

Corporate Social Responsibility Practices adopted by Udaipur Print Media and its Impact on Print Media's Public Image

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Newspaper is a printed publication appearing daily. Newspapers play an important role in a democracy. They act as a bridge between the government and the governed. They mobilize public opinion. In a democracy, there should be an efficient and fearless press. A newspaper is, therefore, an instrument of social change. It must uphold moral and ethical values in society, provide a truthful, comprehensive and intelligent account of events, and give meaning to them.

The respondents were of opinion that press is the mirror of the society, although newspapers publish a lot of matter about the social problems but the positive results of these effort cannot be seen in the society, people only make themselves aware about the happenings but mostly such kind of news failed to mould public opinion on various social evils. The respondents were of opinion that readers don't have blind faith on whatever published in the newspapers as well as they were not completely disbelieving in the news published in the newspaper.

The result of the study indicate that there was positive correlation between the socially responsible content (news items) published by newspapers and public image of newspapers, it can be said that if newspapers pay attention towards various aspects while publishing the content like reliability, giving importance to public problems, social issues, burning topics of society, democratic norms etc. Then its image in the mind of public is improved.

It came out from the study that the numbers of CSR activities performed by newspapers in different fields have positive impact on the image of newspapers. As many as CSR activities carried out by newspapers improves the public image of the newspaper organizations.

Keywords: Corporate Social Responsibility, Print Media, Newspaper etc.

Introduction

Newspaper plays a crucial role in society. Besides providing information to its readers, a newspaper aims at educating and leading the public at large and protecting rights and freedom of the people. Giving right perspective to the facts, providing a forum for debate and discussion, inspiring people for cooperation, love and unity, improving quality of life and entertainment are some of its other goals. A newspaper is, therefore, an instrument of social change. It must uphold moral and ethical values in society, provide a truthful, comprehensive and intelligent account of events and give meaning to them. Undoubtedly, a newspaper must act with responsibility, be fair & independent, neutral and objective. Therefore, a newspaper must follow the tenets of journalism.

Thus, the present research paper entitled "Corporate Social Responsibility Practices adopted by Udaipur Print Media and its Impact on the Print Media's Public Image" has been undertaken and following objectives were taken as bases:

1. To study the various CSR practices adopted by

Udaipur print media – Rajasthan Patrika, Dainik Bhaskar, Pratah kal, Aprahan Times and Times of India (Udaipur Plus).

2. To study the impact of CSR practices on the print media's public image.

3. To suggest suitable measures to improve the public image of print media under observation.

To fulfill the above objectives the study was conducted in Udaipur city of Rajasthan state. Five newspapers were selected for the purpose of the study viz. Rajasthan Patrika, Dainik Bhaskar, Pratah kal, Aprahan Times and Times of India (Udaipur Plus). The sample size of the respondents (readers) was 500 (100 for each newspaper).

In order to know the views of newspersons about various CSR practices adopted by them, the informal interviews of the Editors of all five newspapers were taken. Content analysis of newspapers has done to know the fact that whether the newspapers were paying attention to its social responsibility towards the public or not? If they were paying attention

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towards this aspect then, to what extent they were fulfilling their social responsibilities through their content? For content analysis in all 7 days newspapers at each level (National, Provincial and Local) were selected. While making a preliminary look on the newspaper it was found that generally the newspapers have regular features and design for a week, the same features were repeated every week. That is why it was decided to concentrate upon the contents for a week for all the newspapers selected.

Two separate tools, a Questionnaire for the readers and an Interview Schedule for the newsmen were prepared for collection of data from the respondents. The tool prepared for readers dealt with personal particulars, various aspects of corporate social responsibility of newspapers viz. reliability, biasness, coverage of news, importance given to the public problems and social issues, highlighting the Administrative negligence to the public, ethics in publishing different news items, CSR activities performed by different newspapers and reader's views about the newspaper as a socially responsible organization.

The tool prepared for newsmen dealt with views of newsmen about the various aspects related to the social responsibilities, which were to be taken into consideration while preparing the news and what kind of CSR activities have been performed by the newspapers till now?

For collection of data personal interview method was used. The tools were pre tested. Some of the information was collected from the secondary sources also. The newsmen were also interviewed personally.

