This chapter presents review of the existing literature on the proposed field of study. For this, review of studies on interpersonal communication versus mass communication (From Classical to Modern) has been presented in chronological order. It provides the theoretical framework and foundations for the present study. On the basis of the literature reviewed, research gaps were identified and the scope and future plan of the present study was decided.
3.1 INTRODUCTION

Review of literature is a part in a research study in which the works of other researchers and scholars in the same and associated areas are studied and analyzed in order to probe deeply into the area of present research work. It helps to correlate and compare the existing corpus of work. It helps in avoiding replication and paves the way for exploring hidden and untouched areas.

The study of interpersonal communication within the larger field of mass communication has grown steadily over the past couple of decades. But there are a number of problems associated with it. The concept of ‘Interdependence of Interpersonal and Mass Communication’ is still a novice trend in India, therefore few studies are available on it in the Indian context. So, review of literature presented in this research basically pertains to foreign countries where this concept has already been recognized and accepted by the scholars and researchers.

3.2 REVIEW OF STUDIES ON INTERPERSONAL VERSUS MASS COMMUNICATION (From Classical to Modern)

In order to trace the development of the concept of ‘Interdependence of Interpersonal and Mass Communication’, the researcher has presented the existing literature on the proposed field of study in chronological order.

Ryan, Bryce and Gross, Neal C. (1943)’s study, ‘The Diffusion of Hybrid Seed Corn in Two Iowa Communities’ is the most influential diffusion study. It has been regarded
as a classic in the study of the adoption of innovation. The study focuses on hybrid seed corn and its adoption among two groups of farmers in Iowa.

Hybrid seed corn was developed by agricultural scientists at Iowa State University. The diffusion of hybrid seed was heavily promoted by the Iowa Agriculture Extension Service and by salesmen from Seed Corn Companies.

Ryan designed a study based on personal interviews with farmers who were raising corns. He selected two small communities in Iowa. Each of the 259 farmers finally included in the study had more than 20 acres in production and was included in the sample only if he had begun planting corn before hybrid corn became available. Thus, each respondent in the sample had been able to adopt the new seed as an innovation.

Gross interviewed each of the respondents. Data was gathered as to when they had begun their first use of hybrid seed corn. They were also asked to identify their earliest source of information about new kind of seed and when that information had come to their attention. Nearly half of the respondents cited salesman from the seed companies as their earliest source of information. About 10% learned of its existence from advertisements on the radio. Articles in farm journals accounted for an additional 10.7%. Only 14.6% named neighbors as their initial source. A few learned from the university’s extension service, another small number from relatives and so on.

Salesman proved to be the most frequent source of initial information for those who adopted hybrid corn during the early period of 1928-1940. Of the interpersonal channels, neighbors were identified as the most influential source leading to persuasion for adoption. Mass media, such as farm journals and radio advertising were not as important in the adoption of this particular innovation as interpersonal contacts.

Rogers clarified the work of Ryan and Gross by identifying five major stages in the adoption process. These were: 1) awareness 2) interest 3) evaluation 4) trial and 5) adoption. He defined diffusion as, “the process by which an Innovation is communicated through certain channels overtime among the members of a social system”.

In short, the hybrid seed corn study concerns the relative role played by mass media versus that of interpersonal channels in creating awareness. It also emphasized diffusion as a sociological phenomenon.
Lazarsfeld, Paul F., Berelson, B., and Gaudet, H. (1948)’s small book *The People’s Choice: How the Voter Makes up His Mind in a Presidential Election* was the pioneering study determining the political behavior of people. The study was conducted during the American presidential election of 1940’s. The main focus of this study was to discover how and why people decide to vote as they do.

The investigators chose the survey method to probe deeply into the influence of political propaganda presented by the media as voters ponder over their choice of a candidate. The study was conducted in Erie County, Ohio. The researchers took the sample size of 600 respondents who were repeatedly interviewed once a month between May, at the start of the campaign, through early November, the time of the actual election. They employed an innovative method ‘panel design’ to assess the effects of repeated interviewing. The repeated interviews did not have any notable influence on the voting behavior of the respondents.

The media of the campaign were radio, newspapers and magazines. Radio proved to be a politically potent medium having considerably greater significance than the printed page. Magazines played a minor role in the election.

The results of the study indicate that the three factors have the greatest predictive value in political predisposition. These were - Socio Economic Status (SES), Religion, and Rural-Urban residence.

The study concludes that among the people who were studied, some individuals serve as ‘Opinion Leaders’. Opinion Leaders refer to “the individuals who, through day- to- day personal contacts, influence others in the matters of decision and opinion formation”. The suggestion that ideas flow from mass media (radio and print) to the opinion leaders and from them to the mass audience (the less active sections of the population) is expressed as the two-step flow hypothesis of communication.

Larsen, Otto N., and Hill, Richard J. (1954) conducted a study titled ‘Mass Media and Interpersonal Communication in the Diffusion of a News Event’ to see how long it takes for the news to flow to various segments of the population. The study also focuses on the part played by personal contacts in the communication process. The subject of the study was the diffusion of news about the death of Senator, Robert A. Taft. The locale selected for the study was Seattle.
Senator Taft died in New York City on a Friday morning in July, 1953, at 7:30 by Pacific Coast time. Seattle received its first news of the Senator’s death by wire Service at 7:45. Within fifteen minutes, Seattle’s six major radio stations had broadcast the news; the story was on television at 10.45 (the first telecast of the day); and available in the newspapers downtown at 2:30 P.M.

On Saturday, the researchers interviewed approximately one hundred and fifty men and women living in a housing project for faculty members of the University of Washington. On Monday evening they also obtained nearly one hundred and fifty interviews with residents of an interracial working-class housing project near the industrial section of Seattle. These two sets of interviews provided the basic data for the study.

The news was diffused widely and quickly. By the time of the interviews, 88 percent of the faculty community and 93 percent of the working class community knew about the death of Senator Taft. In both communities, men heard the news a little later than the women. On the whole, people who heard about the event from the radio learned it earliest; next were those who received the news by word of mouth, followed, in turn, by television viewers and the newspaper readers.

Within both the faculty and working-class communities, the highest proportion of persons reported first hearing about the death on the radio. But beyond this similarity, the patterns of obtaining the news differed greatly between the two communities.

