

CHAPTER 4

DATA ANALYSIS AND FINDINGS

The chapter deals with analysis and interpretation of the data which has been collected from the fields and also the analysis of the content of three leading Bengali dailies of Barak Valley namely, Dainik Samayik Prasanga, Dainik Jugasankha and Dainik Prantojyoti through the representation of tables, figures, pie chart and bar diagram.

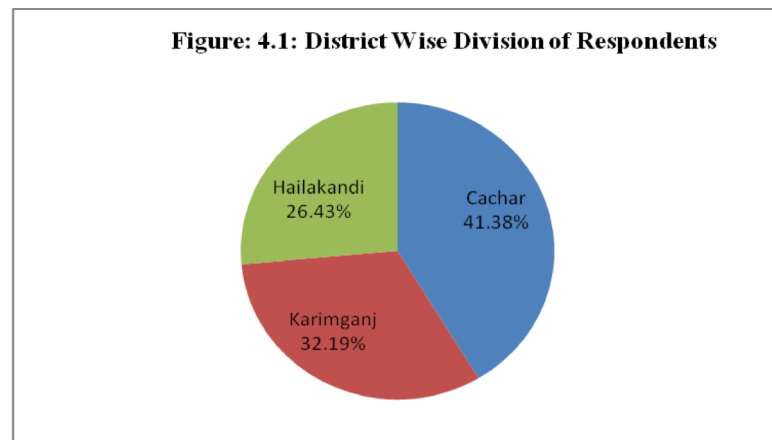
PART A: SOCIAL BACKGROUND OF RESPONDENTS

To know the social background of the respondents, the analyzed data are shown in Tables 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, and 4.8

4.1 District Wise Division of Respondents

The respondents of this research were selected from three districts of Barak Valley – Cachar, Karimganj & Hailakandi. The district wise division of respondents is shown in Table 4.1

Sl. No.	District	Frequency	Percentage
1	Cachar	180	41.38
2	Karimganj	140	32.19
3	Hailakandi	115	26.43
	Total	435	100

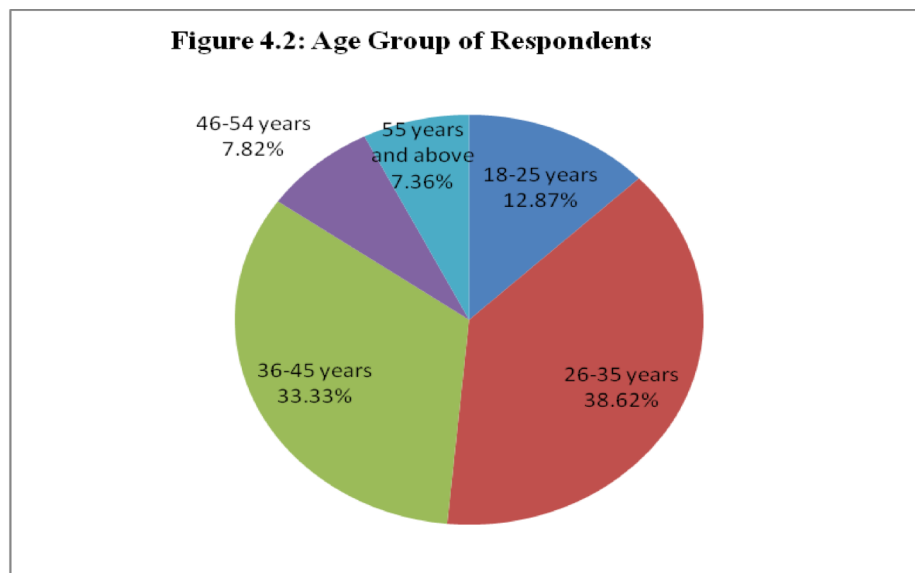


The district wise division of respondents shows that 180 numbers of respondents (41.38%) are from Cachar district, 140 numbers of respondents (32.19%) are from Karimganj and 115 numbers of respondents (26.43%) are from Hailakandi district. The study shows that majority of the respondents are from Cachar district, then Karimganj and then Hailakandi district.

