CHAPTER - FIVE

PROFESSIONS, OCCUPATIONAL MOBILITY AND SOCIAL CHANGE

Although it is a fact that about 80% of the total population of India continues to live in rural areas and that the heart of the India still lives in the villages which are characterised by pre-dominance of agriculture and its allied activities that are carried by traditional artisans. The impact of an accelerated pace of urbanization can be observed not only diversification of traditional occupation in the modern framework but also commercialization and mechanization of agriculture itself. The availability of opportunity to enumerate the living conditions even in the villages involves excess of the rural population to scientific know how for production and even infrastructure to establish small industries at grass root level. This has been possible through direct or indirect linkage in urban centres and the surrounding villages which are growingly integrated into the framework of economic interdependence (Rao, Akinchan, 1982). However the process still in the rudimentary stage as the villagers in absence of wide-spread literacy and education as well as suffering from ignorance and superstition have felt to away of these opportunity which alone can be instrumental to increasing their standard of living by extricating majority of them from below the poverty line. This is because a complete failure of the education policy of the government which has so far been unsuccessful in implementing the need of universalisation of education to this has been
added on equal distribution of educational and economic opportunity and even deprivation of the weaker sections of the village community in this regard castism, factionalism and corruption are still rampant in the rural area there by thwarting the process of growth and development.

Since most available educational and economic opportunity are cornered by the well to do sections of the village community, the person belonging to weaker section and backward community have preferred to go to the cities for escaping the ruthless exploitation and various conditions on the one hand and obtained new opportunities of employment for bettering their living conditions. As result the people in growing numbers have come temporarily or permanently in the cities and taken up new professions. In cities or towns at least 75% of the occupations are non traditional or non agricultural. These occupations grow of the traditional cultural trades. Instead they are the product of the modernising trend of the economic activities as as a result different professions emerge for catering to the need of a diversified market economy. This is in contrast to the rural areas where occupations correspond to subsistence economy. Therefore in cities various profession of non-traditional nature can be seen such as medical, Engineering, teaching, legal practice and white as well as blue collar employment multiplication of such profession provider opportunity to vast population for insure their vertical mobility in the new frame work of occupational stratification. And this mobility is insured by the occupied
the individuals such as education experience and vocational training which are available in urban areas. From this viewpoint it seems necessary to explain the process of social change in terms of the intensity and scale of occupation/mobility in terms of different professions and the values, norms, and ideology associated with them.

Forces of change are active in India, and a great deal of transformation is taking place in the old structural pattern of this tradition haunted society. Modern education, has among other things, given rise to professions in India and our main aim in this work has been to analyse the different aspects of mobility, among the professions in Patna and Ranchi districts.

A study of mobility among the professions will naturally help a great deal in the understanding of the changes in the pattern of occupational differentiation and its causes and consequences. Professionalism demands a new style of work: The members of the professions are not recruited by birth nor by heredity but by hard work, education and training. Any moving about may be termed as mobility, whether it be the change of residence, or of an occupation or of a social structure. In the pre-industrial society, there were lesser opportunities for such changes, owing to a variety of reasons, such as the physical and social limitations of man. But industrial urbanism, with its technology and new ideology, has broken all barriers and has accelerated the pace of mobility. Mobility, raises the standard of living reduce the narrowness of mind and dogmatism and motivates man to aspire for higher positions.
As a process, mobility brings about changes in the social structure, as well as in the attitudes and status of individuals. The foremost consequence of mobility is a decline in the 'hereditary transmission' of occupation which was closely associated with the caste system. A marked change is visible in the concept of social status itself. As is well known, in the caste system, status was determined by birth. In this chapter we intend to highlight different professions constituting the basis for occurred occupational mobility and the implication of the ideas outlook and behaviour of the individuals in a new social settings.

Occupations, especially in the areas under the influence of urbanization, are now assessed in terms of profit, public esteem, rather than in terms of their caste implications. These new factors associated with occupations reflect the changes in ideas and attitude of the individuals. Respondents classified in six occupational situation in Sex, Education, occupation and income. 24 (28.9%) and 17 (21.7%) males, 3 (17.6%) and 5 (22.7%) females respondents under (a) strangeness to the job situation category in Patna and Ranchi district. 33 (39.7%) and 14 (17.9%) males, 7 (41.4%) and 12 (54.5%) females respondents were (b) personal unsuitability to the job condition category in Patna and Ranchi district. 5 (5.2%) and 17 (21.7%) males, 4 (23.5%) and 2 (9.1%) females respondents belong to (c) indifference to what you do for moral degradation in Patna and Ranchi district. 8 (9.6%) and 10 (12.8%) males,
2 (11.7%) and 1 (4.6%) females respondents fall under (d) social criticism or public ridicule in Patna and Ranchi district.

