

**Communicator, Message, Medium and Effect:
A Study with Special Reference to Prem Rawat,
'An Ambassador of Peace'**

Abstract of Thesis

Submitted to

**Babasaheb Bhimrao Ambedkar University
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Rashmi Kumari

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Under the Supervision of

Prof. Gopal Singh

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

School for Information Science and Technology

Babasaheb Bhimrao Ambedkar University

(A Central University)

Vidya Vihar, Raebareli Road,

Lucknow – 226025, Uttar Pradesh, India

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1.1 Rationale of the Study

1.1.1 Approximately 600 million populations in India are younger than 25 years of age and close to 70% of the total population is less than 40 years of age. Near about 40% of the Indian population is aged between 13 to 35 years that is defined as youth according to the National Youth Policy. Such a huge population of young is not only exceptional in India but also in the World.

1.1.2 In the present era of modernization and technology, stress, depression and anxiety are major issues among the youth. The causes of stress or depression among college / university students are their educational and academics performance like decrease in grades, lack of student's skills and ability to perform. Some of the common reasons of stress or depression are time stress, failure, tough competition, academic pressure, emotional breakdowns due to inferior feeling, etc. Youth need inspiration and motivation to overcome their problems as stress and depression are not the solution for anyone.

1.1.3 Researcher has chosen motivational communicator Prem Rawat, to study that how the communicator's message would impact the youth to overcome stress or depression and to make them understand life is more important than anything else.

1.2 Introduction

The youth of today face many challenges that are unique to recent decades. Industrial, technological and environmental changes have made life both easier and more difficult for today's generation. Domestic problems, excessive use of alcohol, economic instability are the most common causes of stress among youth. One of the major reasons a youngster is

submerged in the arms of devil depression is feeling lonely. Studies have shown that families going through breakups and fights such as separation or divorce of parents, favouring of one sibling than the other tendencies lead to the young ones in the family towards feeling alone and suffer from stress. Stress is not a favoured choice, but a forced one. If someone is under stress then not he / she but the surroundings are cause of it. Youth who have lost someone very close to them and don't open up about it are letting themselves be eaten by depression. Unmet personal or parental expectations such as failure to achieve a goal, poor grades, and social rejection are also major reason behind stress. Unresolved conflicts with family members, peers, teachers, coaches result in anger and frustration. It affects people physically and mentally and due to this suicide rate among youth is increasing. Everyone is different, so what is stressful for one person may not be for another. Therefore, it's significant to overcome from stress or depression which affects youngsters.

There are over dozens of globally acclaimed personalities who have dedicated their lives in search of peace, knowledge, happiness, love, god and the purpose and meaning of life. They have been called as philosophers and saints. Their philosophies and searches, knowledge, life experiences and speeches have transformed people's way of thinking and life. They have given different dimensions to the values and thoughts that people hold that have led to a better life and too much extent, the world. These people are Martin Luther, Dalai Lama, Gautam Buddha, Mahavira, Kabir, Guru Nanak, Sri Aurobindo, Swami Vivekananda, Mother Teresa, Adi Shankara, Sri Sri Ravi Shankar, Jiddu Krishnamurti, Osho Rajneesh and many more. In the same way motivational or inspirational speakers are helping people to overcome stress or depression and most importantly valuing the life of human beings especially youth, the future of the country. The researcher's main aim is to understand if motivational or inspirational communicator can play vital role to overcome stress or depression of youth. So to achieve the aim researcher has chosen Prem Rawat as a motivational communicator who

talks about peace and life. Prem Rawat has dedicated his life to speak about humanity's fundamental requirement for peace. His perspective on peace goes beyond words. It is both practical and tangible. He says, "Peace is possible; it needs to be felt. When people are in peace, the world will be in peace".

1.3 Statement of the Problem

Most youngsters desire to live luxurious lifestyle and forget to live happy life, want to get more in less time, these aspirations make them restless and destroy their present and slowly they forget their social life and values. Stress, anxiety or depression affect the life of youth and sometimes result in harming the life or suicides. It needs to overcome from these deadly results. So it becomes important to find out whether there is some role of inspirational communication in doing away with such emerging social problems and values among the youth.

