Acknowledgements

- Dr. Vishwas Mehendale (Guide), and Dr. K.R. Sanap (Co Guide, HOD, DCS, University Of Pune)
- Dr. Usha Bambawale, Dr. Raja Pokharapurkar,
- Dr. Sharad Gore, Dr. S.V. Shastri, Vishram Dhole,
- D. Ray (Chief Engineer, Doordarshan)
- Mukesh Sharma (Former Director, DD Mumbai)
- Monideepa Mukharji (Director News, DD Mumbai)
- Dr. Prannoy Roy (NDTV, New Delhi)
- Rajdeep Sardesai (Editor in Chief, CNN IBN, New Delhi)
- Nitin Vaidya (Director, Regional Channels Zee Network)
- Raghu Nandan Dhar (Head, Content, Reliance Infocom)
- Sandeep Sonwalkar (Special Correspondent, Aaj Tak)
- Meghraj Patil (Senior Producer, Star Maza)
- Mitali Mathkar (Senior Producer, Zee Chovis Taas)
- Neelesh Khare (Principal Correspondent, Star News)
- Ravindra Ambekar (Principal Correspondent, IBN-7)
- Rajendra Sathe (News Coordinator, ETV Marathi)
- S.K. Sharma (PIB Library Shastri Bhavan, New Delhi)
- Audience Research Cell (DD, New Delhi and Mumbai)
- Vinod Kalgi and all my colleagues in EMMRC Pune.
- My wife Dr. Varsha and Son Arnav.

My words are not partial enough to express my sincere thanks to the above persons, for supporting and inspiring me in this research, and for giving me experience in Electronic Media.

Sameeran Walvekar