4.2 Age Group of Respondents

On the basis of age, the respondents were classified into six categories of age groups. The distribution of respondents according to their age group is shown in Table 4.2

Sl. No.	Age Group	Frequency	Percentage
1	18-25 years	56	12.87
2	26-35 years	168	38.62
3	36-45 years	145	33.33
4	46-54 years	34	7.82
5	55 years and above	32	7.36
	Total	435	100

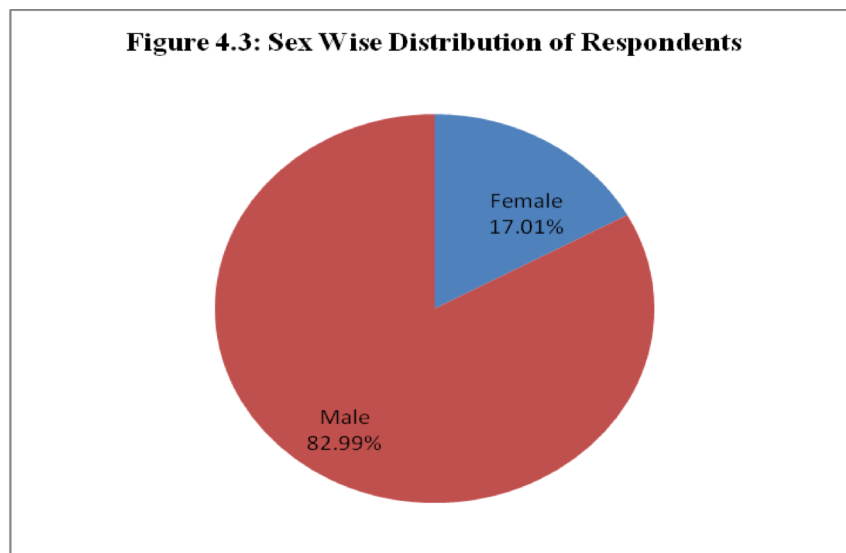


Age distribution of respondents shows that 56 (12.87%) respondents belongs to the age group of 18-25 years, 168 (38.62%) respondents belongs to the age group of 26-35 years, 145 (33.33%) belongs to the age group of 36-45 years, 34 (7.82%) belonged to the age group 46-54 years, and 32 (7.36%) belonged to the age group 55 years and above. Thus the representation of 26-35 and 36-45 years is higher in the study.

4.3 Sex Ratio of Respondents

The Sex Ratio is considered as an important variable in sociological analysis. The sex wise distribution of the respondents is shown in Table 4.3

Sl. No.	Sex	Frequency	Percentage
1	Female	74	17.01
2	Male	361	82.99
	Total	435	100

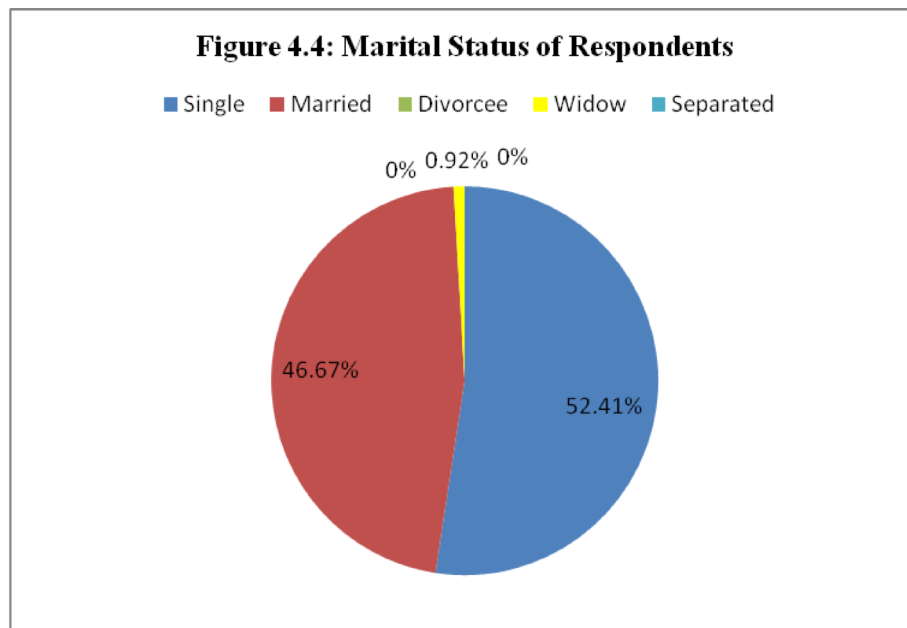


Sex ratio distribution of respondent's shows that 361(82.99%) respondents were male and only 74 (17.01%) was female. Therefore, it is shows that the study is dominated by the male respondents.

