



Research Paper

Public (Readers') Opinion about Media and PR (An Exploratory Study of Jaipur, Rajasthan)

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ABSTRACT:- Every coin has two sides. There are both positives and negatives of one single given notion. **The Media, known as the fourth pillar of democracy, has a huge impact on the Public Opinion.** The effects are of course, positive as well as negative. It is up to the people to decide which effect they want to bask in. **Media is such a powerful tool that it literally governs the direction of our society today.** It is the propeller as well as the direction provider of the society. Opinions can change overnight and celebrities can become infamous with just one wave by the media.

The present study is an attempt to analyze the Public (readers') Opinion about Media especially the Print Media & Public Relations. Also the study tries to explore the role of PR in influencing media and society in and around Jaipur city. To analyze the reader's opinion in current research study, two hypotheses are assumed i.e. **H₀ 1**-Public Relations influences Press and Press in turn moulds or create Public Opinion. Thus, Press directly or indirectly serves as a tool of Public Relations in manipulating information and influencing people. & **H₀ 2**:-There is an active interplay of Media, Public Relations and Public Opinion.

To obtain **Readers' Opinion about Print Media and PR**, a Questionnaire comprising of two basic elements and some demographic Questions was constructed. The total population of sample was 100 readers. Therefore to enhance the reproducibility and reliability of the research the researcher tried to approach respondents from each group leading the society. There are around 13% male and 9% female respondents from the age group of 15 to 25years. Similarly the 11% male and 10 % female are from the age group of 35-45 years in the study. The most significant role on any opinion in any country is of young people of around 25 to 35 years age-group, therefore the current research targeted 44% of total population of this age group which further contains 29% male and 15 % female separately.

The Questions in section B deals with the frequency of reading Newspapers by the Readers and the Questions in section C covers the respondents' opinions i.e. Public Opinion about Print Media and PR. By applying one way ANOVA The calculated **P value is 0.0019**, and P value considered very significant. **Therefore the null hypothesis is accepted.**

Thus it can be concluded by the study of Public (readers') Opinion about Print Media and PR that readers of Jaipur city are in favor that Public Relations influences Press and Press in turn moulds or create Public Opinion. Thus, Press or Print Media directly or indirectly serves as a tool of Public Relations in manipulating information and influencing people. & overall it can be said that there is an active interplay of Media, Public Relations and Public Opinion.

Keywords:- PR, Media, Respondents, Newspapers, Public Opinion, Press, Readers

I. INTRODUCTION

Media plays an integral part to people's lives. From the moment we wake up we are engulfed in a media-centric world. Various types of media are important because it helps us understand the past, present and future. The media presents us with images of the world all the time. We understand cultures and ideologies through the media. The media communicates ideas and brings society together. Through newspapers, and television ideas and beliefs are exchanged and absorbed into people, creating a society that has the same ideologies. Media helps us to learn about the mass society and so learn about our own identity, where were from, what we believe and why we believe it. ^(1,2)

Media shapes the political landscape, and ultimately shapes the future of any country. By viewing the media, the public decides upon its own views. Newspapers have political leanings, when the public read them they are making a decision as to which party they are going to follow. **Media** is important; it has influenced countless generations, and helped shaped the ideologies of our society. We also learn about society, as media is both a vital social tool, as well as a key way of communicating ideas.

The **Press or the Print Media** is the most important, effective, extensive, popular and convenient, and the cheapest and the surest method of moulding and formulating public opinion. It is the most important of the elements which constitute public opinion. The study of public opinion is the study of human thought and behavior. It is the study of the sociology of knowledge, belief and conduct. As man's actions are guided by his background, present environment, education and many other factors, so is public opinion based on the structure of society, the political system, the education of the people and the historical background. And press plays a significant role in making the people aware about these factors which frames the public opinion.

Press works as a mirror to project any country's social, political, historical and other important aspects, which are being highlighted and propagated by Public Relations Practitioners in order to form public opinion. Consequently the press has become an important tool of shaping and moulding public opinion. Thus, we can say that the Press, PR and Public Opinion have become trinity in the real terms.^{1,2}

The present study is an attempt to analyze the Public (readers') Opinion about Media especially the Print Media & Public Relations. Also the study tries to explore the role of PR in influencing media and society in and around Jaipur city. The study particularly focuses on the role of Public Relations in influencing Press as well as Public Opinion.

The Media has become an important and the most influential pillar of the democracy as it has a power to interfere or criticize the working of the other 3 pillars i.e. the Executive, the Legislative and the Judiciary as stated by Justice P.B.Sawant, former chairman of PCI. It is the mirror of political and social activities in the world, country, state or city.

