

# षष्ठम अध्याय

## प्रश्नावली एवं साक्षात्कार

### 6.1 प्रश्नावली

नामName:

व्यवसाय Profession :

शैक्षिक योग्यताEducational Qualification:

1. क्या आपके अनुसार पत्रकारिता, शिक्षा के प्रचार-प्रसार का एक सशक्त माध्यम है ? हाँ / नहीं बताइए।

Do you consider that Journalism is a strong medium of publicity for education? Yes/No- reason.

2. आपके अनुसार शिक्षा का अभिप्राय/आशय क्या है ?

According to you what does education mean ?

3. पत्रकारिता के द्वारा कहाँ तक किसी व्यक्ति को शिक्षित किया जा सकता है(दो-तीन वाक्यों में)

How far we can educate a person through Journalism? {In 2-3 Sentence}

4. क्या, आप अपने घर में समाचार-पत्र/पत्रिका मँगवाते हैं, अगर हाँ तो उनके नामों का उल्लिख कीजिए ?

Do you receive a Newspaper /Magazine at home? If yes specify the name.

5. आप दूरदर्शन में अधिकतर कौन-सा कार्यक्रम देखते हैं? चैनलों के नाम बताइए।

What T.V programme do you watch most? Specify the name of the channel.

अ ) समाचारNews

1.

2.

3.

आ) शिक्षा-संबंधीRelated to Education

1.

2.

3.

इ ) मनोरंजन कार्यक्रम Entertainment Programme

1. 2.

3.

6.आपके अनुसार पत्रकारिता में शिक्षा से संबंधित कौन-कौन से विषयों की जानकारी मिलती है ?

What are the education areas being concerned by Journalism and Media ?

7. भारत की आधुनिक शिक्षा प्रणाली से क्या आप संतुष्ट हैं?

Are you satisfied with India's Modern Teaching Methods?

8." समाचार पत्र-पत्रिकाओं में बच्चों के लिए शिक्षा के बौद्धिक विकास के साथ-साथ भावनात्मक विकास भी होता है ।" क्या आप इससे सहमत हैं? अपना समर्थन दीजिए ?

"Through Newspaper and Magazine along with Intellectual Development, the Emotional Development is also done for Children"- Do you agree with this? Give me your Suggestions.

9. आजकल पत्रिकाओं के द्वारा किस प्रकार का संदेश लोगों तक पहुँचाया जाता है?

What kind of message do they promote through the present day magazine?

10. क्या रेडियो द्वारा शिक्षा से संबंधित प्रस्तुत कार्यक्रम सराहनीय है ?

Do you agree that they Broadcast Educational related Programme in Radio?

11. दूरदर्शन एक श्रव्य-दृश्य माध्यम है। शिक्षा के क्षेत्र में कहाँ तक अपनी भूमिका अदा करता है ?

Television being an Audio-Visual media how far it is doing an important contribution in the field of Education?

12. दूरदर्शन और पत्र-पत्रिकाओं पर आनेवाले कार्टून एवं विज्ञापन के प्रति आपकी क्या राय है। इसका बच्चों पर कैसा प्रभाव पड़ता है?

Say me your opinion about the Cartoon and Advertisement on the television and journals and their impact on Children?

13. " आज शिक्षक का स्थान इंटरनेट ने ले लिया है ।" क्या यह सही है।

"Today Internet took the place of a Teacher"- Is it true?

14. शिक्षा को प्रभावशाली बनाने में ई- जर्नलिज्म का क्या स्थान है ?

What is the place of E-Journalism to make education more effective?

15. भूमण्डलीकरण के द्वारा कहीं भी शिक्षा प्राप्त करना आसान हो गया है। अपनी राय दीजिए।

Through Globalisation it is easy to obtain Education from any part of the Country? Give me your opinion.

16. शिक्षा प्राप्त करने के लिए पत्रकारिता के अलावा और अन्य कौन से माध्यम हैं?

Apart from Journalism do you have any other mode to obtain education?

