



**Department of Mass Communication**  
Abanindra Nath Tagore School of Creative  
Arts and Communication Studies  
Assam University, Silchar  
(A Central University constituted under Act XIII of 1989)  
Silchar-788011, Assam, India

---

## **DECLARATION**

*I, Thokchom Vidyarani Devi bearing Registration No. Ph.D/1993/2012 dated 01.10.2012, hereby declare that the subject matter of the thesis entitled **Media Access and Reach as Factors of Socio-Economic Development: An Ethnographic Evaluation** is the record of work done by me and that the contents of this thesis did not form the basis for award of any degree to me or to anybody else to the best of my knowledge. The thesis has not been submitted in any other University/ Institute.*

*Date :*

*( Thokchom Vidyarani Devi )*

*Place: Assam University, Silchar*

## **Acknowledgement**

At the very outset, I do hereby take the opportunity of offering my sincere thanks and deep sense of gratitude to all the individuals who gave me full guidance and assistance while carrying out the research work.

I express my deep heartiest gratitude to my supervisor **Dr. Paromita Das**, Assistant Professor, Department of Mass Communication, Assam University for her valuable guidance through the course of my research. It was because of her encouragement and continuous help that the completion of my research works possible.

I shall always remain grateful to Professor **G.P. Pandey** for his encouragement and blessings. Also I am thankful to Professor **K.V. Nagaraj** for his valuable suggestion. Also I would like to extend my hearty appreciation to all the faculty and staffs of department of Mass Communication.

I am indebted to Sir **Ksh. Radheshyam Singh**, Assistant Professor, Department of Statistics, D.M College of Science, Imphal, for his valuable help in statistical analysis of the data.

I express my deep sense of gratitude to **B. Devchandra Sharma**, staff reporter, Poknapham Newspaper, for helping me in various steps during the course of my research work. I would also like to thank Premjit Singh, Research Scholar of Department of Mass Communication for his guidance. And a very special thank to my brother N. Munindro for his guidance.

I am also indebted to the staff of AIR, Imphal, Directorate of Census, Rural Development and Panchayati Raj for providing information.

Further, I like to thank all the respondents who have given their precious time to complete the schedule.

I am highly thankful to my husband **S. Rockyson** for his morale support.

At last but not the least, I would like to thank my parents, in-laws and all the family members who were the constant source of inspiration and encouragement, without that it would have been very difficult to carry out this research work.

Dated:

**Thokchom Vidyarani Devi**

Place:

Ph.D/ 1993/ 2012

## **CONTENTS**

|                              |            |
|------------------------------|------------|
| <i>Declaration</i>           | ( i )      |
| <i>Certificate</i>           | ( ii )     |
| <i>Acknowledgements</i>      | ( iii-iv ) |
| <i>List of Tables</i>        | ( v-xi )   |
| <i>Lists of Figures/Maps</i> | ( xii )    |
| <i>Abbreviation</i>          | ( xiii )   |
| <i>Photo: Kom Tribe</i>      | (xiv)      |

| <b>Chapters</b>    | <b>Particulars</b>  | <b>Page Nos.</b> |
|--------------------|---|------------------|
| <b>Chapter - 1</b> | <b>FRAMEWORK OF THE STUDY</b>   | <b>1-85</b>      |
|                    | 1.1 Introduction  | 1-4              |
|                    | 1.2 Statement of the Problem  | 4-6              |
|                    | 1.3 Review of Literature  |                  |
|                    | 1.3.1 Communication   | 6-33             |
|                    | 1.3.2 Human communication   | 6                |
|                    | 1.3.3 Mass Communication  | 7-8              |
|                    | 1.3.4 Mass Communication and Socio-Economic<br>Development                | 9-11             |
|                    | 1.3.5 Information and Development   | 12-14            |
|                    | 1.3.6 Mass Communication in Rural Development                             | 14-19            |
|                    | 1.3.7 The Interrelationship between Mass<br>Communication and Development | 19-28            |
|                    | 1.3.8 The Media's role in Development                                     | 28               |
|                    | 1.3.9 Development Communication in India                                  | 29               |
|                    | 1.3.10 Case Studies in Development Communication                          | 29-30            |
|                    | 1.3.11 SITE   | 30-31            |
|                    | 1.3.12 Press and Development  | 31-32            |
|                    | 1.3.13 Government Institution   | 32-34            |
|                    | 1.4 Aim of the Study  | 34               |
|                    | 1.5 Objectives  | 34               |
|                    | 1.6 Research Questions  | 35               |
|                    | 1.7 Research Methodology  | 35               |
|                    | 1.7.1 Ethnographic Methods  | 35-36            |
|                    | 1.7.2 Variables/ Parameters of the Study                                  | 36-38            |
|                    | 1.7.3 Population and Sample   | 38-39            |
|                    | 1.7.4 Tools of Data Collection  | 39               |