1.1 Media of Rajasthan: - Media of Rajasthan is divided into three parts such as the **print media, radio stations and television network**. Previously, the main vehicles of broadcasting news in Rajasthan were All India Radio and Doordarshan. In the 21st century, when Rajasthan has emerged as the face of Indian tourism and has become an attraction for business and education industry, its media has also been populated by various newspapers, new age FM radio stations, private television channels, and also news updates on the Internet and mobile phones.

- **Print Media**

The newspapers form the bulk of print media of Rajasthan. The most popular daily newspapers in Rajasthan are **Rajasthan Patrika, Pratahkal, Dainik Bhaskar and Lokwarta Samachar. Dainik Bhaskar and Rajasthan Patrika are the leading** Hindi newspapers of the state and Jaipur city. Lokwarta Samachar is available in both Hindi and English editions. Pratahkal is a Hindi newspaper. These newspapers provide up-to-date news, information about sports and various events in the state, analysis, views and entertainment. The Times of India is the most read English Newspaper of Rajasthan. Also DNA, The Hindustan Times are being published from here. Various national-level publications like India Today, Outlook, Femina, Week, etc. also have their presence in Rajasthan.

- **Radio Stations**

Even in the era of television, the radio stations have maintained their popularity. In the past, All India Radio was the only radio broadcasting outlet, which was experiencing fast waning of its popularity. Recently, the FM phenomenon has attracted the entire country. The stations of All India Radio are there in the major cities of Rajasthan such as Jaipur, Ajmer, Churu, Banswara, Jodhpur, Kota, Bikaner, Alwar, Jaisalmer, Oba, Barmer, Jhalawar, Mount Abu, Chittorgarh, Nagaur, Suratgarh, Udaipur and Sawai Madhopur. Radio Banasthali is another entertaining radio station. The India International School Institutional Network has launched the FM Radio 7, which has become very popular in Jaipur. Some of the most popular radio stations in Rajasthan are: Radio Mirchi ; Gyan Vani ; Radio City ; South Asia FM ; MY FM ;FM Radio 7 ;95 FM Tadka

- **Television Network^{2,3}**

Television is the most widely spread media of Rajasthan. In the recent past, Doordarshan was the only television channel. **Doordarshan Jaipur** is the regional channel that broadcasts the news, sports update and various entertaining programs. Many private television channels are popping up now-a-days. **ETV Rajasthan** is a private regional channel. It broadcasts many entertaining programs such as serials, cookery shows and movies.

As Hindi is the official language of Rajasthan, many Hindi channels such as **Star TV, Zee TV, Sony TV, Set Max, Zee Cinema and Sahara One** are popular in Rajasthan. There are also some sports channels such as Star Sports, ESPN, Ten Sports, etc. The English channels like **Star Movies, MGM, Star World, National Geography, Discovery and Animal Planet** are also very popular in Rajasthan. There are some 24 hour news channels that provide continuous news update. Besides global and national coverage, they also offer information about the daily events occurring in the state.

- **New Emerging Media in Rajasthan:-**

With the expansion of online services in most of the parts of Rajasthan media had also changed the physiology to reach to general public. **Online media such as Social Media e.g. Facebook, Orkut; Twitter, Linked in etc. very popular especially in developing cities like Jaipur.** There are several sites on Internet that provide the news of Rajasthan with a single click. The mobile service also provides the news and sports update. **In fact all the print media is nowadays readied online daily by around 20% viewers and in nutshell it can be Quoted that online media is emerging as the largest challenge to print media** in every aspect either it is reader oriented , or circulation , frequency of news oriented or advertisements oriented.

1.2 Introduction to PR (Public Relations):-

Public Relations can be defined as the '**management of a two-way communication process between an organisation and its publics to promote the corporate mission, services, products, reputation and gain public understanding**'.

It is basically public communication function based on actions of organizations, and public interest to build up relationships between an organisation and its internal and external publics. Public Relations is a relatively new professional activity that is still developing its body of knowledge and theoretical approaches. {2,3,4}

Therefore Public Relations (PR) is an activity very closely and inextricably linked with the ethos of an organization. The PR Department has to handle multifarious activities at a highly sensitive nature at very short notice emanating usually from the higher echelons of the Organization. PR thus has important ramifications for the entire organization.

