Review of literature

In the above, we have highlighted the importance of mass media in our society. It has affected nearly all aspect of our daily life. It is a gift of technological revolution. Now in the following we would review some of the studies conducted in the field of mass media.

Sharma (2013) in his article pointed out that contemporary society exhibits deep dependency on mass media and is dominated by media in all aspects of life. It is a well known fact that media has an immense power to shape the attitudes of people in reconstruction of reality. People develop shared construction of reality through mass media. The media-provided interpretations of certain issues have a deep and far reaching impact on the masses. The media has the power to push various issues into the public domain. It is the need of the hour that sustainable development is given priority by the media. Further the outer suggested that mass media has an important role to play since along with legislation, formation of attitude towards sustainable development is required on a large scale which can only be accomplished through media. The media has a social responsibility and active contribution of mass media is essential for promoting sustainable development and motivating People to use alternative sources of energy so that we can make this world a better place to live.

Neelamalar (2013) in his article marketing wars in Indian media said that whatever ‘strategy” the media adopts for its own survival and business motives during the time of wars, it could lead to some other unexpected and sometimes dangerous effects in the society. Hence, even if it is a business tactic, media needs to be doubly cautious during the times of war, if the media wants to keep its image as the ‘fourth estate’ of the society intact.

Jain and Singh (2013) conducted a study on National knowledge commission and media. Data was collected from three newspapers for period of 12 weeks, a total of 90 knowledge related stories were collected and analyzed. The Study suggested that the newspapers being a part of a common man’s life have a vital role to play in creating awareness about the knowledge society. Based on the present study, it can be said that at present their contribution may not be in very significant quantum, but the newspapers are not completelyshrugging their
responsibility to create awareness about the concepts concerning the knowledge society. They lack in providing technical information and frequently using terms like knowledge society, knowledge economy and knowledge management. The bulk of the population is still dependent upon newspapers for the internet media can serve only those who know how to use it. For such people who have the quest to know, the newspapers can be a great support. The maximum number of editorials and news analysis, the most influential part of a newspaper, was in The Tribune (7) while the least coverage was in The Hindu (2). In articles also The Tribune contributed maximum (16) while The Times of India contributed the minimum 4.

Matthes (2013) conducted a research on Hostile media effect to study how fare audiences tend to perceive media coverage as biased against their own view. Data from three survey studies demonstrate that effective involvement- measured as emotional arousal or as the experience of concrete emotions- can explain the HME over and beyond cognitive involvement. The finding suggested that there was a causal effect of affective involvement on bias. Surprisingly, opinion-hostile media coverage- that is, objective news bias- was not related to bias perceptions. Moreover, value-relevant involvement should be highly correlated with the cognitive involvement measures that were applied here. Again, this reminds us that the role of cognitive involvement is by no means clarified. Cognitive involvement remains a slippery concept that necessitates more theoretical effort.

Hoffman (2013) studied the media effects on perceptions of public opinion. Survey data from the American National Election Studies are combined with a content analysis of campaign news in 24 regional newspapers, as well as advertising data, in order to parse out contextual media effects. The finding of the study shows that perceived public opinion varies significantly across media markets. Newspaper use and personal candidate preference had a significant effect on the likelihood of perceiving Kerry to be the state-winning candidate. There was also a significant cross-level interaction between media context and political discussion on perceptions of public opinion.

Coe (2013) conducted research on the determinants of support for war, and the role such rationales might play. This study is the first to directly test the possibility that rationales for war present in news coverage influence public support for war.Pairing a detailed computer-assisted content analysis with measures of public
support for the Iraq War. The finding of the study shows that, contrary to popular wisdom,, rationales for war present in television news have only a limited impact on public attitudes about U.S. military action.

**Schouten et. al. (2013)** conducted the study, a six-dimensional model of communication styles is proposed and operationalized using the Communication Styles Inventory (CSI). The CSI distinguishes between six domain level communicative behavior scales, Expressiveness, Preciseness, Verbal Aggressiveness, Questioningness, Emotionality, and Impression Manipulativeness, each consisting of four facet-level scales. Based on factor and item analyses, the CSI is shown to be an adequate instrument, with all reliabilities of the domain-level surpassing the.80 level. Consistent with the behavioral view espoused in this study, the CSI scales showed medium to high levels of convergent validity with lexical communication marker scales and behavior oriented communication scales and discriminate validity with no behavioral intrapersonal cognitions and feelings vis-à-vis communication. The finding suggests that medium to strong associations with communication styles, supporting the integration of the trait and communication styles perspectives.

**Jordan et. al. (2013)** conducted a study to examine the effects of exposure to sexual content on television by genre, specifically looking at comedy, drama, cartoon, and reality programs, on adolescent’s sex-related cognitions and behaviors. Additionally the author compared the amount and explicitness of sexual content as well as the frequency of risk and responsibility messages in these four genres. The finding the study shows that overall exposure to sexual content on television was not related to teen’s engagement in sexual intercourse the following year. When examined by genre, exposure to sexual content in comedies was positively associated while exposure to sexual content in dramas was negatively associated with attitudes regarding sex, perceived normative pressure, and ultimately engaging in sex 1 year later.

**Bala (2013)** suggested the importance of communication development initiatives by the private media players. FM radio and cable TV can be used to create educational and entertaining content for development with the help of folk artists. Street plays, puppet shows and broadcast through various forms of mass media. An exclusive channel for folk forms can be launched under the auspices of the Song &
Drama Division. The content may be created according to the regional needs of the multilingual states.

**Bhosle (2012)** conducted a study on Indian newspapers content analysis method used for examining content of print and electronic media, was one of the important techniques of media analysis. 8 Barelson had defined it as a method of studying and analyzing communications in a systemic, objective and quantitative manner to measure variables. 9 In this paper content analysis of three web edition was conducted, covering the months of October, November and December 2006. During this post-Diwali period, farmers all over the country are busy sowing the kharif crops. This was the better period for understanding the life-style and patterns of coverage reflected in the newspapers. In this study 13 types of news items were classified and the contents were evaluated by the number of news items. The finding of the study reveals that: (1) though Sakal is a Marathi language newspaper, it has more international news because it has developed a liking for international news items. Further, the Marathi readers also like to know about political changes as well as crime. (2) The Hindi daily Nai Dunia touches issues of agriculture, social, culture and health. It reflects a typical Hindi readership. It tries to reshape their habits in the new age. (3) The Hindi has more focus on national subjects. It also covers developmental, industrial and commercial. The Hindu's approach is totally different from that of the language newspapers because it has to dig into serious nation issues.

**Bala (2012)** in his article suggested that the traditional folk media is able to carry the message of social change, development and growth. The blend of traditional and modern media can also reinforce development communication. Local radio stations air Ragini and Swang regularly. Integrated used of folk and mass media is necessary for achieving the desired impact on the masses. The pre-requisites for development communication are (a) localized approach (b) appropriate folk media (c) access to folk media (d) relevant message. The general idea behind communication should be to bring about awareness about the policies and programmes of the state government at the grass root level so that the uneducated people could receive maximum benefit. To sum up, the new communication technology disseminates information with efficacy to a large number of people but indigenous folk media being a live media provides visual, verbal and aural forms to
local people for motivating, educating and informing them. There is no doubt that the folk media touches the hearts and minds of the people. The development messages promoted through the folk media change the behavior of the people.