1.4 Objectives of the Research Study

General aim of this study is to explore youth and their problems and impact of inspirational messages of Prem Rawat regarding life and peace on youth. The following are the specific objectives of the study :

- 1.4.1** To analyse Prem Rawat as a communicator, his message, medium and effect on youth
- 1.4.2** To examine youth, their problems resulting in stress or depression
- 1.4.3** To study the impact on youth after listening to the selected inspirational message video clips of Prem Rawat regarding life and peace
- 1.4.4** To study the role of oratory in effective persuasive communication in regard to inspirational messages

1.4.5 To compare the accessibility of traditional media vis a vis new and social media in regard to motivational speeches / messages

1.5 Research Hypotheses

A hypothesis “formulates a relation, which then will be tested empirically.” “Hypothesis is the relationship between two or more variables assured for exploring the problem and finding solutions thereof.”

H1: Listening to Prem Rawat excerpts will give positive attitude towards life, humanity and peace.

H2: Youth of this generation are facing many obstacles which result in stress or depression.

H3: Due to stress or depression, youth become disinterested and efficacy decreases.

H4: Prem Rawat message will help youth to overcome stress or depression.

H5: Motivational speakers are effective in persuasive communication in regard to inspirational messages.

H6: New media and social media are more accessible in comparison with the traditional media for listening to motivational speeches / messages.

1.6 Significance of the Study

The academic significance of the study:–

Research being an endless quest for knowledge always demands a scientific approach in dealing with subjects which are of social relevance. A lot many research works has already been undertaken in the field of media and communication. Giving a new dimension through adding a substantial volume of academic inputs into the research area is of paramount importance. It's an undeniable fact that industrial, technological and environmental changes

have made life both easier as well as more difficult for today's generation. Youth are facing many challenges like domestic problems, excessive use of alcohol, economic instability. Young people are under pressure to get admission in universities, they face difficulties often because of competition among them is very high and unfortunately, not having fair selection sometimes. Apart from it unemployment, lack of job skills, skill based jobs etc., is increasing rapidly and these are burden on them, and sometimes having knowledge is not always warranty to get job. Youth are facing challenges in every field from getting job to performance at the job, these somewhere are leading them to frustration and lack of enthusiasm. Stress is not a favored choice, but a forced one. If someone is under stress then it is not he / she but the surroundings are cause of it.

For a balance development of the society, it's a sincere attempt on the part of the researcher to analyze and interpret communicator, message, medium and effect in regards to youth stress, anxiety, loneliness, depression and insecurity. Therefore, the purpose of the study is to understand whether Prem Rawat inspirational speeches regarding life and peace help the youth to overcome from stress or depression, get some relief or peace of mind in everyday life or not. Besides being an academic research work, the study undoubtedly would contribute for the socioeconomic benefit of the Indian youth as well as the world's youth.

1.7 Literature Review

Stress, anxiety or depression is the slow poison resulting in severe diseases or death. Many news, articles and reports in regard to stress or depression are published in newspapers and magazines or telecast in television news channels on regular basis.

“Depression–Let’s talk” was the slogan for World Health Day 2017. Depression is an extremely common illness affecting people of all ages, genders, different socioeconomic

groups and religions in India and all over the world. Globally, an estimated 322 million people were affected by depression in 2015.” It is the top cause of illness and disability among young and middle-aged populations, while suicide ranks second among causes of death for the same age groups. Depression contributes to significant disease burden at national and global levels. At the individual and family level, depression leads to poor quality of life, causing huge social and economic impact.

1.7.1 Prem Rawat

Prem Rawat, known as ambassador of peace, who for the last 52 years spreading the message of Humanity and peace, receiver of many international awards. Each individual strives for establishing peaceful and happy life for which humanity and peace are the fundamental need of human being. With this thought, Prem Rawat expressed for establishing peace worldwide efforts are to be made. There can be peace in the world only when, people experience peace in their heart. The need of peace that is felt today was never before and the peace that people is looking for resides within the heart of each human being not outside. He expressed there is hatred and humbleness as well inside people, there is jealousy as well as kindness, there is sorrow as well as peace. He defined mind and heart distinctly and said that biggest threat is the evil within the mind which is taking over everything. When the heart in every individual will start to resonate the peace and kindness, which will be an accomplishment for humanity in truest sense.

