

**DEPARTMENT OF MASS COMMUNICATION
ASSAM UNIVERSITY, SILCHAR**

- SCHEDULE -

**Role of Press in the Development of Raebareli Parliamentary Constituency:
A Study of Hindi Newspapers**

Dear Respondent,

I am seeking to understand the importance readers attach to various issues and events reported by the daily newspapers.

Kindly spare a few minutes to answer the schedule given below. I assure you that your responses will be kept strictly confidential and be used only for academic purposes.

Your co-operation in this effort is extremely important

Thank you,

Indra Jit Singh
(Researcher)

SCHEDULE

Role of Press in the Development of Raebareli Parliamentary Constituency: A Study of Hindi Newspapers

Name: _____ (optional)

Sex: _____ Contact No. _____

Tehsil: _____ Block: _____ Village: _____

Read following questions carefully and Tick [✓] mark the box whichever is applicable.

Section (A) Profile of the Respondent (Tick [✓] to the relevant one)

1. Age:

21-30 31-40 41- 50 51 and above

2. Marital Status:

Married Unmarried

3. Religion:

Hindu Muslim Sikh Christian Others

4. Caste Category:

Schedule caste Scheduled tribe OBC General

5. Mother Tongue

Hindi Urdu Awadhi English Others

6. Educational Qualifications:

Below High School Intermediate Graduate and above

Trained/Skilled

7. Employment Status:

Student Homemaker Agriculture Unemployed

Self-employed Retired Employed/Service

8. Monthly Family Income:

Rs. below 5,000 Rs. Up to 10,000

Rs. Up to 25,000 Specify

9. Family Structure

Joint Nuclear

10. Size of Family

1-5 members Small family 6-10 members Medium family

Above 10 members Large family

11. Area of Residence

Rural Urban

12. House Ownership Status

Own Rented Official Accommodation

13. Fuel for cooking

Kachcha Culha Kerosene Stove LPG

Kachcha Culha + Kerosene Stove Kachcha Culha + LPG

Kachcha Culha + Biogas/solar cooker

14. Bank Saving Account

No Account Nationalized Bank Private Bank

15. Post Office Account

Yes No

16. NGO Activity

Running NGO Member with NGO Member SHGs

Running Cultural Group

17. Awareness of Government Agencies

Women Welfare Empowerment Health and Family Welfare

Welfare of Scheduled Castes Old age/Kisan Pension scheme

MGNERGA Scholarship to Students

Section (B) Newspaper Reader's Attitude

18. How often do you read Newspaper?

Daily 1-2 days a week

3-6 days a week if available

18. Indicate the ways you read Newspaper.

At Nukkad Paanwala Borrow from Neighbor Public Library

Panchayat/Community Bhawan I do subscribe newspaper

19. If you subscribe newspaper(s) give name(s) of the newspapers.-

1.
2.
3.
4.

20. Please specify the average time you spend reading your newspaper each day-

- Less than 30 minutes 45 minutes
60 minutes More than 60 minutes

21. Why do you read the newspapers?

- To keep inform To entertain
To educate To alarmed on a social issue
To know people around you Just to pass time
To show your literacy

22. What is your main motivation for you to reading newspaper?

- Good freedom of expression
Ability to highlight issues of social concern
to build wide social network
To be aware of the development scenario
Other

23. Do you read the newspapers meaningfully so as to interact/reinforce the changes happening around?

- Strongly Agree Agree
Disagree Strongly Disagree

24. According to you, what is the main objectives of newspapers?

- disseminate free and fair information
educate / entertain
take up issues of social concern
to critically assess the welfare programmes of the govt
take up issues of development concern

25. In your opinion, how far newspapers cover social issues like education, housing, education, health, employment etc?

very much much
to some extent not much
can't say

26. How far have newspapers been portraying issues of development like Hospitals, safe drinking water, Public Transport, Banking and Sanitation?

Very much Much
to some extent not much
can't say

Section (C) Role of Press (Please tick [✓] whichever is applicable)

27. In your opinion, what is the key aim of Newspapers?

Inform the general masses
Formulate opinions about political parties
Reach out to the upper section of society
Investigate/expose corrupt/criminal-activities
any other (please elaborate)

28. The newspaper you read with:

generally supports the government
is an opponent of the government's policies.
has nothing to do with any Political party/government
is very fair and objective in its reportage
is like any industry

29. Specific news of development by your elected representatives reported in newspaper is:

merely report what has happened
make an objective analysis of the situation
reflect an inherent bias in favour of their own
sensationalize events out of proportion
any other

30. The news related to industrial/institutional development covered by newspaper is:

- very extensive and fair an exercise in sensationalization
a revealer to the possibilities of industrial disasters
a balanced write up on development can't say/don't remember

31. Do you consider that any news of development issue published in newspaper reflects?

- objective analysis of a situation
presentation of viewpoints to construct reality
presentation of viewpoints to seek favor from politicians
purely business interests

32. Do you consider that the role of press is to convey socio-development issues to your political representative?

- Strongly Agree Agree
Disagree Strongly disagree

Section (D) Press and Development (Please tick [✓] whichever is applicable)

33. As per your knowledge and understanding, what is development?

- Financial assistance to state government by central government
Various schemes launched by Central Government
Loan Waiver and cheap Loan schemes by State Government
Construction work at town/tehsil/district level

34. How do you consider the role of Press in Development?

- Positive Negative
Biased No influence

35. Do political representatives seriously consider the news published in the newspaper?

- Yes No May be I don't know

36. Does the information through newspapers increase the chances of socio-economic development on specific issues?

- Yes No May Be I don't know

37. To what extent is the role performed by the newspaper influenced by:

a) Political Pressure

very much often Little much can't say

b) Profit Motive

very much often Little much can't say

c) Creating Credibility

very much often Little much can't say

d) Social Responsibility

very much often Little much can't say