## **प्रश्नावली – संघटित रूप**

मैंने अपने शोध को अधिक प्रामाणिक और दृढ़ बनाने के लिए विभिन्न पत्रकारों, अध्यापकों और विद्यार्थियों से साक्षात्कर कर उनसे विविध सुझावों का मूल्यांकन किया है। उनसे चर्चा करने के फलस्वरूप उनके सुझाव सारगत रूप में इस प्रकार है –

### **पत्रकार वर्ग का सुझाव :**

पत्रकार वर्ग की राय यह है कि पत्रकारिता, शिक्षा के प्रचार-प्रसार का सशक्त माध्यम है। क्योंकि स्थानीय समाचार से लेकर अंतर्राष्ट्रीय समाचार तक इसमें प्रस्तुत करते हैं। आजकल इसके द्वारा क्षेत्रीय समाचार और घटनाओं के साथ-साथ, नारी और बच्चों के लिए भी अलग रूप से संदेश के साथ समाचार प्रस्तुत करते हैं।

### **शिक्षक वर्ग का सुझाव :**

व्यक्ति के जीवन में सम्पूर्णता और परिपक्वता पाने के लिए शिक्षा एक महत्वपूर्ण साधन है। पत्रकारिता एक ऐसा स्रोत है जिससे कम समय में बहुत जानकारी पा सकते हैं। यह सस्ता साधन भी है। “आज शिक्षक का स्थान इंटरनेट ने ले लिया है।” कुछ हद तक यह सही है। लेकिन शिक्षकों का स्थान अलग है। शिक्षक मन लगाकर अपने पेशे को एक सेवा का कार्य समझकर करते हैं। इंटरनेट के द्वारा शिक्षा प्राप्त कर सकते हैं पर यह सजीव नहीं है। यह इंटरनेट से होना संभव नहीं है।

### **विद्यार्थी वर्ग का सुझाव :**

विद्यार्थी वर्ग के अनुसार पत्रकारिता शिक्षा के प्रचार-प्रसार का सशक्त माध्यम है, क्योंकि इसके द्वारा ही दुनिया में होनेवाली घटनाओं का समाचार प्राप्त होता है खासतौर पर शिक्षा से संबंधित विषय हर दिन प्राप्त करते हैं। प्रिंट और इलेक्ट्रॉनिक माध्यम से ही पाठशाला एवं विश्व-विद्यालय से संबंधित सभी जानकारियाँ, सामाजिक, सांस्कृतिक, वैज्ञानिक अध्ययन, सूचना प्रौद्योगिकी,

वाणिज्य, निर्यात-आयात सभी विषयों से संबंधित जानकारी मिलती है। समाचार पत्रों के द्वारा हम आसानी से सूचना प्राप्त कर सकते हैं।

इन लोगों से साक्षात्कार करने के बाद निम्न बिन्दुओं पर विचार करना है-

- प्रिंट और इलेक्ट्रॉनिक माध्यम में बच्चों की रुचि के अनुसार कविता, कहानी, चित्र, सुडूकु, वेश भूषा की शैली आदि से बौद्धिक विकास के साथ-साथ भावनात्मक विकास भी होता है।
- कार्टून विशेषकर बच्चों पर ज्यादा प्रभाव पड़ता है। इससे बच्चों की बुद्धि और भावना विकसित होती है।
- प्रवेश, बैंक, पी.एस.सी और प्रतियोगिता क्षेत्रों की परीक्षाएँ और सामान्य ज्ञान संबंधी विषय भी पत्र-पत्रिकाओं में प्रकाशित करते हैं।
- प्रिंट और इलेक्ट्रॉनिक माध्यम से ही पाठ्यक्रम से संबंधित प्रदत्तकार्य, शिक्षा से संबंधित संगोष्ठियों, परिचर्चा, साक्षात्कार आदि के बारे में जानकारी मिलती है।
- यह एक वर्ग या एक आयुवाले लोगों के लिए नहीं यह सभी वर्ग और आयुवाले लोगों के लिए है। क्योंकि विभिन्न वर्गों के लिए, विभिन्न विषयों से संबंधित समाचार प्रस्तुत करते हैं।
- ई-जर्नलिज़्म के द्वारा थोड़े ही समय में ज्यादा जानकारी पा सकते हैं। चित्रात्मकता इसकी एक और विशेषता है।
- समाज में होनेवाले अत्याचार और अन्याय, रातनीति और नेता से संबंधित संदेश को लोगों तक पहुँचाते हैं। इससे अपनी भावनाओं में भी वृद्धि ला सकते हैं।
- अशिक्षित, अंधे और सामान्य जनता भी रेडियो द्वारा शिक्षा से संबंधित कार्यक्रम सुन सकते हैं। दूरदर्शन में प्रस्तुत विभिन्न कार्यक्रमों से बच्चों की सृजनात्मकता भी बढ़ती है।

