PREFACE

In today’s context different departments of different Universities have been busy in doing different types and areas of research work for the enhancement and up gradation of higher studies so that we, the students and the teachers, can enlighten ourselves through penetrating into the different aspects of the studies. This penetration will continue until the thirst for excellence can be reached. This thirst will be always welcomed for the betterment of the class and structure of the Universities, their research scholars, the general mass and finally for the benefit of the society. We always welcome this healthy approach.

In this context I have approached The University of Calcutta, Department of Journalism And Mass Communication for helping and guiding me to do my research work. They enlightened me in various aspects of the subject and finally got me registered. My research guide PROFESSOR DR. TAPATI BASU, helped me to choose the subject before the registration. Under her guidance I selected the topic named IMPACT OF MEDIA ON MAJOR SOCIAL ISSUES OF INDIAN SOCIETY: CASE STUDIES ON FOUR MAJOR METROPOLITAN CITIES (2001 – 2006).

This topic mainly acknowledges the different social issues of both the national as well as the international society between the time period of 2001 and 2006. Some of them which have been considered are natural calamity, terrorism, socio-political issues, communal violence, accidents or disaster, social crime and social justice. There are many events which comes under these issues that again have been considered are Gujarat earthquake, Nepalese royal massacre, Manipur problem, Assassination of Phoolan Devi, September 11 attacks, War in Afghanistan, Indian Parliament attack, Attack on American Centre, Kolkata, Murder of Daniel Pearl, Godhra train burning, Gujarat violence, U.S. Space Shuttle Columbia Disaster, The invasion of Iraq by the U.S., Mumbai blasts (2003 & 2006), Stealing of the Nobel Prize of Rabindranath Tagore, Hannah Foster murder case, Abu Ghraib Prisoner abuse, Hanging of Dhananjoy Chatterjee, Killing of Veerappan, Tsunami devastation, Kashmir Earthquake, Killing of Pramod Mahajan, The trial and death of Saddam Hussein, Noida serial murder case etc.

I have found some of the research work related to this topic or area of research but not exactly the same one. Many research scholars throughout the world have been doing research work on these types of topics. Many have presented national and international papers in
different seminars and symposiums throughout the world. After reading their papers I have finally selected this topic as my Ph.D. thesis subject.

The main objective of this study is to determine how the Indian society, particularly Mumbai, New Delhi, Chennai and Kolkata and its people have reacted to the different major social issues, which are both national and international. By doing these case studies we can get the different perceptions, ideas, values and morality of Indian residents. Another aspect of this study is to analyze the impact of media (newspapers, magazines, books etc.) on some of the major social issues during the period 2001 – 2006 where the four major metropolitan cities have been taken as a case study and to make critical evaluation of new areas of the work of the society through analytical interpretation. The four major national dailies have been chosen as the sample of the case study i.e. The Statesman from Kolkata, The Hindu from Chennai, The Times of India from Mumbai and The Indian Express from New Delhi. These dailies have been chosen from their respective places (viz. Kolkata, Chennai, Mumbai and New Delhi) because these dailies are the oldest in these metropolitan cities and have started their mother editions from there. Thus, they can represent these cities the best. Two magazines i.e. India Today and Frontline have also been taken for their coverage on the above issues and events.

Moreover, coverage from NDTV has also been taken on the above issues and events. Actually, NDTV has represented the electronic media whereas the 4 newspapers and 2 magazines have represented the print media. A survey of 400 people have also been done from the 4 major metropolitan cites.

Analyzing and interpreting information and data from one newspaper to another and from one magazine to another and giving them a statistical representation has become one of the methodologies of this research work. Analyzing the data from survey report of the masses of the four major metropolitan cities and again giving them a statistical representation has become another methodology of this research work. And, analyzing and interpreting information and data of TV channel from one social event to another and from one social issue to another and giving them a statistical representation has become another methodology of this research work. All these analysis have been done on both the quantitative and qualitative basis. The main area of concern was to reach the content analysis of the whole topic.

Initially I have started with giving the brief idea about the major social events that I have chosen chronologically. They are the major twenty five social events under the seven major social issues. Then I took interpreting every individual 25 major social events
according to the corresponding years (i.e. from 2001 – 2006) as separate chapters. Again I took the individual seven social issues as separate chapters and divided those twenty five social events under those chapters. Afterwards I analyzed every event taking the help of different newspapers and magazines i.e. the print media and TV Channel i.e. the electronic media and finally reached a conclusion after every social event and social issue. Moreover, I have analyzed the survey report also. At the end my research findings were there and I concluded with both statistical and content analysis.

My sincere thanks to those whom I have already referred in the acknowledgement section of this thesis. But once again one single name that I ought to mention because without mentioning this name not only my thesis but also I would be incomplete i.e. the name of my research guide **PROFESSOR DR. TAPATI BASU.** I would find myself honored if I could do anything in future that could bring a smile on her face. The credit of this research work goes to her however the limitations are mine.