QUESTIONNAIRE

Given here is a copy of the survey questionnaire. Different categories were listed in "occupation" and the place of reading of the newspaper by non-subscribers since these varied in urban and rural areas. As the pre-test yielded different categories of income in urban and rural areas, two more levels were added, that is "upto Rs. 500" and "Rs. 501 to 1000" in the questionnaire. The questionnaire was personally administered to the respondents, especially in the rural area and their responses marked in the questionnaire.

I. RESPONDENTS' PERSONAL PARTICULARS

1. Name  
2. Sex  : Male/Female  
3. Marital Status  : Married/Unmarried  
4. Age  :  
   a. Below 20 years  
   b. 20-29 years  
   c. 30-39 years  
   d. 40-49 years  
   e. Above 50 years  
5. Education  :  
   a. Literature  
   b. Below S.S.C  
   c. Intermediate  
   d. Graduate
<table>
<thead>
<tr>
<th>6. Occupation</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a. Senior management/Executive/Officer</td>
</tr>
<tr>
<td></td>
<td>b. Clerk-Sales/Service</td>
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<tr>
<td></td>
<td>c. Businessman</td>
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<tr>
<td></td>
<td>d. Self-employed</td>
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<tr>
<td></td>
<td>e. Others</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Rural</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Government Service</td>
</tr>
<tr>
<td></td>
<td>b. Cultivation</td>
</tr>
<tr>
<td></td>
<td>c. Business</td>
</tr>
<tr>
<td></td>
<td>d. Professional employment</td>
</tr>
<tr>
<td></td>
<td>e. Student</td>
</tr>
<tr>
<td></td>
<td>f. Housewife</td>
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<tr>
<td></td>
<td>g. Unemployed</td>
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<tr>
<td></td>
<td>h. Labour</td>
</tr>
<tr>
<td>7. Income (monthly)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Upto Rs. 500</td>
</tr>
<tr>
<td></td>
<td>b. Rs. 501-1000</td>
</tr>
<tr>
<td></td>
<td>c. Rs. 1001-2000</td>
</tr>
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<td></td>
<td>d. Rs. 2001-3000</td>
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<td></td>
<td>e. Rs. 3001-4000</td>
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<td></td>
<td>f. Rs. 4000 and above</td>
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</tbody>
</table>
8. Mother tongue
   a. Telugu
   b. Urdu
   c. Others (Specify)

9. Languages known
   Telugu, English, Hindu, Urdu, Other (Please specify)

II MASS MEDIA HABITS AND EXPOSURE

10. Do you subscribe to a Telugu newspaper? : Yes/No

11. Which Telugu newspaper do you subscribe to? :
    Eenadu, Udayam, Andhra Jyothi, Andhra Prabha, Andhra Bhoomi, Prajasakti

12. If you do not subscribe which Telugu newspaper do you read? :
    Eenadu, Udayam, Andhra Jyothi, Andhra Prabha, Andhra Bhoomi, Prajasakti
13. How frequently do you read newspaper? : Regular
                  Often
                  Irregular

14. If you don't subscribe, where do you read the newspaper? :
                  Rural
                  a. Tea-shops
                  b. Gram Panchayat Office
                  c. Neighbours
                  d. Friends & Relatives
                  Urban
                  a. Borrow from neighbours
                  b. Office copy
                  c. Read in Library
                  d. Other sources
                      (Please specify)

15. Do you read magazines: Yes/No

16. If yes, how frequently:
                  a. Regular
                  b. Often
                  c. Never

17. Name the magazine you read:

18. Do you see films: Yes/No

19. If yes, how frequently:
                  a. Regular
                  b. Often
                  c. Never
20. Why do you read a newspaper?
   a. For news and information
   b. For entertainment
   c. For advertisement
   d. Any other reason(s) (specify)

21. How much time do you spend daily on reading a newspaper?
   a. Less than half an hour
   b. Half an hour
   c. One hour
   d. More than an hour

22. Do you read more than one newspaper?
   Yes/No

23. If yes, which newspaper do you read?
   a. Eenadu
   b. Udayam
   c. Andhra Bhoomi
   d. Deccan Chronicle
   e. Andhra Prabha
   f. Newstime
   g. Indian Express
   h. The Hindu
   i. Andhra Jyothi
   j. Prajasakti
   k. Others (specify)
24. Where do you have access to the second newspaper?
   a. Subscription
   b. Office
   c. Library
   d. Neighbours
   e. Others

