Every society, from the primitive to the modern, has some system of technical, both direct and indirect communication to help it to conduct its affairs. Harold Lasswell has defined it as: Surveillance of the environment, correlation of the component of the society in responding to the environment and transmission of the social heritage. Wilbur Schramm has defined in the simpler way: Watcher, Forum and Teacher. So, mass media systems are more than just a means of social control reflecting the values and interests of the major institutions of a society, and certainly as highly technical and efficient means of indirect, symbolic communication, the media play an increasingly important part in the society. Moreover, social scientists are paying significant attention towards the components of modernization. Thus, a social scientist like Riesman says that there are five components of modernization, namely (1) Increase in urbanization (2) Increase in literacy (3) Increase in participation of literate people in meaningful discourse through various media like newspapers, books, radio and so on, (4) Increase in skill and the building up of manpower on which economic development of a country depend (5) Improvement in the quality of political life.

The impulse to measure the audiences of the media has been both practical and theoretical. The media producers and advisers are eager to know how many people are reading, listening or watching and what is their age, sex, income and other characteristics, so as to match the editorial formula or programmes with the people.
cation researchers are very much eager about those questions, more precisely, on why certain individuals or groups use media and what gratification they have.

In India, the number of need gratification research is extremely limited except the National Readership Survey by O.M.C. and others. Also, study under the auspices of the University is very limited. There are various factors responsible for this. It is relevant to quote here that Sri Azam Bhattacharjee wrote in the Preface of his book, 'Indian Journalism From Profession to Industry': "Any one attempting to conduct a survey of the Indian mass media invites problems, and if he wants to study self-sufficiency of our newspapers, the pressure on them, trade unions and the industry, state assistance toailing newspapers .... it is like swimming upstream the turbulent river". So, it is most likely that in this sphere, the researcher will express anxiety about his work considering the frustrating background.

The present study has been made according the usual notion of a dissertation work. The field survey in three areas, i.e., urban, semi-urban and rural, was conducted exclusively by me with as much thoroughness as I found it possible. I had some experience previously which helped me a lot for the present study.

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