मैं अपनी राय इस प्रकार व्यक्त करती हूँ—

ज़रूर, पत्रकारिता, शिक्षा के प्रचार—प्रसार का एक सशक्त माध्यम है क्योंकि इससे ही समाज में होनेवाली घटनाओं के बारे में ज्यों की त्यों जानकारी प्राप्त करते हैं।

- ❖ जैसे हम हृदय और रक्त के बिना जी नहीं सकते हैं वैसे शिक्षा और पत्रकारिता के बिना जीना भी मुश्किल है। क्योंकि प्रिंट और इलेक्ट्रॉनिक माध्यम ने अपनी अद्भुत शक्ति से लोगों को आकृषित करते हैं।
- ❖ रेडियो द्वारा प्रस्तुत शिक्षा से संबंधित कार्यक्रम सराहनीय है। इसमें समय—समय पर सभी आयु और वर्ग के लोगों के लिए कार्यक्रम प्रस्तुत करते हैं।
- ❖ दूरदर्शन में प्रश्नोत्तरी, कविता पारायण, वार्तालाप, भाषण, नाटक और बच्चों की अभिरुचि के अनुसार गाना, नृत्य आदि प्रस्तुत करते हैं।
- ❖ शिक्षा के क्षेत्र में विज्ञापन भी एक महत्वपूर्ण भूमिका निभाती है। विज्ञापन से नयी चीज़ों के बारे में उससे संबंधित छूट के साथ जानकारी पाते हैं।

“आज शिक्षक का स्थान इंटरनेट ने ले लिया है।” कुछ हद तक यह सही है। इंटरनेट के एक क्लिक से जानकारियाँ पा सकते हैं लेकिन शिक्षक और छात्रों के बीच जो पारस्परिक व्यवहार होता है वह इंटरनेट से पाना मुश्किल है।

सारांश रूप में — मैं यह बताना चाहती हूँ कि सूचना प्रौद्योगिकी के हम जिन विषयों से अनजाने उसके बारे में जानकारी पा सकते हैं। भूमण्डलीकरण के विकास इसका प्रमाण है। इन साधनों के द्वारा हम घर बैठे ही शिक्षा प्राप्त कर सकते हैं।

The man who reads nothing at all is better educated than the man who reads nothing but newspaper.

-Thomas Jefferson

## 6.2 परिशिष्ट– पारिभाषिक शब्दावली

1. प्रकाशन	-	Publishing
2. सम्पादन	-	Editing
3. प्रौद्योगिकी	-	Industrial
4. संगणक	-	Computer
5 कार्यान्वयन	-	Implementation
6 विचार–विमर्श	-	Discussion
7 संगोष्ठी	-	Symposium
8 भूमंडलीकरण	-	Globalization
9 टच तकनीक	-	Touch technology
10 ब्लू टूथ तकनीक	-	Blue tooth technology
11 पत्रकारिता	-	Journalism
12 साधन	-	Medium
13 दिशा	-	Direction
14 लोकतंत्र	-	Democracy
15 स्तम्भ	-	Pillar
16 अध्ययन	-	Learning
17समाचार	-	News
18 सूचना	-	Information
19 संकलित करना	-	To collect
20 निष्पक्ष	-	Impartial