4 (4.8%) and 12 (15.5%) males respondents were (e) social betrayal category in Patna and Ranchi district only 1 (5.8%) respondent in Ranchi district in this category. In (f) sense of accomplishment category 9 (10.8%) and 8 (10.4%) respondents in Patna and Ranchi district. Only 2 (9.1%) respondents were fall in this category in Ranchi district. The attitude towards occupational situation sexwise of our respondents is indicated in the table No. 48.

As far the educational level of occupational situation, we find that the illiterate people only 2 (25%) and 7 (46.6%) respondent were in A category in both districts and 5 (62.5%) and 3 (20.2%) respondents were B category in both districts only 4 (26.6%) in Ranchi district respondent C category and 1 (12.5%) respondents under D category in Patna and only 1 (6.6%) respondent fall under E category in Ranchi district. Those who received secondary education 4 (40%) and 8 (72.7%) respondents in A category, 1 (10%) and 2 (18.2%) respondent were in C category in both district and only 1 (9%) respondent were of D category in Ranchi and 2 (20%) and 3 (30%) respondent under E and F category in Patna district. The graduate respondents were 20 (32.2%) and 2 (3.7%) in A category, 28 (45.4%) and 18 (33.6%) respondents under B category, 6 (9.6%) and 10 (18.4%) respondents in C category, 5 (8%) and 7 (12.9%) respondent fall D category and 3 (4.8%) and 9 (16.6%) respondents under F category in Patna and
district. Only 8 (14.8%) respondents were fall under E category in Ranchi district. However, the respondents of technical vocational degree holder only 1 (10%) respondent under A category in Patna district, 3 (30%) and 2 (25%) respondents were B category and 4 (40%) and (12.5%) respondents belong to D category in Patna and Ranchi district. Only 3 (37.5%) and 2 (25%) respondents were C and D category in Ranchi district. Only 2 (20%) respondents were F category in Patna district. This is clear from the table no. 49.

Occupational situation in terms of different occupational groups of the respondents. In service holder 10 (40%) and 5 (15.6%) respondents were in A category, 8 (32%) and 4 (12.5%) under B category, 4 (16%) and 7 (21.8%) respondents belong to D category, 1 (4%) and 3 (9.4%) respondents fall under E category and 2 (8%) and 4 (12.5%) hail from F category in Patna and Ranchi district. Only 9 (28.2%) respondents were C category in Ranchi district. 3 (33.3%) and 2 (66.6%) and 2 (22.3%) and 1 (33.4%) Advocate respondents were of B and D category in Patna and Ranchi district. Only 4 (44.4%) Advocate respondents in Patna under A category 6 (50%) and 1 (14.2%) and 2 (16.6%) and 4 (57.3%) Doctor respondents in Patna and Ranchi district were A and C category. Only 3 (25%) respondents were B category in Patna and 2 (28.5%) respondents under D category in Ranchi district. 2 (25%) and 3 (75%) Engineer respondents under B category in Patna and Ranchi. 3 (37.5%) each respondents were C and E category in Patna district. Only 1 (25%) respondent under D category in Ranchi district. 4 (25%) and 7 (41.3%) and 8 (50%) and 5 (39.4%) teacher
respondents were in A and B category in Patna and Ranchi district. Only 2 (12.5%) each respondents were D and F category in Patna district. 2 (11.7%) and 3 (17.6%) respondents belong to C and E category in Ranchi district. 1 (7.3%) and 2 (22.2%) 7 (50%) and 4 (44.4%) and 4 (28.5%) and 1 (11.2%) Business respondents under A, B and C category in Patna and Ranchi district. Only 2 (14.2%) in Patna and 2 (22.2%) in Ranchi respondents were D and E category. Some of the respondents in other professions, 1 (7.3%) and 2 (22.2%), 7 (50%) and 4 (44.4%) and 4 (28.5%) and 1 (11.2%). 1 (6.2%) and 4 (14.4%) and 4 (25%) and 6 (21.4%). Others professions respondents were A, B, E and F category in Patna and Ranchi district. Only 3 (10.7%) respondents in Ranchi district under C category. We obtained interesting results which are shown in the table no. 50.