Therefore, it's significant to find out whether inspirational speeches regarding life and peace help youth to get some relief or peace of mind in everyday life or not.

1.7.2 Introduction of the Chapters

The title of the study is **Communicator, Message, Medium and Effect: A Study with Special Reference to Prem Rawat, ‘An Ambassador of Peace’**. The researcher used systematic and scientific method throughout her study.

The Chapter I - deals with the Introduction of the youth problem. It also outlines the objectives and hypotheses of the present work to be achieved.

Chapter II - is related with the review and citation of the work, and also the suicidal reports of the youth.

Chapter III - ‘Theoretical Framework’ is exclusively assigned to theories and models which are essential and give some light for this study.

Chapter IV, V, VI and VII - are related to Communicator, Message, Medium and Effect.

Chapter VIII - ‘Research Methodology’ is entirely assigned to general methodology used during the course of present study.

Chapter IX - includes data presentation and interpretation, major findings.

Chapter X - includes Rhetorical Analysis of Speech.

Chapter XI - includes hypotheses testing as well as conclusion.

Chapter XII, XIII and XIV - are related to Discussion, Suggestions, Limitations and Recommendations for further Research.

1.8 Research Methodology

The researcher applied **Triangulation Method**. “Triangulation means using more than one method to collect data on the same topic. This is a way of assuring the validity of research through the use of a variety of methods to collect data on the same topic, which involves different types of samples as well as methods of data collection. However, the purpose of

triangulation is not necessarily to cross-validate data but rather to capture different dimensions of the same phenomenon.” It was divided into **seven** parts :

- One was **Survey among Youth (Youth and Stress)**,
- Second was **post international seminar survey in Hiroshima, Japan**,
- Third was **post live event survey in Ranchi, Bareilly, Delhi and Mumbai, India**,
- Forth was **combined data analysis and interpretation of Ranchi, Bareilly, Delhi and Mumbai, India**,
- Fifth was **open-ended questionnaire survey through email**,
- Sixth part was **semi-experimental study through whatsapp survey**, and
- Seventh was **rhetorical analysis of international seminar held in Hiroshima, Japan**, keynote speaker was **Prem Rawat** and the researcher was **participant observer**.

1.9 Conclusion

The study is based on qualitative and quantitative research methods and descriptive in nature to explore youth and their problems resulting in stress or depression and impact of inspirational messages of Prem Rawat in regard to life and peace on youth. The researcher applied **triangulation method** to test the reliability that whether or not the researcher gets the same or consistent results by using various research methods.

There are different research methods which the researcher has opted, such as **survey among youth, post international seminar survey in Hiroshima, Japan, post live event survey in Ranchi, Bareilly, Delhi and Mumbai, India, and its combined data analyses and interpretation, next is open-ended questionnaire survey through email, semi-experimental study through whatsapp survey, and rhetorical analysis of international**

seminar held in Hiroshima, Japan, keynote speaker was Prem Rawat and the researcher was participant observer.

Following are the conclusions of the study :

Objective 1 : To analyze Prem Rawat as a communicator, his message, medium and effect on youth

Hypothesis 1 : Listening to Prem Rawat excerpts will give positive attitude towards life, humanity and peace.

Conclusion 1 : The hypothesis has proven right to a large extent as the researcher wants to find out whether Prem Rawat's message will help respondents in their daily life. In **post international seminar survey in Hiroshima, Japan**, study suggests that majority of the respondents said yes (95.65 percent). The respondents explained the most liking points in his messages are about peace, inner peace, satisfaction with life, understand self, feel happiness inside, simplest way of explaining things, control the life, see the clear path not the obstacles, importance of breath, example of burning candle.

While **analyzing and interpreting the combined data of Ranchi, Bareilly, Delhi and Mumbai**, the findings opine that majority of the respondents (97.94 percent) said that Prem Rawat's messages help respondents in their daily life and 78.92 percent of the respondents explains that most liking points in his messages are Peace / Inner Peace / Peace is Possible, Humanity / Contentment / Inner Strength / Help / Respect / Women Respect / Human Being / Mercy, Hope / Appreciation / Happiness / Satisfaction / Focus, doha / saying, real Life Examples / Facts, Importance of Breath, Equality / His Message is Beyond Caste, Creed, Culture / His Message is for Everyone, Simple way of Explaining Things, Know thy Self,

Light the Lamp Within and Remove Darkness / One Lighten Candle can Lit Other Candle
Example.

