

CHAPTER-I

THE FRAMEWORK OF THE STUDY

1.1 STATEMENT OF THE PROBLEM

Newspaper plays a very important role in gathering the attention of the public which disseminate messages to the target audience. But sometime these messages cannot make the desired persuasion on their target due to lack of appeal. This research study is designed to identify the role of press in development. The role of press in development itself denotes that this research will possibly identify the rears determining of the development. Thus, the nature of this study consist the elements of social change and youth mobilization due to development motivated by any means of Press.

The study will also go through the abstract with the coverage of events by the Press and how press took part in any possible expansion of developmental activities of Raebareli district. It also focuses the in-depth study of development schemes launched by the apex political representative the Member of Parliament in the Raebareli district of Uttar Pradesh. The library archive of Newspapers like Daink Jagran, Amar Ujala, and Rashtriya Sahara covers the development schemes launched by elected political representatives. Various political magazines like India Today, Sunday, The Week and Outlook have given equal importance of such news through various articles on the development of this area.

Press and the Development both are inter-related and affect each other in many ways. Sometimes press is guided by society and sometimes press has positive dominance over society. The relationship between the press and society is essentially blended and revolves with the communication of information that consist development in any form. The press is not only act as projector of social issues but it also in transforms the society, motivate youth and portrait

the way of their development. The Press positively affects and changes the behavior, thinking, perception and ideas of people and directs them towards a sustained life.

To explore it better, the study aspires to look into the ancient times. Before the advent and development of Newspaper, radio and television or any other medium of communication with the masses was not easy and effective. At that time the news was communicated by words of mouth. This is also known verbal communication, one of the types of communication. At that time Public announcements by the administrators were communicated to the people by various kinds of drummers.

In the due course of time, with the invention of the printing press by Guttenberg, the process of dissemination of news became much easier and effective. Guttenberg introduced the world to set up of their printing press which led to the publication of Newspapers in different parts of the world. The purpose of the Press was to serve the people by reporting and interpreting what is happening in their surroundings. The present study aims to provide a systematic analysis of developmental issues covered by the Press in Raebareli district of Utter Pradesh and to measure the quantum of such development with the coverage of Press. The outcome of the study will enlightened the origin and growth of the Press in Utter Pradesh especially with reference to Raebareli District. This will focus the attitude of Press towards the development and the work done by political representatives with the influence of Press Coverage. The study aims to elaborate favoritism and biasness of Press towards political representatives which helps to find out the influential power of the Press and giving importance to the political news over the developmental news.

1.2 SCOPE OF THE STUDY

The study of any aspect of subject concern has vast range of elements to be tested through various tools of Research. For better understanding the study has been divided into various segments. The study of each segment separately makes the study easy, precise and focused. One of the purposes of present study is to understand the impact of Newspaper as an element of press towards development. The research also focuses to identify the impact of Newspaper on the population of Raebareli with a special consideration of development.

The purpose of detailed analytical study including sampling, data collection and analysis has been done by using schedule. The Newspaper as a tool of communication plays effective role in the process of development. In this study the researcher has attempted to identify receptivity of Newspapers. The effectiveness of Newspaper depends on the level of attention of its perspective target. The quantitative measures like circulation, reach, readership, effectiveness and impact of news for Newspapers are the basic determinants in the course of media selection.

Newspaper forms an important medium of advertising and an important part of our daily life which can be retained, read and re-read when required. It carries with them a mood of urgency because it is read not as a form of entertainment but because of the day to day happenings of local regional, national, international significance. It satisfies the curiosity of the reader to know what is taking place around him and how directly or indirectly it affects him (Rege, 1990).

A Newspaper has a high level of credibility where the readers rely on Newspaper for factual information. The readers also hold high level of interest in the articles they read. They tend to pay attention to advertisements as well

as news stories provide a lot of copy details in their advertisements (Sharma and Singh, 2009).

The research done before this study explores that the Press has some prominent basis of development. AI Cross elaborates that the Newspapers gave extensive coverage to issues and gave the community a sense of togetherness. The content of any Newspaper creates awareness among their target group. This research attempts to identify qualitative aspect of social change and development affected positively due to the rendered messages by the Newspapers.

The present study will try to identify the impact of Press in the area of Raebareli parliamentary constituency of Uttar Pradesh to get the positivity of Newspapers to shape development process caused by the awareness and positivity created by the chosen Hindi Newspapers of the area of the study. The study has vital importance not only from the academic point of view but also from development policy point of view considering role of Newspapers. Newspapers are considered as the powerful weapon to educate, influence and motivate the people. The present study would be useful in determining the possible impact of Newspaper on gender issues in society, rural area of the society and various economic of the area of Raebareli parliamentary constituency.

The different key factors which are dependents and catalyst to make this study effective and relevant are:

- Quality of reader engagement with the chosen Newspapers.
- Press inherently has quality of intrusiveness which determines the receptivity for Newspaper communication.
- Receptivity of Press depends upon exposure time of the day.
- Quantitative measures like reach and exposure to news content.