4.4 Marital Status of Respondents

The Marital Status is considered as an important variable in sociological analysis. The Marital Status wise distribution of the respondents is shown in Table 4.4

Sl. No.	Marital Status	Frequency	Percentage
1	Single	228	52.41
2	Married	203	46.67
3	Divorcee	0	0
4	Widow	4	0.92
5	Separated	0	0
	Total	435	100

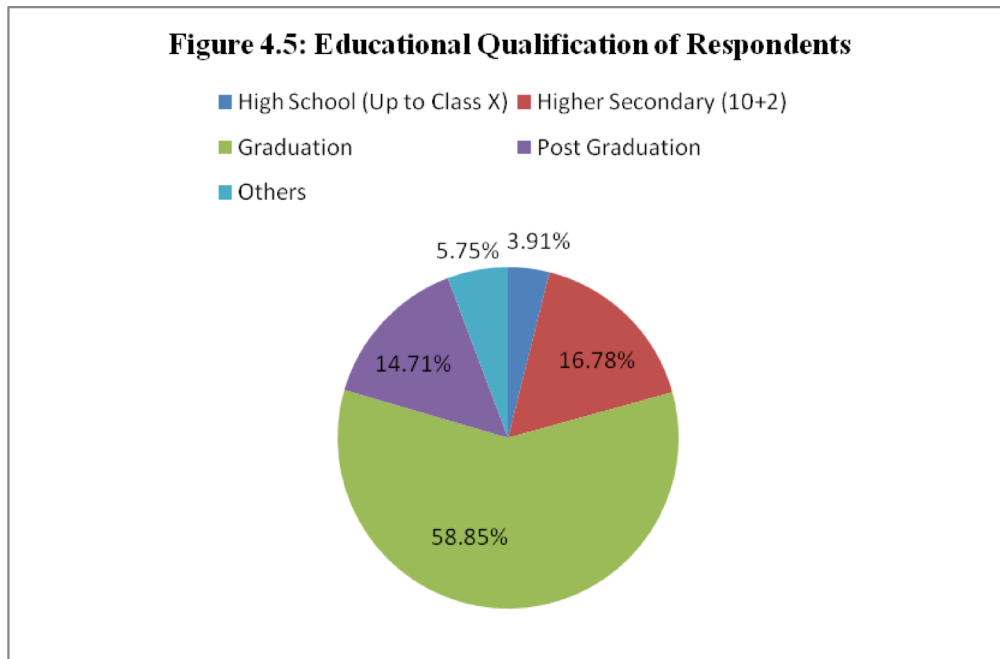


Marital status of respondents shows that 228 (52.41%) respondents were single, 203(46.67%) were married, and only 4(0.92%) of the respondents were widows. No Divorcee & Separated respondents respond as few of them were approached. Thus the study shows that representation of single and married person is higher in the study.

4.5 Educational Qualification of Respondents

The Level of Education is considered as most important indicator of intellectual background of respondents to analyze reader's perception of advocacy journalism. The level of education was determined on the basis of educational qualification of the respondents and they were classified into six categories. The distribution of respondents on the basis of educational qualification is shown in Table 4.5

Sl. No.	Educational Qualification	Frequency	Percentage
1	High School (Up to Class X)	17	3.91
2	Higher Secondary (10+2)	73	16.78
3	Graduation	256	58.85
4	Post Graduation	64	14.71
5	Others	25	5.75
	Total	435	100

