Acknowledgement

First and foremost I want to thank my supervisor Prof. Dr. Gyan Prakash pandey, Dean Abnindranath Tagore School of Creative Arts and Communication Studies, Assam University. It has been an honor to be his Ph.D. student. He has taught me, both consciously and un-consciously, how good research is done. I appreciate all his contributions of time, ideas, and efforts to make my Ph.D. experience productive and stimulating.

I am also thankful for the excellent example he has provided as a successful man, communicator and professor. It is the blessings of my grandfather Late. Shri Dhramnath Pd. Singh due which I found such motivational Ph. D supervisor who always treated me as his own child.

I would like to express my gratefulness to my parents Sh. Nityanand and Smt. Sudha Anand, who raised me with a love of science and supported me in all my pursuits.

I would like to acknowledge the contribution of my most sincere friend Dr. Raghvendra Mishra, Assistant Professor, Assam University. It is because of his sincere effort only that I am submitting my work in time. His enthusiasm, intensity, willingness to do frequent analysis has shaped this research. Here I must be thankful to his wife Smt. Preety Mishra and sweet children Akku and Malu who remained a source of energy for him and for me as well.

I am indebted by an effort of Dr. Sarvesh Dutt Tripathi who extended all required support to finish this work. He has a great ability to write and edit. He knows well how to activate species like me who is suffering from acute last minute syndrome. Thanks to Smt.
Tripathi for all her care and affection. Debashish and Shriya remained quite calm and helped a lot in shaping this work.

For books and other sources of information my sincere thanks to my friend and a very pretty lady Ms. Rachna Sharma. She is my colleague and played a vital role in this research by providing references and books.

I am also indebted to my friend and co-worker Mr. Pawan Koundal, Producer, Indraprastha College for Women, University of Delhi for data checking, cleaning and pie charts, he contributed a lot in this work. Above all he always remained with me after 8 pm which is another memoire forever.

The members of the AAD group have contributed immensely to my personal and professional time at Delhi. The group has been a source of friendships as well as good advice and collaboration. I am especially grateful Dr. S.S. Rathi, Sh. Aditya Narayan Mishra, who remained and great source of inspiration and motivation for me.

My Gratitude to Mr. Siddharth Mishra, Metro Editor, Pioneer, this is only because of him I reached at this level, he has contributed immensely in my career.

I would like to express my gratitude to my friend, philosopher and guide Dr. Tej Narayan Ojha, Associate Professor, Maharaja Aggrasen College, University of Delhi. He always extended his support to me whenever required. It is due it his persuasion and motivation my research work has taken a final shape.

I would also like to thank Dr. Rajesh Jha, Assistant Professor, Rajdhani College, University of Delhi for being a nice advisor. He also has played a vital role in shaping my career.
Furthermore, I would like to express gratitude to Dr. S.C. Vats-Chairman and Sh. Suneet Vats-Vice Chairman, Strength India Educational Society for providing patronage and a great support. Both of them always encouraged me to think bigger and achieve better.

Thanks to Dr. Chitra Singh, Associate Professor, Bhim Rao Ambedker College, University of Delhi for being a nice friend and for her regular supply of jokes which helped a lot in releasing stress.

My sincere thanks to Prof. N.N. Pallai, Principal, Bhartiye Vidya Bhawan for his valuable support and guidance.

I am indebted to Prof. T.K. Thomas; he remained a great source of information and a true guide. Thomas sir’s unmatchable energy and knowledge has contributed a lot in this work. He was my dictionary which I have consulted frequently.

I am extremely thankful Prof. Subhash Sood, a virtual mentor for me who always stimulated a great support to me. Also I would like to express my gratitude to Dr. Saroj Dutta, Vice Principal, Kalindi College, University of Delhi and Dr. Smita Mishra, Associate Professor, SGTB Khalsa College, University of Delhi. Both beautiful ladies have helped and supported me to a great extent.

My sincere thanks to my friends Mr. Govind Sharma, Assistant Professor, Assam University and Mr. Munish Pandey, Assistant professor, Assam University for their unconditional support and help which they extended all the time during my stay at Silchar. Mr. Govind Sharma, my local guardian at Silchar has a great patient and his ability to work 24x7 always remained a source of inspiration.

I am indebted to Capt. Navendu Pryadarshi, Pilot, Kingfisher Airlines, my brother-in-law for his sincere concern and support. He always looked after my journey to Silchar that too
within very short notice. My Sister in-law Ms. Swati Priyadarshi remained a great source of encouragement and she is a great host for me at Kolkata.

My sincere thanks to my grandfather in-law whose quest for knowledge in his 80s always been a great source of inspiration for me.

Also I would like to thank my Father-in-law Sh. Ram lakhan Singh and my Mother-in-law Smt. Indu Singh for their affection.

I am also thankful to all my facebook and orkut friends and would be friends, interaction with them provided me in-depth understanding of communication and interactivity.

Lastly, I would like to thank my wife Ms. Shweta Singh for all her love and care. Her patient love and handling my little child Ritwik Luvya Singh enabled me to complete this work.

Atish Prashar