The scope of research assumes that the findings of the study are in any way beneficiary for the masses, scholars and researchers. As per the assumptions, the topic of this study ‘Role of Press in Development of Raebareli Parliamentary constituency: A study of Hindi Newspapers’ indicates that further review of available content and research work done in this area. Only after the in-depth Review of Literature available in libraries of universities and content available online, it will further take up for smooth continuation of this study. The proposed study attempts to provide a clear picture of how Press plays role in development for the society. The press has vital importance not only from the academic point of view but also considering its role in the development of the Raebareli parliamentary constituency.

1.3 REVIEW OF THE LITERATURE

This section is devoted to document the review of available literature in context to the topic ‘Role of Press in the Development of Raebareli Parliamentary Constituency: A Study of Hindi Newspapers’ and explore various theories of Mass Communication. However, it is squeezed in between a detailed analysis of the growth of Press in India. The literature review for any research study is important because it describes how the proposed research is related to prior research done in similar area. It also shows the originality, relevance of research problem, justifies the methodology and demonstrates preparedness to complete the research.

Katz and Lazarsfeld (1955) opined that there are two steps in information flow: from the media to opinion leaders, and from leaders to the masses. The powerful media affects models that suggested a direct relation between the mass media and the masses. Lazarsfeld and Katz found that interpersonal relations were crucial in channeling and shaping opinion.

Lerner (1958) points out that the mass media were both index and agent of modernization. In Lerner's model, there was a close reciprocal relationship between literacy and mass media exposure. The literate developed the media which in turn accelerated the spread of literacy.

S.C. Dube (1958) studied the importance of communication in community development programme in India. The society has by and large reacted almost in an identical manner.

Klapper (1960) suggested that people exposed themselves to messages selectively. There was a tendency of individuals to expose themselves relatively more to those items of communication that set with their beliefs, ideas, values, etc. Regardless of exposure to communication, an individual's perception of a certain event, issue, person, or place could be influenced by his/her latent beliefs, attitudes, wants, need or other factors.

Wilbur Schramm (1964) pointed out that information must flow, not only to people, so that their needs can be known and so that they participate in the acts and decisions of nation building and information must also flow vertically so that decision may be made, work organized and skills learned at all levels of society.

Apter (1967) emphasis that more prescriptive strand can be associated with the Development Theories which includes the concept of modernization with significant contributions from political science.

According to Janowitz (1968), the social science research of mass communication seeks an objective understanding of the institution that express mass communication and the consequences of communication and persuasion for human society

Mc.Quail (1969) identified three major areas of in the field of Mass Communication research during the years covering the 1930's to 1950's. The observations are:

Atal (1973) developed a communication model for analyzing nation building in which he discussed social apertures and insulators as facilitating and obstructing mechanisms in the free flow of information.

According to Gans (1979), when news as information is transmitted from sources to audiences, they are first refined and altered by journalists in order to make the information suitable for their audiences. The 'story importance' is judged by journalists according to four main dimensions: rank in government; impact on the nation and the national interest; impact on large number of people; significance for past and future.

Lawrence A. Cremin (1980) suggests that steady growth of population and the development of civilization on the American frontier during what is now called the early national era was directly paralleled by the establishment of Newspapers and the increasing efficiency of news gathering and transmittal.

Snow (1983) argues that media are not neutral instruments for transmitting information and ideas. They are instruments that interpret reality in the process of transmitting news and entertainment to the public. Snow emphasis that, 'in a contemporary society, the public tend to accept the media's interpretation of social realities and thus making it a 'media culture'.

Hornik (1988) suggested that the effectiveness of field workers in transmitting information in agricultural development projects also suggested the importance of interpersonal networks in disseminating innovations

Consequently, a triadic model of communication was recommended that included change agents, beneficiaries, and communicators.

According to Sachs (1992), the idea of development stands like destruction in the intellectual landscape today. Its shadow obscures our vision and disappointment, failures and crimes have been steady companions of development. But above all, the hopes and desires that made the ideas fly, are now exhausted: development has grown obsolete. Development is a label for plunder and violence, a mechanism of triage.

Noam Chomsky and Edward Herman (1994) elaborated that “Perhaps this is an obvious point, but the democratic postulate is that the media are independent and committed to discovering and reporting the truth and that they do not merely reflect the world as powerful groups wish it to be perceived. Leaders of the media claim that their news choices rest on unbiased professional and objective criteria, and they have support for this contention in the intellectual community. If, however, the powerful are able to fix the premises of discourse, to decide what the general populace is allowed to see, hear, and think about, and to manage public opinion by regular propaganda campaigns, the standard view of how the system works is at serious odds with reality”.

MC Quail (1994) in his paper on *‘Mass Communication Theory: An Introduction’* explains that, social change can also be brought when there is a medium for the flow of information in both directions. Newspaper can provide that medium and help create a democratic sustained participant model in a society. It may also open avenue to create interaction between the government and public which may be motivated for greater social participation and issues of awareness concern. Participation of masses and interaction to its government are key elements which can be achieved through press.

K.B. Mathur (1994) in his study on communication for development and socio change, viewed traditional folk media as culture and community based media. Mathur further elaborates that media can play an important role in generating the awareness and shaping the public opinion in the case of the developed societies as well as in the case of a developing society like India.

