CHAPTER - 5

CONCLUSIONS AND RECOMMENDATIONS
5.0. General

Based on the results and discussion covered in Chapter 4, number of conclusions are drawn. These conclusions are incorporated in Section 5.1. In light of the conclusions drawn, suitable recommendations are made and presented in Section 5.2.

5.1. Conclusions

It has become possible from the study to draw the following salient conclusions.

1. By and large readers of newspaper subscribe to newspapers for information. Only a small number of people seem to subscribe for other reasons. Readers get inspired on their own to read newspapers. They prefer to subscribe to a newspaper which publishes more information that too immediately and also prefer to continue to subscribe to the same newspaper. There is a tendency for readers to read more than one newspaper which results in visiting the library regularly.

2. People read newspapers daily and allocate more time on Sundays and holidays to read newspapers. Hence publishers issue Sunday and holiday supplements which are popular in providing useful information.
3. The headlines attract the first attention. Newspaper readers generally find headlines appropriate in their newspapers.

4. Editorials in newspapers are not popular items for readers, whereas, politics is the main subject of discussion vis a vis information made available through newspapers. Information through cartoons is more attractive to readers.

5. In terms of satisfaction, the readers of Eenadu occupy the first place, followed by those of Udayam and Andhra Jyothi, in descending order. Topics on science and technology have not received enough of attention in all the papers.

6. In view of the readers, newspaper is a source of useful information, especially for professional development and in taking timely decisions. Published information is being utilised by educationists and professionals. Newspaper readers can take timely decisions compared to the non-readers in the light of published information.

7. Readers are satisfied with the continuity of information being published and also timely publication of information in newspapers. There is an expectation for more information than the information made available in
the newspapers. Some of the useful information escapes from the attention of the readers.

8. Readers keep a close watch on the changes in the newspapers. Information concerning the local town is the most sought after item. Information about the neighbourhood area is desired by readers in the form of the regional supplement and they prefer regional news to other news on priority basis and vernacular newspapers for information as well.

9. In quantitative terms newspapers, television and radio form the major sources of information in the decreasing order. Most of the readers of newspapers compare their information with the information available from other media. Inspite of the encouragement from the publishers, the participation of readers in providing information to newspapers, is discouraging.

10. Back volumes of newspapers are also sources of information. Inspite of utility, readers do not and cannot afford to store back volumes of newspapers in their houses.

11. Readership surveys are necessary. Users of the information can play an important role by clearly indicating their preferences and identifying the
correct source of information, through readership surveys.

12. Readers share their newspapers with others, which results in resource sharing. Many feel that the information available in the newspapers is commensurate with the price paid though desire persists for more information. Newspapers have become a part and parcel of the individual's life. Not only newspapers will survive, they will have bright future.

13. Of the parameters used in the assessment of newspapers information, utility is the primary one. Delphi analysis and assessment shows quest for information, quality of information, type of information, importance of information and utility of information in the increasing order of preference by information seekers.

14. It is possible to say that when the whole week is considered, Eenadu seems to be incorporating, though to a small extent, the opinions of public in terms of their preferences. Udayam is giving preference to politics in coverage when compared to other items. Eenadu and Andhra Jyothi devote more space for advertisements than Udayam.
15. It is not possible to say which of these three newspapers can be recommended as a good source of information for fulfilling the opinions/desires of subscribers from these results, the results only can give an indication of the trend.

16. Information desired by the readers and information present in a newspaper are at cross roads. Readers at large are not getting what all they want from what all they read, but seem to be getting only something of what they want. The methodology of comparing public opinion with content analysis is found to be suitable for studies of this type.

17. Newspaper is rated as more appropriate source when compared to radio and television. It is opined that vernacular newspapers can reach people better than others, newspapers are serving the society well and newspaper is the most sustainable method of reaching information.

5.2. Recommendations

Based on the conclusions drawn the following recommendations are made.

1. Publishers / managers of newspapers may have to provide catchy, informative and comprehensive headlines.
2. Publishers may have to cater more space to cover information regarding science and technology.

3. Information useful for professional development is required to be enhanced.

4. Prompt, speedy and accurate dissemination of information has to be made for making newspapers effective sources of information.

5. Publishers have to weigh the cost of newspapers vis-à-vis the quantity of useful information.

6. Readership surveys are necessary as a feedback at intervals in the continuing time frame.

7. Newspapers without regional supplements are advised to go for them.

8. Publishers of newspapers have to review their priorities while publishing different items of information keeping quest for information, quality of information, type of information, importance of information and utility of information in their mind.

9. It is desired that publishers/managers of different newspapers can take a clue from public opinion and plan for the rearrangement of the priorities in their publications.
10. Between all the information about something and giving some information about everything, the former is better for a periodical and the latter for a newspaper.

11. To be the prime source of information, switching over to vernacular newspaper, avoiding sensational news for increase in circulation, publishing information what people desire are some of the salient aspects to be followed by newspaper publishers.

12. Publishers of newspapers may organise seminars to directly measure the pulse of the readers. Newspapers should form a two-way bridge by transmitting governmental information to the public and re-transmitting public opinion to the government effectively.

13. Publishers of newspapers and seekers of information, presently on the cross roads, without being slipped into parrellel roads, should be brought on a single road.