Among the faculty group, the second highest proportion of persons cited interpersonal communication as their first source of the news, while relatively few learned of the event from television or the newspaper. In this group, the communication pattern remained the same for both men and women. Among the working-class community, on the other hand, television was the second most important source of news of the event, while newspapers and interpersonal communications nearly occupied third and fourth places. Here, however, the communication habits of men and women differed. The working-class women first heard of Senator Taft’s death by radio and television whereas working men were more likely to have got the news from newspapers and word-of-mouth communication.

After hearing the news, about 6 out of every 10 faculty members and 3 out of every 10 workers searched around for more information about the event. The faculty group used
radio as the immediate source of supplementary information, while the working class
group turned to the newspaper.

In short, the study sheds light on the connection between personal and mass
communication. It emphasizes the importance of primary groups in personal
communication about events. There is also strong evidence that people do more than just
listen to mass communicated news. They talk about it with friends, relatives, neighbors,
and co-workers. At least 80 percent of the people who learned about the Senator’s death
discussed it with others, each person talking to about three others, on the average. Hence,
the study provides additional support for the two-step flow hypothesis.

Katz, Elihu, and Lazarsfeld, Paul F. (1955) in their study titled ‘Personal Influence:
The Part Played by People in the Flow of Mass Communications’ focus on the role of
opinion leaders who influence others in four areas of decision-making in day- to- day life.
These areas were: (1) Marketing (2) the world of Fashion (3) Public Affairs (4) the
selection of Movies to see. The problem was to determine who influenced whom in these
areas where decisions often have to be made. In other words, the researchers wanted to
study opinion leaders who were in actual contact with recipients of their influence on a
day-to-day basis. The community selected for the study was Decatur, Illinois, a town with
a population of approximately 60000 peoples. They took the sample size of 800
respondents.

The researchers identified the dimensions which differentiated opinion leaders from non-
leaders in these four areas. These dimensions were: a) the leader’s position in the life
cycle, b) socio-economic status, and c) social contact or the patterns of gregariousness.
The researchers found that the women in their sample often consulted each other for
opinions about new products, the quality of different brands and shopping economies.
Opportunities for personal influence in this area were abundant. Another task for the
researchers was to study how this influence flowed from one type of person to another.
For example, to investigate whether it went from the older women to the younger, or from
the rich to the poor. Finally, they studied the ways in which personal influence was tied to
the mass media, i.e. what were the communication habits of the opinion leaders and how
much they, in turn, were influenced by the mass media.

In order to study the impact of personal versus mass communication, the researchers
analyzed the role played by the several media in affecting recent changes in opinions or behavior among the members of their sample. For example, women were asked whether they had changed their hair styling or their way of dressing recently; if so, they were asked a series of questions designed to detect the impact of mass and personal communications upon their decision.

Out of four areas of decision-making under study, personal contacts had greater influence upon the decision-makers in the areas of marketing, fashions, and movie selection than any of the mass media channels, as measured by their index of effectiveness.

According to Katz and Lazarsfeld, opinions leaders are people recognized by their peers as having some special competence in a particular subject. People turn to opinion leaders for advice about a specific topic but usually do not seek them out for their opinions on a range of issues. Personal influence then takes place between people in face-to-face setting and concern rather specific topics.

“People can induce each other,” write Katz and Lazarsfeld “to a variety of activities as a result of their interpersonal relations and thus their influence goes far beyond the content of their communication.”

**Cuthbert, Marlene (1981)** conducted a case study titled ‘**Interpersonal Versus Mass Media Channels As Influences on Tourism To The Caribbean: An Empirical Study**’ to analyse the influence of interpersonal versus mass media channels on tourism to a Caribbean tourist destination, Jamaica. In order to observe mass media channels’ influence, Marlene Cuthbert compared the press coverage of Jamaica in six U.S. and three Canadian daily newspapers for 1976. For observing the impact of interpersonal communication, he used a structured questionnaire and conducted telephone interviews of twenty five travel agents in both Toronto and New York.

About 92 percent respondents felt that the press coverage did affect their clients’ interest in travelling to Jamaica in 1976. The newspaper, rather than television or any media was perceived to be the most influencing medium by the majority of agents. The findings were that the negative press coverage in U.S. was the major cause for a decline of over 30 percent in the number of visitors from the U.S. during 1975 and 1976 while the Canadian tourism to Jamaica increased during the same period because Canadian coverage of Jamaica was not as negative as that of the U.S.
The study concludes that the press did not operate independently in influencing tourists’ choice of the Jamaican destination. When both the U.S. and Canadian press gave Jamaica equally negative coverage, the tourists of each country responded differently. This difference was due to the role played by the interpersonal channels (i.e. the travel agents) in influencing tourists’ decisions. Hence, the travel agents functioned as critical mediators between the public and the press.

Gunther, A.C. (1988) proposed an answer to the question how people form their beliefs about what other people think in his study entitled ‘The Persuasive Press Inference: Effects of Mass Media on Perceived Public Opinion’. In this study, he proposed the hypothesis of “the persuasive press inference” which suggests that people infer public opinion from their perceptions of the general content of media coverage and their assumptions that such media content has a persuasive impact on others.

For this study, data was gathered in an experiment in which participants read news articles and estimated public opinion on two current issues, each presented with either a favourable or unfavourable slant. For this experiment, 128 university students, primarily undergraduates, were recruited from four separate classes.

The results of the study indicate that the slant of both news articles had a significant effect on participants' judgments of public opinion on those issues, even when adjusted for the effect of projected personal opinion. Findings supported the hypothesis that people appear to estimate public opinion based on their own reading of press coverage—an indirect effect of mass media that can have significant consequence.

Stafford, L., Kline, S.L., and Dimmick, J. (1999) explored the household use of electronic mail in their study titled ‘Home e-mail: relational maintenance and gratification opportunities’. The sample used in the study consisted of randomly selected adults who complete the Buckeye State Poll. The Buckeye State Poll is a monthly sample survey of Ohio residents conducted at the Ohio State University. The study was based on telephone interviews conducted from February 5 to 25, 1997. In a telephone probability sample of 881 adults, 112 reported that they used electronic mail.

The study indicated four super-ordinate reasons for home e-mail use. These were: (1) interpersonal relationships, (2) personal gain, (3) business, and (4) gratification.
opportunities. Regardless of their demographics, majority of users reported that they use Home e-mail for interpersonal relationship reasons. The findings of the study suggest that Home e-mail is used for the maintenance of interpersonal relationships and that gratification opportunities also play an important role in home e-mail use.

