CHAPTER FOUR

FINDINGS AND CONCLUSION

FINDINGS

6. Reading habits of newspapers

Sex

(Urban) 

Sexes are the significant group as (178) than the females (22) in case of reading number of newspapers in the Urban Community. In the Male Group reading of one newspaper is (70); in the 2- newspaper category (72) whereas the females as (8); and in case of more than 2, the males as (56) and the females as (3).
(Semi-Urban) Males are the dominant group as (87) compared to females (13) in case of reading habits of number of newspapers. In the category of reading one newspaper, males are the significant as (50) and the females as (10). In the category of 2-newspaper reading, males are significant as (25) and the females as (3). In the category of more than 2-newspaper, no female newspaper reader is available.

(Rural) Among the rural male respondents, in sex-wise analysis, the highest respondents have reading habits in case of only one newspaper as (136) followed by two (33) more than 2 as (11) among the females; the highest number of readers are in case of one newspaper as (9) followed by more than two newspapers as (91) only.

C-7. AGE

(Urban) Respondents belonging to the age group of 18-40 are the highest in the classification of reading number of newspapers of the one, two and more than two. According to number of respondents for the age group of above 60, reading of newspaper as one, two and more than two is steady.

(Semi-Urban) In the age-wise classification, the young age group of 18-40, reads (33) one newspaper, the age group of 41-60 as (16) above 60 as (2). In the category of two newspapers, the group of 18-40 again scored the highest (21) followed by 41-60 as (9).
Above 60 as (2) • In the category of 'More than two', the age group of 18-40 again dominates as (9) followed by 41-60 as (5). There is no reader for More Than Two in the age group of above 60. Reading of one newspaper is significant among all the groups.

(Adult) among the various age groups, 18-40 is the only group, reads number of newspapers significantly. For one newspaper reading category 18-40 group reads as (11) Two as (25) More than two as (5) The next significant age group is 41-60 who reads one newspaper as (25) There is no reader for More Than Two newspapers in that group. Above 60 group reads as (10) in one newspaper category and for Two (2). So, the study reveals that 18-40 group is the significant group of reading number of newspapers than the middle aged and above.

Education

C 8. (Urban) Respondents belonging to 'Secondary' Group reads one as (30) which is the highest in one category, than Matriculate as (24) but lowest is the Higher Than That ; the Post Graduate (2)

within the classification of reading one newspaper, but in case of reading two Matriculates and Graduates are dominant and Post Graduate and Higher Than That are comparatively significant in number. But in More Than Two reading variety classification, Graduates are the highest but Post Graduate is next, followed by Higher Than That and Matriculates respectively.

(Semi-Urban) Among the education-wise classifications,

respondents belonging to the group of Non-Matrics are the
significant Group (25) followed by Matriculates (19) then Graduates (6), in case of reading one newspaper. In case of two newspapers, Matriculates and Graduates are the significant groups as (12) (12) each, but in case of reading more than two newspapers, Graduates are the significant group (5) followed by Post Graduates as (3).

(Urban) Among various education classifications, the educational background or Primary reads (12) one newspaper only. For two newspapers, Non-Matrics are the significant group as (14) for more than two newspapers category, Graduates are the significant (7) followed by Post Graduates.

Activity Status

(Urban) Teachers constitute the significant group here in the classification of reading one, two and more than two newspapers. Next is the Trade and Commerce as (12). Clerks are similar to Non-Matrics but Officers' reading of more than two newspapers is greater than any other groups in the category. In the Occupational status of Engaged in Free Occupation, reading more than two newspapers is lesser than Students and Non-workers.

(Semi-Urban) In the Activity status classifications, the respondents belonging to occupational Status of Trade & Commerce read (13) followed by Non-workers as (11) then Teachers as (10). The Students read as (6) and the lowest in the group is the clerks (3). The Officers and Engaged in Free occupation as (4) each. In the category of reading two newspapers, Officers are the significant group (9) followed by Teachers (7) then Clerks as (6). In the category of reading more than
two newspapers, Teachers are the significant group as (5) followed by Clerks and Officers as (2) each.

(Rural) In the Activity Status classifications, clerks are the significant group as (34) followed by the Teachers and Cultivators as (25) each; then Non-Workers and Trade & Commerce as (23) each. The significant finding in the category of reading two newspapers is that Cultivators are the highest group as (15) followed by Teachers and Clerks as (5) each. In the category of reading more than two newspapers, the significant groups are Teachers as (5)

C.10. INCOME

(Urban) Respondents belonging to the income bracket of Rs. 1000/- to Rs. 1999/- read two and more than two newspapers significantly. Income group of Rs. 500/- 999/- read one newspaper more than the other groups but reading of two and more than two newspapers are limited within this group. For the income group of Rs. 2000/- one newspaper is limited but two is more than the rest. But the Rs. 15000/- reading rate reading more than two newspapers is equal to above Rs. 200/- group.

(Semi-Urban) Reading one newspaper is significant among all the groups. In case of Income-wise classification, respondents belonging to Rs. 100/- 499/- are significant group as (25) followed by Rs Income Group (14). There is no reader of the income group of Rs. 1000/- 1999/- & above Rs. 2000/- for one newspaper. In case of two newspapers
the income group of Rs. 100/- 499/- is significant (35) followed by Rs. 500/- 999/- there is no reader of Rs. 2000/- above. In case of more than two respondents belonging to Rs. 500/- 999/- is significant (5) followed by Rs. 100/- 499/- as (4).

(Rural) In various income-wise classification of rural respondents, the income bracket of Rs. 1000/- is the only group having reading habits of more number of newspapers than any other group. But in the category of one newspaper, the significant group belongs to the income bracket of Rs. 2000/- as (35) followed by Rs. 4000/- as (32). But no income group and income in the bracket of Rs. 8000/- as (10) and (16) respectively. For two newspaper reading category, the significant groups are the income brackets of Rs. 2000/- and Rs. 4000/- only. For more than two newspaper reading category, the significant group is in the income bracket of Rs. 6000/- as (6)

READING HABITS OF ENGLISH NEWSPAPERS

AGE

(URBAN) The age group of 18-40 is the significant age group in various age wise classifications as (60). Then the age group 41-60 as (22) and lastly the age group of Above 60 as (5).

(SEMURBAN) In various age wise classifications, the young age group of 18-40 is the significant group of reading English newspaper (27) followed by 42-60 as (11) and Above 60 as (1).

(MURAL) In the age group 18-40, the age significant group is (37) then 41-60 as (11) and above 60 as (2).
EDUCATION

(URBAN) Though the Graduates and Post-graduates are the significant groups of reading English newspapers, but matriculates are not behind as (19) compared to Higher Than that group as (15). Similarly, for not reading group also, matriculates are the highest (41) than Graduates as (21).

(URBAN) Among the positive respondents, Graduates are the significant readers of English newspapers as (17) followed by the Matriculates (9) the Post Graduates as (5) and Higher Than That as (4).

Among the negative respondents, the significant group is Matriculates as (26) followed by the Graduates and Post Graduate.

(Aural) In various education-wise classifications, Post-Graduates are the only positive respondents reading English newspapers as (37) followed by the Higher Than That group as (10) next the Graduates as (7) Matriculates as (6), Primary and the Secondary as (5) each.

Activity Status

(URBAN) Among the positive respondents, Teachers are the significant group (25) followed by Clerks (20). Then, respondents belonging to Engaged in Free Occupation as (12) followed by the trade and commerce as (11). Students are the lowest in the reading category.

(URBAN) The Officers are the significant group as (14) of reading English newspapers followed by the Teachers, then the Clerks as (4).

(URBAN) Among the various activity status groups, the Teachers are the only group of reading English newspapers as (27) followed
by the Clerks as (23) next, Non-Workers as (9) but the lowest is the group of Engaged in Free Occupation (2)

D.11/12/12

(U.R.R.A.). In sex wise classification, males reported non-readings of English newspapers for lack of English knowledge as (26) and for non-availability as (19)

(U.R.R.A.) Among the negative respondents of either sex groups for non-reading 35% of English newspaper as not attractive, males dominate as (5) for any other reasons as (4) similarly the reasons for not at all readings are vivid in the table. Lack of English education according to males as (35) followed by non-availability as (10)

(U.R.R.A.) The table indicates that non-reading of English newspapers due to lack of English education and non-availability are (45) & (25) respectively. In case of preference for Non-English Newspaper instead of English as more attractive, males constitute the significant group as (30) followed by the females as (4) but for any other reasons males as (10) only.

Place of Reading Newspaper:

5.16 Activity Status:

(U.R.R.A.) Among the positive respondents, the occupation group of clerks are the significant group as (35) followed by the Teachers as (30) then, Trade & Commerce group as (26) and Non-Workers as (23) significant as (22) but Students and Engaged in Free Occupation as (16) each in own house reading category. In others house reading place category is
significant among all the groups. Next in tea stall, clerks constitute the significant group as (10) while posting is neglected by all the groups.