1.3 Introduction to Public Opinion:- {2,3,4}

- **Traditional Definitions of Public Opinion**

Traditional senses of “the public” include beliefs, attitudes, and opinions about the following:

- ✓ Affairs related to the state, the government, or broad social institutions.
- ✓ Something that is open and accessible to everyone.
- ✓ All the people who are affected by an event, policy, or decision. While “private” actions concern only those who participate in them, “public” actions affect both participants and the rest of the people either directly or indirectly.
- ✓ Something that is of common concern.
- ✓ The public good, as opposed to the private interests of individuals who represent only a segment of the broader public.

- **Modern Definitions of Public Opinion**

The modern sense of public opinion is multidimensional and has the following characteristics:

- ✓ It represents only one prevailing opinion among many possible ones.
- ✓ It tends to be transitory.
- ✓ It refers to the opinion that seems to be the most dominant, widespread, or popular, even though there will always be a plurality of existing public opinions.
- ✓ It relates to “action or readiness for action with regard to a given issue on the part of members of a public who are reacting in the expectation that others in the public are similarly oriented toward the same issue.”
- ✓ It is jointly produced by the following: (a) elite opinion leaders who express and publish opinions, have access to media outlets and technologies, and have high degrees of social influence or institutional power; (b) statistical records, which represent and measure opinions collected through polls and surveys; and (c) people’s “Quasi-statistical sense” of which opinions prevail in their social and media environments, as well as how their own opinions match up with others’.

In the present century, the **media** seems to have Quite a large impact on the gullible public that watch/listen to them each day. The media insist that they are reporting the truth to the public, when they are more likely stating their own opinions to the public. **The research aims to find out whether Press is forcing its opinion and helping PR in all the malpractices of opinion leaders.** In communication science, studies

have forcefully demonstrated how the effects of different news media outlets are conditioned by their actual contents. This study hypothesizes, firstly, that the media matter for public opinion especially to Jaipur readers; and, secondly, that the effects of media and PR integration are likely to be conditioned by the specific media content. These assumptions are tested by drawing on a panel survey design combined with a content analysis of the media coverage between our panel waves.

II. OBJECTIVES OF STUDY

In the present century, the media seems to have Quite a large impact on the gullible public that watch/listen to them each day. The media insist that they are reporting the truth to the public, when they are more likely stating their own opinions to the public. This way media has become an important weapon of Public Relations in creating public opinion. The media do make an impact on the public's opinion of an event by helping PR Professionals.

Thus the need has arisen to make a perception study to assess the present scenario and inter-relationship between **PRESS, PUBLIC RELATIONS & PUBLIC OPINION** and to study the line of direction for future. **Therefore the current research study is an attempt to analyze the Public (readers') Opinion about Media especially the Print Media & Public Relations. Also the study tries to explore the role of PR in influencing media and society in and around Jaipur city and has the following broad objectives:-**

- To identify the contribution of PR in shaping public opinion
- To analyse the role of PR in moulding public opinion with the help of press
- To explore whether PR is manipulating the information in order to influence public opinion
- To analyse the relationship between Press and PR professionals.
- To assess the significance of Public Opinion.
- To find the out credibility attached to Media as well as PR

III. HYPOTHESIS

H₀ 1:-Public Relations influences Press and Press in turn moulds or create Public Opinion. Thus, Press directly or indirectly serves as a tool of Public Relations in manipulating information and influencing people.

H₀ 2:-There is an active interplay of Press, Public Relations and Public Opinion

IV. RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. It may be understood as the science of studying how the research is done scientifically. A research problem in general, refers to some deficiency which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same. For the current research to explore the **Public (readers') Opinion about Media and PR** the following research methodology technique had been used:-

4.1 Research Design:-Research design can be thought of as the structure of research -- it is the "glue" that holds all of the elements in a research project together. We often describe a design using a concise notation that enables us to summarize a complex design structure efficiently.

Considering the objectives of the study, sample survey was conducted and accordingly analysis of information was made. Descriptive and Exploratory research design is used in the study

4.2 Data Collection Method:-

➤ **Primary Data:**

The Primary data was collected from the readers of newspaper and other media as respondents by administering a structured Questionnaire and also through observation, interview & discussion.

- **Sample Size:** There were three segments of readers as respondents in the study viz **Primary Readers; Secondary Readers and Tertiary readers (As per age group etc)**. The total population of sample was 100 readers.
- **Sampling Area:** The research was conducted as a survey of various age groups and both gender persons as readers in Jaipur, Rajasthan.
- **Sampling Instrument:** A structured closed - end Questionnaire is used. (Questionnaire is attached as Annexure A for reference)

To obtain **Public (readers') Opinion about Media and PR**, a Questionnaire comprising of two basic elements and some demographic Questions was constructed. The media and PR related elements are:

- **Questions related with Frequency of using Media (Print Media or Newspapers)**
- **Questions related the Public (readers') Opinion about Media and PR**

Permission to carry out the study was obtained from individual reader's respondents and in case of minor with their respective parents. The Questionnaire was asked to be filled by individual respondent reader with a brief explanation of the Questionnaire. The respondents were also given a verbal guarantee of confidentiality for information.