Devadas (2012) in his research study pointed out that television is the most popular mass media. The popularity of television in turn diminished by the popularity of mass media such as radio, internet. Newspaper readership remains unaffected even though TV is the most popular medium. Even radio listenership remains some extent unaffected. But in spite of Bangalore being the IT city, the respondent's awareness towards that medium if not very high. The movie viewing affected most considerably because most of the views wanted to watch movie at their own sets.

Zhang (2012) examined individuals TV and Internet involvement following the 2008 Sichuan earthquake, this study demonstrates that involvement with disaster media renders positive and negative effects on viewers. Although TV involvement increases perceived stress, TV and Internet involvement predict perceived gains of social-relational resources (e.g., companionship and intimacy with friends and family) and social trust. Media involvement, in general, is also positively related by to individual’s willingness to help people in the affected areas, though this link was mediated by individuals perceived social-relational resource gain and social trust. This study suggests that individuals’ willingness to help disaster victims is partly shaped by their relatively proximal and personal responses to the disaster coverage. Our results not only support the idea that media involvement with disaster coverage can have both negative and positive consequences but also raise the possibility that media coverage plays a role in the development. When individuals actively process media coverage of disasters, their inclination to help victims appears to be filtered through their personal responses to the events.

Bailur (2012) in his article how is the community in community Radio? Think community radio is a critical medium for development and social change. Despite the enthusiasm for community-owned radio, a movement which has been steadily gaining pace since the implementation of new legislation of 2006, we are yet to find an understanding of who the community is in community radio. Through an extended case study, this analysis shows how “community participation” is constantly shifting. It presents three arguments: “community” is not a discrete entity; communities are dynamic; and communities are cognitive constructs.
Kumari (2011) in his article tries to find out how aware people are about “Paid news”, how the paid news syndrome is misleading people and keeping them away from knowing the truth. To examine the issue, a sample survey of journalism students was carried out to find out how much aware they are about the paid news syndrome. We have also tried to find their views about it. The survey found that people are only a little bit aware of this syndrome and they do feel that they do not get appropriate news due to the paid news syndrome; the distorted form of news by the “paid news syndrome” has suppressed the ethical values of journalism in India and has become a regular feature. People feel strongly against this malpractice and it could concert into disillusion with the media. Whatever newspapers publish, a credibility and authenticity value is attached to it for which people buy the newspapers. If these values are to be sacrificed for advertisements, then nothing will be left in the newspaper for readers.

Ray (2011) in his article noted that radio has been the most vibrant mass communication tool and it continues to play a vital role in the development of society. This popular mass medium was temporarily overshadowed by the rapid expansion of the television network and other electronic media like internet during the last two decades. But the new born FM culture has added to radio’s growing popularity among the masses, particularly the youths. Its service area being small and the broadcast based on local demand, the FM radio has been able to catch on. Further the author think that the need of the hour is to create awareness, motivate communities and facilitate more CRSs, which is going to strengthen democratic institution and practices, giving the common people access to information to make them informed citizens and also foster people’s social right. Empowering the people at the grassroots and their capacity building are the major concerns for modern development; community radio can emerge as a major tool for doing both.

Narayan (2011) in his article Media and Development: Some Milestones suggested that the development today should aim at empowering the individuals and communities. There is also consensus that the effects of media are not assumed to be as strong as during the 1950s and 1960s. What lessons then does this hold for the future? It is suggested that with phenomena such as globalization and liberalization of economies and media as well as telecommunication, the participatory approach to development could be more inclusive. The role of the
development journalist or the development communicator continues to be important, ultimately aiding in empowerment of the marginalized.

Lee (2011) in his study on genre-specific cultivation effects: lagged associations between overall TV viewing, local TV news viewing, and fatalistic beliefs about cancer prevention found that exposure to local television newscasts is associated with a variety of problematic “real-world” beliefs. However, many of these studies have not adequately assessed causal direction. Redressing this limitation, we analyzed data from a two-wave national representative survey which permitted tests of lagged association between overall TV viewing, local TV news viewing, and fatalistic beliefs about cancer prevention. We first replicated the original cultivation effect and found a positive association between overall TV viewing at Time 1 and increased fatalistic beliefs about cancer prevention at Time 2. Analyses also provided evidence that local TV news viewing at Time 1 predicts increased fatalistic beliefs about cancer prevention at Time 2. There was little evidence for reverse causation in predicting changes in overall TV viewing or local TV news viewing.

Signorielli (2011) conducted a study on television and science attitudes. The author analyzing 21st-century television depictions of science and examining the relationships between exposure to television and attitudes toward science with an analysis of 2006 General Social Survey data. The contented results show that scientists appear infrequently in prime-time dramatic programs, are typically White males, and are frequently cast in good or mixed roles rather than as evil scientists. Regarding the cultivation effect, we do not find a significant direct relationship between television viewing and negative attitudes toward science after relevant controls are taken into account.

Golan (2011) examined the effects of perceived impact of political parody videos on self and on others, by varying the perceived intent of the video producer and perceived level of exposure. The author tested a hierarchical regression model to show how perceived influence on others predicted individual’s willingness to engage in social media activism. The results of the study demonstrated that participants in our study showed greater perceived influence of the political parody video when it was presented by a source of highly persuasive intent than by a source of low persuasive intent. Unlike our prediction for the effect of perceived exposure, we did not find the effect of perceived level of exposure on the presumed influence
on others. Finally, the results of a hierarchical regression analysis showed that the perception of influence on other was positively associated with participant’s willingness to take a corrective action— the likelihood of engaging in political social media activism.

Barua (2011) in her article media is a perpetrator of crass commercialisation think that media has been the medium to bring about change in our life-styles in the past 10 or 15 years. Be it visual or print, whatever commercial mass media decides becomes the ‘in thing’, the fashion statement of the public. Mass media then, a perpetrator of crass commercialisation, dons the watchdog’s role when it comes to corruption in the wake of crony capitalism. From dressing, eating and drinking, to kissing and item dancing, it is the media which dictates to the masses. The message percolates through TV shows, films, magazines, glitzy, tabloids, newspapers and glossy supplements, the Internet, the mobile phone... and we are still counting. Forget mega cities such as Delhi, Mumbai and Bangalore, the Cobra brand of beer launched in London finds its way to smaller cities- Mysore, Guwahati, Shillong- and towns- Amravati, Jorhat and Khonoma- in a few days or weeks. A Bollywood movie has a worldwide release and with it comes a new set of life-style choices. The media thus creates an urge, a demand, among the masses.

Pathak (2011) is of the opinion that the media and the media persons are forgetting their actual duty towards the society. The study shows the media is losing its credibility in India because there is a rise in sensationalism in news coverage. Confirming this trend is a study by Edelman Trust Barometer which shows that only 50 percent of Indians in the age group of 25-64 years trust the media. Among the media in India, trust in magazines is 95 percent against 93 per cent for newspapers, 90 percent for TV news and 81 percent for radio. Further the author thinks that media should be more accountable and to see it performs its role with more responsibility.

Das (2011) in his study suggested there is an urgent need to place more emphasis on the social advertisements to increase their radio for the welfare of the society. It is also urgently required to make it more creative and attractive in nature to suit the purpose of the local community. The public service advertisements mostly appear in black and white which should now be changed to colour to make them more eye-catching. Advertisement Appeals should not only be emotional, realistic
and rational but also psychological, humorous, funny, conveying action/adventure, comfort etc supported by well known celebrities or brand ambassadors who should be the role model for the targeted audience. Not only national celebrities but also artist cum celebrities should be actively used in social cum public service advertisements to make the advertisements effective, purposeful and influential.

