CHAPTER 1.30

METODOLOGY

PURPOSE OF THE STUDY: In a country like India where the actual diffusion rate of newspaper is only 1.1% per 100 population, any kind of impact study seems to be premature at this stage but nevertheless very important taking into consideration of its historical past and today's developing characteristics. Daniel Lerner in his book, The Passing of Traditional Society, has examined this when he found that the expansion in the technological means of travel and transport and increase in the number and circulation of newspapers are directly associated with cultural modernisation. Researches have revealed that rising media tends to raise participation in all sectors of the social systems and also that mass media convey new experiences and manage them and encourage participation in social affairs which brings modernisation.

But eminent communication scholar like Joseph Klapper in his book, "The Effects of Mass Communication" said, (1) Mass Media ordinarily do not serve as necessary and sufficient cause of audience effect but rather function through a nexus of mediating factors and influence. (2) The mediating factors are such that they typically render mass communication a contributory agent but not the sole in a process of reinforcing the existing conditions. Regardless of the conditions in questions—be it the vote intentions of audience members, their tendency towards or away from delinquent behavior or the general orientation towards life and its problems and regardless of whether the effects question be social or individual, the media are more likely to reinforce than to change, Klapper has gone further and said that there are two conditions which exist at the time of mass media function in the service of change: (1) When the mediating factors will be found to be inoperative then effects of media will be found as direct. (2) The mediating factors which normally favour reinforcement will be found to be themselves impelling towards change.

In India, before Independence, mass media, particularly, newspaper and radio were read and listened by the upper middle class society in the country. But gradually, newspapers turned from a small upper class audience to mass popular audience. The details of how circulation of the Bengali newspapers increased have been explained earlier and, therefore, there is no need to touch upon the fact again. But to emphasize the fact that the sociologists and communication scholars have examined thoroughly the factors responsible for mass readership of newspapers of today and found that (1) transport and communication (2) industrialisation (3) urbanisation (4) education, are the main factors responsible for creating mass readership and circulation of daily newspapers.

The study, therefore, has gone deep into these factors of growth and selected areas like, urban, semi-urban and rural to find out whether any
difference in sex, age, education, occupation, and income in population in the three areas reflects any variance in use of mass media and at the same time, to find out whether difference in demographic variables reflects any variance in reporting influence of newspapers, radio and t.v. messages. Moreover, this area-wise classification like, urban, semi-urban and rural has been purposely drawn to test the demographers' dictum that 'dichotomous classification of India's population into rural, semi-urban and urban does not reflect the true reality of population characteristics because in such case one finds considerable overlapping of rural and urban characteristics'.

Education as sociologists and mass communication researchers have identified as one important factor for modernisation, therefore, the present study has selected education a variable for cross examination. But apart from educational variable, the other three demographic variables, like, age, occupation and income have been used for the purpose of cross-examination in order to find out which age group or which occupational group uses medium more than the other and feels the influence of newspapers reporting strongly either in urban or semi-urban or in rural areas in West Bengal. Moreover, this study is an elaboration of what eminent scholars like T. Brown and others have said in their book, 'Mass Media And The People', as "Age, sex, education and income do influence the reasons why people turn to the media and to some extent, explain their patterned predictable communication behavior'.

OPERATIONAL DEFINITIONS:

(1) Impact: The dictionary meaning of 'Impact' is various denoting different meanings. One is 'Influence' and the other is 'Effects'.

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But the communication scholars have used the term in different occasions and in different perspectives. The communication scholars say that the mass media or communication is the central fact of human existence and social process. It is all the way by which a person influences another and is influenced by him. Similarly, mass communication is the carrier of social process, it makes interaction within mankind possible and enables man to become and remain social beings.

Researchers look briefly at the mass communications' role as a transmitter of opinions and promoting the country's economic growth indirectly.

The upheaval that struck many aspects of the Bengali life during the last few decades was abundantly reported and analyzed in print media, radio and lately in t.v. The outburst of people and violence can be traced back from one community to another by mass media messages on various socio-economic and political issues. The techniques of protest can be traced from city to villages in different manner. Virtually, no aspect of public life, habits, desires and relationship escapes from examination in media.

Therefore, the mass media researchers' curiosity is intense. The researchers want to know how the influence or impact of newspapers' messages mold public mind, influence in their action, belief, thought. No matter how sternly the readers deny it but the researchers like to peep into the lives of others, whether for satisfaction or for the higher purpose of investigation.

This researcher's primary ploy is, therefore, to find out and assess the impact of the Bengali daily press on the readers of these areas like urban, semi-urban and rural communities of West Bengal.