21	बिक्री	-	Sales
22	साप्ताहिक	-	Weekly
23	मासिक	-	Monthly
24	छापना	-	To print
25	व्यावसाय	-	Business
26	सम्पूर्ण	-	Complete
27	सामाजिक	-	Social
28	सांस्कृतिक	-	Cultural
29	वैज्ञानिक	-	Scientific
30	मूल्यांकन	-	Evaluation
31	राजनीतिक	-	Political
32	पाश्चात्य विद्वान	-	Western Scholar
33	प्रस्तुतीकरण	-	Presentation
34	नैतिक	-	Moral
35	प्रेरणा	-	Inspiration
36	नागरिक	-	Citizen
37	अन्याय	-	Injustice
38	इलेक्ट्रानिक माध्यम	-	Electronic medium
39	प्रिंट माध्यम	-	Print medium
40	सन्देश	-	Message
41	अनुशासन	-	Discipline

42	संवाद	-	Conversation
43	सिद्धान्त	-	Principle
44	अन्तराष्ट्रीय	-	International
45	घटना	-	Incident
46	परिणाम	-	Result
47	पत्रकार	-	Journalist
48	प्रतिबिम्बित	-	Reflected
49	प्रवाह	-	Flow
50	पारदर्शी	-	Fore sighted
51	जागरण	-	Awareness
52	वर्णन	-	Description
53	साक्षात्कार	-	Interview

### 6.3 साक्षात्कार

Views of Mr. Markose Abraham, Chief News Editor, Malayala Manorama

Description of Newspaper:

60% News, 40% Advertisement

The Judicious Selection of Newspaper is done by First Page. The most important news comes to this page. This is overall best of any newspaper.

According to number of Page the Contents may vary.

In 2,3,4 and 5<sup>th</sup> page local news will be covered. This is regional news.

6<sup>th</sup> page is common page. 7<sup>th</sup> page is the foreign section page.

Manorama classifieds and astrology is covered in 8<sup>th</sup> page.

9<sup>th</sup> page is unnamed trendy page and scattered news is also covered. 10<sup>th</sup> page is editorial page. It is also called as leader page. In Manorama it is called “Kalichapadu page” ( Means our view points)

11<sup>th</sup> page is common to all items from different centres of India.

12<sup>th</sup> page is related to Education . Information about various Educational Institutions and centres. Different types of Information is also covered. Their needs for education is provided in this page.

13<sup>th</sup> page will be Sampathiyam which deals with Finance and Economy.

14<sup>th</sup> ·15<sup>th</sup> page is Obituary page. It is provided for free of cost. Obituary advertisement is a paid thing.

16<sup>th</sup>&17<sup>th</sup> page is Sports page. This is trendy page for young ones and people like this page most.

18<sup>th</sup> page is local news and it will have some advertisement. In this page news comes as filler.

## **Views about Advertisement:**

Every advertisement is an innovation. It conveys a lot. It is a consistent innovating for Excellence. In this competitive world we have to do something new in a well planned way. Trivandrum news is the backbone for the city. Innovation is evident even in advertisement.

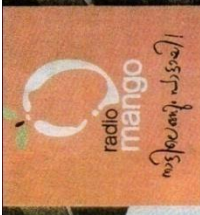
## **Radio Mango FM :**

The description of this advertisement –

The oldman is very eager to know about radio mango Fm and because of which b.p is also increasing. The old lady and woman are praying. A person with garland also stops there to listen to it. Another man with crackers is ready for the celebrations. A boy is making sweet arrangements to distribute to others inorder to celebrate the upcoming Radio mango. Even the Cat is also sitting infront of FM to listen to Radio mango FM. The other two men in Jeep are ready to spread this information through Speakers.

