

# **SUMMARY OF THE THESIS**

**Interplay of Print Media, Public Relations and Public Opinion  
(An Exploratory Study of Jaipur, Rajasthan) 2005-2012**

Submitted for the award of the degree of  
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**THE IIS UNIVERSITY, JAIPUR**

**Submitted by**  
Aparna Shekhawat  
Enrollment No.: ICG/2010/11484

**Under the Supervision of**  
Dr. Manohar Prabhakar  
Former Director, DIPR, Rajasthan

**Department of Journalism & Mass Communication  
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## **INTRODUCTION**

The role, Print Media has played in nurturing national consciousness and the freedom movement in the country is unforgettable and even after independence it struggled for the national reconstruction and improvement of the social-political and economic conditions of the nation. The Print Media of Rajasthan also, since its evolution in 1849, has been the lighthouse in enlightening the common people and bringing change in their mindsets.

Therefore, Print Media has developed into a national institution by playing an important role in the survival of democratic system and contributing in the formation of Public Opinion. Despite of the popularity of electronic and novel media, the Print Media specially the newspapers are still an important means of communication and information dissemination. Even in Jaipur, Rajasthan the dependence of people on print media is prominent due to the coverage of local news and issues and age-old authenticity attached to this written medium. Hence, Print Media is serving as the pillar of the democratic system by enlightening and educating the people as well as ensuring people's participation in governing system.

With the growth and increased competition in the state, active PR services also developed here from last two decades in the private as well as government sector which are feeding print media with accurate and factual information. In the present era, when the consumers are bombarded with millions of messages, PR is performing the most important function of management of this information explosion with accountability and credibility. Thus, since last two decades, PR Professionals are serving as the most significant source of detailed and authentic information for Print Media of Rajasthan and Print Media is serving as a chief vehicle of PR in the dissemination of information and framing Public Opinion. Consequently Print Media and Public Relations collectively manage the information dissemination among people, establish relations with the public, and take feedback from the people regarding any service, product, person or issue. Though PR has

its own business pursuits and interests and similarly the Print Media ethics and watchdog mechanism are being ignored by some practitioners resulting into the erosion of credibility of the 4<sup>th</sup> pillar of democracy.

But still it is quite evident that now-a-days Print Media and PR make a good combination spreading the information and awareness among the people and finally generates the opinion of the public on important issues. Thus it is clear that Print Media, Public Relations and Public Opinion have become trinity in the real terms and their interplay, inter-dependence and healthy relationship is necessary for the survival of democracy.

## **REVIEW OF LITERATURE**

**Agrawal, S. (1970).** highlights the increasing consciousness among masses in the national & international affairs. Consequently the newspaper has become an important means of mass communication and the press has become a national institution by playing a significant role in the struggle for independence and in shaping public opinion. It has been a medium of inter communication between government and public. Thus, the emergence of press has led to the expansion of Public Opinion in India. She points out that any 'democracy' is meaningless if public opinion is not empowered. Hence this book studies the relation of the press with the government and importance of public opinion.

**Sharma, G.N. (1990).** in *Rajasthan through the Ages*, a volume from Rajasthan State Archives, has covered the social, cultural, religious customs and other features of society of Rajasthan from 1300 to 1761 A.D. The invasions, revolutions and changes took place in the state and society during the medieval period has been mentioned in this book. He also highlights the problems and social evils which were prevalent in the society during that time like Sati Pratha, Female Infanticide, and discriminating attitude of higher classes towards the downtrodden.

**Bhatia, M. (1995).** In her book '*Public Relations Administration*' discusses the phenomenal approaches, techniques and strategies of Public Relations in the special context of DIPR Department of Rajasthan Government. It explains the working, structure and performance of government public relations in order to serve the people of the state and at the same time, to establish and improve the image of governing body. The study states that there are several reasons of the growth of Public Relations in the Rajasthan state and most important is the tendency of increasing participation in the public as well as private administrative systems.