25. How many people read your copy of newspaper?
   a. Family members (number)
   b. Neighbours (number)

26. Do you read editorials in the newspaper?
   a. Regularly
   b. Often
   c. Never

27. What is your opinion regarding the editorials in newspaper?
   a. Interesting to read
   b. Informative and enlightening
   c. Any other comment

28. Which of the following items do you read in newspaper?
   Regularly
   Often
   Never
   a. Local News
   b. Regional News
   c. National News
   d. Foreign News
29. What kind of news interests you? (Give in order of preference)
   a. Political news
   b. Economic news
   c. Social news
   d. Science news
   e. Agriculture
   f. Legislature/Parliament proceedings
   g. Sports
   h. Human interest
   i. Features
   j. Articles
   k. Investigative reports
   l. Letters to the Editor
   m. Serial/entertainment
   n. Cartoons/comics

30. How often do you read Sunday magazine supplements in a newspaper?
   a. Regularly
   b. Often
   c. Never

31. What features/columns in the Sunday magazine supplement do you read
   Regularly
   Often
   Never
32. Do you read advertisements in newspaper: Yes/No

33. If yes, please mark the type of advertisements that you read:

a. Product Advertisements
b. Film Advertisements
c. Matrimonial
d. Appointments
e. Sale/Rental/Hire Advertisements
f. Educational opportunities
g. Tender Notices

34. What is your opinion regarding the number of advertisement in newspapers:

a. Too many
b. Adequate
c. Too less
d. Can not say
35. What do you feel about the language used in newspaper?
   a. Difficult to understand
   b. Easy to understand
   c. Can not say

III. MEDIA PROFILE & PREFERENCES

36. Do you own a radio/Television set? : Yes/No

37. How frequently do you listen to radio/see TV:
   Radio
   a. Regular
   b. Often
   c. Never
   Television
   a. Regular
   b. Often
   c. Never

38. What is your assessment regarding the political bias of the newspaper you need?
   Name of the Party            Pro     Anti    Neutral    Cannot say
   1. Congress-I
   2. Telugu Desam Party
   3. CPI/CPM
   4. Bharatiya Janata Party (BJP)
   5. Janata Dal
39. What kind of programmes do you listen to over the radio/see on television?

**RADIO**

- a. Films & Film-based programmes
- b. News/Current affair programmes
- c. Drama
- d. Development-oriented Programmes
- e. Agricultural Programmes
- f. Others (Children’s programmes, etc)

**TELEVISION**

- a. Films & Film-based programmes
- b. News/Current affair programmes
- c. Serials
- d. Development-oriented Programmes
- e. Agricultural Programmes
- f. Others (Children’s programmes, etc)

40. Do you think

**RADIO**

- a. Is controlled by people in business/politics
- b. Suppress opposition's views
- c. Raise sensational rather than serious issues
- d. Are cut off from reality
- e. Never highlight problems of the poor
- f. Create myths and misleads masses
NEWSPAPERS

a. Are controlled by people in business/politics

b. Suppress opposition's views

c. Raise sensational rather than serious issues

d. Are cut off from reality

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TELEVISION

a. Is controlled by people in business/politics

b. Suppresses opposition's views

c. Raises sensational rather than serious issues

d. Is cut off from reality

e. Never highlights problems of the poor

f. Creates myths and misleads masses

41. In your opinion, which media is more credible: Newspaper/Radio/TV

42. In your opinion, which media is more informative Newspaper/Radio/TV

43. In your opinion, which media is more educative Newspaper/Radio/TV

44. What do you think of language used in radio and television programmes?
RADIO

a. Very difficult to understand
b. Difficult to understand
c. Not very difficult to understand
d. Easy to understand
e. Sometimes easy, sometimes difficult to understand
f. Cannot understand

TELEVISION

a. Very difficult to understand
b. Difficult to understand
c. Not very difficult to understand
d. Easy to understand
e. Sometimes easy, sometimes difficult to understand
f. Cannot understand

