

Research Project Report

**“PUBLIC PERCEPTION TOWARDS PRINT
MEDIA OUTLETS”**

***FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF
BACHELOR OF COMMERCE***

UNDER THE GUIDANCE OF

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B.COM (H) 2017-2020



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may, 2020

ACKNOWLEDGEMENT

All praise to the almighty with whose auspicious blessings I have been able to accomplish my research project report successfully. Equal credit goes to my parents and teachers who made me what I am today by their hard labor, devotion, support & prayer.

My special thanks to my parents for generic cooperation coordination and valuable support. I pay my gratitude towards my other faculty members. I must not forget to render my deep feelings of gratitude and thanks to all the respondents whom I visited during the survey for valuable information, co-operation, advice and suggestion to make this endeavor a great success.

I am grateful to my guide **PROFESSOR ARVIND SINHA** for his efforts during my project work. My sincere thanks to all other who were associated with the project directly or indirectly for providing me the excellent guidance during the project.

DECLARATION

I, ANMOL GARG, Enroll No.17GSFC101012, student of School of Finance and Commerce, Galgotias University, Greater Noida, hereby declare that the project report 'PUBLIC PERCEPTION TOWARD PRINT MEDIA OUTLETS' is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Name and Signature of the Student

ANMOL GARG

CERTIFICATE

This is to certify that the project report “PUBLIC PERCEPTION TOWARDS PRINT MEDIA OUTLETS” has been prepared by ANMOL GARG under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3rd year, Full time BACHALOR OF COMMERCE.

Name & Signature of faculty

PROF.ARVIND SINHA

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ABSTRACT

In recent years, a lot of questions has been raised on the credibility of print media outlets and recent press freedom index ranked India at 142nd position which is even poorer than countries like Sri Lanka and Bhutan. Here, I investigated about the public perception towards print media outlets along with an objective to find out which is the most popular print media outlet and the reason behind it. Motive was to know whether public still feel the news they are reading is authentic or not and to know in which part does print media according to public is lacking in.

For my investigation, I primarily used questionnaire design and collected nearly 32 response from individuals. I also used IRS data, magazines and newspapers as my secondary source. The analysis of result demonstrates that ‘the economic times’ is a leading player among all print media outlets. While the result indicates that the independent journalism is still lacking in print media industry. So, on the basis it is recommended for print media outlets to more focus on unbiased journalism along with selling more significant news to public.

INTRODUCTION

Print Media is the printed version of telling the news, primarily through newspapers and magazines. Through the years, print media evolved to include entertainment, educational topics and more, instead of only conveying news.

Newspapers are the most popular form of print media and it is the most inexpensive way to reach a huge mass of people quickly. A newspaper is divided into various segments containing current events, sports, food, entertainment, fashion, finances, politics, advertisements, informative articles, and so on.

As of 31 March 2018, there were over 100,000 publications registered with the Registrar of Newspapers for India. India has the second-largest newspaper market in the world, with daily newspapers reporting a combined circulation of over 240 million copies as of 2018. The first Indian media were established in the late 18th century with the newspaper *Hicky's Bengal Gazette*, founded in 1780.

Indian media- private media in particular have been "free and independent" throughout most of their history after independence. The period of emergency (1975–1977), declared by Prime Minister Indira Gandhi, was the brief period when India's media were faced with potential government retribution.

The Press Council of India acts a mechanism for the press to regulate itself. It ensures that the Indian press is free and responsible. If the press is to function effectively as the watchdog of public interest, it must have a secure freedom of expression, unfettered and unhindered by any authority, organised bodies or individuals. It ensures that the press must, therefore, scrupulously adhere to accepted norms of journalistic ethics and maintain high standards of professional conduct.

DATA COLLECTION

Data collection methods: The success of any project or market survey depends heavily on the info collection and analysis. It is necessary that the info collected may be a reliable data so as to realize the research objectives. All data sources can be classified into two:

- **Primary Data-** Primary data is gathered from direct observation or data that is personally collected. It refers to that data which is collected for a specific purpose from the field of enquiry and are original in nature. For the project primary data were collected mainly through survey method, using the tool questionnaire. (32 individuals)
- **Secondary Data-** are those which are already collected by others for a selected purpose and are subsequently used for application in several conditions. It is the second user information about an occasion that has not been personally witnessed by the researchers.