Malhan (1995) emphasized that the communication are necessary to inform, educate and persuade people and thus provide effective communication support to democracy and development plans. The media can disseminate news, views and policies; provide perspective to them for proper understanding and promote participatory dialogue.

Besley and Burgess (2001) examine data from India on the responsiveness of state governments in situations of food crisis by evaluating the public distribution system and find that states that have higher numbers of Newspaper circulation, electoral turnout and literacy also have more local governments that are more effective in mitigating the food crisis.

Besley et al. (2002) suggest that, *'the media help to overcome the principal agent problem that typically characterizes the relationship between citizens and their governments. There is usually a considerable amount of asymmetry in the information that the citizens and the elected officials possess'*. Newspapers closing the information gap between the authorities and the masses incentivize the government to act in the interest of the people.

Barnett (2004) in the book named 'Media, democracy and representation: Disembodying the public and in the article on 'Spaces of Democracy: geographical perspectives on citizenship, participation and representation' says that media has been regarded as the fourth estate in democracy which provides

the space for alternative ideas to debate and arrive to conclusions for the social development.

According to Basu (2007), civil society is essential for building a strong democratic nation as it works towards equity by empowering its weaker sections. New perspectives have to be created in the society, which would eventually lead to fostering of new values. This can only take place with the help of communication.

As for the press, it is important to bear in mind that the purveying of messages of news, information, and opinion became increasingly efficient during the early national era. Given the steady improvement in the efficacy and speed of communication and the consequent growth of the audiences reached, an extraordinary fund of common knowledge was disseminated.

- the research concerned with behavior, interest and structure of audience
- researchers on the effectiveness or persuasive power of media and
- research concerned with general social effects of the mass media.

These theories and models are tested in a way to prepare and send message through any medium of communication to its target for a certain specific impact. Lerner (1958), Rogers (1969) and Schramm (1964) have espoused the view that mass media prepare, instigate and understand the development of a modern society. The prominent works on the role of communication in development are the most influential.

Maxwell McCombs and Donald L. Shaw, mentioned in their research paper-

'The power of the news media to set a nation's agenda, to focus public attention on a few key public issues, is an immense and well-documented influence. Not only do people

acquire factual information about public affairs from the news media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news. Newspapers provide a host of cues about the salience of the topics in the daily news – lead story on page one, other front page display, large headlines, etc.’

The McCombs and Shaw study for the first time provided an empirical validation to agenda-setting as a theory of media effects. It clearly established that there is an important relationship between media reports and the people’s ranking of public issues. Like most early agenda-setting research, the 1972 study implied a direction of influence from media to audience - that is, it implied causality.

Klapper affirmed ‘that the mass communication does not ordinarily serve as a necessary and sufficient cause of audience effects, but rather functions through a nexus of mediating factors. All this reflected the power of the Press to be located within the existing structures of social relationships and systems of culture and belief.’ The unpredicted behavior of Press applies even to the relatively effects at the level of unit of mass and in practice. There are various elaborations for the question which leads this study of Newspapers and its relation to Development.

As the purpose of this study is to examine the link between Press and Development and approach of development persist in the surroundings of masses. The development term is taken here as a concept with primary objective is to promote freedom of human being. Development is a process of expanding people’s choices and the outcome of the choices that it offers to peoples. George Gerbner (1984), Sharada (1988) and Singhal and Rogers (1989) mentioned that Newspapers involve active processing and strong,

synergistic. Newspaper taps into memories to make them even more salient and involving. The communication has task behind social changes and socio-political mobilization.

Floyd Allport, expressed in book '*Towards a Science of Public Opinion*', public opinion is an expression by a large collection of individuals of their views on a particular situation formulated by them on the basis of an appeal. It could be an expression supporting or opposing an issue, a person or a proposal of great significance.

The media have the potentiality to act as catalysts in diffusing new practices, skills and technology. Mass media in India reaches the common masses through the traditional channels of communication. The mass media in India has contributed immensely to the process of development including rural development, agriculture growth, population control, national integration, education, health-hygiene and value orientation. There is a positive relationship between media and development. The level of development depends at the medium of communication and its positive effectiveness to the masses.

Newspaper as a medium of communication consist the strength of that arises from its ability of appearing to the minds of the people which is capable to change the thinking of masses. It is also noticed that the Newspaper has not met the requisite interest in communication. The media coverage by press for Rural Development Programs is to ensure that these program are portrayed in proper perspective.

1.3.1 ROLE OF THE PRESS

According to United Nations documents that emphasize human development, measured by life expectancy, adult literacy, access to education, income of

people which is a necessary condition of their freedom of choice. The conditions are to be considered for the development is; Environmental, Social, Economic and Political. Moreover, economic growth must be constantly nourished by the result of human development.

Mark Twain (1835-1910) a writer and lecturer of United States Emphasis the power of press as, - *'There are only two forces that can carry light to all the corners of the globe... the sun in the heavens and the Associated Press down here.* Accordingly it is clear that press has immense capabilities to mobilize masses. Press plays an important role of mediation the mediating role between objective social reality and personal experience. The Press is intermediate and mediating in several senses: they often lie between receivers and that part of potential experience which is outside our direct perception or contact; they may stand between us and other institutions. The Press is also channels for others to contact us, or us to contact others.

