CHAPTER - 3

REVIEW OF LITERATURE
3.0. Review of Literature

An examination of the body of research literature reveals the accomplishments, current trends and the future requirements in the subject of the concerned research project.

The literature reviewed for the purpose of the present study falls under the following broad categories:

1. Readership surveys
2. Evaluation of newspapers
3. Effect of newspapers on individuals and society.
4. Newspaper readership surveys in India.

3.1. Readership surveys.

Mukherjee (1975)\(^1\) overviewed the need for readership surveys in an article. He explained that compared to the great strides made by newspapers, especially after the Second World War, readership research has made little progress in this country. Over the years, not much seems to have been done beyond finding out the types of content that seem to attract readers & analysing merely the

readability of newspapers writing. But even this elementary form of research has not found favour in newspaper circles in India.

There has been hardly any thorough or sustained investigation to find out what type of people read what reaction. Studies relating to the impact that newspapers make on the mind of a reader have been few and far between. And there has not been any worthwhile study pertaining to newspapers as a part of readers' environment or milieu. Research has been insignificant in the field of owner-environment content studies.

Readers occasionally write letters to editors either agreeing or disagreeing with the policy followed by a newspaper. The vast majority would hardly bother to take up a pen to put up any idea or criticism. The question, therefore, arises as to how to judge or determine the readers' reaction.

Herein arises the question as well as the importance of planned and scientific research in readership habits and the necessity of ascertaining the queries occurring in the minds of readers.

To carry on research on newspapers readership, studies on relative attention, that is the attracting power
of different news items, assessment of readability of newspaper contents and ascertaining the impact the newspaper reading makes on readers mind are important. Since no two newspapers are completely identical, any quantitative analysis of categorised, news items to determine a reader's total interest is almost impossible. There is bound to be some difference between newspapers in respect of the content and handling of different news stories.

Research is an investment from which no quick or direct return can be expected. But in the long run everybody concerned derives incalculable benefit from it. It has to be noted that the more alert, intelligent and discerning the reader is, the greater is the possibility of the newspapers awareness of readers' requirement.

The outcome, thus, is a better community and a more progressive and conscious society. It has been rightly stressed that a community is often known by the paper it reads. Or, in other words, a paper must know who are its readers, how they think, what they want, what they worry about, how they live and how they are related to the paper. To be familiar with its readers is the first step in communicating with them and this is the prime and first qualification of a good, standard paper. And this can be achieved only if readership research survey is carried on regularly in a systematic way.
Papers will have to face a different type of readership who would not only like to know more but their expectations of newspapers may be much more varied and demanding. Newspapers will naturally have to prepare themselves for this new generation of readers.

Readership research is not only essential to build up a well-informed and onward looking community but also to make tomorrow's papers more attractive.

The study conducted by Larkin and Grotta (1979) was designed to determine whether differences in attitude toward, and utilization of, the daily newspaper could be discovered within a random sample of individuals selected from a major metro area, using age as the criterion variable.

The findings revealed that the young consumers between 19-24 years of age group, tend to turn more to television for both their information and entertainment.

Of all the age groups, those over 65 were the least critical of the newspaper. These respondents were apparently satisfied with the way it handles the news.

older age groups were the least interested in consumer information.

The study done by Stone and Wetherington (1979) sought to confirm whether newspapers reading was indeed a habit and if it was, to explore some of the characteristics.

The investigators of the study concluded that the findings of their study should serve as a warning to the newspaper industry that the decrease in dependence on a daily newspaper was likely to continue. More alarming was the nation that there might be little the industry could do to block this erosion of future readers.

Swanson (1955) in an article, presented the analysis of readership data in 130 U.S. dailies surveyed by the Continuing Study of Newspaper Reading, which offered a large body of evidence as to what Americans read in their newspapers.

The data emphasized the importance of visual appeal, but left unanswered the question of intensity of reader interest.


The study revealed that items like physical size, time of issue and size of audience or circulation, did not attract the most readers. Where as, type of page, form of item, geographical origin, subject matter and length attracted more readers.

In subject matter, other than comics, the 10 most-read categories were: War, defence, fire-disaster, human interest, weather, individual, major crime, social significance, consumer information and Science - invention. The preferences differed from males to females.