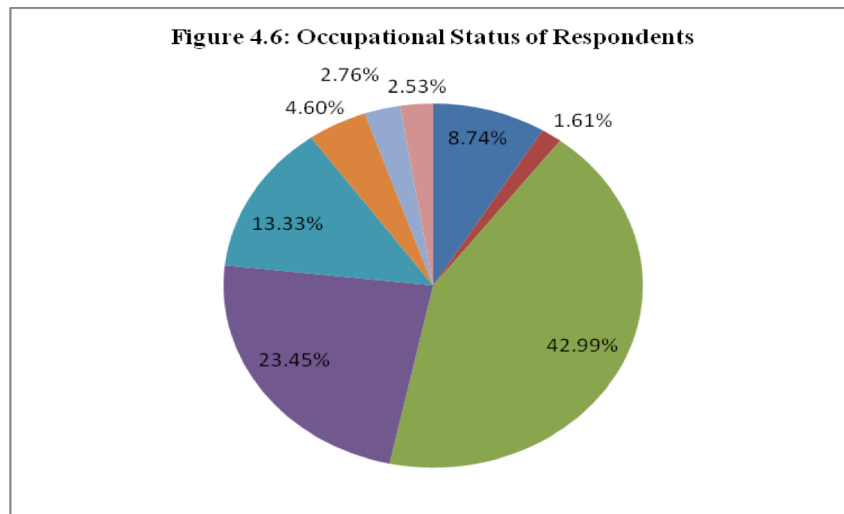


The data shows that 256 (58.85%) respondents were graduates, 73 (16.78%) were higher secondary passed, 64 (14.71%) were post graduate, 17 (3.91%) respondents were minimum matriculate and 25 (5.75%) respondents belongs to other categories such as diploma or other certificate holders. Thus, the data on educational qualification indicates that a majority of the respondents were qualification having graduation.

4.6 Occupational Status of Respondents

Occupational Status of respondents is very important in this kind of study to analyze reader's perception of advocacy journalism. The Occupational Status of the respondents was classified into eight categories. The distribution of respondents on the basis of educational qualification is shown in Table 4.6

Sl. No.	Occupational Status	Frequency	Percentage
1	Student	38	8.74
2	Unemployed	7	1.61
3	Govt. Job	187	42.99
4	Private Job	102	23.45
5	Self Employed	58	13.33
6	Business	20	4.6
7	Housewife	12	2.76
8	Others	11	2.53
	Total	435	100

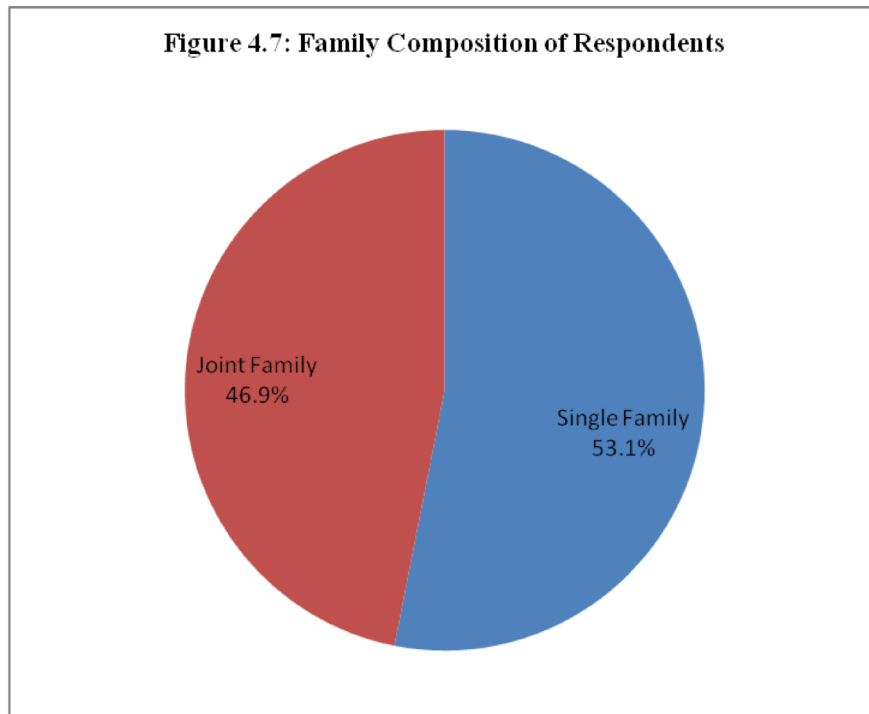


The data shows that 187 (42.99%) respondents were Govt. Employees, 102 (23.45%) were private sector employees, 58 (13.33%) were self-employed, 38 (8.74%) were students, 20 (4.6%) respondents were in business, 12 (2.76%) were housewives and only 7 (1.61%) respondents were unemployed 11 (2.53%) respondents belongs to other categories. Thus, the data on occupational status indicates that a majority of the respondents were economically prepared (Govt. Employees) to understand & response on the topic of advocacy journalism.