|   |                   |
|---|-------------------|
| 1.7.5 Analyses of Data  | 39                |
| 1.8 Operational Definition  | 39-40             |
| 1.8.1 Media Access  | 39                |
| 1.8.2 Media Reach   | 39-40             |
| 1.8.3 Socio-Economic Development  | 40                |
| 1.8.4 Ethnographic Evaluation   | 40-41             |
| 1.9 Limitations of the Study  | 41                |
| 1.10 Social Significance of the Study   | 41-43             |
| 1.11 Media Scenario in Manipur  | 43-45             |
| 1.12 Research Setting   | 46                |
| 1.12.1 Locale of the study  | 46-66             |
| 1.12.2 Manipur  | 47                |
| 1.12.3 Imphal East District   | 53-59             |
| 1.12.4 Churachandpur District   | 59-66             |
| 1.13 Demographic Profile of the Study Area  | 66                |
| 1.13.1 Pungdongbam Village  | 66-69             |
| 1.13.2 Keirap Khullen Haotak Village  | 69-72             |
| 1.14 The Kom Tribe  | 72-85             |
| <br>  |                   |
| <b>Chapter – 2 MASS MEDIA ACCESS AND REACH</b>                                      | <b>86-113</b>     |
| 2.1. Media Access and Reach-Manipur   | 86-90             |
| 2.2. Leading Newspaper of Manipur   | 91-92             |
| 2.3. Radio Listening  | 93-96             |
| 2.4. T.V. Ownership Profile   | 96-97             |
| 2.5. Findings of the Mass Media Access and<br>Reach from the Study Area<br>Analysis | 97-108<br>109-113 |
| <br>  |                   |
| <b>Chapter – 3 MASS MEDIA AND SOCIO-ECONOMIC<br/>DEVELOPMENT</b>                    | <b>114-173</b>    |
| 3.1. Socio-Economic Status of the Respondents                                       | 115-125           |
| 3.2. Mass Media and Socio-Economic Development                                      | 126               |
| 3.2.1. Age and Exposure to Mass Media   | 126-134           |
| 3.2.2. Education and Exposure to Mass Media   | 134-143           |
| 3.2.3. Occupation and Exposure to Mass Media  | 143-150           |
| 3.2.4. Income and Exposure to Mass Media  | 151-160           |
| 3.2.5. Monthly Savings and Exposure to Mass<br>Media                                | 161-168           |
| Analysis  | 169-173           |

## **Chapter – 4 MASS MEDIA AND RURAL DEVELOPMENT**

|  |                |
|--|----------------|
| <b>PROCESS</b>   | <b>174-182</b> |
| 4.1. Age and Level of Adoption Induced by<br>Mass Media        | 175            |
| 4.2. Education and Level of Adoption Induced<br>by Mass Media  | 176            |
| 4.3. Occupation and Level of Adoption Induced<br>by Mass Media | 178            |
| 4.4. Income and Level of Adoption Induced<br>by Mass Media     | 179            |
| Analysis   | 181-182        |
| <br>   |                |
| <b>SUMMARY AND CONCLUSION</b>                                  | <b>183-191</b> |
| <br>   |                |
| <b>BIBLIOGRAPHY</b>  | <b>192-198</b> |
| <br>   |                |
| <b>APPENDIX</b>  | <b>199-214</b> |
| <br>   |                |
| <b>PUBLICATION</b>   |                |

## **LISTS OF FIGURES**

| <b>Figures</b>   | <b>Page Nos.</b> |
|--|------------------|
| 1. Manipur (Map)   | 47               |
| 2. Imphal East District  | 53               |
| 3. Churachandpur District  | 59               |
| 4. Percentage Chart of Mass Media Access                             | 108              |
| 5. Percentage Chart of Level of Adoption of<br>Development Practices | 180              |