**Sharma (2011)** in his article role of television in rural development suggested that television is good in exposing people to a whole range of new ideas and experiences. Programmes on agricultural have immediate effect if ideas are put forward at a time when they are needed the most and deal with subjects about which farmers do not have pre-fixed notion. If programmes are supportive of efforts made by extension or advisory services working in the locality, the changes are more likely to follow.

**Bala (2010)** in her article on “communicating health through local media” pointed out that local radio stations and community radio station can prove not only important means of communication to the people but it also can give their feedback making it an interactive media. Further, local and regional television and radio channels can be effective means to deliver health messages when care is taken to account for the language, culture and socio-economic situations of intended audiences.

**Menon (2010)** in her article pointed out that today’s media of communication are directed at creating a global shopping centre not at benefiting the poor with better systems of education, healthcare or fulfillment of basic needs. Moreover, the big media houses determine what the world should know, and what the world should think as the truth.

**Raha (2010)** in her study found that radio has much more influence in rural areas than in urban area. Moreover, it has been found that the women from the lower income group are more exposed to radio. They listen to many programmes of All India radio-be it educational or entertaining. Among the middle and upper class women, radio listener’s decreases remarkably. With regard to television the respondents mention that a great change in the life style of women has brought by television programmes.
Rawal (2010) in her article “Women in media noted that point news contained the highest proportion of stories on women and suggested that newspapers would be the most effective medium for issues of concern to women and also suggest that since media is one of the primary institutions which help shape and influence opinion, it should take the lead in the process of change.

Ray (2010) in his article on mass media and parliamentary democracy pointed out that the press is an important pillar of democracy. It purveys public opinion and shapes it. Parliamentary democracy can flourish only under the watchful eyes of the media. Mass media not only reports but act as a bridge between the state and the public while playing the role of informer, the media also takes the shape of a motivator and a leader.

Sahai (2010) in her article “women in media: need for a gender code” noted that female reporters are more likely to cover soft news. Men tend to cover the hard topics- news that is perceived as serious. Only 32% of stories on politics and government are reported by female journalists compared with 40% of stories on social issues such as education or family relations. Moreover, the only exception is among television presenters. 57% of television news stories are presented by women, probably because women particularly young are considered more presentable from the male point of view.

Slater and Hayes (2010) in their study show that early exposure to popular music channels predicts later increases in smoking and associating with smoking peers. The study also suggests that increasing engagement with peers engaging in less prosocial behavior should also influence youth media content choice.

Stephenson et al. (2010) conducted a study to assess the effect of parental antidrug media ads. Their study showed that it was the permissive parents who were most responsive to the monitoring media ads. Whereas authoritarian parents were generally not.

Acharya, A.N. (1987) pointed out that television has the potential to become a catalyst of social change Television can do so by becoming medium of communication for national development.
Chauhan, Kanwar (1988) conducted a study on television and national unity indicated that the television in India is playing an important role in promoting the feeling of national unity and producing a common national consciousness amongst the people characterized by different regional sub-culture and different world outlooks.

Chauhan, Kanwar (1999) in his study on “TV encourages reading of newspapers” stated that the TV ownership encourages the reading of newspapers and magazines while radio is used equally by both the owners and non-TV owners. In relation to the use of mass media and the type of education, the science students make least use of radio, newspapers and magazines as compared to the students of commerce and humanities. Moreover, the exposure of TV has not made any difference with the use of radio and the reading of newspapers. It seems that TV exposure made slight difference with respect to the use of magazines. Coming to the consumption of mass media with respect to the light and heavy television viewers, it was found that the heavy TV viewers make lesser use of radio compared to the light TV viewers. On the other hand the heavy TV viewers make more use of newspapers, where as the light and heavy TV viewers make by the large, and the equal use of magazine.

Cohen & Tsfati (2009) conducted a study on the influence of presumed media influence on strategic voting about Israeli Knesset election of 2003 and 2006. The study revealed that media impact on self is a stronger and positive predictor of strategic voting and those seriously considering their voting decisions tend to use media more reflexively.

Dua and Gupta (1994) in their book, “Media and Development” have stated that mass media are enormously instrumental in accelerating development in many areas of human Endeavour. The potential of mass media in development was realized late in India. But once having been recognized, multiple media exploitation in several development has proved tremendous power of media.

Dutta, Ankuran (2009) conducted as study on the “The role of media in Assam”. The study suggest 45% audience prefer newspapers to collect information, 55% do not read newspapers on daily basis and 25% rural audience get news from All India Radio news bulletins. Whereas 10% people neither read newspapers nor
hear radio or TV news and only 10% people believe that the photographs published by newspapers can create a peaceful situation in the region.

**Feldman & price (2008)** in their study on “Effects of political discussion and media use on candidate knowledge indicated that frequent discussion enhances the relationship between debate viewing and issue knowledge among those who reside in politically homogeneous network. The study also indicate that individuals who reside in diverse networks benefit little from frequent political talk, whereas those surrounded by like-minded discussion patterns appears to acquire significantly more knowledge as a function of increasing discussion. This is largely because individuals in heterogeneous networks maintain relatively high levels of knowledge, regardless of how much of how little they discuss politics.

**Fiyroka, Yuki et al. (2009)** conducted a study to examine the role of race and racial identity in responses to their media ideals among white and black college women. The results revealed that white women personally endorsed thinners more strongly and perceived then media images as more desirable than did their black counterparts. It was also found the perceived desirability of then media images was associated with stronger endorsement of thinness not only among white women but also among black women, but related to fear of fat among white women only.

**Ganesh, S. (1999)** in his article on “Social communication through radio and TV ads” pointed out that these two media have several advantages which include their being electronic and capable of communicating messages faster. They have much more impact on people than print media. They reach more people than all the print media put together and can communicate with people in everyday language.

**Gangadharappa, M. Vasudev Rukma (2006)** In their study suggested that respondents (15.97 percent) with more than 8 hours of work hours watch television for 31.60 min. Respondents (16.67 percent) with working hours between 6-8 hours watch television for 6-8 hours. Respondents watch television for ‘entertainment’, ‘information’, and ‘knowledge’ and to pass time.

**Jain, Cangan and Bhanwat (1991)** in his book “Media and Rural Development” says that the role of media is emerging fruitfully and is vibrant today. Whether press, radio or TV all media instruments have a close linkage with the process of democracy and development. Until the other day the media was broadly
confined to classes, urbanized sector and some restricted social groups. But the situation is far differ today when media and masses are expected to become intimately knifes together thereby demanding media’s inherent close proximity with rural masses and the problem of rural society at a large. With the growing rural awareness the media has to establish it credibility, interest and involvement in mobilizing, articulating and exposing the problems of rural people. Media programme have to focus rural realities and approach then constructively by motivating all media and other related agencies simplicity involved in the growth and attainment.

Joshi, P.C. (2002) in his study communication and national development pointed out that one of the major social changes of modern times is the entry of the television inside the very sanctity of the Indian home. The fact that television has entered the home has created new problems. People are worried because television has invaded the home which enjoyed a certain autonomy and sanctity in the past.