**Hess, J.A. (2000)** examines non-voluntary relationships with disliked partners in his research named ‘Maintaining non-voluntary relationships with disliked partners: an investigation into the use of distancing behaviours’. Through this research, he challenges those theories in interpersonal communication that usually assume that people maintain their relationships voluntarily and they like their relational partners. He proved that neither assumption is necessarily correct. **Heider** in his theory of balance predicts that when people dislike their relational partners they feel discomfort.

The study is based upon the hypothesis that people would try to attenuate this discomfort by increasing psychological distance between themselves and their disliked partners. To test the hypothesis, two studies were conducted in which participants (N=185 in Study 1, N=158 in study 2) responded to questionnaires about their maintenance of voluntary and non-voluntary relationships with liked and disliked partners. A total of 36 distancing behaviours were found through content analysis. The results of the study confirm the hypothesis and show that people use distance to attenuate the discomfort created by a non-voluntary relationship with a disliked person. The researcher by using hierarchical cluster analysis, grouped these behaviours into clusters that suggested three basic profiles of regulating distance in these relationships. These were: 1) expressing detachment 2) avoiding involvement, and 3) showing antagonism.

**Rubin, Alan M., and Rubin, Rebecca B. (2001)** in their article titled ‘Interface of Personal and Mediated Communication: Fifteen years later’ argue that the false separation of mass and interpersonal communication has gone on too long. They suggested a research agenda, for future research based on the assumption that communication (mass and interpersonal) is goal-directed and influenced by social and personal needs and constraints. Using the media uses and gratifications perspective as a guide, Alan and Becky set forth a research agenda that link theories and concerns of both mass and interpersonal communication. In their article published in a 1985 issue of
Critical Studies in Mass Communication, Alan and Becky summarize the research that has grown from merging the two fields. Their analysis of 15 years of research shows that linking the two fields is productive, but there are still many interesting questions to be answered.

Albada, Kelly F. and Godbold, Linda C. (2001) present an especially creative linkage of mass and interpersonal communication in their study titled ‘Media-derived Personal Idioms: The talk of a new generation’. The focus of their study is the use of personal idioms in family, friends, and romantic relationships. Albada and Godbold recognize that media products are often the basis of these personal idioms. A personal idiom developed from a media experience may lead to feelings of interpersonal solidarity and increased positive affect. Over 200 young adults responded to questions querying their use of media-derived personal idioms. In addition to examining the development and function of the idiomatic expressions, the study also explored variations within same-sex and cross-sex relationships and between males and females. Friends, family members, and romantic partners indicated that media-derived personal idioms primarily served a pleasure function and secondarily served an affection function. Media-derived personal idioms emerged as every day, routine interactions that are relational, social, and public in nature.

Caplan, Scott E. (2001) concerns about mass and interpersonal communication to the new media context, specifically to the Internet in his study titled ‘Challenging the mass-interpersonal communication dichotomy: are we witnessing the emergence of an entirely new communication system?’. In his study, Caplan argues that the Internet has the potential to shake-up our field because it offers content that cannot be neatly categorized as either mass or interpersonal. Building on the works of others, he further argues that Computer-Mediated-Communication (CMC) represents a radically new and fundamentally different form of communication, i.e. “hyperpersonal communication system.” Moreover, the study explains how extant theories of interpersonal or mass communication systems are unable to define or explain hyperpersonal phenomena. The study reviews the nature of interpersonal and mass communication systems and then illustrates the characteristics of hyperpersonal communication that resist categorization into either of the extant systems. Rather than proposing some sort of bridging or merging of interpersonal and mass communication theories, the study proposes that researchers begin to approach hyperpersonal communication as fundamentally different system all
together, and engage in research aimed toward understanding its nature and its consequences.

Harwood, Jake, and Anderson, Karen (2001) examined the extent to which members of various social groups are portrayed as involved with their families on prime-time television in the study titled ‘Social Group Membership and Family Involvement on Prime-Time Television’. The content analysis of the study follows a long line of research that explores how television, the most commonly used medium, represents this basic societal institution. Using episodes from prime-time network programs in the 1999 season, they examined whether characters of different age, sex, and ethnic groups were shown to be interacting with specific relatives. The particular focus of this study was an exploration of the kinds of family interactions engage in by characters on television. The authors found that older adults and women were portrayed as more involved with their families than other characters. Older adults were less likely to be shown interacting with a spouse than middle-aged adults. Women were more likely to be shown interacting with children and spouses than men. No differences emerged in comparisons of characters of different ethnicities. The findings of the study are notable. They reflect that there are some of the biases in television content that lead scholars to caution against its use as a model for daily living. But, the authors also point out that television presents positive, as well as negative, stereotypes.

Khan, Masrur A. (2005) investigates the contribution of interpersonal communication in the process of acculturation in his study ‘Interpersonal Communication and Acculturation: A Path Analysis’. Acculturation or adaptation refers to the individual’s relationship with an unfamiliar cultural environment. According to Hall (2002), “individuals of a foreign or minority culture learn the language, habits and values of a standard or dominant culture by the cultural process of acculturation”. Therefore acculturation refers to the process of becoming communicatively competent in a culture which is unfamiliar. Masrur assumes that the more a student participates in interpersonal communication with members of the host society, his perception of the host society will become more complex and refined. He further states that the complexity with which a student perceives the host society is influenced by language fluency, motivation level and interaction potential mediated by interpersonal communication.
Language fluency is an important determinant of the sojourner’s exposure to the host society. The more fluent a student is in the host language, the greater will be his or her participation in interpersonal communication with the host society. The second important variable is his acculturation motivation. The term acculturation motivation is defined as the student’s desire to learn about and participate in the host society. Doods in 1998 reports, “If a person is highly motivated to be acculturated, he or she usually becomes more culturally involved with group memberships in the host culture and develops more friends from that host culture than a person who is not motivated to acculturate”. The third important variable is Interaction Potential. Interaction Potential means the amount of actual or potential interaction between the Sojourner and the surroundings host community. The greater a student’s interpersonal interaction potential, the greater will be his participation in interpersonal communication with the host society.

The data for the study was obtained from the International Islamic University, Malaysia hosting the highest number (1378) of foreign students from 76 countries in Malaysia. In order to test the hypothesis of the study, the questionnaire was administered among 230 foreign students enrolled during the academic year 2004. The path coefficients for the original model were obtained by three regression analysis.

