

CHAPTER-VI
SUMMARY AND CONCLUSION

The key findings on Role of Press in the Development in respect of the study area of Raebareli may be summarized as follows:-

Social Background

1. The age of the respondent clearly indicated that 40.4% of the respondents are of 21-30 years of age group respectively followed by 31.2 % of 31-40 years age, 14.0% of 41-50 years of age and rest 14.4% are of 51years above age group.
2. The marital status of the respondent is important factors as majority of respondent (67.4%) are found married respectively 10.4% were unmarried, 13.0% were widow/widower and only 9.2% found living separated.
3. It is evident that religion wise Hindu population has major stake with 78.8% of the total whereas Muslims 13.2%, Sikh respondent 3.8%, Christian 3.0% and other respondents were 1.2%.
4. Educational qualification of the respondent observes through schedule and it was indicated that out of 500 respondent 36.2% have below high school educational qualification followed by 33.8% Senior Secondary school level, 11% Graduate and 19% Technically Skilled and trained.
5. Regarding Employment Status of the respondent and it was observes that 18.2% respondent were student, 26.8% were Home maker, 37% were belongs to Agriculture, 4.6% were Self Employed, 6.2%

Employed, 4.2% Unemployed and rest 3.0% respondent belongs to the retired category. This is one remarkable thing that almost every section of the society was covered through the schedule.

6. In terms of Monthly Family Income which is one of the important parameter related to the respondents, it was revealed that 38% of the respondents family income was below `5,000 followed by 32% respondents belongs up to `10,000 monthly income, 18% up to `25,000 income and rest 12% belongs to above `25,000 monthly family income group.

Newspaper reading habit

7. Newspaper reading habit of the respondents was observed and it was found that respondent reading newspaper daily have a majority with 63.0% followed by 7.0% respondent reading newspaper 1-2 days in a week, 13% reading newspaper 3-6 days in a week and 17.0% respondents reading as per its availability of the newspaper.
8. Newspaper access is also a point assessed which reveals that respondents reading newspaper at various places like nukkad paan shop are 23.0% whereas 11.8% respondents read newspaper by borrowing it from their neighbor, 5.8% reading at Panchayat Bhawan or community center, 7.8% reading in Public Library and majority of 51.6% respondents reading newspaper by subscribing them.
9. The brand of newspaper which was preferred by the respondent an important element was assessed which reveals that 41.0% of the respondent reading Dainik Jagran followed by 19% readers reading Amar Ujala, 15.6% reading Hindustan, 14.0% reading Navbharat Times

and rest 10.4% respondent reading other newspapers available in Raebareli.

10. Average newspaper reading time of the respondents was observed through schedule and it was found that 26.6% respondent spend less than 30 minutes, 19.2% spend 45 minutes, 19.6% spend 60 minutes followed by 34.6% of respondents spend more than 60 minutes for reading newspapers.
11. The purpose of reading newspaper by the respondent was revealed as 21.4% read it to keep them inform about happening around, 15.0% reading for entertainment purposes, 14.2% are reading newspaper for educational purposes, 19.0% consider reading it to raise alarm on a social issue, 9.0% reading newspaper just to know people around them however 17.2% reading it just for time pass and least 4.2% respondents reading newspaper just to show off.
12. The respondent express their motivational factor behind reading newspaper and 41.0% of respondent replied that they like newspapers because they aware masses on development followed by 20.2% respondent to highlight the issues of social concern, 9.0% reading it just to build wide social network, 10.8% reading newspapers for good freedom of expression and 19.0% respondent believe that they reading for other purposes.
13. The meaningful newspaper reading of the respondent was observed in terms of their interaction or reinforcement to the changes happening around and it was found that 42.0% respondent agreed that newspaper provoke readers to interact/reinforce the changes happening around

along with 38% respondent who strongly agreed upon followed by 11% respondent not agree to it and 9% strongly disagreed.

Role of Press and Development

14. The respondent were questioned about the key objectives of the newspaper and it was revealed that 18.8% of them believed that newspapers disseminate free and fair information, 15.8% think it for educational and entertainment purposes, 19.4% found it to take up issues of social concern, 25.8% believes that newspapers critically assess the welfare programmes of the government and 20.2% responded that the objective of the newspapers are to take up issues of development concern.