(SEMI-URBAN URBAN) Among the various reading place category, own house scored the highest as (39) followed by tea stall as (15) then office as (11). In the occupational status classifications, the significant group is the trade and commerce group as (15) in case of own house reading category, followed by the office as (19) then clerks as (5) and non-workers as (10). The next significant category of reading place is tea-stall where non-workers are the significant group as (5) followed by trade and commerce group and clerk as (4) each respectively.

The last significant category office, where the clerks are the only group (11)

(URBAN) In the category of own house is significant as (114), others house as (23) tea stall as (19) office as (11) and free reading rooms as (10) walls as (6). Cultivators are the significant group (30) for reading in own house category followed by teachers as (24) then clerks as (17) and non-workers as (30).

(SEMI-URBAN) Respondents belonging to income brackets of Rs. 500/- 999/- are the significant group of reading newspapers in own house, followed by Rs. 100/- 499/- as (40) then no income group as (31) and above Rs. 200/- as (18). Lastly, Rs. 1/- 99/- as (9)

(SEMI URBAN) Here the significant group in Rs. 1000/- 1999/- who reads newspapers in their own houses as (32) followed by the group of Rs. 500/- 999/- as (16) and no income group as (9). Respondents belonging to Rs. 100/- 499/- go to the free reading rooms as (3)
In the category of own house reading place, the significant group belongs to income brackets of Rs. 2000/- as (33) followed by Rs. 4000/- and Rs. 6000/- as (20) each. The lowest is the Rs. Income group as (9) but own house reading place is not that significant among the respondents belong to income brackets of Rs. 4000/- and above.

Reading Editorials

Sex

(URBAN) Males are the only significant group of reading editorials as (112) followed by the females as (7) in positive response scale.

(SEMI-URBAN) Among the positive respondents in sex-wise classification, males are the significant group as (42) and the females as (3).

(URBAN) Reading editorials is common among males and females. Males read as (125) and the females as (7).

Age

(URBAN) Out of total positively respondents, the age group of 13-40 is the significant group as (74) followed by 41-60 as (36) and above 60 as (9).

(SEMI-URBAN) Among the various age groups, the young age group 13-40 is the significant group as (103) followed by 41-60 as (23) and age 60 as (2) in case of reading editorials.

Education

(URBAN) Among the positive respondents, the Graduates scored the highest as (42) followed by the Matriculates as (29) then Post-
graduates as (21) secondary as (15) and the Higher than that as (11) In negative response category, Non-matrics are the significant group as (26) followed by the Matriculates.

(URBAN) Among the positive respondents, the significant group is the Matriculates as (22) followed by the Graduates as (17) then the Non-matrics as (9), In case of negative response, the significant is the Non-matrics as (17) followed by the Matriculates as (13). But in Post - Graduates' negative response is higher than positive.

(URBAN) Among the various educational classification, the positive respondents of Non-matrics are significant as (36) followed by the Post - Graduates as (32), Higher than that as (9) the lowest in the Graduates (5).

Activity status

(URBAN) Among the positive respondents, The Teachers constitute the main group of reading editorials as (35) followed by the Clerks (33), Then the Trade and Commerce group as (16) followed by the Non-worker as (15).

(URBAN) Among the positive respondents, the reading habits of editorials are extreme in the group of Trade and Commerce and the Teachers as (12) each. The second in thought in the Clerks as (10) followed by the officers as (8) Among the negative respondents, the significant group is the Clerks, followed by the Teachers.

(URBAN) Among the various occupational classifications, the Cultivators are the significant group as (34) followed by the Clerks
as (25) the Teachers as (23) Non-workers as (20) So, Cultivators, 2. Teachers and Non-workers are the main readers of editorials.

Non-Reading of editorials

G. 22 Age

Among the negative respondents, in the categories for non-reading as Not Pleasurable is the highest among the age group of 18-40, followed Anyother as (30) then Abstract as (9) and Biased is the lowest as (8) But to middle aged, Abstract is significant than Non-pleasurable. Above 60 has no reasons to accept, except Biased as (1)

(SMILE) In the category of non-reading of editorials, not pleasurable is significant (24) followed by any other (17) then abstract (11) and last in the category is Biased (7) & (6). Within the not pleasurable category the young age group (18-40) is the significant group as (14) followed by 41-60 the age group of above 60 as (1). In any other category also the young age group is the significant group as (7) followed by 41-60 as (3)

(AMAL) Out of four negative responses category in various age groups, Not Pleasurable Reading is significant category as (37) followed by Abstract as (26) Any Other as (21) and Biased as (4)

In the category of Not Pleasurable Reading, the significant scoring has been registered by the age group 18-40 as (33) In the category of Abstract also the age group of 18-40 is significant as (2) In case of Biaeness of editorial, the age group of 18-40 is significant as (3)
Among the negative respondents, the Matriculates do not read editorials for Non-Pleasurable as (14) then the Non-Matric for Abstruse (13) and for Non-Pleasurable Reading (9). Graduates do not read editorials for Non-Pleasurable reading as (3) for Biasness as (3). Post-graduates do not read editorials for Non-Pleasurable reading as (5) and Higher Than that group as (2).

Respondents in the education background of Non-Matric do not read editorials for Abstruse as (7) Not-Pleasurable as (6) any other as (1). Matriculates do not read for Non-Pleasurable reading as (5) and Any other as (5). In the education group of Graduates Non-Pleasurable reading is (6) followed by Biased as (2) which is significant in the category of Bias. Post-graduates also hold the same view as (2) but the Higher Than Than group does not read for Non-Pleasurable reading which is significant in the row.

In the educational classification, the Non-Matric is the significant group for non-reading of editorials as Abstruse (12) for Non-Pleasurable reading (10) and Biasness as (1). In case of the Matriculates, Abstruse is (5) Non-pleasurable as (7) Any other as (6). For the Post-graduates, the significant is the Not-pleasurable as (3) Biasness as (1). In case of the Primary group Abstruse as (7) Not pleasurable as (6) Any other as (6).

Among the negative respondents, Clerks do not read editorials for three reasons, Not pleasurable as (6) is significant, then for
Abstract (3) for Biasness (2). The teachers who do not read for non-
pleasurable reading, as (7) followed by abstract (4) then the
officers are significant for non-pleasurable as (3) Biasness (3) the
Trade and Commerce for Abstract (4) and biased as (2)

Among the various activity status groups, the significant group is the clerks. This group opposes non-reading of editorials
due to non-pleasurable reading as (4) abstract as (3) biased as (3)
any other as (2) the next significant group is the Trade and Commerce.
According to this abstract is (4) non-pleasurable as (2) biased as (2) any other as (2) the third significant group is non-worker.
Work then abstract and non-pleasurable as (4), the Trade and Commerce
Group and clerks do not read editorials for biasness which is
significant in the category of biasness, again in the category of non-
pleasurable reading, non-workers, Trade and Commerce, Clerks and
officers hold the same view as (4) each.

In various occupation classification of rural respondents, the
significant group is the clerks, who expressed their opinion that non-
reading of editorials are for the reasons as abstract (4) non-pleasurable
(9) This group is significant group in overall activity status
classifications.

Believing of Newspaper Report

100% of the residents aged 40-60 (3) respondents believe news as
followed by the above 60 as (1) which is significant for the
present purpose of the study. Just opposite to that, responses bel-
onging to the age group of 18-40 do not believe news at all as (2)
The significant findings are for the -50% category where respondents belonging to the age group of 18-40 believe as (74) which is significant followed by (21) of the age group of 41-60. For the plus 50% category the age group of 18-40 is significant as (60) followed by age group of 41-60 as (24).

(URBAN) In various age-wise classification the age group of 18-40 expresses about believing of news as significant; 100% belief restored by the same group is significant as (3) plus 50% as (35) - 50% as (29) and Not at all as (1). The middle age group, 41-60 who believes news as = 50% is the significant group in = 50% category, followed by (13) in the plus 50% category by the same group. Then only (1) belief of news as Not At all. The age group of Above 60% believes registered in plus 50% as (3) =50% as (1).

(URAL) According to various age groups, the significant group is the young age group. According to them 100% believing is (3), plus 50% as (49), =50% as (88) and Not at all as (19) In case of the age group of 41-60, 100% believe in (3) plus 50% as (7) =50% as (21) and Not at all as (3). But the age group of Above 60 who believes only (6) in the category of = 50%. So = 50% is significant category among all other categories.

Education

(URBAN) The study reveals that non-matriculate believe 100% as (3) and Not at all as (7) This is finding is significant in this group. Similarly for the Higher Than That group 100% believing and Not
at all remains the same. But for plus 50% and -50%, between the
two extremes, Graduates, Post graduates and Matriculates express
the preferences i.e. -50% group's preference is higher than
plus 50%. Graduates assessment as (32) for -50% is significant
followed by the post graduates (5). But for the Higher Than That
plus 50% category scored highest as (11) followed by (9) as -50%.