**Sardana, C.K. (1995).** discussed the trials and tribulations through which PR practitioners have undergone in the last few decades. He has also discussed the challenges which PR will face in the new era where PR will no longer be an extended limb of the government. Modern means of communication have shrunk the globe. The audio visual media has ended the monopoly of the newspapers and is playing an important role in moulding the minds of the people. In this environment, only those who are capable of competing well will survive. Others will just get washed away. This is an opportunity as well as challenge for the Public Relations practitioners.

**Sengupta, S. (1998).** throws light on the basic principles of Public Relations and communication theories and skills. He states that Public Relations is a management discipline but even before the emergence of industry, business and government, public relations was in practice in the daily life of the people. As society continues to become more massive, more impersonal, more segmented, the need for Public Relations grows. The practitioners, individually and collectively, have made progress in improving their competence and in raising the ethical level of their work.

**Prabhakar, M. and Bhanawat, S. (2001).** In their book - *Media Scene in India: Emerging Facets*, analyses the changing scenario, current trends and magnificent developments in the various forms of mass communication in the 20th century. The growth of media with galloping speed has caused

significant changes in the lifestyle, and social behavior of the people. It also deals with related fields of PR and changing scenario in India and its developments.

**Aggarwal, V. B. and Gupta, V.S. (2002).** discusses in the *Handbook of Journalism and Mass Communication* the exponential development in media and its peers. It states that the swift advances in communication technology have influenced the society. Also this development has stimulated the interest in communication studies in the country. The book discusses the different mediums of communication, their origin and development. Also it throws light on the two important variables of the current study i.e. the Print Media and Public Relations Industry and talks about their functions and features in detail.

**Bhanawat, S. (2005).** highlights the origin of Indian Press or Print Media and its contribution in the freedom struggle as well as the reform movements and social developments that took place after the independence. It points out the role of Hindi Press in the national movement and the reconstruction in the state of Rajasthan and at national level. It also discusses other mediums of communication in India. The area of Journalism has expanded a lot and today newspapers have become an inseparable part of our daily routine. The newspapers, certainly, helps us to understand the different sections, beliefs and problems of the society in appropriate manner.

**Conclusion of Literature Review** - The review brings light to the fact that the Print Media has developed into a national institution and is playing an important role in shaping and molding Public Opinion by the help of PR. The review reveals that PR is a medium of inter communication between government and people, organization and its public or any other institution and its stakeholders. Since the study focuses on the popularity of Print Media & Public Relations, the review helps us understand the growth of the Print Media industry as well as Public Relations Industry. Also, the review of literature brings into light the fact that Public Opinion is the backbone of the democracy without which any industry, organization or government cannot run successfully.

## **JUSTIFICATION**

The current study has been significantly planned with following justifications:

- ✓ The study would help to find out the changes and the growth of the Indian Print Media industry which has developed into a national institution.
- ✓ PR, today, is serving as the most significant medium to establish relations with the public, disseminating information among people and taking feedback from the people regarding any service, product or person. The Print Media is serving as a tool of PR. Thus, the Research is an attempt to understand the increasing impact, role and importance of PR. At the same time, it assesses the relationship between Print Media and PR Professionals.
- ✓ In the present century, the media is having quite a huge impact on the gullible public that comes into its contact every day. The print media asserts that it is reporting the truth to the public, but many a times, it states its own opinions. The research aims to find out the credibility attached to it.
- ✓ The Study will assess the impact of Print Media and PR industry on common readers and public and their changed behavior and opinion.
- ✓ The study will provide an insights into the inter dependence, inter-relationship and close interplay of the three major towers of a democratic set up- PRINT MEDIA, PUBLIC RELATIONS & PUBLIC OPINION.

## **OBJECTIVES AND SCOPE**

The present study aims to achieve the following objectives by considering the main objective as to explore the “*Interplay of Print Media, Public Relations and Public Opinion in the context Jaipur, Rajasthan*”.