Another finding of this study was, women appeared to have more interest in a larger number of subject matter categories of photographs than men. The final finding was, the readership data did not tell how intensely readers are interested either in an item or in a subject matter category. The researcher made some indications for further research based on the above findings.

Haskins and Jones (1955) conducted a six years of readership research in Minneapolis, which was done in the same community on the same newspapers in the same season of the year.

The major finding of this study was, the comics reading behaviour of 'Morning Tribune' readers had not changed significantly in the years 1949 - 54. But readers of the afternoon 'Star' showed systematic changes in their afternoon to comics - particularly women readers.

Based on the findings some conclusions were drawn:

1. The increased ownership of television sets and the subsequent overall increasing in televiewing might have produced some changes in the role of the afternoon newspaper.

2. Although the afternoon data showed some statistically significant declines in comics reading, the absolute sizes of the changes are rather small considering the vast alteration in the mass communications scene brought about by television's advent.

Nunn (1979)\(^6\) presented an article "Readership and coverage of science and Technology in newspapers" which was the outcome of secondary analysis of two surveys, one in 1971 and a second in 1977, by newspaper Advertising Bureau.

The results were:

Compared to all editorial items in the 1977 sample, science articles were considered to be among the most interesting.

The results showed that young adults were more likely than older adults to rate science articles "very interesting". While differences between age categories were not large, they ran counter to claims that young people were less interested in science than older adults.

Newspaper reader interest in science and technology is strong and growing. It can be asked how much science and science related content is to be found in newspapers across the country.

The intent of the study conducted by Schramm and Ludwig (1951) on 'The weekly newspapers and its readers', was to quantify some of the relationships of a weekly with its readers, as a basis for some general statements about the place of a weekly in its community and in the communications system.

It was concluded that readers in the same culture

and status groups would tend to allocate somewhere near the same amount of time to weekly reading; and further concluded that a community of interest is more likely to exist in a smaller community.

Further analysis of the difference between men's use and women's use of the weekly showed that men tend to select from the weekly newspaper first what would help them do their work better or take a more informed part in politics and government. Women tend to select first what would be better inform them of everyday happenings in the community.

A study was conducted by Schramm and White (1949)\(^8\) to establish tentative indices for the relation of newspaper reading patterns to the age, education and socio-economic status of readers.

The editorial came out of this study with an impressive index of readership. This study, strengthened the hypothesis that newspaper reading begins with comics and pictures.

All the data in this study indicated an increased use of the newspaper for public affairs viewpoints and

information, a decreased use for entertainment and diversion, among older persons, more highly educated persons, and persons in higher socio-economic groups.

It was found that there was a sharp increase of sports and society reading in higher socio-economic groups.

A secondary analysis of data from a national panel survey by the Center for Political Studies (CPS) of the University of Michigan during the election campaigns of 1974 and 1976, was undertaken by Chaffee and Choe (1981)\(^9\). The purpose of that study was to go beyond stable structural factors in a search for explanations of changes in newspaper reading behaviour. The basic assumption was that reading a daily newspaper was a communication behaviour that entails some costs and was limited by constraints operating within as well as upon the person.

The main focus of the study was on changes in readership status.

A major implication of that study was the conclusion that lost newspaper readership, the industry's

most vexing long-term problem was not directly attributable to deficiencies in the newspaper itself. Social change, such as increased mobility or marital instability, might well be as important in determining the future of the newspaper in Americans' life as will the press's performance in the media market place.

The purpose of the study, undertaken by Hvistendahl (1977)\textsuperscript{10}, was to determine if Gallup's whole copy recognition method could be employed by mail with respondents indicating which articles they had read in part or in whole. Two self-administered methods were tested. The first method closely followed the Gallup method, except that readers were asked to mark the clean copies themselves. The second method, hitherto unreported in any research data available to the researchers, involved the clipping and mailing of selected items from the same issue.

The findings revealed that no significant differences existed between the return rates of the whole copies compared to the offset clippings, in both newspapers, although a slightly higher portion of surveys using the

clippings were returned. Much higher than expected portion of educated persons returned the readership forms.

The fact that the two methods yielded similar results in both communities indicated a degree of reliability. The stability of the findings was an indication, if not a guarantee, of the validity of the self-administered method, if the traditional method can be assumed to be valid.

In his opinion, the personal interview might prove to be a more valid way of gathering readership data than the self-administered methods. But the rising cost of the traditional method made it important that more research be done on alternative methods.