The use of secondary data saves time and money. The purpose is to increase the accuracy of analysis. Here the secondary data was obtained from research paper , magazines, journals and websites of the various research institute

RESEARCH OBJECTIVE

OBJECTIVES-

- To analyze public opinion towards print media outlets.
- To find out the most popular print media outlet among general public and the reason behind it.
- To analyze what public want more from print media to focus on.

RESEARCH DESIGN

Research design is that blueprint for inquiry work that guides the researcher through a scientific way towards the achievement of the objectives. Survey method has supported the researcher to provide their perception, opinion and suggestion towards print media outlets.

Sample Design: Sampling design is imperative in every scientific study. Hence, decided to collect the data through multistage Sampling.

Sample: A Sample of 32 readers both male and female have given back the duly filled up questionnaire response as it has been taken as the sample size.

Tools for collecting data: A research tool plays a major role in any worthwhile research as it is the sole factor in determining the sound data and in arriving at perfect conclusions about the matter or study available, which ultimately, helps in providing suitable remedial measures to the issues concerned. In these unprecedented times because of Covid-19, the data is collected using google forms.

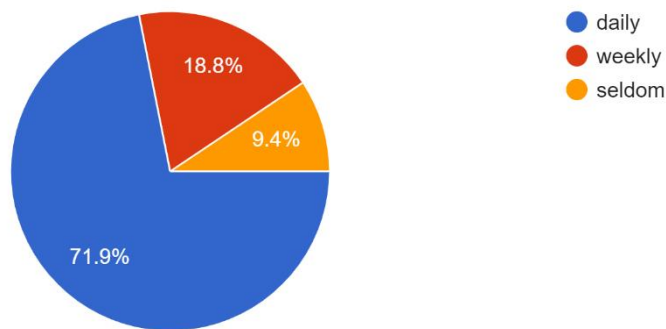
RESULT ANALYSIS

The result analysis consists of primary data and secondary data while in primary data a survey was conducted with the help of questionnaire which was filled by 32 individuals and a secondary data which includes reports of various research firms & magazines.

- The respondents were asked how often & deeply they go through news.

How often you go through news?

32 responses

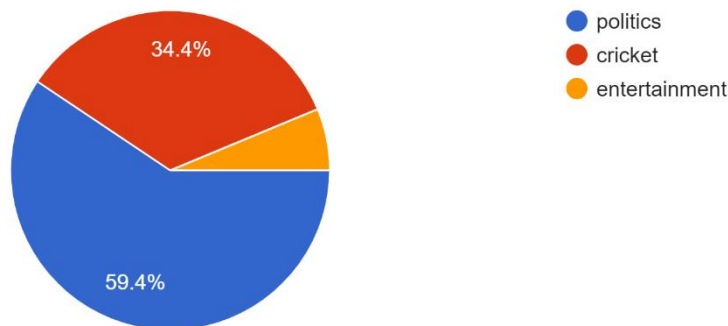


Thus, it is clear that only 71% people go through news on daily basis. While few go through on weekly & seldom basis.

- Section which people mostly like reading.

which section you like the most reading?

32 responses

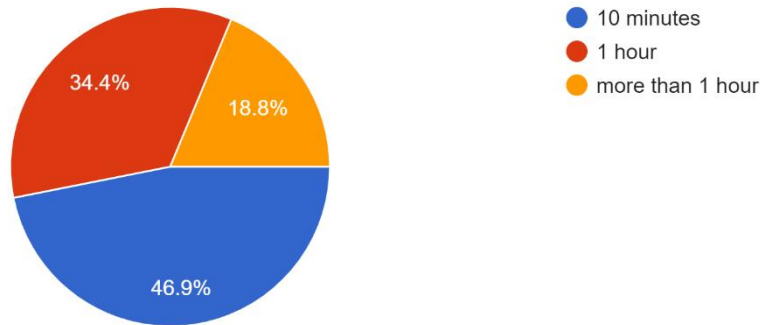


It seems like approx. 60% like reading politics while 34% like cricket section reading.

- Time devoted by respondents in reading newspaper

how much time you devote in reading newspaper?