The data were subjected to Frequency distribution, Arithmetic mean, Mean weighted scores, Chi-Square Test to know whether two variables were associated with or independent of each other and Correlation Coefficient analysis to find out the relationship between CSR practices adopted by the newspapers and public image of the newspapers.

Newsmen Opinion:

Most of the news is informative and of public interest in nature. The probable effect of the news upon the masses is also taken into consideration while publishing it. It is attempted that the news is normally unbiased, but sometimes the government intervenes in the publication of news. News is attempted to be based on the verified facts and ideology of national policies.

It is tried that news should normally be related to the whole strata of the society and should also highlight the burning topics and events occurring in the whole world. Movements, corruption, election, war, parliamentary system and socio-religious networks are some of the preferred topics. It is reader's choice which is considered important for the publication of news. The basic ideology accepted behind the publication of newspaper is to present an unbiased report and to present a chance for critical evaluation to the readers. It can be said that

from the newsmen point of view, all newspapers were trying to position themselves as a socially responsible press in the society.

Content analysis of newspapers:

It was found in content analysis that more space was devoted to national level news at all the levels of publications. After the news of national level, more space was devoted to provincial news. The provincial newspapers belong to specific regions, so they highlight the culture and events of their regions.

It was observed that regular space was provided to sports, business & commerce and advertisement is one item which covers most. It varies from 40-50% at national level to 35-40% at local level. Amongst the rest of the items the political items were larger. Mostly the editorials were written on national interests. This was followed by provincial and international interest. Generally the topics have been political, followed by problems of the society.

In fact, most of the leading articles are related to the burning problems of the society. The social issues do relate to crime, religion, the conflicts between ethnic groups and similar others. The letters to editor confirm or do not confirm the writing in a newspaper, they were dominated by complaints and public grievances, followed by individual views and suggestions or whatever happens in the society.

The social groups which are covered under the news among them, the preferences for publication of news are given to business communities. All newspapers, at various levels of their circulation, it was found that very little share and importance is given to the problems of backward classes, scheduled castes and scheduled Tribes whereas problems of these sectors are more numerous and of tremendous importance. Most of the information in newspapers is by the middle sections and for the middle sections of the society. It is surprising that local newspapers published from Udaipur do not talk much about scheduled tribes.

Almost all the social organizations occupy more or less equal place in newspapers. But from the analytical point of view the government and business organization enjoys a major coverage. The political and educational organizations follow them, whereas a little coverage is offered to caste and industrial organizations.

Demographic characteristics of Respondents:

Table–1 Distribution of the respondents on the basis of their Demographic characteristics N=500

S. No.	Personal Characteristics	Frequency (f)	Percentage (%)
1.	Age (in years)		
	Young (20 - 40)	253	50.6
	Middle (40 - 60)	181	36.2
	Old (60 - 80)	66	13.2
2.	Educational Qualification		
	Upto to Higher Secondary	32	6.4
	Graduation	148	29.6
	Post Graduation	147	29.4
	Professional degree holder	173	34.6
3.	Monthly Income		
	Less than 10,000	170	34.0
	10,000 to 15,000	133	26.6
	15,001 to 20,000	121	24.2
	More than 20,000	76	15.2
4.	Profession		
	Business	55	11.0
	Govt. job	179	35.8
	Private job	258	51.6
	*Others	8	1.6
5.	Gender		
	Male	319	63.8
	Female	181	36.2

Among the respondents half of the respondents as a majority were found to be younger group. Majority of the them (34.6 per cent) were in the group of professional degree holders and almost equal number of respondents, i. e. 29.6 per cent and 29.4 per cent respondents belongs to graduation and post graduation degree holder group. Maximum respondents (34 per cent) were under the category of less than 10,000 monthly income whereas 26.6 per cent and 24.2 per cent were from

10,000 – 15,000 and 15,000 – 20,000 income group respectively. Highest number of respondents (51.6 per cent) were having private job followed by 35.8 per cent respondents were having Government job. Majority (63.8 per cent) were found to be male whereas 36.2 per cent respondents were females.

