



LACK OF POPULARITY OF NEWSPAPERS IN LAKSHADWEEP

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Abstract

We live in an information age where the media has transformed the world into a global village. However it would come as a surprise to many that even in this twenty first century there are isolated pockets in India such as Lakshadweep without adequate newspaper reach, lacking timely newspaper coverage of local issues. The social implications of such glaring inequalities are striking.

This study seeks to shed new light on a hitherto sidelined issue which has a lot of significance. The specific objectives of the study are to analyse the lack of popularity of newspapers in Lakshadweep, to study the media habits and media preferences of the islanders and to study the coverage given to local Lakshadweep issues in newspapers.

The survey method was utilized to collect data required for the study. It was conducted only in the Kavaratti islands, the capital of Lakshadweep. The following reasons are noted for the lack of popularity of newspapers in Lakshadweep. Delay in getting newspaper in time, Lakshadweep local news do not get adequate coverage in newspapers, Regular newspaper readers are less in number, subscribers of newspaper are

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less in number, few people depend on newspaper for breaking news, After the arrival of electronic media, the natives gradually shifted to electronic media for news. Very few people (4%) prefer newspapers for information purposes, while the vast majority depend on Television. In a region populated by scheduled tribes there is a pressing need to enhance their public awareness, to strengthen democracy at the grassroots and gain a better understanding of media habits in such isolated areas. This exploratory study has thrown fresh light on media coverage and media habits of such marginalised communities. The study is confined to only one island Kavaratti, the capital of Lakshadweep. Perhaps in future more detailed studies on such topics need to be undertaken keeping in mind their social relevance.

Communication technology and news media have grown at an unprecedented pace throughout India during the past few decades. It is an accepted fact today that media plays a pivotal role in the communication scenario of modern democracies. Moreover a central role is attributed to newspapers in the multi media environment around us. As the fourth pillar of democracy, newspaper is an important link between the Govt. and the people. It plays an important role in empowering the masses (Dennis & Merrill, 2006).

Today we are witness to circulation wars as competition heats up amongst competing newspapers. Very often the reader has plenty of alternatives to choose from and the number of local editions has increased even in rural areas (David & Williams, 1997). However it would come as a surprise to many that even in this twenty first century there are isolated pockets in India such as Lakshadweep without adequate newspaper reach, lacking timely newspaper coverage of local issues. The social implications of such glaring inequalities are striking.

Important facts and history of Lakshadweep

Lakshadweep, the tiniest Union Territory of India is a group of 36 islands scattered in the Arabian sea tucked away about 240 miles from the Kerala coast. The geographical isolation itself is the most unique feature of these islands. People living in these palm fringed lands are dependent on mainland especially Cochin, Calicut, and Mangalore to satisfy all their basic needs. The main connectivity is through ship as air facilities are restricted to only a few islands. The inhabited islands are Kavaratti, Agatti, Amini, Kadmat, Kiltan, chetlat, Bitra, Andrott, kalpeni, and Minicoy. The population of Lakshadweep is 60,595 according to the 2001

census. The entire indigenous population has been classified as Scheduled Tribe because of their economic and social backwardness. More than 93% is Muslims. The headquarter of Lakshadweep islands is Kavaratti. The mother tongue of the people of the islands of Lakshadweep other than Minicoy is Malayalam. The people of Minicoy speak Mahi. The main occupation is fishing, coconut cultivation, and coir twisting. Tourism is an emerging industry.

Local traditions attribute the first settlement on these islands to the period of Cheraman Perumal, the last king of Kerala. Later sovereignty was in the hands of the Hindu raja of Chirackal. In the middle of the 16th century the administration passed on to the Muslim house of Arakkal of Cannanore. In 1783 five of the islands came under the suzerainty of Tipu Sultan. After the battle of Srirangapattom in 1799 the islands were annexed to the British East India company. The Union Territory was formed in 1956 and it was named Lakshadweep in 1973.