Alabama (1940), observed; Abridgement of freedom of speech and of the press, however, impairs opportunities for public education that are essential to the effective exercise of the power of correcting errors through the processes of popular government. In many subsequent cases, the American Supreme Court gave a liberal interpretation of the freedom of speech and press.

According to Murell (1996), the revolution in communication and boom in mass media presents new opportunities to innovators and creators to more effectively communicate both technology and knowledge directly to the users and to improve the society.

Mefalopulos (2003), communication is about dialogue, participation and the sharing of knowledge and information. It takes into account the needs and

capacities of all concerned through the integrated and participatory use of communication processes, media and channels.

Santucci (2005) suggested that the Print media is a necessary tool to induce effective changes in society and create awareness. Communication, by its very nature, is the essential ingredient in ensuring meaningful participation, capable of resulting in the active exchange of knowledge and perceptions needed to successfully define problems and plan solutions. However, according to Padhy and Sahu (2005), the editor of a press or the manager, are all citizens and therefore when they choose to write in Newspapers, they are merely exercising their right of expression and in my judgment, therefore no special mention is necessary of the freedom of the press at all”.

According to Sundari (2013), the broader aspect of the freedom of the press has been formulated judicially that the guarantees of free speech and press were not designed to prevent censorship of the press merely, but any action of the government by means of which it might prevent free and general discussion of public matters as seem absolutely essential. In this point, as Wilbur Schramm stated that the processes of communication as a simple level of communication that involves transmission of information from a sender to a receiver through a channel. The sender is also called a source that encodes a message that is decoded by the destination or the receiver, throw light on this section.

Schramm mentioned that, ‘we are little switchboard centers handling and rerouting the great endless current of communication. Feedback is an important element of the communication process as it tells us how our messages are being interpreted. Examples of feedback are the nod of a student in agreement to what a teacher says in a classroom or a letter to the editor in a Newspaper. An experienced communicator is attentive to feedback, and

constantly modifies his message in light of what he observes in or hears from his audience'. Schramm again professes that the mass media are agents of social change. The specific kind of social change they are expected to help accomplish is the transition to new customs and practices. Behind such changes in behavior must necessarily lay substantial changes in attitude, beliefs, skills, and social norms.

According to the Universal Declaration of Human Rights, 1948- "*Everyone has the right to the freedom of opinion and expression. This right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any medium and regardless of frontiers*". The Universal Declaration of Human Rights states that in the exercise of the rights and freedom, everyone shall be subject only to such limitations as are determined by law solely for the purpose of securing due recognition and respect for the rights and freedom of others and meeting the just requirements of morality, public order and general welfare in a democratic society (Universal Declaration of Human Rights, 1948, Art. 29(2)).

The freedom of the press in a democracy is duly recognized in the Indian Constitution. *K.M. Munshi*, stated that the freedom of the press along with other freedoms should be guaranteed and subject only to such restrictions imposed by the law of the union as might be necessary in the interest of the public order and morality.

B.R Ambedkar opines that- "The press is merely another way of stating an individual or a citizen. The press has no special rights which are not to be given or which are not to be exercised by the citizen in their individual capacity. Press Commission of India, constituted in 1952, remarked that - "Whatever the law relating to the press may be, there would still be a large

quantum of objectionable journalism, which, though not falling within the purview of the law would still require to be checked.”

According to sociologist Philosopher Emmanuel Kant, *‘an enlightened and developed society composed of free and independent individuals cannot be created unless all its members are afforded freedom of expression’*. The Constitution of India mentioned these rights to every citizen of this country.

In a popular book ‘The Press and America: an interpretive history of the mass media’ Edwin Emery define News, thereupon became a commodity like food or merchandise, produced for profit to meet a demand, it is significant that there was little use of word ‘news’ until after invention of printing made possible the periodical of the masses. The word ‘news’ was coined to differentiate between the casual dissemination of information and the deliberate attempt together and process the latest intelligence. A good Newspaper is a watch dog of democracy and it mirrors the status of society. A good Newspaper is a source of entertainment also for all. They educate us against social evils. The more society is developed the more means of communication are required. Among means of communication, Newspaper and magazines play an important role in our lives.

Professor William G. Blayer defined news as –‘Anything timely that interest a number of persons and the best news is that which has the greatest interest for the greatest number’. However, It is understood that – ‘to which a good editor wants to publish is called news. The news is the explanation of an event. Event itself is not news. Accident truth and expression of views is called current affairs. It’s interesting for many of the audience’ as stated by William L. Reverse in his definition of news.

‘News is very fast literature and like a crosia, knitting colorful embroiling on the curtain of history time wheel’ as opined- Haser Leak A John C. Corel and any incident or change occurred anywhere in day light and which will be explained by words is called news, as R.R. Khandekar defined.

