ACKNOWLEDGEMENT

The thought of doing doctoral study in mass media has been in my mind ever since I completed Masters in Mass Communication. Over time that thought turned into dream. One of My Teacher, Prof. G.P. Pandey encouragement turned that dream into an obsession, and His guidance helped me to turn this dream into reality. I was extremely fortunate to get them as my Supervisors.

I express my deep sense of gratitude to Prof. G.P. Pandey for his able guidance without which the study would not have been possible.

Prof. Pandey with His vast experiences and with his deep insight into social research, virtually thrashed out all incongruences and guided the study to right track. His enlightened criticism and openness made me confident to delve deep into the topic in which no academic work has been undertaken in the valley. My best regards to Him.

Reports of experts on my research proposal were confidence boosters for me while some of their observations helped me a lot. Three seminars in the university where experts from mass communication, management, sociology, commerce, economics, fine arts, library science, law, political science, education, languages and research methodology grilled me about various aspects of this research touching several disciplines, helped me in furtherance of my research cause. Among them Prof. V.P. Singh, Dr. M.K. Sinha, Dr. N.B. Biswas, and Prof. Tapodhir Bhattacharjee deserve special mention.

As the present work mainly based on field work of the study areas, I owe my special thanks to the respondents of concerned study areas.

I do not know if it is possible to dedicate a thesis to any one. But, if it is, then I would like to dedicate this study to my Mother (Mrs. Malati Verma) and Father (Mr. Suresh Verma), and my Fiance (Mr. Dhruva Verma) who are my strength and constant inspiration. Here, a very special thanks I would like to give to my younger brother and sister (Abhisek and Ekta) who has been connected with this study and extended help at every stage.

Last, but not the least, I owe my special thanks to Mr. Partha Sarathi Das who helped me in composing and printing the material taking immense pain and worked under tremendous time constraints.

In fine, I acknowledge the ALMIGHTY for blessing me with this life – time chance.

With respect to all.