EXECUTIVE SUMMARY

The smallest component of society “The Family” performs the role of energy supplier to the body. Thus the health and strength of society depends upon this tiny component. The big turbulence starts from tiny source. Mass media communication plays a vital role in stabilising the society. Mass media communication sources supplying unlimited messages for its innumerable recipients. Each individual filters these messages, selects the topic of its interest and checks the authenticity of its perceived knowledge influenced by the content of messages and then engages in interpersonal communication with family or friends. The effect of these messages on recipients and how they discuss these issues within families through interpersonal communication is the aim of this study.

The family communication theories is outcome of various communication theories in general but it does not have its own exclusive domain or model, however they are developed in conjugation with interface interpersonal communication between the family members on various sociological issues or events that bring about communication behavioural changes or outcome of any influence or effects on family members. Many researchers found new and more justified methods and explain strong theoretical background of other related communication theories and approach that defines and supports the results more effectively. The link between communication and families is created through social interaction of family members. On the other hand to understand family communication it is essential to understand family members and family relationships. The demographic characteristics, socio-economic status, values and culture leave an impression on Indian family system whereby interpersonal communication in family is restructured through various mass communication media sources.

The present study evaluates the dissemination of media issues in interface interpersonal communications in family system.

Summary of Chapters

Chapter-1 gives a brief description of meaning of family, interpersonal communication and mass communication. The types of families their communication patterns and their importance in family system has also been discussed. The
researcher further defined the terms interpersonal communication and mass communication.

Chapter-2 further explains all the theoretical perspectives of various interpersonal communication, mass communication and media effect that elaborates the concept and describes the framework and models that lead to development of these theories and has been used in numerous communication researches. Various theories and models have been developed to justify the complexity of communications in various forms as it is very difficult to define the communication process with single theory or model due to its multidimensional forms.

Chapter-3 is about the literature cited during the extensive literature survey program by the researcher to support the research purpose and research questions. Review of literature and studies carried out on the subject are numerous as they study the public characteristics and changes being caused in the society due to mass media effects such as psychological changes in – habits, arousal and reinforcement, the cognitive changes due to nature of information, acquisition of information process, triggering altering and reinforcing the media knowledge, changes in belief and attitude for media information, social and political norms etc. by altering or reinforcing opinions. The studies also focus on effect of emotions on feelings etc. The change in behaviour altering or reinforcing caused due to media contents with its entire negative or positive effects have been studied.

Chapter-4 deals with the research methodology – research method and research design that has been employed in this study. After identifying its objectives and the need for this study, the researcher frames research design and methods of data selection and analysis so that the results of the study are scientifically tenable. The objectives of research and the literature citation collectively helped to frame the research methodology and field study design.

Faridabad town was selected for the study especially due to its cosmopolitan and non-uniform distribution of population of all classes throughout the city locations. The study was conducted at five locations covering the entire city and used a stratified sample method (n=1515 family members) who were mainly habitant of Faridabad city. They were mainly recruited via personal contacts. All participants or representatives are either responsible member or head of family who are given
questionnaire in the local language format after the brief introduction and instructions. The family respondents were divided broadly into two age groups 20-40 years (young) and above 40 years (adults) respectively.

Chapter-5 deals with the data interpretation and analysis collected from the survey. Each study gives a brief explanation about the purpose of research question along with supportive relevant citations for better interpretation of collected data. The collected responses are tabulated on excel sheet with particulars as provided by the respondents. The data was split into two groups for comparison of responses in the two generation groups - young group of 20-40 years and the adult group above 40 years. The differences in interface interpersonal communication between the two groups give better interpretation of results. The data are further analysed using the statistical treatment for testing the level significance by Chi-square method for within the two groups and comparison of two groups.

The finding of interpretation and statistically analysed data is summarised in chapter-6 followed by the conclusion drawn from the studies after complete analysis and interpretation and results.

The finishing chapter-7 contains recommendation and suggestion for further research in the relevant field.

