     |          |    e) Others  |
| 18. | Toilet Facilities | : |
|     |                      |    b) Panchayat  
|     |                      |    c) Borewell  
|     |                      |    d) Public Tap  
|     |                      |    e) Others  |
| 20. | Cooking of fuel | : a) LPG  
|     |                    |    b) Kerosene  
|     |                    |    c) Firewood  
|     |                    |    d) Gobar Gas  
|     |                    |    e) Others (Specify)  |
|    |                      |    b) TV  
|    |                      |    c) Refrigerator  
|    |                      |    d) Grinder  
|    |                      |    e) Washing Machine  
|    |                      |    f) Air-conditioner  
|    |                      |    g) Computer  
|    |                      |    f) Others  |
22. Conveyance facilities : a) Cycle  
                   b) Motor Cycle  
                   c) Four Wheeler  
                   d) Public Career  
                   e) Others  

23. Cultivable land owned (in acres):  

24. Accounting of family expenditure : a) Not keeping the account  
                   b) Keeping account  

25. Monthly Savings (in Rs.) :  

26. Debt (in Rs.) :  

27. Membership in :  
                   Co-operatives / association / Organisations  

28. Assets Possession (Value in Rs.) :  
                   a. House  
                   b. Land  
                   c. House Utensils  
                   d. Jewels  
                   e. Livestock  
                   f. Other (Specify)  

29. Monthly Expenditure (Amount in Rs.):  
                   a. Food  
                   b. Clothing  
                   c. Medical  
                   d. House Rent  
                   e. Education  
                   f. Transport  
                   g. Entertainment  
                   h. House repairing  
                   i. Domestic function  
                   j. Children marriage  
                   k. Newspaper / Journal Books  
                   l. Others (Specify)  

x
30. Do you read Newspapers?: Yes /No
31. Where do you get the Newspapers?
    a) Subscription
    b) Friends
    c) Office
    d) Libraries
    e) Others

32. Number of Newspapers Daily read:
    a) Tamil
    b) English
    c) Malayalam
    d) Hindi
    e) Telegu
    f) Others (Specify)

33. Time spend daily for reading newspaper (in hrs) :

34. Name of the heads covered:
    1. Editorial
    2. Administrative matters
    3. Agriculture
    4. Political Situation
    5. Market trend
    6. Crime
    7. Weather
    8. Govt. Notification
    9. Sports
    10. Matrimonial
    11. Religion
    12. Death
    13. Cinema
    14. Job Opportunities
    15. Share market
    16. Education
    17. External affairs
    18. Others (Specify)
35. Reading habit: Do not read
Not regular in reading
Read daily

36. Do you watch the TV?
Yes/No
If Yes, How many hours do you watch the TV?
1. Daily two hours.
2. Daily 3-5 hours
3. Rarely

37. Which program you like most. Please rate your order of preference

Regularly  Frequently  Simultaneously  Occasionally

1. News
2. Music
3. Talks/Lecture
4. Plays/Sports
5. Panel discussions
6. Agriculture
7. Serials
8. Health and environment
9. Discovery
10. Tourism
11. move'
12. Education
13. Employment opportunities
14. Peace and harmony
15. Disaster management
16. Communication Skills
17. Share market
18. Internal and External
19. Political trends
20. Matrimonial moral
21. Spiritual/Education
22. Rural folk songs/dance
23. Other (Specify)
38. Do you think various programme of TV has possible improved on 
   Always    Sometime    Rarely    Not at all
   (i) Developing agriculture
   (ii) Developing industries
   (iii) Developing Forestry Management
   (iv) Developing Fisheries Management
   (v) Developing Audio Visual aids
   (vi) Developing home Management
   (vii) Developing career guidance and counseling
   (viii) Developing leadership qualities
   (ix) Developing humanism
   (x) Developing more awareness on various aspects
   (xi) Developing panel discussion
   (xii) Developing puppet shows
   (xiii) Developing Debate capacity
   (xiv) Developing Talks / Lecture
   (xv) Developing presence of mind (Quiz)
   (xvi) Developing short stories

39. Do you watch TV advertisements?
   Yes/No
   If yes, which type of advertisement you like to see:

40. Do you listen to the programme of Radio?
   Yes/No
   If Yes, Please express the frequency of listening
   1. Regularly
   2. Frequently
   3. Sometime
   4. Rarely

41. Which Programme you like most? (kindly rate your preference)
   Regularly    Frequently    Sometime, Rarely
   1. News
   2. Agriculture
   3. Music
   4. Talks
   5. Plays
   6. Discussion
   7. Any other
42. Do you think various programme of Radio had a positive impact on

Always  Sometime  Rarely  Not at all

1. Developing Agricultural sector
2. Developing Industrial sector
3. Developing a feeling of national integration
4. Developing faith on Indian culture
5. Developing faith in Political Parties
6. Developing faiths in India term Plans.
7. Others (Specify)

43. How much creditability did you attach to the news broadcast by Radio?

Sometimes  Mostly  Rarely  Not at all

44. In your view, did the programme of Radio give a true projection of the India?

Yes/No
If, Yes, Explain
If, No– state the reasons.