The results of the study demonstrate that of the three causal factors, language fluency and interaction potential were the most powerful factors in explaining interpersonal communication. In short, the contribution of interpersonal communication to the development of a refined and realistic perception and understanding of the host society is strongly significant.

De Vreese, C.H., and Boomgaarden, H.G. (2006) in their study entitled ‘Media Message Flows and Interpersonal Communication: The Conditional Nature of Effects on Public Opinion’ investigate the differential effects of both mass media and of interpersonal communication on change in public opinion under the condition of one-sided or two-sided information flows. Based on Zaller’s theory of public opinion dynamics, the study suggests that if the news media are to impact on political attitudes and public policy preferences, their content needs to provide a consistent directional bias (i.e. an emphasis on either positive or negative aspect of an event or issue) —a one-sided information flow (Zaller, 1992, 1996). On the other hand, the condition under which news media are least likely to have an effect is if the public is exposed to both (positive
and negative) sides of an issue. The effects of exposure to mixed evaluative content are likely to cancel each other out. This condition is dubbed as the *two-sided information flow* (Zaller, 1992, 1996).

The study is based upon the hypotheses that under the condition of a one-sided information flow, less politically sophisticated individuals, are influenced by mass media messages whereas high politically sophisticated individuals rely more on interpersonal communication for cues for opinion change. A two-sided information flow yields no media effects. Less politically sophisticated individuals are affected by interpersonal communication under the condition of an absent or two-sided media message flow.

To test the hypotheses, Vreese & Boomgaarden conducted two-wave panel surveys and media content analysis of television news and national newspapers in two countries (Denmark and the Netherlands). The response rates in Denmark were 77.9% in Wave I and 82.8% in Wave II with a net sample of 1,288 respondents participating in both waves. In the Netherlands, this was 70.9% in Wave I and 63.3% in Wave II with a net sample of 2,136 respondents participating in both waves. A significant increase in support in the case of a one-sided message flow (Denmark) from $M = 3.10$ to 3.26 was found. In the case of a two-sided message flow (the Netherlands), the level of support remained stable between the two waves ($M = 2.87$ and 2.84).

The results confirm the hypotheses and show that exposure and attention to news affected politically less sophisticated individuals under the condition of a one-sided media message flow. There were no media effects amongst highly politically sophisticated individuals. Interpersonal communication affected individuals with a high level of political sophistication when the media message flow was one-sided and individuals with a low level of political sophistication when the media content was minimal and two-sided. The study concludes with a discussion of the conditionality of media effects and the moderating role of political sophistication.

Mozumder, Pallab, and Marathe, Achla (2007) investigate the impact of information and communication network (ICN) variables on malaria death probability in their research titled ‘Role of Information and Communication Networks in Malaria Survival’. For this study, Data from 70 different countries was collected and a panel dataset of health and socio-economic variables was constructed over a time period of
The generalized two-stage least squares and panel data models were also used. The intensity of ICN was measured by the number of telephone main lines per 1,000 people and the number of television sets per 1,000 people. The major finding of this research is that the intensity of ICN is associated with reduced probability of deaths of people that are clinically identified as malaria infected.

The results are robust for both indicators i.e. interpersonal and mass communication networks. The results of the research suggest that information and communication networks can substantially enhance the effectiveness of the existing resources for malaria prevention. Resources spent in preventing malaria are far less than needed. Expanded information and communication networks encourage the use of local information, knowledge and decision-making. Timely information, immediate care and collective knowledge based treatment can be extremely helpful in reducing child mortality due to malaria.

Wojnicki, Andrea C., and Jia, Nan (2007) investigate the role of balance and consistency in inter-consumer communication, i.e. word-of-mouth (WOM) communication in their study titled ‘Balance and Word-of-Mouth Communication: A Signed Digraph Analysis of Consumers’ Cognitive Networks’. For this, they analyse consumers’ cognitive networks or ‘signed digraphs’ that represent their WOM experiences. By employing in-depth interviews, consumers’ recalled and hypothetical WOM experiences were generated through substantial online survey and examined according to social network methods. Results indicate that digraphs associated with recalled WOM experiences were more balanced than would be the case if they were generated by chance, and that this balance implicates not just disseminators’ satisfaction with the experience, but also their future WOM propensities. In other words, consumers’ micro level cognitive processes affect their propensities to engage in future interpersonal, macro-level marketplace communication.

Hoffman, L.H., et al (2007) examine multiple factors associated with the process of public opinion in their study titled ‘The Role of Communication in Public Opinion Processes: Understanding the Impact of Intrapersonal, Media and Social Filters’. These factors were conceptualized as - intrapersonal, media, and social ‘filters’ within the public opinion process. To test the impact of these filters, a survey was conducted with two independent samples—the first sample was collected during the introduction phase of
a community ballot issue and the second just a week before the issue vote. Findings indicate that all three filters impacted public opinion regarding the ballot issue. Within these filters, important sub-processes were also analysed to better understand each filter's contribution to the formation of public opinion. Ordinary least squares (OLS) regression equations used to test the proposed process model revealed that the intrapersonal filter accounted for a substantial amount of the overall variance in public opinion, but that media and social filters were also important predictors. Results highlight the importance of communication variables in the formation of public opinion.

Valente, T. W., and Lombardo, Anthony (2007) show how interaction between mass and interpersonal communication helps in designing health communication campaigns for creating buzz for behaviour change in their study titled ‘Mass and Interpersonal Communication: Buzz for Behaviour Change’. Based upon two-step flow hypothesis, their study proposes that mass media influence opinion leaders who in turn influence others who are less attentive to mass media communications. Usually, these others are thought to be family, friends, co-workers, and even acquaintances i.e. people with whom they are close and have strong credibility and trust.

Opinion leaders are found to consume more media and are more aware of current events. In order to buttress their arguments and persuade others to follow their opinions, they use media communications. According to Gladwell, “these ‘mavens’ use the media to stay up-to-date on their favourite topics, they freely share this information with others, and they are seen as credible sources of this information”. In other words, opinion leaders are influenced by mass media and others are influenced by opinion leaders and the mass media shapes their messages in accordance with their audience. In short, A influences B but in fact B also influences A.

The amount of influence required for a person to adopt a behaviour varies. Some people adopt new behaviours only when a minority of their friends has done so; others wait until a practice is widely accepted before they are willing to adopt it.