- ✓ The current study will discuss the dependence of people on print media.
- ✓ To identify the contribution of public relations in shaping public opinion
- ✓ To analyze the role of PR in molding Public Opinion with the help of Print Media
- ✓ To find out how and up to what extent Print Media obliges PR persons.
- ✓ To analyze the relationship between Print Media persons and PR professionals.
- ✓ To assess the significance of Print Media, PR and Public Opinion in Democracy
- ✓ To find the out credibility attached to Print Media as well as PR
- ✓ To explore the interplay of Print Media, Public Relations and Public Opinion.

The methodological boundaries which have been carried out in order to find out the answers of the above mentioned questions are discussed below.

## **DESCRIPTION OF RESEARCH WORK AND METHODOLOGY-**

**Hypotheses** - The current research study seeks to test the following assumptions-

- ✓ **H<sub>0</sub>** - Public Relations influences Print Media and Print Media in turn moulds or create Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in manipulating information and influencing people.
- ✓ **H<sub>0</sub>** Though Print Media is serving as a major tool of information dissemination and has become the fourth pillar of democracy; still its credibility is eroding considerably.
- ✓ **H<sub>0</sub>** There is an active interplay of Print Media, Public Relations and Public Opinion.

**Type of Research: Exploratory and Descriptive** - The aim of the current research is to explore and describe the facts and developments related to the topic of the study, also the qualitative approach has been adopted to analyze the content.

**Area and Universe** - The research has been conducted in Jaipur the capital city of Rajasthan. The universe of study is the entire population of the capital city of Rajasthan, Jaipur.

**Sampling Design - Sample type-** (Non- Probability and Convenient Sampling) - The non-probability sampling method does not claim representativeness and are used for exploratory qualitative studies. The most appropriate type of non- probability sampling is convenience sampling which is also called as accidental or haphazard sampling. In this sampling, the researcher studies all those samples which are conveniently available or accidentally come in the contact during a certain period of time.

**Sample Unit**– Sample of the study is broadly comprised of 2 segments-

- Industry people i.e. The Print Media Persons and the PR Professionals of Jaipur.



•Common People i.e. The Readers of Newspapers of Jaipur city. (The Readers have also been divided into four age- groups i.e. 15to 25, 26 to 35, 36 to 45 and 46 years & above to cover all the segments of the society.)

### **Description of Respondents**

<b>Description of Respondents</b>	
<b>Kind of Respondents</b>	<b>No of Respondents</b>
Readers (Primary, Secondary and Tertiary)	100
Print Media Persons (Newspaper Industry)	100
PR professionals (of all sectors from Jaipur)	100
<b>Total Respondents</b>	<b>300</b>

### **Tools and Techniques of Data Collection-**

#### **Description of Tools-**

- ✓ *Questionnaire in 3 sets ( for Print Media persons, PR persons and Readers)*
- ✓ *Interview Schedule (15 questions)*
- ✓ *Case study of DIPR, Rajasthan*
- ✓ *Observation of content of local newspapers of Jaipur city, Rajasthan*

The main tool of the study to collect primary data is the questionnaire containing 3 specific types of questionnaires, separately formed for each of the three respondents (viz. Readers, Print Media and PR Persons). Each questionnaire is divided into 4 parts –Section A - Socio Dynamic Information i.e. primary information of the respondents *Section B* deals with the questions related to Print Media and Social change, Section C constitutes the questions related to Impact of PR in shaping Public Opinion & Print Media’s role in it and last but not the least is the Section D which deals with Public opinion influenced by Print Media and PR. *The sections framed in each questionnaire are same but the questions are specific and related with specific category of respondents. On an average 25*

*questions are there in each questionnaire, which are followed by 15 questions of interview schedule.*

**Pre-testing of Questionnaire-** Also, pre-testing of the questionnaires was done in order to make the questionnaire more relevant and appropriate so that maximum response can be collected.

**Analysis of Data** – The researcher categorized and classified the collected raw data by the way of tables so that the analysis of the data becomes easy and useful. After the tabulation of the data, the responses of the questionnaire from the different category of the respondents have been discussed to prove the hypothesis of the study. Also, Significance tests like Students “t” test, one-way ANOVA and Chi-Square tests have been conducted to determine the validity of the data.