Open-ended questionnaire survey through email, its findings shows that majority of the respondents explains, listening to Prem Rawat helps them to focus more towards goals, positive attitude towards life. He talks more on Peace / Peace is Possible, Happiness / Joy / Harmony, Know Thy Self, Life, Love / Prosperity, Humanity, Problem Solving Nature, Hope, Clarity, Importance of Family, Personality Development, Priority in Life. Majority of the respondents suggests that people should listen to his message, it is for everyone and message is very simple.

Semi-experimental study through whatsapp survey : The study opines that the response is similar but the only difference is in degree not in kind. 40.98 percent of the participants chose *very good* after watching Prem Rawat's message video clips of five days, 27.87 percent ticked *excellent* and 24.59 percent chose good for Prem Rawat as a communicator. It suggests that they like Prem Rawat as a communicator. One question was based on the way Prem Rawat expresses his message, more than half of the participants (54.10 percent) said very good, 19.67 percent informed good and 18.03 percent of the participants chose excellent, it seems that response is similar but the only difference is in degree not in kind, it means majority of participants like his expressions. A little more than three-fourth of the participants (78.69 percent) like the examples / facts which Prem Rawat used in his messages which the researcher has sent to the participants. One question was based on the content of his messages, majority of the respondents (81.97 percent) of the participants like the content of Prem Rawat messages and 16.39 percent of the participants partially like the content of his message.

Objective 2 : To examine youth, their problems resulting in stress or depression

Hypothesis 2 : Youth of this generation are facing many obstacles which result in stress or depression.

Hypothesis 3 : Due to stress or depression, youth become disincentive and efficacy decreases.

Conclusion 2 : The hypothesis has proven right to a large extent, the researcher wants to find out if youth's problems resulting in stress or depression. The researcher has done **survey among youth** and it suggests that youngsters are facing stress or depression and they are continuously coping with it through various ways. Majority of the respondents (98 percent) agree that they feel stress sometimes. One question was related to the causes of stress, so, 40 percent of the respondents chose family issues, 30 percent of the respondents said work and health, these things cause stress in youngsters. Exam stress and schools / college / universities issues are also reasons of stress. It opines that youngsters are facing stress in different ways and need to overcome from it. More than half of the respondents (54 percent) agreed that listening music manage stress and 44 percent of the said that by talking to a partner / friend / family member help to handle stress. The researcher also asked from the respondents that 'whenever they are in stress, it results into aggression and tend to take stress out on others', half of the respondents said *yes* (50 percent), they use to do it and 30 percent of the respondents said *no*.

The researcher asked few questions from the respondents while doing **semi-experimental study**, majority of the participants (85.25 percent) chose *yes* they think 'youth face stress or depression in their life'. More than half of the participants (57.38 percent) said *yes*, they face stress or depression in their life and 31.15 percent of the participants chose *partially*.

The researcher while doing **survey among youth** trying to understand symptoms of stress and its affect in the life of the respondents, to find it out, the researcher asked some inter linked questions and after analyzing, the study opines that majority of the respondents faced diverse symptoms and it affects in their life. The types of symptoms respondents feel in stress are having headaches (36 percent), mood swing (32 percent) and low self-esteem / lack of confidence (26 percent). Apart from it, the respondents ticked depression, anxiety attacks and sickness. Some of the respondents say stress also affects life, it causes lose of concentration, 38 percent of the respondents said *sometimes it affects*, 34 percent chose *yes*.

In **semi-experimental study**, the researcher finds out that the stress or depression affects participant's life, the half of the participants 50.82 percent of the participants *agree* about it and 36.07 percent of the participants *partially agree* about it. Therefore, the study suggests that the response is similar but the only difference is in degree not in kind. So, majority of the respondents get affected by stress.

Objective 3 : To study the impact on youth after listening to the selected inspirational message video clips of Prem Rawat regarding life and peace

Hypothesis 4 : Prem Rawat message will help youth to overcome stress or depression.

Conclusion 3 : The researcher wants to analyze the impact on youth after listening to the selected inspirational message video clips of Prem Rawat regarding life and peace and in this regard hypothesis has been stated by the researcher. The hypothesis has proven right to a certain extent.