A study was conducted by Baker and Mac Donald (1962)\textsuperscript{11} to examine the data in a leading readership survey as a means of determining whether the length of editorials related to the number of persons who attended to them. For their study the most extensive data available were those contained in the 'The continuing study of newspaper reading; conducted from 1939 - 1953 by the Advertising Research Foundation, Inc.\textsuperscript{11}

The final analysis of the study revealed that limiting editorials in length might lose readers, rather than gain them. Giving an editorial the lead position, or preferred typographical treatment, would gain it readers. Editorial pages fared well in readership by a breed of readers who liked effective writing.

3.2. Evaluation of newspaper

Schramm (1949)\textsuperscript{12} presented a hypothesis, based on experimental evidence, to explain some of the psychological characteristics of news and the way people read and listen to it.

He explained that it was evident from the study that a person selects news in expectation of a reward. This reward might be either of two kinds. One was related to the 'Pleasure Principle' and the other related to the 'Reality Principle', and he called those two classes 'immediate reward' and 'delayed reward'.

He summarised that he had tried to talk about news as a part of the communications process, and suggested that readers or listeners select news in expectation of a reward, which may be either the immediate 'pleasure' reward of drive

reduction or vicarious experience, or the delayed 'reality' reward of 'threat value' and general preparedness and information; that for any individual the boundaries of these two categories are not fixed and immutable, but that news of public affairs, economic matters, social problems, science and education is generally read for delayed reward, and news of crime and corruption, accidents and disasters, sports and recreation, social events, and human interest, for immediate reward.

That reading for delayed reward seems to be a rather more sophisticated form of learned behaviour which increases with education or similar experience and marks a development in the socialization of the reader; that in either kind of reading, the ease of self-identification with the story is powerfully influential on the probability that a reader will select the story; and finally, that news is presented to its audience in the form of cues which index grey type or grey sound, and from which the audience selects those which seem to have the greatest predictive value in terms of reward.

Grotta et al (1975)\(^{13}\) started their investigation with a view that for consumers, 'local information' both

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news and advertising - over-whelms all other considerations. In an attempt to begin to develop a clearer understanding of consumer perceptions of the daily newspaper, an in-depth study was undertaken with a random sample of subscribers to a small daily newspaper in Oklahoma.

From the result it was clear that the subscribers to that local newspaper perceived their newspaper as a source of local information - both news and advertising.

On the basis of this study it appeared that the relevant product of the local daily newspaper, in terms of the consumer, was 'local' information. A suggestion was made that publishers of such newspapers should emphasize this aspect of their product and not attempt to compete with television or area metropolitan newspapers on the non-local level.

A study conducted by Wang (1982) on the only daily 'Min Shun Bao', on the island of Taiwan, that carried no hard news, showed that its features tried to appeal to too varied an audience.

The investigator concluded that, undoubtedly, newspaper readers welcome items that provide entertainment

and useful information. Readers might consider them to be the most readable part of a newspaper, nonetheless the findings of the study seemed to indicate that, however important and interesting such items might be, the attraction of the features depends on the usual newspaper format. He opined that a newspaper without features might not be a "real newspaper" to some readers, but a newspaper without news might not be a newspaper at all.

Swanson (1949)\textsuperscript{15} conducted a survey on "Midcity Daily : What the people think a newspaper should be".

The news staff of Midcity had values about what "the newspaper should be".

The findings were:

1. Midcity had a "core of values" related to what its newspaper should do. These values centre around the "public interest", "decency and good taste", "both sides of an issue", "truth and accuracy", and "freedom of the press and speech".

2. Individuals tend to agree with these values until their personal or group interests are involved in what the

newspaper should print if it were to report "all ideas or opinions".

3. The more years of school the respondents had had, the more he could absorb, or welcome, criticism of his group or personal interests.

4. Where a group's opinion was intense, its opinion on related items tended to go in a similar direction.

5. An invisible channel of gossip and rumour publishes around the clock in Midcity. It has the power and authority of face to face contact and 'opinion leaders'. It checks and irritates the newspaper.

6. Wide difference existed in Midcity opinion about what the newspaper should do.

7. Midcity tended to have strong interest in its values about allowing its newspaper to "print all ideas and opinions".

8. The evidence supports the hypotheses about values and their relations to the newspaper's control in that Midcity agreed in general with the news staff on what the newspaper should do.