## LISTS OF TABLE

| <b>Table</b> | <b>Particulars</b>  | <b>Page Nos.</b> |
|--------------|---|------------------|
| Table 2.1    | Media Access and Reach in Manipur   | 86               |
| Table 2.2    | Media Access and Reach (Rural)  | 87               |
| Table 2.3    | Media Access and Reach (Urban)  | 88               |
| Table 2.4    | Access to Internet  | 89               |
| Table 2.5    | Access to Internet (Rural)  | 90               |
| Table 2.6    | Listening to Radio  | 93               |
| Table 2.7    | Type of Radio Receiver  | 94               |
| Table 2.8    | Place of Listening Radio  | 94               |
| Table 2.9(1) | Listening to Radio (Gender wise)  | 95               |
| Table 2.9(2) | Listening to Radio (Age wise)   | 96               |
| Table 2.10   | Distribution of persons by age, sex and reading newspapers (Pungdongbam village)            | 97               |
| Table 2.11   | Distribution of persons by age, sex and reading newspapers (Keirap Khullen Haotak village)  | 98               |
| Table 2.12   | Distribution of persons by age, sex and reading periodicals(Pungdongbam village)            | 99               |
| Table 2.13   | Distribution of persons by age, sex and reading periodicals (Keirap Khullen Haotak village) | 99               |
| Table 2.14   | Distribution of persons by age, sex and listening radio (Pungdongbam village)               | 100              |
| Table 2.15   | Distribution of persons by age, sex and listening radio (Keirap Khullen Haotak village)     | 101              |
| Table 2.16   | Distribution of persons by age, sex and watching television (Pungdongbam village)           | 102              |
| Table 2.17   | Distribution of persons by age, sex and watching television (Keirap Khullen Haotak village) | 102              |
| Table 2.18   | Distribution of persons by age, sex and cinema (Pungdongbam village)                        | 103              |



|            |  |     |
|------------|--|-----|
| Table 2.19 | Distribution of persons by age, sex and cinema<br>(Keirap Khullen Haotak village)                                      | 104 |
| Table 2.20 | Distribution of persons by age, sex and using<br>internet (Pungdongbam village)  | 104 |
| Table 2.21 | Distribution of persons by age, sex and using<br>internet (Keirap Khullen Haotak village)                              | 105 |
| Table 2.22 | Distribution of persons by age, sex and<br>participation in traditional media (Pungdongbam<br>village)                 | 106 |
| Table 2.23 | Distribution of persons by age, sex and<br>participation in traditional media (Keirap<br>Khullen Haotak village)       | 107 |
| Table 3.1  | Socio-economic status of the respondents of<br>Pungdongbam village   | 115 |
| Table 3.2  | Distribution of persons by age, sex and educational<br>attainment (Pungdongbam village)                                | 116 |
| Table 3.3  | Socio-economic status of the respondents of<br>Keirap Khullen Haotak village   | 117 |
| Table 3.4  | Distribution of persons by age, sex and educational<br>attainment (Keirap Khullen Haotak village)                      | 118 |
| Table 3.5  | Households by annual income, type of house and<br>sources of drinking water (Pungdongbam village)                      | 119 |
| Table 3.6  | Households by annual income, type of houses and<br>sources of drinking water (Keirap Khullen Haotak<br>village)        | 120 |
| Table 3.7  | Households by annual income, fuel used for<br>preparation of food and type of house<br>(Pungdongbam village)           | 121 |
| Table 3.8  | Households by annual income, fuel used for<br>preparation of food and type of house (Keirap<br>Khullen Haotak village) | 122 |

|            |   |     |
|------------|---|-----|
| Table 3.9  | Distribution of households by annual income, type of house and toilet facility (Pungdongbam village)                    | 122 |
| Table 3.10 | Distribution of households by annual income, type of house and toilet facility (Keirap Khullen Haotak village)          | 123 |
| Table 3.11 | Distribution of households by annual income, monthly savings and medical treatment (Pungdongbam village) 4250-3700-4250 | 124 |
| Table 3.12 | Distribution of households by annual income, monthly savings and medical treatment (Keirap Khullen Haotak village)      | 125 |
| Table 3.13 | Age and exposure to the press (newspapers) Pungdongbam village  | 126 |
| Table 3.14 | Age and exposure to the press (newspapers) Keirap Khullen Haotak village  | 127 |
| Table 3.15 | Age and exposure to the periodicals (Pungdongbam village)   | 128 |
| Table 3.16 | Age and exposure to the periodicals (Keirap Khullen Haotak village)   | 128 |
| Table 3.17 | Age and exposure to the radio (Pungdongbam village)   | 129 |
| Table 3.18 | Age and exposure to the radio (Keirap Khullen Haotsak village)  | 129 |
| Table 3.19 | Age and exposure to the television (Pungdongbam village)  | 130 |
| Table 3.20 | Age and exposure to the television (Keirap Khullen Haotak village)  | 130 |
| Table 3.21 | Age and exposure to the cinema (Pungdongbam village)  | 131 |
| Table 3.22 | Age and exposure to the cinema (Kairap Khullen Haotak village)  | 131 |