32 responses

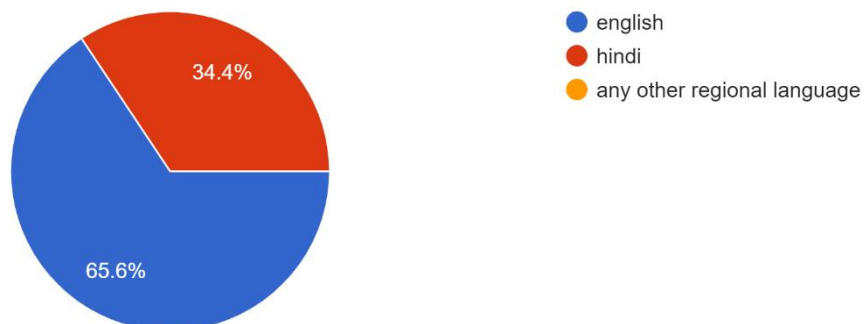


Mostly people wind up reading newspaper within 10 min to 1 hour. While a few takes more than 1 hour going through newspaper.

- Language preferred by people while reading newspaper

which language you prefer reading news?

32 responses

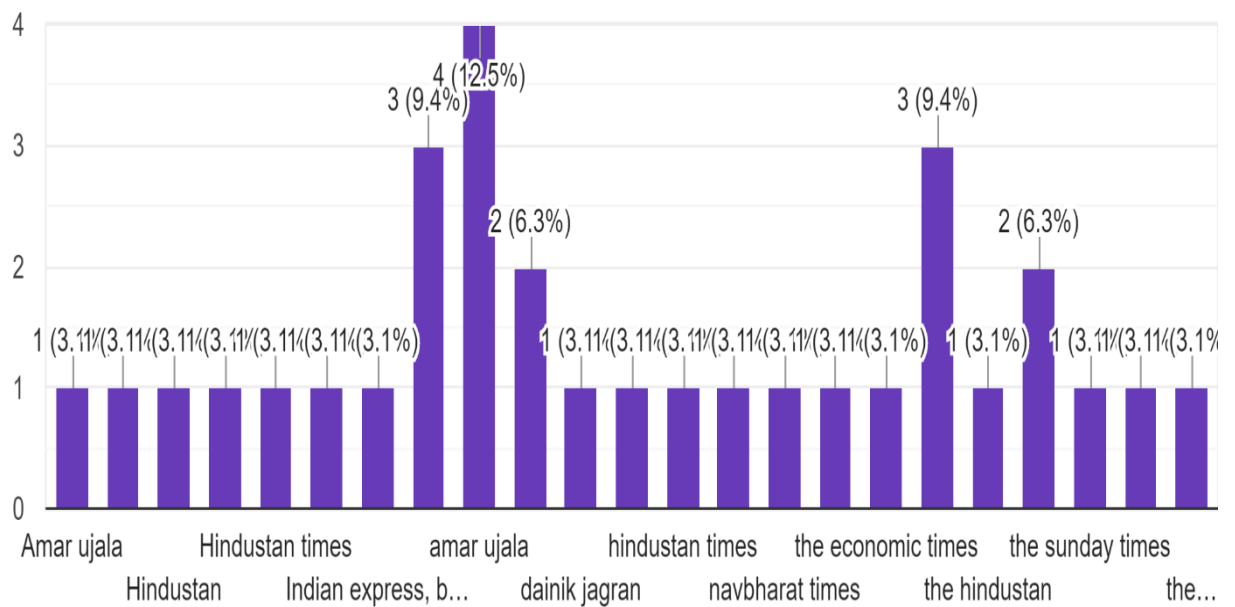


So, nearly 2/3 respondents prefer reading news in English language while 1/3 goes for Hindi language.

- Mostly preferred newspaper by people while reading

which newspaper you prefer reading

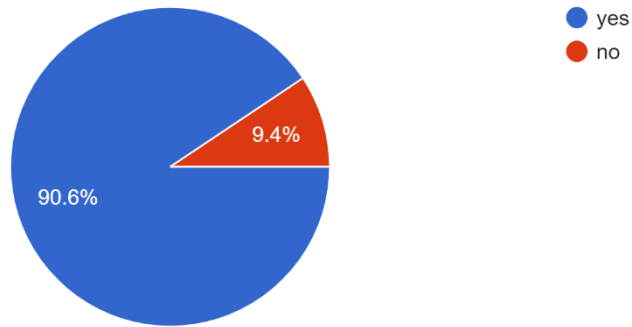
32 responses



So, amarujala and the economic times have emerged as mostly preferred & leading newspaper in people's response.