Anthony Carmona remarked that, *‘We live in a society in which spurious realities are manufactured by the media, by governments, by big corporations, by religious groups, political groups’*. However, K.M. Srivastava defined news as – ‘News is the description of the current affairs and views which are important and interesting’. Accordingly, James Murdoch, stated that, *‘Information is the most valuable commodity in the world today and this business is about giving people access to information that is relevant to their lives’*. The information provided by Newspaper has a great educative value for all. In its functioning the Newspapers not only educates the thinking of the people but also guides and channelize thinking of people in right directions. Newspaper needs to play their due role in order to run the democracy smoothly.

According to BBC the key features of Newspapers are present information and ideas about a topic, present a point of view about the topic, layout: headlines, subheadings, pictures all paragraphs relate to the main idea of the passage, the main idea is introduced early on in the passage and then developed in subsequent paragraphs, straightforward language, usually written in the past tense information could be divided into sections. The Newspapers are continuously evolving and expanding its reach to the masses. It is necessary to portrait some underlying features of the economics related to the development with effects of Newspapers. According to Locksley (1988) these characteristics include –

- A wide range of content which offer a minute fraction of these offerings.

- Material offering to attract a mass audience.
- Newspapers illustrate irrelevance and packaging, offering numerous sections, supplements, and pullouts on sports, business, travel, food, health, society, and other topics—some of which are thrown away by readers at the point of sale.

FREEDOM OF PRESS

According to Thomas Jefferson, *'Our liberty is depends on the freedom of the press, and that cannot be limited without being lost'*. This does not augur well for democracy, and the freedom of the press in India which is an integral as described in constitution of India. Though the constitution does not provide for it specifically, it is covered by Article 19(1) guaranteeing freedom of speech. It is subject to reasonable restraint like other fundamental rights. But neither this nor the libel laws to which it is subject except in respect of faithful coverage of parliamentary proceedings, has, by and large, hindered the press from exercising its freedom.

Samuel Butler (1612-1680,) British poet and satirist elaborated that- *'The most important service rendered by the press and the magazines is that of educating people to approach printed matter with distrust'*. The press was the key tool for arousing; mobilizing masses to get their opinion and the Newspapers helps in the growth of any area along with its literature and culture. The press was considered as an effective weapon for social reform to reveal social problems like caste, women issues, child marriage, malnutrition, natural resource share and minimum wages for livelihood. Sometime the press helped the society or mass to conduct propaganda such as untouchability and differed religious sentiments. The Press also presents the knowledge of the worldwide happenings to the Indian masses. However, Lazarsfield (1940) reported that those who have higher cultural level will prefer reading than listening. This might be due to the fact that print medium can be used according to readers

conveniences; moreover exposure also is possible as Klapper, 1960, emphasized.

Klapper (1960) opined that print is also found to produce greater retention than electronic media. This medium requires greater participation on the part of the reader. Hence, it is readily used to reach specialized audiences

Findings of renowned sociologist, Rao (1975) reveal that people having high responsibilities and less time to devote to the media turns to print media for informational material, especially Newspaper. They also turn to the most serious parts of the audio – visual media.

According to Jacobsen (2008), the freedom of the press is an important concept in considering the role of the media in all aspects of the society. It is a necessary condition for the media to be effective in carrying out their functions. The right to press freedom warrants the media the right to determine the forms which their programs will assume, as well as the appropriate form of reporting. Further, Becker and Vlad (2009) argue on this point that the concept of press freedom is controversial because it is unclear to ascertain the meaning of press freedom in terms of freedom from what and freedom for whom?

Lakshamana Rao provides some useful observations that communication helps peoples to find alternative ways of making a living, helps him to raise his families social and economic status, creates demand for goods, motivates local initiative to meet the rising demands and so on.

Y. B. Damle, investigated the diffusion of modern ideas and knowledge. The study elicited information about the awareness of the people about the national political scene, modern ideas regarding caste and religion, and the impact of new ideas of recreation, the movie, the radio, sports, Newspapers, lectures,

political propaganda etc. It has been found that the structural constraints and inadequacies, whether natural or imposed by circumstances.

Malcolm X depicted that, *'The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power because they control the minds of the masses'*.

1.3.2 PRESS THE DEVELOPMENT

According to the *Human Development Report 1996*, published by the United Nations Development Program, “human development is the end economic growth a means.” It is true that economic growth, by increasing a nation’s total wealth, also enhances its potential for reducing poverty and solving other social problems. But history offers a number of examples where economic growth was not followed by similar progress in human development. Instead growth was achieved at the cost of greater inequality, higher unemployment, weakened democracy, loss of cultural identity, or overconsumption of natural resources needed by future generations. As the links between economic growth and social and environmental issues are better understood, experts including economists tend to agree that this kind of growth is inevitably unsustainable—that is, it cannot continue along the same lines for long.

In 1892, Durkheim published ‘The Division of Labor in Society’. This doctoral dissertation depicted the nature of human society and development of society. In 1895, Durkheim stated that for moral and economic regulation to maintain peace and order in the Rules of the Sociological Method. Durkheim announced that social sciences should also be based on scientific methods.

