Like all of us I started "communication," perhaps, at the age of two. Right now, after forty years (the figure mentioned might not be strictly correct, but with a variation on either side of three months) I can only recapitulate from the children of the same age groups, of course, including those of mine.

To start with, this communication, if it is termed as "communication," is mostly of one-sided, that is, from the speaker only. Again, I feel this is not really correct, when I search for the vocabulary. It is not insert, rather, a kind of message, which was received and then transmitted. This total process and the idea involved in the same, may be considered as the privileged system of communication. Most of the other aspects of communication are directly or indirectly related to the same model principle.

I grew up and with time, I received more messages and my vocabulary went on increasing. At the same time, the words were understood and realised in the contexts of references and experiences. In fact, my desire was properly expressed through verbal language. This way is correct in majority of cases and it is indicated from the responses and reactions which I receive from the respondents.

During school, college and university levels there was sequential accumulation of further messages in the form of written languages, visual materials and non-verbal expressions. Since the inception of my communication, I tend
cross through 'trials' and 'errors', and I am sure, this will be continued up to the last days of my survival.

The personification is made here to enhance the own experiences of all human beings, and I am not an exception in these regards. Of course, I do not disagree with the concept of barriers which act at times or many times as hindrances. They may be considered as total negative entropy. In making communications, even for studying the same, the implicit natural reactions and explicit designed actions are encountered.

What has already been said in very brief form, is the practical manifestation, especially between or among individuals. There is another sector which is provided with a focal point, from which communication is made with a view to propagating the same in the form of "diffusion mechanism".

Personally, I rewrite the same phrase, with the addition of the word "attempt." There is a tremendous variability of information and in the same way the sources are different. Again, the interested respondents are highly variable.

Under the circumstances, it is really necessary to make a diagnosis of the information, identification of the sources and searching out for the apt respondents. If these three basic factors, are provided with a significant amount of relationship, the emergence, flow and receiving of the information will be accurate.
This hypothesis is mostly known, at least, in theoretical aspect, but the practical implementation and operational maneuvering are not always at the level of expectation. The defects may be at the source or inflow channel or even in the receiving end. In case of the latter the estimation of the meaning of descriptions communicated is never constant.

The experience which I have narrated just above are very personal experiences of mine. It became more conspicuous in course of my work as a communication personnel. I felt in depth about the problem and I had wishes at times to do something, at least, to point out the defects, if not the remedies.

At times I was overshadowed with the basic problems of communication. But my other works in communication services swayed away from this, nevertheless, I did never feel relaxed.

An opportunity came, again in a platform of communication, where somewhat unusually in our situation, an anthropologist gave a deliberation on communication methodology. During my turn I posed the problem. The audience made comments and pointed out the reversal ordering of the deliberation from two of us.

The conjointed effort made its prime inception in that seminar and within no time, two of us came closer to each other. I failed to say, whose rate of acceleration was more, of the anthropologist or of the communication scientist. Both of us very humbly concede our individual relatively slow rate of progress towards the aim and to stop this time-taking and somewhat useless communication, we made a compromise of half-and-half.
This is the establishment of the first phase of communication, for a common task, not only between two individuals but to some extent, between two disciplines. This is also apt to a great extent between techniques and methodology, or/and between problems and materials.

As communication is somewhat dynamic in nature; our own personalities were not static. In course of discussion, we identified a focus and simultaneously we were having two loci. The triggering of the focal point met a slight explosion in the form of an area comprising space and time, society and culture, tradition and education, and all of them are centering round Man.

We wanted to enlighten the area for our own visualization and finally the responsibility of illumination was conferred on me. This is at least, I feel a real breakthrough in my understanding on the one hand, and realization on the other. I know that this task is immense and it requires enormous amount of human energy both of physique and cerebellum. Virtually, conceptualization is introduced at this level.

To build the area of investigation, the boundaries were made in a somewhat linear fashion, covering the complexities of urban and rural contexts at two extreme ends. It may be noted that true rural situation is too far from urban nucleus. As a matter of fact, the non-urban areas were incorporated in the work. It is hoped that further works in future may lead to involve in strictly rural situations. The flow of communication may be recognized in various forms and ways. But attention was drawn to specific media which
include separate and integrated phenomenon of audio and visual responses. The interest was laid to newspapers, radio and television. Though further intensification was made to TV. In other words, TV is the main theme and radio and newspaper are subsidiary comparable units. This is more applicable in Calcutta city and also in the metropolis area to a considerable extent as TV network is still in a formative stage. In terms of chronology or age of inception this system in the metropolis is little more than five years back. Naturally, the proper and perfect initiation may not yet have been completed.

At the same time, it is of great importance to make a comprehensive study of the roles and impacts of media on the mass. In the truest sense, this work is not on the total or complete assessment. The concerned constituents are highly heterogenous. The heterogeneity is obviously expected in the present situation. In a way, this work is an appraisal with comprehensive accounts within half-a-decade. Who knows that within a decade these vital figures and significant results may be of great value to the scholars who will probably become conscious after a long hibernation. Personally, I feel that besides other achievements, may be of minute nature, the present work will initiate the policy makers of mass media and the conscious viewers of the society for a better, if not the best, causal effects.

Any work must have an objective. It is not these ends which are related to technical development or the uplift of the consciousness, but a modified form of social relevance. In the present case, the major objectives are to understand the media, the content and flow through them, and the kind of reception of the messages, towards betterment.
Like all works, the present work is a core body with which large number of workers, scholars, wellwishers are attached to. In this case the personification has been intentionally escaped otherwise the chance of omitting some people may be eliminated. In one way or other, though not specifically but in somewhat generalized form, the newspaper organizations, institutions of information and broadcasting, various institutions of social sciences, Calcutta Corporation, CMDA, libraries, especially of the department of Anthropology, Calcutta University, American and British Council Libraries in Calcutta etc rendered enormous help and assistance to make this effort a success.

In case of communication media the terms 'hardware' and 'software' are often used. Here to cope with the both another term emerges, that is 'mediumware'. This is of the appropriate methodology which has been evolved in the arena of Anthropology. He who took most active interest between research (the present work) and researcher (myself) is Dr. Asok K. Ghosh who calls himself as mediator for the present work. He is unwilling to accept formal thanks as he again thinks that a surfeit of gratitude has been paid by me to the area of knowledge for which I deserve the credit. I may only say that I am happy not for terminal completion of the work but for a real initiation. The continuation of this communication is made throughout the work and further sustenance of the same will be made by scholars of communication sciences.

Finally, I will escape from the background of this study on communication, if I do not mention the pressure and forces of Dr. Ghosh who pulled me to his
radius of research area and pushed the work for higher and better transmission. The team with whom Dr. Ghosh works and I too work actually forms both the soft and hardware, rather a ware of intermediate. That body comprises Dr. Ranjana Ray, Dr. P. G. Chatterjee, Dr. G. R. Mitra, Sri B. Dutta, Dr. Pronoti De, Mrs. Nina Das, Mr. Amit K. Sarkar and Mr. S. Acharjee, Dr. C. K. Sur, not really an outsider, also rendered helpful services. I am thankful to all of them, I say only this as I am unable to encode my own messages in better ways. I again fail in the matter of encoding, not for the mass, but for a single individual. He is Dr. Asok K. Ghosh who is really the architect of the total system. He has made the layout with foundation and made the work complete with all designs, of course with his team members. Is there any apt language from my end to express the beholden psychosomatic condition of mine? Perhaps not, if there is I don't know. If any term comes out, I assure myself to keep it aside for him the target man.

ALOK NATH SEN