The Questionnaire consisted of three sections (A, B & C) and total 20 items (A1 to A2; B1 to B5 and C1 to C13). The Questionnaire was split into three sections: one demography and two opinion sections. The demographic Questions in the survey included name, age, gender, etc. Answers to these Questions provide a good picture of respondent's background. The readers' opinion Questions in section B deals with the Questions related with frequency of using Media by Readers. The Questions in section C covers mainly the respondents' opinion i.e. Public Opinion about Media and PR.

4.3 Statistical Analysis and Interpretation:- ⁽⁵⁾

The data collected from the respondents through Questionnaire had been analyzed on a descriptive basis with the help of tables, charts, diagrams etc.

Statistical method is used to find out the percentage of various answers given by the respondents and **One Way ANOVA through SPSS Software** is also applied to test the hypothesis.

V. RESULTS AND DISCUSSION

The data collected from the respondents through Questionnaire had been analyzed on a descriptive basis with the help of tables, graphs etc as below:-

5.1 Demographic details of Readers (Respondents):-

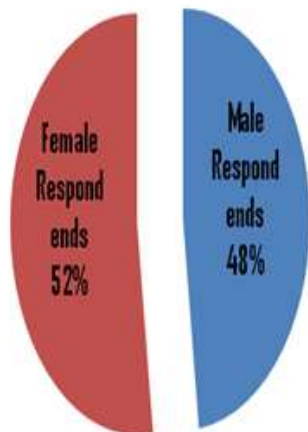
The below table 5.1 and graph 5.1, 5.2 and 5.3 indicates the demographic details of readers as respondents.

Table 5.1 Demographic Details Of Readers As Respondents.

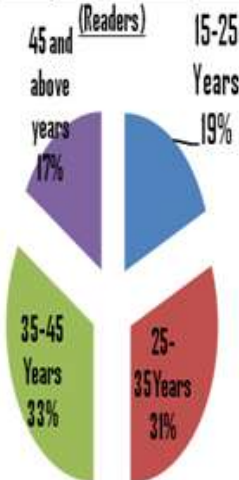
S.no	Demographic Detail					
A1.	Gender	Male		Female		Total %age Of Respondents
		No of Respondents	%age of Respondents	No of Respondents	%age of Respondents	
		48	48%	52	52%	
A2.	Age					
	15-25 Years	09	09%	07	07%	16%
	25-35Years	15	15%	29	29%	44%
	35-45 Years	16	16%	12	12%	28%
	45 and above years	08	8%	04	4%	12%

GRAPH 5.1, 5.2 & 5.3 DEMOGRAPHIC DETAILS OF READERS AS RESPONDENTS

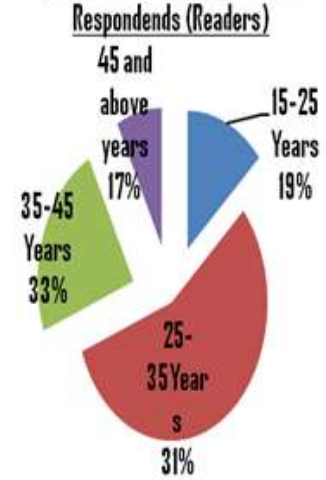
Graph 5.1 Gender of Respondents



Graph 5.2 Age Group of Male Respondents (Readers)



Graph 5.3 Age Group of Female Respondents (Readers)



- **Gender:** - In the current study respondents of both the gender Male and Female had been tried to be identified so the public opinion about Media and PR and the views on the same of both the gender can be utilized. Male are 48% of the total population and rest 52% are female readers.
- **Age:** - Various age group of respondents have various opinion on an issue depending on the experience and their vision towards life. Therefore to enhance the reproducibility and reliability of the research the researcher had tried to approach responded from each group leading the society. Total there is around 9% male and 7% female respondents from the age group of 15 to 25years. Similarly the 16% male and 12 % female are from the age group of 35-45 years in the study. The most significant role on any opinion in any country is young people of around age 25- 35 years therefore the current research had targeted 44% of total population of this age group which further contains 15% male and 29 % female separately.

