

## PREFACE

The World stands today at the threshold of new communication system which enables large number of citizens to regularly and effectively interact with each other and to participate in the political affairs of the country. The full use of interactive information systems has been made possible by the computer technology too.

Mass media are capable of reaching vast and wide spread audiences through the fast moving newspapers, radio broadcasts, TV telecast and the celluloid films. Modern communication system therefore reflects the philosophy of achievements of the society in all spheres by fast flow of information from the government to the people and from the people to the government.

Even though electronics media like television and radio have spread all over the world, the newspapers still have retained their importance in disseminating the news to all categories of readers. Now the press plays multifaceted roles in informing the people as well as influencing the public opinion. The government's policies are infact very often moulded by the press reactions. The press also determines the nature of public debates and helps generating discourse on regional, national and international issues. This is a direct and visible impact of the press on functioning of the administrative and political system of the country. As press has maintained contact with the public by discussing popular issues, it becomes a mouthpiece of public opinion. Hence, the press received wide attention and recognition from all sections of the society as well as the government in power.

So, attempt was made in this thesis titled as "Role of Press in Elections

in Orissa” to analyse and visualise the definite role of press during the time of elections. However, a case study of the 1999 Lok Sabha Elections in Orissa was taken for answering the queries raised in this study.

The dissertation has been broadly divided into eight main chapters with a small chapter appended at the end on the concluding observations of the study. The first chapter of this thesis is an introduction to the study indicating the problems, objectives, area and scope of the study. Hypotheses and methods of study are mentioned in this chapter with a brief review of some relevant literature.

Chapter II indicates the area under study. In this context, a Profile of Orissa State as a whole and Cuttack district in particular has been given.

Chapter III presents a historical and descriptive analysis of the growth and development of press media in the world and in India as well. This study points out how the news media in their technologies, contents, philosophy and functions are changing from time to time.

Chapter IV is entirely devoted to the study of the evolution of press media in Orissa. Modern printing technology came very late to Orissa and the number of daily newspapers in regional language published in Orissa even today, are very less in comparison to that of many States of India.

Chapter V titled as, “Press and Government”, makes an elaborate analysis of government's control over the newspapers through various legislation during the pre-independence period as well as in the post independence period. Autonomy of the press in context to government and laws has been discussed analytically in this chapter.

A separate chapter namely Chapter VI, titled as “Socio-Economic

A separate chapter namely Chapter VI, titled as “Socio-Economic Profile of the Respondents and their Exposure to Press Media”, has been written in order to find out the socio-economic status of the respondents on one hand and to know the relationship between the SES of the people and their exposure to Press media on the other.

The role of newspapers in elections through generating awareness among the voters and mobilizing them for participation has been discussed in Chapter VII of the thesis, titled as “Election Awareness and Press Media”. In this chapter, the important query is to find out as to what extent newspapers motivate the people to participate in elections. The query has been discussed on the basis of the responses of the selected sample respondents.

However, on the basis of contents of the news published in the selected newspapers, an analysis has been made on the role of press in elections in Chapter VIII of this dissertation.

Summary of the study, findings and conclusions have been made in Chapter IX titled as “Findings and Conclusions”. Suggestions for making the role of press in elections more vital and effective have been made on the basis of the analysis of preceding observations.

However, this is a micro study but it will serve as the starting point for similar studies particularly on media and politics.