Questions to Mr. Markose Abraham, Chief News Editor, Malayala Manorama

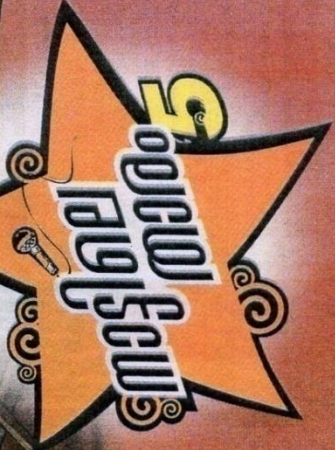
1. Do you consider that Journalism is a strong medium of publicity for education? Yes/No- reason.
2. How far we can educate a person through Journalism? {In 2-3 Sentence}
3. Do you receive a Newspaper /Magazine at home? If yes specify the name.
4. What kind of message do they promote through the present day magazine?
5. “Today Internet took the place of a Teacher”- Is it true?



# ഇന്നറിയാം മാട്ടിലെ താരത്തെ



റെഡിയോ മാംഗോ - യമഹാ ആൽഫാ  
മാട്ടിലെ താരം സീസൺ 5 ഗ്രാന്റ് ഫിനാലെ.  
സമയം: **ജെ.ടി. ഷാർട്ട്, കൊച്ചി**. സമയം: **ഉണ് വൈകിട്ട് 5.00 ന്**



Performance by:  
 Agam

ടിക്കറ്റുകൾക്ക് റെഡിയോ മാംഗോ  
കൊച്ചി ഹെഡ്ക്വാർട്ടേഴ്സിലേക്ക് ബന്ധപ്പെടുക.

പിജയികൾക്ക് രണ്ട് ലക്ഷത്തിലധികം രൂപ സമ്മാനം  
യമഹാ ആൽഫാ സ്കൂട്ടർ \* മറ്റനേകം സമ്മാനങ്ങൾ



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Yes.  
Sometimes more than what students get from the classroom, they get from outside. That way newspapers help them go know better.  
Newspapers help students with updates of what ~~are~~ all are happening in the outside world.

Being in the business of journalism, I am going through as many as 16 dailies a day for better comparisons.

Reading the news items, readers will imbibe the right message.  
Internet as such has not replaced a teacher. It ~~is~~ also contributes to the system.



Questions to E.Somnath, Special Correspondent  
Malayala Manorama.

1. Do you consider that Journalism is a strong medium of publicity for education? Yes/No- reason.
2. How far we can educate a person through Journalism? {In 2-3 Sentence}
3. What are the education areas being concerned by Journalism and Media ?
4. Say me your opinion about the Cartoon and Advertisement on the television and journals and their impact on Children?
5. What is the place of E-Journalism to make education more effective?



18/10  
1. Yes. whatever published  
gets widely disseminated.

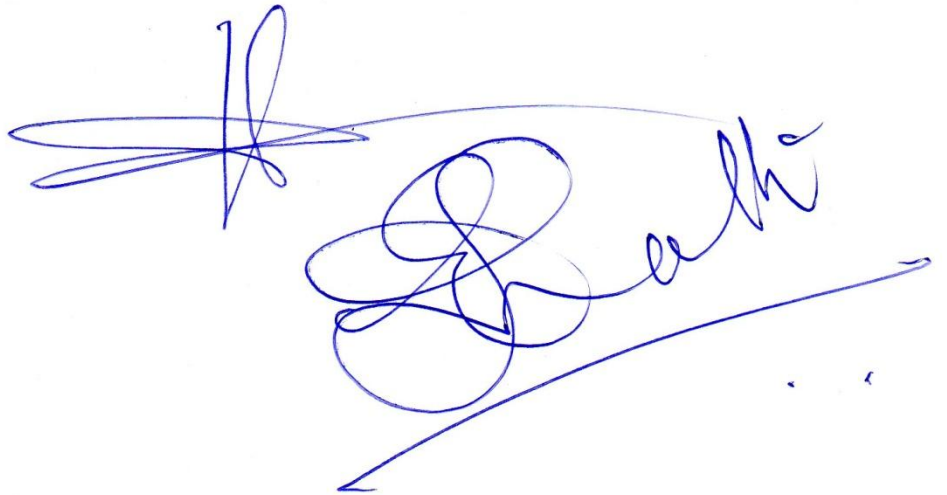
3. we can give him information  
But can't force him to  
follow that. But we can suggest  
the pros and cons of  
things.