Opinion of the respondents on different aspects of newspapers in present challenging Era

Table-2 Opinion of the respondents on different aspects of newspapers in present challenging Era

S. No.	Different Aspects	Frequency / percentage	Opinion				
			Totally Agree	Agree	Some What agree	Disagree	Total
1.	Popularization of sting operation in Newspaper is good for citizens & country	Frequency	85	240	141	34	500
		Percentage	17.0	48.0	28.2	6.8	100
2.	Due to fast popularization of electronic media the important of newspaper has reduced	Frequency	79	66	102	253	500
		Percentage	15.8	13.2	20.4	50.6	100
3.	Newspaper is the most important media to get detail information about any issue	Frequency	116	128	74	182	500
		Percentage	23.2	25.6	14.8	36.4	100
4.	Newspaper is most authentic media of information	Frequency	81	128	182	109	500
		Percentage	16.2	25.6	36.4	21.8	100

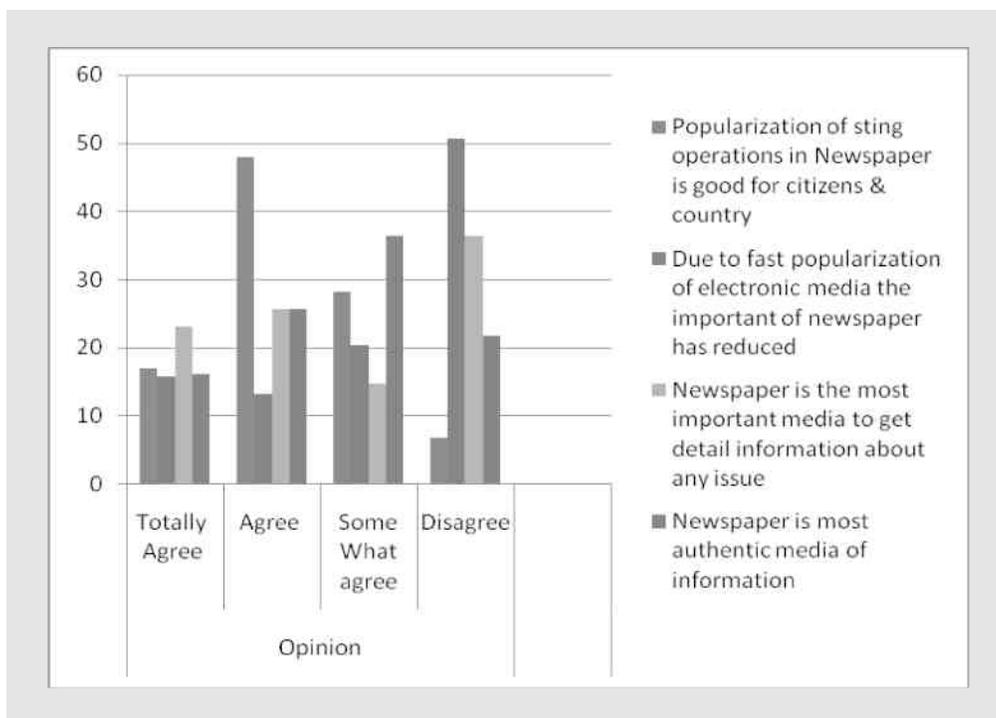


Fig. 1 Opinion of the respondents on different aspects of newspapers in present challenging Era

It was found that 48 per cent respondents were agree on the aspect that popularization of sting operation in newspapers is good for citizens and country. Respondents revealed the fact that the impact of the written words is there, it may be slow or fast. Respondents were of opinion that due to fast popularization of electronic media the importance of newspapers has not been reduced. On the aspect of authenticity they have middle situation in their mind, neither totally disagree nor totally agree that newspapers are the most authentic media of information.

Most of the respondents (36.6%) were of opinion that the newspapers play average role in building public opinion on social problems. Majority of the respondents were satisfied (69%) with the newspaper as a whole. There were a good

number of respondents (18 %) who were not satisfied with the pattern of newspapers, their dissatisfaction was around the large number of advertisements and another reason was related to the presentation of reading material in the newspaper. They felt that the presentation is not satisfactory, it did not cover whole of the society and was not critical to the events as it should be.

Social responsibilities fulfilled by newspapers through its content (in terms of its news):

In this section opinion of the respondents on various aspects which deals with social responsibilities of the newspapers fulfilled through its content (in terms of its news) has been presented.