## **MAJOR FINDINGS**

The responses of the questionnaires collected from the Print Media persons, PR personals and the Newspaper Readers of Jaipur, Rajasthan have been examined by the empirical study and also the results of interviews undertaken during the study as well as the observations of the leading Hindi Newspapers of the Jaipur city conclude the following findings-

- An interesting finding is that there is a *love-hate relationship between Print Media and Public Relations persons*. There are differences in the opinions and interests of both as accepted by 81% Print Media persons and 61% PR persons. 69% PR persons complained about hostile attitude of Print Media persons. At the same time both are interdependent on each other. One is for the news and information and other needs the medium for the coverage. Thus, 65% of Print Media persons believed that they have dependence on PR and 60% Print Media persons believed that PR is necessary to get information and generate connectivity. 92% i.e. nearly all PR Persons agreed that Print Media and PR personnel together can play a pivotal role at the grass root level

by providing information to the people which strongly approves the inter-dependence between the two.

- The third variable of study i.e. the ***Readers showed high dependency on the Print Media especially for the local news and information.*** 65% of readers are dependent on Print Media to get the information out of which 74% daily read a newspaper, 92% verify all the information from newspapers. 41% readers read the news related to local events, issues and happenings because they have direct connection with them. Thus, the study proves the newspapers as the most authentic and important source for the local news in comparison to other advanced mediums. ***Finally, exhibiting an inter-connection between Print Media and the Public.***
- Another important finding is that more than 90% respondents of all the three categories accepted that ***Media is a key instrument of social change and can influence the thinking of the people regarding social beliefs, customs, way of living*** etc. 90% readers opined that Print Media helps in democratic set up like India by informing the common people about current issues of social, political, economic and national importance as accepted by 33%, 26% believed it provides them platform to raise their voice, 19% felt it educates them about government programmes and 12% agreed the statement on the basis of awareness spread by Print Media about the people's rights and remaining 10% did not respond on this. ***Thus, Print Media in various forms influences the thought process of public and therefore it forms the Public Opinion*** had also been significantly proven. The PR persons of the city also accepted this fact.
- At the same time, ***the disbelief has entered and the credibility of Print Media has started eroding in the eyes of public*** due to the paid news concept, which publish misleading information, initiated by the Print Media industry as a marketing strategy for increased revenue generation and to oblige PR persons. There are many items in newspaper which misrepresent the actual facts. Most of the misleading facts articles are published in paper in ***the form of***

*advertorials as stated by 40% readers and 20% agree that most soft stories are PR oriented and paid one. Advertisements publish misleading facts and it is supported by 36% readers.*

Around 41% of Print Media persons said that up to 25% of space is captured, whereas 38% agreed that 25% to 50% of total space is taken over by heavy paying clients. Finally, the *increasing trend of paid news has been approved by majority of the Print Media persons.*

- It is true that the *main revenue for any kind of Print Media is generated by advertisements such as Display Newspaper advertisements, Classifieds, and Appointments etc.* Thus, 83% Print Media persons are not in favour to separate this source of revenue from the newspapers as Print Media will not economically survive.
- *PR has emerged as a significant source of information for the Print Media Persons of Rajasthan and is influencing them at large.* Press Releases are produced by all political and corporate houses as major information has to be conveyed to public. These press releases are dropped or handed over to all Print Media persons and these work as source for Print Media persons to prepare their news stories. It has been evolved from the current research data that 43% of Print Media Persons use the press releases for their write up's up to 25%, and 37% of Print Media Persons as respondents use the press releases for write up to make 25% to 50% of their important news articles. *It clearly signifies that nearly half or more of the stories/news items are prepared on the basis of the information given by PR Persons* out of which around 50% have public interest but rest 50% are to oblige or under the pressure of PR and Marketing Persons as exposed by 37% PR Persons and thus, are for publicity purposes.
- *Despite of the growth of PR industry, people still know very less or have misconceptions about Public Relations* which is a real challenge for this industry as 42% PR persons consider it promotional technique. 39% consider it as a source of entertainment, 29% think it motivates

Print Media for social cause through CSR activities and other corporate events and no one fits this industry in the watchdog role.