6. Nothing is alien to  
the media. So is with  
education.

12. Children get addicted. But  
there is no way out. If not  
with cartoons, children may  
get addicted with some other  
stuff. Cartoon may be a  
tolerable devil.

14. E-Journalism can make  
information available on  
fingertips. Great are the  
chances. Let us watch  
and wait.

18/10



E. Somanath

18/10



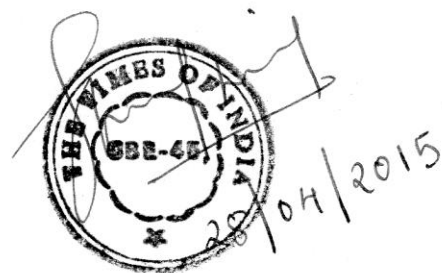
## **Views of Adarsh Jain, Journalist, The Times of India--**

The prime role of Media is to inform its readers/viewers. And, in an attempt to inform people, most media try to educate people as well. In journalism, we are always taught that news has to be conveyed keeping in mind the reader. And, if the reader or viewer is not pleased with the information, then it is considered a half folly.

Educating happens in different ways. Through campaigns, where awareness is created about a specific issue. And, The Times of India always believes in identifying whether the campaign has impacted public or not. This helps us connect with our readers too.

On the other hand, daily reporting also has the smallest of the information as possible. Sometimes good detailing of an event in itself educates people. Newspapers have been a part of educational institutions for a long time. And, with the intervention of internet, a news update is only a click away through your smartphone. And, I personally feel that this technology development has helped increase awareness of what is happening around you. An equal credit goes to social media. Almost every media organization uses social media as a tool to spread news.

Media organizations also run campaigns to create awareness or educate people on particular social issues or causes. From civic matters to social concerns, to education, healthcare and every other segment, there is some bit of educating that articles do. In fact, the idea of publishing a news article in the newspaper or flashing it on a TV channel, is to educate people, directly or indirectly.



Adarsh Jain

Journalist

The Times of India.

## **Views of P.Sangeetha, Senior Correspondent, The Times of India--**

### PHD Questionnaire

1. Journalism as a medium for publicity of education- Yes
2. How far can you educate a person through journalism?

Since Journalism deals with every day issues and touches upon every topic across the society, it is an efficient medium to put across a point. For instance, a person who is not acquainted with a particular topic, for eg, how to file his or her I-T Returns, can refer a newspaper article. They not only get informed about how to file the returns but also the repercussions of not paying the tax. Agree there are many other portals that provide the same information, but when it appears on a reputed newspaper, people tend to take it seriously. Every story that appears on a newspaper or an online portals is a mode of education in itself. Be it civic issues, entertainment, politics, commerce or sports, every article is packed with information & facts that educates the reader on that topic.

3. Message through the present day magazine?

Through magazines have always provided leisurely reading, providing a respite from hardcore news reporting, the truth is they are gradually waning from the industry. The reason being too many magazines on the fray. But analytical magazines like Outlook and India Today that have been in the business for long, continue to have an impact among readers providing an indepth view about an issue. Online magazines like Caravan are now playing a strong contender among magazines providing wholesome research on a particular topic. So, for an extensive understanding of a topic, magazines come in handy. On the other hand, magazines on entertainment, sports and interior décor, provide a healthy weekend read, supplying a barrage of information about the favourite stars or a décor. This again has a utility factor. For instance, a person trying to spruce up their homes, would get ideas from a magazine like Good Homes.

4. Impact of cartoon and advt

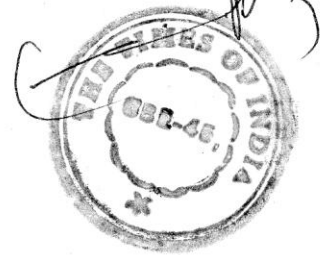
Pictures speak more than words and it is completely true when it comes to cartoon on newspaper. For instance, when there is a major political development in the country, every newspaper in the city would come up with a whacky cartoon the next day that summarises the event in a humorous manner. These satirical and humorous approach to an issue through a cartoon gets easily registered in the minds of the readers and have a much more powerful impact than a 1000-word article. Today, cartoons are circulated and debated among online media. Advertisement that appear on the newspaper can again be sensitive. A case in point is the recent advt put out by kalyan Jewellers featuring Aiswarya Rai as a aristocratic lady with a dark-skinned girl child holding an umbrella for her. Feminists and child activists kicked up a storm as the ad was considered regressive where one section of society was depicted as a slave to another. The advt stirred the hornets nest and the ad was eventually withdrawn and Kalyan

Jewellers apologised for the same. The audience is sharper than ever and advertisements need to be intelligent enough, too.