The study concludes that the effectiveness of all health messages depends on how, with whom and in what ways they are discussed. Creating the right “buzz” for behaviour change depends upon following steps:
• Mapping social networks to identify truly trusted and credible opinion leaders;

• Conducting formative research which involves analysis of the target audiences and assessing the barriers and incentives for their behaviour change; and

• Pre-testing messages with social networks, or at least with groups of people who know each other in order to determine how people discuss the topic, what they say, and to whom.

Southwell, B.G., and Yzer, M.C. (2007) highlight the role of conversation in media campaigns in their article titled ‘When (and Why) Interpersonal Talk Matters for Campaigns’. They show how conversation and campaigns might be linked. According to Kirchler (1989), “Conversation means an exceptionally large proportion of the communication behavior people typically perform. For example, people are engaged in conversations far more often than they read newspaper or watch television.” Hardy and Scheufele suggest that talk mediates campaign message effect processes. They describe the possibility of talk ‘as a moderator’.

Southwell & Yzer gave a variety of explanations of why people talk about campaigns. They identify five contextual factors that help in identifying when talk is particularly relevant to the eventual impact of a campaign. These factors are: (i) Message function (ii) Message format (iii) Message timing (iv) Network density and (v) Campaign topic.

Conversation and campaign effects seem most likely to intersect when campaign timing and context facilitates individuals’ recognition of the relevance of campaign efforts to everyday survival and maintenance of self-image. Simple talk between people is a useful and predominant means for self-verification. Compton & Pfau suggest that engagement in talk can boost self-esteem and serve to reassure one self. Like Compton & Pfau, Morgan describes how and why informal talk serves to spread, through social networks, information and opinions originally broadcast through mass media.

The results of the study indicate that interpersonal interaction might spread inoculation, that social network density might affect the translation of mass media messages into public sentiment, that campaign message format might prompt people to talk, that conversation might be a crucial link between campaign efforts and key political
outcomes, and that timing might matter in predicting when talk will have an effect on elections.

**Licht, Melea A.R., and Martin, Robert A. (2007)** identify the types of communication channels Corn and Soybean producers of Iowa prefer for agricultural information in their study titled ‘Communication Channel Preferences of Corn and Soybean Producers’. The study was carried out in five communities of Iowa in December, 2004. The study consisted of five focus group and the size of each focus group ranged from 3 to 9 participants. The participants were selected on the recommendations of Iowa State University Extension Field Crop Specialists. The participants in the focus groups were Caucasian males who used to farm Corn and Soybeans and their ages ranged from late 20’s to early 60’s.

A total of 115 producers were selected for the study and contacted by the researchers to determine their interest in participation. A discussion plan was organized prior to the focus group sessions. Focus group sessions lasted up to 90 minutes. The data gathered from focus groups was analyzed by using theme coding and qualitative data charts. The study concludes that:

- Producers preferred a variety of mass communication channels and they highly preferred consultations.
- They preferred mass media channels for general information and interpersonal communication channels for specific and applicable information.
- Among Mass media channels, producers preferred radio and among interpersonal channels, producers preferred consultations.

**Christen, Cindy T., and Huberty, Kelli E. (2007)** examine an important assumption of the persuasive press inference: that of perceived media reach in their study entitled ‘Media Reach, Media Influence? The Effects of Local, National and Internet News on Public Opinion Inferences’. The researchers conducted two experiments in which they compare perceptions of Local, National and Internet news articles on two U.S. environmental policy issues: oil drilling in the Arctic National Wildlife Refuge (ANWR) and ratification of the Kyoto treaty on global environment. Experiment 1 suggests that public opinion inferences varied in line with the perceived positive or negative slant of local or national news articles. For this experiment, data were collected in a 2 X 2 X 2
experimental comparison of local and national news articles, favorable and unfavorable news slant and question order. Democratic and Republican Central Committees from the Midwestern County were recruited to participate in spring 2002. A census sample of 75 Republican members and random sample of 75 out of 106 Democratic members were drawn. The survey was distributed in three waves: initial postcard explaining the purpose of the study, followed one week later by randomized questionnaire, followed two weeks later by reminder postcard. 36 Democrats and 33 Republicans returned questionnaires, for a response rate of 46%.

A random half of participants read two stories favorable to Bush administration positions on ANWR (pro-drilling) and Kyoto (anti-ratification), while the other half read two articles unfavorable to Bush positions (anti-drilling, pro-ratification).

The results confirmed that Democrats held favorable attitudes towards environmental advocacy groups and the Democratic Party (M= 3.04) and unfavorable attitudes towards Bush and Republican Party. Similarly, the attitude of Republican Participants were favorable towards Bush and Republican Party and unfavorable towards environmental advocates and the Democratic Party (M= 2.54). Non-partisans differed significantly from Republican and Democratic committee members and held attitude slightly favorable towards Bush and Republican Party (M= -0.90). Across all the groups, differences in attitude towards key parties were highly significant.

Experiment II indicates that variations in the perceived reach of print and online versions of national news articles produce variations in perception of public opinions. For this experiment, data were collected in a 2 X 2 X 2 experimental comparison of internet and print news sources, favorable and unfavorable slant, and question order. Six experimental sessions were conducted in fall 2002. Participants were 150 college students enrolled at a large Midwestern University. Before and after reading news articles participants estimated the percentages of Americans who had access to Newspapers, Magazines, Television, Radio and the Internet by circling percentage ranges on a 10 point scale. According to this experiment, 71% of U.S. adults currently use the Internet, with use concentrated among the young (87% among those between 18-29 years), affluent (93% among those whose incomes were above $ 75000/-) and educated (91% among those with college degrees).
The study concludes that since Internet access and use has increased in the United States, the persuasive press inference predicts a correspondingly greater influence of online news stories on public opinion estimates.

Horner, L.R. (2008) examines the impact of various channels of mass media on individual consumer confidence in his study titled ‘Communication and Consumer Confidence: The Roles of Mass Media, Interpersonal Communication, and Local Context’. The study explores the effects of attention to news about the economy, interpersonal discussion of the economy, and local unemployment rates on individual consumer confidence. Individual consumer confidence is assumed as a person’s expectations of future economic conditions. Data was collected from six months of the Buckeye State Poll during a period of worsening economic conditions in 2001 and 2002. The survey method was adopted which included a unique set of attention to news about the economy measures that focused on different geographic domains and types of media. Local unemployment rates were matched to individuals based on county of residence.

Both personal economic experience and attention to news about the economy were found to be the significant predictors of individual consumer confidence. Personal economic experience was measured by household unemployment. Of the different forms of attention to news about the economy, attention to news about the local economy on television had the strongest effect. Interpersonal discussion of the economy had no effect. Observation of the economy via local unemployment rates was found to have an unexpected relationship with the individual consumer confidence.