Lack of popularity of newspaper

Referring to the popularity of different mass media, amongst the islanders visual media like television seem to be appealing to the common man. Various cable channels are available through local cable networks and Direct to Home connections. Tata sky and Sun Direct are popular in these areas. Newspapers lack popularity due to several reasons such as lack of timely reach of newspapers and high cost. Newspapers reaching by post lose their charm as people in many islands get it only once in 2 or 3 weeks, particularly during monsoons. No wonder readers hesitate to read all the newspapers received together. After all today's newspapers are tomorrow's waste paper. In Lakshadweep, there is no preference for newspapers by air. For getting one Kilo of newspapers bundle the transportation charge comes to Rs 25 per Kg. If passengers are full the newspapers are offloaded from the aircraft thus compelling the readers to read 2-3 days papers together even by paying Rs 8-10 per copy. For newspapers there are no transportation subsidies given by the Govt. The Lakshadweep Times, the official mouthpiece of the Lakshadweep Administration was started on 2nd October 1982. National integration, Developmental news, ecology, and local news coverage are given emphasis in this newspaper.

Objectives and Methodology

This is an exploratory study on a new topic which has not been investigated so far. The study seeks to shed new light on a hitherto sidelined issue which has a lot of significance. The specific objectives of the study were

1. To analyse the lack of popularity of newspapers in Lakshadweep.
2. To study the media habits and preferences of the islanders.
3. To study the coverage given to local Lakshadweep issues in newspapers.

The survey method was utilized to collect data required for the study. It was conducted only in the Kavaratti islands, the capital of Lakshadweep in 2009. A non probability sampling procedure was used. Using the criterion of age the Quota sampling technique, yielded 25 respondents each for the four categories of age groups classified as 20-30, 30-40, 40-50, above 50. The total sample of hundred respondents were given questionnaires and information was elicited from them.

Table 1: Sample Description by Education

Respondents Age group	Education				Total no. of respondents
	Below SSLC	SSLC to +2	Degree to PG	Other	
20-30	3	13	8	1	25
30-40	6	12	5	2	25
40-50	8	10	6	1	25
50-above	7	8	6	4	25
Percentage	24%	43%	25%	8%	100

This table shows that 24% of respondents have education below SSLC. 43% of people have education between SSLC and Plus Two, 25% of them having education of Degree to PG. 8% of people classified as 'others' have education at professional courses and diploma courses.

Analysis and Findings

After the stratification of the respondents based on education the investigator has explored the different opinions of people on lack of popularity of newspaper in Lakshadweep. The total responses of the four categories of people are given in the following tables.

Firstly the issue of regular readership of newspapers is investigated. It is clear from the data presented in Table 2 that the number of regular readers of newspapers is very low. In the total sample out of hundred 24% at people are regular reader of newspaper, while 76% of them are not the regular reader.

Table 2: Regular Newspaper Reader

Respondents Age group	Responses		
	Yes	No	Total
20-30	6	19	25
30-40	7	18	25
40-50	7	18	25
50-above	4	21	25
Percentage	24%	76%	100

In the sample of 25 from the age group of 20-30, 6 people are the regular reader of newspaper and 19 people are not regular readers. In the age group of 30- 40, 7 people are the regular reader of newspaper while 18 people are not regular readers. Out of 25 (from the age group of 40-50) 7 people are the regular reader of newspaper and 18 people are not. In the age group above 50 only 4 people are the regular reader of newspaper while 21 people are not regular readers. The majority of the regular readers of newspaper are in the age group of 30-40 and 40-50.

Table 3 : Subscription of Newspaper

Respondents Age group	Responses		
	Yes	No	Total
20-30	4	21	25
30-40	4	21	25
40-50	2	23	25
50-above	0	25	25
Percentage	10%	90%	100

In the group of 20-30, out of 25, four people are newspaper subscriber while 21 people are not subscribing. In the other age categories also the number of people subscribing to newspapers is very low. In the age group of above 50, in the sample nobody is subscribing to Newspapers. In the total sample of hundred only 10% are subscribing Newspaper while the remaining 90% of people are not. The majority of the subscriber of newspaper are in the age of 20-30 and 30-40. The reasons for lack of subscription are cost, transportation, timeliness factors.

Table 4 : Place of Getting Newspaper

Respondents Age group	Places				
	News stand	Subscription	Library	Other	Total
20-30	3	4	17	1	25
30-40	0	3	14	8	25
40-50	0	3	13	9	25
50 – above	1	3	8	13	25
Percentage	4%	13%	52%	31%	100

In the age group of 20-30 out of 25, three people are reading newspaper from newsstand, 4 people are subscribing. 17 people are depending on Library and one person is depending other means. In the age group of 30-40 out of 25, none of them depending on newsstand, 3 people are subscribing newspaper, 14 people are depending on Library and 8 people are depending other means. In the age group at 40-50 out of 25, none of them is depending on newsstand, 3 people are subscribing newspaper, 13 people are depending on Library and 9 people are depending other means. In the age group at 50 above, out of 25. Only one person is depending on news stand, 3 people are subscribing Newspaper, 8 people are depending on Library and 13 people are depending other means. In the total sample of hundred, 52% of people are depending on library for reading newspaper 31% of them are choosing other means, 13% of them are subscribing newspapers and 4% of then are depending on newsstand.