5. E-journalism

Newspapers will soon be passe, they say as online journalism is picking up like never before. Today, a majority of the debates on issues happen over social networking and micro-blogging sites, like Facebook and Twitter. A majority of the newsmakers have taken to these sites where they prefer to interact with the public directly and answer the volley of questions thrown at them. Journalists tend to pick up these nuggets of information from the online media (e-journalism) and report their stories and spin their stories around them.

*P. Sangeetha*  
*Senior Correspondent*  
*The Times of India*



## Questions to Rajeev Devraj, M.M.Tv.Ltd, Aroor.

1. Do you consider that Journalism is a strong medium of publicity for education? Yes/No- reason.

2. What T.V programme do you watch most? Specify the name of the channel.

3. "Through Newspaper and Magazine along with Intellectual Development, the Emotional Development is also done for Children"- Do you agree with this? Give me your Suggestions.

4. Say me your opinion about the Cartoon and Advertisement on the television and journals and their impact on Children?

5. Through Globalisation it is easy to obtain Education from any part of the Country? Give me your opinion.



*Rajeev*

Rajeev Devaraj

1. Yes.

Journalism is a strong medium of publicity not only for education but for every faculty. Through journalism people are becoming more aware about the world and events around them. In education stream <sup>also</sup> journalism plays an important role.

2. News at 9 in ENN IBN.

3. Yes. Through various human interest stories and happenings around them, it is an opportunity for the children to get connected with people's life through the media.

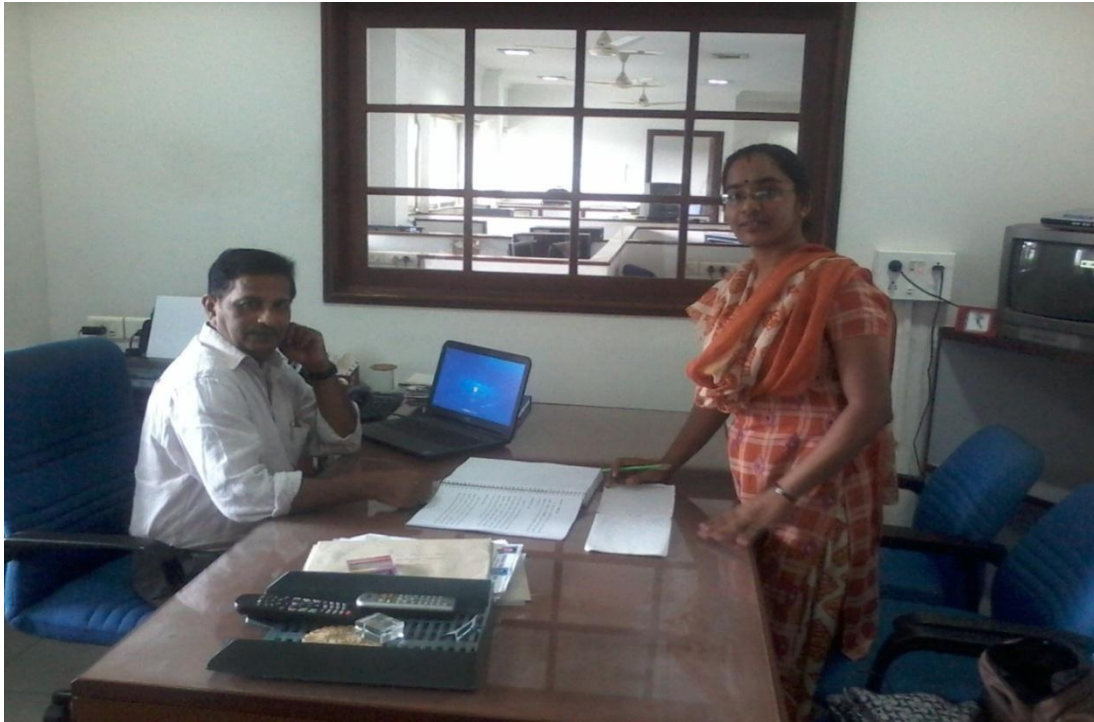
4. Adult and cartoon programmes influence the children in a big way. Cartoons are made to attract the children and adults are also designed to catch the attention of the younger people.