Table-3 Opinion of the respondents on various CSR issues of Newspaper (Part - A)
(In Percentage %) N = 500

S. No.	Opinion	Always	Quite often	Some times	Rarely	Never	Total	Weighted Mean
1.	Publish reliable and trustworthy news	36.0	38.8	17.2	8.0	0.0	100	3.028
2.	Give importance to public problems	18.2	61.4	20.4	0.0	0.0	100	2.978
3.	Perform constructive work & awakened Public in adverse conditions	21.0	43.4	34.0	1.6	0.0	100	2.838
4.	Create pressure on local administration for developmental work	23.0	45.8	12.0	16.4	2.8	100	2.698
5.	Suggest suitable measures to administration for solving public problems	22.8	30.2	23.0	20.2	3.8	100	2.480
6.	Give equal weightage to all strata of society	6.6	48.6	33.6	8.4	2.8	100	2.478
7.	Highlighting the issues of public welfare and its implementation	14.8	30.2	37.4	17.6	0.0	100	2.422
8.	Give importance to the welfare programmes organized by different groups of society	15.8	31.0	32.8	16.0	4.4	100	2.378
9.	Newspaper covers whole region	16.8	29.2	31.4	17.0	5.6	100	2.346
10.	Newspaper give complete coverage of National and International events	10.0	26.4	38.4	15.4	9.8	100	2.114
11.	Personal ideology of newspaper reflects in its news items	15.8	19.6	28.8	25.0	10.8	100	2.046
12.	Inclination to specific party or ideology	6.4	12.4	26.8	35.4	19.0	100	1.518
13.	Publish such news which encourage crime on unlawful activities	0.0	13.8	11.0	43.2	32.0	100	1.066

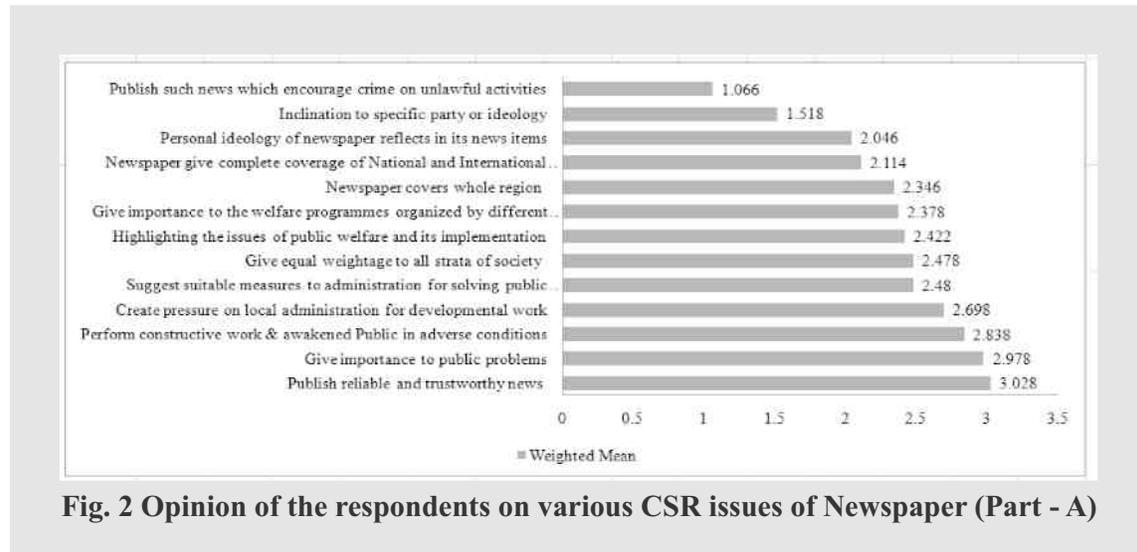


Fig. 2 Opinion of the respondents on various CSR issues of Newspaper (Part - A)

Among the respondents 36 per cent felt that the news publish in newspapers is always reliable and trustworthy. They were of opinion that readers don't have blind faith on whatever published in the newspapers as well as they were not completely disbelieving in the news published in the newspaper.

61.4 per cent respondents were of opinion that newspapers give importance to public problems quite often. According to the respondents newspapers came forward and awakened the public about the suffered people by natural calamities like earthquakes, famine, Tsunami etc. and done so many constructive work as and when needed. Majority (45.8%) felt

that the newspapers creat pressure on local administration for developmental work quite often. Apart from creating pressure for developmental works, newspapers also suggest suitable measures to administration quite often for solving public problems. On the aspect equality to all strata of society given by newspapers, 48.6 per cent respondents felt that it was quite often and regarding highlighting issues of public welfare most of them felt it was sometimes but only 14.8 per cent said that it happens always. Newspapers rarely publish such news which encourage crime or unlawful activites according to 43.2 per cent of the respondents and none of the respondent felt that it happens always.