Table 5 : Preference of Media

Respondents Age group	Responses				
	Television	Radio	Internet	Newspaper	Total
20-30	18	1	6	0	25
30-40	20	2	2	1	25
40-50	11	10	3	1	25
50 – above	9	14	0	2	25
Percentage	58%	27%	11%	4%	100

In the age group of 20 – 30 out of 25 people, 18 people prefer Television to other media, only one person prefers Radio, 6 people prefer internet to other media and nobody prefer newspaper. In the age group of 30 – 40 out of 25 people, 20 people prefer Television to other media, 2 people prefer radio, 2 people prefer internet to other media, and only one person prefers Newspaper. In the age group of 40 – 50 out of 25 people, 11 people prefer television. 10 people prefer Radio other media, 3 people prefer Internet and only one person prefers newspaper. In the age group of 50 above out of 25 people, 9 people prefer Television to other media, 14 people prefer radio to other media, nobody prefers internet and only 2 persons prefer newspapers.

In the total sample of hundred. 58% of people prefer Television, 27% of people prefer radio to other media, 11% of people prefer Internet and only 4% of people prefer newspaper to other media. It is interesting to note the media habits and preferences of the people in Lakshadweep. While TV seems to be their favourite medium new media like internet appears more popular than newspapers amongst youngsters.

Table 6 : Breaking News First

Respondents Age group	Responses				
	Television	Radio	Internet	Newspaper	Total
20-30	19	0	0	6	25
30-40	21	0	1	3	25
40-50	15	6	1	3	25
50 – above	10	15	0	0	25
Percentage	65%	21%	2%	12%	100

In the age group of 20-30 out of 25 people. 19 are depending on television for breaking news, none of them depending radio and newspaper and only 6 people are depending internet for breaking news. In the age group of 30-40 out of 25 people. 21 people are depending on television for breaking news, none of then depending on radio, three persons are depending on internet and 1 person only on newspaper for breaking news. In the age group of 40-50 out of 25 people. 15 people are depending on television for breaking news. 6 people are depending on Radio, three persons are depending on internet and 1 person only on newspaper for breaking news.

In the age group of 50 above out of 25 people. 10 people are depending on television, 15 people are depending radio for breaking News, and none of them depending on both newspaper and internet.

In the total sample of hundred, 65% of the respondents are depending on Television for breaking news, 21% of them are depending on radio, only 2% depend on newspaper, and 12% of people are depending internet.

Table 7 : Accessibility of Internet

Respondents Age group	Responses		
	Yes	No	Total
20-30	14	11	25
30-40	15	10	25
40-50	17	8	25
50 – above	7	18	25
Percentage	53%	47%	100

In the age group of 20-30 out of 25, 14 people are having in the accessibility of internet while 11 people have not. In the age group of 30-40 out of 25, 15 people are having the accessibility of Internet while 10 people have not. In the age group of 40-50 out of 25, 17 people are having the accessibility of Internet while 8 people have not. In the age group of 50 above out of 25, 7 people are having the accessibility of Internet while 18 people have not.

In the total sample of hundred, 53% of respondents have accessibility of Internet, 47% of respondents have not this facility.

Table 8 : Internet Connection in your Home

Respondents Age group	Responses		
	Yes	No	Total
20-30	5	20	25
30-40	9	16	25
40-50	8	17	25
50 – above	6	19	25
Percentage	28%	72%	100

In the age group of 20-30 out of 25, five people have internet connection in their home, while 20 people do not. In the age group of 30-40 out of 25, 9 people have internet connection in their home, while 16 people have not. In the age group of 40-50 out of 25, 8 people have internet connection in their home while 17 people do not. In the age group at 50 above out of 25, six people have internet connection in their home, while 19 people have not.

In the total sample of hundred, only 28% of people are having internet facility in their home while 72% of them have not. While the majority do not have internet access in their homes this may be due to due to the financial expenses involved. At the same time more than half the sample has some other access to internet as seen in table 8.

