Appendix I

For Adult Citizens

POLITICAL COMMUNICATION:
A COMPARATIVE STUDY OF MASS-MEDIA

1. Are you interested in "Political Communication"?
   Yes/No...........................................

2. How do you define "Political Communication"?
   (Please mention in 5-7 sentences.)

3. What are the Political Communication channels with you are more exposed to?
   (Kindly mark ( ) your response)
   (1-very great ext, 2-to great ext, 3-some ext, 4-not at all)

   - TV
   - Press
   - Radio
   - Political campaigning
   - Politicians
   - Party in power
   - Opposition parties
   - Others (pl. specify)

4. Do you think that these channels are credible?
   (Kindly mark ( ) your response to indicate credibility)
   (1-very great ext, 2-to great ext, 3-some ext, 4-not at all)

   - TV
   - Press
   - Radio
   - Political campaigning
   - Politicians
   - Party in power
5. Are you satisfied with the kind and amount of the political content?
Yes/No.............
Why?

6. Do you think that Political Communication in mass media (like TV, Radio, Press) project balanced picture?
(non-biased information is considered here as balanced picture)
(Yes/No)............... 
Please state the reasons for your above mentioned response.

7. Do these channels make people politically conscious?
(Kindly mark ( ) your response)
(1-very great ext, 2-to great ext, 3-some ext, 4-not at all
TV
Press
Radio
Political campaigning
Politicians
Party in power
Opposition parties
Others (pl. specify)

8. Do you think that present methods of political communication channels aim at building up of public opinion?
(Kindly mark ( ) your response)
(1-very great ext, 2-to great ext, 3-some ext, 4-not at all
TV
Press
Radio
Political campaigning
Politicians
Party in power
Opposition parties
Others (pl. specify)
9. How do you rate "Presentation" of political contents?
   (Kindly mark ( ) your response)
   V.good Good Fair Poor

TV
Press
Radio
Political campaigning
Politicians
Party in power
Opposition parties
Others (pl specify)

10. How is Political Communication in following channels:
    Propagative or informative?
    (Kindly mark ( ) your response)
    Propagative Informative

TV
Press
Radio
Political campaigning
Politicians
Party in power
Opposition parties
Others (pl. specify)

11. How far Govt. ownership of the medium affects the political
    content of communication?
    (Kindly mark ( ) your response
    1-very great ext. 2-to great ext. 3-some ext. 4-not at all

Presentation
Content
Impact
Propaganda
Information
Autonomy
Opposition parties view
Ruling party's interest
Others (pl. specify)
12. What political content do you expect more from these channels?

TV
Press
Radio
Political campaigning
Politicians
Party in power
Opposition parties
Others (pl. specify):

13. Can these political Communication channels bring political consciousness?

Yes/No
If yes why? If no Why?

TV
Press
Radio
Political campaigning
Politicians
Party in power
Opposition parties
Others (pl. specify)

14. What measures do you suggest to make political communication more capable of opinion-building?

TV
Press
Radio
Political campaigning
Politicians
Party in power
Opposition parties
Others (pl. specify)
Personal bio-data

| Name       | : |
| Sex        | : |
| Age        | : |
| Education  | : |
| Occupation | : |
| Family Income Annual | : |