According to Apter (1967), development includes a broad view of structural change with two strands- one tending towards being prescriptive and the other non prescriptive. The more prescriptive strand can be associated with

development theories which include the concept of modernization with significant contributions from political science.

Development media theory began from the Agenda Setting Theory espoused by Mc. Combs and Shaw (1972), which stated that the media tells us not what to think but what to think about. In other words, the amount of attention given to an issue in the press affects the level of importance assigned to that issue by the mass media audience. The main thrust of Agenda Setting theory is that though media may not completely change ones point of view on particular issue, it tends to change his perception of what is good. That is to say in simple terms, the fact about the inherent influencing power of media, makes it to be seen and applied as important instrument in developmental policies.

Dudley Sears (1985) stated that development involves the formation of opportunities for the realization of human potentialities. The press comes in development process is through Development Communication. This is a form of communication which is deliberately packaged by the sender such that the message content or the information sent could convince, support the receiver audience to take up an attitude and participate in actualizing a development plan. At certain instances, the message sent aims at construction the target audience to grab a positive behavioral change for development.

According to Jorge (1989), development is about the accumulation of capital, that is to say, the drive of capital both to appropriate the surplus value produced by labor and embodied in the commodities and to realize it by selling the commodities in the market, thus allowing the process to be repeated on a wider scale. There is a constant tendency among the capitalist class to heighten the productiveness of labor, in order, to cheaper commodities, and by such cheapening to cheapen the laborer itself. This is the reason why the process of development can be described simultaneously as increased capital

accumulation and as continuous growth of productive forces and of commodity production.

M.R Dua (1994) explained as ‘the most important endeavor in development has to be accorded to human development. In fact, human Development is a key to development in all other areas. The task of media in development is two-fold: to help remove illiteracy, fatalism, enlarge aspirations, increased and extended social status and secondly to lead to overall national progress and prosperity’.

According to Cowen and Shenton (1998), development is a concept which is contested both theoretically and politically. The development is the dynamics of long-term transformations of economies and societies. One of the confusions, common through development literature is between development as immanent and unintentional process and development as an intentional activity.

Thomas (2000) refers to this meaning of development as a process of historical change. This view, of structural transformation and long-term transformations of economies and societies, as Gore noted, is one that predominated in the 1950s and 1960s in particular.

Dagron (2001) stated that participatory and community led projects are often more successful at the behavioral level when community broadcasting is used. This is because of their high proportion of local content in local languages, reflecting local culture. The recent addition of Internet access to many community broadcasting facilities is transforming their relevance and attractiveness as global knowledge banks become available to local communities. Dagron (2009) states that communication for rural development and social change needs to build the bridge between those who affect

development from above, with their policies and resources and those who work from within through political and social commitment.

Clark (2002) in 'Innovation systems, institutional change and the new knowledge market: implications for third world agricultural development' opines that the results of agricultural research, the level of communication corresponds to the 'pipeline' model or view of innovation, in which scientists are the main innovators and the new knowledge must then be transmitted to those who are to use it, via extension systems to farmers.

Hickey and Mohan (2003) stated that one of the confusions, common through development literature is between development as immanent and unintentional process and development as an intentional activity. However, Ucheanya (2003) opines that 'roles of media in development lie in their capacity and capability to teach, manipulate, sensitize and mobilize people through information dissemination'.

Thomas (2004) argues that development is contested, complex, and ambiguous. It gives three possible discernible definitions of development. First definition, relatively value free, is historical with a long term development as a process of change. Second definition is policy related, evaluative and based on value judgments with a short- to medium-term time horizons. The third is post-modernist, drawing attention to the ethnocentric and ideologically loaded western conceptions of development. Development as a long term process of structural societal transformation and as a short to medium term, it is outcome of desirable targets. Development is a long-term process of structural societal transformation. The first conceptualization is that development is a process of structural societal change.

According to Olorunda (2004), the information society is where everyone can create, access, utilize and share information and knowledge, enabling individuals, communities and peoples to achieve their full potential in promoting their sustainable development and improving their quality of life.

According to Nwabueze (2005) ‘the media also chart a course for the public in line with the agenda setting theory, thereby creating in the minds of the people, issues that should be viewed as priority issues including development programs and policies’.

According to Kumar (2006) in *Folk Media and Rural Development*, the Indian society is a complex social system with different castes, classes, creeds and tribes. The high rate of illiteracy adds to the inadequacies of mass media to reach almost 80% of the people who reside in villages.

Uma Narula (2006) added in book *Development Communication* ‘The ideological image of development is the ‘development target that a nation sets for itself of to do development’. Elaboration of the concept of development as ‘Development is necessarily conceived as dynamic in the service of the progress’ and development is a whole; it is an integral, value loaded cultural process; it encompasses the natural environment, social reaction, education, production, consumption and well-being.

Sivaramakrishnan (2011) states that communication is needed to bring about any social change. New roles and relationships between nation and government, the private sector and civil society are required to address the challenges posed by an urbanizing and globalizing world through communication development.

The general terms development indicates the wealth, which reflects the quantity of resources available to a person, a family, a group or the society.