Table 9 : Coverage of Relevant Event in Newspaper

Respondents Age group	Responses		
	Yes	No	Total
20-30	5	20	25
30-40	7	18	25
40-50	4	21	25
50 – above	6	19	25
Percentage	2%	78%	100

In the age group of 20-30 out of 25, five people think that their newspaper cover all the relevant events while 20 people do not agree. In the age group of 30-40 out of 25, seven people think that their newspaper cover all the relevant events while 18 people do not agree. In the age group of 40-50 out of 25, only four people think that their newspaper cover all the relevant events while 21 people do not agree. In the age group of above 50 out of 25, six people think that their newspaper cover all the relevant events while 19 people do not agree.

In the total sample of hundred only 22% of people agreed that their newspaper cover all the relevant events while the remaining 78% of them did not agree.

Table 10 : Time of Getting Newspaper

Respondents Age group	Responses			
	Next day of the News break	Two days after the News break	More than two days of the news break	Total
20-30	10	2	13	25
30-40	5	2	18	25
40-50	1	3	21	25
50-above	1	1	23	25
Percentage	17%	8%	75%	10

In the age group of 20-30 out of 25, 10 people get the Newspaper on the next day of the news break, Two people get it two days after the news break, while 13 people get it after more than two days break.

In the age group of 30-40 out of 25, five people get the newspaper on the next day of the newsbreak. Two people get it two days after the newsbreak. While 18 people get it more than two days of news break.

In the age group of 40-50 out of 25, one person gets the newspaper on the next day of the news break, Three people gets it two days after the newsbreak, while 21 people get, it more than two days of the news break.

In the age group of 50 above out of 25, one person gets the newspaper on the next day of the newsbreak. One person gets the newspaper two days after the newsbreak, while 23 people get it more than two days of the newsbreak.

In the total sample of 100. 75% of the respondents opined that they were getting newspaper after a delay of more than two days after the newsbreak. Only 17% opined that they got newspaper on the next day of the newsbreak. 8% of them claimed to get newspaper two days after the newsbreak. It is clear from this data that newspapers have failed to take breaking news to readers in a timely manner.

Table 11 : Accessibility of Television

Respondents Age group	Responses		
	Yes	No	Total
20-30	22	3	25
30-40	23	2	25
40-50	22	3	25
50 – above	20	5	25
Percentage	87%	13%	100

In the age group of 20-30 out of 25, 22 people have access of television sets in their home. In the age group of 30-40 out of 25, 23 people have access of television sets in their home. In the age group of 40-50 out of 25, 22 people have access of television sets in their home while 3 people do not have. In the age group of 50 above out of 25, 20 people have access of television sets in their home.

In the total sample of hundred 87% of the respondents have the television set in their home while 13% do not have one. Television is the most popular medium,

Table 12 : Accessibility of Radio

Respondents Age group	Responses		
	Yes	No	Total
20-30	20	5	25
30-40	16	9	25
40-50	17	8	25
50 – above	19	6	25
Percentage	72%	28%	100

In the age group of 20-30 out of 25, 20 people have access of Radio in their home. In the age group of 30-40 out of 25, 16 people have access of Radio in their home, while the rest do not have. In the age group of 40-50 out of 25, 17 people have access of Radio in their home. In the age group of 50 above out of 25, 19 people have access of Radio in their home.

In the total sample of hundred 72% of the respondents have radio in their homes while 28% of them do not have radio at home.

Table 13 : Preference for Information Purpose

Respondents Age group	Responses				
	Television	Radio	Internet	Newspaper	Total
20-30	18	0	7	0	25
30-40	19	3	3	0	25
40-50	13	7	3	2	25
50 – above	11	12	0	2	25
Percentage	61%	22%	13%	4%	100

In the age group of 20-30. Out of 25, 18 people prefer Television for information purpose, 7 people prefer the internet, while nobody among the age group of 20-30 prefer radio and newspaper.

In the age group of 30-40. Out of 25, 19 people prefer Television for information purpose, 3 people prefer Radio, 3 people prefer internet and none of them prefer newspaper.

In the age group of 40-50. Out of 25, 13 people prefer Television for information purpose, seven of them prefer Radio, 3 of them prefer internet and only 2 of them prefer newspaper.

In the age group of 50 above out of 25, 11 people prefer Television for information purpose, 12 people prefer the Radio, only two of them prefer newspaper and none of them prefer internet

In the total sample of hundred 61% of the respondents prefer television 22% of them prefer Radio, 13% of them prefer internet and only 4% of them prefer newspaper.