Kayode Jimi et al. (2008) in their study on newspaper coverage of HIV / AIDS and stigma in Nigeria suggest the subject HIV / AIDS received a considerable attention in the print media. 120 stories were contained in the 181 edition of the Guardian monitored for the study, representing two stories for every three edition. The vanguard performed slightly poorer, with 100 stories for the same 181 edition, meaning that 3.3 stories for every six editions of the paper. As far as stigma and discrimination is concerned, the Nigerian print media as exemplified by the Guardian and Vanguard do not in their day to day coverage focus on stories dealing with the rejection humiliation suffered by people living with the virus. Of the 129 stories in the Guardian during the period under review, only four focused directly on stigma and discrimination. Vanguard fared better in this respect with 10 stories focusing on the issue.

Kim (2009) conducted a study on 2004 American general election. The results shed light on issue about public information acquisition on the website. The findings indicate that issue related to policies enhanced their specific knowledge by using information highly selectively. In addition, their selective information use contributed to increases in extremely high voting.

Kuthiala B. K. (1995) the media of mass communication has to be used to cater to the needs as perceived by the people themselves and not by the experts.
Madhusudan, K. (2006) in his study suggested that traditional media are local and are able to establish direct rapport with the audiences. They are low cost media as compared to the sophisticated mass media.

Mahajan Kamlesh (1990) in her study suggested positive role of television in national integration and has been appreciated by young educated woman beyond any doubt. An overwhelming majority of them has opined that by increasing familiarity with other religious traditions and festivals and with the life and problems of the people of other states television brings people nearer. It inculcates the feelings of patriotism in them. Thus, it contributes positively towards national integration.

Mohanty B. B. (1995) suggested that agricultural extension, health education, population education, rural development and public information through the use of modern mass communication media have become more popular for the use of the rural urban masses.

Morris, Nancy (2002) in her study on the myth of unadulterated culture meet the threat of imported media, noted that a fundamental assumption about imported media products is that there is a certain kind of relationship between mass media consumption and identity. The basic notion is that the consumption of too much imported media leads to the diminishment or disappearance of collective identity. Usually specified as national or ethnic identity, this assumption has been expressed in political, cultural and academic circle in countries of widely varying levels of development.

Nair, Pradeep (2007) has conducted a study on participatory approaches for promoting rural connectivity. He pointed out that by adopting a proactive participatory communication strategy and acting to bring the internet and other information and communication networks to rural and agricultural communities in developing countries, will help to enable rural people to face the unprecedented challenges brought in by the changing global economy, political changes environmental degradation and demographic pressures.

Nandal Sarojini (2006) in her study suggested as how to bring development to the remotest person of the India. The imperative that hr/she receive the information timely on what is the new field of study. For all such messages to be delivered, there need to be a different communication package to encourages
interactive approach of communication, may be through the mass media or the media mix system, where a connectivity is developed between a communicator, scientist and receiver, particularly and communicator has to be conscious that he has also to communicate to the general masses.

Panda (2009) in his article on “charged up on climate change” suggest that media need to create the situation where policies and laws are better enforced and put to action. The dynamic Indian media can play an effect role in combating climate change. It is time for everyone to realize that climate change is actually the greatest threat to the world existence. (Eg. Global warming threats)

Pandey S. and Jayakar K. P. (1991) television is one the most powerful forces in the world today affecting the minds and emotions of mankind. It plays a number of varied and sometimes conflicting role in a society. It transmits knowledge, inculcates values, promotes awareness, spreads cultural richness to culturally arid areas, acts as an entertainer as well as an educator and disseminates information to its viewers. In other words, it is an entertainment, a creator and sustainer of moods, a companion, a formulator of socio-economic and political goals a source both of various experiences and of topics of conversation. As the most recently developed medium of mass communication.

Polts, et. al. (2008) conducted a study on the effect of television whether young adults can accurately recall the programs they watched years earlier. The study indicated that participants reported ecologically valid pattern of TV viewing and recalled more content frequently viewed programs that from ones viewed less frequently. Accuracy of recalled content was very high. Test-retest reliability indicated very high consistency in TV viewing reports across one week.

Rao Parsad C. R. and Rao Ranga K. (1976) have studied the village communication channels in three villages of Andhra Pradesh. Their study examines the determinant of the communication channels usage in a sample of 209 farmers. The famers willingness to change was determined by their secular orientation, credit orientation and risk orientation, their resource based abilities were determined by applying four status dimensions, viz. caste, education, the scale of farming operations and the level of living.
Rao's Lakshamana (1966) monographic study of two Indian villages. He has not administered any systematic technique for collecting data except depending on observation. His two villages of South India- Kothuru (a new village) and Pathuru (an old village) were found at contrasting stages of development. One was becoming industrialized, whereas the other still clung to the agrarian economy. He has tried to study the role that communication plays in the economic, social and political development of a community. The findings reveal the impact of communication on economic, social and political spheres of community. The study revealed that communication helped the respondents to find alternative ways of marking a living, helps him to raise a family’s social and economic status, creates demand for good, motivates local initiative to meet the rising demands, raises the literacy rate, shift the influence from the age old and traditional status to knowledge and ability that helps them in the process of power change from heredity to achievement, motivates the traditional leaders to defend their power by raising their information level, increases awareness about government plans and programmes and help the community or the nation to achieve power through unit.

Ray Prodipto, Frederick Rogers (1969) conducted a comparative study of two different cultures. They studied the way in which different media of communication can bring about better knowledge and adoption of desirable innovations in rural areas.

Sardana (2009) in the article “media boom-women’s multi-faceted role” noted that change in television images have not always paralleled actual changes in society particularly of women. Current television portrayals of women fact to represent the pressure of balancing work with family, child care and stretching family budgets. On the TV, all single mothers are wealthier and are at least upper middle class; there are no poor families. In reality, 69% of all homes headed by women are poor.

Sharada, p. V. (1992) in his study suggested that mass media like radio and newspapers were of lesser significance to lower caste in rural society. However, comparatively speaking the persons belonging to the upper castes and having education first received the news more often through the radio than the lower castes and the Harijans and illiterate respondents came to know about it mainly through party propaganda, kinsmen and friends.
Shingi and Mody (1974) who studied the knowledge gaps similarly found media concentration with the better educated farmers getting more exposure to TV than the small farmers.

Shrivastava, K. M. (1990) in his article on the electronic media’s role in education suggested that radio and television are capable of transcending the literacy barrier and could have become media for mass education. Radio and television are regarded powerful media as they can transcend the frontiers of literacy as well as national boundaries. Radio also provides an easy channels for bring to the masses useful information on agriculture, animal husbandry and current political thoughts.

Singh (1994) in his book ‘communication technology for rural development’ has focused on the importance of communication in rural development. In his book he has also discussed the role of communication and media in rural women life. Further, Singh stated that, “there is an old saying that if you educate a man, you educate an individual. If you educate a woman, you educate a family. Women have a vital contribution in improving the living condition in the homes and in the community as a whole.

Singh Jagadish (1971) in his study indicated that a majority of the farmers considered the media programme more suitable to the “educated urbanities” than to the “average ruralite”.

Singh Y. P. (1970) on the basis of the study on flow of farm information concluded that in rural India information on agriculture and allied aspects generally flows from institutionalized sources such as government extension agencies to village influential’s and from them through the web of word of mouth to other sections of the farming population.