(SMIL-URBAN) Matriculates are the significant group who believe
newspapers report as (23) in plus 50% category which is significant
among all the categories. The next significant scoring by the
same group is in the category of -50% as (13) Not at all as (1)
for the Non-Matrics but believing newspapers report (2) as 100%,
followed by (13) in the plus 50% (9) in the -50% categories.
In the same groups not at all believing is also significant (1).
The Graduates believe (1) as 100% , plus 50% as (11) - 50% as
(11), Not at all (1) The Post Graduates also believe (1) as
100% and -50% is significant in the same education group.

(SMIL) Among the various education classifications of the
rural respondents, the Non-Matrics are the significant group
followed by the Primary. In -50% category, the significant group is
the Post Graduates followed by the Non-Matrics as (33) then
Matriculates as (24) in case of plus 50%, the significant group
is the Matriculates as (18) followed by Post graduates as (11).

27. Activity Status

(URBAN) It is surprising that respondents belonging to the Trade
and Commerce group are critical of news believing as (2) in the category of Not At All. But the highest in the group of Not At all is the Clerks as (5) followed by the Students (1) Similarly for 100% believing, respondents belonging to Trade and Commerce scored the highest as (2) followed by engaged in Free Occupation as (1).

But for -50% category, the significant result obtained by the Teachers as (24) followed by the Clerks as (20). Next, Trade and Commerce and Non-workers as (14) but for the plus 50% category highest is the Clerk as (22) followed by the Teachers (20) and the Non-workers as (12).

(SMILURANI) In the various activities status classifications the significant scoring is registered by the Trade and Commerce group in the category of plus 50% as (13). The second scoring is registered by the Teachers for plus 50% and by the Clerks for -50% category as (10). In the Non-worker groups, 100% belief of newspapers report has been registered as (2) and the Clerks as (2) for Not At All believing.

(RURAL) 100% believing of news report has been accepted by the Cultivators as (3) followed by the Trade and Commerce group as (2) and the last is the Engaged In F.O. as (1). In the +50+ category the significant group is the Trade and Commerce as (11) followed by the Clerks as (10) then Non-workers as (7). In case of -50% the significant group is the Cultivators as (29) followed by the Clerks as (25) then the Teachers as (21). But in case of Not At All believing category, the significant groups are Non-workers and the Clerks as (6) each. The next groups are the Cultivators and the Teachers as (5) each. So, the study indicates that the Cultivators are the
significant group in giving their opinions in all the categories.

29. Income

(URBAN) For 100% belief, respondents belonging to the income brackets of Rs. 100/- to Rs. 499/- are (5) but then 'Not at all' belief in the significant in that group as (5) Next, for the respondents whose income are within Rs. 1000/- to Rs. 1999/- their belief for 100% is (1) but their non-belief is higher as (12) and for the 'No income group' as (1) who do not believe at all. For the -50% group, the significant scoring (29) is for the respondents who are within the income bracket of Rs. 100/- to Rs. 499/- followed by Rs. 500/- to Rs. 999/- as (33) then no income group as (17) for Rs. 1000/- to Rs. 1999/- as (11). But for the plus 50% group, the highest is the (21) belonging to the income bracket of Rs. 500/- to Rs. 999/- followed by Rs. 100/- as (20).

(URBAN) No income group is the significant group in the 100% believing of newspaper reports, followed by the Group of Rs. 500/- to 999/- as (2). In the plus 50% category, the significant group is the Rs. 100/- to 499/- as (31) then no income group as (9). In the category of -50%, the highest scoring has been registered by the group of Rs. 100/- to 499/- as (19) followed by Rs. 500/- to 999/- as (13). The extreme choice of Not At All believing have been registered by lower and middle income groups. So, it can be said that the group of Rs. 500/- to 999/- registered their opinion in the two extreme categories followed by the group of Rs. 100/- to 499/-

(RURAL) In various income groups of the respondents, the income
of Rs. 2000/- express their opinion significantly in the categories of plus 50% as (6) - 50% as (14) and Not At All as (2). The next significant group is Rs. 4000 who believe 100% as (2) plus 50% as (10) -50% (24) and Not At All as (5). The third in the rank is Rs. 6000/- where the respondents believe 100% as (17) plus 50% as (8) =50% as (17) and Not At All (4).

Newspapers and election:

Age
(URBN1) Among the positive respondents of the age group of 18-40, (56) believe that newspapers report influence for party and candidates before election, next 41-60 as (23) and Above 60 as (3) but the negative respondents of the age group of 18-40 believe (73) that newspapers report do not influence in their choice of candidates and party. But in case of 41-60 their believing for news and not believing are equal. But for the age group of Above 60, negative responses are higher than positive.

(36%-URBN1) The significant scoring has been registered in favour of the negative response category of the newspapers' report in influencing the readers in favour of candidates and party before election. Among the negative respondents, the significant age group is 18-40 as (56) followed by 41-60 as (16) and Above 60 as (1). In the positive response category, the highest scoring is registered by the young age group followed by the middle age group.

(SRDL) Respondents belonging to the age group of 18-40 believe newspapers influence for candidates and party before election as (110) 41-60 as (27) and Above 60 as (6). So the study reveals that
the positive responses among all the age groups are significant than negative responses.

20. Education

(URBAN) Among the positive respondents, Graduates are the significant (29) followed by the Matriculates (25) then Non-Matric as (16) then Post graduates (15) Among the negative respondents, the highest is the Matriculates (33) then Non-Matric as (23) then Post graduates (13) Among the negative respondents, the highest is the Matriculates (36) followed by the Graduates (23) then Non-Matric as (23) But the respondents who are in the higher educational group, they believe that newspapers report do not influence more (4) than believing as (1) Same is the Non-Matric (13) against positive respondent.

(STATE-URBAN) Among the various education wise classification, the significant positive respondents are the Matriculates (14) followed by the Non-Matric as (8). But in the negative response category, the significant groups are Matriculates as (21) followed by the Graduates as (23). The third in the rank is the Post-graduates.

(RURAL) According to education wise classification, the Post-graduates believe newspapers influence as (33) followed by the Matriculates as (35) then Non-Matric as (30) Primary as (10) Graduates as (12) and Higher Than that as (9). So positive responses are significant than the negative ones.

31. Activity Status

(URBAN) Among the positive responses, Clerks believe the influence
In the income group of Rs. 100/- 499/-, the significant positive group is the cultivators as (30), followed by the trade and commerce and the teachers as (16) each. In the negative responses, the income group of Rs. 100/- 499/- is significant (32), followed by the income group of Rs. 300/- 999/- as (23) each. The income group of Rs. 1/- 99/- is the most significant (36) among the negative respondents, followed by the non-workers as (16). But in case of negative respondents, the income groups of Rs. 50/- 99/- and above Rs. 2,000/- are (10) each. The lowest is the income group of Rs. 1/- 99/- as (9) among the negative respondents. The highest is the income group of Rs. 100/- 499/- as (27), followed by the income group of Rs. 50/- 99/- as (26) followed by the income group of Rs. 1/- 99/- as (25).
(RURAL) Among the various income groups of rural respondents, persons belonging to the income bracket of Rs. 2000/- as the significant group (38) followed by Rs. 4000/- as (32) next Rs. 6000/- as (26). So positive responses are significant among all the groups than negative responses.

Gandhi Newspapers Film Review:

J.33 Sex

(URBAN) Since the number of female respondents are limited yet, the influence of films and theatre review is significant for males and females as (102) and (20) respectively.

(URBAN-URBAN) The influence of newspapers' film reviews in helping the readers' choice of going to movie is relatively insignificant in the positive response category. Females are more influenced by film reviews (6) and males as (32). In the negative response category, males as (34) and the females as (5).

(RURAL) In sex wise classification, the influence of newspapers' film review for building up choice of going to movie among the rural respondents are felt by the males as (80) females as (8).

34. Age

(URBAN) Among the positive respondents, the age group of 19-40 scored the highest as (84) followed by 41-60 as (27) and Above 60 as (6).

(URBAN-URBAN) In the age wise classification, the young age group of 19-40 is influenced by newspapers film review as (33) 41-60 as (8).
Above 60 groups have no such feeling. In the negative response category, the age group of 18-40 is significant as (36) followed by 41-60 as (19) and Above 60 as (4).

(NURM) In age wise classifications of positive responses, the age group of 18-40 is the significant group as (36) followed by 41-60 as (14) Above 60 as (1) only.

35. Education

(UKBA) Among the positive respondents, graduates are much more influenced by the film review of newspapers as (41) followed by the matriculates as (36) then Post graduates as (19). The non-matriculates and Higher than that group is the lowest in their positive responses.