Sometimes development is considered as to provide free health and education services by the government. The quality of life is supposed to have access to education and health care, employment opportunities, availability of clean air and safe drinking water. Development is actually improving the well-being of the majority of the population in an area, ensuring peoples freedom and increasing their economic security in a sustained manner. In this study it may be correlated to Newspapers as this media industry has also many technological advancement and still popular media among the masses with its wide reach.

Development stems from the consideration that Newspaper or press could support the sustained betterment of marginalized less privileged people in underdeveloped rural area. Though most of the sources are available, but lack of reach, awareness and poor knowledge and access have made them worthless.

A classical definition given by the United Nations World Commission on Environment and Development in 1987 suggest that, development is sustainable if it *“meets the needs of the present without compromising the ability of future generations to meet their own needs.”* It is understood that this intergenerational equity would be impossible to achieve in the absence of present-day social equity, if the economic activities of some groups of people continue to put in danger the well-being of people belonging to other groups or living in other parts of the world. The term ‘Development’ in international dialect encompasses the need and the means by which to provide better lives for people. It includes not only economic growth but also socio economic development that provides health, food, nutrition, home and education and freedom.

According to the World Bank report development is somewhat easier to say which countries are richer and which are poorer. But indicators of wealth, which reflect the quantity of resources available to a society, provide no information about the allocation of those resources—for instance, about more or less equitable distribution of income among social groups, about the shares of resources used to provide free health and education services, and about the effects of production and consumption on peoples environment.

United nation indicated that, human development is assessed by means of several indicators, whose composition is described above. United Nations in 2000 target eight aspects of human development; eradicating poverty and hunger, achieving universal primary education, gender equality, women empowerment, sanitation, HIV-AIDS, malaria and other communicable diseases and developing a global partnership for human development.

The influence of the media's and its contribution to development is observed as Sagnia (2005) suggests that, 'It is evident that the creative cultural assets and rich cultural resources found in abundance in all developing countries, based on human creativity, could be transformed into economic value and a source of economic development. The opportunities for employment creation, export expansion, value creation, technological upgrading, and wealth generation have gone unrealized in developing countries, and effective national policies on the creative industries can make a difference'.

Nobel laureate Amartya Sen said, '*the basis of democracy is diversity in all its forms and freedom of expression is its main element*'. This Freedom of expression is the key to lead a prosperous society which is the unit of this largest democratic country called India.

The role of press in development can be analyzed considering its socio-political and socio-economic perspectives. In the political sphere, role of Press can be found in the areas of democracy and good governance, political transparency, equity and equality, human rights, and public relations. In the economic sphere, press can play their role to develop economic policy for sustained growth along with economic empowerment to society, small investments, Self Help Groups, Microfinance, etc. In the social sphere, the role of Press covers social reforms, acceptance to customs, cultural recognitions, communal harmony etc.

1.4 RATIONALE OF THE STUDY

The review of literature shows that the present the study of the coverage of developmental schemes by the press in Raebareli district of UP is the first of its kind and the same being conducted with the hope that the research findings will provide an assessment of the nature of developmental issues covered by the press of the district. This study will also provide a systematic view point of the origin and growth of the Press in Raebareli and in the implementation of the government schemes by the Member of Parliament, with the background and history of the origin and growth of Press in Raebareli, the nature of the coverage of developmental issues by the Newspapers in Raebareli district cannot be easily understood.

1.5 OBJECTIVE OF THE STUDY

The specific objectives of the proposed study are as follows-

- To study the coverage of development stories of the leading newspaper of Raebareli district.
- To find the role of press in Raebareli towards populatization of Government Schemes.

- To study how much emphasis is given to development news by the Newspapers.
- To find out the types of coverage as given to development news by the Newspaper.
- To find out the relationship between Press and Development.

1.6 HYPOTHESIS

No specific hypothesis has been formulated as the study is exploratory in nature.

1.7 DELIMITATION OF THE STUDY

To describe the boundaries of present research and to explain the area following considerations has been taken:

1. The research study involves data collection from single district only.
2. The time period of one year actually cannot dictate the trend of newspapers, as they keep changing their patterns and policies according to the situations.
3. The present study is only involved with chosen Hindi dailies.

Dainik Jagran and Amar Ujala the two Hindi Newspapers chosen for this study as these are highest circulated Newspapers in the Raebareli district and popular among the masses for their credible news reporting.

This study is deliberately focused to a certain specific area of the Development. As the term Development may be widely associated with the other stipulations like provision of health, education, employment, land development green development, agri-business, rural infrastructure, banking, micro finance and many more. This study may be delimited to the socio-economic development of Raebareli district. The research tool, schedule, will

be designed in such a manner to get the appropriate findings on role of press within the area of Raebareli in relation to its development.

1.8 METHODOLOGY

The objective of exploratory research is to explore or search through a problem or situation to provide insights and understanding. It is basically flexible and often the front end of total research design. Research design is a framework or blueprint for conducting the marketing research projects. The present research is exploratory. The form of conclusive research design adapted for the study was descriptive in nature. The research methodology is the specification of method of acquiring the information needed to structure or solve the problem. The present study is located in the Raebareli district of Uttar Pradesh. The analysis of the chosen newspapers under certain controls will be rendered for systematic study of Role of Press in Development.