**DAILY PRESS:** The dictionary meaning of the 'Press' is printed matter generally, esp, newspapers and journalists as a class. But the term press, here means newspaper. The term daily includes periodicity of daily. So,
the correct definition is printed matter with periodicity of daily means 'Daily Press'. But daily press or daily newspaper requires something more. Section 3 and 5 of Part II of the Registration of Books Act, 1957 says that the intention of Section 3 is to require the name of the printer and the place of printing press, the name of the publisher and the place of publication and Section 5 requires authentication of Declaration and the name of the Chief Editor of the newspaper to be printed daily for the daily press and weekly for the weeklies and so on. Moreover, interpretation clause of of Section (1) says that in view of the definition of 'paper' inserted in Section 1 it is no longer open to say that the word paper in section 3 is synonymous with newspaper which must contain matters printed of literary or historical or cultural value.

URBAN: One of the most significant changes now affecting mankind is the ever-increasing concentration of population in special areas, sometimes entire regions- which from variety of standpoints are regarded as 'Urban'. While most countries of the world do recognise certain of their population aggregates as 'Urban' and the precise definition of what constitute an urban area varies considerably among countries and sometimes from one census to another in the same country.

In India, the census reports have equated urban areas as towns. A town has been defined by the Census of India (1951) as-

(1) Every municipality
(2) All civil lines not included in the municipal limits
(3) Every Cantonment, and
(4) Every other place with a population of not less than 5000 and possessing urban characteristics - which the census superintendent may decide to treat as town for census purpose.

So, the primary consideration for deciding whether a particular place is a town or not in the administrative setup not in size of population. Not all municipalities, civil lines all place with a population of 5000 and over
are not necessarily called as 'town'. There are overgrown villages with population of over 5000 and the census superintendents had the discretion to treat as 'town' any place, irrespective of its administrative set-up, or population size for special reasons.

The definition of 'town' adopted by the Census of India (1961) was much more rigorous than 1951. The 1961 census adopted a new definition of town. The recognition of municipalities, cantonments and civil lines as urban areas was upheld in the 1961 census but further tests were introduced in case of non-municipal areas.

To qualify as a town 'urban', non-municipal areas had to have:

1. A density of not less than 1,000 persons per square mile
   - (400 persons / square km)

2. A population of 5,000

3. Three fourth of the working population should follow non-agricultural activities.

4. The place should have a few pronounced urban characteristics and amenities.

The definition, although leaving room for vagueness, yet it is meant to cover newly founded industrial areas, large housing settlements or places of tourist importance which have been recently served with civic amenities. Naturally, enough such a course also implied the elimination of a fair number of places which had passed master for towns in the past and the emergence of a number of new places as town in 1961.

A new feature of the Census of India (1971) is the abandonment of town group and the adoption of the Standard Urban Area (SAU) concept.

Each SAU is defined as the projected growth area within which the principal city or town within it is likely to cover in 1991. Each SAU is made up of administrative units comprising a main urban centre of at least
50,000 inhabitants and all surrounding towns and villages that are functionally linked with a centre and expected to merge into one urban entity within twenty years.

The essentials of the SAU are

1. It should have a core town of a minimum population size of 50,000.

2. Contiguous areas constituting other urban as well as rural administration units having close mutual socio-economic links with the core towns.

3. The probability of the entire region leaving urbanized by 1991.

CALCUTTA AS URBAN: At the end of the 17th century, the British traders selected Calcutta as their main establishment for two obvious reasons: (1) To build up Calcutta as the main trading centre in Eastern India and (2) that Chuttanuttty to be the chief station in Bengal for Chuttanuttty being a place where the British ships could ride well and where they are in a great measure already settled.

The following table shows the progressive increase of Calcutta town areas and indicated the formation of urban and rural portion in successive spatial dimensions. The urban part contained cluster of houses and their adjacent areas and the bazar areas. The rural part contained jungles, ditches, cultivable fields, waste lands and mud huts.

Calcutta Town Expansion Data 4

<table>
<thead>
<tr>
<th>Year</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
<th>Street</th>
<th>Lanes</th>
<th>Bylanes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1708</td>
<td>210</td>
<td>1476</td>
<td>1682</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>1726</td>
<td>332</td>
<td>2350</td>
<td>2672</td>
<td>4</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>1740</td>
<td>449</td>
<td>2781</td>
<td>3229</td>
<td>15</td>
<td>46</td>
<td>74</td>
</tr>
<tr>
<td>1756</td>
<td>704</td>
<td>2526</td>
<td>3229</td>
<td>27</td>
<td>52</td>
<td>74</td>
</tr>
<tr>
<td>1794</td>
<td>3714</td>
<td>1283</td>
<td>4997</td>
<td>163</td>
<td>599</td>
<td>517</td>
</tr>
</tbody>
</table>

In 1839, some suburban areas belonging to Entally, Beniapukur, Tollygunge, Bhanipur and a part of Tollygunge were added to the town – the total town area contained 11,954 acres, exactly the half of the present area of the municipal Calcutta.

The area expansion was felt again after the Second World War. The extension followed in 1965. The area under Tollygunge Municipality was amalgamated with the Calcutta Municipal Amendment Act, 1955. With successive additions, the spatial dimension of the city proper covers at present 23,629 acres or 36 sq. miles, excluding the areas occupied by the Fort and Cauds.

