CONTENT

Preface

List of Illustrations
List of Graphs
List of Tables

Introduction and Research Method:
- Definition of political communication
- Scope and limitation
- Objectives of the thesis
- Hypothesis of the thesis
- Research method, technique, tool
- Sample size & procedure
- Data analysis framework
- Content analysis framework

Survey of literature:
- Reach & extent of the mass media
- How does it function?
- Content & presentation
- Policy aspect
- Filters and barriers

Content Analysis:
- Information
- Space/Duration
- Area
- Presentation style
- Production agency
- Language

Political Communication through Mass Media:
Communicators' Perceptions:
- Effectiveness of political communication
- Content
- Presentation
- Public opinion formation
- Censorship
- Autonomy
- Interpersonal communication and
  mass communication
- Political awareness
- Role of the mass media in democratic
  country

Political communication through mass media:

Adult Citizens' Perceptions:

- People's involvement in politics
- Knowledge of and exposure to political
  communication
- Credibility of mass media messages
- Effectiveness of mass media content
- Basic elements of democracy
- Opinion building through political
  communication through mass media
- Attempts at creating political awareness

Flaws of Political Communication and their Removal:

- Loss of credibility
- Communication not "information carrier"
- No accountability to people
- No commitment to political awareness
- Form maintained, substance lost
- Biased projection
- Revolving round party in power
- No effective feedback mechanism
- Print medium's limitations
- Vital issues of national interest
  neglected
- Restrictions made big barriers
- Lack of free flow of information
- Dissatisfactory performance
- Issue of Autonomy to Government-owned
  media
- Popular movements & people's aspirations
- One way communication; participatory
  approach needed
- Need of echoing public voice
- Imparting knowledge of rights & duties of people and elected representatives
- Mass communicators desirous of shift
- Micro and Macro level information
- Election-oriented media performance
- Remedial measures
- Reorientation training
- Coping up with the fast changing world
- Ombudsman
- More community viewing and listening
- Bridge between people and government

A Perspective:

- Pre-requisites
- People-centered data collection
- People-oriented data processing
- People-oriented data analysis and interpretation
- People-oriented projection and presentation
- People-oriented feedback mechanism

Appendix:

1) Interview schedule for adult citizens
2) Interview guideline for political communicators
3) Proforma for content analysis
4) Code of conduct for broadcast media

Bibliography:

Acknowledgement