45. Do you feel that Radio as a positive instrument of social communication?

Yes/No
If, yes – Explain
If, No – state the reasons.

46. Do you feel that Radio as a positive tools of economic communication?

Yes/No
If, Yes, how?
If, No, Narrate the reasons

47. Do you think Radio acted as a positive instrument of political communication?

Yes/No
If, Yes, Describe.
If, No, state the reason.
48. Radio is said to be working as a spokesman of the party in power. Do you agree with this?
Yes/No
If, Yes, How?
If, No, Why?

**RESPONDENTS SATISFACTION:**

There are five responses against each item. To what extent that the idea reflects yours may be indicated by marking a tick (/) mark in the appropriate column against each item. That is, if your Strongly agree from the statement, then mark in column 1; if your agree, then mark in column 2; if your are undecided, then mark in column 3; if your disagree, then mark in column 4 and if your strongly disagree, mark in column 5. Please respond to every item.

<table>
<thead>
<tr>
<th></th>
<th>SA</th>
<th>A</th>
<th>UD</th>
<th>DA</th>
<th>SDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

1. The ethics in advertisement is adhered
2. The language used is commendable
3. The facts and figures are reliable
4. The coverage of news is adequate
5. The assurance of unbiased is provided
6. The delivery is in time
7. The response of viewers is entertained
8. The extracts of new legislations are available
9. The re exposure is possible
10. The concentration is on ‘news’ rather than on ‘views’
11. The change in public opinion is influenced
12. It educates the health care
13. It provides adequate information about child-rearing
14. It insists nutrition
15. The presentation of pre-poll result is meaningful
16. The information about characteristics of political leaders enables access their leadership qualities.
17. Sufficient information about Science and technology is available
18. Adequate farm technology is presented
19. The concentration of adult education is satisfactory
20. Ample scope for women empowerment is focused
21. The importance of family planning is stressed
22. The development of leadership qualities is assured
23. Adequate information is provided to evaluate the performance of political parties
24. The coverage of sports news is good
25. Only reliable source of matrimonial is provided
26. The gap between job seekers and providers is narrow down
27. The media is not misused by cinema industry
ROLE OF NEWSPAPERS AND ELECTRONIC MEDIA:

There are five degrees of responses against each idea expressed in an item. To what extent that the idea coincides yours, may be indicated by marking a tick (√) mark in the appropriate column against each item. That is, if the idea expressed in the item is fully true in all your actions, then make a tick mark in the column 1 – at all times; if your idea in the statement is true to the maximum number of times, then mark in column 2 – Almost all times; if the idea in the statement is true casually (now and then) in your action, then mark against the item in column 3 – Sometimes; if the idea in the statement is true rarely in your action, then mark against the item in the column 4 – Rarely and if the idea in the item never occurs in your action, then mark against column 5 – Never. Please respond to every item.

<table>
<thead>
<tr>
<th>At all</th>
<th>Almost</th>
<th>Some</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times</td>
<td>all times</td>
<td>times</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

1. Newspapers and Electronic Media have caused in Social development
2. Newspapers and Electronic Media have in Political development
3. Newspapers and Electronic Media have caused in Economic development
4. Newspapers and Electronic Media have caused in Communication development
5. Newspapers and Electronic Media have caused in Education development
6. Newspapers and Electronic Media have caused in Community development
7. Newspapers and Electronic Media have caused in National development
8. Newspapers and Electronic Media have caused in Agricultural development
9. Newspapers and Electronic Media have caused in Rural development
10. Newspapers and Electronic Media have caused in Cultural development
11. Newspapers and Electronic Media have caused in Industrial development
12. Newspapers and Electronic Media have caused in Environmental development
13. Newspapers and Electronic Media have caused in Sports development
14. Newspapers and Electronic Media have caused in Women development
15. Newspapers and Electronic Media have caused in Human resource development

Give your suggestions for effective career and guidance of Newspaper and Electronic Media for promoting Socio-economic and political status particularly human resource management.