**Areal Growth of Calcutta**

<table>
<thead>
<tr>
<th>Year</th>
<th>Spatial Dimension (In Acres)</th>
<th>Growth Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1706</td>
<td>1092</td>
<td>100</td>
</tr>
<tr>
<td>1726</td>
<td>2269</td>
<td>133</td>
</tr>
<tr>
<td>1746</td>
<td>3229</td>
<td>190</td>
</tr>
<tr>
<td>1776</td>
<td>4987</td>
<td>295</td>
</tr>
<tr>
<td>1876</td>
<td>5037</td>
<td>297</td>
</tr>
<tr>
<td>1889</td>
<td>11954</td>
<td>706</td>
</tr>
<tr>
<td>1923</td>
<td>19493</td>
<td>1152</td>
</tr>
<tr>
<td>1953</td>
<td>23529</td>
<td>1366</td>
</tr>
</tbody>
</table>

The population concentration initiates the process of urbanisation. The process is complex and interactive and involves simultaneous interplay of a number of variables. The urbanisation involves not only the successive growth of population – its size and composition also, growth of areal dimension, trade and industry, housing and other variables in
the region. The growth of areal dimension interacts both ways horizontally and vertically. A big metropolitan is renowned for its vertical growth. An idea of it for Calcutta's municipal area, in the later age, may be had from Prof. Bose’s work.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>1911</th>
<th>1961</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>8,083.5 (41.72)</td>
<td>17,501.3 (61.65)</td>
<td>plus 113%</td>
</tr>
<tr>
<td>Administrative</td>
<td>796.25 (4.11)</td>
<td>1,473.25 (5.19)</td>
<td>87%</td>
</tr>
<tr>
<td>Industry</td>
<td>156.50 (0.82)</td>
<td>639.75 (2.25)</td>
<td>304%</td>
</tr>
<tr>
<td>Retail</td>
<td>334.00 (1.77)</td>
<td>706.00 (2.49)</td>
<td>106%</td>
</tr>
<tr>
<td>Commercial</td>
<td>722.25 (3.77)</td>
<td>1,392.50 (4.41)</td>
<td>92%</td>
</tr>
<tr>
<td>Religious</td>
<td>141.00 (0.73)</td>
<td>135.50 (0.48)</td>
<td>5%</td>
</tr>
<tr>
<td>Educational</td>
<td>415.50 (2.14)</td>
<td>1,118.50 (5.94)</td>
<td>169%</td>
</tr>
<tr>
<td>Bustee</td>
<td>2,947.00 (15.20)</td>
<td>1,772.00 (5.84)</td>
<td>40%</td>
</tr>
<tr>
<td>Hospital</td>
<td>300.25 (1.55)</td>
<td>663.50 (2.34)</td>
<td>121%</td>
</tr>
<tr>
<td>Park</td>
<td>96.00 (0.50)</td>
<td>571.50 (2.01)</td>
<td>424%</td>
</tr>
<tr>
<td>Recreational</td>
<td>273.00 (0.89)</td>
<td>325.50 (1.15)</td>
<td>88%</td>
</tr>
<tr>
<td>Burial Ground</td>
<td>190.00 (0.92)</td>
<td>210.00 (0.74)</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>5,012.50 (--)</td>
<td>1,897.50 (6.58)</td>
<td></td>
</tr>
<tr>
<td>Total Land Use</td>
<td>19,381.75 (100)</td>
<td>23,378.73 (100)</td>
<td>45%</td>
</tr>
</tbody>
</table>

6. Ibid., p.54
SEMI-URBAN - A CONCEPTUAL DEFINITION

If the urban settlements are determined by strictly applying the three criteria laid down by the Census of 1951, namely,

1. The population of 2,000 or more
2. Density of more than 400 persons per square km.
3. At least three-fourths of the workers being outside of agriculture

then, all those towns which do not meet these criteria even though they have a local self-government of their own can be treated as semi-urban. Similarly, villages with population above 5,000 and also meeting the other two criteria be treated as semi-urban.

A workable definition of semi-urban can also be built by considering availability of certain basic social and economic amenities in the particular settlement with a population of 2,000 or 5,000 or more. These amenities could be post and telegraph office, at least a high school, safe water supply, electricity, a bank or cooperative society, some type of recognised health and medical facility, etc.

SEMI-URBAN AREAS OF WEST BENGAL:

The Census of India (1961) adopted the term urban more rigorously than that followed in earlier Census. While recognizing municipalities, cantonments and civil lines as urban areas, further tests were conducted in case of non-municipal areas. So for the present purpose of the study, non-municipal areas have been selected as semi-urban areas which do not have any municipal committee under the municipal jurisdiction.

Hence, in the environs of Calcutta conurbation, the areas which are within non-municipal boundary, i.e., Bamulpur, Nilba, Kandahari, Pandipur, Patuli, Chirapara, Gharia, Gobindapur, Jorhat, Chakdaha, Biskarpara, Sandra, Podara, Andul, and Nareyapurna, etc., may be regarded as semi-urban or urban centres which are situated both sides of River Hooghly.
A workable definition of 'Rural' can be drawn by saying that if the urban settlements are determined by strictly applying three criteria laid down by the Census, 1951, as:

1. The population of 5,000 or more
2. Density of more than 400 persons per square kilometer
3. At least three-fourth of the workers being outside of agriculture

then, all those areas which do not meet these criteria can be regarded as rural.