|            |  |     |
|------------|--|-----|
| Table 3.23 | Age and exposure to the internet (Pungdongbam village)                             | 132 |
| Table 3.24 | Age and exposure to the internet (Keirap Khullen Haotak village)                   | 132 |
| Table 3.25 | Age and exposure to the traditional media (Pungdongbam village)                    | 133 |
| Table 3.26 | Age and exposure to the traditional media (Keirap Khullen Haotak village)          | 133 |
| Table 3.27 | Education and extent of exposure to newspapers (Pungdongbam village)               | 134 |
| Table 3.28 | Education and extent of exposure to newspapers (Keirap Khullen Haotak village)     | 135 |
| Table 3.29 | Education and extent of exposure to periodicals (Pungdongbam village)              | 136 |
| Table 3.30 | Education and extent of exposure to periodicals (Keirap Khullen Haotak village)    | 136 |
| Table 3.31 | Education and extent of exposure to radio (Pungdongbam village)                    | 137 |
| Table 3.32 | Education and extent of exposure to the radio (Keirap Khullen Haotak village)      | 137 |
| Table 3.33 | Education and extent of exposure to the television (Pungdongbam village)           | 138 |
| Table 3.34 | Education and extent of exposure to the television (Keirap Khullen Haotak village) | 139 |
| Table 3.35 | Education and extent of exposure to the cinema (Pungdongbam village)               | 140 |
| Table 3.36 | Education and extent of exposure to the cinema (Keirap Khullen Haotak village)     | 140 |
| Table 3.37 | Education and extent of exposure to the internet (Pungdongbam village)             | 141 |
| Table 3.38 | Education and extent of exposure to the internet (Keirap Khullen Haotak village)   | 141 |

|            |   |     |
|------------|---|-----|
| Table 3.39 | Education and extent of exposure to the traditional media (Pungdongbam village)           | 142 |
| Table 3.40 | Education and extent of exposure to the traditional media (Keirap Khullen Haotak village) | 143 |
| Table 3.41 | Occupation and exposure to the newspapers (Pungdongbam village)                           | 144 |
| Table 3.42 | Occupation and exposure to the newspapers (Keirap Khullen Haotak village)                 | 144 |
| Table 3.43 | Occupation and exposure to the periodicals (Pungdongbam village)                          | 145 |
| Table 3.44 | Occupation and exposure to the periodicals (Keirap Khgullen Haotak village)               | 145 |
| Table 3.45 | Occupation and exposure to the radio (Pungdongbam village)                                | 146 |
| Table 3.46 | Occupation and exposure to the radio (Keirap Khullen Haotkak village)                     | 146 |
| Table 3.47 | Occupation and exposure to the television (Pungdongbam village)                           | 147 |
| Table 3.48 | Occupation and exposure to the television (Keirap Khullen Haotak village)                 | 147 |
| Table 3.49 | Occupation and exposure to the cinema (Pungdongbam village)                               | 148 |
| Table 3.50 | Occupation and exposure to the cinema (Keirap Khullen Haotak village)                     | 148 |
| Table 3.51 | Occupation and exposure to the internet (Pungdongbam village)                             | 149 |
| Table 3.52 | Occupation and exposure to the internet (Keirap Khullen Haotak village)                   | 149 |
| Table 3.53 | Occupation and exposure to the traditional media (Pungdongbam village)                    | 150 |
| Table 3.54 | Occupation and exposure to the traditional media (Keirap Khullen Haotak village)          | 150 |