15. Newspapers are concerned to cover social issues like education, housing, education, health, employment and in this regard 59.0% respondent respond that newspaper are very much concerned to it followed by 20.4% responded much concern, 11.0% express it some extent, 6.6% believes not much concerned and 3.0% respondent can't say about this aspect of newspapers.

16. About the ability of newspapers for portraying issues of development like Hospitals, safe drinking water, Public Transport, Banking and Sanitation, the majority of 58.4% respondent said it very much followed by 21.8% much, 11.8% to some extent, 5.8% not much and only 2.2 respondents were unable to respond on that.

17. On the responses on intent of newspapers 19.8% respondent replied that newspapers are key source of information to general masses, 23.2% express that newspaper formulate opinions about political parties, 18% believes that the reach out the upper section of the society, 39.0%

believes that newspapers key intend is to investigate/expose corrupt/criminal-activities.

18. The overall outlook of the respondent in shape of their observation and opinion was also analyzed in which 20.4% of respondents express that newspapers generally support the government, however 18.6% respondent believes that it is an opponent of the government policies, 25.6% indicated that newspapers has nothing to do with any political party or the government, 25.2% opined that newspapers are very fair and objective in its reportage and 10.2% depicts that newspaper is like any industry.
19. On Specific news reported in newspaper related to development by political representatives 20.4% of the total respondent believes that newspaper merely report what has happened, 18.6% newspaper make an objective analysis of the situation, 25.6% reflect an inherent bias in favor of their own, 25.2% newspapers sensationalize events out of proportion however only 10.2% respondent believes that newspaper specifically report news of development reelected representatives for any other reason.
20. Respondents reply on coverage of news related to industrial/institutional development covered by newspaper is represented and it was revealed that 30.4% of the respondent believes that coverage is very extensive and fair, 21.0% said it is an exercise in sensationalization, 22.0% think that newspaper are revealer to the possibilities of industrial disasters and 26.5% opines that coverage is balanced write up on development.
21. Regarding news on development issues published in newspaper 25.4% respondent opine that news of development issue published in a

newspaper reflects its objective analysis of a situation, 21.0% indicated that presentation of viewpoints to construct reality, 27.0% expressed that presentation of news shows its viewpoints to seek favor from politicians and 26.6% of the total respondent believes that newspaper do it purely on business interests.

22. Respondent were asked to reply on their consideration that the role of press is to convey socio-development issues to your political representatives reveals that larger section 45.6% are strongly agree to it along with 43.4% respondent agreed to it however merely 8.2% disagreed and 2.8% strongly disagreed on this point.
23. About understanding of respondent about development 31.0% expressed that development is loan waiver and cheap loan schemes by State Government, 19.0% said development is financial assistance to state government by central government, 27.0% observed it as various schemes launched by central government and 23.0% understood that development is construction work at town/tehsil/district level.
24. About role of press in development it is depicted that 58.0% of respondent believes positive role of press in development, 22.0% consider it has no influence, 15.0% consider it biased and only 5.0% respondent believes that role of press in development is negative
25. It is clearly indicated that news published in newspapers has been seriously considered by the political representatives as 53.0% (majority) of the respondent affirmed to this and 27.0% was against however 17.0% replied it's may be and 3.0% were don't know much about it.

26. Respondent were asked to submit their opinion on socio-economic development on specific issues and role of newspaper indicated that 55.0% (majority) of the respondent were positively affirmed, 29.0% denied about any role, 13.% opted may be and 3.0 didn't know about it.
27. Respondent were questioned that at what extent the role performed by the newspaper and reasons of influences within.
- 27(a) Politically influenced and 30.0% of the respondent opted very much political influence, 39.0% found it often, 19.0% observed a little much of political influence however 12.0% respondent can't say on that.
- 27(b) Regarding profit motive by the newspapers 31.0% respondents replied that newspapers have profit motive, 38.0% replied often, 22.0% find it little much and 9.0% can't say on the question of profit motives by the newspapers.
- 27(C) Regarding the role performed by the newspaper influenced in terms of creative credibility 47.0% respondent replied very much, 21.0% said it often, 22.0% replied little much and 10.0% can't say on this question.
- 27(d) On the degree of role performed by the newspapers for Social Responsibility, 47.0% respondent found it very much, 25.0% considered it often, 24.0% responded it little much and 4.0% can't say about.