## **OTHER OBSERVATIONS**

- Nowadays it is considered that people are dependent on many novel technologies which have substituted the traditional newspaper for getting desired information. Though the study reveals the surprising fact that only 29% of PR persons utilize Social Media as an alternative for Print Media for their company or organization and 49% rely on Print Media as the most authentic medium.
- The area of interest is also important to make the impact on society and trends show that people have become more entertainment oriented and reluctant towards issues of national importance which further can be blamed to Print Media as it plays an important role in influencing the thought process of people.
- PR Professionals are kept with the vision of expansion and image management of the organizations in various ways as 91% have significantly accepted the statement.
- The purpose of reading a newspaper by an individual in the society is different as per various situations and needs. The study reveals that maximum 39% read for current happenings and local news, 28% public have only entertainment purpose. 15% read for spending their leisure time, and 11% to make presence in the world whereas the last 7% to enhance their lingual abilities. *Earlier people used to consider the newspapers as sacred and it was as useful as dictionary to enhance linguistic skills but now least number of people thinks so.*
- 35% of readers believed that Print Media persons take bribe, 40% agreed that the Print Media persons are biased in nature. 21% of the remaining readers agreed that they can be

involved in various malpractices in the professional field. Also, 49% PR persons witnessed the demands of media persons as main barrier in communicating their messages. Thus, this brings *Print Media persons under main radar of Corruption* and concludes *that Though Print Media is serving as a major tool of information dissemination and has become the 4th pillar of democracy; still its credibility is eroding.*

- The study also explored the present scenario, growth and developments in Print Media sector as well as the PR industry and also *finds that there are ample of possibilities and good future prospects for both the Print Media and PR in the state of Rajasthan which is now developing in all the aspects.*
- Another important point to note is that most of the industries and even the hot shots in corporate sector, there is no or very less full-fledged PR Department of its own in the city. There is only one or limited Media/ Communication Officer who manage to take services from PR Agencies/ Firms for coverage, image management and image building, crisis management and other promotional works.
- The study observed that it is the era of information revolution and the common man read or watch news regularly. He is informed, energetic, educated and is in large number specially the young people who has capacity to bring positive changes and also he is aware of day-today happenings *but this common man is direction- less, misguided, self-centric and has no unanimous view-point that is why it is being trailed in different directions by various interest groups.*
- *The Newspapers observed during the study* proves that Print Media interference dramatically changed the course of the case. The intervention of Print Media is very much desired as Print Media highlights the issues and draws the attention of concerned authorities

for the public interest. The formation of Public Opinion regarding these cases quoted in the study can be credited entirely to the Print Media.

- Also, the case study of DIPR, Rajasthan illustrates the contribution of PR in feeding Print Media about factual information related to public interest and Print Media serving as an effective medium of PR in communicating message to the people, thus, benefitting the society and generating Public Opinion.

## **CONCLUSIONS**

The study examines the Print Media Persons, PR Personals and Newspaper Readers of Jaipur, the Capital city of Rajasthan in order to explore and describe *the Interplay of Print Media, Public Relations and Public Opinion*. This study extends the scope of the demographic profile of readers of all age-group from 15 to 46 years and beyond. Also the Print Media persons of different departments/beats and experience from leading newspapers of Jaipur city and the PR Personals of various sectors i.e. Government, Industries, Organizations and PR Agencies etc. have been questioned and interviewed to find out the facts attached to the Interplay of Print Media, Public Relations and Public Opinion.

The Indian Print Media is more than two centuries old. Its strengths have largely been shaped by its glorious history and, in particular, by its link with the freedom struggle as well as movements for social emancipation, reform, and amelioration. The extensive struggle for national emancipation; fights and battles over social reform; radical and revolutionary aspirations and movements; and the competition between self-serving and public service visions of journalism –have developed Indian Print Media into a national institution.