Q.no	Questions related with frequency of using Media especially Print Media	Respondents Reply (%age)					Total %age of Respondents
B1.	How many newspapers do you read every day?	One	Two	Three	Four	Do Not Read	100%
		58%	29%	8%	3%	2%	
B2.	How frequently do you read newspapers?	Daily	Twice a day	On weekends	Weekly	Occasionally	100%
		82%	14%	2%	Nil	2%	
B3.	How much time do you devote to read newspapers daily?	15- 30 minutes	30 – 60 minutes	2- 3 hours	Occasionally	Did not replied	
		32%	56%	3%	2%	7%	
B4.	How frequently do you find such items in newspapers which twist fact or try to mislead people?	Daily	Weekly	Fortnightly	Occasionally	Never	100%
		84%	9%	2%	4%	1%	
B5.	Where do you find such items which distort or misrepresent facts?	In advertisements	Hard news	Soft stories	Photographs	Paid articles	100%
		41%	3%	12%	11%	33%	

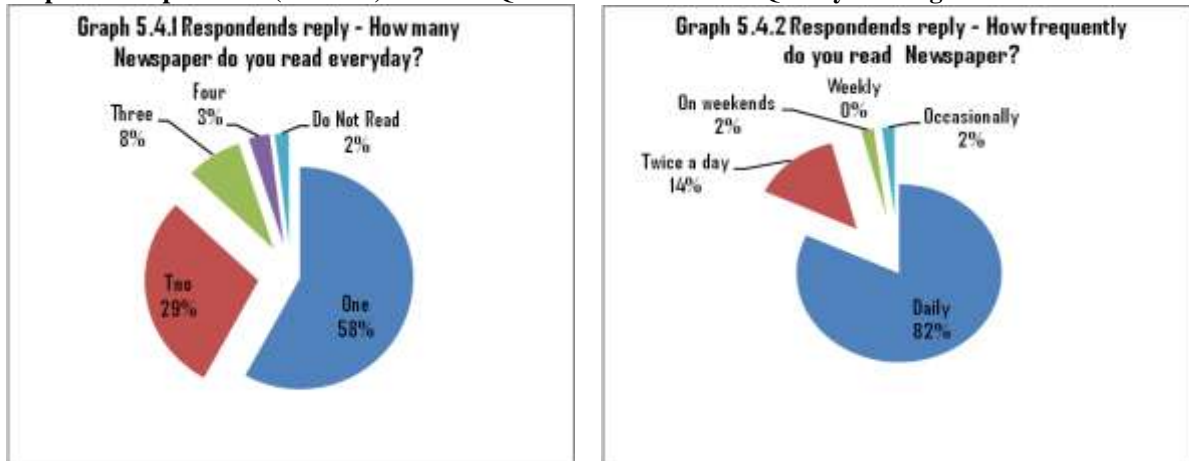
5.2 Readers (Respondents) opinion related with frequency of using Media i.e. the Print Media:-

The below table 5.2 and graph 5.4 (5.4.1 to 5.4.5) indicates the opinion of readers as respondents to Questions related with frequency of using media.

