ABSTRACT

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. In the present study the objective conclusion is a means by which media or media related management can seek solutions to the many practical problems they face. This study on mass communication proposes to follow the general pattern of psycholinguistic principles. The psycholinguistic methods generally begin with a careful specification of the research problem. It generally begins with a careful specification of the research problem. It may obtain accurate descriptions, or it may test a hypothesis related to an explanatory theory. In both these 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 impressions are transformed into data by the act of recording them as symbols. In psycholinguistic research data can be processed and analysed by applying statistical techniques. The validity of this technique is the degree to which a measurement procedure actively assesses what it is designed to
assess. It also refers to the consistency with which it measures the communicative effect.

In this backdrop, it is observed that linguistic manipulations cause communicative problems. The news-editors are hence posed with multifarious and serious communicative problems, requiring timely but complete, reliable, and up-to-date research in this area.

A psycholinguistic analysis of the available data can provide solutions to the problems of communication. Keeping this fact in mind, the present study examines the oral and literal communication network of URDU by employing psycholinguistic principles.

The Chapter-I "Introduction" briefly presents the historical development of Urdu literal communication network. The second section of this chapter critically reviews the work on Urdu mass-media. The section 'C' presents the historical setting of Urdu oral communication network. In section 'D' of this chapter we propose to present a theoretical background of communication studies. The section E of this chapter will present the methodology used in the present study. The last section of this chapter presents the scope of this study.
The II Chapter of this study mainly deals with the linguistic manipulations in Urdu literal and oral communication network. To assess linguistic manipulations in Urdu oral and literal communication networks, the study proposes to employ the theoretical concept of Coordinated Management of Meaning Theory (CMM). It will further examine the role of pre-figurative and practical forces in communication management. It may also attempt to analyse the process of nativization, phonological modifications, hybridizations, and semantic manipulations.

The linguistic manipulation in Urdu literal and oral communication network will be examined with a belief that linguistic manipulations reduce the possibility of incongruency and inaccuracy and make the message highly informative.

In the III Chapter attempts will be made to present the statistical dimensions of lexical choice. The statistical analysis will be carried out in this chapter with the assumption that the different aspects of statistical structure of language influence message processing. The study is carried out with an assumption that print media prefer linguistic elements that require least efforts to write. This assumption leads us to the fact that 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 present study will also analyse the relative frequency of the words used in communication with the belief that relative frequency strongly effects areas of communication behaviour. This analysis will be made with the assumption that words with high frequency are perceived memorized faster and more accurately than unfamiliar words.

In the IV Chapter of this study we propose to present the psycholinguistic dimensions of word meaning relationships. In this chapter attempts will be made to critically review the different theories of word-meaning relationship.

In the first section of this chapter, Indian theories of word meaning relationship will be examined critically. It will briefly present the Bharatihari's concept of word-meaning relationship.

The second section of this chapter will analyse various Western theories of Communication. The Western theories like Essentialism. Non-Essentialism, will be discussed at length. The next section will present some of the linguistic theoretical concepts related to word-meaning relationship.
In the last section of this chapter attempts will be made to take up a psycholinguistic analysis of word-meaning relationship. A psycholinguistic experiment based on the principles of semantic relations will be carried out to assess the word-meaning relationship of words used in Urdu literal and oral communication network.

The V Chapter of this study proposes to analyse message effects within the domain of structural relations and meaning relations. This chapter will restrict itself to analyse consideration to make strategic decision about the content, style, and medium of message produced to achieve certain effects. The impact of communication management on message effect will be presented in the following section.

(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.
(v) Message effect: A psycholinguistic perspective.

In the Final Chapter of this study, Summary and conclusions of the discussions presented in the earlier chapters, will be presented.