Similarly, the Print Media of Rajasthan has been serving the people since its origin in 1849 by arousing the feeling of patriotism and making them aware of their rights and later it made all efforts to improve the condition of people of Rajasthan who were facing lots of social, cultural and economic challenges.

The study highlights that even today, the Print Media particularly the Newspapers of Rajasthan are also making the efforts to fulfill the needs of the readers by providing them the information from various fields and areas and spreading awareness. At the same time, they are doing a job of watchdog by exposing and keeping a check on the functions of government, social crimes and other wrongdoings. And thus, the dependence of people on Print Media and its impact has been increasing due to its power to inform, educate and aware the citizens of their rights. The study proves that even PR professionals of the city consider it the most preferred and authentic medium to communicate their messages.

The responses of the questionnaire and interviews undertaken during the study prove that with the development in the Jaipur and Rajasthan state, and increase in the literacy level, the Print Media has also accelerated and the study shows the *high dependence of Readers i.e. the common people on Print Media especially with reference to the local news and information*. Today around 69% of the people read newspapers regularly in the city and 92% verify from newspapers whatever information they receive.

The observation of the Newspapers of the Jaipur city and Case Study of DIPR, Rajasthan reveals that newspapers of Jaipur city spreads awareness among them regarding current social, economic and political scenario, informs them about local events and happenings which are directly related to the people, informs them about government programmes and policies and at the same time draws the attention of government towards the problems of the public. The reasons of its popularity are that it is cheaper, recordable, more accurate and mobile medium and at the same time covers the



local news and thus establishes connectivity and attachment with people. ***Thus, this way Newspapers serves as major source of local information to the people*** in comparison to other mediums.

Also, ***Research findings show that Print Media in various forms influences the thought process of public and therefore it forms public opinion.*** It also shows that newspapers are serving as an important medium of social change and influence the thinking and people's choices as accepted by more than 90% of the respondents from each category and also maintains the democratic set-up because government directly cannot approach people and inform them about the policies and plans, thus, Print Media is functioning as a bridge between both. Also it proposes that the people's participation and awareness about various rights have increased due to the information passed on to them. So, the industry should focus on the developmental & genuine issues. ***This way, the study clarifies that Print Media has developed into fourth pillar of democracy.***

Though the impact of age of commercialization and cut-throat competition has not left this noble business also many instances of paid news or bribes demanded by media persons have been observed due to which disbelief has entered and its credibility is eroding ***as 86% Readers demand the need of strong self-regulatory body to curb such practices.*** Even the owners of the Newspapers have become more revenue-oriented rather than the agents of social change. Also the PR persons complain about the malpractices of Print Media Persons of the city.

It is observed during the study that in Jaipur, Rajasthan also, PR is making its mark in each and every sector since last two decades and has emerged as a sole link to communicate the message of the organization among its public, to maintain good relations with the people and to generate favourable public opinion.

***PR has emerged as a significant source of information for the Print Media Persons of Jaipur, Rajasthan and is influencing them at large.*** This fact has been accepted by the Print Media Persons

of the city that nearly half of the press releases serves as the source of the news published in the newspapers either it is from government PR or from corporate or any other PR firm and department. Also, it is important to note that 77% media persons accepted that Print Media and PR Personnel together play a pivotal role in providing information to the people of state at grass root level and 83% media persons believed that they cannot be separated from advertising industry as well as PR industry. 65% of Print Media Persons believed that they have dependence on PR and 60% Print Media Persons believed that PR is necessary to get information and generate connectivity. ***These opinions of Print Media Persons of Jaipur city confirm the influence of PR industry on Print Media.*** At the same time the dependence of PR on Print Media is evident by the opinions that 61% PR persons accepted this fact that success of PR relies upon press support and 92% i.e. nearly all PR Persons agreed that Print Media and PR personnel together can play a pivotal role at the grass root level by providing information to the people which strongly approves the interplay.