Data regarding occupational situation income wise of the respondents revealed that majority of the respondents belonged to higher income group (5001 and above) in both district. 27 and 22 respondents were of A category in Patna and Ranchi. 40 and 26 respondents under B category in Patna and Ranchi. 9 and 19, 10 and 11, 5 and 12 and 9 and 10 respondents were C, D, E and F category in Patna and Ranchi district. We observe, from table no. 51.

Respondent's propensity towards change occupation. 68 and 74 respondents were willingness to change occupation in Patna and Ranchi district and rest of the respondents were not willing to change occupation in both district. Our data given in table no. 52.
Position of the willingness to change occupation in terms of marital status. Data show that the majority of the married respondents willing to change occupation 60 (59.7%) and 63 (87.5%) respondents were willingness to change occupation and rest of the respondents were not willing to change occupation in Patna and Ranchi district district. 5 (62.5%) and 7 (63.6%) Unmarried respondents were willing to change occupation and rest of the respondents were not willing to change occupation in both district of Patna and Ranchi. 3 (75%) each widower respondents were willingness to change occupation and rest of the respondents were not willingness to change occupation in Patna and Ranchi district respectively. Willingness to change occupation marital status were will be clear in table no. 53.

Position of the willingness to change occupation in the context of Education Variables. The majority of the graduation degree holder respondents were willing to change occupation in both Patna and Ranchi district. 43 (69.4%) and 46 (85.2%) graduate degree holder respondents were willing to change occupation and rest of the respondents were not willing to change occupation in both district Patna and Ranchi. 6 (75%) and 10 (66.6%) illiterate people, 7 (70%) and 8 (66.6%) primary educated people, 4 (40%) and 3 (27.3%). Secondary degree holder, and 8 (80%) and 7 (87.5%) technical degree holders were willing to change occupation and rest of the respondents were not willing to change occupation in both district Patna and Ranchi. Thus the data, as shown in the table no. 54.
Our data indicate that occupational mobility, at a rapid rate 23 (92%) and 30 (93.7%) service holders, 8 (88.8%) and 3 (100%) Advocate, 7 (58.4%) and 5 (71.5%) Doctors, 10 (62.5%) and 12 (70.5%) teachers, 3 (21.5%) and 1 (11.2%) Businessmen and 12 (75%) and 23 (92.2%) engaged in other professions were willing to change occupation and rest of the respondents were not willing to change occupation in both district Patna and Ranchi. Only 3 (37.5%) and 4 (100%) Engineer respondents were not willingness to change occupation in both district Patna and Ranchi. Willingness to change occupation, occupational level of our respondents is shown in the table no. 55.

Thus the bulk of the willingness to change occupation in terms of income of the respondents 8 (66.6%) and 6 (66.6%) up to 1000 income group, 3 (75%) and 7 (77.7%) 1001 to 2000 income group, 5 (62.5%) and 8 (61.5%) 2001 to 3000 income group, 12 (63.2%) and 9 (75%) 3001 to 4000 income group, 4 (66.6%) and 1 (33.4%) 4001 to 5000 income group and 36 (70.5%) and 43 (79.6%) 5001 and above income group respondents were willing to change occupation and rest of the respondents were not willing to change occupation in both district Patna and Ranchi. The final position will be clear in table no. 56.

Although the migrant is characterised by an intention settle to/permanently or temporarily, in the area he lives but occupational mobility is the sole or even the primary basis for assessing the availability of opportunities. The effect for upward mobility in the context of change of profession.
38 (45.7%) males and 2 (11.7%) and 10 (45.4%) females respondents under (A) monetary gain in both district Patna and Ranchi 19 (22.8%) and 18 (23.3%) males and 9 (52.9%) and 4 (18.4%) females respondents fall under (B) social mobility in both district Patna and Ranchi. 14 (16.8%) and 13 (16.6%) males and 3 (17.9%) and 6 (27.2%) females were under (C) its suitability to acquired skills and training in Patna and Ranchi district respectively, 4 (4.8%) and 10 (12.8%) males, 1 (5.8%) and 2 (9.6%) females in (D) prospects of further training and promotion and 8 (9.7%) and 6 (7.6%) males and only 2 (11.7%) females in Ranchi were response in (E) contact with well known persons in the professions in both district Patna and Ranchi. This is clear from the table no. 57.