Srivastava (1982) in his study on “Television station for rural development” highlights the type of structure and management system which is required to make the television to perform its functions in a proper manner. The author in his article suggests two characteristics that are functional autonomy and the span of control should be the part and parcel of the television management system. This means that the various units and departments in the television system should have maximum autonomy in the production and presentation of programmes.
Walia (2009) conduct a comparative study to see how many developmental issues are in the newspapers. The seven daily newspapers were studied in fifteen days and out of them 4 were English and 1 was Hindi and 2 Panjabi. The content analysis method was used. The study indicated that developmental news got less space in front pages of the newspapers. The Hindu published not even a single news items on front page while Indian Express published 24 news stories on front page. Only two papers, the Hindu and Jag Bane had three editions each on the developmental issues (agriculture, family planning, education, weaker section, health, environment, rural development, media, religion etc.). The Punjabi tribune gave maximum of 16 features on developmental issues and published 27 letters to the editor also.

Yadava, J. S. (1999) in study on “Trends in mass communication in 21st century”, stated that the electronic mass media industry is fast becoming a major sector in economy of many developed countries. Further, media generate awareness and inform the masses. Media has become and instrumentality to govern our lives. Rather than a form of cultural expression it has a culture of its own. It was supposed to report on the way of life of people. It has now become a way of life itself.

Yanovitzky and Stryker (2001) conducted a study on “Mass media, social norms and health promotion efforts forming on news coverage effects on youth drinking between 1978 and 1996”. The hypothesis was that the media may have contributed to the reduction in the behavior of the respondents by increasing perceptions of social disapproval. The findings of the study suggest that although a direct route of media effects on drinking behavior produced evidence of null effects, but there was evidence that the impact of news stories on their behavior was mediated by policy actions as well as by change in the social acceptability of their behavior.

Sharma’s (1987) in his study on ‘media communication and development’ admirably brings out the role of communication and media in the development. It shows how media can be effectively used for increasing literacy and socio-economic status in rural and urban sectors. The success of communication depends on effective use of the media. It emerges as a powerful mechanism of emotional integration of different sections of society based on religion, caste, language and regional sentiments.
Saksena Gopal (1995) in his study pointed out the basic objectives of Rural T.V programs. T.V. can be summed up as the latest technical and scientific knowledge about farming, agricultural implements, fertilizers, good quality seeds, cottage industries rural development and weather forecast. (b) To provide healthily entertainment (folk music/plays/puppet shows). (c) To acquaint the audience with the importance of education personal hygiene, health and family—welfare. (d) To transfers science and technology to rural areas with a view to develop agricultural and other programs of other economic development.

Lerner (1967) in his study found that there is a close nexus between literacy and exposure to mass media. According to Lerner the citizen living in an urban area, who is a literate and who is exposed to the mass media develops into a mobile personality. He develops the capacity to identify himself with the new aspect of environment. He can empathize with others, that is he can see himself with the situation of the other people.

Parmer (1975) believes on the fact that no mass media can exist in cultural vacuum. In his book ‘Traditional folk media in India’ he opines that two important factors that obstruct communication in India are the high rate of illiteracy and inadequate spread of mass media.

Khan (1973) has argued that the availability of mass media institutions in a country itself is no guarantee that media will be used by the people. (1) Mass media are needed the most for development purpose, (2) Whatever media are available and are received usually don’t carry the kind of information that might aid development, (3) The mass media content enough to aid development, (4) Even if functionally relevant information is available, the infrastructure and input may not be.

Rahudkar (1958) revealed that the neighbor to neighbor communication was a greater means in the diffusion of farm innovations than any other communication channel though the available to all, it is personal communication between pairs of individuals and the direct observation that are still basic for diffusion of innovation. New thing and new ideas often look complicated. Therefore, people watch, ask question, and try out new things before they understood and adopt the innovation. Once a person is inserted in the new product or the new possess, he can go to this
neighbors and friends to ask them questions to discuss the utility and the feasibility of the new process that the personal information from peers is important.

**Lalithmbal (1976)** emphasized that motivational campaign for women should emphasize Health motives of family planning. The purpose of communication is to motivate people to act, change, adopt and achieve the desired results. The real purpose in communication is to get people to understand the massage thoroughly and act accordingly. Establishing commonness through communication does not come naturally. There are many barriers, which make difficult for the communicator to reach his goal; the sender must know his audience’s background.

**Sinha’s (1985)** in his book ‘mass media and rural development is a complete account of the village life and the effect of mass media ‘. It is based on a five year longitudinal study, where in the holistic approach of anthropology were use to trace successfully the communication process, decision making, other related factor, and finally the effect of SITE on the life of Ismailpur village in Jharkhand. The book raises some pertinent questions regarding the limitation of communication. If the agents of development do not assume higher responsibility, the communication input may lead at distrust and dissatisfaction towards the massage as well as the media. He is of the opinion that if these factors are supplementary to each other and go hand in hand, the pace of development will be hastened.

**Kakar (1987)** in his study have pointed out that Family planning communicators have relied heavily on what comes to them from their headquarters, this naturally results in printing to the people software which may not exactly be in tune with their cultural ethos, needs, perceptions preferences and a host of other factors inherent in a communication situation. ‘KaKar while reviewing the communication strategy has given description of massage conveyed by mass media. There is an urgent need for careful diagnosis of the motivational determinates of listening behavior in order to design the content of the communication materials.

**Scharmm (1964)** suggested that radio can bring news to people who can’t read news papers. It can bring instructions and advice to people who need help with farming or health improvement or community development. It can bring extension teaching to individuals and groups who are unable to get to school. It can carry light entertainment, popular music, light comedy, serial dramas, variety shows, sports and
the like. Further, according to him, a third world nation could facilitate development by expanding the mass media, at least to the extent that information is a vital ingredient in moving a nation towards development.

**Chawla (1982)** suggested that the broadcast media need to be more bold and should provide access to such persons to air their views and grievances to create public opinion in their favor. The second challenge is one of discrimination on the basis of caste, creed of religion. Any discrimination on any such account is against the constitution and should have no place in our society. The broadcast media can’t be in different or neutral in this regard. The third social challenge is from parochialism and narrow mindedness.

**Davision (1966)** looked upon communication as a link between man and his environment from this point of view, the effects of mass media could be explained in terms of their role in enabling people to bring about more satisfying relationships between themselves and the world around them. Davision points out that there are four assumptions underlying man’s relation to his environment. It must be assumed that all human activities, including changes in attitudes and knowledge, are in some way directed towards the satisfaction of his wants or needs. These wants or needs could be satisfied through the environment.

**Rogers and shoemaker (1971)** noticed that radio has played the role of information provider and has even created in rural people the need for information in the literature on adoption of innovation, the stage of awareness or first learning about a new idea or method is often best initiated by some form of mass media.

**Masani (1976)** suggests several ways to improve the performance of our radio services. ‘Broadcasting and the people’ is an analysis of some of the complex issues of Indian broadcasting. The author has assessed the potential utility and the practically difficulties of effective management and programming.

**Laxmana Rao (1967)** revealed that retarded economic development, low media consumption and poor mass consumption facilities go together. He found that in the village with communication and transportation facilities, there was greater social mobility and general feeling of confidence. He also found a significant difference in attitude towards future between the two villagers, one developed and
the other undeveloped. In the village with mass media facility, the people looked forward to their future with confidence.