The study reveals that ***there is an interesting love-hate relationship between the Print Media and Public Relations Professionals.*** There are differences in the opinions and interests of both but they are equally interdependent on each other. For one it is the most important and convenient source to receive the information and for the other, it is a channel to send the information and maintain relations. ***Finally, verifying inter-relationship between both the industries i.e. Print Media and Public Relations in the context of Jaipur city.***

Now is the most important part of the study that how both the industries i.e. Print Media and Public Relations are contributing in generating Public Opinion in the city of Jaipur, Rajasthan. The Public Relations Persons of various departments and organizations, including the Government Department of Rajasthan i.e. Directorate of Information and Public Relations, provide factual and actual information about various plans, programmes, activities, things and events, which are valuable for the people of the city and they can further avail the benefits attached to all those information. This way the information given by PR Persons generates awareness, which help in framing Public

Opinion but PR needs a channel or medium to communicate that message or information to the large number of people. Here comes *the most important role of the Print Media which serves as a tool of PR and spreads the information to the people in an effective way.*

The study concludes that both the mediums are, collectively, facilitating two-way flow of information by spreading awareness among the people and secondly, by giving feedback of people to the concerned authorities. They also highlight the problems of the people and shortcomings in the policies of the government, thus, making pressure on the government for the proper implementation of the policies and elimination of the problems.

Thus, it can be said that the Print Media influences the Opinion of the Public by helping PR Professionals who are serving as the most significant link between any authority/ management and its publics.

A remarkable development has resulted due to the emergence of PR as earlier it was the print media only which used to collect the information, and then disseminate it. But now-a-days Print Media and PR make a good combination and provide the information and updates to the people. Though PR has its own business pursuits and interests but still its contribution is also significant.

Therefore, by the efforts of both the industry i.e. Print Media and PR, the Public Opinion generates, which is essential for the success of both the industries and is the backbone of democratic set-up like that of India. This generated Public Opinion ensures the success of Print Media as well as PR because the entire mechanism of PR and Print Media depends on the response and feedback of the people.

The examples of local newspapers' coverage and campaigns initiated by them to highlight the social and other problems of the city people and case study of DIPR portraying the print media assistance to government public relations in order to generate feedback, support and participation of people

further strengthen this view. *The study concludes the interplay of Print media, Public Relations, and the Public Opinion and all the three hypotheses of the research have been accepted and proved by the way of empirical study.*

An interesting observation is that People still know very less or have misconceptions about Public Relations which are a real challenge for the industry in this developing phase. Although by considering the increasing dependence of different organizations and media persons on the PR industry, it can be concluded that there are ample of possibilities and good future prospects for the Public Relations Industry in the state of Rajasthan. Also the Print Media will continue to enjoy its lion share in the Jaipur city as long as it will serve the people, strengthen the democratic system and shape the healthy Public Opinion. Thus, the study has provided a fresh approach to the industry i.e. the Print Media and Public Relations Industry to understand their mutual dependence in a better way and to improve and work on their relations in order to serve the society more effectively.

## **LIMITATIONS**

- The study is limited to Selected Demographic Range of Respondents and that is why in this study only Print Media Persons, Newspaper Readers and Public Relations Personals of Jaipur city have been selected as respondents.
- The study deals with only selected interrelationship parameters of PR and Print Media which forms Public Opinion, other factors influencing Public Opinion can also be interoperated.
- The main limitation of study is reliability of answers given by Respondents. This is why the pre-testing of the questionnaire was done in order to make the questions apt and relevant, so that the respondents can provide best answers. Also the interviews, observation of content of Newspapers of the city and Case Study of DIPR, Rajasthan has been taken as other tools of data collection to strengthen the results.
- The limitation of Time and Money are critical factors limiting this study.