Motivation behind change of profession in terms of Education variable only 3 (20%) illiterate were (A) category in Ranchi and 2 (25%) and 4 (26.6%) , 6(75%) and 8 (53.4%) illiterate respondents were B and C category respectively in both district Patna and Ranchi 7 (70%) and 4 (33.4%) 3 (30%) and 6 (50%) primary educated respondents were C and D category respectively in both district Patna and Ranchi. Only 2 (16.6%) primary degree holder under E category in Ranchi district. 8(80%) and 7 (60.6%), 1(10%) and 2 (18.4%) secondary degree holders were A and B category in both district Patna and Ranchi only 1(9%) each C and D category in Ranchi district and 1 (10%) respondents were D category in Patna district. 23 (37%) and 18 (33.4% ) , 24 (38.7%) and 26 (48.2%), 4 (6.4%) and 4 (7.4%).
1 (1.6%) and 5 (9.2%) and 10 (16.3%) and 1 (1.8%) graduate degree holder respondents were A, B, C, D and E category in both district Patna and Ranchi. 1 (10%) and 3 (37.5%) technical degree holder respondents were B category in both district Patna and Ranchi. Only 9 (90%) in Patna, 2 (25%), 1 (12.5%) and 2 (25%) technical degree holder in Ranchi respondents were under A, C, D and E category. Our data presented in the table no. 58.

Respondents propensity towards change their positive pre-disposition towards elements of change in social issues. It can be understood only in terms of the attitudinal effects of the process of urbanization, which tend to modernize the individual in his outlook and behaviour. 33 respondents in Patna and 47 respondents in Ranchi were favoured inter-caste marriage and rest of the respondents are against it. 14 and 8 respondents favoured widow marriage and rest of the respondents were not in its favour in both district Patna and Ranchi. Only 6 and 3 respondents were favoured divorce system and rest of the respondents were against it in both district Patna and Ranchi. 72 and 85 respondents were like co-education system and rest of the respondents were not like in Patna and Ranchi district respectively. 37 and 48 respondents were like self sufficiency among women and rest of the respondents did not like it in both districts - Patna and Ranchi. 39 and 47 respondents were of the opinion that like women should also work like men and rest of the respondents were not like it in both districts of Patna and Ranchi. 74 and 87 respondents were in favour
of employment of women brings to modernity to family life and rest of the respondents were not in its favour in Patna and Ranchi district respectively. Only 24 and 36 respondents were like caste distinction and rest of the respondents did not like in both district Patna and Ranchi. Only 7 and 9 respondents were liking division of labour on sex basis and rest of the respondents were not liking it in both district Patna and Ranchi. Only 7 and 9 respondents were adopt family planning and rest of the respondents were against this adoption both district Patna and Ranchi. Only 8 and 17 respondents were like abortion and rest of the respondents were against it in Patna and Ranchi district respectively. As we observe from table no. 59.

We can examine in the table no. 60 and 61 outlook towards social issues of the respondents in terms of the sex and occupations. On analysis of table no. 60 shows that 28 (33.7%) males, 5 (29.5%) females and 30 (38.5%) males, 17 (7.3%) females were like from A category Patna and rest of the respondents were not alike in Patna and Ranchi district respectively. In B category there were 4 (4.8%) males, 10 (58.6%) females and 2 (25.3%) males, 6 (27.3%) females were like and rest of the respondents were not like in both district of Patna and Ranchi. 5 (6%) males, 1 (5.8%) females and 1 (1.3%) male, 2 (9.1%) females in C category, 67 (80.7%) males, 5 (29.5%) females in D category, 22 (26.5%) males, 15 (53.3%) females and 46 (58.9%) males, 2 (9.1%) females in E category, 34 (40.9%) males.
5 (29.5%) females and 41 (52.5%) males, 6 (27.3%) females in F category, 66 (79.5%) males, 8 (47.1%) females and 72 (92.4%) males, 18 (68.2%) females in G category, 19 (22.8%) males, 5 (29.5%) females and 20 (25.6%) males, 16 (72.7%) females in H category, 8 (47.1%) females and 6 (7.6%) males, 3 (13.6%) females in I category, 73 (87.9%) males, 11 (64.7%) females and 76 (97.5%) males, 18 (81.8%) females in J category and 5 (6%) males, 3 (17.6%) females and 5 (6.5%) males, 12 (54.5%) females in K category liked social issues and rest of the respondents were did not like in Patna and Ranchi district respectively.

