ACKNOWLEDGEMENT

The completion of a research work, though, is a solitary endeavor, yet, the task requires extensive support. As this long study work has reached on the culmination point, I recall that I am fortunate to get all possible help from a number of persons having close relationship with me.

My mentor, supervisor, Prof. G.P. Pandey has remained pivotal right from the initiation up to the completion of the work. He always extended his valuable guidance, removed all the impediments coming across and also provided moral support as an elder of the family. All through the period of the research, my official head Dr. Ambrish Saxena provided all that I needed to carry on the study. He has played a vital role in shaping my career in media industry and academics for last two decades, his support for this work, too, was obvious. I am deeply indebted to my colleagues and friends Mr. Aatish Prashar and Dr. Raghavendra Mishra, as both of them worked hard in data analysis and collection of research material. They ever considered this work as if it was their own work. My friend Mr. Pawan Koundal always extended his instant support and whenever he was required for composing, proof reading, editing and formatting, he ever managed his time amidst his busy schedule.

My elder sisters, Dr. Maya Tripathi and Dr. Sarita Tripathi have always remained a source of inspiration for me. This work is a part of my entire mental existence and my all kind of entity, my persona, has got a mould from both of them. Thankfulness cannot be expressed in words for Sumitra, my wife and Devasheesh, my son. They ever helped building a favorable working environment at home to pave a smooth way for my working. I should not forget the little but great hurdle in my work, my daughter Shriya, yet, the affection demanding little baby remained an indirect source of inspiration.

(Sarvesh Dutt Tripathi)