**Masani (1976)** pointed out that the urban listener has received for more attention although in the cities; people have access to other media, such as press and the cinema instead of local broadcasts of immediate concern to the rural community in local languages and dialects, the programmes large area. The only solution is a local radio service

**Pati (2004)** in his book ‘Media and Tribal Development ‘Rural broadcasting has demonstrated the linkage between the radio and the social change. Since the vast majority of the people are illiterate, the only mass media that could reach them are the radio and the T.V. The rural programmes generally consist of talks; dialogs and discussions on agriculture, rural health and other problems. Film music one of the future of the programmes.

**Pye (1963)** in his study emphasised the pressure of communication, which brought the downfall of traditional societies. Mass media channels, such as television, radio and movies can be used effectively to remove illiteracy, to control population, to increase production and to advocate health practices.

**Bertrand (1971)** in his study described the procedures involved in the pretesting of communication material for radio, poster, pamphlets, T.V. and movies and classified the contents of the media presenting its effectiveness as: (1) Attraction (2) Comprehension (3) Acceptability (4) Self involvement and (5) Persuasion.

**Gupta and Gupta (1995)** in their article “communicating with ruler women” noted that electronic media spicily radio and television today has assumed such a potential that it has become one of the major sources of communication. Both have played a significant role in Indian society. The electronic media have made and can make a great impact on a social change. As it provides information and guidance and also create awareness the media can assist change in attitude building by reinforcing ideas and providing real or ideal models or behavior that can raise aspirations for better standard of living. The media can substantially contribute towards the development of skills in various aspects.
**Sapra (1995)** in his study suggested the media strategy under the communication package that identifies the channels to be utilized in transmitting the massage for each subject and for each audience. The media mix application should have a definite plan and time—frame for diffusion through each medium.

**Cangan and Cangan (1995)** in their study found that television media is invariably criticized to be biased towards the urban settings, even on matters such as conceptualization of programmes, development of the script, presentation style and timing of telecasting programmes. Even the son called ‘prime time’ concept is totally urban oriented and does not take—in to account the rural settings. Some would even make comparative statements such as that the doordarshan produces urban based programmes more than the rural ones. In fact, such comparisons lead us nowhere. The author suggested that what is most important is to appreciate the fact that doordarshan does produce rural based programmes, though they may be less when compared to the number of urban based programmes. According to the author, there are many factors compelling the television media to produce urban based programmes more than the rural ones. In course of time, television in India has emerged as an entertainment media rather than the educational one. Though development in any field, including rural development can be achieved mainly through education, it is not always possible to present the educational programmes in recreational frame for maintaining the interest of the people. If we attempt to do so, the impact of educational component is diluted. And like the urban community, the rural people too prefer to have entertainment component rather than purely educational one. Secondly, agriculture education programme (how to cultivate the land, which crop to grow, when to grow, what fertilizers to use and so on repeatedly shown created a nausea amongst the farther who are involved in this profession throughout their life. The technical terminology used by professionals appearing in agricultural programmes is hardly understood by the farmers, worse when they attempted to translate the same into local languages.

**Chakaravartty (1998)** found that the neglect of AIR is based on a popular misconception that radio in the age of television has no future. This has been disproved by the experience in the west, where television has future. Where television could not dislodge radio.
Sharma and Chatar Vedi (1996) suggested that mass media is also helpful to the mass as it broadcasts / telecast vital issues debates related to economic issues, to science and technology, from our living heritage in the field of art and culture to interpretative political report.

Kundra (2005) in her book “Basic audio – visual media suggested that television has been able to influence the people living in a remote areas of our country as it outreach has covered the remotest villages and tribal pockets”. It is ushering information explosion. Whereas Films as mass media continue to play an important role in leisure pattern of our society. The author also pointed out that radio being a convenient form of entertainment caters to a large audience with the advent of transistor the medium has reached the common man is urban and rural areas of India, though the utilization of radio is more among rural elites.

Rao (1992) found that villager exposure to radio was significantly high in terms of utilization access to the radio and getting the benefit of exposure to broadcasts was covearned. It was also found that agriculture of rural Programmes were high on the priority of listeners. The level radio satiation was very effective is searching the people and ensuring their participation. As for as rural development was concerned. It was possible to broadcast need based agriculture programmes. Moreover, it provides scope for the use of local expertise and talents.

Joshi P.C (1985) in his article noted that communication has yet to emerge as an important policy instrument integrating, economic, social, educational and cultural planning. The economic and sociology of communications are still unexplored field in India as a result; there is enough theoretical support to communication planning.

Bamezai Gita (1995) revealed that television has the capacity and potential to act as an ally by providing the platform and extending the sale of iterance effect.

Padhy and Sahu (2005) in his book. “The press in media” pointed out that the press protects the public interest and check any effort on the part of the authority to curb the freedom of speech and expression. It acts as a link between the rulers and the ruled; and also develops civic consciousness. It is an instrument of change and strives hard to create a new and better world to live in peacefully and happily. Further the author noted that besides the press, the radio, television and films also
play an important role in rousing the public opinion in favour of nationalism and against many social evils. However, as the radio and television belong to the government partly or fully, the comparative importance of press being released everywhere in the formation of public opinion.

**Mankekar (1973)** has expressed his deep concern for the impatience and in tolerance betrayed by the Indian “rulers” towards the press. He has not only argued that the press has been under the control of the authorities through “back-door” means but also vividly describes the ordeals that it faced during the national emergency clamped in India in 1975.

**Sharma and Chaturvedi (1996)** in his study suggests that journalists of local media in the country or countries felt freer to report whatever they considered news worthy (nine out of fourteen), while five felt they had the same degree of freedom. However, in comparison with other (non-agency) foreign correspondences, only four out of fourteen felt they had more freedom, while seven thought they had same of freedom and thought they had less. Interview data supported very strongly the impression that agency journalists as a rural felt freer in reporting whatever they wanted to report than local journalists, especially where there existed a strong degree of government control.

**Kolker (2009)** in his book attempts to study the historical and cultural role of media. The author notices that T.V. advertising is transforming not only of our minds but of the very economic structure of our society. The author thanks that advertising is advertisers hope; it will inform and entertain in a verity of ways, to purchase a product or service. More over radio advertising and opened up not only a new carrier of commercial, but also new forms of in which an advertisement could be created.

**Shani (1974)** studied the role of journalist is shaping polices of Indian press, that has made a brilliant exposition of how the national news papers have challenged defied penal restrictions, paid heavy fines and for feited securities, even risked confiscation of presses and properties, to up hold the right to publish of the press. The author makes a close, ”absorbing and thrilling ” analysis of intimate close-ups and anecdotes of editors, reporters, writers printers, big and small, who paid
heavy price for publishing what was right, imprisonment, persecution, penury, etc. were in store for them for speaking out the truth.

**Damle (1969)** has studied the diffusion of modern ideas and kinds of knowledge in seven villages. The study noted that in an area which believes in mutual aid, both material and non-material, the problem of communication assumes greater significance. The study elicited information about the awareness of the people about the national political scene, national policies, world political structure, modern ideas regarding caste and religion, and the impact of new ideas of recreation, the movie, the radio, sports, newspapers, lectures, political propaganda, etc.

**Roy et. al. (1969)** studied the role of movies for the implementation of government policies and programmes in the field of education and family planning. The findings reveal that the movies are much stronger than other channels for villagers. The movies not only create a science of awareness, but also motivate people to bring about changes in their attitudes and values. About 49% of the respondents were of the opinion that they sent their daughter to the school because of the dowry problem after seeing a documentary film in the village. The adult education programme has been accepted by the residents of these villages after seeing a documentary film.