The purpose of the scientific method of research is to provide an objective, unbiased collection and evaluation of data. To investigate research questions and hypotheses systematically, both academic and private sector researchers follow a basic eight-step procedure. The qualitative method unlike the quantitative has the advantage of giving room for flexibility (Silverman, 2005; Priest, 2010) and allows for an in-depth focus on the study (Patton, 2002).

In its analysis, the qualitative data is not limited to one particular method as different approaches can be used to analyze the study depending on the nature and purpose of the study (Dey, 1993). Furthermore, in dealing with qualitative data, the main purpose should centre on the identification of the relevant themes contained in the data. It is also important that the analysis should be guided by theory (Priest, 2010).

The data obtained from the research is in the form of words rather than numbers, while the majority of the data contain verbatim quotes from the respondents (McNeil and Chapman, 2005).

This study is designed for exploratory research will done through Survey Method and to ascertain adequate result of the study schedule will be used.

1.8.1 SAMPLING

For this study Purposive Sampling will be done and base data has been collected by administrating schedule on the 500 respondents of Raebareli district. The respondent will include 250 male and equal numbers of 250 female respondents to get equal representation of both the gender.

Maxwell (1997) defined Purposive sampling as a type of sampling in which, ‘particular settings, persons, or events are deliberately selected for the important information they can provide that cannot be gotten as well from other choices’.

The Primary data has been collected by administering a highly structured schedule which consisted of questions related to general information about the social background of the respondent regarding education, home ownership, health, marital status, religion, employment status, income, ways of reading newspaper, subscription of newspaper, average time spend in reading by the respondent, purpose of reading newspaper, motivational factors behind reading newspaper, objectives of newspaper, coverage of social issues like education, housing, education, health, employment, portrayal of issues of development as Health, Safe drinking water, Public Transport, Banking and Sanitation, industrial/institutional development related coverage by the newspapers. The secondary data on the other hand, has been collected by Books, Journals,

research studies, websites and specifically through clippings of one year from chosen Hindi newspapers of Raebareli.

1.8.2 VARIABLES/PARAMETER OF THE STUDY

Social Background of the respondents is studied in terms of their age group, sex, religion, mother tongue, caste, marital status, income, languages known Newspaper reading habits and attitude print media exposure.

Role of Press in Development is studied in terms of the exposure of the Newspaper including its subscription, the number of the newspapers read, time spend on newspaper reading, category of newspaper read preference of the section of the newspapers and time spent in reading newspaper. Some other variable will be considered as Education, Employment, Women Empowerment, Health and Family Welfare, Child development, Social and Community Development, Issues of SC, ST and backward classes; under Social Development, Youth Mobilization, Unity, Leadership, Volunteer-ship, Self Help Group, Coordination; under Political Development, Agricultural Development, Agro Business and marketing, Industrial Development, Food Processing, Research and Development, Training and Orientation, Employment Generation, Poverty Upliftment, Entrepreneurship, Self Employment; under Economic Development.

1.9 DATA ANALYSIS AND INTERPRETATIONS

On the basis of collection of data from responses on schedule and through newspaper clippings of selected newspaper summary will be prepared. Accordingly findings based on the respondents reply on schedule will be analyzed.

OPERATIONAL DEFINITIONS

- 1. *Press***- According to Merriam-Webster, the gathering and publishing or broadcasting of news is journalism. The newspapers, periodicals, and reporting for radio and television news broadcasting are considered as Press. The comments or notice in newspaper and periodicals are generally called Press. In this study the term Press is widely used for the newspapers printed and published in Hindi from the Raebareli district of Utter Pradesh. Newspapers and magazines, and those parts of television and radio that broadcast news, or reporters and photographers work for them.
- 2. *Development***- According to United Nations documents, the development emphasize 'human development', measured by life expectancy, adult literacy, access to education, income of people which is a necessary condition of their freedom of choice. The Development is defined as freedom of expression and possibility of critical assessment. In the discourse of democratic development, free speech and capable media are seen as parts of development itself. Development as a means is conflict as a goal demands openness about relevant means, especially given the impossibility of following the development path.
- 3. *Newspaper***: A publication, usually issued daily or weekly, containing current news, editorials, feature articles, and usually advertising.
- 4. *Development Communication***: Development communication refers, alternatively, as either a type of marketing and public opinion research, or the use of communication to facilitate social development
- 5. *District***: A division of an area, as for administrative purposes is known as district with a region or locality marked by a distinguishing feature. A district (*Zilā*) is an administrative division of an Indian state or territory. Districts are further subdivided, in some cases into Sub-Divisions, and in others directly into tehsils.
- 6. *State***: The supreme public power within a sovereign political entity.

RELEVANCE OF THE STUDY

The study has vital importance not only from the academic point of view but also from development of the society through Press. Newspapers are considered as the powerful tool of expression and dissemination of information, education and motivate people. The present study would be useful in determining the possible Role of newspapers in socio-economic development. This study may also be useful in governance and policy makers particularly the political representative of the Raebareli district.