In an experiment conducted with groups of
psychology students, Tannenbaum (1953)\textsuperscript{16} tested how different headlines influence the total impression created by a news story.

He concluded, saying that, one should not forget, that the body of the news story itself was probably still the main source of opinion and interpretation. But it appeared that the headline set the stage, as it were, for the manner in which the story was read. It established the frame of reference within the facts of the story were perceived. It created the first mood or impression which subtly and perhaps unconsciously dominated the reader's attention as he perused the whole story. In a way, it provided a lens through which the remainder of the story or article was perceived.

The report of Burgoon et al (1981)\textsuperscript{17} presented the results of 10 studies which addressed the issues related to image. Respondents were asked to evaluate their local newspaper. To provide a fuller account of newspaper image and to determine what kinds of separate judgements are made, respondents rated their paper on several attributes thought


related to image. To assess the impact of image evaluations on newspaper usage, the ratings were then compared to other known influences on newspaper readership and satisfaction to see if they would emerge as important predictors of readership and satisfaction.

It was found from the results of Pilot 1 study, that image had a definite impact on readership and evaluation of the paper through the reader's satisfaction with the paper. From the results of the Pilot 2 study, it appeared that the competence/trust dimension was generally considered the most important factor related to newspaper image.

Burgoon et al (1986)18 conducted a survey on "Newspaper Image: Dimensions and Relation to demographics, satisfaction". Despite specific results showing many areas of public favorability toward newspapers, the report emphasized the negative, perpetuating the belief that newspapers have a serious image problem.

Specifically, he concluded from their findings that the public image of the press had actually reached a five-year high on such important attributes as accuracy,

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completeness and trust worthiness and that the number of adults with favourable attitudes far outnumbered those with unfavourable ones.

In an article Rinehart (1986)\(^1\) foresaw the future of newspapers. According to him the future will depend upon our imagination, our willingness to accept change, to innovate and, at the same time operate a business as a sound economic endeavour. The principal influence on the fate of newspapers in the 21st century will be people - the people who control the basic business operations.

There will be newspapers in the 21st century. Our circulation will be much greater than today. We won't be replaced by TV or radio. Our readers might buy the first time because of appearance on the stand, but the second sale will be based to a great extent on what the reader reads.

The successful newspaper of tomorrow will be printing more timely local news and information. The newspapers of tomorrow will be far stronger than they are today. The adoption of the 21st century technology will be easier in the suburban newspaper than in the large circulation dailies.

Metropolitan newspapers will have a slower growth rate in the next century and will have to have a good many editions with real zonal considerations. Even advertisements are also likely to be accepted on zonal basis.

National advertising will not be available to the regional papers, but their classified advertisements will grow manifold. There will be sharper competition for the radio and television and the predominant position of the press as an advertising medium will be eroded. With the use of TV for mass consumption goods, magazine advertising will suffer.

3.3 Effect of newspaper on individual and society

In a study seeking to discover possible relationships between an individual's tension and adjustment in social roles and his newspaper reading, the researcher, Turner (1958)20 found six distinct reading types instead of the two general types expected.

She concluded the article with a hope that further study and a greater refinement of news - reader categories

should lead to better predictability of news-reading behaviour on the basis of adjustment in social roles.

Siskind (1979)\textsuperscript{21} made a study to evaluate the effects of contemporaneity and quality of total front-page design had on reader preferences. That study assumed that readers sought information and entertainment from the newspaper. Presumably, the more pleasing the readers find a newspaper, the greater the circulation would be.

He summed up that, the findings of his research study led to the tentative conclusion that in order to appeal to reader preferences, newspaper owners and staff members should be concerned with quality of design as well as contemporaneity.

The truthfulness component was selected by Abel and Wirth (1977)\textsuperscript{22} for their study, because findings from past studies were in conflict.

The results indicated that television was perceived to be a more credible, truthful and important source of local news than the newspaper.

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The newspaper has a more narrowly defined role as a source of personal and utilitarian information in contrast to television.

It was proved in a study conducted by Brinton and McKown (1961)\(^23\) that newspaper subscribers were found to differ significantly from non-subscribers in their knowledge and attitudes concerning fluoridation of public water supplies. Difference in knowledge and attitude, as well as other effects, appeared to accompany exposure to newspaper information about the fluoridation issue.