**Table-4 Opinion of the respondents on various CSR issues of Newspaper (Part - B)
(In Percentage %) N = 500**

S. No.	Opinion	Totally Agree	Agree	Some what agree	Disagree	Totally disagree	Total	Weighted Mean
1.	Unbiased and fearless presentation of social happenings	23.0	60.4	15.4	1.2	0.0	100	3.052
2.	Upgrading social values and ethics of an individual	18.8	53.4	24.4	3.4	0.0	100	2.876
3.	Role of watch dog played in Newspaper	13.0	31.0	47.8	8.2	0.0	100	2.448
4.	Highlighting the Administrative negligence to the public	10.6	39.6	33.8	16.0	0.0	100	2.448
5.	Role in bringing awareness on social issues	14.6	35.6	27.4	22.4	0.0	100	2.424
6.	Role of newspaper in highlighting and controlling corruption	9.4	32.6	39.2	18.8	0.0	100	2.326
7.	Newspaper is fulfilling its social responsibility during election	11.2	27.8	38.8	22.2	0.0	100	2.280
8.	Significant role in solving social problem	11.4	20.0	46.2	22.4	0.0	100	2.204
9.	Impact of commercialization social responsibility of Newspaper	4.2	21.2	46.6	26.4	1.6	100	2.000
10.	Newspapers responsible for generating tension between communities	11.6	3.8	24.6	55.2	4.8	100	1.622

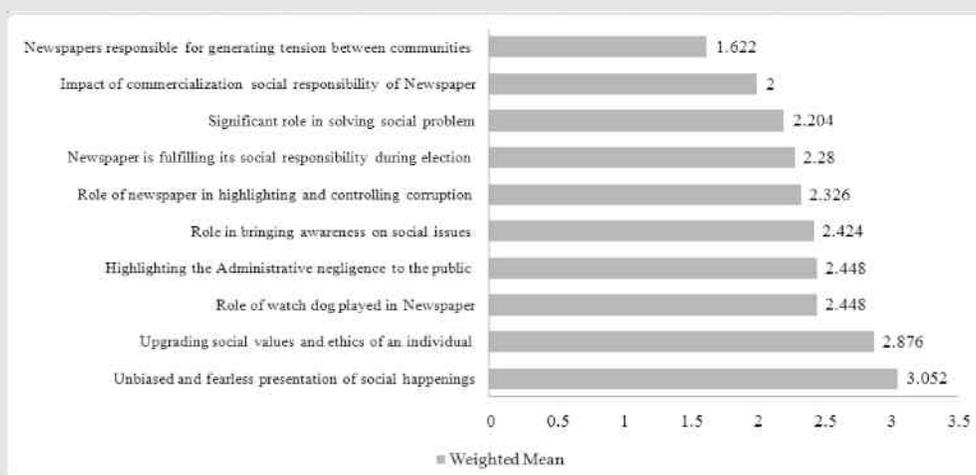


Fig. 3 Opinion of the respondents on various CSR issues of Newspaper (Part - B)

Among the respondents 60.4 per cent were agree and 23 per cent were totally agree and they were appreciating that inspite of various sources of biasness and pressures like political pressures, governmental pressures or even some local pressures the newspapers are publishing news without any biasness and fear. They were of opinion that newspapers always performed their duties by publishing such news items and reading materials which are for the well being of common men to make them well mannered and well educated.

Among the respondents 47.8 per cent were somewhat agree that the newspapers are playing its watch dog role very well by providing different uncovered and suspicious news regarding police and administration with full description and continuous follow up made it socially responsible press. 39.6 per cent respondents were agree and 33.8 per cent were somewhat agree that the newspapers always highlights the administrative negligence towards the public.