45. What is your major source of news and information?

a. Daily newspaper
b. Magazine
c. Radio
d. Television
e. Others (specify)

IV. AWARENESS OF RESPONDNETS

46. Are you aware of the following developments?

1. Waiver of cooperative loans: Aware/Not aware
2. Andhra Pradesh to privatise power generation: Aware/Not aware
3. Andhra Pradesh Government's hardened stance on naxalites: Aware/Not aware
4. Telugu Ganga controversy: Aware/Not aware
5. Sinking of Buddha statue in Hussainsagar: Aware/Not aware
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<thead>
<tr>
<th></th>
<th>Aware/Not aware</th>
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<tbody>
<tr>
<td>6.</td>
<td>Defeat of Benazir Bhutto in elections</td>
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<td>7.</td>
<td>Asaid games held at Beijing &amp; India's performance</td>
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<td>8.</td>
<td>Bodo agitation in Assam</td>
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<td>9.</td>
<td>Year of the Girl Child</td>
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<tr>
<td>10.</td>
<td>Immunisation of Children (Univer-salisation of immunisation in 1990)</td>
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1. Waiver of cooperative loans
2. Andhra Pradesh to privatise power generation
3. Andhra Pradesh Government's hardened stance on naxalites
4. Telugu Ganga controversy
5. Sinking of Buddha statue in Hussainsagar
6. Defeat of Benazir Buutto in elections
7. Asaid games held at Beijing & India' performance
8. Bodo agitation in Assam
9. Year of the Girld Child
10. Immunisation of children (Univer-salisation of immunisation in 1990)

If aware, name source/sources of your information:
- Newspapers
- Radio
- T.V
- Others (specify)
V. ATTITUDES OF RESPONDENTS

48. Do you think that

Yes    No    Cannot say

1. The system of dowry should be abolished?

2. Women should get equal pay for equal work?

3. Harijans should be allowed into temples?

4. Low caste persons should be allowed to live in upper caste localities?

5. Inter-caste marriages should be encouraged?

6. Adults can learn to read and write at a later age?

7. It is immaterial whether one has sons or daughters?

8. Elections are important and necessary?

9. A vote is valuable?

10. Newspapers should be allowed total freedom?
A list of the following lexical innovations was administered to respondents to assess their comprehension of the terms.

I. LOAN TRANSLATIONS (CALQUES)

1. vardhamaana deesaalu developing countries
2. sahaja vaayuvu natural gas
3. tritiiya prapancha deesaalu third world countires
4. vaama paksaalu leftist parties
5. raastrapati paalana president's rule
6. bhaashpa vaayuvu tear gas
7. abhijna vargaalu knowledgeable sources
8. anubandha prasna supplementary question
9. bhadrata samiti security council
10. saanti charchalu peace talks

II. LOAN BLENDS

1. mantrivarga raajinaamaa resignation of the cabinet
2. railu pramaadam train accident
3. baaleet patram ballot paper
4. pooliisu bandoo bastu police protection
5. bhaarii varshaalu heavy rains
6. Chauka dukaanam fair price shop
7. diisel Koratha shortage of diesel
8. karuvu bhatyam dearness allowance
9. kallolita prantam disturbed area
10. akhila paksha kamiti all-party committee
III. LOAN WORDS

1. julum  
oppression, atrocity
2. tanikhi  
investigation
3. vaapasu  
return
4. namoodu  
registration
5. pending praject  
pending project
6. kamisan  
commission
7. hay koortu  
high court
8. saspendu  
suspend
9. eks ree  
x-ray
10. kampeeni  
company

IV. COINAGES

1. asammati vargam  
dissidents
2. utpatti daru  
manufacturer
3. widroha charya  
sabotage
4. aapaddharma prabhutvam  
caretaker government
5. agra raajyaalu  
super powers
6. eguru veeta  
launching (of a rocket)
7. saavadhaana tiirmaanam  
call attention motion
8. egaveeta daaru  
tax evader
9. atyaachaaraalu  
atrocities, excesses
10. pranaalika  
plan
### V. PARAPHRASE

