

C O N C L U S I O N .

The news paper, a very prominent and prospering mass media has been playing a very important role in developing the political culture of the pre and post Independent India. With the development of means of mass communication the newspapers have got very important position in social life, as well as in political life. The role of newspapers in moulding public opinion is unparalleled. The government has to seek co-operation of the newspapers for the implementation of any new policy because its role as a mass media and important place in preparing the public opinion, public support etc. <sup>is not worthy</sup> so the newspapers have been regarded as the fourth branch of the government. In the newspapers we find the power to understand the public will. The government can understand the public mind through the newspapers. Thus the newspapers have become media between the government and people. The newspaper can do and undo anything. The American President Mr. Nixon had to resign because of the Watergate episode. The newspapers in America attacked and exposed the watergate affairs. The public opinion went against Mr. Nixon and hence because of this he resigned. Mr. A. R. Antuley ex. Chief Minister of Maharashtra had to leave the Chief Ministership because of his cement affairs as the news media in India exposed all the unfair actions of Mr. Antuley.

The news papers can do good work also. Especially during General Elections. They express their opinion on the election manifesto of the <sup>several</sup> difficult political parties; and discuss the policies of the Government and guides the people to exercise their franchise in light manner. In any country if news papers did not support a particular policy. The government becomes restless. Thus newspapers help to prepare images of the government good or bad <sup>among</sup> in the people.

The newspaper not only contributes to the political work but it also helps the society for its development. It gives the information about the recent developments in the Agriculture, commerce and Industries, communications, education health etc. It creates the scientific outlook among the people . It puts the grievances of the people before the government and also directs the government about the measure. Thus the newspaper are the real friend and guide of the society in general.

We have seen in the outgoing chapters of the dissertation that the newspapers, a very prominent and the prospering mass media has been playing a very important role in political culture in the country, especially its work is noteworthy in the past independence period. Maharashtra is one of the leading states of India in publishing and circulating towards the creation of Nationalist and democratic

culture. Very famous and very typical examples of this are Lokmanya Tilak's 'Kesary', during the Freedom Movements. One P. K. Atre's 'Maratha' during Senyukta Maharashtra movement. The similar role has also been played by the locally published newspapers like 'Daily Pudhari' of Kolhapur. The publication of Pudhari was started in the year 1939. The world war 2nd had ~~had~~ just started. The Pudhari continued to this date without interruption. It's circulation is quite wide over the Area of three districts of Maharashtra and one district of Karnataka (i.e. Kolhapur, Satara, and Sangli, and Belgaum) The 'Daily Pudhari' has played a very important role in all ~~all~~ the important national movements and events of the country. It has played a very important role in creating the patriotism, political consciousness, about their rights among the people. The role of Pudhari as a mass media in the development of Nationalist and democratic culture in the area of Kolhapur, Satara, Sangli is very important as follows.

- 1) Daily ~~the~~ Pudhari as a mass media has played a very important role in the development of local political culture, and contributed towards the creation of nationalist culture, in the state of Maharashtra, particularly.
- 2) In the districts of Kolhapur, Satara, Sangli and Belgaum Daily Pudhari has a wide circulation and the large section of the people in this Area read this paper and form their

opinion on local as well as national issues. Thus Pudhari has prepared a ground for the growth of national and democratic culture in this area. It has contributed to co-operative movement, principle of democratic decentralisation, mass education. Daily Pudhari is a prominent paper read by the people in this area especially in rural areas.

3) Daily Pudhari has played a very ~~extra~~ important role in all the important movements and events of the country viz. 1942. Freedom Movement, Daily Pudhari through its editorials supported the all like movements of the Congress Party concerning the national freedom. It has criticised the British Government's policies and its delaying tactics for the freedom of India. Which have been discussed in detail in the Chapter No. three. Thus Pudhari has contributed towards mass awakening during national freedom movement.

4) Daily Pudhari has also upheld the aspirations of the Marathi speaking people of the Border Areas in the dispute of Maharashtra - Karnataka Boundary Dispute. Pudhari has also exposed the lacunas in the - Mahejan Commission's Report ; state re-organisation commission. The central Government's attitude towards Bombay city and bilingual state. Pudhari has contributed to the Sanyukta Maharashtra movement, and supported the movement and the right cause of the Marathi People.

5) And lastly Pudhari has helped the evaluation of rural political leadership and their images viz. Mr. Y. B. Chavan, Mr. Baleshab Dasai, Mr. Vasantrao Dada Patil, prominent Jee leaders of Western Maharashtra.

Thus after the study of various editorials, articles and the public opinion of the readers columns of Daily Pudhari, I come to the conclusion that the role of Daily Pudhari of Kolhapur as a mass media in the development of local political culture in the districts of Kolhapur, Sangli, Satara and Belgum and in orienting the political awakening among them is very important. No such other regional paper has played so much important role in rural area for the development of political culture as has been done by daily pudhari of Kolhapur.

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