The findings proved that the subscribers to the Palo Alto Times recalled newspapers as a primary source of information about fluoridation.

The study found that subscribers were much more aware of having read about fluoridation in newspapers. Knowledge of fluoridation was significantly higher among subscribers, some part of the difference being accounted for by a higher educational level among subscribers.

Atwood et al (1978)\(^24\) made a survey on "To what


extent does the newspaper set the agenda for community discussion?".

In their view it seemed necessary for a better understanding of the newspapers place in the community to examine. 1) What a newspaper publishes, 2) What people in the community say they read in the newspaper, and 3) What these people say they talk about with friends and associates.

At the risk of reifying audience behaviour, the aggregate data correlations suggested there was something that can be called as 'community discussion', and that discussion was influenced by the content of the local newspaper. Overall, the correlations were rather low.

A survey was carried out by Cannell and Mac Donald (1956)\(^{25}\), on "The impact of health news on attitudes and behaviour", for which the main objective was to determine the effect of information supplied by the mass media regarding the possible relationship of smoking to cancer.

The major findings of the study were:

a) Among non-smokers, the higher the education the more

likely the person was to accept this relationship. For the smokers less likely to accept the relationship but they are less likely to report having read articles on health and science.

b) The medium most trusted for accurate information on health and science was the magazine. The next was the newspaper. The other media fell considerably below these two in importance.

As a general source of news, nearly all respondents read the newspaper.

c) Both the newspaper and the radio competed as a source of news, with television far in the lead for entertainemnt.

The younger persons and the better educated group tend to use more sources for their news and to spend less time reading newspapers.

A study was conducted by Bryant et al (1976)\textsuperscript{26} to determine whether characteristics of life style - a reader's attitudes and his behaviours - bear a relationship to the newspapers he reads and likes.

\textsuperscript{26} Bryant, Barbara E et al. 1976. Relating life style factors of person to his choice of newspaper. \textit{Journalism Quarterly} 53 :74-79.
Three newspapers the 'Star', the large afternoon daily, the 'Sun', a morning tabloid and a businessman oriented daily the 'Globe & Mail' were taken for this study.

Respondents were scored into strong, moderate, marginal and non reader groups for each newspaper. Strong readers - the only ones considered - were those who "like a newspaper very much" and read it 1 - 5 times Monday to Friday.

It should be noted that strong readers of any newspaper were more traditional than all adults in the area surveyed.

3.4. Newspaper Readership surveys in India

According to the definition adopted by the National Readership Survey, a reader is "any person who 'looks at' or 'reads' 'any copy' 'any where' and he is eligible for readership interview. The National Readership Surveys have highlighted the concept that the readership of a publication is distinct from its circulation."27

The major objectives of National Readership Surveys are to determine the average readership of each

issue of various publications on the basis of certain socio-economic factors such as age, sex, income, education, profession and location; To get truthful, unbiased and concrete data relating to readership such as needs, preferences, interests and habits.

In addition to providing basic data about the readers, such surveys also act as feedback channels. This knowledge helps Editors to make suitable changes in the newspapers so that the contents match with readers' interests and information needs.

Readership surveys also serve to reveal the extent and type of impact of the media on the people's behaviour and attitudes.

In 1970 the Indian Society of Advertisers and the Advertising Agencies Association of India sponsored the first National Readership Survey. It was conducted by the Operations Research Group (ORG). NRS-1 was a pioneering effort which was carried out in 2534 towns and 704 villages.

In 1977 both ORG and the Indian Market Research Bureau (IMRB) carried out the NRS-II jointly. This time rural India was not covered. NRS-III was carried out by IMRB alone in 1977 - 78.
The beginning of NRS-IV in 1989-90 was bogged down in problems. Ultimately ORG had done its own survey and came out with its findings.

The findings of the study conducted by Thakur and Parameswaran (1966) revealed that those reading English newspapers in the twin cities of Hyderabad - Secunderabad said they preferred them for reasons like "Can understand better", "more and better news", "to improve the language", "was educated in English". For the Indian languages, Telugu and Urdu, the reasons given were: "know no other language" or "can understand better". No preference was shown for Telugu/Urdu papers for better coverage, whereas a very large number of readers of English newspapers preferred them for their coverage.