Post international seminar survey in Hiroshima, Japan : The majority of the respondents *strongly agreed* (69.57 percent) and *agreed* (17.39 percent) that in this era of modernization

and technology, the messages / speeches of Prem Rawat will help youngsters to overcome their depression or stress. It shows that the response is similar but the only difference is in degree not in kind. His messages will help majority of the respondents (95.65 percent) in their daily life to overcome from stress or depression. The most people liked topics are peace and inner peace, satisfaction with life, understand 'self', feel happiness inside, control the life, see the clear path not the obstacles, confident and fearless, etc. and will definitely motivate youngsters.

Ranchi, Bareilly, Delhi and Mumbai combined data analyses and interpretation : In this era of modernization and technology, the messages / speeches of Prem Rawat will help youngsters to overcome their depression or stress as almost all of the respondents *strongly agreed and agreed* (80.41 percent and 17.53 percent respectively). It shows that the response is similar but the only difference is in degree not in kind. The researcher also wants to know whether Prem Rawat's messages help respondents in their daily life, almost all of the respondents (97.94 percent) said *yes* 'it helps'. The most liked topics in Prem Rawat's messages / speeches by the respondents are 'peace is possible, hope, appreciation, happiness, satisfaction, humanity, contentment, Inner Strength, help, importance of breathe, life, make life successful, real life facts and examples, know thy self', etc.

Open-ended questionnaire survey through email : It opines that almost all of the respondents *agreed* that in this era of modernization and technology the message / speech of Prem Rawat will help youngsters to overcome their stress or depression. The most like points in Prem Rawat's message / speech are 'know thy self, peace / inner peace / peace of mind, hope / contentment, knowledge gift / practical experience, examples / illustrations, life /

positive attitude towards life, real happiness, simple and profound message, face day to day challenges’.

Most of the respondents share their experiences of how they got help from listening to Prem Rawat’s messages, they are ‘hope, fresh perspective, all is well, importance of life, meditation techniques / focus inside, helps to face the challenges, their problem solving behavior developed, practical happiness / calmness, be strong, clarity, peace, love / self love, message motivates and works as antidepressant’.

Semi-experimental study through whatsapp survey : Half of the participants (52.46 percent) *agreed* that in this era of modernization and technology, they think that the messages of Prem Rawat will help youngsters to overcome their stress or depression and 34.43 percent of the participants *partially agreed* about it. The researcher also wanted to know whether the ‘participants think the youth will get positive outlook after listening to Prem Rawat’. The study opines that more than half of the participants (62.30 percent) said *yes* and 26.23 percent of the participants chose *partially*. The researcher also enquired about the thought of the participants in regard to the videos (sent by the researcher) they viewed, whether have / will have some positive impact on their attitude towards life, the researcher analyzed that more than half of the participants (59.02 percent) informed *agreed* about it, 27.87 percent of the participants chose *partially*. It shows that participants like the messages / speeches of Prem Rawat and have positive impact at some extend on youth after listening to the selected inspirational message video clips of Prem Rawat regarding life and peace.

Objective 4 : To study the role of oratory in effective persuasive communication in regard to inspirational messages

Hypothesis 4 : Motivational speakers are effective in persuasive communication in regard to inspirational messages.

Conclusion 3 : The hypothesis has proven right to a large extent as the researcher studied the role of oratory in effective persuasive communication in regard to inspirational messages.

Post international seminar survey in Hiroshima, Japan : The majority of the respondents (95.65 percent) said *excellent* and rest 4.35 percent of the respondents chose *very good* in regard to Prem Rawat as communicator. All of the respondents *liked* the way Prem Rawat expressed his messages / speeches as (100 percent) selected *excellent*. Going ahead, the researcher asked whether the respondents ‘like the content of Prem Rawat messages’, all of the respondents chose *yes* the liked the content. The next question was whether the respondents ‘agree or disagree’ from the Prem Rawat’s message / speech of live event listened to by the respondent. More than three-fourth of the respondents (78.26 percent) were *strongly agreed* and 17.39 percent of the respondents were *agreed* with it. It shows that the response is similar but the only difference is in degree not in kind. The next question was to rank Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message’, majority of the respondents (86.96 percent) said *excellent* and 4.35 percent of the respondents ticked *very good*.