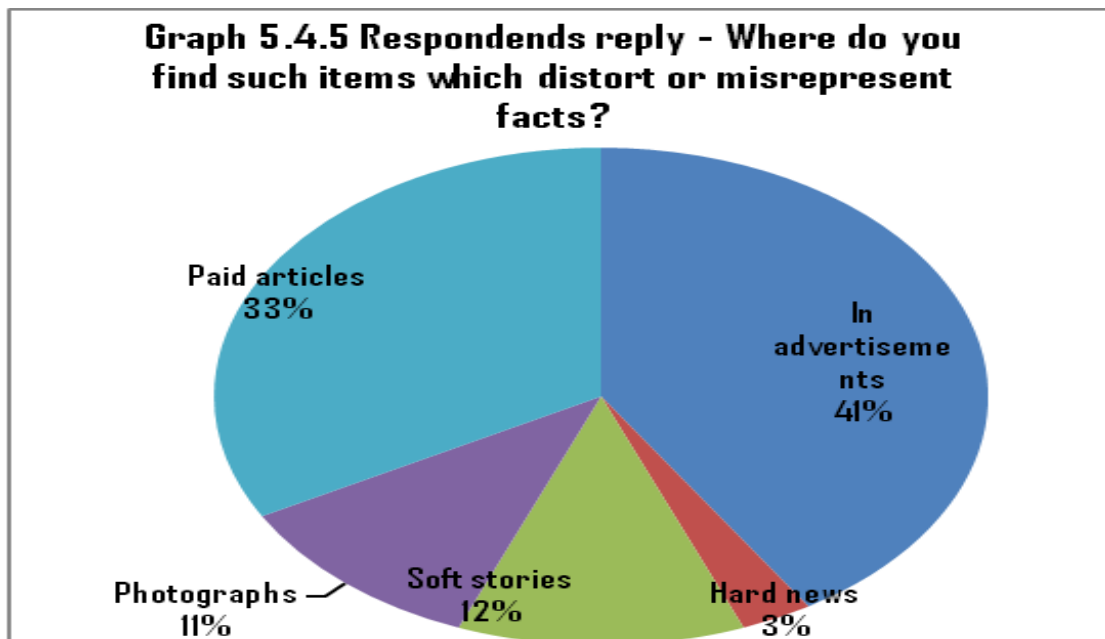
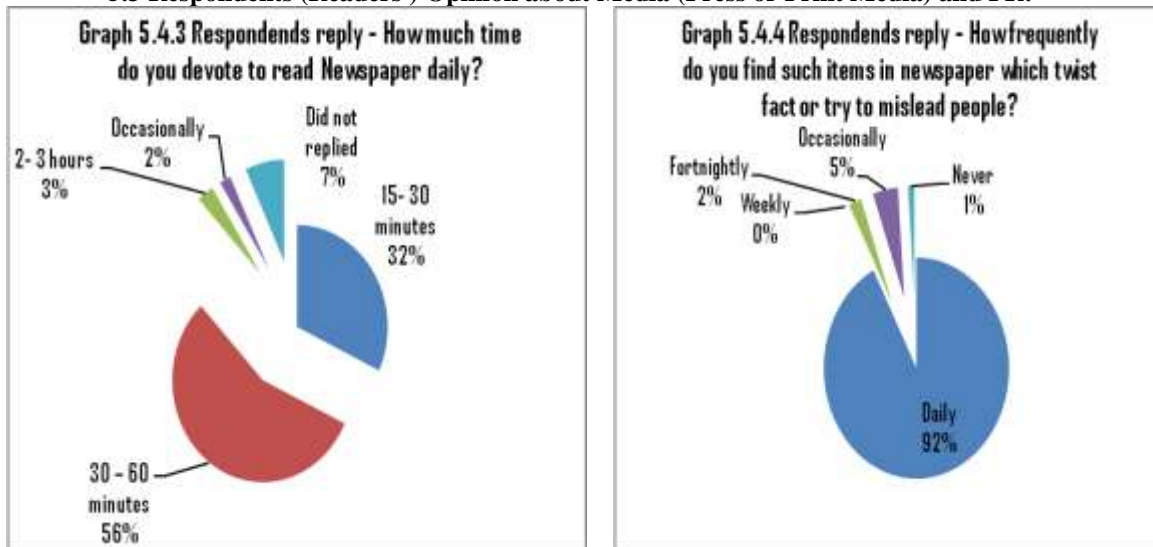
The above table 5.2 gives the detail of respondents' frequency of using media. It is evident that 58% readers use one newspaper daily; whereas 29% of respondents have a opinion of two newspaper daily. Regarding the frequency of reading 82% of readers read daily atleast a newspaper and 14% read twice a day. It might be possible that the persons who study two times a newspaper may give more opinion about the media. Usually 32% percent of sample population study newspaper for 15-30minutes but 56% have keen interest to study all the news with more curiosity for 30-60minutes daily.

Newspapers have certain items which mislead or twist the actual fact, this statement is proven by 84% of readers as respondents in current research study daily whereas 9% reports the same weekly. Another important opinion about readers which supports to prove the current research hypothesis is that 41% of respondents obtain such type of items which make or change the readers opinion and change the fact are found in advertisements and 33% found it in paid news.

Graph 5.4 Respondents (Readers) views on Questions related to frequency of using Print Media