4.7 Family Composition of Respondents

The distribution of respondents on the basis of family composition is shown in Table 4.7

Sl. No.	Family Composition	Frequency	Percentage
1	Single Family	231	53.1
2	Joint Family	204	46.9
	Total	435	100

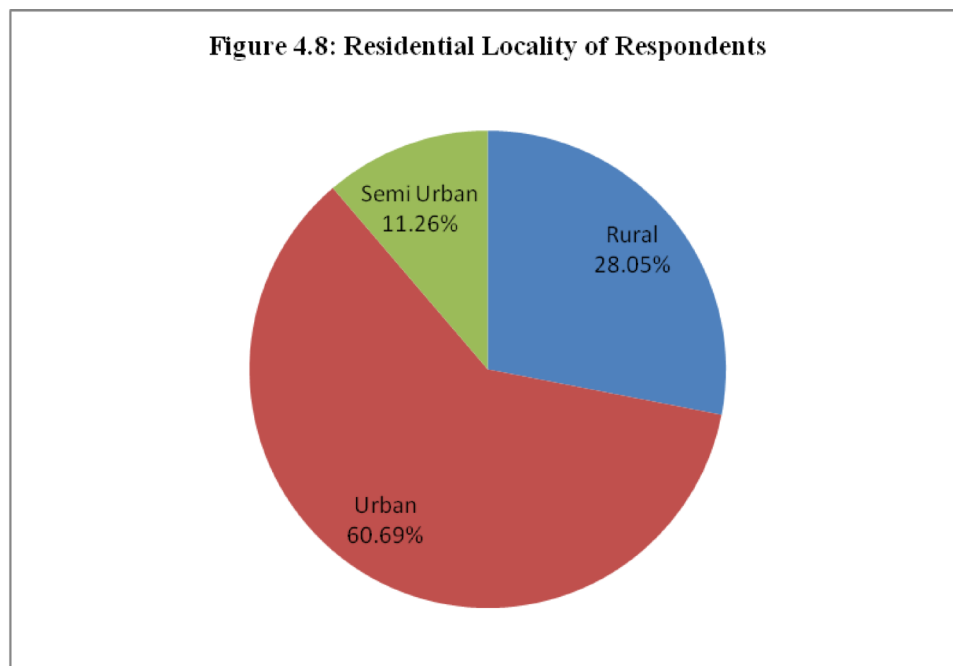


The data shows that 231 (53.1%) respondents belongs to single families and 204 (46.9%) of respondents belongs to joint families. It has been seen that majority of the respondents belongs to single families.

4.8 Residential Locality of Respondents

The Residential locality was distributed in three categories and the distribution of respondents is shown in Table 4.8

Sl. No.	Residential Locality	Frequency	Percentage
1	Rural	122	28.05
2	Urban	264	60.69
3	Semi Urban	49	11.26
	Total	435	100



The data shows that 264 (60.69%) respondents were from urban locality, 49 (11.26%) were from semi urban locality, and 122 (28.05%) were from rural locality. Thus, the data on residential locality indicates that a majority of the respondents were from urban locality to have easy access of mass media.

PART B: MASS MEDIA EXPOSURE OF RESPONDENTS

To know the mass media exposure of the respondents, the analyzed data are shown in Tables 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15

Sl. No.	Type of Media	Frequency	Percentage
1	News Paper	433	99.54
2	Magazine	119	27.36
3	Radio	60	13.79
4	Television	315	72.41
5	Computer	145	33.33
6	Fax	8	1.84