Among the negative responses, matriculates scored the highest as (23) followed by non-matriculates as (20).

(SMBL-UKBA) Among the various education classifications, the Higher than that group is significant as (4) so far the positive and negative responses are concerned. But the highest scoring has been registered by the Graduates as (12) followed by non-matriculates and the matriculates as (11) each. In the negative response category, the significant group is matriculates as (24) the graduates as (13).

(NURM) In various educational classifications, the Post graduates and Higher than that group believe that film and theatre reviews of newspapers do influence their choice of going movie but the Primary and matriculates do not believe so.

36. Activity Status

(UKBA) Among the positive respondents, the Teachers scored the
highest (32) followed by the Clerks (25) then Non-working group as (17) followed by Trade and Commerce as (15). The lowest is engaged in Free occupation group (7). Among the negative respondents, the highest is the Teachers (20) followed by the Clerks (12) then No income groups as (11).

(SIXX 5.00) In the classification of various activity status, the significant of positive respondents are the Trade and Commerce group and the Clerks as (9) each. In the negative response category, the significant groups are the teachers (12) for the No Income Group and sees clerks as (9) for the Trade and Commerce; and as (4) only.

(UKAN) Among the positive respondents, persons belonging to income group of Rs. 100/- 499/- scored the highest (36) followed by the group of Rs. 500/- 999/- as (32) and the Non-Income group as (21). Among the negative responses, the income group of Rs. 100/- 499/- scored the highest as (20) followed by the Rs. 500/- 999/- and Rs. 1000/- 1999/- as (15) each.

(UKAN) In various income groups, persons belonging to the income bracket of Rs. 100/- 499/- are significant as (21) followed by No Income groups as (9). In the negative response category, the highest scoring has been registered by the group of Rs. 100/- 499/- as (29) followed by Rs. 1000/- 1999/- as (14) and No Income group as (11).

(UKAN) In various income classifications, the group of Rs. 400/- is the significant group who believes that newspapers' film review do influence in their decision of going movie followed by the To income group as (14), Rs. 2000/- as (14) and Rs. 6000/- as (14). Above Rs. 6000/- group also believe that newspapers create influence as (16).
In case of negative responses, the significant group is Rs. 2000/- as (33) Rs. 4000/- as (23) and Rs. 6000/- as (16).

**Newspaper Astrological Prediction**

**K. 39. Sex**

Among the positive respondents, males score the highest as (107) followed by females as (19). Among the negative respondents, females as (3) and males as (71).

**URMAM** The positive response, in the category of reading newspaper astrological prediction, males scored the highest as (32) females as (6) whereas in the negative response category, males as (32) females as (7).

**URM** In sex wise analysis, reading of newspapers astrological prediction is common and significant among males and females. (104) of the male respondents are the positive respondents and (4) are females.

**39. Age**

Among the positive respondents, persons belonging to the age group of 18-40 scored the highest as (41) followed by 41-60 as (13) next Above 60 as (2). Among the negative respondents, the age group of 18-40 scored the highest as (30) followed by 41-60 as (8) and Above 60 as (2).

**URMAM** Among the various age groups, the age group of 18-40 is significant in the positive responses category as (31) followed by 41-60 as (37) and above 60 as (8).

**URM** According to age wise classification, the responses are higher in the age group of 18-40 as (59) followed by 41-60 as (21) and above 60 as (2).
40. **Education**

Among the positive respondents, the Matriculates are the significant group as (44) followed by the Graduates as (35) then Non-Matricules as (28) Post-graduates as (12). The highest is the Graduates (19) followed by Matriculates and Post-graduates as (17) each.

Among the various educational classifications, the preference by the Non-Matricules is (19) which is significant for the purpose of the study, but the highest scoring registered in the positive category is the Matriculates as (25). In the negative response category, the significant group is the Graduates as (12) followed by the Matriculates as (10) the Non-Matricules as (9).

41. **Activity Status**

Among the various positive responses, the highest is the Clerks as (55) followed by Trade and Commerce as (21) then Teachers as (20) the Unemployed as (16) Officers as (14) Engaged in Free Occupation as (11). Among the negative respondents, the highest is the Teachers as (22) followed by Clerks as (16) the Trade and Commerce as (9).

Among the significant positive respondents, the Trade & Commerce group is (18) followed by the Clerks as (11) then the Unemployed as (10) Officers as (9). The lowest is the Students as (4) among the negative respondents, the significant group is the Teachers as (10).
According to various activity status classification, the significant responses recorded by the Clerks as (29) followed by the unemployed as (23) the Teachers (20). The officers are the only group who recorded positive and negative responses equal (2).

2. Income

(URBN) Among the positive respondents, persons belonging to the income bracket of Rs. 100/- 499/- scored the highest as (30) followed by Rs. 500/- 999/- as (31) then No income group as (21) Rs. 1000/- 1999/- as (14) Above Rs. 2000/- as (12), Among the negative respondents, the significant group is the Rs. 500/- 999/-, followed by Rs. 100/- 499/- and Rs. 1000/- 1999/-

(URBAN) The income group of Rs. 100/- 499/- is the only significant group (35) of reading newspapers' astrological forecasting, followed by the no income group as (11) But respondents whose income are in the Rs. 1/99/- and Rs. 500/- 999/- negative preference for reading newspapers' astrological forecasting is higher than positive.

(URNL) Among the various income groups, reading of newspapers astrological predictions are common and significant.

Respondents radio listening habits:

43. Sex

(URBN) Among the positive respondents, males scored the highest as (19) and the females as (20), Among the negative respondents, males as (44) and females as (2)

(URBAN) Positive response is higher than negative in the listening habit of radio by the semi-urban respondents. Among the positive respondent males are the significant group as (30) followed by the females as (6), The negative responses on the other hand, are (7) each.
(URBAN) Males are the only significant radio listeners as (180) and females are (9) in rural areas. There is no male non-listener.

44. Age

(URBAN) Among the positive respondents, the age group of 18-40 is the significant listeners as (107) followed by the middle aged as (42) Similarly among the negative respondents, young age group is the significant (29) followed by middle age group.

(SEM-URBAN) Among the various age groups, the young age group of 18-40 scored the highest as (57) followed by 41-60 as (25) Above 60 as (4). In negative responses, 18-40 as (11) 41-60 as (3) There is no non-listener for the Above 60 age group.

(HIRAL) In various age groups, 18-40 is the most significant radio listeners as (149) followed by 41-60 as (33) and Above 60 as (7)

45. Education

(URBAN) Among the positive respondents, Matriculates are the highest in the group (52) then Non-Matrics as (24) Post-graduates as (22) and Higher Than that as (14) Among the negative respondents, the highest is the Matriculates & the Graduates as (11) each.

(SEM-URBAN) Matriculates are the significant group of radio listeners as (33) followed by Non-Matrics as (21) the third in the group is the Graduates as (20) Among the non-listening category, the significant group is the Graduates as (9) followed by the Matriculates as (4), Higher than that group has no non-listeners.

(HIRAL) Post-graduates are the highest group among the various educational classifications of radio-listening habit as (46) followed by Non-matrics and Matriculates as (45) each. The third in the rank is the Primary (27).
Activity Status

(URBAN) Among the positive respondents, the significant groups are the Teachers and Clerks as (33) each. The next significant groups are non-workers and Officers as (22) each. The lowest is the students as (15). Among the negative respondents, the significant groups are clerks (10) and the Engaged in Free Occupation (10), followed by Trade and Commerce (18).

(URBAN) In various activity status classifications, the Clerks are the most significant group of radio listeners as (20) followed by the Trade & commerce as (16) then Officers as (14). The lowest is the Engaged in Free Occupations (5). The Students and the officers have no non-listeners in the various activity status groups.

(URBAN) In various activity status classifications, the highest respondents of radio-listeners are Cultivators as (44) followed by the Clerks as (41) then Teachers as (32) Non-workers as (29).

Income

(URBAN) Among the positive respondents, the significant group is Rs. 100/- 499/- as (42) followed by Rs. 500/- 999/- as (32) then the Non-Income group as (29); Rs. 1000/- 1999/- as (24) the lowest is Rs. 1/- 99/- as (8). Among the negative respondents, the significant groups of Rs. 100/- 499/- and Rs. 500/- 999/- listen as (13) each.

(URBAN) The income group of Rs. 100/- 499/- is the significant radio listening group, followed by the No Income Group. The third in the rank, Rs. 500/- 999/- as (15) The group of Rs. 1000/- 1999/- has no non-listeners (3) But Above Rs. 2000/- has no listener at all.

(URBAN) In the listening category, the income group of Rs. 3000/- and 4000/- listen (52) and (42). The next important group is Rs. 6000/- who listen as (29).
Respondents T.V. Viewing Habits

**49. Age**

(Urban) Among the positive respondents, the significant group is 18-40 as (30) followed by 41-60 as (15) but the number of negative respondents are significant as (94) for 18-40; then (43) for 41-60 and (10) for above 60.

