2 OBJECTIVE OF THE WORK

Historically, we can divide three major landmarks or revolutions that have had profound impact in social, political and economical aspects of human civilization. These are:

1. The Agricultural Period (1000 BC to the 1800s), where land was the most important measure of property and work.
2. The Industrial Period (1800s to 1950), where capital in terms of machinery and money characterized the period.
3. The Information and Communication Period (1950 to the present), where the new information and communication technologies are emerging as the dominant power factor in the post-industrial age.

Thus a given society or country on both individual and national levels may reflect features of any combination of traditions of social issues, and some may be stronger and more dominant than others depending on the various aspects and conditions of the society. One of the aspects 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, TV Channels 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, the coverage of NDTV has also been taken to project the electronic media.

To analyze the important social issues, events and aspects and their impact on media and on all sections of Indian population (four important metropolitan cities) – whether positive or negative or in-between – during 2001-2006 and why are they reacting in such a manner is again another objective and areas of study of this research work.
Different newspaper houses and also the magazine houses have different policies that they follow. On a single event different houses have different views and opinions that they reflect through their dailies or magazines. Another aspect of this study is to interpret these differences or reactions so that the reflection of their ideas can be more clear and prominent in front of the society.

Mass media are influencing our people’s mind and their thought process vehemently and thus whatever they think and say becomes the reflection of ideas projected by mass media. But the basic roles of these technologies are to facilitate social communication to enable people to exchange information faster and wider. Hence, how they are influencing the minds of the mass is another area of study of the work.