Again, "None of the criteria, however, is devoid of criticism." This has been remarked by Prof. K. Chattopadhyay and Sharbajyoti Ray in their article, "Urbanisation and Urban Studies in India: A Review with the Example From Gidalh". For example, Criterion (1) i.e., size of population (5,000 or more) as a criterion alone can not be regarded as urban because according to 1951 Census, in India 283 towns have population under 5,000 and 4,197 villages have population over 5,000 (Asish Nasa, 1973).

The second criterion is 'high proportion of working force in non-agricultural occupation'. Prof. Chattopadhyay has proved in his study that a village named Shandih in Giridih Anga in Bihar where working male population in 1961 was 449 and among them none was engaged in agricultural occupation. Can this area be called rural?

So, from the above discussion, we can easily lead the argument that 'none of the criterion is mutually exclusive'. Better to find a solution, we can consider the combination of criteria as a whole, and, an area which does not satisfy almost all the criteria can be regarded as rural.

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A community is a people occupying definite territory, held together by a common system of rules regulating the intercourse of life. Elgin sociologist, Hucoiver defines it as a group which shares the basic conditions of a common life, and he says that the chief mark of a community distinguishing it from all other social groupings is that one's life may be lived wholly within it. Community comes to have two main characteristics, a locality and a community sentiment of these two, again, clearly the latter is much important in making and sustaining a community.

We find that interpretation of the term community has evolved from a simple to a complex conception. Originally, the social science used to mean by community a geographical area with definite legal boundary occupied by residents engaged in interrelated economic activities and constituting a politically self-governing unit. Villages, towns and cities for example, were communities which again were looked upon as part of larger social entities like countries, states and nations.

In conclusion, it may be said that the definition includes both structural and functional elements. From the point of view of explicit elements, a community is a consciously organised aggregation of individuals residing a specified area, with limited political autonomy, supporting such primary institutions as schools, churches and among whom certain degree of interdependence is recognised. And from the point of view of implicit elements, a community is a process of social interaction which gives rise to a more extensive attitude and practice of interdependence of cooperation, collaboration and unification. In view of this, locality or spatial consideration recedes in the background and more important becomes the process of socialization, the process which in essence are psychological.

Here, for the convenience of the study three distinct communities have been chosen to assess whether difference in demographic variables of the respondents of the three communities, i.e., urban, semi-urban and rural, reflect variance in the newspaper reading habits and also
reflect difference of opinion in reporting influence of newspapers' socio-economic and political messages.

West Bengal: Geography has lent a hand in investing West Bengal with characteristics, strategic and otherwise, that are unique in many ways. It has common boundaries with Nepal, East Pakistan now Bangladesh and the two states that have special treaty relations with this country - Sikkim and Bhutan. The sharp wedge of the Tibetan region of China which reaches the Chumbi valley at the junction of Sikkim and Bhutan stops just a few miles to the north of West Bengal's boundary.

The special strategic importance of this state also arises from the fact that the narrow neck which connects its north-east region with the main body of West Bengal provides the only land corridor between the North-east zone comprising Assam, Nagaland, Manipur, Tripura and Tripura, on the one hand, the rest of the country on the other.

West Bengal with an area of 87353 square kilometers forms three percent of India's land area, but supports according to 1971 census, a population of 44312011 or eight percent of the national total.

West Bengal plains just below the Himalayan highlands may be sub-divided into a number of distinct areas, such as:

1. The North Bengal Plain(Duara) or sub montane terrace, comprising the districts of Jalpaiguri and Cachar Behar.
2. Northern para-delta and Burind, consisting of West Dinajpur and Eastern part of Malda district.
3. The Gangetic delta comprising the districts of the east of Bhagirathi and Hoogly(Hoochidabadi, Nadia, Calcutta and 24-Parganas).
4. The Damodar delta, consisting of Hoogly, Howrah and Hidimmapore.

This tract has been formed by the hydraulic interactions of the Damodar and the Hoogly rivers.

S. JAST BALAL, AN ANALYTICAL STUDY, The Bengal Chamber of Commerce and Industry, Oxford & IBH publishing Co (1971) Pp.i
For the purpose of the study a survey was carried out in four districts of West Bengal viz., Calcutta, 24-Parganas, Howrah and Hooghly.

So far as 'Urban Area' is concerned, the city of Calcutta was selected. For 'Semi-Urban Area' and 'Rural Area' the districts of 24-Parganas, Howrah and Hooghly were considered for conducting the survey.