(Semi-Urban) Among the various age groups, the young age group, 18-40 is the significant viewers of T.V. as (8) followed by the 41-60 as (7) and Above 60 group has no T.V. viewer.

(Rural) In age wise classifications, the age group 18-40 responded the highest (66) the age group of 41-60 as (17) but Above 60 is only (1)

**50. Education**

(Urban) Among the positive respondents, the significant group is the graduates as (19) followed by Matriculates as (12) Post-graduates as (9) and Higher than that as (9). Among the negative respondents, the significant group is the Matriculate as (43) followed by the Graduates (39) then Non-matric as (30).
In the various educational classifications, the matriculates are the significant T.V. viewers as (5) followed by the non-matriculates and the graduates as (4) each. The higher than that group has no T.V. viewing habits.

Matriculates are most significant T.V. viewers as (31) followed by the post graduates. Then the non-matriculates (23) and the graduates as (10). Only educational group of Primary has very limited viewers as (6) compared to non-viewing as (21).

**Activity Status**

Among the positive respondents, the significant group is the officers as (20) followed by commerce and trade as (10). Among the negative respondents, the most significant group is the clerks as (33) followed by the teachers (30) then non-workers as (22) and trade and commerce as (20).

Among the various activity status classifications, the significant T.V. viewers are the officers as (6). Among the negative respondents, the significant scoring has been registered by the trade and commerce as (21) followed by the clerks as (19) then non-workers as (15). So T.V. viewing habit is limited among all the groups.

In rural areas, the clerks are the most significant T.V. viewers among the activity status classifications, clerks are the significant group (20) followed by the cultivators and teachers as (18) each then the non-workers and trade and commerce as (17) each. But negative responses are higher than positive in all the groups.

**Income**

Among the positive respondents, the significant group is the Rs. 500/- 999/- (15) followed by Rs. 100/- 499/- (10) and Rs. 200/- above as (12) respectively. Among the negative respondents the significant group of Rs. 100/- 499/- as (45) followed by Rs. 500/- 999/-.
(34). The third is Rs. 1000/- 1999/- as (25).

(URBAN) Among the various income groups, the significant viewers are in the income group of Rs. 500/- 999/- as (6) followed by Rs. 100/- 499/- as (5) the income group of Rs. 1000/- 1999/- has only (2) viewers. But the income group of Rs. 2000/- above is absent in the cell.

(RURAL) The significant t.v. viewers belong to the income bracket of Rs. 2000/- as (29) followed by Rs. 4000/- as (21) then Rs. 6000/- as (17) above Rs. 8000/- as (15) and no income group as (13). The table shows that negative responses are higher than positive. In cases of the income group of Rs. 8000/- as only (9) but the income group of Rs. 4000/- has negative and positive responses as equal, (21).

Feeling of radio & t.v. news sufficient than newspaper:

55 Age

(URBAN) Among the positive respondents, males constitute the significant group as (74) than females (12) but respondents who feel that radio & t.v. news are not sufficient, males score the highest here again as (104) followed by the females as (10).

(SEMI-URBAN) (23) of respondents think that radio and t.v. news are sufficient than newspapers and (62) do not think so. Among the positive respondents, the significant is the males as (25) and females as (6).

54 Age

(URBAN) Among the positive respondents, the young age group feels that radio and t.v. as sufficient than newspaper as (55) followed by the age group of 41-60 as (26) then above 60 as (5). Similarly, among the negative respondents, the significant group is the 18-40 as (20) followed by the group 41-60 as (29). But the older age group's feeling for radio and t.v. news as sufficient as well insufficient is equal.
(SMI-URBAN) Among the various age groups, the young group's preferences for radio & t.v. news as sufficient than newspapers are (15) but the age group 41-60's preference for radio & t.v. news as sufficient is significant because this group's positive response is higher than negative. But the older age group's preferences and non-preferences are equal as (16).

56. Education

(SMI-URBAN) Among the positive respondents, the significant group is the Matriculates as (25) followed by the Graduates as (34) than the Matric as (21). Among the negative respondents, the highest is the Matriculates (34) followed by the Graduates (39) than Post- graduates (21) and Non-matric as (17) but lastly the higher than that group as (12).

(SMI-URBAN) In the educational classification, out of total positive respondents, the highest is the Non-matrices as (11) followed by the Matriculates as (10) but in case of negative responses, the highest is the Matriculates as (25) followed by the Graduates as (19) than the Non-matrice as (19).

56. Activity Status:

(SMI-URBAN) Among the positive respondents, the significant groups are, officers as (15) engaged in free occupation as (9) and non-workers as (10). Among the negative respondents, the significant groups are the Teachers as (30) followed by the Clerks as (29) Trade & Commerce and non-workers as (19) and the Students as (11).

(SMI-URBAN) In various activity status classifications, among the positive respondents, the significant group is in the Trade & Commerce group as (7) followed by the officers as (6) in case of negative
responses the highest is the Trade and Commerce group as (17) followed by the Clerks as (12) then Non-workers as (11). Engaged in free occupation group's preferences and non-preferences are equal (3).

57. Income:

Among the positive respondents, the significant group is Rs. 100/- 400/- as (25) followed by Rs. 500/- 999/- as (20) then Non-Income group as (16) and Rs. 1000/- 1999/- as (11). Among the negative respondents, the feelings for radio and t.v. news as not sufficient, are expressed by all the groups, but the income group of Rs.1/30/- has equal as (6) for positive and negative responses.

(SXI URBAN) In various income classifications, the significant group is in the income bracket of Rs. 100/- 400/- as (17) followed by Rs. 500/- 999/- as (6) in the positive responses category. Higher income groups have no preferences at all.

6.68 RECEIVING MESSAGES FROM THREE MEDIA:

Age

(A) In age wise classifications, the age group of 10-40 scored the highest in their preferences for health news from newspaper as (25) from radio (20). The age group of 41-60 prefers agricultural news as (10) from radio. Above 60's replies are insignificant.

(SXI URBAN) Here also, the age group of 10-40 scored the highest among all the categories, preferences for Newspapers' agricultural messages are significant as (10) but Health news from radio is also higher in this group. The age group of 41-60 prefers radio news for health and agriculture significantly.

(Urban) Agricultural news from radio is highest among all the categories as (30) by the age group of 10-40, followed by agricultural news from newspapers as (20).
Education

(URBAN) The matriculates feel that health news from newspapers are (13) then agriculture from radio as (19). The urban respondents scored agricultural news from radio most significantly among all other categories.

(RURAL) Among the various educational classifications, the matriculates felt that agricultural news from radio is (13) followed by the Non-matrics as (18).

(RURAL) Post-Graduates are the only significant group who felt agricultural news from radio as (29) followed by the Matriculates as (15) in the same category.

Influence of Newspapers Reporting:

Age

(URBAN) Among the various age groups, the young age group of 10-40 believes the influence of newspapers reporting on family planning as (7), newspapers' influence for new entrepreneurship as (6). This age group thinks reporting of newspapers help decline misconceptions as (54). No response is as (33). The age group of 41-60 thinks newspapers help decline misconceptions as (20) which is significant in that group. The older group believes newspapers help decline misconceptions (7) and others as (8).

(RURAL) Among the various age groups, the group of 10-40 scored the highest as (70) followed by 41-60 as (26) and above 60 as (4). In the group of 10-40, the significant scoring has been registered in the category of newspapers report in helping decline misconception as (34) then No response as (20). In the classification of 41-60, Help decline misconception again is (10) followed by others as (3) and No response as (5).
Education

Among the various education-wise classifications, newspapers' messages relating to help decline misconception is the most significant category (61) among all; followed by the No response as (54) then starting of small scale industry as (7), messages on family planning as (2) lowest is fertilizer as (1).

Among the various educational classifications, BCA and Arts students are the group to respond significantly (15) for help decline misconception, then (10) for others and for No Response as (4).

The next two groups, Matriculates and the Graduates reported the influence of newspaper reporting as (15) & (11) respectively for Help declining misconception. The Higher than that group only reported (3) for Help declining misconception and (2) for others.

Activity Status:

Among the various occupational groups, the Trade and Commerce group reports the influence of newspapers' reporting on family planning as (3) followed by new entrepreneurship as (5) then help declining misconception as (3) which is significant than other categories. The next group is the clerks who reported the influence of reporting on family planning as (3) followed by the Help Declining misconception as (2) which is highest in the category.

The table shows that the Teachers are the group, significant in their feeling for newspapers' Help decline misconception as (10) and others as (11) but no response as (6). The next significant group is the Trade & Commerce who believes that newspapers' message for opening up small and cottage industry is as (6), and help decline misconception as (10).