<table>
<thead>
<tr>
<th>English</th>
<th>Telugu</th>
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<tbody>
<tr>
<td>hijack</td>
<td>balavantamga daarinallinchu</td>
</tr>
<tr>
<td>non-aligned</td>
<td>eeraajya kuutaanikii chendani</td>
</tr>
<tr>
<td>meanwhile</td>
<td>idiilaa undagaa</td>
</tr>
<tr>
<td>mislead</td>
<td>tappu doova pattinchu</td>
</tr>
<tr>
<td>obsolete</td>
<td>adhikaara wargam</td>
</tr>
<tr>
<td>bureaucracy</td>
<td>adhikaara wargam</td>
</tr>
<tr>
<td>emergency</td>
<td>aatyaika paristhitii</td>
</tr>
<tr>
<td>defection</td>
<td>paartii marpidi</td>
</tr>
<tr>
<td>intervene</td>
<td>madhyalo jookyam cheesukontu</td>
</tr>
<tr>
<td>spokesman</td>
<td>adhikaara pratinidhi</td>
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### VI. SEMANTIC REINTERPRETATION

<table>
<thead>
<tr>
<th>English</th>
<th>Telugu</th>
</tr>
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<tbody>
<tr>
<td>electricity</td>
<td>vidyuttu</td>
</tr>
<tr>
<td>freezing</td>
<td>sthambhana</td>
</tr>
<tr>
<td>withdrawal (of candidate, etc)</td>
<td>upasamharana</td>
</tr>
<tr>
<td>professor</td>
<td>aachaaryudu</td>
</tr>
<tr>
<td>radio</td>
<td>aakasavaani</td>
</tr>
<tr>
<td>missile</td>
<td>kshipani</td>
</tr>
<tr>
<td>strategy</td>
<td>vyuuham</td>
</tr>
<tr>
<td>air-hostess</td>
<td>aakasakanya</td>
</tr>
<tr>
<td>fuel</td>
<td>indhanam</td>
</tr>
<tr>
<td>astronaut</td>
<td>vyoomagaami</td>
</tr>
</tbody>
</table>
VII. SEMANTIC EXTENSION

1. sawaal  (question) challenge
2. dubaara  (twice) spendthrift, wasteful
3. daakhalu  (entry) to file petition
4. snaatakootsavam (originally, holy bath taken after one's education)  convocation
5. nilwa (originally, that which is stationery)  convocation
6. sthanam (original, one's place)  seat in parliament
7. sibiram (original, military camp)  camp
8. travvakaalu (originally, act of digging)  excavations
9. khan dinhhu (originally to cut)  to condemn, criticise
10. edurukonu (originally to welcome, receive)  to face problems, elections

VIII. IDIOMATIC TRANSLATION

1. donga saruku  smuggled goods
2. donga wyaapaaram  smuggling, blackmarketing
3. donga saaraayi  illicit liquor
4. donga sommu  black money
5. donga laysensu  illegal licence
6. nas taparihaaram  compensation
7. bhuutaddam  magnifying glass
8. podupu mottalu  savings
9. akrama rawaana  smuggling of goods
10. jaativivaksha  racial segregation, apartheid
<table>
<thead>
<tr>
<th>IX. POLYEXICALIZATION</th>
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</thead>
<tbody>
<tr>
<td>1. teliyacheeyu</td>
<td>to convey</td>
</tr>
<tr>
<td>2. maddattu icchu</td>
<td>to support</td>
</tr>
<tr>
<td>3. paatraku nyayam che</td>
<td>to do justice to their role</td>
</tr>
<tr>
<td>koorcaaru</td>
<td></td>
</tr>
<tr>
<td>4. nirnayam tiisukonu</td>
<td>take decision</td>
</tr>
<tr>
<td>5. pilupunicchu</td>
<td>give a call</td>
</tr>
<tr>
<td>6. visvaasaanni vyaktamcheeyu</td>
<td>express confidence</td>
</tr>
<tr>
<td>7. pedda ettuna</td>
<td>large scale</td>
</tr>
<tr>
<td>8. nirasana telupu</td>
<td>express resentment</td>
</tr>
<tr>
<td>9. tudi ruupam icchu</td>
<td>give final shape</td>
</tr>
<tr>
<td>10. spastam cheeyu</td>
<td>make clear</td>
</tr>
</tbody>
</table>