5.3 Respondents (Readers') Opinion about Media (Press or Print Media) and PR:-

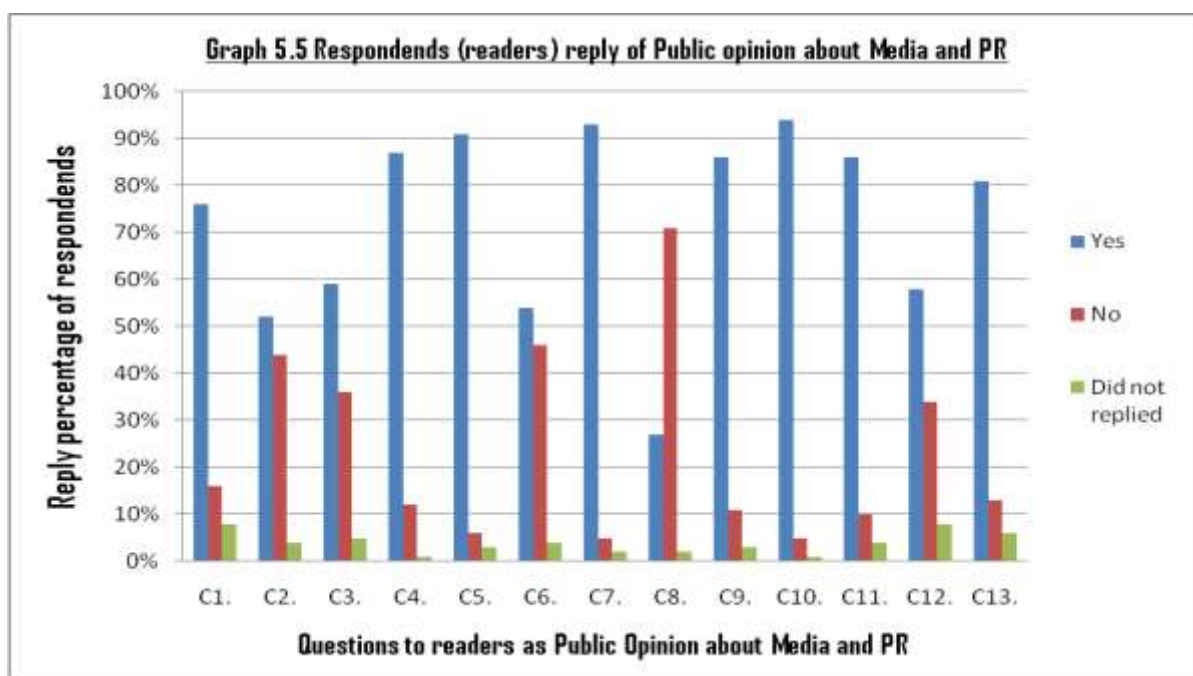


The below table 5.3 and graph 5.5 indicates the respondents opinion about Media and PR.

Statistical analysis:-

One way ANOVA when applied to the above table to test the hypothesis predicts that for (3,12) d.f $F_{0.05} = 14.76$ and the calculated F was found to be 12.192 . The calculated P value is 0.0019, and P value considered very significant. Therefore the null hypothesis is accepted.

Public Opinion about Media and PR					
Q.no	Questions	Respondents Reply (%age)			Total No of Respondents
		Yes	No	Did not replied	
C1.	Advertising is a big revenue source for any newspaper, and do you believe this affects the coverage of news items amidst advertisement?	76%	16%	8%	100%
C2.	Do you believe that people are dependent on media specially the print media to get the information?	52%	44%	4%	100%
C3.	Do you verify whatever you watch on television from the morning newspaper?	59%	36%	5%	100%
C4.	Is there close-knit relationship between Press and advertising industry?	87%	12%	1%	100%
C5.	Do you believe that media itself is influenced by some pressure groups?	91%	6%	3%	100%
C6.	Do you think Press has power to change the minds of the people and create opinion in desired direction?	54%	46%	4%	100%
C7.	Can Press shape or frame public opinion?	93%	5%	2%	100%
C8.	Do you believe that media is fulfilling its purpose?	27%	71%	2%	100%
C9.	The growth of media industry is due to PR. Do you agree?	86%	11%	3%	100%
C10.	Media is misusing its power, strength and freedom in present times.	94%	5%	1%	100%
C11.	Should media be regulated by some regulatory body?	86%	10%	4%	100%
C12.	Is marketing and promotion through newspapers possible for all?	58%	34%	8%	100%
C13.	Have you ever found something in the newspapers which has inspired you or motivated you?	81%	13%	6%	100%



In the above table and graph it is been stipulated that the **readers' opinion about** the Questions in section C covers mainly the respondents opinion i.e Public Opinion for Media and PR. By applying one way ANOVA The calculated **P value is 0.0019**, and P value considered very significant. **Therefore the null hypothesis is accepted.**

VI. SUMMARY AND CONCLUSION

Press or Print Media is serving as an important vehicle of PR in the dissemination of information and gaining credibility worldwide. The Press has developed into a national institution by playing an important role in the struggle for independence and in creating and transforming public opinion. It is a medium of inter-Communication between any authority, organization, institution and its public. The Newspapers have been serving as the important tool to communicate messages among the masses and thus, has influenced the public at large. ^(7,8,9)

The study has observed that it is the era of information revolution and the common man read news regularly and thus is very much influenced by Newspapers and their content. Infact it can be stated that the content of newspapers contributes a lot in shaping Public Opinion.