The details of area of survey are given below:

### Urban Areas

<table>
<thead>
<tr>
<th>Area of the Area</th>
<th>Police Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Golabugga</td>
<td>Golabugga</td>
</tr>
<tr>
<td>b) Calcutta</td>
<td></td>
</tr>
<tr>
<td>c) Ballygunge</td>
<td>Ballygunge</td>
</tr>
<tr>
<td>d) Bowbazar</td>
<td>Bowbazar</td>
</tr>
<tr>
<td>e) Anwer Street</td>
<td>Anwer Street</td>
</tr>
<tr>
<td>f) Barabazar</td>
<td>Barabazar</td>
</tr>
<tr>
<td>g) Shyampur</td>
<td>Shyampur</td>
</tr>
<tr>
<td>h) Maniktala</td>
<td>Maniktala</td>
</tr>
</tbody>
</table>

### Semi-Urban Areas

<table>
<thead>
<tr>
<th>Area of the Area</th>
<th>Police Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Kansaghatra</td>
<td>Jadavpur</td>
</tr>
<tr>
<td>b) Patulia</td>
<td>Hoardaha</td>
</tr>
<tr>
<td>c) Canil</td>
<td>Dum Dum</td>
</tr>
<tr>
<td>d) Bisarpara</td>
<td>Dum Dum</td>
</tr>
<tr>
<td>e) Bondra</td>
<td>Dum Dum</td>
</tr>
<tr>
<td>f) Deulpara</td>
<td>Habati</td>
</tr>
<tr>
<td>g) Chandakali</td>
<td>Jadavpur</td>
</tr>
<tr>
<td>h) Krishnagar</td>
<td></td>
</tr>
<tr>
<td>(B) Semi-urban areas</td>
<td>Name of the area</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>2. Howrah</td>
<td>a) Shibpur</td>
</tr>
<tr>
<td></td>
<td>b) Sankheda</td>
</tr>
<tr>
<td></td>
<td>c) Keibaul</td>
</tr>
<tr>
<td></td>
<td>d) Jorhat</td>
</tr>
<tr>
<td></td>
<td>e) Andul</td>
</tr>
<tr>
<td>3. Thakur</td>
<td>a) Habla</td>
</tr>
<tr>
<td></td>
<td>b) Habrajan Colony</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(C) Rural Areas</th>
<th>Name of the village</th>
<th>Police Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 24-Parganas</td>
<td>(South 24-Parganas)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) Borai</td>
<td>Sonarpur</td>
</tr>
<tr>
<td></td>
<td>b) Salda</td>
<td>Joynagar</td>
</tr>
<tr>
<td></td>
<td>c) Kandapahai</td>
<td>Borail</td>
</tr>
<tr>
<td></td>
<td>d) Harkesanga</td>
<td>Daccaapd Harbour</td>
</tr>
<tr>
<td></td>
<td>e) Muraceti</td>
<td>Morichana</td>
</tr>
<tr>
<td></td>
<td>(North 24-Parganas)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) Durgapur</td>
<td>Barddah</td>
</tr>
<tr>
<td></td>
<td>b) Bellavpur</td>
<td>Baganpur</td>
</tr>
<tr>
<td></td>
<td>c) Swariia</td>
<td>Bakurha</td>
</tr>
<tr>
<td></td>
<td>d) Haripur</td>
<td>Harosa</td>
</tr>
<tr>
<td></td>
<td>e) Ansanga</td>
<td>Ansanga</td>
</tr>
<tr>
<td></td>
<td>(South 24-Parganas)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) Bapu</td>
<td>Udupamurayapur</td>
</tr>
<tr>
<td></td>
<td>b) Kolyapur</td>
<td>Bagan</td>
</tr>
<tr>
<td></td>
<td>c) Brahmporad</td>
<td>Udayapur</td>
</tr>
<tr>
<td></td>
<td>d) Sreeman</td>
<td>Uluberia</td>
</tr>
<tr>
<td></td>
<td>e) Jagatbellavpur</td>
<td>Jagatbellavpur</td>
</tr>
</tbody>
</table>
The survey was conducted on random sampling basis. Random sampling means choosing a sample in such a way that at each step all members of the population not already selected stand the same chance of being chosen. By a simple extension of this idea, a random sample can be taken from a group or population by numbering all items of the group and picking numbers by means of a table of random numbers. The method of random sampling is based on the mathematical theory of probability. The theory implies that from a very large group of items, technically called population, a moderately large number of items is chosen at random, such numbers are almost sure, on the whole, to possess the characteristics of population.

Total number of respondents are as follows:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Semi-Urban</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Rural</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Total: 400

Two questionnaires, one for Urban and Semi-Urban areas and another for Rural areas, were prepared in such a way so that all possible relevant data could be obtained from the respondent. The questionnaires were written both in English and Bengali. Data were collected by means of personal interviews. The interviews for Urban and Semi-Urban respondents were carried out during the period of 1977 and for the Rural respondents in 1979.
OBJECTIVES

URBAN

6. READING HABITS OF BENGALI DAILY PRESS

C 6. Whether difference in sex reflects variance in reading number of newspapers.

C 7. Whether difference in age reflects variance in reading number of newspapers.

C 8. Whether difference in education reflects variance in reading number of newspapers.