On the aspect, role of newspapers in brining awareness on social issues respondents were in between the agree and somewhat agree quantum. They were of opinion that newspapers are putting their efforts to bring awareness on various social issues. Among the respondents 32.6 per cent were found agree that newspapers play an important role in fighting against the menace of corruption but still there is scope for newspapers to put efforts to have more control on corruption prevailing in India. According to respondents

during election some time news was preplanned and people cannot believe on these instantly but sometimes the news items were informative and true presentation of the situation and can be said as reliable.

The respondents were of opinion that press is the mirror of the society, although newspapers publish a lot of matter about the social problems but the positive results of these effort cannot be seen in the society, people only make themselves aware about the happenings but mostly such kind of news failed to mould public opinion on various social evils.

Social responsibilities fulfilled by newspapers by performing CSR activities:

The CSR activities have been grouped into 3 categories viz. - general, social and educational. It was found in the study that most of the CSR activities were prominently performed by provincial newspaper Rajasthan Patrika & Dainik Bhaskar and among remaining newspaper Prath Kal and AprahanTimes were performing these activities to some extent and one newspaper operating at national level Times Of India covering number of cities, so its CSR activities were mainly devoted to the nation as a whole. It has a weekly supplement, Udaipur plus covering whole Udaipur city through its publication and as far as the CSR activities are concerned TOI plays a supportive role with the collaboration of local bodies and educational institutions.

Table-5 Opinion of the respondents on social responsibilities fulfilled by newspapers by performing CSR activities (in Percentage) N=500

S. No.	Activity	Always	Quite often	Some-times	Rarely	Never	Total	W.M.
General Activities								
1.	Planatation Programme	23.2	20.2	35.2	14.4	7.0	100	2.376
2.	Conservation of traditional water sources	26.0	19.8	19.6	25.8	8.8	100	2.284
3.	Environment Protection Campaign	14.0	22.6	29.4	31.2	2.8	100	2.138
4.	Fund collection for affected people by Natural Calamities	19.8	14.6	28.2	16.0	21.4	100	1.954
5.	Organising Field activities like Trade fairs	26.2	18.0	5.0	4.6	46.2	100	1.734
6.	Organising cleanliness campaign	3.0	13.0	43.4	29.4	11.2	100	1.672
7.	Soil conservation campaign	5.8	13.8	24.6	37.8	18.0	100	1.516
8.	Organising activities for rural comm.	9.0	5.2	24.2	21.8	39.8	100	1.218
Social Activities								
1.	Developing awareness against killing of female fetus	30.4	33.6	18.6	16.6	0.8	100	2.762
2.	Popularizing women emowerment	16.0	26.6	29.2	25.4	2.8	100	2.276
3.	Organising health care seminar	17.2	15.6	22.6	14.0	30.6	100	1.748
4.	Organising Blood donation camp	25.4	9.6	17.4	6.2	41.4	100	1.714
5.	Organising competitions for New talent	13.4	18.8	19.4	21.2	27.2	100	1.700
6.	Organising technical /vocational training	3.6	12.0	35.2	25.6	23.6	100	1.464
7.	Appreciating achievers through awards for their efforts in different field	13.8	10.2	20.0	19.6	36.4	100	1.454
Eduational Activities								
1.	Promotion of literacy compaign & related activities	7.6	38.8	26.4	20.4	6.8	100	2.200
2.	Organising educational/carrer seminar	23.8	22.6	11.4	12.2	30.0	100	1.980
3.	Organising summer camps	28.2	11.4	2.0	14.8	43.6	100	1.658
4.	Encouraging brilliant student by providing scholarship	22.0	9.8	19.2	15.4	33.6	100	1.712