**Sharma (1987)** conducted a study in four villages in Rajasthan. The purpose of the study is to see the role of different media of communication as an instrument of social change in motivation, in perception and value orientation. The study showed that the data were further analyzed to identify the relative effectiveness of the component units of different media on the three areas of interest separately. The results showed that economic activities were significantly influenced by all the four units of the mass media (the radio, newspapers, books, and the movies) by only one of the four units of the traditional media (the numbers of the family) further, the data on the cultural areas of interest showed that this area was also significantly influenced by the units of the mass media, by two units of the traditional media (the number of the family and caste – fellows in the village).

**Lerner (1958)** has documented forcefully the effectiveness of mass media in changing the perspectives of the people in the Middle East. He has substantiated his observations by showing how exposure to international broadcasting and hell wood
movies sensitized to minds of the middle easterners the alternatives that were not known to the traditional men.

Menefee and Menefree (1964) conducted a study in the tiptur talukain the sore state. The study was designed to test the efficacy of a village newsletter in helping village development. The results indicate the value of the news letter in increasing the information level of the villagers. Thus the various empirical studies have shown that there is a close relationship between the production and the circulation of newspapers and the level of economic change.

Paliwal (1987) in his study on the impediments to rural communication in Ghaziabad district of Utter Pradesh highlighted that communicating consciousness has not affected the possible articulate behavior of the rural masses. Substantive gains from the mass media accrued to the dominant castes and classes. The benefits of television communication to the poor and middle classes household, commanded a significantly wider reach with higher set ownership among the middle class villagers.

Sharma (1987) conducted a study on media, communication and development in four villages drawn from Jaipur and tonk districts of Rajasthan The author made a comparative analysis of different communication channels and their contribution of the process of development. The exposure and utilization of the mass media sources was found to be closely associates with the pattern of living of the higher socio-economic sections, and the people belonging to the lower socio-economic sections depended mostly on traditional media. Thus, the deprived sections remained unreached by the television medium.

Agrawal and Malik (1986) conducted a study on television in Kheda. He found that exposure to the medium has led to higher expectations from the existing facilities in the areas of health, education and other developmental activities. But the programming input and extension support on the television has not been beneficial to the small and marginal farmers. The agricultural labourers, similarly, disliked, with a sense of threat the recommendations in respect of labour –saving devices for improving in the productivity large farms.

Narayan (1987) in his study on impact television on viewers of Bombay city. It was designed to assess the influence of Bombay Doordarshan programmes on the
social life of urban audience, mainly women and children. The main finding of the study relate to higher patronage for entertainment programmes, reduction of social activates and increase in habit of silent observation. But these findings are irrelevant to the subject of television for rural development under review.

Srinivas (1976) and Roy (1979) are of the opinion that the socio-cultural attributes of the audience that determine the pattern of exposure, their perception and comprehension capabilities of the audience which have a direct bearing on translation of knowledge. The author assume no significant the content of programmes for the audience, and the medium is out of their reach in view of this the content and the delivery systems are considered to be the most critical parameters of response.

Agrawal (1978) suggested the rapid and sustained growth of developing countries, the urgent need to disseminate information to masses is obvious. Mass media are clearly the main components in this system of information transfer. Television is ideal as medium to convey information and news to the masses particularly to segment of population on whom such as audio–visual medium would have profound impact.

Rao (1963) studied two villages in Andhra Pradesh in two different settings was convinced that “where the channels of information are varied and broad – based like newspaper, radio, etc. The changes resulting from economic, social or political ideas creeping in to the society are smooth. Where the channels of information are tight and controlled by the few, changes are difficult to make and often lead to a worsening of the functions “The author argued that the amount of information available and the wideness of its distribution are key factors determining the speed and smoothness of development.

Roy et. al. (1969) and Kivilin (197) in their study discussed the important role played by radio in the diffusion of agricultural and health innovation in the village and relative effectiveness of media in the diffusion process.

Berelson and Steiner (1964) are of opinion communication is the act or process of transmissions of ideas, emotions and skills by the use of symbol, word, pitcher, figures and graphics. Basically communication is understood as the process
of transmitting information from the source to receiver with the intention of effecting behavior change.

Lazars Feld et. al. (1948) noted that the messages from the media do not directly reach the “masses” they first reach the “opinion leaders”, who in turn pass on what they read or hear to “other”. Further studies by Katz and Lazars Feld (1995) also indicated that interpersonal communication plays a crucial role in the spread of messages, emanating from the mass media channels.

Hartmann et. al. (1989) conducted a study on mass media in Podapadu village of Guntur District of Andhra Pradesh and Peraroor village of Ernakulum District of Kerala. The main objective of the study was: (1) Gather information on the process of communication and changed at the individual level. (2) Assess the characteristics of individuals relevant to understanding the process. (3) Delineate the process by which these characteristics influence one another. (4) Seek evidence for possible casual connections among them, a sample of 1,000 was taken in each state by randomly sampling method. The main findings—suggested that the In both states, the degree of exposure of the mass media is determined by some status and power variables, namely, age, sex, education, religion(slightly), community power and change agent contacts. This means that those who mails, educated, young or Hindus, and those with assets or criminate power have more exposure to the mass media than others comparatively, however, the young in Kerala and the educated in Andhra are more extensively exposed to the mass media in Karla other status and communication variables which seen to influence the degree of exposure. Mass media exposure increases with higher caste, larger media expenses and grater change agent contacts. It is interesting to note that media expenses do not necessarily lead to media exposure when other factors are healed constant in Andhra. This may be due to the fact that radios and newspapers are considered as markers of prestige, not just means of entertainment of information. However, it is possible that this finding is no more them a statistical quirk.

Gupta and Dyal (1995) noted that rural newspapers are in touch with the day-to-day life problems of the common man; a small scale or marginal farmer, rural artisan, village school teacher. The literature and information produced by the rural press —profile of an artisan, success story of a progressive farmer problems face s in the marketing of agree cultural produce, social superstitions and taboos in habitig
economic growth and productivity not only reflect the life in the villages, but also provide a different perspective and frame of reference for planners and policy makers. The feedback so available would be of great help for reorienting development planes. Like the local radio stations, the rural press also serves as the source of information about various schemes, plans, projects and facilities available like credit seed, fertilizer.

UNESCO (1982) study the rural newspaper in Africa, the rural press ensures a dialogue between “rural environment and urban environment”. A significant feature of the rural press is its closer identity with the people on account of emotional and linguistic affinity. the English language newspapers are more analytical in their approach and are interested in broader subjects like functioning of international institutions, legislative reforms, separation of the judiciary from the executive, economic reforms etc. The author says that they do not articulate the urges of the common man; whereas the editors of rural of district newspapers give greater importance to the problems concerning the common man—unemployment, rising prices, low and order difficulties at the local level, etc. The rural newspapers are in contact with the grass root levels, and are aware of the local problems, will be able to communicate in the language and idiom that the people understand.

Jain (1979) suggested that a rural newspaper can have a great and loyal relationship, if it can also fight for its readers. Not a day passes without an injustice being perpetrated on a village community by the reach few or the underlings of bureaucracy. Like a social worker, a rural paper can win the people’s confidence and trust if it takes sub their courses in a crusading spirit.