C 9. Whether difference in activity status reflects variance in reading number of newspapers.

C 10. Whether difference in income reflects variance in reading number of newspapers.

D. READING HABITS OF ENGLISH NEWSPAPERS

D 11. Whether difference in sex reflects variance in reading English newspapers.

D 12. Whether difference in sex reflects variance in non-reading of English newspapers (Can not read)

D 12a. Whether difference in sex reflects variance in non-reading of English newspapers (Do not read)

D 13. Whether difference in age reflects variance in reading of English newspapers.


D 15. Whether difference in activity status reflects variance in reading of English newspapers.

E. READING PLACE OF NEWSPAPERS

E 16. Whether difference in activity status reflects variance in reading at various places of newspapers.

E 17. Whether difference in income reflects variance in reading habits at various places of newspapers.

F. READING OF EDITORIALS

F 18. Whether difference in sex reflects variance in reading of editorials.

F 19. Whether difference in age reflects variance in reading of editorials.

F 20. Whether difference in education reflects variance in reading of editorials.
I 21. Whether difference in activity status reflects variance in reading editorials.

G. REASONS FOR NON-READING OF EDITORIALS

G 22. Whether difference in age reflects variance in non-reading of editorials.


G 24. Whether difference in activity status reflects variance in non-reading of editorials.

H. BELIEVING OF NEWSPAPERS' NEWS

H 26. Whether difference in age reflects variance in believing news of newspapers.

H 27. Whether difference in education reflects variance in believing news of newspapers.

H 28. Whether difference in activity status reflects variance in believing news of newspapers.

H 28. Whether difference in income reflects variance in believing news of newspapers.

I. NEWSPAPER AND ELECTION

I 29. Whether difference in age reflects variance in readers' choice of candidates and party following newspapers' report on elections.

I 30. Whether difference in education reflects variance in readers' choice of candidates and party following newspapers' report on elections.

I 31. Whether difference in activity status reflects variance in readers' choice of candidates and party following newspapers' report on election.

I 32. Whether difference in income reflects variance in readers' choice of candidates and party following newspapers' report on election.

J. NEWSPAPERS' FILM AND THEATRE REVIEWS

J 33. Whether difference in sex reflects variance in choice of going to movie following newspapers' film and theatre review.

J 34. Whether difference in age reflects variance in choice of going to movie following newspapers' film and theatre review.

J 35. Whether difference in education reflects variance in choice of going to movie following newspapers' film and theatre review.

J 36. Whether difference in activity status reflects variance in choice of going to movie following newspapers' film and theatre review.

J 37. Whether difference in income reflects variance in choice of going to movie following newspapers' film and theatre review.
**HEXAGONS' ASTEROLOGICAL PREDICTIONS**

40. **Conclusion**: Whether difference in sex reflects variance in believing and reading of newspapers' astrological predictions.

41. Whether difference in age reflects variance in believing and reading of newspapers' astrological predictions.

42. Whether difference in education reflects variance in believing and reading of newspapers' astrological predictions.

43. Whether difference in activity status reflects variance in believing and reading of newspapers' astrological predictions.

44. Whether difference in income reflects variance in believing and reading of newspapers' astrological predictions.

**Radio Listening Habits**

45. Whether difference in sex reflects variance in listening habits of radio.

46. Whether difference in age reflects variance in listening habits of radio.

47. Whether difference in education reflects variance in listening habits of radio.

48. Whether difference in activity status reflects variance in listening habits of radio.

49. Whether difference in income reflects variance in listening habits of radio.

**T.V. Viewing Habits**

50. Whether difference in sex reflects variance in viewing habits of T.V.

51. Whether difference in age reflects variance in viewing habits of T.V.

52. Whether difference in education reflects variance in viewing habits of T.V.

53. Whether difference in activity status reflects variance in viewing habits of T.V.

54. Whether difference in income reflects variance in viewing habits of T.V.

**Respondents' Feeling for Radio & T.V. News as Sufficient than Newspapers**

55. Whether difference in sex reflects variance in feeling for radio & T.V. news as sufficient than newspapers.

56. Whether difference in age reflects variance in feeling for radio & T.V. news as sufficient than newspapers.
Whether difference in education reflects variance in feeling for radio & T.V. news sufficient than newspapers.

Whether difference in income reflects variance in feeling for radio and T.V. news sufficient than newspapers.

Whether difference in age reflects variance in preference for receiving socio-economic messages from newspapers, radio and T.V.

Whether difference in education reflects variance in preference for receiving socio-economic messages from newspapers, radio & T.V.

Whether difference in income reflects variance in preference for receiving socio-economic messages from newspapers, radio & T.V.

Whether difference in activity status reflects variance in reporting influence of newspapers' messages.

P.60 Whether difference in age reflects variance in reporting influence of newspapers' messages.

P.61 Whether difference in education reflects variance in reporting influence of newspapers' messages.

P.62 Whether difference in activity status reflects variance in reporting influence of newspapers' messages.