Ranchi, Bareilly, Delhi and Mumbai Combined Data Analyses and Interpretation : The study assists to identify that Prem Rawat as an inspirational communicator and his messages / speeches strongly like by the youth and will certainly impact on the life of the youngsters. The majority of the respondents (84.02 percent) said *excellent* and 13.40 percent of the

respondent chose *very good* for Prem Rawat as communicator. The largest number of the respondents (89.69 percent) selected *excellent* and only 7.73 percent of the respondent stated *very good* when the researcher asked whether the respondents like the way ‘Prem Rawat expresses his message / speech’. One question was based on the content of Prem Rawat messages, almost all of the respondents (98.45 percent) said *yes*. The next question was to find out whether the respondents ‘agree or disagree’ from the Prem Rawat’s message / speech of live event listened to by the respondent. The largest numbers of the respondents (90.72 percent) *strongly agree* with it. Another question was based on the rank for Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message’, majority of the respondents (84.54 percent) said *excellent* and 9.79 percent of the respondents chose *very good*. It opines that the response is similar but the only difference is in degree not in kind.

In **semi-experimental study**, the researcher finds out that Prem Rawat is an effective oratory in regard to inspirational messages. The question was based on the participants thought whether the youth would get positive outlook after listening to Prem Rawat, more than half of the participants (62.30 percent) said *yes* and 26.23 percent of the participants chose *partially*. The researcher also enquired about the thought of the participants in regard to the videos (sent by the researcher) they viewed, whether have / will have some positive impact on their attitude towards life, the researcher analyzed that more than half of the participants (59.02 percent) informed *yes*, 27.87 percent of the participants chose *partially*. It opines that Prem Rawat has persuasive communication skills in regard to inspirational messages.

Objective 5 : To compare the accessibility of traditional media vis a vis new and social media in regard to motivational speeches / messages

Hypothesis 6 : New media and social media are more accessible in comparison with the traditional media for listening to motivational speeches / messages.

Conclusion 5 : The researcher wants to compare the accessibility of traditional media vis a vis new and social media in regard to motivational speeches / messages and the hypothesis has proven wrong as both the media (new media and social media like smartphone, internet, etc. and the traditional media like television, literature, etc.) have somehow equal importance and play pivotal role for listening to motivational speeches / messages of Prem Rawat. The researcher also finds out that interpersonal communication and group communication have its own significance in disseminating information especially Prem Rawat upcoming events.

Post international seminar survey in Hiroshima, Japan : The study helps to analyze that majority of the respondents access smartphone, internet and Prem Rawat's literature. The researcher dug and explored the option (Others, please mention), more than half of the respondents (66.67 percent) said colleges / universities and 8.33 percent informed schools for getting information in regard to international seminar. The next question was related to the media they accessed to listen to Prem Rawat, more than half of the respondents (52.17 percent) selected *internet* and 47.83 percent chose *smartphone* and 21.74 percent of them said Prem Rawat literature. Some respondents said timeless today application also played pivotal role. Friends helped to explore international seminar and Prem Rawat's message would help to overcome stress or depression of youth. Less than half of the respondents (43.48 percent) said *friend* for getting information about international seminar. It helps to understand that two step flow theory can play significant role in our modern society.

Ranchi, Bareilly, Delhi and Mumbai Combined Data Analyses and Interpretation : The study suggests that largest number of respondents accessed smartphone, television, internet, DVDs and Prem Rawat literatures. Opinion leaders like friend and family contributed to explore live event of Prem Rawat. More than half of the respondents (52.06 percent) chose *family* and less than half of the respondents (42.27 percent) said *friend* about getting information regarding live events of Prem Rawat in Bareilly, Ranchi, Delhi and Mumbai. It proves that two step flow theory exists in the society, opinion leaders like friend and family contribute much in decision making. The researcher asked to the respondents who chose the option family that how *family* got information about the live event, more than three-fourth of the respondents (79.21 percent) said *television* and some of them (20.79 percent) informed *information center*. *Information center* is the place where they get information like upcoming events. The researcher explored the option (*others, please mention*), more than half of the respondents (58.33 percent) said *television* and less than half of the respondents (37.50 percent) informed *information center*. It is cleared that Television and Center both support in disseminating information regarding live event. One question was related to the media they accessed to listen to Prem Rawat apart from live event and the respondents had freedom to choose multiple options, more than three-fourth of the respondents (78.87 percent) selected *smartphone*, 76.80 percent of the respondents said *television* and 67.01 percent of them chose *internet*. The researcher dug and explored the option (*others, please mention*), more than half of the respondents (59.02 percent) said *television* and rest 37.70 percent of the respondents informed *information center*.

