

**Department of Mass Communication**

**Abanindranath Tagore School of Creative Arts and Communication Studies**



**Assam University, Silchar**

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### **DECLARATION**

I, **Burhan Uddin Choudhury** bearing Ph.D. Registration No: **Ph.D. /1581/11** dated **21.09.2011** do hereby declare that the subject matter of the thesis entitled **“ADVOCACY JOURNALISM: A STUDY OF LOCAL NEWSPAPERS IN BARAK VALLEY”** is the record of work done by me and the content of this thesis didn't form the basis for award of any degree to me or to anybody else to the best of my knowledge. The thesis has not been submitted in any other University/Institute.

Place: Silchar

Date: 16.09.2016

(Burhan Uddin Choudhury)

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Assam University,

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## **PREFACE**

*With the changing social, political, economic, cultural and environmental landscape of global societies, journalistic writing on social development issues and concerns have become more relevant in recent times. Through advocacy journalism (AJ), the agenda and programmes of social development movements, civil society groups, international development organizations and non-government organizations are promoted and advanced. It is essential to understand the forms and representation of advocacy journalism in practice, concepts and theories in the light of its relevance to media practice and to society at large. Besides, there is very little literature on the scope and extent of advocacy journalism knowledge and practices. The present study investigated the extent to which the print media particularly the leading local newspaper involve in promoting social (local governance, corruption, health, education and agriculture) and political issues of Barak Valley through advocacy journalism. The study is based on survey method as well as content analysis (qualitative) to assess the advocacy journalism practices by the three leading Bengali dailies of Barak valley, namely, Dainik Jugasankha, Dainik Samayik Prasanga and Dainik Prantojyoti. As advocacy journalism is primarily connected to the principle of social development and social change adopted by social development organizations and civil society groups, this type of journalism produces stories basically based on social and political issues among others. In advocacy journalism the role of the journalist is crucial in shaping public opinion as well as policy and governance around the world. The works of journalists reflect the essence of being watchdogs of society. Journalists have greater responsibilities of maintaining social order, even above the capacity of the government.*

*In the findings, it has been observed that though the local newspapers do have a role to play in promoting political and human development issues through advocacy journalism and can provide the information to readers about the positive impacts of advocacy journalism through reporting, but they are fail to play such role as because, the management of the newspapers are not interested in advocacy journalism and also, journalists have lack of knowledge about advocacy journalism. However, advocacy journalism can be made attractive when the newspaper adopts a technique which attracts the reader's interest and attention to political and human development issues. The study comprises of five chapters along with bibliography.*

## **ABBREVIATIONS**

AJ – Advocacy journalism

DJ – Dainik Jugasankha

DSP – Dainik Samayik Prasanga

DPJ – Dainik Prantojyoti

NGOs – Non Governmental Organizations

NCAS – National Centre for Advocacy Studies

DDS – Deccan Development Society

JMC – Jagaran Media Center

BNNRC – Bangladesh NGOs Network for Radio and Communication

WOUGNET – The Women of Uganda Network

EMAP – The Eastern Media Advocacy Project

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