Political news scored the higher as (37) followed by the sensational news as (22) than news on corruption as (10).
urban areas. The fourth in the rank is Sports as (15) followed by Cinema as (12). There is no choice for agricultural news among the urban respondents.

(Semi-urban) The semi-urban respondents like urban respondents, reported their strong preferences for political news as (10) followed by Cinema as (14) then sports as (10). In semi-urban areas also, there is no preference for agricultural news.

(Rural) In rural areas, features scored the highest preference as (25) but respondents' preferences for other items, mainly, Non-political, news on Corruption, Cinema are equal as (23) each. Rural respondents' preference for Agricultural news is significant as (21).
CONCLUSION

11. The males are the significant group of reading English newspapers.
12. The females are not affected by either lack of English education or non-availability of English newspapers, more over total female respondents are limited. But the male group has reported lack of English education and non-availability are the reasons for non reading.
13. The Dongali Newspapers are more attractive and that is why the respondents gave preference to Dongali Newspapers than English.

(Note: It has to be noted that the respondents who do not read for essential reasons as per Table 36:12:120, their total scoring (50) has been eliminated from the total scoring of urban, semi-urban and rural respondents (148).

14. The young age group reads English Newspapers more than the other groups.
15. Though the Graduates and the Post-graduates are the significant groups but the Matriculates are also reading English Newspapers.
The teachers are the significant readers of English newspapers followed by the clerks and the trade and commerce groups.

The teachers and the clerks constitute the dominant section of reading newspapers in their own houses. The clerks are the only occupational group who not only read newspapers in their own houses alone but they are the significant group for reading newspapers in others' houses, the staff, offices and free reading rooms.

The lower and middle income groups are significant groups for reading newspapers in their own houses as well from the others houses.

The nurses are the significant readers of editorials.

The age group of 10-45 reads editorials significantly.

The matriculates and the graduates are the significant groups for reading editorials.

The teachers as well the clerks read editorials more than the others.

In age wise distribution, non-pleasantable readings are the main reasons for non-reading of editorials by every group but abstract is significant for the middle aged.

The matriculates do not read for non-pleasantable reading followed by the nonmatriculates for abstract.

The lower and middle occupational groups are the significant groups whereas the higher occupational groups have little reasons for non-reading.

The young and the middle age groups are more critical of newspapers reporting.
The two extremes, i.e., Not At All and 100% are scored by Non-matric and higher than that group. 45% is higher among all the categories.

The Respondents belonging to the Trade & Commerce and the Clerks are more critical of news. Similarly, for 100% belief, the Trade & Commerce and the Clerks scored higher in 45% category.

The lower and middle income groups are more critical of news, followed by the higher than that group.

PRESIDENTIAL REPORT ON ELECTION:

The Young and Middle age groups do not believe the influence of newspapers report which is significant than positive responses.

For the Matriculataes, Non-matric and higher than that, the results for negative responses are significant than positive responses.

In the salaried groups, the clerks are more influenced by the newspapers' report on party and candidates before election.

The Low and Higher income groups are more influenced by newspapers' report on party and candidates before election.

INFLUENCE OF NEWSPAPERS FILM AND THEATRE REVIEW:

The males and the females are influenced by newspapers' film and theatre reviews.

The Respondents belonging to age group of 16-40 and Above 50 are more influenced than the Middle age groups by newspapers' film and theatre reviews.

The Matriculataes, the Graduates and the Post graduates are influenced by film reviews of newspapers. The higher than that group is not at all influenced.

All activity status groups, except the engaged in Free occupation are highly and moderately influenced by the newspapers' film and theatre reviews.
37. The influence of newspapers film reviews is significant among all the income groups.

4. RELIGIOUS AND ASTROLOGICAL PREDICTIONS

405 The male group reads astrological predictions more than the females.

407 Reading astrological predictions is common among all the groups.

409 Negative response is significant in the higher than that group.

411 Relative preferences for newspapers astrological predictions are significant among all the groups except the teachers and the students.

443 Relative preferences have been registered by all the income groups.

1. RADIO LISTENING HABITS OF THE RESPONDENTS

143 The males are the significant radio listening group.

146 The young age group is the major listeners of radio.

145 The positive responses are significant among all the educational groups.

145 Radio listening habit is common among all the occupational groups.

147 The lower and middle income groups are the most significant radio listeners. Radio listening is common among all the groups.

3. TV WATCHING HABITS OF THE RESPONDENTS

340 TV watching habit is significant among the males.

340 Negative responses are higher among all the age groups.

350 Negative responses are significant among all the educational groups.
H51 Only higher occupational groups view t.v. significantly.
H52 Only the higher income groups view t.v.

N. RESPONSES: FEELING FOR RADIO AND T.V. ALSO SURVEYED THAN

H 53 Negative responses are significant among the males, but the
   females feel radio and t.v. news sufficient than newspapers.
H 54 Feeling for insufficiency is significant among the young and
   middle age groups but the older age group is balanced here.
H 55 The negative choice for radio & t.v. news is significant among
   the higher educational groups but positive choice for radio
   and t.v. news is significant among the Non-graduates.
H 56 Higher occupational groups feel that t.v. and radio news are
   sufficient than newspapers and among the low occupational groups,
   the unemployed also think so.
H 57 Negative responses in all the groups are significant except
   the lowest income group who feels equal as neither sufficient
   nor insufficient.

O RECEIVING INFORMATION FROM THE MEDIA

O 58 The Young age group reported its preferences very much for the
   health news of newspapers. The middle age group reported its
   preferences for agricultural news from radio.
O 59 Matriculates are the significant groups of respondents, reported
   their preference for agricultural news from radio.

P REASONS OF NEWSPAPERS REPORTING

P 59 The Young age group is more influenced by newspapers reporting
   on family planning, starting small scale industry and declining
   misconception. Moreover, help declining misconception in common
   and significant among all the categories.
The analysis reveals that educational background of matriculates and graduates are more influenced by newspapers reporting.

Teachers are the only group from occupational classification who feel the influences of newspapers reporting on various socio-economic issues, followed by the clerks.

CHOICE OF NEWS

Political news highly significant, followed by sensational news. There is no preference for agricultural news.

READING HABITS OF NUMBER OF NEWSPAPERS

Sexes are the significant group of reading more number of newspapers.

7 The young age group is the significant group in case of reading one, two and more than two newspapers. The older age group has no reader for more than two newspapers.

8 Among all the educational groups, Non-matric is the significant group of reading one newspaper, whereas graduates are for one and more than two newspapers.

9 Reading of one newspaper is significant among all groups. The Trade and Commerce group is significant in case of reading two, officers for two and teachers for more than two newspapers.

10 Reading one newspaper is significant among all the groups but no income group and low income group are the significant readers in overall classification.

READING HABITS OF ENGLISH NEWSPAPERS

Males are the significant group of English newspaper readers.

In negative response, males are the significant group of non.
reading of English newspapers due to lack of English knowledge and non-availability.

12. Male group is the significant for non-reading English newspaper due to non-attractive and any other reasons.

13. Young age group is the significant group of reading English newspapers.

14. So the graduates are the significant group of reading English newspapers.

15. Officers are the significant readers of English newspapers.

B. PLACE OF READING

16. In the place of reading categories, own house is the significant category, followed by Tea stall and office. Kind is Commerce is the significant occupation all groups in own house reading category, tea-stall in non-workers and office for the clerics.

17. High income groups are the significant newspaper readers in their own house category and low income group is the significant group in the tea stall category.

F. READING EDITORIALS

18. Males are the significant group of reading editorials.

19. The habit of reading editorials is significant among 21-50 age group.

20. The matriculates are the significant group of reading editorials and also not reading editorials. And higher than that group do not read editorials at all.

21. The teachers are the significant group of reading editorials.

G. REASONS FOR NOT READING EDITORIALS

22. The young age group is significant by the age group of above 60 feel the reason for not pleasurable applicable.
0 23: Non-matriculates are the significant group almost in all the categories and not pleasurable is common in all the groups.

0 24: Most of the occupational groups do not read editorials for not pleasurable reading. Non-workers are the significant groups of non-reading of editorials for abstract.

II. BELIEVING OF NEWSPAPERS REPORT:

0 25: Plus 50% believing is significant and young as well the middle age groups are the significant groups in all the categories.

0 26: Matriculates are the significant group for plus 50% and 50%; believing of newspapers report whereas from non-matric to post-graduates, 100% belief or reports have been reported. But no at all is registered by the non-matric and the graduates only.

0 27: The clerks are the significant group among the various activity status groups to register their opinion for believing of newspapers reports as 200%, plus 50%, and 50% and not at all.

0 28: The low income group is the significant group in all the categories of believing of newspapers report.

I. DEMOCRATIC INFLUENCE REPORT ON ELECTION:

I 29: The age of above 60 believe the influence of newspapers report in favour of party and candidates before election.