- No of people find news they are reading authentic.

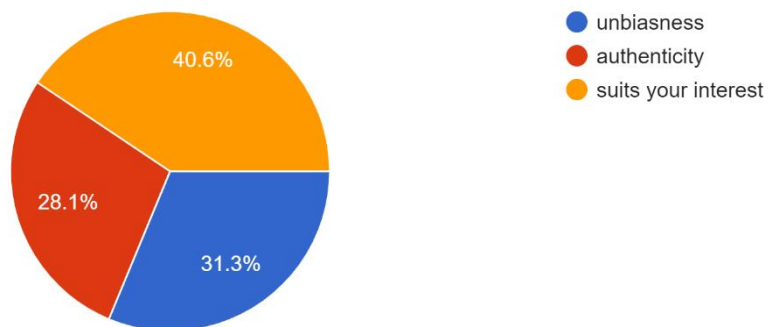
do you find news authentic in it?
32 responses



Hence, approximately 90% of people find news authentic while 10% don't.

- Reason why people prefer reading that specific newspaper

reason you prefer reading that newspaper
32 responses

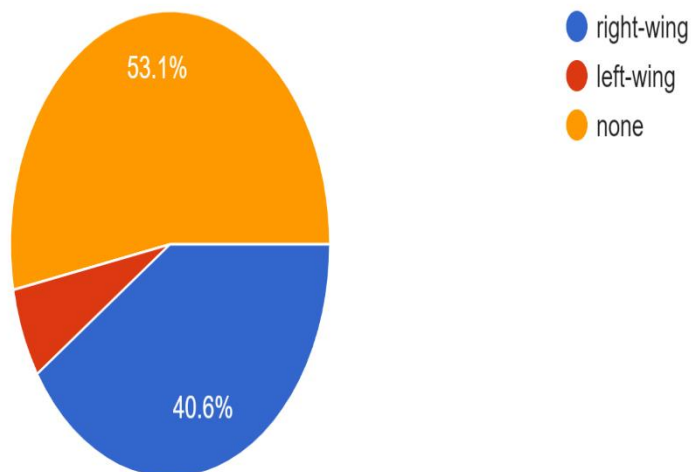


It is clear that approximately 40% read because that specific newspaper suits their interest, 30% for it's unbiased & rest for authenticity only.

- Ideology to which people were inclined to

which ideology you are inclined to

32 responses

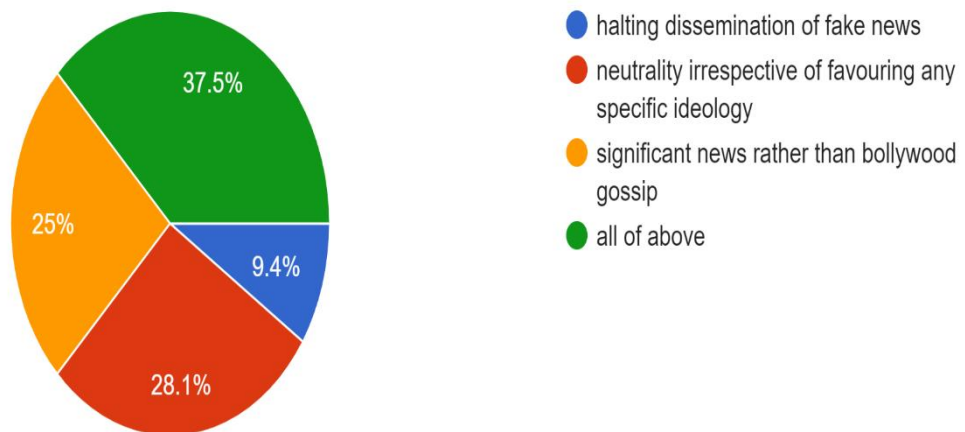


It was discovered that half of the respondents were somehow leaning towards right-wing ideology while nearly 40% were not inclined to any of these ideologies.

- Readers expectation regarding what more they want from print media to focus on was ascertained.

In which part you think print media has more to focus on

32 responses



Here, most of the respondents have a mixed view with many going for “all of above”, while a significant number also going for “neutrality” & “significant news rather than Bollywood gossip” aspect.