Table 14 : Coverage of News Related to Lakshadweep in Newspaper

Respondents Age group	Responses		
	Yes	No	Total
20-30	2	23	25
30-40	4	21	25
40-50	2	23	25
50 – above	2	23	25
Percentage	10%	90%	100

In the age group of 20-30 out of 25, two people agreed that Lakshadweep news gets adequate coverage in newspaper, while 23 people disagreed.

In the age group of 30-40. out of 25, four people agreed that Lakshadweep news get adequate coverage in newspaper, while 23 people disagreed.

In the age group of 40-50. out of 25, two people agreed that Lakshadweep news get adequate coverage in newspaper, while 23 people disagreed.

In the age group of 50 above out of 25, two people agreed that Lakshadweep news get adequate coverage in newspaper, while 23 people disagreed.

In the total samples of hundred 90% of the respondents opined that Lakshadweep news do not get adequate coverage in newspaper while 10% of them agreed that Lakshadweep news get adequate coverage in newspaper.

Table 15 : The Places of Getting Local News

Respondents Age group	Responses					
	Television	Radio	Internet	Newspaper	Other	Total
20-30	7	3	2	0	13	25
30-40	9	1	3	2	10	25
40-50	6	9	2	1	7	25
50-above	3	12	0	3	7	25
Percentage	25%	25%	7%	6%	37%	100

In the age group of 20-30. Out of 25, 7 people get local news from Television, three people gets it from radio, two of them get local news from internet and 13 people from other sources. Nobody in the age group of 20-30 gets it from newspaper.

In the age group of 3-40 out of 25, 9 people get local news from television, one of them gets it from radio, three of them from internet and two of them get breaking news from newspaper. The remaining 10 people are depending on other means for local news. In the age group of 40-50 out of 26, 6 people get local news from television, 9 people get local news radio, two of them get from internet, only one of them get local news from newspaper and the remaining 7 people get local news from other means. In the age group of 50 out of 25, three people get local news from television, 12 people get local news from Radio, three of them get local news from newspaper, seven people get local news from other source and nobody in the age group of 50 above get it from internet.

In the total sample of hundred, 37% of the respondents are getting local news from other source, 25% of them get local news from television, 25% of them get it from radio, 7% of them get it from internet only 6% of them get local news from newspaper.

Table 16 : Preference of Newspaper

Respondents Age group	Newspapers				
	Mainland	Laksha dweep Times	Others	No preference	Total
20-30	21	3	0	1	25
30-40	20	3	1	1	25
40-50	23	2	0	0	25
50 – above	22	1	0	2	25
Percentage	86%	9%	1%	4%	100

In the age group of 20-30 out of 25, 21 people prefer mainland newspaper, three of the prefer Lakshadweep Times and nobody prefers other sources and the remaining one person do not have any preference.

In the age group of 30-40 out of 25, 20 people prefer mainland newspaper, three of the prefer Lakshadweep Times and one person prefers other sources and the remaining one person do not have any preference.

In the age group of 40-50 out of 25, 23 people prefer mainland newspaper, two of them prefer Lakshadweep Times and nobody prefers other means.

In the age group of 50 have out of 25, 22 people prefer mainland newspaper, one of them prefers Lakshadweep Times, nobody prefers other means and two people do not have any preference.

In the total sample of hundred, 86% of the respondents prefer 'mainland' newspaper, 9% of them prefer 'Lakshadweep Times' only 1% of them prefer other sources while 4% of them do not have any preference.

Table 17 : The Reason for the preference

Respondents Age group	Responses				
	It covers all area of reporting	Printing & layout style	It available on Time	Nothing specific	Total
20-30	19	0	4	2	25
30-40	18	0	4	3	25
40-50	21	0	2	2	25
50 – above	23	0	2	0	25
Percentage	81%	0%	12%	7%	100

In the age group of 20-30 out of 25, 19 people gave the reason for their preference is that it covers all area of reporting. Four people gave the reason that it is available on time while two people prefer it for no specific reason. Nobody considers printing & layout style.

In the age group of 30-40 out of 25, 18 people gave the reason for their preference is that it covers all area of reporting. Four people gave the reason that it is available on time while three people prefer it for no specific reason. Nobody considers printing & layout style.

In the age group of 40-50 out of 25, 21 people gave the reason for their preference is that it covers all area of reporting. Two people gave the reason that it is available on time while two people prefer it for no specific reason nobody considers printing & layout style.