From the point of view of occupation, the cut look towards social issues. 18 (72%) and 26 (81.3%) respondents belonged to service profession, 6 (66.6%) and 2 (66.6%) belonged to Advocate profession, 7 (58.4%) and 5 (71.5%) Doctor, 5 (62.5%) and 4 (100%) Engineer, 8 (50%) and 15 (50%) Teacher, 12 (85.7%) and 6 (66.6%) belonged to Business profession and 12 (75%) and 22 (78.5%) any others profession group were liked it. A category any and rest of the respondents were not liking in Patna and Ranchi district respectively. 15 (60%) and 27 (84.4%) service holder, 7 (77.7%) and 3 (100%) engaged in advocate profession, 1 (8.4%) and 1 (14.3%) Doctor, 4 (50%) and 3 (75%) Engineer, 2 (12.5%) and 7 (41.2%) Teacher, 8 (57.2%) and 1 (11.2%) Business holder and 1 (6.3%) and 5 (17.8%) any other profession group were liking B category and rest of the respondents were not liking it both of the district of Patna and Ranchi. 4 (16%) and 7 (21.8%), 20 (80%) and 28 (87.5), 7 (28.1%) and 9 (28.2%)
3 (12%) and 3 (9.4%), 19 (76%) and 27 (84.4%), 17 (68%) and 30 (93.7%), 3 (12%) and 8 (25%), 23 (92%) and 22 (68.7%) and 2 (8%) and 1 (96.8%) Service holder respondents were like C, D, E, F, G, H, I, J and K category is both district Patna and Ranchi.

The maximum advocate respondents were in G category in both district Patna and Ranchi. 6 (66.6%) and 2 (66.6%), 7 (77.7%) and 3 (100%), Advocate respondents were like A, B, and D respectively in both district Patna and Ranchi.

The table show that a majority of the Doctor respondents in A, D, G, H, J in both district of Patna and Ranchi. The maximum number of Engineer, teacher, Business man and any another profession group's respondents were A, B, D, H, and J category in both district Patna and Ranchi;

Marriage is a socially approved way of establishing a family of procreation. Everywhere, as an institution, it involves certain reciprocal rights and duties. The particular pattern of rights and duties distinguishes the marriage institution in one society from that in another. Usually there is some clearly acknowledged social ritual in recognition of the social significance. The general types of family functions and manner of settling marriage have been discussed in table no. 62. The maximum number of the respondents liked (A) marriage fixed by parents with the consent of the partners in both district Patna and Ranchi. Only 8 and 7, 5 and 23 and 9 and 3 in (B) marriage fixed by parents without the consent of the partners (C) marriage fixed by partners with the approval
of the parents and (D) marriage fixed by partners without the approval the parents respectively in both districts of Patna and Ranchi.

Attitude of the respondents towards social mixing in matter of marriage and festivals, food and friendship with other caste and communities. It is amply clear that the majority of the respondents in two district of Patna and Ranchi favour, irrespective of their ecological background. The highest respondents are those who mix-up on the occasion marriages and festivals with other caste and communities. Similar is the position in respect to share food with other caste and communities, Respondents are apparently more liberal when it is the question of friendship with other caste and communities. Table No. 63 presents data in this regard.