5. Not the globalisation, the revolution in the field of communication helps to obtain education from any part of the country.

पत्रकार के साथ साक्षात्कार



संपादक के साथ साक्षात्कार



छात्रों के साथ साक्षात्कार



## उद्योगपतियों से साक्षात्कार

नरेन्द्र एम. रांका

*Narendra M. Ranka*

Mobile : 98942 10152

### The role of journalism in the development of business

- Journalism plays a very important role in competitiveness.
- It helps to improve the business by getting information about export and import.
- It helps in the publicity of marketing and sales promotion.
- It plays a prominent role in fixing the Man power.
- Through Electronic media, within a fraction of second we get information about what is happening all over the world. Whenever if there is any demerits and mistakes it is open to public.
- Media creates lot of competition, Sometimes it is risk oriented.
- Both print and Electronic media help in promoting the Product and Sales.
- Media helps in development of networking.
- It gives information about Latest techniques.
- It educates me to develop business.
- Journalism helps me to update myself.

*Harshvardhan*

HARSHAVARDHAN, 463, Vivekanandha Road, Ram Nagar, COIMBATORE - 641 009. • Telefax : 0422 - 2233350

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### DEVELOPMENT OF BUSINESS THROUGH JOURNALISM (PRINT ELECTRONIC MEDIA)

- ⇒ Classified Ads is the most effective electronics media even for small entrepreneurs.
- ⇒ Advertisement brochures helps in the sales of products.
- ⇒ System Allied Products (SAP) helps in the improvement of sales
- ⇒ Electronic Fund Transfer authenticates faster credit & ensures faster supply of products.
- ⇒ Bar code Generator controls inventory and purchases which helps in the investments.

For CAPRICORN CONTROL PANELS

M. Jagadeesh

Proprietor

## THE ROLE OF JOURNALISM (Print & Electronic) IN MY BUSIN.

- + News papers helps in the development of Marketing.
- + TV Advertisement helps in Sales promotion.
- + Through Internet we know about all the Brand Details which will be helpful for our Product Promotion.
- + Electronic media plays a Prominent Role in Communication & It takes only fraction of second to communicate which helps in the development of my Business.
- + Internet Banking is also widely used which helps in Money transfer & transaction. Time Management is also minimum, especially NEFT is more useful.

For **PLAZA INDUSTRIES**

*M. S. Srinivasan*  
Proprietor

## The role of journalism (Print and Electronic Media) in the development of Banking—

- ❖ Through Print and Electronic media, We get to know about any scheme of Government like – Account Opening , Gas connection connected to account etc
- ❖ We get knowledge about the Gold level which is helpful for loan on it.
- ❖ With the help of internet we get to know about any macro or micro change in economy in the Central offices.
- ❖ Though internet and Newspaper we know about peer banking , Which helps for the update of Knowledge and through which we bring change in our Banking system.
- ❖ In local level it helps to know about the Rate of Interest for all banks.
- ❖ Earlier, because of recession providing personal loan, credit card were bit less but with the help of Electronic media we get to know that recession is going away and hence we try to provide it.

This information has been provided as per the request of Ms. Mohana N for her Phd. The information is also being given in my personal capacity.

For Central Bank of India  
V. Karthi  
05/07/2015  
Aurangabad Branch / Aurangabad Branch, C.B.I.