|            |   |     |
|------------|---|-----|
| Table 3.55 | Income and exposure to the newspapers (Pungdongbam village)                     | 151 |
| Table 3.56 | Income and exposure to the newspapers (Keirap Khullen Haotak village)           | 151 |
| Table 3.57 | Income and exposure to the periodicals (Pungdongbam village)                    | 152 |
| Table 3.58 | Income and exposure to the periodicals (Keirap Khullen Haotak village)          | 153 |
| Table 3.59 | Income and exposure to the radio (Pungdongbam village)                          | 154 |
| Table 3.60 | Income and exposure to the radio (Keirap Khullen Haotak village)                | 154 |
| Table 3.61 | Income and exposure to the television (Pungdongbam village)                     | 155 |
| Table 3.62 | Income and exposure to the television (Keirap Khullen Haotak village)           | 156 |
| Table 3.63 | Income and exposure to the cinema (Pungdongbam village)                         | 157 |
| Table 3.64 | Income and exposure to the cinema (Keirap Khullen Haotak village)               | 157 |
| Table 3.65 | Income and exposure to the internet (Pungdongbam village)                       | 158 |
| Table 3.66 | Income and exposure to the internet (Keirap Khullen Haotak village)             | 159 |
| Table 3.67 | Income and exposure to the traditional media (Pungdongbam village)              | 160 |
| Table 3.68 | Income and exposure to the traditional media (Keirap Khullen Haotak village)    | 160 |
| Table 3.69 | Monthly savings and exposure to the print media (Pungdongbam village)           | 161 |
| Table 3.70 | Monthly savings and exposure to the print media (Keirap Khullen Haotak village) | 162 |

|            |   |     |
|------------|---|-----|
| Table 3.71 | Monthly savings and exposure to the radio<br>(Pungdongbam village)                      | 163 |
| Table 3.72 | Monthly savings and exposure to the radio (Keirap<br>Khullen Haotak village)            | 163 |
| Table 3.73 | Monthly savings and exposure to the television<br>(Pungdongbam village)                 | 164 |
| Table 3.74 | Monthly savings and exposure to the television<br>(Keirap Khullen Haotak village)       | 164 |
| Table 3.75 | Monthly savings and exposure to the cinema<br>(Pungdongbam village)                     | 165 |
| Table 3.76 | Monthly savings and exposure to the cinema<br>(Leirap Khullen Haotak village)           | 165 |
| Table 3.77 | Monthly savings and exposure to the internet<br>(Pungdongbam village)                   | 166 |
| Table 3.78 | Monthly savings and exposure to the internet<br>(Keirap Khullen Haotak village)         | 166 |
| Table 3.79 | Monthly savings and exposure to the traditional<br>media (Pungdongbam village)          | 166 |
| Table 3.80 | Monthly savings and exposure to the traditional<br>media (KeirapKhullen Haotak village) | 167 |
| Table 4.1  | Age and level of adoption of development practices<br>induced by mass media             | 167 |
| Table 4.2  | Education and level of adoption of development<br>practices induced by mass media       | 177 |
| Table 4.3  | Occupation and level of adoption of development<br>practices induced by mass media      | 178 |
| Table 4.4  | Income and level of adoption of development<br>practices induced by mass media          | 179 |

## ABBREVIATION

|         |  |
|---------|--|
| ISTV    | : Information Service Television                               |
| UNESCO  | : United Nation Education and Scientific Cultural Organization |
| UNDP    | : United Nations Development Programme                         |
| ICT     | : Information Communication Technology                         |
| MGNREGA | : Mahatma Gandhi National Rural Employment Guarantee Act       |
| UN      | : United Nations   |
| WHO     | : World Health Organization                                    |
| SAARC   | : South Asian Association for Regional Cooperation             |
| NASA    | : National Aeronautics and Space Administration                |
| SITE    | : Satellite Instructional Television Experiment                |
| TV      | : Television   |
| CSR     | : Corporate Social Responsibility                              |
| AIR     | : All India Radio  |
| DD      | : Doordarshan  |
| DFP     | : Directorate of Field Publicity                               |
| VCD     | : Video Compact Disc   |
| DVD     | : Digital Versatile Disc                                       |
| LPG     | : Liquefied Petroleum Gas                                      |
| NH      | : National Highway   |
| BSNL    | : Bharat Sanchar Nigam Limited                                 |
| SDC     | : Sub-Deputy Collector   |
| CD      | : Community Development  |
| DRDA    | : District Rural Development Agency                            |
| JGSY    | : Jawahar Gram Samridhi Yojana                                 |
| HRD     | : Human Resource Development                                   |
| Ha      | : Hectare  |
| BPL     | : Below Poverty Line   |
| JNIMS   | : Jawaharlal Nehru Institute of Medical Science.               |
| MW      | : Mid Ware   |
| FM      | : Frequency Modulation   |
| LPT     | : Low Power Transmission                                       |
| DDK     | : Doordarshan Kendra   |
| SEEN TV | : Satellite Education and Entertainment Network Television     |
| ICTV    | : Information Communication Television                         |