Galeotti, Andrea, and Mattozzi, Andrea (2008) investigate the effect of social learning on political outcomes in a model of informative campaign advertising in their study titled ‘Personal Influence: Social Context and Political Competition’. It was found that communication networks among voters have important effect on parties’ incentives to disclose political information, on voters’ learning about candidates running for office, and on the polarization of the electoral outcome. In particular, in richer communication networks parties disclose less political information and voters are more likely to possess erroneous beliefs about the characteristics of the candidates running for office. In turn, a richer communication network among voters may lead to political polarization. These results are reinforced when interpersonal communication occurs
more frequently among ideologically homogeneous individuals and parties can target political advertising.

**Feaster, J.C. (2008)** proposed a synthesized planning approach to interpersonal communication in his work, ‘A Planning Approach to Interpersonal Media Use and Selection’. In this study, this approach was used as a lens to examine concepts and theories familiar to interpersonal media research. In it, a planning approach to interpersonal media use and selection was proposed. An empirical investigation of the interpersonal media use and selection was conducted through the use of survey and diary methodologies. The results of this investigation indicate that the concepts organized within the interpersonal media use and selection may be useful for predictions of uses and outcomes, but finer attention to cognitive schemata and to system level patterns of use are required.

**Hayes, J.D. (2009)** examines individual adoption and use of communication technologies through a communication perspective in his research titled ‘Lazy User Theory and Interpersonal Communication Networks’. His work is based on the lazy user theory of solution selection. The user state (individual technology use characteristics) and peer communication are hypothesized to predict switching costs (communication device satisfaction) and laziness. A one-shot survey of 687 individuals consisting of college students, Facebook, and Reddit.com users was conducted. The data collected later was subjected to exploratory factor analysis and multiple regression. Factor analysis revealed four aspects of the user state: portable teachers, on liners, workers, and relationshipers; three types of peer communicators; conversationalists, web-references, and peer superiors; and one type of switching cost, switchers. Three multiple regressions confirmed that user state and peer communication account for 14.7% of the variance in switching costs and 11% and 9.9% of the variance in laziness.

The study concludes that there are four factors that an individual considers while adopting a communication device, and three primary strategies for seeking information about communication devices. Switching decisions and laziness are, to some extent, influenced by the user state and peer communication.

**Bicchieri, Cristina, Lev-On, Azi, and Chavez, Alex (2009)** discuss the impact of the size of communicating groups and of media richness on behaviour in Trust games in their
study titled ‘Group and Dyadic Communication in Trust Games’. The richness of the communication medium and the size of the communicating groups were manipulated to present new experimental results. Bicchieri and Lev-On (2007) show that the 'poorer' the communication medium, the longer it takes to reach agreements and establish cooperation, and even when such agreements are reached, they are violated more frequently than agreements reached by face-to-face communication. The positive effect of face-to-face communication on pro-social behaviour, which Bicchieri (2006) dubs the ‘communication effect,’ has been a robust finding in the experimental study of mixed-motive games.

The results of the study indicate that communication richness failed to produce significant differences in first-mover investments, but the size of the communicating group did. The amounts sent were significantly higher in the dyadic communication conditions than in the group communication and no-communication conditions. It was found that first-movers’ expectations of second-movers’ reciprocation strongly predicted their levels of investment.

Cohen, Jonathan, and Tsfati, Yariv (2009) highlight the effects of news media on society in the context of voting decision in their article titled ‘The Influence of Presumed Media Influence on Strategic Voting’. According to them, electoral choices like other choices in life are affected by social norms and perceptions of media influence on others. Much of the social information remain available to voters through mass media that is simultaneously transmitted to them and to other voters. By assessing the nature of the political information provided by news media and weighing it against their estimate of its impact on the behaviour of others, voters can estimate expected shifts in public opinion and consequently calculate the impact of their own voting choices. Cohen and Tsfati proposed that among the factors shaping voting choices are beliefs about media influence. The study is based upon the hypothesis that voters’ beliefs of news media influence on the voting decisions of others is related to their propensity to vote strategically. For this study, three data sets were collected from two Israeli Knesset elections of 2003 and 2006. The results of the study confirm the hypothesis and demonstrate significant and positive correlations between presumed media influence on others and self-reported strategic voting.
Wang, Zuoming, Walther, Joseph B., and Hancock, Jeffrey T. (2009) investigate the influence of interpersonal communication and intergroup identification on members’ evaluations of computer-mediated groups in their study entitled ‘Social Identification and Interpersonal Communication in Computer-Mediated Communication: What You Do Versus What You Are in Virtual Groups’. The study raises questions about black sheep effect research. The black sheep effect pertains to the evaluation of likable and dislikable in-group and out-group members. Whereas likable in-group members are more favored than the likable out-group members, the black sheep effect holds that dislikable in-group members are derogated more severely than the out-group. Essentially, the black sheep effect is an interaction between interpersonal likeability and intergroup membership.

The study involved the two subgroups (sphinx versus pyramid) based on arbitrary criteria following the principle of the Minimal Group Paradigm. A 2 (in-group versus out-group) X 2 (likable versus dislikable behavior) factorial experiment was designed to examine how likable/ dislikable acts within a salient subgroup identity affect interpersonal perceptions and group interactions. Student participants (N= 256) were recruited from several classes in communication at a large university in the northeastern United States for a “virtual interactions” experiment. The age of the participants ranged from 18 – 34 years, 47% of participants were male and 53% of them were females. All participants were familiar with the use of computers.

Participants (N = 256) in 64 four-person groups interacted through synchronous computer chat. The experimenters explained that the aim of the experiment was to analyze the decision-making process of groups that use instant massaging as the communication channel. The study explored online interactions in terms of how people behave and how they perceive others in virtual groups.

Sub-group assignments to minimal groups instilled significantly greater in-group versus out-group identification. One of the four members in each decision-making group was instructed to exhibit interpersonally likeable or dislikable behavior. Analysis revealed that confederates acting likably were more attractive than those acting dislikable regardless of their in-group or out-group status. Further results indicate that interpersonal behavior interacted with subgroup membership on identification shifts
following online discussions. Interpersonal dynamics generally provided stronger effects on members in virtual groups than did intergroup dynamics, in contrast to predictions from previous applications of social identification to computer-mediated communication.

