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ORIGINAL ARTICLE

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**INFLUENCE OF TV ON THE CONTENT
SELECTION OF RURAL NEWSPAPERS:
ANALYSIS OF RURAL NEWSPAPERS
IN KARNATAKA, INDIA**

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Aravinda Shetty

ABSTRACT

Journalism in India had grown from a non-profit, social service organ to a profit oriented and strategic business venture. As India is made out of heterogeneous communities, it is necessary to have the communication system specific to meet the demands, motivate, inform and set agenda for small communities. Rural press is one of the most important, viable and effective means of communication for reaching out to the vast majority of rural population.

Article Indexed in



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Introduction

Newspapers constitute the heartbeat of the media systems of a country, as Gupta (2003) observed. From the days of Bal Gangadhar Tilak, Raja Ram Mohun Roy, and Gandhiji, Journalism in India had grown from a non-profit, social service organ to a profit oriented and strategic business venture.

A Good Introduction :-

Depict the significance (importance) of the study - why was this value doing in any case? Give a wide connection. Shield the model - why did you utilize this specific life form or framework? What are its focal points? You may remark on its suitability from a hypothetical perspective and demonstrate viable explanations behind utilizing it.

Materials

The study is a quantitative study using survey method and content analysis. Some qualitative data would emerge from in-depth interview with the newspapers editors and journalists. Survey will be conducted among 50 respondents to gather the assessment of transition in content selection criteria.

A Good Materials :-

Materials may be accounted for in a different passage or else they may be distinguished alongside your systems. Inc or supplies that are not generally found in research centers.

Result

Must add result in your article.

A Good Result :-

Results are as per aims and objective and useful to further research .

Conclusion

The research results reveal that the rural newspapers are serving the development agenda of rural community but its existence is threatened with the new media developments such as localized additions of state level newspapers and the 24x7 news channels.

A Good Conclusion :-

Choose if the trial outline satisfactorily tended to the speculation, and whether it was legitimately controlled. Attempt to offer option clarifications if sensible options exist.

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A Good References :-

There are Places where the Author Aravinda Shetty and Varghese Pulickal Need to Cite a Reference, but Have Not

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas	✓				
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)		✓			

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