Both PR people and Journalists directly or indirectly influence people and thus, they need to know what makes news and should do their best to understand their publics. They are both story tellers but as far as the experts see it, PR creates a true but also well-told story, and journalism carries out the crucial role to make that story known to the public which further helps in creating an opinion by the people. ^(10,11,12)

The findings show that the common man, who is informed, energetic, educated and is in large number specially the young people has the capacity to bring positive changes even in the far-off areas,(which are a bit away from Jaipur city) people are aware of day-today happenings (though not very much educated and informed) but this common man is direction- less, misguided and has no unanimous view-point that is why it is being trailed in different directions by various interest groups and parties.

The study states that people misidentify Public Relations with hardcore marketing and fake publicity which is still a challenge for this industry.

Therefore it can be concluded by the study of Public or Readers' Opinion about Media (Press) and PR that the readers of Jaipur city are in favor that Public Relations influences Press and Press in turn moulds or create Public Opinion. Thus, Press directly or indirectly serves as a tool of Public Relations in manipulating information and influencing people. & overall it can be said that there is an active interplay of Press, Public Relations and Public Opinion.

Thus, we can see the mutual dependence between Press and PR and they together contribute in providing information to the common man and influencing his behavior, thinking and attitude and finally forming public opinion which is very important in a democratic state.

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APPENDIX: - QUESTIONNAIRE

TITLE: - Readers' (Public) Opinion about Media and PR (An Exploratory Study of Jaipur, Rajasthan)

{**Note-** (a) This Questionnaire is designed for academic research.(b) No information will be used for any other purpose. & (c) For any Query regarding Questionnaire feel free to contact Researcher –**Ms Aparna Shekhawat** ; Ph.D Research Scholar; The IIS University ;Jaipur}

SURVEY QUESTIONNAIRE (FOR NEWSPAPER READERS)

Section A- Demographic Profile

Personal Details			
Name of the Respondent			
Name of Organization			
Gender (Tick any one)	Male / Female	Age (In Years)	
Beat/ Department		Experience (In Years)	

Section B- Question related with frequency of using Print Media

Q1.How many newspapers do you read every day?

- (a) One
(b) Two
(c) Three
(d) Four
(e) Do not read

Q2. How frequently do you read newspapers?

- (a) Daily
(b) Twice a day (morning and evening newspaper)
(c) On weekends
(d) Weekly (any particular day for some specific reason)
(e) Occasionally

Q3. How much time do you devote to read newspapers?

- (a) 2- 3 hours daily
(b) 30 – 60 minutes
(c) 15- 30 minutes
(d) Occasionally

Q4. Where do you find such items which distort or misrepresent facts?

- (a) In advertisements
(b) Hard news
(c) Soft stories
(d) Photographs
(a) Paid articles

Q5. How frequently do you find such items in newspapers which twist fact or try to mislead people?

- (a) Daily
(b) Weekly
(c) Fortnightly
(d) Occasionally
(e) Never

Section C- Public Opinion about Media (Print Media) and PR

Q1. Advertising is a big revenue source for any newspaper, and do you believe this affects the coverage of news items amidst advertisement?

YES	NO
-----	----

Q2. Do you believe that people are dependent on media specially the print media to get the information?

YES	NO
-----	----

Q3. Do you verify whatever you watch on television from the morning newspaper?

YES	NO
-----	----

Q4. Is there close-knit relationship between Press and advertising industry?

YES	NO
-----	----

Q5. Do you believe that media itself is influenced by some pressure groups?

YES	NO
-----	----

Q6. Do you think Press has power to change the minds of the people and create opinion in desired direction?

YES	NO
-----	----

Q7. Can Press shape or frame public opinion?

YES	NO
-----	----

Q8. Do you believe that media is fulfilling its purpose?

YES	NO
-----	----

Q9. The growth of media industry is due to PR. Do you agree?

YES	NO
-----	----

Q10. Media is misusing its power, strength and freedom in present times

YES	NO
-----	----

Q11. Should media be regulated by some regulatory body?

YES	NO
-----	----

Q12. Is marketing and promotion through newspapers possible for all?

YES	NO
-----	----

Q13. Have you ever found something in the newspapers which has inspired you or motivated you?

YES	NO
-----	----

Note- Thanks for your valuable time given to me. I assure that the information provided by you will remain confidential and is of no commercial use. Thanks for your co-operation.