Open-ended questionnaire survey through email : The study opines that most of the respondents know about Prem Rawat through their peer groups, parents, family, friends, and neighbors. The researcher understood that in this modernized world, two step flow theory and

multi step flow theory exist, opinion leaders play pivotal role in the respondent's life. Interpersonal communication and group communication also have its own significance. These types of communication influence and motivate people in their decision making and also help to get rid of confusions. The researcher did categorization of media as explained by the respondents, all of the respondents (100 percent) accessed new media / social media (YouTube, apps, website, internet, mobile, etc.) and three-fourth of the respondents (75 percent) accessed traditional media (television, newspaper, radio, etc.). It suggests that almost all of the respondents use new media, social media as well as traditional media.

In semi-experimental study, the study opines that almost all of the participants (98.36 percent) think that 'social media like whatsapp, facebook, twitter etc. will help easily to share these types of motivational messages'. Almost all of the participants (98.36 percent) got and accessed easily the messages / videos of Prem Rawat sent by the researcher through whatsapp. Majority of the participants (88.52 percent) think that 'television, radio, newspaper etc. should include these types of motivational contents'.

1.10 Suggestions

In view of the results of the findings and conclusions reached in this study, the following suggestions are hereby offered :

1.10.1 Suggestions for the Media Organizations

1. There should be 10 short inspirational introductory videos of 3 - 4 minutes each in both English and Hindi languages for youth (15 – 35 years) facing stress or depression. It should be in the question and answer format. The questions must

include the subjects like peace, happiness, life, humanity, success, dream, love, meditation techniques, suicidal tendencies, education and targets, etc.

2. The organization should make short inspirational video series of 10 -15 minutes each having messages / speeches of motivational speakers like Prem Rawat for Schools, Colleges, Universities and Academic Institutions and the videos must include the subjects like peace, happiness, life, humanity, success, dream, love, meditation techniques, suicidal tendencies, education and targets, etc.
3. There should be at least one National or International Library for the research scholars or public who want to know more about different motivational speakers like Prem Rawat or his journey or his global message of peace. It will not only help people of different age groups but also the researchers.
4. The literature of different motivational speakers like books, magazines, biography, etc. must be available in the airports especially in India, so that people can buy it easily.
5. The literature of different inspirational speakers like Prem Rawat books, magazines, biography, etc. must be available in the railway stations and book stores so that people can buy it easily.
6. There should be exhibition centers or Information centers of inspirational speakers in metropolitan cities so that people especially youth can sit and listen to motivational messages, videos or read the literatures.

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7. Books like *Peace Is Possible: The Life and Message of Prem Rawat* and many more different inspirational speakers books should be made available in small book series that will create attention as well as interest in reading.
 8. The organizations and media houses should arrange live events in different cities, in public places even in schools, colleges, universities and other institutions of inspirational speakers.
 9. There should be regular column in different newspapers and magazines regarding message of peace and happiness.
 10. There must be an open platform for the youth to send questions regarding their anxiety, stress or depression in the newspapers or magazines, and proper answering of those questions should be given.
 11. There should be 30 seconder or 60 seconder video clips of various motivational messages / speeches of inspirational speakers like Prem Rawat which must carry subjects such as life, peace and happiness, so that it can be easily disseminated through whatsapp, facebook, messenger, instagram etc.

1.10.2 Suggestions for the Schools, Colleges, Universities and Academic Institutions

1. Schools, Colleges, Universities and Academic Institutions must include one subject on moral studies which can include motivational speakers like Prem Rawat inspirational videos and literatures about life, peace and happiness, it will definitely help them to fight in this competitive world.