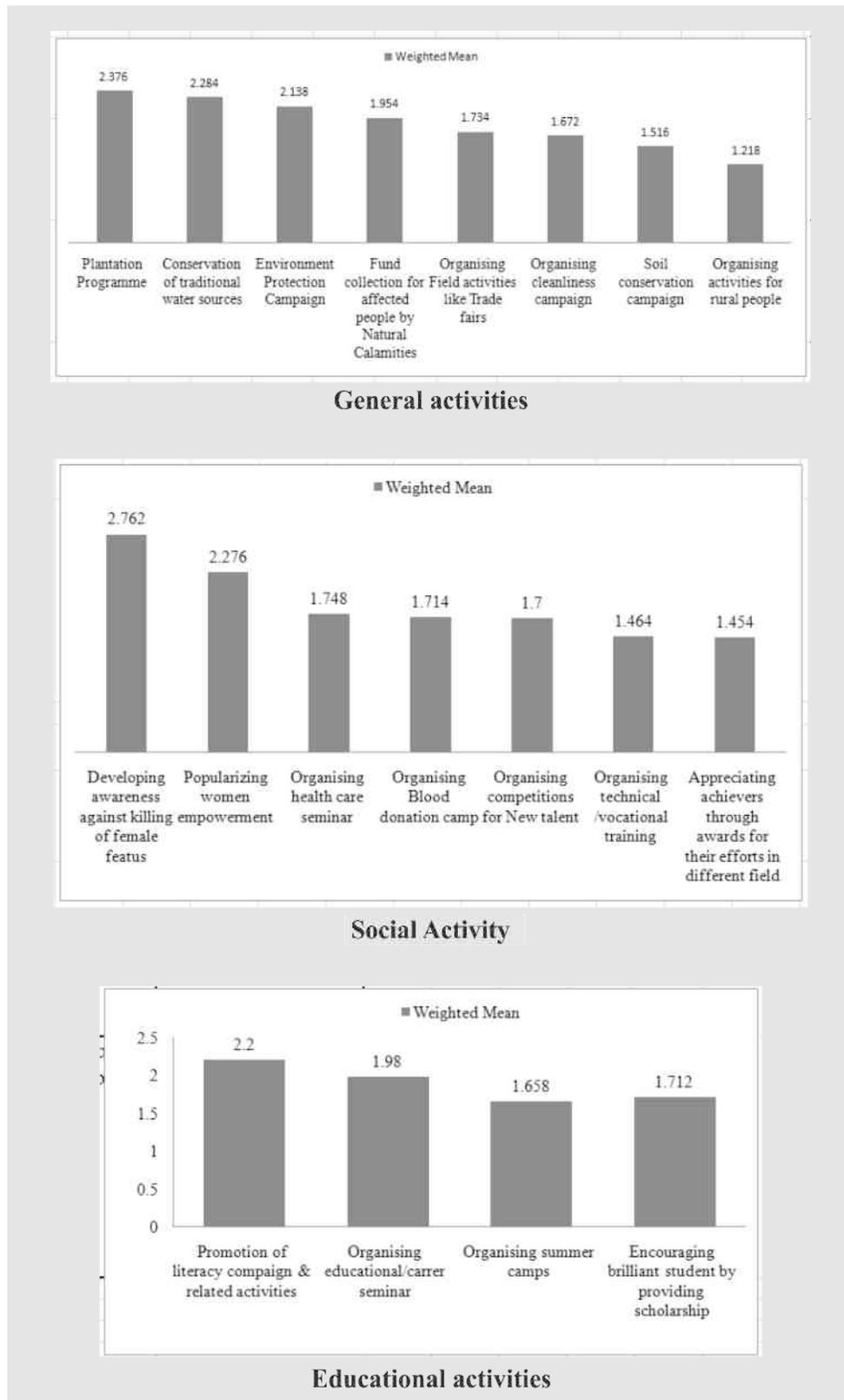


Fig.4 Opinion of the respondents on social responsibilities fulfilled by newspapers by performing CSR activities

Among the General activities the plantation programme and conservations of traditional water sources were most preferred by newspapers according to the respondents as 23.2 per cent respondents were of opinion that they always conduct these activities. As far as other activities are concerned newspapers were paying less attention towards organizing environment protection campaign, soil conservation campaign, cleanliness campaign, as 37.8 per cent respondents felt that the frequencies of these activities were rare. According to the respondents (39.8 %) newspapers never organized activities for rural communities, this mass remains untouched as far as the activities are concerned. Newspapers organized activities related to cleanliness of nook and corners of Udaipur city only sometimes.

Among Social activities, according to the respondents newspaper organizations were not only taking active participation for bringing awareness against killing of female fetus by publishing such incidence regularly in the newspapers but also take initiatives for organizing activities which are helpful in eradicating such bad practices from the society. As 33.6 per cent respondents felt that newspapers organize activities quite often to develop awareness against killing of female fetus. Respondents were appreciating newspaper organizations for organizing various competitions for new talent in different fields like singing, dancing, acting etc. but the frequency of such competitions was less according to 27.2 per cent respondents. They felt that newspaper organizations were less active in organizing technical or vocational training for the citizens. It is very important area on which the newspaper organizations must pay attention because it is something which is related to income generation source for the people.