Choice of news:

Whether difference exists in choice of news by the respondents of the urban area.
OBJECTIVES

C. READING HABITS OF BENGALI DAILY PRESS

C.6 Whether difference in sex reflects variance in reading number of newspapers.

C.7 Whether difference in age reflects variance in reading number of newspapers.

C.8 Whether difference in education reflects variance in reading number of newspapers.

C.9 Whether difference in activity status reflects variance in reading number of newspapers.

C.10 Whether difference in income reflects variance in reading number of newspapers.

D. READING HABITS OF ENGLISH DAILY PRESS

D.11 Whether difference in sex reflects variance in reading English newspapers.

D.12 Whether difference in sex reflects variance in non-reading of English newspapers (cannot read).

D.13 Whether difference in sex reflects variance in non-reading of English newspapers (do not read).

D.14 Whether difference in age reflects variance in reading of English newspapers.

D.15 Whether difference in education reflects variance in reading of English newspapers.

D.16 Whether difference in activity status reflects variance in reading of English newspapers.

E. PLACE OF READING NEWSPAPERS

E.16 Whether difference in activity status reflects variance in reading at various places of newspapers.

E.17 Whether difference in income reflects variance in reading habits of place of newspapers.

F. READING OF EDITORIALS

F.18 Whether difference in sex reflects variance in reading of editorials.

F.19 Whether difference in age reflects variance reading of editorials.
F.20 Whether difference in education reflects variance in reading of editorials.

F.21 Whether difference in activity status reflects variance in reading of editorials.

G. REASONS FOR NON-READING OF EDITORIALS

G.22 Whether difference in age reflects variance in non-reading of editorials.

G.23 Whether difference in education reflects variance in non-reading of editorials.

G.24 Whether difference in activity status reflects variance in non-reading of editorials.

H. BELIEVING OF NEWSPAPERS’ NEWS

H.25 Whether difference in age reflects variance in believing news of newspapers.

H.26 Whether difference in education reflects variance in believing news of newspapers.

H.27 Whether difference in activity status reflects variance in believing news of newspapers.

H.28 Whether difference in income reflects variance in believing news of newspapers.

I. NEWSPAPERS AND ELECTION

I.29 Whether difference in age reflects variance in their choice of candidates and party following newspapers’ report on election.

I.30 Whether difference in education reflects variance in their choice of candidates and party following newspapers’ report on election.

I.31 Whether difference in activity status reflects variance in their choice of candidates and party following newspapers’ report on election.

I.32 Whether difference in income reflects variance in their choice of candidates and party following newspapers’ report on election.

J. NEWSPAPERS’ FILM AND THEATERS REVIEWS

J.33 Whether difference in sex reflects variance in choice of going to movie following newspapers’ film reviews.

J.34 Whether difference in age reflects variance in choice of going to movie following newspapers’ film reviews.
Whether difference in education reflects variance in choice of going movie following newspapers' film reviews.

Whether difference in activity status reflects variance in choice of going movie following newspapers' film reviews.

Whether difference in income reflects variance in choice of going movie following newspapers' film reviews.

1. NEWSPAPERS' ASTROLOGICAL PREDICTIONS

Whether difference in sex reflects variance in believing and reading of newspapers' astrological predictions.

Whether difference in age reflects variance in believing and reading of newspapers' astrological predictions.

Whether difference in education reflects variance in believing and reading of newspapers' astrological predictions.

Whether difference in activity status reflects variance in believing and reading of newspapers' astrological predictions.

Whether difference in income reflects variance in believing and reading of newspapers' astrological predictions.

2. RADIO LISTENING HABITS

Whether difference in sex reflects variance in listening habits of radio.

Whether difference in age reflects variance in listening habits of radio.

Whether difference in education reflects variance in listening habits of radio.

Whether difference in activity status reflects variance in listening habits of radio.

Whether difference in income reflects variance in listening habits of radio.

3. T. V. VIEWING HABITS

Whether difference in sex reflects variance in viewing habits of T. V.

Whether difference in age reflects variance in viewing habits of T. V.

Whether difference in education reflects variance in viewing habits of T. V.

Whether difference in activity status reflects variance in viewing habits of T. V.
whether difference in income reflects variance in viewing habits of T.V.

II. RESPONDENTS' FEELING FOR RADIO & T.V. NEWS AS SUPERIOR THAN NEWSPAPERS

II.53 whether difference in sex reflects variance in feeling for radio & T.V. news sufficient than newspapers.

II.54 whether difference in age reflects variance in feeling for radio & T.V. news sufficient than newspapers.

II.55 whether difference in education reflects variance in feeling for radio & T.V. news sufficient than newspapers.

II.56 * whether difference in activity status reflects variance in feeling for radio and T.V. news sufficient than newspapers.

II.57 whether difference in income reflects variance in feeling for radio and T.V. news sufficient than newspapers.

0. RECEIVING INFORMATION FROM WIVES HUSBAND

0.58 whether difference in age reflects variance in preference for receiving socio-economic messages from newspapers, radio & T.V.

