PREFACE

No matter how well editors try to provide a news fare to match their readers' needs and wants, the reader-editor gap continues to exist. This aspect has been investigated by communication scholars and they are not unanimous on a final solution to bridge this gap. However, studies of such nature would have helped the news planners and media managers modify content in tune with readers' changing needs and expectations.

Unfortunately such studies are rare in the context of Indian newspapers and their readers. What have been investigated remains confined to either content analysis or readership surveys. It is in this backdrop this study was designed to investigate the relationship between news programming practices and readers' content preferences in the context of Indian Press with special focus on Malayalam newspapers.

The findings of the study are presented in five chapters. The first chapter introduces the complex process of news programming in the light of the well known communication concepts of gatekeeping, agenda-setting, news values, and a brief history of the Malayalam press followed by a note on its editorial practices. Available studies on the related aspects of the study are reviewed in the second chapter. The study procedure is detailed in the third chapter and the results of analysis are presented in the next chapter. A detailed discussion on findings and their implications form the last chapter.