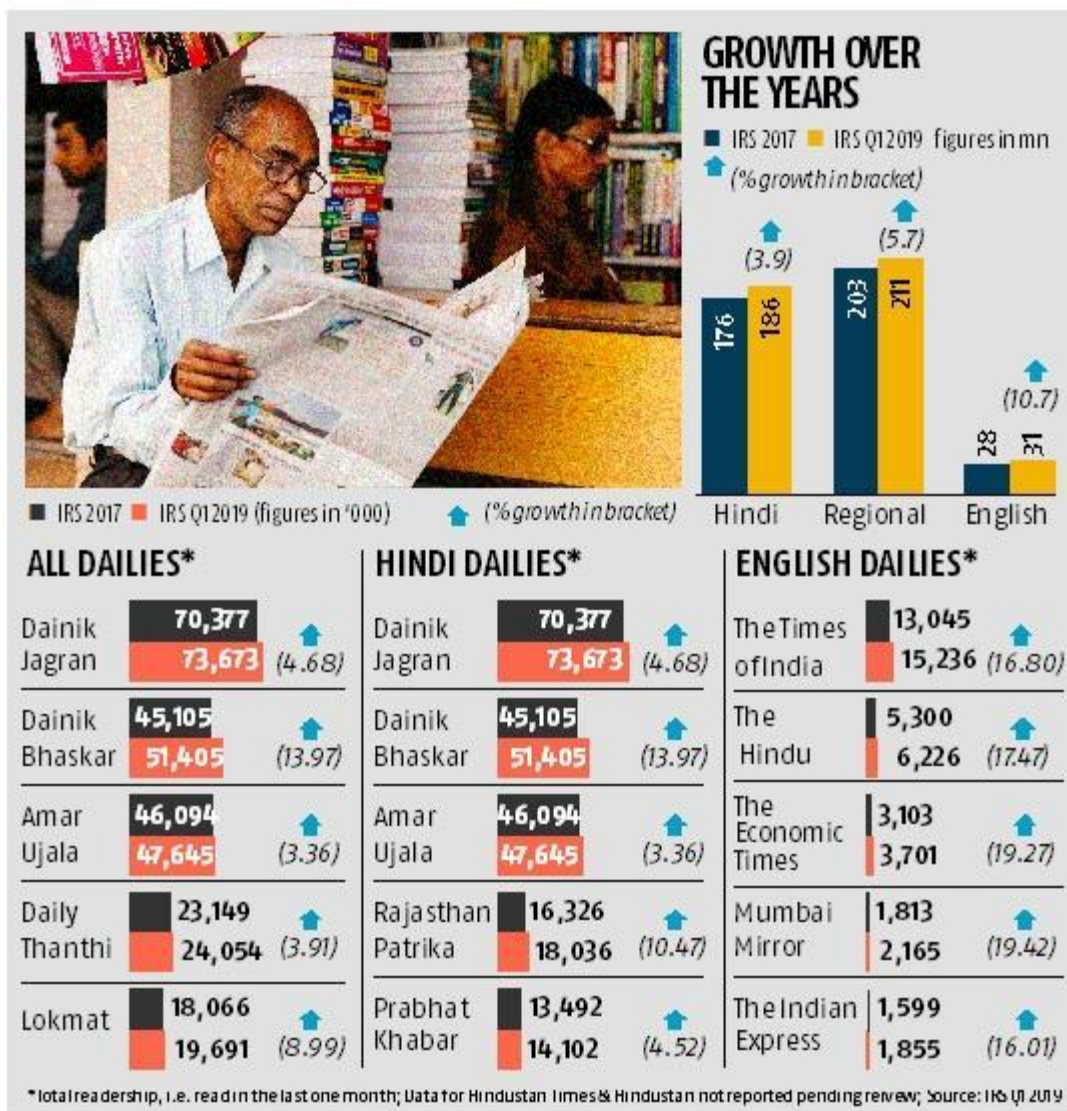
- Well Now, going through secondary data, it is analysed

Print readership in India jumps 4.4% to 425 million in two years: Report

The Indian Readership Survey (IRS) data released for Q1 of 2019 reveals that the overall readership of newspapers has grown from 407 million readers in 2017 to 425 million readers at the end of the first quarter of 2019. The report was released by the Media Research Users Council (MRUC) on April, 2019.