Eapen (1967) in an article expressed his views about the status and problems of daily newspapers in India. According to his views, while the better national dailies rank high in quality, they were turned to the needs of a small intelligentsia rather than the masses of the people.


Progress of the media as a whole lags far behind challenge. He opined that the pattern, two thirds of the English dailies and two fifths of the Indian language papers limited to the bigger towns, remained as it was in the early 1950s.

In his opinion reporting of local affairs, like reporting of social change, was one of the underdeveloped areas of the Indian press. He also expressed that no Indian newspaper had a competent agricultural expert on its staff; yet agriculture is the primary interest of the bulk of Indians.

Mrs. Indira Gandhi, as Minister of Information and Broadcasting, had commented on the limited space given by the press for economic and social development. A quick check then by the Press Institute of India showed that out of the newspapers examined these topics received no more than 5% of the space either as news, editorials, features or as letters to the editor.

A study on newspaper reading habits in a Delhi College was conducted by Ghosh (1975)30, revealed that St. Stephen's College in Delhi, had a high level of newspaper readership. All the respondents of that survey preferred to

read English newspapers. The most popular newspaper among the subscribers was the 'Times of India'.

Half of the respondents cited national and political news as their primary interest. Twenty four percent of the respondents said their principal interest was the sports news; 16% said international news; 6% the editorials and 4% the regional news.

'The Times of India' Note book proved to be the most popular column - 12% of the respondents said they read 'The Times of India' only for that column.

Most of the respondents could not see much difference in the sports coverage of the principal newspapers, The Times of India, The Statesman and The Hindu.

The Department of Communication Research of the Indian Institute of Mass Communication (1979) undertook a study of media habits of the youth in Delhi in order to throw into relief some aspects of the complex role played by the media in the socialisation of the young in Delhi.

The findings of the study revealed that, local and national news were preferred more often by the youth with

low and middle PAECEDOC (Parents' Economic, Education and Occupational status) while international news was more frequently preferred by youth with high PAECEDOC. Sport news was equally popular among all the youth, a little more so among youth with high PAECEDOC. Accidents and other sensational news items were preferred by youth with low PAECEDOC as compared to youth with high PAECEDOC. But special articles and editorials were preferred more frequently by youth with high PAECEDOC.

Nanjappa and Ganapathy (1986)\textsuperscript{32} conducted a survey on newspaper reading habit of farmers of Bangalore district in Karnataka.

The findings revealed that majority of the newspaper reading farmers were young in age, had low level education, had larger land holding, had low social participation and had medium media participation.

The authors opined that newspapers being one of the cheap medium of communication, it could be used more effectively considering the farmers interest in reading all the items of agricultural information in the dailies.

Malathi and Kushal Kumar (1989)\textsuperscript{33} conducted a survey to find out the impact of mass media advertisements on Mysore city audience. Specifically it was aimed to study the relationship between variables - age and education - on mass media advertisements and its impact. It was also attempted to find out the possible correlations between the influence of advertisements from different media.

The results revealed that nearly 92 per cent of respondents read newspaper advertisements. Another finding was that newspaper advertisements were believed to some extent by 70 per cent and 21 per cent believed it totally.

Among newspaper readers 53 per cent thought newspaper as a source of information for products.

The survey conducted by Choudhury & Mishra (1990)\textsuperscript{34} emphasized on the reading habit of PG Students of the Sambalpur University, Orissa with special reference to their reading interests, time spent on reading, and the nature of books preferred. It also included newspaper reading habit also.


\textsuperscript{34} Choudhury, Bijay Kumar., and Mishra, Sanjaya. 1990. Survey of reading habits of Post graduate students of Sambalpur University. \textit{CLIS observer} 7 :87-92.
The study revealed that the percentage of readers who read newspapers every day was predominant. Since reading interests vary, different sections of newspapers received preferential treatment in their study. Most preferred section by the readers was employment news, followed by editorial, politics & sports. Science & literature sections were preferred least.

The main aim of the researchers of this survey was to intensify the responsibility of the library in inculcating & developing the habit of reading among students. In their conclusion they suggested an effective method i.e., to offer regular courses on User Education to instruct the readers how to use the resources of the library judiciously.