Lowry, Paul Benjamin, et al (2010) examine trust in technology-supported groups from the perspectives of culture, social presence, and group composition in their study titled ‘Effects of Culture, Social Presence, and Group Composition on Trust in Technology- Supported Decision- Making Groups’. The results demonstrate that, in culturally homogeneous groups, individualism has a negative impact on the level of interpersonal trust; however, in culturally heterogeneous groups consisting of Chinese and U.S. participants, individualism has a positive impact on interpersonal trust among members. There were also significant differences in the level of trust between homogeneous Chinese groups and heterogeneous groups consisting of Chinese and U.S. participants. In addition, the mediating role of communication quality was identified to explain the effect of social presence on trust. The findings have important implications for trust-building and communication in global technology supported decision-making groups.

Campus, D., Ceccarini, L., and Vaccari, C. (2010) analyzes the role of political discussion during the 2008 election campaign in Italy in their research titled ‘Political Discussion in Italy between Mass Media and Ideology: Insights from the 2008 Election’. Their research specially focuses on how frequently Italians talk about politics, how important they consider political discussion in comparison to other channels of information, and how congruent their discussion networks are with their own political viewpoints. In particular, the paper discusses the relationship between ideological self-placement and political discussion. The findings point out that ideological alignments are significantly related to political discussion. In other words, leftist and center-leftist leanings particularly encourage Italians to talk about politics. This can be explained by long-term structural factors, such as voters’ political socialization and a leftist voters’ greater predisposition for political participation. After Berlusconi took ‘the field’ and became leader of the centre-right, mass media have been increasingly perceived as biased and not trustworthy by leftist voters. They turned to interpersonal discussion as an alternative channel through which they can partially counterbalance a mass media landscape dominated by Berlusconi and the center-right.
Lwin, M. O., Stanaland, A. J. S., and Williams, J.D. (2010) in their study entitled ‘American Symbolism in Intercultural Communication: An Animosity/Ethnocentrism Perspective on Intergroup Relations and Consumer Attitudes’ deal with the acceptance versus rejection of messages that represent one’s own culture / in-group, or a foreign culture / out-group. They investigate how symbols in mass communication might be used to overcome biases toward in-group and out-group messages. They experimentally study these effects across four countries: Singapore, Australia, Malaysia and Hong Kong; representing varying levels of consumer ethnocentrism (which relates to attitudes about one’s own country, or in-group) and country-specific animosity (which relates to attitudes about a particular foreign country or out-group). They selected a total of 504 participants from populations across these four countries: 98 Australians, 100 Hong Kong residents, 142 Malaysians, and 164 Singaporeans. The sample included respondents aged between 19 and 62 with a balance of males and females. They all had been Internet users for at least 6 months and frequented English language websites. The symbols selected for the study were: the Raffles Statue (Singapore), Petronas Twin Towers (Malaysia), Sydney Opera House (Australia), Central Plaza (Hong Kong), and the Statue of Liberty (United States).

Using a Social Identity perspective and employing Exploratory Factor Analysis method, they recognize asymmetries of response between in-group preference and out-group discrimination within the context of American and indigenous cultural representations in the form of symbols and brands. Brewer quotes, “In-group love is not a necessary precursor of out-group hate.” Much of the literature on intergroup relations assumes that in-group favoritism and out-group discrimination are reciprocal but the study shows that in-group bias and out-group discrimination can function independently and with differing effects.

The results of the study indicate that an ad framed by an American (out-group) symbol will elicit more favorable attitudes among participants with low consumer ethnocentrism and with weak U.S. focused animosity than an ad utilizing an indigenous (in-group) symbol. On the other hand, an ad framed by an indigenous (in-group) symbol will elicit more favorable attitudes among participants with high consumer ethnocentrism and with strong U.S. focused animosity than an ad utilizing an American (out-group) symbol. The study further reflects that there is no significant brand origin interaction effect with
animosity and ethnocentrism, but there is a significant symbols interaction effect with animosity and ethnocentrism. This seems to suggest that participants focus more on the symbols in an ad in comparison to the brand’s country-of-origin.

Chia, S.C. (2010) in his study entitled ‘How Social Influence Mediates Media Effects on Adolescents’ Materialism’ shows how media influence and social influence interplay and produce joint effects on adolescents’ materialistic values. Media influence primarily concerns the effects of advertising, where as social influence includes the influence of family and the friends. In this study, a theoretical framework was proposed in which adolescent’s perception of media influence on two primary social groups namely parents and peers and interpersonal communication with these social groups are considered as key elements to explain the possible connection between media influence and social influence. This framework was built on the idea of “influence of presumed influence” (Gunther & Storey, 2003), which suggests that adolescents adopt some behavior to accommodate their perception of media influence on both parents and their friends. This behavioral reaction to presumed media influence on others is termed as the influence of presumed media influence. Secondly adolescents’ exposure to advertising induces the adolescents to discuss about the advertised products or relevant consumption matters with their parents and friends. Adolescents’ interpersonal communication with parents and peers influence their attitudes and behavior and lead to an increase in their level of materialism.

Singapore is selected as the locale for this study. The framework was tested with survey data of 695 adolescents in Singapore. The results of the study show that an adolescent’s exposure to advertising has both direct and indirect effects on his or her materialistic values. The indirect effect is mediated by the adolescent’s perception of the influence of advertising on friends and by adolescents’ interpersonal communication with parents and their friends.

Nguyen Vu, H.G., and Gehrau, Volker (2010) propose a model of Agenda Diffusion as an explanation for inconsistencies in Agenda-Setting research in their study titled, ‘Agenda Diffusion: An Integrated Model of Agenda Setting and Interpersonal Communication’. Most of the theoretical and empirical researches in agenda-setting regard mass communication effects and interpersonal communication as antagonists. From their perspective, the effects of mass communication decrease if interpersonal
communication occurs. The researchers integrate the ideas of two-step flow of mass communication, diffusion of information and innovation and campaigns and conversation into their agenda diffusion model. They also highlight the role of interpersonal communication in agenda setting. They suggest that interpersonal communication plays a pivotal role in a two-step process in which the media agenda diffuses first from the mass media to media users and then from these media users via interpersonal communication to non-users.

To test the hypothesis, the researchers conducted a field study in a village in North Germany. They also conducted a survey to investigate agenda-setting process and interpersonal communication among villagers. From approximately 125 households in the village, a random sample of 74 households was chosen of which all household members were interviewed. The respondents filled in a self-administered questionnaire and were also surveyed in follow up personal interview. The dependent variable in agenda setting-the public agenda- was measured by three different questions. The two independent variables in their diffusion model were- media use and interpersonal communication. Control variables include personal involvement and integration in the community.