Significance of the study:

To establish the first part of our framework we find it useful to categorize research according to two dimensions: level of analysis, and that which is being studied. The levels of analysis in communications research ranging from micro to macro—from the smallest units of a system (in our case its family) to the largest. A micro-level study examines communication as an activity engaged in and affecting individual people; a macro-level study examines social structures beyond the control of any one individual — social network, organizations and cultures. These levels function hierarchically: What happens at the lower levels is affected by, even to a large extent determined by, what happens at higher levels. The communication process suggested by Harold Lasswell (1948) was used initially to examine, categorising and organising of the data.

Taking Wilbur Schramm’s model of mass communication as the basis, the study explores – what happens to the messages received from mass media? Whether
or not these messages form in the interpersonal communication of the recipients? If yes, with whom these messages are shared? Do issues of media become interpersonal issues of the families? Do family issues get reflected in media? The study seeks to find answers to the above questions with the help of pragmatic data.

The Uses and Gratifications approach (Katz, 1970) reminds us that people use media for many purposes as media users become increasingly confronted with choices.

**Aim of the study**

*Statement of the problem:* Interface between interpersonal communication and mass communication in family system: a survey.

**Objectives- Major objectives of the study are**

**To evaluate**-

1. acquaintance of mass media sources and its uses in the family system.
2. time spent by individual family members with mass media sources.
3. the choice of content in mass media sources among family members in two age groups.
4. the interface in interpersonal communication in families.
5. the interface in interpersonal communication in family system on contents and information received through mass media communication.
6. the interface between interpersonal communication and mass communication on day-to-day discussion of issues on content and information received through various media sources.
7. the degree of credibility and acceptability of mass media communication sources in family interpersonal communication.

**Conclusion**

1. Even today traditional print media i.e. newspaper remains the desirable mass media source in every household.
2. Magazine subscriptions are limited to few households. The changing trend in mass communication sources like internet provides every information needed hence the circulation of issues of numerous has eventually stopped.
3. Radio sets are obsolete item and have been replaced by handset radio inbuilt in mobiles phones (i.e. smart phones) and enhanced the listening interest at the time television dominance continues due to its overwhelming popularity.

4. Television is no luxury as 95% households has television sets. Cable and dish television subscribers are increasing regularly and are accessible to majority of urban households.

5. Mobile users are rapidly increasing. Many urban households have two mobile handsets.

6. Computers/Laptops have changed from utility to necessity and computer savvy population is growing in every household.

7. Hindi daily newspapers have dominated all other subscriptions in majority of households.

8. With increase in number of mass media sources the exposure is also increasing exponentially and therefore interpersonal communication within families is governed by media issues and contents.

9. Both husband and wife are strongly bonded by interpersonal communication during sharing of personal thoughts or taking advices.

10. Social media has emerged as single largest source of communication in terms of daily time spent among both the generation groups in this family study.

11. The comparative results in the two generation groups show that wives behave differently and play vital role while sharing of personal thoughts and feelings in interpersonal communication with other members of their family.

12. The role of gender in interpersonal communication is practised within families as in this study mothers, daughters and sisters are more preferred in taking advice than father and son in families of young age group whereas fathers and sons are more preferred in taking advice in adult group.

13. Behaviour of gossiping in interpersonal communication within families show high gender differentiation in the study. Feminine relations-wives, mother and daughters in the young and adult families show significant difference in their attitudes and beliefs while gossiping.

14. No significant difference in young and adult family groups is seen in their interpersonal communication on content received from mass media sources.

15. Degree of credibility of mass media is significantly different in both the age group families in case of content received from newspapers, televisions, radio
sets (or mobile radio)cinemas and internet in interpersonal communication. However, social media content does not differ significantly in the two generation family groups.

16. Media contents strongly influence interpersonal family communication in both the age group families.

17. Interpersonal communication is found more credible than information received from mass media in both the age group families.

18. The opinion regarding “mass media issues become issues of interpersonal communication” does not differ significantly in young and adult family groups.