Murthy (1990)\textsuperscript{35}, in an article mentioned few studies which were conducted to identify the role of media in national development. In that article it was mentioned that the genesis of the belief that the media could provide a possible solution to the problem of national development and social transformation in our country, could be traced in the research findings of Daniel Larner who successfully established that the quickest way to change the 'mindset' of the traditional society was through the use of mass media.

The findings of a study carried out in the city of Jabalpur to examine the role of media in national development in the Indian context, revealed that the role of newspapers, contrary to the current belief expressed by some electronic media enthusiasts as "goodbye Guttenberg", was gaining ground among the urban section of the population for their reliability. Television though believed to be the "opiate" of the masses, was second only to newspapers in its role of bringing awareness among the urban people. Further, significantly more than fifty per cent of female respondents preferred newspapers to other media as major source of information.

It was evident from the study that aspirations and hopes of millions of our people for a better life were pinned on the concerted and sincere efforts of both the electronic media and the free press of our country.

Kennedy and Kaur (1991)\textsuperscript{36} in an article reviewed the findings of Operational Research Group (ORG). One of the major findings of the ORG report related to the spread of television, the power and influence of which have grown dramatically since the last National Readership Survey.

In terms of sex, the reach of the sex was significantly higher among males.

The ORG findings revealed the penetration of the press in relation to income. Readership and by implication circulation indications for press were more encouraging. The future trend as indicated by ORG was as follows:


Exposure of adult population to the press will be around 26 per cent in 2001 as against 13.2 per cent in 1970. Readership in A.D. 2001 will be between 185 million & 246 million as against an estimated 43 million in 1970.

The circulation of the dailies is expected to go up from the 1979 level of 13.3 million to between 27 and 54 million. There will, however, be variation in the growth rate, from language to language, depending on the literacy levels.

Ms Joseph (1991)\textsuperscript{37} discussed the importance of newspapers in modern society and the role of the library in newspaper organisations in an article "Information network in Newspapers in India". According to the author various information requirements of different types of users, such as editorial and reporting staff, the business, circulation and advertisement departments, leader writers, feature

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writers, etc., must be met effectively by the news library, which plays the vital role of linking an event to its background.

She proposed a network which might be named the Indian News Information System (INIS). It should include news information centres of each of the newspaper organisations, district information centres, state/regional information centres and a national information centre.

She also suggested that the proposed network could also be linked up with the NISSAT and the proposed National Information System in Social Sciences (NISSS). It should also maintain coordination with international systems in the fields of newspaper industry and mass media.

She concluded with a hope that the systems analysts, information specialists and libraries, working together, open up immense possibilities for development in the world of media libraries.

The authors Hemalatha et al (1992)\textsuperscript{38} in their article "An opinion survey of the readers of The Hindu in Tirupathi Town" opined that public opinion surveys on

newspapers should be conducted now and then so that improvements could be made regarding the coverage of news items, their objectivity and neutrality.

From their survey they came out with certain important conclusions as: the reliability of the news was the major factor for subscribing to the 'The Hindu' and the other factors were wide coverage of news and good make up of it; national news items of 'The Hindu' were preferred first by most of the readers; significant per cent of readers were dissatisfied with the coverage of regional news.

The authors concluded with a suggestion that more studies were to be conducted on these lines, in different towns in order to confirm the finding's obtained in their study.

In his article Mitalikar (1994) discussed the meteoric rise of Eenadu and the efficiency of Ramoji Rao, its founder, in making the paper stood first in circulation.

He explained that Eenadu ("Today" in English), though younger than most of its rivals, today has a 68 per cent share of the Telugu newspaper market, trailed by Andhra

Jyothi with 23 per cent. Eenadu has, a policy, always emphasised state news first, followed by national events and then by international news. It keeps in mind that the reader should get all the information he is looking for. Eenadu also broke away from the Telugu newspaper traditions of archiac language and verbosity, to present its news and views in simple Telugu.

It was also mentioned that the strength of the paper lies on some special features of Eenadu, like:

* having a separate edition covering news from a particular district,

* having 28 district editions: one each for the 22 districts of the state, the cities of Hyderabad, Vijayawada and Visakhapatnam, and the Telugu populations in the neighbouring states of Tamil Nadu, Karnataka and Orissa,

* having Vasundhara, a separate page for women,

* having a separate business section; and

* making it reach the doors of the readers early in the morning, before the arrival of other newspapers.