0.59 whether difference in education reflects variance in preference for receiving socio-economic messages from newspapers, radio & T.V.

0.59A whether difference in income reflects variance in preference for receiving socio-economic messages from newspapers, radio & T.V.

P. INFLUENCE OF NEWSPAPERS' MESSAGES

P.60 whether difference in age reflects variance in reporting influence of newspapers' messages.

P.61 whether difference in education reflects variance in reporting influence of newspapers' messages.

P.62 whether difference in activity status reflects variance in reporting influence of newspapers' messages.

C. CHIEF OF HOME

whether difference exists in choice of news by the respondents of the Afghan area.
C. READING HABITS OF BENGALI DAILY PRESS

C.6 Whether difference in sex reflects variance in reading number of newspapers.

C.7 Whether difference in age reflects variance in reading number of newspapers.

C.8 Whether difference in education reflects variance in reading number of newspapers.

C.9 Whether difference in activity status reflects variance in reading number of newspapers.

C.10 Whether difference in income reflects variance in reading number of newspapers.

D. READING HABITS OF ENGLISH DAILY PRESS

D.11 Whether difference in sex reflects variance in reading English newspapers.

D.12 Whether difference in sex reflects variance in non-reading of English newspapers (cannot read).

D.12a Whether difference in sex reflects variance in non-reading of English newspapers (do not read).

D.13 Whether difference in age reflects variance in reading of English newspapers.

D.14 Whether difference in education reflects variance in reading of English newspapers.

D.15 Whether difference in activity status reflects variance in reading English newspapers.

E. PLACES OF READING NEWSPAPERS

E.16 Whether difference in activity status reflects variance in reading at various places of newspapers.

E.17 Whether difference in income reflects variance in reading habits of place of newspapers.

F. READING OF EDITORIALS

F.19 Whether difference in sex reflects variance in reading of editorials.
Whether difference in age reflects variance in reading of editorials.

Whether difference in education reflects variance in reading of editorials.

Whether difference in activity status reflects variance in reading editorials.

REASONS FOR NON-READING OF EDITORIALS

Whether difference in age reflects variance in non-reading of editorials.

Whether difference in education reflects variance in non-reading of editorials.

Whether difference in activity status reflects variance in non-reading of editorials.

RELATING OF NEWSPAPERS' NEWS

Whether difference in age reflects variance in believing news of newspapers.

Whether difference in education reflects variance in believing news of newspapers.

Whether difference in activity status reflects variance in believing news of newspapers.

Whether difference in income reflects variance in believing news of newspapers.

NEWSPAPERS AND ELECTION

Whether difference in age reflects variance in their choice of candidates and party following newspapers' report on election.

Whether difference in education reflects variance in their choice of candidates and party following newspapers' report on election.

Whether difference in activity status reflects variance in their choice of candidates and party following newspapers' report on election.

Whether difference in income reflects variance in their choice of candidates and party following newspapers' report on election.

NEWSPAPERS' FILM AND THEATRE REVIEWS

Whether difference in sex reflects variance in choice of going movies following newspapers' film reviews.
Whether difference in age reflects variance in choice of going to movie following newspapers' film reviews.

Whether difference in education reflects variance in choice of going to movie following newspapers' film reviews.

Whether difference in activity status reflects variance in choice of going to movie following newspapers' film reviews.

Whether difference in income reflects variance in choice of going to movie following newspapers' film reviews.

\[ \text{S. SPARAKE: ASTROLOGICAL PREDICTIONS} \]

Whether difference in sex reflects variance in believing and reading of newspapers' astrological predictions.

Whether difference in age reflects variance in believing and reading of newspapers' astrological predictions.

Whether difference in education reflects variance in reading and believing of newspapers' astrological predictions.

Whether difference in activity status reflects variance in reading and believing of newspapers' astrological predictions.

Whether difference in income reflects variance in reading and believing of newspapers' astrological predictions.

\[ \text{RADIO LISTENING HABITS} \]

Whether difference in sex reflects variance in listening habits of radio.

Whether difference in age reflects variance in listening habits of radio.

Whether difference in education reflects variance in listening habits of radio.

Whether difference in activity status reflects variance in listening habits of radio.

Whether difference in income reflects variance in listening habits of radio.

\[ \text{T. V. VIEWING HABITS} \]

Whether difference in sex reflects variance in viewing habits of T. V.

Whether difference in age reflects variance in viewing habits of T. V.
Whether difference in education reflects variance in viewing habits of T.V.

Whether difference in activity status reflects variance in viewing habits of T.V.

Whether difference in income reflects variance in viewing habit of T.V.

Understanding messages from these media

Whether difference in age reflects variance in preference for receiving socio-economic messages from newspapers, radio, and T.V.

Whether difference in education reflects variance in preference for receiving socio-economic messages from newspapers, radio, and T.V.

Whether difference in income reflects variance in preference for receiving socio-economic messages from newspapers, radio, and T.V.

Choice of news

Whether difference exists in choice of news by the respondents of the urban area.

Rural