In the age group of 50 above out of 25 people gave the reason for their preference is that it covers all area of reporting. Two of them prefer it for its availability on time, nobody prefers newspaper the printing and layout style and nobody prefer it for and no specific reason.

In the total sample of hundred 81% of the respondents prefer newspapers because it covers all area of reporting, 12% of them prepare newspaper because of it availability on time. Nobody prefers newspaper because of printing and layout style 7% of them prefer newspaper for no specific reason.

In the age group of 20-30 out of 25, 19 people gave the reason for their preference is that it covers all area of reporting. Four people gave the reason that it is

available on time while two people prefer it for no specific reason. Nobody considers printing & layout style.

People may prefer a newspaper due to several reasons. Readers here have given importance to the newspaper covering all areas of reporting while printing and layout don't appear to be important factors to them.

Discussion and Conclusion

This study attempts to find out the Lack of popularity of newspaper in Lakshadweep.

1. There are many reasons behind the Lack of popularity of newspaper in Lakshadweep.

After an indepth analysis the following reasons are noted for the lack of popularity of newspapers in Lakshadweep.

- a. Regular newspaper readers are less in number

Table-2 shows that 76% of the total respondents are not regular readers of newspaper only 24% of them are consider as regular readers of newspaper.

- b. Subscribers of newspaper are less in number

Table 3- shows that among the total respondents 90% of them are not subscribing newspaper only 10% of them are subscribing newspapers.

Table-2 and table-3 revealed that among the regular readers of the newspaper a few people are subscribing newspapers. Other are depending on some other means for getting newspaper.

Table-4 shows that among the respondents four parentage of them are getting newspaper from news stand, 13% of them are subscribing, 52% of them are depending on Library and remaining 31% of them depending on other means.

- c. Few people are depending on newspaper for breaking news.

Table-6 shows that among the 100 respondents, only two percent of them are depending on newspaper for breaking news, while 65% them are depending on television, 21% of them are depending on Radio and 12% of them are depending on internet.

- d. In case of relevance of news, respondents are not satisfied

Table-9 shows that among the 100 respondents only 22% of them opined that the newspaper cover all the events relevant to them while the majority 78% disagreed.

- e. Delay of getting newspaper.

Table-10 shows that among the 100 respondents 75% of them are getting newspaper only after two days of the newsbreak. Hence, majority are not depending on newspaper for breaking news as given in table-6.

- f. Lakshadweep news does not get adequate coverage in newspaper. Table-14 shows that among the 100 respondents 90% of them opined that Lakshadweep news do not get adequate coverage in newspapers.

- g. Few people are depending on newspaper for local news

Table-15 shows that among the 100 respondents only 6% of them are depending on newspaper for local news while the majority are depending on television, radio, internet and other means.

Table-14 and Table-15 revealed that since Lakshadweep news do not get adequate coverage in newspaper only few people are depending on newspaper for local news.

- 2. Influence of Media other than newspaper on the natives of Lakshadweep.

The influences of Medias other than newspaper have definitely caused lack of popularity of newspaper. After the technology of electronic media, the natives gradually shifted to electronic media for news. The researcher has studied the effect of other media on the natives. The major findings are given below.

- a. Natives preference of media

Table-5 shows that among the hundred respondents 58% of them prefer the medium, television than other media 27% of the respondents prefer radio, 11% of them prefer internet and 4% of them newspaper.

Table-11 shows that among the hundred respondents 87% of them have accessibility to television.

Table-12 shows that out of hundred respondents 72% of them have accessibility to radio.

Due to the emergence of visual media, natives give comparatively lesser preference to print media.

b. The influence of Internet

Table-7 shows that among the hundreds respondents 53% of them have accessibility to internet.

Table – 8 shows that among the hundred respondents 28% them have internet connection at home.

c. Natives preference of Media for information purpose

Table – 13 revealed that among the hundred respondents only 4% them are preferring newspaper for information purpose while the majority 61% of them prefer television. 22% of the respondents prefer radio and 13% of prefer internet.

Scope and limitations

In a region populated by scheduled tribes there is a pressing need to enhance their public awareness, to strengthen democracy at the grassroots and gain a better understanding of media habits in such isolated areas. This exploratory study has thrown fresh light on media coverage and media habits of such marginalised communities. The small size of the sample is a limitation of the study. Moreover the study is confined to only one island Kavaratti, the capital, the issues discussed may not be relevant to other islands in Lakshadweep. Perhaps in future more detailed studies on such topics need to be undertaken keeping in mind their social relevance.

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