I 30: Negative response is significant among all the groups.

I 31: Negative response is significant among all the groups. The clerks scored the highest in the negative response category but the Teachers, Trade and commerce in positive response category.
I 32 Negative response is significant among all the groups.

J INFLUENCE OF NEWSPAPERS PAIN AND CHOICE REVIEWS.

J 33 Females are influenced by newspaper film reviews in making their choice of going to movie.

J 34 Negative response is significant among all the age groups.

J 35 The higher than that group is influenced by newspaper film review.

J 36 Negative response is significant among all the groups.

K INFLUENCE OF ASTROLOGICAL PREDICTIONS.

K 37 Females are the significant readers of newspapers' astrological predictions but not the males.

K 38 Readership of newspapers' astrological predictions is strong among all the age groups.

K 40 Men investors are the most significant readers of newspapers astrological predictions.

K 41 Teachers are the group whose negative responses are higher than positive.

K 42 Lower and middle income groups' reading habits of newspapers astrological predictions are lesser than positive scoring.

L RADIO LISTENING HABITS OP THE RESPONDENTS.

L 43 Males dominate in the listening habits of radio than the females.

L 44 The age group of 18-40 is the significant listeners of radio and the older age group has no non-listeners.

L 45 Radio listening habits are significant among all the education groups and the matriculates are the significant among others.
Radio listening habit is common among all the occupational group but the students have no non-listeners.

The higher income group has no radio audience but listening habit is strong among all other groups.

T.V. viewing habits of the respondents:

T.V. viewing habits are insignificant among males and females.

Young age group is the significant view but the older age group has no viewing habits.

Matriculates are relatively significant group of T.V. viewers but the higher than that group has no T.V. viewers.

T.V. viewing habits are limited among all the groups.

The high income groups is the lone significant T.V. viewers.

Majority respondents think that T.V. & radio news are not sufficient than newspapers.

Though negative responses are higher but the middle age group preference is higher for radio and T.V. news than newspapers.

No educational group prefers for radio and T.V. than newspapers.

None of the respondents in various activity status groups prefer that radio & T.V. as sufficient than newspapers.

None of the income group among various income classifications prefer radio & T.V. news as sufficient than newspapers.

Receiving is Scanner through media.

Agricultural news from newspapers is strong among the young age group.

More matriculates felt their preferences for agricultural news from radio.

Complaints are the significant group of listeners of radio's agricultural news.
P 80% young age group is the significant group for reporting
influences of newspapers news on various issues.

P 61% matriculates are the significant group.

P 62% teachers as well the trade and commerce groups are the
significant respondents for accepting the influences of
newspapers various socio-economic messages.

C CIRCLE OF HABITS:

Political news is highly significant followed by cinema.
There is no preference for Agricultural news.

RURAL

C READING STYLE OF RURAL:

C 6 Reading of newspaper is significant among the males and the
females.

C 7 The young group is the only significant group reading number of
newspapers than the middle and older age groups.

C 8 The non matriculates and the matriculates are the significant readers
of one and two newspapers, though reading habits for more than
such newspapers are prevalent among high educational groups.

C 9 The teachers are the only groups who read more number of news-
papers daily followed by the clerks.

C 10 Reading habits of one and two newspapers are concentrated
among low and middle income-groups but for more than two newspapers
reading habits are common among the higher income groups.
11. The males are the significant group.
12. The males are the significant respondents in the category of non-reading of English newspapers.
13. The males are the significant group of holding their preference for Bengali newspaper instead of English.
14. The young age group is the significant positive group.
15. Higher educational groups i.e. the post graduates and the higher than that say that they are the significant group of reading English newspapers.
16. The teachers and the clergies are the significant groups of English newspapers readers.

16. The clerks are the significant group representing their reading place habits in all the categories. The next is the grade and commerce group.
17. The middle and low income groups are the significant groups of reading newspapers in their own house as well as all other categories.

18. The habit of reading editorials are common and significant among the males and the females.
19. The young age group is the significant group of reading editorials.
20. The low educational groups are the significant readers of editorials followed by the post-graduates.
21. The cultivators, the teachers and the non-workers are the significant readers of editorials.
6 22 The young age group is the significant group for giving their opinion of non-reading editorials for obstruct, non-pleasurable, business and any others.

6 23 Low and average educational groups are the significant groups of non-reading editorials.

6 24 The reasons for non-reading editorials are very much felt by the low and middle occupational groups.

II REVIEW OF RESEARCH FINDING:

6 25 The young age group is the significant group followed by the middle age group in giving their decision on believing or not. Not all believing is more significant than 100% and 50% is the most significant category among all.

6 26 100% believing has been expressed by the low educational group whereas in all other categories the respondents expressed their opinions.

6 27 While the cultivators are the significant group in giving their opinions for all the categories, the clerks on the other hand express their opinion significantly in all categories except 100% believing of newspaper report.

6 28 100% belief of newspapers' report has been expressed by the low and middle income groups whereas in the not at all category respondents belonging to all income groups expressed their opinion.

I IMPORTANT NOTE ON INFLUENCE:

6 29 While young age group is the significant group of accepting newspapers influence for candidates and parties before election but positive responses are significant among all the groups.
167

1. 30 Positive responses are significant among all the groups.

1. 31 Positive responses are significant among all the groups.

1. 32 Positive responses are significant among all the groups.

I. STATISTICS OF DEPENDENT FACTORS REVIEWED:

1. 33 The females are influenced by newspapers' film reviews in making their choice of going to movie than males.

1. 34 None of the age groups are influence by newspapers' film reviews.

1. 35 Though the average and low educational groups are not influenced by newspapers' film reviews but the higher educational groups do believe that film reviews of newspapers do influence their choice of going to movie.

1. 36 Low occupational group as well the officers do believe that film reviews influence in their decision of going to movie but the cultivators, teachers and trade & commerce group do believe so.

K. NEWSPAPERS' ASTROLOGICAL PREDICTIONS

K. 36 Newspapers' astrological predictions are common and significant among the males and the females.

K. 37 Reading habits of newspapers' astrological predictions are common and significant among all the age groups.

K. 40 Reading habits of astrological predictions are common and significant among all the educational groups.

K. 41 Reading of newspapers' astrological predictions are very much significant among the unemployed, clerics and the teachers. But respondents who are in the occupational background of cultivators, trade and commerce have recorded their negative responses than positive responses which is also significant.
42 Among the various income groups, reading of newspapers and astrological predictions are common and significant.

**ERIC B. M.**

**43 Radio listening habits are common and significant among the males and the females.**

**44 The young age group is the significant radio listeners in various wise classifications.**

**45 The post-graduates are the most significant radio-listeners among the educational groups.**

**46 The cultivators and the clerks are the most significant radio listeners followed by the Teachers and the non-workers. There is only one non-listener in the teaching groups.**

**47 Low and middle income groups are the majority listeners of radio.**

**ERIC B. M.**

**48 T.V. viewing is common and significant among the males and the females in rural community.**

**49 T.V. viewing is so the significant among the age group of 18-40 and 41-60. Above 60 group has very few viewers.**

**50 T.V. viewing habits are common and significant among all educational groups except the primary.**

**51 T.V. viewing habits are common among all the occupational groups.**

**52 Low income group is the significant t.v. viewing group followed by the higher income group of Rs.3000/- above, but for the group of Rs.3000/- only has more negative respondents than positive others.**

**ERIC B. M.**

**53 Agricultural news from radio is significant among the young age group.**
Graduates prefer agricultural news from radio.

The clerics and the cultivators are the significant radio listening groups on agriculture.

