ACKNOWLEDGEMENTS

The path behind looks long. At every turn I incurred debts - many I will never be able to repay. Honestly, those are the only personal assets I could accumulate along this formidable journey towards attaining a formal stamp on my efforts to learn and grow.

I do not think I would ever have realised the strength and charm of fellowship in research had I not joined CDS. At the very outset let me acknowledge my deep sense of pride for having been a student here.

It was great working with my supervisors Dr. T.M. Thomas Isaac and Prof. K.K. Subrahmanian. Dr. Isaac had put up with my demands on his time ungrudgingly. His responsibilities as a member of the Kerala Planning Board have played havoc with our work plan many a time. But, he meticulously went through all the data sources, had extensive discussions on the core of the thesis and helped me redefine many of the basic issues.

Professor K.K. Subrahmanian has always been a marvellous teacher and guide to all his students. My experience was no different. Despite his ill-health and innumerable other preoccupations, he never even once disappointed me with his lack of interest in my work. Anything I wrote evoked quick and incisive comments and reactions from him. His perceptive queries and comments have enhanced the rigour of this work enormously. I would ever cherish the guidance and the education I had under Professor Subrahmanian.

The final version of this work was read by Dr. Michael Tharakan. His observations, especially, on the historical evolution of the Malayalam Press, helped me better understand the process of interaction between the Press and socio-political factors in the context of Kerala. I benefitted a great deal from my discussions with Raman Mahadevan at the initial stages.

Though in the midst of finishing his own thesis, Ram Mohan read through an earlier version of this work and attracted my attention to many crucial dimensions of development of Malayalam Press. He also magnanimously handed over to me his personal file on ‘Mathrubhumi’. Being a good listener and a keen scholar, he was the much needed sounding board for me on the campus. Anand Raj clarified many methodological questions I had. Sanu had arranged for a few data sources in the beginning.

Dr. John Kurien was quite helpful when it came to matters relating to computers.

V.K. Ramachandran of the Indira Gandhi Institute of Development Research, Bombay made available some of the important readership data from the personal collection of N. Ram. Rakesh Basant had helped me procure a few readings from the University of Maryland through Bryan Fikkert. A.P. Udayabhanu, the veteran Malayalam journalist of yester years, graciously allowed me access to his personal library and had given me an opportunity to have a glimpse into the past through long sessions of discussion. Sachin Kamat of Mudra Communications, Ahmedabad provided me with very useful information on advertising.

During the course of this work I have had the occasion to meet and talk to a large number of academics, and professionals in the field of press and journalism. I would particularly like to thank the late Professor

The libraries of the Indian Institute of Management (Ahmedabad) RIND (Madras), University of Madras, The Hindu (Madras), Osmania University (Hyderabad), The Malayala Manorama (Kottayam) and the Department of Mass Communication and Journalism (Kariavattom) were consulted extensively, apart from the Kerala University Library, and Sree Chitira Tirunal Library (Trivandrum).

Dr. V.G. Patel, Director of the Entrepreneurship Development Institute of India, Ahmedabad, where I was a Faculty Member for over three years between 1993-1997, extended all possible support to me, especially, by designing a 'flexible work arrangement' for an year. Though my prolonged absence from Ahmedabad and irregular correspondence during the last phase of the thesis work created confusion at EDII's end several times, he was kind enough to condone all.

Professor Dwijendra Tripathi (Editor, 'Journal of Entrepreneurship' and Former Dean, IIMA) not only nurtured fondly my 'amateurish' skills in writing and editing, but acted as the most effective force behind my resolve to concentrate on the doctoral work.

My close friends at Ahmedabad - especially Lalita and Nalineeben - stood by my side always providing me with emotional succour and companionship. In my most difficult moments Lalita was to assume the role of the 'wise counsellor', and she performed it very effectively; the completion of this thesis is proof of that.

My second 'home coming' to CDS was made a pleasant experience by the effervescent young researchers here. Deepa made me feel absolutely at home with her spirited conversations and friendly care. She single-handedly took charge of the final printing out of the thesis. I will ever remember the beautiful moments I spent in her company.

Meena offered her hostel room benevolently whenever I needed a place to stay on campus. The small gossip sessions during the breaks with Dennis, Shaheen, Ambili, Gopi and Srinivas were virtual 'refuelling stops' for me.

Christopher gave me the moral support at a very crucial stage of the work. Ajit painstakingly formatted the entire text.

Padma chechi's affectionate hospitality made a world of difference to an otherwise dry job of winding up a thesis. Mala, Misra and Ashwin extended to me the luxury of a home away from home. Reetha and Shyam were a spirited company, ever willing to extend a helping hand.

On the administrative front, Phil Roy and Soman Nair were accessible and ready to offer their help at any time. Gopa Kumar, Amir, Anil Kumar and Shobha provided professional support in the library.
My dependence on Girija's impeccable word-processing skills saved me a lot of heart burning at every stage. I have always been surprised at her cool and intelligent way of handling a manuscript.

Bahadur, Sadasivan, Gopidas and Krishnankutty contributed their bit by being sensitive to my inconveniences and occasional crises.

The debts are many on the personal front too. My mother and mother-in-law have been great sources of emotional strength to me. Their presence and thoughtfulness helped me keep my sense of balance despite the pressures of a demanding job, the frustration of having to cope with an unfinished thesis and the guilt of not being able to enjoy the pleasure of our little daughter chirp, chatter and grow.

I owe a lot to my father who instilled in us the spirit to fight one's battles alone. My father-in-law has immensely influenced me with his strength of conviction and quest for learning. The calm presence of my brother helped me tide over many a turbulent time. My brothers- and sisters in-law encouraged me althrough. My nieces and nephews - Arka, Malu, Unni, Appu and Chuni - were around me radiating the fragrance of love and affection.

Perhaps, the greatest demand I have made was on the energies of my sister and brother-in-law, to whom was delegated the responsibility of parenting my daughter for about a year. They happily took her under their wings and nurtured her like a treasure. I must say, they were more than parents to her.

I never had enough time to be with my three-year old daughter, Manavi, for the past several months. She never complained or threw tantrums; but serenely waited for "Amma to finish the thesis".

I will never be able to find the right words to acknowledge the intellectual companionship and loving concern I have been enjoying with Das, my husband. With stoic patience, he bore with a thoroughly disorganised domestic life for ten long months, fighting it all alone. He almost took it as mission to see me through the thesis. I cannot think of any better way to express my immeasurable appreciation for all his love and sacrifice than dedicating this work to him.