While Hindi and regional dailies grew at 3.9 per cent and 5.7 per cent, respectively, English newspapers saw a 10.7 per cent growth, though on a small base. Hindi dailies had 186 million readers, while regional readership stood at 211 million in IRS Q1 2019. English newspaper readership went up from 28 million to 31 million between the 2017 and Q1 2019 surveys.

Total readership of magazines was up 9 million to 87 million, according to the latest IRS data, while business dailies too reported a healthy growth.



FINDINGS

It is observed & analyzed through my study on public perception towards print media that in today's fast changing world still there are many Indians not going through news daily. Questionnaire response reveals that only 70% people go through on news daily. It also revealed that significant number of people majorly students also go through news because of their interest in entertainment & cricket related news.

Though going through secondary data, it has been found out that no of readers of print media has increased 4.4% to 425 million, still it has not gone to that extent which is suitable.

Both primary and secondary sources reveal that major Hindi and English newspaper like Dainik jagran ,amarujala, the Hindu and the economic times have emerged as the most preferable newspapers among readers with nearly 90% believing that news these newspapers provide are authentic in nature.

Reason which came out for such high readership of these newspaper was authenticity, unbiasedness and suitability for reader . while "the economic times" is preferred for it's unbiasedness and business related content, others like "the Hindu" are praised for their content in current affairs & international relations. When it comes to ideology, it has been recorded that right wing ideologist have gone for most amarujala and the economic times while the left leaning block has preferred "the Indian express" as their best newspaper.

A kind of dissatisfaction was also seen among readers regarding certain aspects like dissemination of fake news by well-known print media outlets, neutrality across favouring ideologies was also found to be absent in newspaper's content nowadays. Advertisements load and Bollywood gossip undermining the value of more significant content was also found dissatisfactory among readers

SUGGESTION

Based on the finding of study, the following suggestions are made here for print media outlets:

- **Publishing of more significant content-** In today's scenario, print media outlets are more focusing on useless content rather than of significant one just to attract youth in order to enhance their newspaper sale. This not only leading to jeopardizing in reputation of print media but distracting the focus of youth as they now get more interested in content like Bollywood gossip and in knowing more about personal life of celebrities, VIPs. This tabloid culture has deeply penetrated in our print media industry and it is proving to be detrimental for our society.
- **Authenticity** – authentication of news has always been in question in minds of readers. As there has been drastic increase in publishing of fake news by print media in recent years. So, print media outlets has to focus on it to make the trust of readers on their intact.
- **Independent journalism-** Independent journalism has now become a thing far from reality. Most print media outlets are in somehow favour any ideology, belief or political party. Neutral stance has been vanished and partisanship is reaching at it 's new height.
- **Restrain overloading of advertisements** - newspaper overloaded and news captured by advertisement diminishes enthusiasm of reader to a great extent. Newspaper filled with lot of advertisements is doing a great injustice to a enthusiastic reader.

CONCLUSION

(Public perception toward print media outlets)

It is important to note and analyze the perception and opinion of public towards print media outlets as print media like newspaper et cetera is one of the most crucial source of information today. Public perception towards them must need to analyzed so as to make improvements accordingly. Questions on credibility of these information source must be kept in check to maintain public trust on them. It is also pertinent to note that India has recently been ranked 142nd in global press freedom index and GOI has always slammed these rankings as unfair.

Through my study, I get to know that there has been a significant rise in newspaper reading according to IRS Data, but still about 70% people go through news daily. Amarujala and the economic times have emerged as a key player in readership with a significant jump in their sale. The reason behind in progress of amarujala goes through with it 's neutral view among general public and news published by it is believed to be full authentic. Systematic publication by this newspaper with few advertisement has made deep inroads among newspaper industry in Hindi belt areas of north-India. While in English readership, the economic times is viewed by readers as the best newspaper. The reason for same is also traced to it 's independent review on every news with no space for biasness. Public likes the newspaper deep focus on significant news with in depth editorials required to gain immense knowledge especially in field of finance. Also, a paper like Economic times is a complete newspaper with covering all news from significant one to less significant one in a best possible manner.

This finally concludes that if print media outlets have to make a deep base among general public then it would have to first make some important improvements in it 's policies. As per general public, these outlets must need to focus on their authentic reporting, unbiased reporting and selling significant news instead of trash. Such changes will not only regain trust of print media among public but also will help in emerging as a leader in news media industry.