## **LIST OF PUBLICATIONS**

- Research article titled “Readers’ Opinion about Media and PR (An Exploratory Study of Jaipur, Rajasthan)” published in *Journal of Mass Communication and Journalism*, OMICS Group Inc. (OMICS Publishing Group), USA (Volume 3, Issue 3, ISSN: 2165-7912) & accepted for their online scientific report also.
- Review article titled – “PR Today- Importance, Trends and Challenges” accepted by *The IIS University Journal of Arts (JOA)*.
- Review article titled “Democracy and Protest – An Interlinked Phenomenon” published in *IOSR Journal in Humanities and Social Science* (International Organization of Scientific Research), Vol.9, Issue 5. ISSN: 2279-0845.

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## **CONTENTS OF THE THESIS**

**Chapter 1** titled as ‘Introduction’ discusses the three variables of the study i.e. Print Media, Public Relations and Public Opinion. The historical perspective and the current scenario of both Indian Print Media and PR industry have been discussed in detail, and then the chapter highlights the origin, development and growth of both the industries in Rajasthan state as well. And finally Public Opinion, its definitions, features and factors responsible for its formation along with the role and importance of print media in the formation of public opinion has been stated. This chapter also carries the theories related to the study, justification, objectives and review of literature related to the study.

**Chapter 2** is the ‘Research Methodology’ comprising the entire plan of the research in detail. It mentions the research problem, assumptions, objectives, tools and techniques of data collection, sample design, and analysis method etc.

**Chapter 3** ‘Print Media and Social Change’ throws light on the Indian Social system in the past as well as the present. It mainly describes the society, challenges and historical background of the Rajasthan state and the contribution of Print Media specially the newspapers in the social reformation, awakening and development of the people of state. Also the growth and changing face of Print Media with both bright and dark aspects has been discussed. Socio demographic profile of all the three category of respondents i.e. Print Media Persons, PR persons and Readers of newspapers is discussed which is mentioned in Section A of all the 3 questionnaires and Lastly, the respondents opinions on the questions related to Section B i.e. Print Media and Social Change have been discussed in detail with the help of tables and graphs.

**Chapter 4** ‘Public Relations – The Kingpin’ discusses the definitions, origin, scope, significance, functions and activities of Public Relations. It provides a detailed picture of origin and development of Public Relations in India and in Rajasthan state.

It also highlights the potential growth of the industry in the state with reference to the increasing dependence of Print Media of the Jaipur city on PR releases and information provided by PR personals as it has been strengthened by the respondents views on ‘Impact of PR in shaping Public Opinion’ discussed in the Section C of each questionnaire. Another important aspect which is covered in the Section D of the all the questionnaires is ‘Public Opinion about Print Media and PR’ and the views and responses of the respondents have been discussed stating that Public Opinion is influenced and generated by the combined efforts of Print Media and PR industry.

**Chapter 5-** ‘A Case Study of DIPR, Rajasthan’ exemplifies the impact, role and importance of PR for the other two variables of the study i.e. the Print Media persons and the Readers or common people of the Jaipur city with the help of Case Study of Directorate of Information and Public Relations, Rajasthan. The illustrations quoted in this chapter shows how PR is serving as a bridge between government and its public with the help of Print Media and generates Public Opinion and contributing in the healthy democratic set-up. It justifies that PR make a good combination with Print Media in serving and influencing the people.

**Chapter 6** ‘Discussion & Analysis of Results and Major Findings’ includes the discussion of respondents’ views. Major findings of study have also been cited with reference to the responses collected during the survey and interviews and the outcomes based on observation of local newspapers and case study have been quoted.

**Chapter 7** ‘Conclusion and Recommendations’ concludes the study with the approval of all the three hypotheses and achieved objectives supporting the Interplay of Print Media, Public Relations



and Public Opinion. The chapter covers the limitations of the study and recommends some important issues and topics which can be studied in future.

**Chapter 8** 'Bibliography' carries the citation and references of all the major works that have been reviewed or studied during the study.

**'Appendices'** is the last but the most important part of the thesis as it covers the base of data collection i.e. the copy of the 3 sets of Questionnaire for each category of the respondents, then Interview Schedule and Newspaper Clippings of the Newspapers observed during the study. Also the DIPR Manual, booklets, Press Releases of DIPR and newspaper cuttings covering the programmes and policies of government of Rajasthan.