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2. Schools, Colleges, Universities and Academic Institutions must include different literatures of inspirational speakers in their library.
 3. Teacher should involve and encourage students in such activities where they can understand the importance of peace, happiness, appreciation, inner strength, self awareness, clarity, understanding, dignity, choice, hope and contentment, and it will increase confidence and non acceptance of failure.
 4. These educational institutions should be in touch with those organizations related to motivational speakers and arrange activities to engage students in matters of peace, happiness, life, dream, humanitarian works etc.
 5. Even these institutions should make efforts to call different motivational speakers for their speeches and conduct workshops.

1.10.3 Suggestions for the Youth of the World

1. Youth are facing anxiety, stress or depression resulting in increase of suicidal tendencies as well as cases, so they should listen to inspirational speeches, videos or read literatures of Prem Rawat or other motivational speakers.
2. They should subscribe YouTube channels of such videos which help them to overcome their stress or depression.
3. They should engage in activities and devote some time for peace and happiness every day.

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4. They should learn various meditation techniques from diverse motivational speakers such as Prem Rawat or whom they like, to overcome confusion, stress and keep themselves motivated.
 5. They should actively engage themselves in inspirational activities and events regarding life and peace organized by their educational institutions, organizations and media houses.
 6. They should create awareness about inspirational events, literatures and videos available in internet and in various markets so that messages of peace, happiness, humanity, success, dream etc. is propagated and help others facing same situation of confusion, stress and depression.
 7. They themselves should organize live events of different motivational speakers like Prem Rawat and activities with the help of their educational institutions and media organizations.
 8. Negativity comes due to absence of positivity and if the day starts with positive thinking and positive efforts like after waking up must do meditation or listen to motivational messages or read some inspirational books, magazines, etc. it will definitely help youngsters to cope up with stress, anxiety or depression and live life happily and peacefully.

1.11 Limitations and Recommendations for Further Research

The study on **Communicator, Message, Medium and Effect: A Study with Special Reference to Prem Rawat, 'An Ambassador of Peace'** has been done. The concern study reveals a lot of information. However there are some shortcomings that have been felt during and in last period of the very study. Every shortcoming generates a new recommendation. After the feeling of shortcomings, the emerging future recommendations are also felt at the same time. These are as follows :

1.11.1 Limitation of the Study

1. **Sample is taken only from one university due to which generalization is not possible** : Only 50 respondents had been taken for study keeping in view - time, budget and feasibility, the researcher collected data from Babasaheb Bhimrao Ambedkar University (Central), Lucknow, Uttar Pradesh, India.
2. **Samples were taken only from four live event venues** : The researcher had been able to collect data from 194 respondents after live event of Prem Rawat held in Bareilly Uttar Pradesh, Ranchi Jharkhand, Mumbai Maharashtra, and Delhi, India due to fixed dates and limited time.
3. **Particular age group of 18 to 35 years of youth was small** : The researcher had taken youth to study, their groups were 18 to 35 years. Therefore, the group was small and couldn't be generalized.
4. **Semi-experimental study with 100 participants** : The researcher had done semi-experimental study with 100 participants, due to limited resources and time constraint.

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5. The researcher faced many challenges throughout data collection, lack of budgetary support, limited resources and short time duration.
 6. The researcher in some cases has received biased answers from the respondents.

1.11.2 Recommendations for Further Research

The researcher recommended for further scope of the research study which are listed below :

1. This research problem can be studied in Post Doctoral Degree by adding other dimensions such as suicidal cases of youth, women and teenager, and in-depth study can be done.
2. For further study the style and variants in speeches of motivational speaker Prem Rawat can be studied.
3. The researcher had taken only four live event places to do post events survey, for further study it can be wider and sample size can be increased, so that generalization will be possible.
4. The researcher has done survey with 50 students of higher study and only one university has been selected, for further study more universities and students can be selected.
5. For further research experimental study can be done in the place of semi-experimental study.

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6. For experimental study more participants can be added in the place of 100 participants.
 7. Content analysis of different speeches of Prem Rawat can be done.
 8. Comparative analysis of Prem Rawat speeches / messages with other motivational speakers can be possible.
 9. The researcher selected only Lucknow city to do survey among youth due to her feasibility but other cities and different states can be selected for better findings and results.
 10. For further study the whole research can be done with particular motivational theory and persuasive communication.
 11. The comparative study of youth, depression and Prem Rawat's messages / speeches in developing country like India with other developed country can be done, as Prem Rawat is an international inspirational speaker.
