Chapter-VI
VI.0 Research work can be defined as a set of procedures for gathering reliable information under controlled conditions of observations in such a way that objective conclusions can be reached with a minimum of error. The objective conclusion is a means by which media or media related management can seek solutions to the many practical problems they face. Research studies on mass communication follow the general pattern of science. It begins with the assumption that its subject matter is orderly and therefore cause and effects relationships can be found. The scientific methods generally begin with a careful specification of the research problem. It may obtain accurate discriptions, or it may test a hypothesis related to an explanatory theory. In both the cases the important step is to review carefully what earlier research has shown about the problem. The key word in psycholinguistic research is linguistic observations in which sensory impression are transformed into data by the act of recording them as symbols. In scientific researches data can be processed and analysed by applying statistical techniques. The validity of this technique is the degree to which a measurement procedure actually assesses what it is designed to measure. It also
refers to the consistency with which it measures the communicative effects.

In the present chapter we have made an attempt to summerise the discussion carried out in earlier chapters and to draw the conclusions based on the deliberations presented earlier.

Section 'A' presents here a chapter wise summary of the psycholinguistic dimensions of communication management. The section 'B' of the chapter presents the conclusion drawn in the study.

Section ‘A’: Summary of the Study

The Chapter I is the Introduction of the study. It comprises of six sections dealing with various aspects of the study. The section (A) of this chapter mainly deals with the Historical setting of Urdu print media. It briefly presents almost 200 years old historical development of Urdu literal communication network. The developmental stages of Urdu print media has been divided into the following three stages.

(a) First stage (1882-1900)

(b) Second stage (1901-1947), and

(c) Third stage (1947- till date)
The section 'B' of this chapter briefly reviews the work on Urdu mass media. It classifies work on Urdu print media in the following categories:

(i) Studies that deals with the historical development of Urdu print media.

(ii) Studies that covers socio-cultural aspects of Urdu print media.

(iii) Studies dealing with the linguistic problems of Urdu print media.

(iv) Studies related to communicative aspects of Urdu print media.

Section 'C' presents the historical setting of Urdu Oral communication network. It briefly traces the development of broadcasting in India. To present a crystal clear picture of the historical development of Indian broadcasting, it classifies the development into the following stages:

(a) Pre-Independance stage. (1927-1947).

(b) Post-Indepednance stage (1947- till date).
It briefly analyses the development of Urdu Service in All India Radio. It also presents a brief history of Doordarshan in India.

In the section ‘D’ of this chapter a theoretical background of communication studies has been presented. Communication theories are general theoretical paradigms that provide basic and analytical framework for human society and individual communication experience. Over the last few decades there has been increasing interest in communication studies resulting in a number of communication theories presented in the following sub-sections:

(I) Western Communication theories:-

(a) Hypodemic model of communication theories

(b) The consistency theory of communication.

(ii) Indian communication theories:-

The section ‘E’ of this chapter mainly revolves around the methodology used in the present study. In this psycholinguistic study Coordinated Management of Meaning theory has been employed to investigate the communicative strategies of news editors and to explore its impact on the target audience. It has
been supplemented by some other psycholinguistic experiments like, the experiments of semantic relatedness and statistical dimensions of lexical choice. To explore the impact of these strategies a psycholinguistic analyses of the effect of presupposition, assertion and implications has also been made.

Section ‘F’ of this chapter presents the scope of the study and also examines various styles of expressions like Expressive Style, Directive Style, Problem Solving Style and Meta Communicative Style.

In the II Chapter of this study a linguistic manipulation in Urdu literal and oral communication network has been presented. By employing theoretical concept of Coordinated Management of Meaning Theory (CMM) a proper assessment of linguistic manipulations has been made to establish the communication strategies of Urdu news editor. The chapter has examined the role of pre-figurative and practical forces in communication management. It further examines the role of simplification of expressions in communication management with the assumption that the simplification of expression helps in disseminating informations through a simple and effective code which is easy to be decodified. The role of linguistic manipulations like Nativization, Phonological modifications, Hybridizations and
Semantic manipulations, in reducing incongruency has also been examined. It is believed that linguistic manipulations reduce the possibility of incongruency and inaccuracy and make the message ultra informative.

In the III Chapter Statistical techniques have been applied to measure the communicative range of lexical items of Urdu news media. The study provides accurate and numerically observed observations about the preference of words of shorter length and larger length. The number and the frequency of occurrence of the words of Urdu Communication network has been placed in relative positions to find out the preference of the news editors of Urdu media. Thus, several linguistic factors contribute towards communication success at semantic level of communication in which code and style in message formulation are crucial.

It shows that the different aspects of Statistical structure of language influence message processing. The first is the relative frequency of verbal elements. The study indicates that print media prefer elements that require least efforts to write. Urdu print media devise code system in such a way that frequently used items become simpler. This trend is not very much noticeable in oral communication network. The statistical analysis of this chapter indicates that the relative frequency strongly effect areas
of communication behaviour. Words with high frequency are perceived and memorized faster and more accurately than unfamiliar words. The findings of the present chapters further confirm that a word that occurs one per million words requires about five hundred million seconds while a words with high frequency needs only fifty milli second to be recognized by the decoder.

The IV Chapter of this study presents the psycholinguistic dimensions of word-meaning relationship. In this chapter attempts have been made to critically review the different theories of word-meaning relationship. In the section I of this chapter, the Indian theories of word-meaning relationship has been examined critically. It briefly presents the Bharatarihari's concept of word-meaning relationship.

In the section II of this chapter various Western theories have been critically examined. The Western theories like Essentialism, Non-Essentialism have been discussed in detail.

In the next section some of the prominent linguistic theories like, theory of semantic differential, feature theory, have been discussed thoroughly.
The last section of this chapter presents a psycholinguistic analysis of word-meaning relationship. A psycholinguistic experiment based on the principles of semantic relatedness has been carried out to assess the word meaning relationship of expressions used in Urdu communication network.

The V Chapter of this study presents a theoretical analysis of message effects within the domain of structural relation and meaning relation. This chapter restricts itself to analyse considerations to make strategic decisions about the content, style, and medium of messages produced to achieve certain effects. The discussion on the impact of communication management on message effect has been presented in the following sections:

(i) Mental model and message effect.

(ii) Methodological issues in the study of message effect and message comprehension.

(iii) Premises about message effect.

(iv) Structure relations in discursive constructions and

(v) Message effect: A psycholinguistic perspective.
The last section of this chapter, Message effect: A psycholinguistic perspective makes an experimental study in psycholinguistic perspective. The results of this study indicates that implication, presupposition and assertion are not significantly discriminated from each other in the recall of news items. It further shows that there is no way for a news editor to predesign a news item by semantic category so that some element can be recalled better than other.

Section 'B': Conclusions:

The section 'B' draws the following conclusions:-

(i) Linguistic Manipulations play a vital role in Communication Management. The linguistic strategies like, Nativization, Hybridization, and Semantic manipulation make a news heading ultra communicative.

(ii) On the basis of numerically observed observations, it can be said that the statistical structure of words strongly effects the areas of communication behavior. It also indicates that words with high frequency need less time to be recognized by the decoder in comparison of words with low frequency of occurrence.
(iii) Semantically related words are comprehended more effectively than those which are not directly related to each other. and

(iv) The Semantic categories like Implication, Presupposition, and Assertion do not have a real impact on message effect. However, it is assumed that directly asserted informations are fairly well understood by all.