Analysis of the social mixing in terms of religious, Educational and occupational level of the respondents are 37 (64.9%) and 26 (76.7%) and 39 (68.5%) and 21 (63.6%). Hindu respondents were interact with other casts and communities on the occasion of marriage and festivals in both district Patna and Ranchi. 39 (68.5%) and 27 (81.8%) and 42 (73.6%) and 26 (78.7%) Hindu respondents shared food with other caste and communities in Patna and Ranchi district respectively. 40 (70.2%) and 29 (87.8%) and 52 (91.3%) and 31 (93.9%) Hindu respondents were free entry to other caste and communities in both district Patna and Ranchi. 18 (75%) and 12 (63.2%), 19 (79.2%) and 14 (73.6%) muslim respondents were participate marriage and festivals time with other caste and communities in both
22 (91.6%) and 18 (94.7%) and 20 (83.4%) and 17 (89.5%) Muslim respondents were sharing food with other castes and communities in both districts of Patna and Ranchi. 21 (87.5%) and 16 (84.3%) and 17 (70.8%) and 15 (78.9%) Muslim respondents were liking friendship with other castes and communities in Patna and Ranchi district. 32 (76.2%) and 36 (85.7%) Christian respondents were liking to meet on the occasion of marriage and festivals with other castes and communities in Ranchi district. 38 (90.5%) and 37 (86%) Christian respondents were liking to share food with other castes and communities in Ranchi district. 40 (95.3%) and 39 (92.8%) Christian respondents were free mixing with other castes and communities in Ranchi district. 12 (63.2%) and 4 (66.6%) and 16 (84.3%) and 5 (93.4%) Sikh respondents were present on the occasion of marriage and festivals with other castes and communities in Patna and Ranchi district. 13 (68.5%) and 5 (83.4%) and 18 (94.7%) and 6 (100%) Sikh respondents were to take food with other castes and communities in Patna and Ranchi district respectively. 17 (89.5%) and 6 (100%) and 18 (94.7%) and 4 (66.6%) Sikh respondents were liking friendship with other castes and communities in both districts of Patna and Ranchi. This is clear from the Table no. 64.

As far as the educational level of the respondents, we find that most of them have received education up to secondary or graduate and technical degree holders. The highest number of the respondents were liking to attend on marriages and
festivals, to share food and friendship in both district of Patna and Ranchi. The proportion of illiterate and primary educated people was highest of the respondents who liked to attend marriages and festivals, to share food and friendship in both districts in the case of the only 2 illiterate people were asked of attending marriages and festivals of other caste and communities in Patna district. Data in this regard is presented in the table no. 65.

Occupations, especially in the areas under the influence of urbanization are now assessed in terms of social mixing. Occupations reflect the changes in ideas and attitude of the individuals. The highest number of the respondents were from all the professions groups on the occasion of marriage and festivals, to share food and friendship in both district Patna and Ranchi. Our data presented in Table no. 66.

Perception about various articles possession, reflects individual's growing awareness of the need to some parochial attitudes and develop a cosmopolitan framework of the mind. Following articles in possession in districtwise: 62 and 30 and 72 and 28 respondents occupy, radio in both district of Patna and Ranchi. Only 53 respondents occupy television in Patna district, 67 and 63 respondents occupy tape recordar in Patna and Ranchi district. 16 and 9 respondents were occupying camera in Patna and Ranchi district. 68 and 86, 72 and 67, 18 and 6, 9 and 4, 78 and 63, 7 and 3 and 69 and 76
respondents were occupying electric fan, scooter, motor car, refrigerators, cooking gas, Air cooler and any other articles respectively in both districts of Patna and Ranchi. Table No. 67 presents data in this regard.

Communication is a powerful instrument of social changes. Thus is corroborated by a growing series of studies which correlate modernization with the access of the masses to the media of communication. It has been empirically proved that those individuals who have access to the printed page develop more modern attitudes become more progressive and having modern attitude, and move into modern roles faster than those who do not.

In order to measure extent of exposure of the respondents, we chose only four, daily, occasionally, sometimes and never, in terms of sex, education and occupation wise of the respondents. Our data indicate that 46 (55.5%) and 30 (38.4%) males and 4 (47%) and 6 (27.2%) females respondents are in the habit of reading newspapers everyday in both district. 6 (7.3%) and 12 (15.5%) males and 3 (17.8%) and 4 (18.3%) females respondents were in the habit of reading newspaper occasionally in both district Patna and Ranchi. 18 (21.6%) and 9 (11.5%) males and 2 (11.7%) and 3 (13.6%) females respondents were exposed to the printed news some times in both district Patna and Ranchi and rest of the respondents never read newspaper in both district. This we can see in table no. 68.
Meanwhile, it was interesting to find that those who were marked with regular exposure to printed newspaper were mostly, the well educated respondents in both district Patna and Ranchi. The frequency of their exposure to printed news is shown in table no. 69 in terms of their Education-at level.