CONCLUSION

The aims of the present study is 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 and to find out the relationship between Press and Development.

It is revealed that newspaper reading habit of the respondents as observed that majority of the respondent reading newspaper daily followed by the readers reading newspaper as per their availability. Newspaper access is also a point assessed which reveals that majority of respondents reading newspaper by subscribing them, and a good number of respondents reading newspaper at various places like nukkad paan shop followed by the respondents reading newspaper by borrowing it from their neighbor or get reading it at Panchayat Bhawan or community center and Public Library. The average newspaper reading time of the respondents was observed through schedule and it was found majority of the respondents spend more than 60 minutes for reading newspapers followed by the respondent spend less than 30 minutes and 45 to 60 minutes. About the purpose of reading newspaper almost even number of the respondent revealed they reading it to keep them inform about happening around or for entertainment purposes and educational purposes. A good representation was observed consider reading newspaper to raise alarm on a social issue followed by the readers reading newspaper just to know people around or just for time pass. It was also revealed that a lesser number of the respondents reading newspaper just to show off.

The study also revealed that majority of respondent like newspapers because of its capabilities to aware masses on development however a good number of

respondent express that newspapers highlight the issues of social concern. Less of the readers reading newspaper for wide social network along with some who found it good for freedom of expression. Meaningful newspaper reading of the respondent in terms of their interaction or reinforcement to the changes happening around and it was found that majority of the respondent agreed that the newspaper provoke readers to interact/reinforce the changes happening around along with the respondents who strongly agreed upon. It was revealed that majority of the respondent believed that newspapers critically assess the welfare programmes of the government and the objective of the newspapers are to take up issues of development concern. However equal number of the respondent express that newspaper disseminates free and fair information, and take up issues of social concern.

The study reveals other concerns of the newspaper are also observed and it was found that social issues like education, housing, education, health and employment are covered by the newspapers. Majority of the respondent responded that newspapers are very much concerned to these issues. About the ability of newspapers for portraying issues of development like Hospitals, safe drinking water, Public Transport, Banking and Sanitation it was observed that majority of respondent said newspaper followed them at large. The study revealed that intent of newspapers is to investigate/expose corrupt/criminal-activities as majority of respondent said so. However a good number of respondents believe that newspapers are key source of information to general masses, formulate opinions about political parties.

The study also revealed overall outlook of the respondent in which majority of respondent indicated that newspapers has nothing to do with any political party or the government and have very fair and objective in its reportage. On specific news reported in newspaper related to development by the political representatives, the study revealed that newspaper reflected an inherent bias in

favor of their own and sensationalizes events out of proportion. Respondents reply on coverage of news related to industrial/institutional development covered by newspaper is represented and it was revealed that majority of the respondent believes that coverage is very extensive followed by the respondent found it is an exercise in sensationalization, reveal the possibilities of industrial disasters and the coverage is balanced write up on development.

It was also revealed that almost equal number of respondent represents their opinion on development issues published in newspaper and get that the news of development issue published in a newspaper reflects its objective analysis of a situation, newspapers presentation has viewpoints to construct its reality, newspapers express its viewpoints to seek favor from politicians and do it purely on business interests for the benefit of the newspaper company. Majority of respondent considers role of press is to convey socio-development issues of political representatives. About understanding about development it was revealed through this study that majority of respondent consider development only for loan waiver and cheap loan schemes by state government and equal of respondent think that development is financial assistance to state government by central government, schemes launched by central government and construction work at town/tehsil/village level in Raebareli.

It was revealed that majority of the respondent believes and affirmed that press has positive role in development and news published in newspapers has been seriously considered by the political representatives of the Raebareli parliamentary constituency. On socio-economic development on specific issues and role of newspaper majority of the respondent found it positive. On the question about the role performed by the newspaper, it was revealed that a mix response on politically influence has been observed. It was revealed that newspapers have profit motive. On creative credibility majority of the

respondent affirmed to it. On the degree of role performed by the newspapers for Social Responsibility it was revealed that majority of the respondent found it on high level.