In short, the study provides empirical evidence for agenda diffusion as an integrated process of interpersonal communication and mass media effects. The starting point was the article about a local issue special to a community that was published in the community magazine. Some community read the article, got interested in the issue and were driven to talk with others about it. These media users underwent a shift in issue importance during these discussions. In other words, interpersonal communication acts as a key variable in combining media effects on the individual level and on the aggregate level of society.

Awad, Tamer A., and Alhashemi, Suhaila E.(2012) in their study titled ‘Assessing the effect of interpersonal communications on employees' commitment and satisfaction’, examine the impact of interpersonal communication on employees' relationship with their superiors and co-workers, their commitment to their organizations and their satisfaction with jobs. The researchers make use of survey method and quantitative research methodology for investigating employees' motives for communicating with their superiors and co-workers, their satisfaction and commitment towards their organization. The research identifies pleasure, escape, relaxation, control and inclusion as motives
explaining why people communicate with each other and how they relate to each other. The findings of the study revealed a relationship between the motives along with satisfaction and commitment. Employees report a moderate commitment with their co-workers as well as with their superiors. Furthermore, the results showed strong relationships between the control, affection, inclusion, escape and relaxation motives.

The research shows that the organization's commitment can be enhanced through job enrichment i.e. by finding ways and means of improving job satisfaction through different strategies such as improving the quality of the supervision, decentralization of power and counselling. In addition, the research shows that in order to encourage healthy interpersonal relationships among employees and their co-workers, the communication ties among them need to be strengthened. This approach proves to be more effective because it involves the process of taking people together and creating what is the mission and vision of an organization. It also helps in developing corporate values.

Korn, Christine, and Einwiller, Sabine (2013)’s study titled ‘Media coverage about organisations in critical situations: Analysing the impact on employees’ is the first systematic analysis of the impact of media coverage of an organisation on its employees. The study investigates how critical media coverage of an organisation affects its employees. The authors expect the effects to be “reciprocal”. Drawing on a framework for the analysis of reciprocal effects of mass media by Kepplinger and qualitative interviews among employees of 14 different organisations undergoing a crisis, the authors develop an employee-model of reciprocal effects for the context of organisational crises.

This qualitative research shows that employees are affected by media coverage on a critical issue about their employer. Mass media are an important source of information for employees in critical situations. The data indicate that interpersonal conversations with colleagues are also important for obtaining information and coping with the situation. Employees show emotional reactions, such as helplessness or shame, and a tendency to defend their employer. The better employees feel informed by their organisation's internal communication, and they know better how to cope with the situation. The data indicate that the effects vary with the employees' level of organisational identification. The study concludes that open and constant internal communication with employees during a crisis fosters reactions that stabilise the organisation in critical situations.
Sommer, Denise (2013) in his research ‘Media Effects, Interpersonal Communication and Beyond: An Experimental Approach to Study Conversations about the Media and their Role in News Reception’ published in Journal for Communication Studies discusses the challenges and opportunities of laboratory experiments for communication studies. It shows that laboratory studies and the consideration of social context variables do not necessarily contradict each other. For this, an experimental approach to research on TV news effects was applied. It also focuses on interpersonal communication about a newscast and explores the social context of media use and media effects.

Based upon two main research domains, (1) The role of interpersonal communication in media effects and (2) TV news reception, five hypotheses were derived. These hypotheses were tested in an innovative experimental design including survey and observation methods along with combination of media effects study and small group experiment. The impact of conversations on news memory and evaluation is assessed by treating conversations as independent variable in the experiment. In a video observation, the mechanisms of interpersonal communication about the media were identified. A moderating influence of conversations, especially an enhanced news recall, was revealed. In addition to it, the social processing of the media content can be assumed as possible explanations for the effects of the experimental treatment.

Aava, Katrin, and Tampere, Kaja (2013) in their study ‘Societal Approach for Interpersonal Communication and Social Interaction Analyses: Critical Discourse Analyses in Political Practice’ analyse how military activity is made legitimate in different societies as an example of different governmental ideologies of different countries. The study also analyzes which narratives and discourses are used to make the dominant governmental ideologies acceptable to citizens.

The authors use the method of critical discourse analysis to compare the main narratives of (a) the establishment of communism that was dominant in the Soviet Union and (b) the anti-terrorism movement in the first decade of the 21st century, used in the spread of democratic ideology and justification of the actions of different countries. The research question of the study lies in the fact that the heads of state, by using rhetorical means and constructive attitudes, manipulate the will and the values of citizens. The actual content of the presented text is concealed as discourse in text that is heard and read, and thus the real content of the message is transformed.
The study analyzes how society, with the help of mass communication, was mobilized for military activity in the totalitarian Soviet Union and also as an independent democratic country, after the events of September 11, 2001. The Cold War rhetoric in the Soviet Union meant the linguistic militarization of life. It invaded everyday life through the language of the media and thus became the language of describing everyday life. After the events of September 11, 2001, a new global confrontation was constructed. During the Soviet Union period the fight was against international imperialism; now it is against international terrorism.

The study observes the development of war discourse into the discourse of anti-terrorism, one of the mainstream discourses mobilizing society and shaping public opinion in the present century. People accept beliefs or truths that seem authoritative to them and they are presented to them through prestigious channels. Therefore, through the media the public is influenced by scholars, experts, professionals, opinion leaders and different social agents. Fairclough's (2005:61) inter discursive analysis is used in the text analysis of this study. Both narratives in the study are characterized by euphemistic use of language. The military activity is justified by the need to defend democratic values.

3.3 CONCLUSION

After going through and analyzing the existing corpus of work on these two fields of communication, the researcher concludes that both mass and interpersonal communication are related to each other. They are complementary to one another and are inseparable. People rely on mass media for their conversation topics i.e. to be able to converse. Similarly mass media shapes their content in accordance with their audience. Interpersonal interaction among people play a mediating role between mass media effects on public and at the same time this interaction serves to spread, through social networks, information and opinions originally broadcasted through mass media. Hence, both are dependent on one another for their base and material. But such exploration of their interdependence on one another is quite rare in Indian region. So, the present research is an attempt on the part of the researcher to explore such interdependence between these two fields of study in the Indian context.
REFERENCES


