ACKNOWLEDGEMENT

I nurtured the desire for completing doctoral study in media management since I qualified in NET-JRF. For family compulsion, however, I joined a branch of West Bengal Civil Service. In 1996, I joined Assam University as a lecturer. In 1998, Dr. Partha Chatterjee joined Assam University as the professor in mass communication.

My problem of finding a guide in the specialisation of media management was solved. I am lucky to get a friend, philosopher and guide in him who took immense pain to ensure that my doctoral study led to fruition. From his vast experience as a top level mass communication professional and a top level media manager, he virtually thrashed out all incongruencies and guided the study to right track. His enlightened criticism and openness made me confident to delve deep into the topic of media performance in changing media reality in which almost no academic work has been undertaken in India. He allowed me to take a new approach for the study. My best regards for him.

My guruji, Sree Sree Thakur Anukulchandra desired from me getting a doctoral degree. When I was in dilemma about pursuing doctoral course here or in an US university, Sanghacharya Param Pujyapada Ashokeda asked me not to go abroad at that stage and I followed. When I was ready to join a job after graduation for family hardship, my mother forced me to join post graduation in mass communication. When I got offer for lecturership in Assam University, she permitted me to leave the nice job with so many fringe benefits. During my field work in Calcutta, she even provided monetary support. Sri Sri Ravishankarji's Sudarshan Kriya helped a lot in keeping me totally fit. I owe to them for whatever I could do.

I started the study in 1998. PG teaching in media management was my real testing ground. Prior to this, Subhendu, a PG student did his dissertation on exploratory design for media performance research in new media reality under me. This exercise helped me a lot.

Reports of experts on my research proposal were confidence boosters for me while some of their observations helped me a lot. Three seminars in the university where experts from mass communication, management, sociology, commerce, economics, philosophy, political science, languages and research methodology grilled me about various aspects of this research touching several disciplines, helped me in furtherance of my research cause. Among them Dr. N.B. Biswas, Prof. Gautam Biswas, Dr. Apurbananda Mazumder, Dr. A.K. Das Mahapatra, Dr. V.P. Singh, Dr. Subir Kar and Prof. Tapodhir Bhattacharjee deserve special mention.

At thesis writing stage comments from Dr. G. Ram (Reader, Sociology, Assam University), Dr. N.B. Biswas (Reader, Education, Assam University) and Dr. Gurudas Das (Lecturer, Economics, St Anthony's College, Shilong) helped me immensely.

My friends Ashoke, Bikash and Rajarshi (all lecturers in Assam University and Ph.D. scholars) were always helpful. So was Dr. G.P. Pandey and Dr. Gunjal (as my research was approaching completion stage). Those who helped me in field work and enabled exploration are mostly mentioned in interviewees' list. Ajay (my PG classmate), Snehasishda and Mrityunjoyda (my seniors in Calcutta University) were extremely supportive during my Calcutta field work. So was Nitish Bhattacharya of Mass Media
Centre, Calcutta.

P.K. Roy (AajKal) and Avijit Dasgupta (Broadcast Worldwide) deserve special mention for their support. Pabitra Mukherjee (Ex-Publisher, ABP Ltd.) was instrumental in enhancing my interest in media management as my teacher in Calcutta University. I owe a lot to him.

My wife Pallabi, all through the research was a source of inspiration and encouragement. My two kids, Sreeja and Swastik provided me joy at moments of despair. They sacrificed a lot for me. My brother Bubun helped me during last few days.

Partho, Lintu and Babluda of Link Line and Samrat, Pappu and Partho of SG Printers helped in proofing and printing. At the completion stage Sourav of S.K. Printers also helped in computer printing. Rupak Dutta, a gurubhai of mine extended generous help. I have no word to acknowledge their contribution.

Professor Subhas Chandra Saha, Vice Chancellor, AUS supported my endeavour whole heartedly. Professor Jayanta Bhushan Bhattacharjee's inspiration helped me a lot. My best regards to them. Further I remember with gratitude inspirational words from Professor Biman Kr. Dutta, Professor G.D. Sharma and Professor D.K. Pandya.

My gratitude to all media organisations in Calcutta who extended help and whose information I utilised. I may forget some names for which I am apologetic. Last but not the least. I owe my debt to T.N. Sindhwani, R.G. Pickard, J.P. Pavlik, M.Gurevitch and D. Mcquail from whose works I drew inspiration.

Whatever contribution my study may offer to media performance research tradition is the result of combined effort of media scholars, industry managers and many others. Limitations, which ever remains, are of mine exclusively.

In fine, I acknowledge the Almighty for blessing me with this life-time chance.

With respect to all.

12/2/2001
Biplab Loha Choudhury
Silchar