Among the educational activities, even though newspaper organizations were organizing various activities and campaign to increase the level of literacy in the area but more efforts are required to increase the literacy rate in the area, as 38.8 per cent respondents were of opinion that newspapers organize such campaign quite oftently. The another aspect came in focus is newspaper organizations were encouraging brilliant students by providing scholarship but at lesser rate, so it is suggested that this area should be strengthen by the newspaper organizations.

Association between CSR Practices of newspapers and its public image:

To know the association between CSR practices adopted by newspapers and public image of newspapers the coefficient of correction was used.

(i) Relationship between the CSR practices through the content part (in terms of news items) of the newspapers and public image of the newspapers.

H_0 : There is no relationship between CSR practices performed through the content part (in terms of news items) of the newspapers and public image of the newspapers.

H_a : There is a relationship between CSR practices performed through the content part (in terms of new items) of the newspapers and public image of the newspapers.

The coefficient of correlation was calculated on the above aspect and the value obtained 0.731 was significant at 0.01 level of significance which imply that there was positive correlation between the socially responsible content (news items) and public image of the newspaper, so the null hypothesis is rejected and alternative hypothesis is accepted and it can be said that if newspapers pay attention towards various aspects while publishing the content like reliability, giving importance to public problems, social issues, burning topics of society, democratic norms etc., then its image in the mind of public is improved.

(ii) Relationship between the CSR activities performed by newspapers and public image of the newspapers.

H_0 : There is no relationship between CSR activities performed by newspapers and public image of the newspapers.

H_a : There is a relationship between CSR activities performed by newspapers and public image of the newspapers.

The coefficient of correlation obtained on this aspect was 0.591 was significant at 0.01 level of significance which indicated positive correlation between the various CSR activities performed by newspapers and public image of newspapers, so the null hypothesis is rejected and alternative hypothesis is accepted. It came out from this discussion that the number of CSR activities performed by newspapers in different fields have positive impact on the image of newspapers. As many as CSR activities carried out by newspapers improves the public image of the newspaper organization.

Suitable measures to improve the public image of print media (newspapers) (As suggestions):

On Content part: The respondents suggested that the newspapers must devote more space to the reading material then to advertisements. The newspaper should be devoted more to social services. This also indicates that at present the respondents feel that newspapers are partially fulfilling the responsibility which the society owns them. In spite of the fact that the newspapers are putting their efforts in achieving the national goal, modern outlook and rational thinking on the problems of society even though respondents desired certain change in the print media.

On Activities part: It is suggested that while planning CSR activities some activities should be planned for rural communities also. Newspapers should come forward to educate people and take initiative to bring public movement to make the Udaipur clean and becoming 'vanis of the east' in true sense.

Newspapers should take initiatives for women like organizing seminars, workshops, camps to make them aware about their

rights, the government policies and schemes for welfare of women, impart technical trainings to them so that they can generate self employment. Newspaper organizations should increase the frequency of organizing technical / vocational trainings for the citizens. Since a significant part of Udaipur is its tribal belt, where the awareness about different government policy and schemes for tribal's is very low, the literacy rate education level and income level too are very low, special initiatives are required by newspaper organizations to cover these people.

Recommendations

1. A significant part of Udaipur is its tribal belt, where most of the people are illiterate, the income level is low and their living standard is very low, so special CSR initiatives are required for uplifting this section.
2. The readers pay the maximum emphasis on reliability and trust factors of the news content in newspapers which is an integral part of public image of the newspapers, it should be the top most priority of the newspaper organizations to give such news items which are fully reliable and keep the trust of their readers.
3. Newspaper organizations should conduct survey on regular interval to know the feedback of readers and the feedback should be taken seriously and possible rectification should be made.
4. The comparative analysis of CSR practices adopted by other newspapers of the Rajasthan state should be done.
5. Looking to the increasing rural clientele, the newspapers should release either a supplement or a separate page containing information of their interest such as new innovation and research in agriculture field, Government schemes, new policies and planning etc.
6. It should be the endeavor of the press to associate itself with various non government and government organizations those who are involved in CSR practices for the welfare of society.
7. There should be a separate department in the newspaper organizations which is solely responsible for carrying out CSR activities.

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