Reading of daily newspaper in itself is not as important as the interest of the respondents in particular news. 47 and 27 respondents preferred local newspapers, 9 and 30 regional, 22 and 6 national and 5 and 1 international news papers preferred in both district of Patna and Ranchi. The final position will be clear in table no. 70.

The major implication of constant exposure to printed news is not only gradual articulation of interest in particular news but also the development of a capacity for both subjective and objective assessment of the events, which obviously requires wide ranging awareness and deeper analysis of the day to day problems. Reading of periodicals regularly or from time to time may reflect the interest of the respondents in exploring deeper aspects of these problems. Therefore, respondents were asked to indicate whether they were in habit of reading any periodical. 37 and 20 social, 18 and 9 economical, 12 and 17 political, 47 and 7 commercial, 6 and 9 sports respondents read periodical and rest of the respondents did not read it due to illiteracy and some personal problems in both district Patna and Ranchi. Data in this regard is presented in the table no. 71.
It may be observed that, invariably in all the areas of the two districts, quite a large proportion, of the respondents are in the habit of reading periodicals, depending of course upon their availability. Periodicals offer analytical content of communications. The coverage of a variety of subjects by them involves treatment of the issues in deeper and comprehensive perspective which usually reflect a concern about the changing social scene. Thus, attachment of priorities to various contents of the periodicals is indicative of the readers oriented and aptitude. 14 and 9 local, 28 and 19 regional, 32 and 29 national and 3 and 5 international periodicals are preferred by the respondents in both districts of Patna and Ranchi. Our data for this has been presented in table no. 72.

Movie represents the most effective medium of communication. The fact that the whole personality of the individual is involved in the process of receiving the messages through Cinema indicates the fact that it can become the most effective instrument of change in the personality and behaviour of the Cinema goers. The bulk of the respondents visit movie in the both district. Data in this regard are presented in the table no. 73. Only 22 and 16 respondents in Patna and Ranchi district do not see films. Those respondents who do not see films are not necessarily the people who dislike this. Several reasons account for their not going to Cinema-halls, if it is because economic hardship than the respondents cannot be
treated as passive towards such attraction.

Respondents were asked to indicate the nature of films they liked the most. Preference for a particular kind of movie will reflect the extent change because if such preference is for non-religious or cultural movies, it will show a significant change in the attitude of the individuals. Our data about preference for particular kind of movie does not reveal a significant trend because as it is evident from the table no. 74, as many as 24 and 37 respondents preferred to see movies of a social theme, 32 and 22 romantic, only 7 and 9 detective, 10 and 12 religious and only 5 and 4 respondents preferred either entertaining or other thing in both districts of Patna and Ranchi.

The organization in which the respondents are involved are of various nature, cultural, economical, political, social and religious. Respondents were asked to indicate the number of organizations they were associated with in various capacities. Table no. 75 indicate that 37 and 45 respondents were attached to only one organization, 36 and 18 were attached to more than one organizations and 27 and 36 respondents were from those who do not have any connection with any organization in both the districts of Patna and Ranchi.

It may observed from table no. 76 that the respondents were associated with various organization to hold some profession. 1 (4%) and 4 (12.5%) service holder respondents were attached
only one organization, 7 (77.7%) and 3 (100%) advocates respondents were attached to only one organization, 2 (16.6%) and 6 (85.7%) doctor respondents were also attached to single organization 6 (75%) and 2 (50%) engineers were attached to more than one organization, 4 (25%) and 2 (11.7%) and 12 (75%) and 13 (76.6%) teacher respondents were associated with only one as well as more one organization respectively, 11 (78.5%) and 9 (100%) business respondents were attached to only one organization and 12 (75%) and 20 (71.5%), 3 (18.7%) 3 (10.7%) who were engaged in other professions were also associated with only one organization and also more than one organization in Patna and Ranchi, district respectively. Only 2 (50%) Engineer in Ranchi, 2 (22.3%) advocates in Patna, 10 (83.4%) doctors in Patna and 3 (21.5%) businessmen respondents were attached to one and more than one organisations respectively.

Having identified organization of various types in which the respondents felt involved, it was worthwhile to explore the extent of their participation in them. Table no. 77 presents data in this regard, 23 and 19 social, 22 and 17 political, 5 and 7 welfare, 18 and 12 cultural and 5 and 9 others respondents were associated with organization in Patna and Ranchi district respectively.