**CHOICE OF TOPICS:**

Feature scored the highest followed by non-political, corruption and cinema. Rural respondents' preference for agricultural news is significant.
## Choice of News

<table>
<thead>
<tr>
<th>NEWS</th>
<th>URBAN</th>
<th>SUB-URBAN</th>
<th>RURAL</th>
<th>COMBINED AREA</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Political</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>22</td>
<td>11%</td>
</tr>
<tr>
<td>b) Non-Political</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>15</td>
<td>13%</td>
</tr>
<tr>
<td>c) Features</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>15</td>
<td>13%</td>
</tr>
<tr>
<td>d) Sensation</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>15</td>
<td>13%</td>
</tr>
<tr>
<td>e) Festival</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>15</td>
<td>13%</td>
</tr>
<tr>
<td>f) Corruption</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>15</td>
<td>13%</td>
</tr>
<tr>
<td>g) Sports</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>15</td>
<td>13%</td>
</tr>
<tr>
<td>h) Cinema</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>15</td>
<td>13%</td>
</tr>
<tr>
<td>i) Agriculture</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>15</td>
<td>13%</td>
</tr>
<tr>
<td>j) Combined</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>15</td>
<td>13%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>100%</th>
<th>100%</th>
<th>100%</th>
<th>100%</th>
<th>100%</th>
</tr>
</thead>
</table>

|... | 200  | 100%  | 100  | 100%          | 490  | 100% |
CHOICE OF NEWS OF RESPONDENTS

- COMBINED AREA
- URBAN AREA
- SEMI-URBAN AREA
- RURAL AREA

DEGREE OF PREFERENCE

NEWS

POLITICAL
NON-POLITICAL
FEATURES
SENSATION
FACTUAL
CORRUPTION
SPORTS
CINEMA
AGRICULTURE
COMBINED
<table>
<thead>
<tr>
<th>Reasons for non-reading English Newspaper</th>
<th>Khasi</th>
<th>SFOT-KHON</th>
<th>Khasi</th>
<th>SFOT-KHON</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of respondents</td>
<td>%</td>
<td>No. of respondents</td>
<td>%</td>
<td>No. of respondents</td>
</tr>
<tr>
<td>1. Lack of English education</td>
<td>30</td>
<td>20%</td>
<td>56</td>
<td>50%</td>
<td>51</td>
</tr>
<tr>
<td>2. Bengali newspaper - more attractive</td>
<td>45</td>
<td>42%</td>
<td>7</td>
<td>12%</td>
<td>34</td>
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<tr>
<td>3. Non-availability of English Newspaper</td>
<td>20</td>
<td>19%</td>
<td>13</td>
<td>21%</td>
<td>25</td>
</tr>
<tr>
<td>4. Any other reasons</td>
<td>12</td>
<td>11%</td>
<td>5</td>
<td>8%</td>
<td>17</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>107</td>
<td>100%</td>
<td>61</td>
<td>100%</td>
<td>120</td>
</tr>
<tr>
<td>No. of English newspaper readers</td>
<td>98</td>
<td>49%</td>
<td>59</td>
<td>29%</td>
<td>78</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>200</td>
<td>100%</td>
<td>100</td>
<td>100%</td>
<td>190</td>
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</table>
REASONS FOR NON-READING ENGLISH NEWSPAPER

- LACK OF ENGLISH EDUCATION
- BENGALI NEWSPAPER MORE ATTRACTIVE
- NON-AVAILABILITY OF ENGLISH NEWSPAPER
- OTHER REASONS

% |
---|
100 |
80  |
60  |
40  |
20  |
0   |

COMBINED AREA | URBAN AREA | SEMI-URBAN AREA | RURAL AREA
<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>YES</th>
<th>No</th>
<th>TOTAL</th>
<th>YES</th>
<th>No</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Non-Metric</td>
<td>21</td>
<td>17</td>
<td>38</td>
<td>11</td>
<td>15</td>
<td>26</td>
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<tr>
<td>Matriculate</td>
<td>23</td>
<td>34</td>
<td>57</td>
<td>10</td>
<td>25</td>
<td>35</td>
</tr>
<tr>
<td>Graduate</td>
<td>24</td>
<td>30</td>
<td>54</td>
<td>6</td>
<td>19</td>
<td>25</td>
</tr>
<tr>
<td>Post-Graduate</td>
<td>2</td>
<td>22</td>
<td>24</td>
<td>3</td>
<td>25</td>
<td>28</td>
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<tr>
<td>Higher than Post-Graduate</td>
<td>9</td>
<td>12</td>
<td>21</td>
<td>1</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>66</td>
<td>114</td>
<td>180</td>
<td>52</td>
<td>69</td>
<td>121</td>
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contd. . . .
<table>
<thead>
<tr>
<th>Education</th>
<th>TOTAL</th>
<th>(Urban)</th>
<th>%</th>
<th>Seat - Urban</th>
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<tbody>
<tr>
<td>Non-Matric</td>
<td>32</td>
<td>36</td>
<td>50%</td>
<td>32</td>
<td>64</td>
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<tr>
<td>Matriculate</td>
<td>28</td>
<td>32</td>
<td>37%</td>
<td>32</td>
<td>64</td>
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<tr>
<td>Graduate</td>
<td>30</td>
<td>38</td>
<td>62%</td>
<td>32</td>
<td>72</td>
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<tr>
<td>Post-Graduate</td>
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<td>27</td>
<td>73%</td>
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<td>37</td>
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<tr>
<td>Higher than Post-Graduate</td>
<td>10</td>
<td>32</td>
<td>62%</td>
<td>10</td>
<td>26</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>117</strong></td>
<td><strong>105</strong></td>
<td><strong>90%</strong></td>
<td><strong>117</strong></td>
<td><strong>234</strong></td>
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<td>One Newspaper</td>
<td>Two Newspapers</td>
<td>More than Two Newspapers</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>---------------</td>
<td>----------------</td>
<td>--------------------------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nos.</td>
<td>%</td>
<td>Nos.</td>
<td>%</td>
<td>Nos.</td>
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<tr>
<td>Non-Matric</td>
<td>20</td>
<td>75.5</td>
<td>9</td>
<td>37.5</td>
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<tr>
<td>Matriculate</td>
<td>84</td>
<td>43</td>
<td>35</td>
<td>46.3</td>
<td>7</td>
</tr>
<tr>
<td>Assistant</td>
<td>92</td>
<td>25.2</td>
<td>36</td>
<td>42.6</td>
<td>62</td>
</tr>
<tr>
<td>Graduate</td>
<td>19</td>
<td>33.3</td>
<td>22</td>
<td>41.2</td>
<td>14</td>
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<tr>
<td>Post-Graduate</td>
<td>5</td>
<td>14.8</td>
<td>13</td>
<td>46.4</td>
<td>10</td>
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<tr>
<td>Higher than</td>
<td>5</td>
<td>14.8</td>
<td>12</td>
<td>35.3</td>
<td>7</td>
</tr>
<tr>
<td>Post-graduate</td>
<td>5</td>
<td>14.8</td>
<td>12</td>
<td>35.3</td>
<td>7</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>61</strong></td>
<td><strong>43.5</strong></td>
<td><strong>30</strong></td>
<td><strong>40.3</strong></td>
<td><strong>29</strong></td>
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Cont.
<table>
<thead>
<tr>
<th>Education</th>
<th>One Newspaper</th>
<th>Two Newspapers</th>
<th>More than Two Newspapers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nos.</td>
<td>%</td>
<td>Nos.</td>
<td>%</td>
</tr>
<tr>
<td>Non-Matric</td>
<td>24</td>
<td>26.3</td>
<td>3</td>
<td>33.3</td>
</tr>
<tr>
<td>Matriculate</td>
<td>19</td>
<td>58.1</td>
<td>12</td>
<td>33.3</td>
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<td>6</td>
<td>33.3</td>
<td>12</td>
<td>41.4</td>
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<tr>
<td>Post-Graduate</td>
<td>2</td>
<td>33.3</td>
<td>3</td>
<td>33.3</td>
</tr>
<tr>
<td>Higher than</td>
<td>2</td>
<td>40.3</td>
<td>3</td>
<td>40.3</td>
</tr>
<tr>
<td>Post-Graduate</td>
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<td>41.4</td>
<td>3</td>
<td>41.4</td>
</tr>
<tr>
<td></td>
<td>50</td>
<td>50.0</td>
<td>38</td>
<td>38.0</td>
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## COMBINED AREA

<table>
<thead>
<tr>
<th></th>
<th>One Newspaper</th>
<th>Two Newspapers</th>
<th>More than Two Newspapers</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Non-Graduate</td>
<td>93</td>
<td>70%</td>
<td>39</td>
<td>29%</td>
</tr>
<tr>
<td>Matriculate</td>
<td>85</td>
<td>63%</td>
<td>40</td>
<td>32%</td>
</tr>
<tr>
<td>Graduate</td>
<td>22</td>
<td>37%</td>
<td>36</td>
<td>37%</td>
</tr>
<tr>
<td>Post-Graduate</td>
<td>55</td>
<td>60%</td>
<td>12</td>
<td>22%</td>
</tr>
<tr>
<td>Higher than Post-Graduate</td>
<td>16</td>
<td>43%</td>
<td>16</td>
<td>35%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>262</td>
<td>59%</td>
<td>146</td>
<td>30%</td>
</tr>
</tbody>
</table>
READING HABITS OF RESPONDENTS IN DIFFERENT AREAS

- COMBINED AREA
- URBAN AREA
- SEMI-URBAN AREA
- RURAL AREA

NUMBER OF NEWSPAPER READING

%
EDUCATIONAL STATUS VIS-A-VIS READING HABITS OF RESPONDENTS COMBINED AREA

- ○ ○ NON-MATRIC
- △ △ MATRIC
- □ □ GRADUATE
- ○ ○ POSTGRADUATE
- • • HIGHER THAN P.G.

NUMBER OF NEWSPAPER READING

ONE NEWSPAPER

TWO NEWSPAPER

MORE THAN TWO NEWSPAPER

% 100 80 60 40 20 0