Yadava (1994) suggested that rural life and culture should become the focus of news coverage. It will attract the advertiser for marketing their goods and services in rural areas such a reorientation of press would also facilitate the present national campaign on literacy. The author observed that many a times many of those who are literate under literacy mission tend to relapse in to literacy for non arability of any suitable reading material. Such a movement for rural press will supplement and compliment not only our national campaign for universal literacy and also many other development programmes and campaigns. As a matter of fact of the press and other
mass media reaches rural masses in adequate measure, it will lead to strengthening of democracy and ushering in social and cultural change.

Kothari (1981) in his book pointed out that Acquisition of a minimum education level greatly raises a person’s skill and his capacity to enter the employment market; it also raises his sense of potency and his ability to relate himself to the outside world, his sense of political efficiency, and his general self-confidence and sense of dignity. The author think that “if the rural press were to serve its functions of “reinforcing literacy” or preventing readers from lapsing is to illiteracy once again, it would have fulfilled a task of great national importance, and particularly so in developing countries where illiteracy continues to be a serious problem.

Bhanawat (1995) in his paper “electronic media and rural programmes”, recapitulates briefly the rural development programmes relayed through Akashvani and Doordarshan. Some of these programmes are covered by farm and home unit of Akashvani and Krishi Darshan in the television. Bhanawat has pointed out that since television programmes are primarily entertainment and film based, meant largely for urban audience, these have not been able to establish proper ambience and dialogue with the rural population there is, there for, an imperative need to revamp the quality and emphasis of these programmes.

Etienne (1985) in study “Rural development in Asia” gave a detailed and absorbing account of slow and silent change across of Asian villages. He discussed five countries of Asia – Afghanistan, Bangladesh, Chain, India and Pakistan and he conclude that in the rural world in Asia there have been signs of change. The enormous areas of extreme poverty in east Utter Pradesh an Bihar are beginning to stir, Jaisalmer in the heart of than desert is beginning to emerge from isolation. About Chain asphalt or good metals roads are no more as rare as they were moreover during the authors first visit to Chain in 1953. the network has improved. the current rural development strategy of Chain emphasizes the need to diversify the rural economy and the liberalization of system creating more employment and income opportunities farmers produce more, sell more which wide us the scope for trade, transportation manufacture of handicrafts and even small privately owned workshops. In China rural newspapers are agreed to cater to the need of peasants
and rural folks who are showing a growing in trust in management techniques, science and techniques.

**Schramm (1964)** in his book, “mass media and national development”, considered rural newspapers as one of the great movers of national development. Such a newspaper gives the neo-literate region to learn to read better and makes public participations in governmental policies more informed, relevant and meaningful. A part from broadening the actual educational base of it readers, the rural papers break down the barriers of isolation and provide written material to the villages who have learnt to read show that they can apply their reading ability to increase their production. It is a catalyst of change and growth.

**Lasswell (1967)** suggested that mass media may be used for surveillance of the environment, correlation of the part of the society in responding to the environment, and transmission of social heritage from one generation to the other.

**Ray (1995)** in his study suggested that communication planning is a much-needed accelerator in most rural development programmes if they are to benefit the poor. Integrated communication planning in rural development can help to motivate people interests, needs and possibilities, and ensure that development proceeds smoothly as an integrated process and facilitate the achievement and maintenance of benefits for the poorest populations. The author is of the view that Communication planning is a broad concept, denoting a wide range of communication recourses, tools and method like mass media, interpersonal including traditional forms, institutional forms, as well as the activities of people at any level of the development programme who educate and influence other people.

**Fischer (1979)** in his study categorized communication in to original and inter mediatorial, the former including signal(Symbol, flag or sign), word and sound (Speech, device, slogan or rumour), arrangement (Assembly, ceremony and demonstration), while the letter includes press (pamphlet, leaflet, newspaper, magazine, wall poster), broadcast (radio, Television, folk-song), picture (drawing, carton porter, photo), film (documentary or newsreel), and stage and literature (political, theater, political literature and political song). Further, Mc Croske pointed out two dimensions of communication: (a) Transmission Vs. Stimulation, and (b) Purposeful vs. Accidental.
Joshi (1989) has suggested that time has come to redefine communication as an art which can only be learnt through active involvement in the process of social living. The national communication patterns needed to reflect the change from a foreign to an endogenous development model. Such a formation must serve to Marshall notional resource, strengthen the coordination of existing or planned infrastructures, and facilitate national choices with regard to means disadvantaged, and help in strengthening cultural identity and national independence. The future communication policy must aim at a judicious synchronization of the mass media which are the products of the communication revolution and the indigenous communication system.

Yadava (1979) in his study suggested that mass media had a very limited reach in rural area, their programme content are also of little relevance to the daily life of the rural masses, to their information needs and aspirations. They have failed to carry the plans and development programmes into every home in the language and symbols of the people. Although the radio has been marginally effected in the area of agricultural broadcast through Krishi Jagat and other programmes, neither the radio nor other mass media have been able to develop in the rural people the critical consciousness capable of contributing to and influencing their society. Despite occasional radical public pronouncements and well meaning policy statements in favour of the disadvantage group, organizational expansion of these media has merely contributed to empire-building and urban bais.

Schramm (1964) in this book mass media and national development explores the hypothesis that an adequate flow of information in particular an appropriate use of mass media could make a substantial contribution to national, economic and social development. According to Schramm the problem of developing nations to mobilize resources for modernizing many of their life patterns and in doing so, do bring about the necessary social change speedily. This is where information becomes important. To achieve social change, people must be informed; persuaded and educated. Information must have a two-way flow. In most developing countries, mass media in under used and underdevelopment.

Doob (1961) Studied the conditions at the birth of mass media in Africa and the variable involve in understanding and using communication at that stage of development. A major part of the study is concerned with the need to understand the
conditions which exist due to the confrontation of new and old communication systems. On the one side is the need to be aware of local culture and symbol systems in using the media. Doob observed that many a communication systems failed because they were not adapted to the local culture.

**Jain (2003)** In his study found that mass media too has not played any significant role in information dissemination this can be attribute to the fact that the reach of mass media is more in urban areas. Only the commercial programmes are popular. The information programmes broadcast on T.V. and radio appear to the Uninteresting to villages for no one wants to see / listen to them there is so much bureaucratization in government that only those scripts which conform to government ideology are passed and other others are rejected. The author is of the opinion that there is no effect to make to programmes more meaningful and appealing . Universal packages are made for the whole country irrespective of difference in language, culture, rituals, farming practices etc. The time slot allocated to the programmes is so late that no one watches them. The prime time goes to soap operas, chitraboar. Chaya-geet and serials because these are what bring viewership and sponsorships.

**Rao (1992)** conducted a study in five selected villages in the Pune region of Maharashtra. The main objective was to study the role performance and effective performance of television as an instrument of culture- change and development. The main finding of the study suggested that the television helped in creating political awareness and generating interest on current issues seems to be limited. In this context, newspapers have been observed to pay the major role and the contribution of the radio is also meager. The frequent exposures to daily newspapers are in a better position to explain the topical issues at the regional, national and international levels. Political awareness is found to be basically associated with literacy. The exposure of the illiterates to radio or television does not see to contribute towards assimilation of any political knowledge. The main problem is lack of comprehension to digest such information. Their selection is, therefore, limited to entertainment item. (pp.16&223)

Although there have been a number of studies on mass media only few specific study has been made on the potential role and impact of mass media on Indian society and particularly on scheduled castes in Rohtak district of Haryana. It
is, therefore, intended to take up a research study in at a time when this potential medium is being decentralized and the challenges are innumerable.