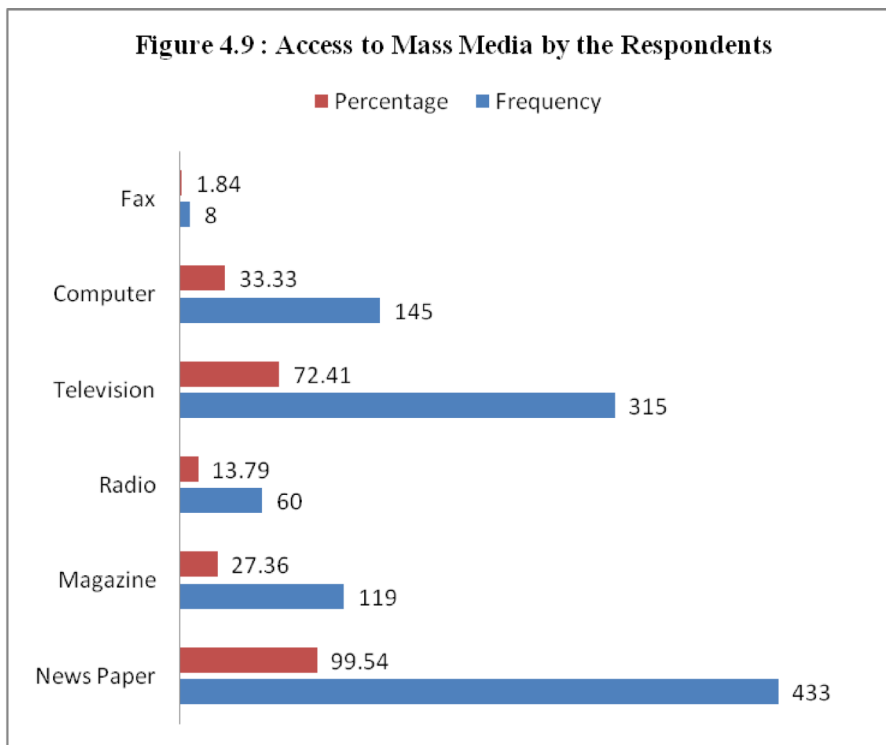


Table 4.9 and Figure 4.9 shows that out of 435 respondents, 433 (99.54%) of respondents access newspapers, 119 (27.36%) respondents access magazine, 60 (13.79%) respondents access radio, 315 (72.41%) respondents access television, 145 (33.33%) respondents access computer, and only 8 (1.84%) access fax. Thus, many respondents have access to more than one form of mass media.

Table 4.10: Readers of Local Newspapers			
Sl. No.	Readers of Local Newspapers	Frequency	Percentage
1	Yes	425	98.15
2	No	8	1.85
	Total	433	100

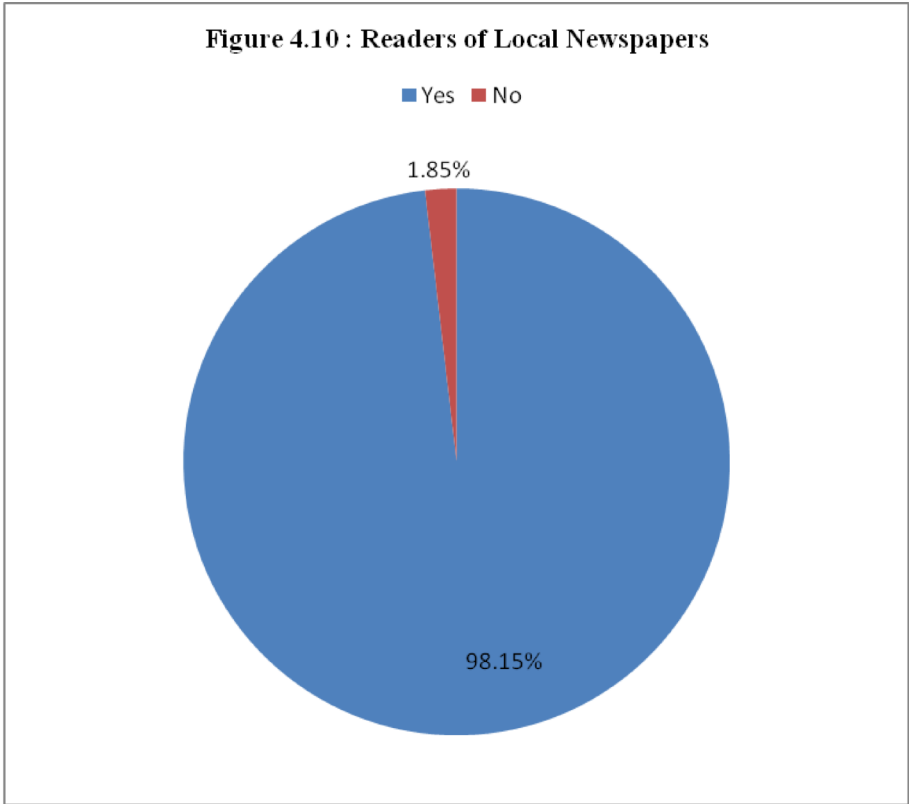


Table 4.10 and Figure 4.10 shows that out of 433 newspaper readers, 425 (98.15%) respondents read local newspapers and only 8 (1.85%) don't read local newspapers. It has been seen that all the respondents read local newspapers except a very few.

Table 4.11: Local Newspaper Readers			
Sl. No.	Name of Newspapers	Frequency	Percentage
1	Dainik Jugasankha	315	74.12
2	Dainik Samayik Prasanga	170	40
3	Dainik Prantojyoti	43	10.12

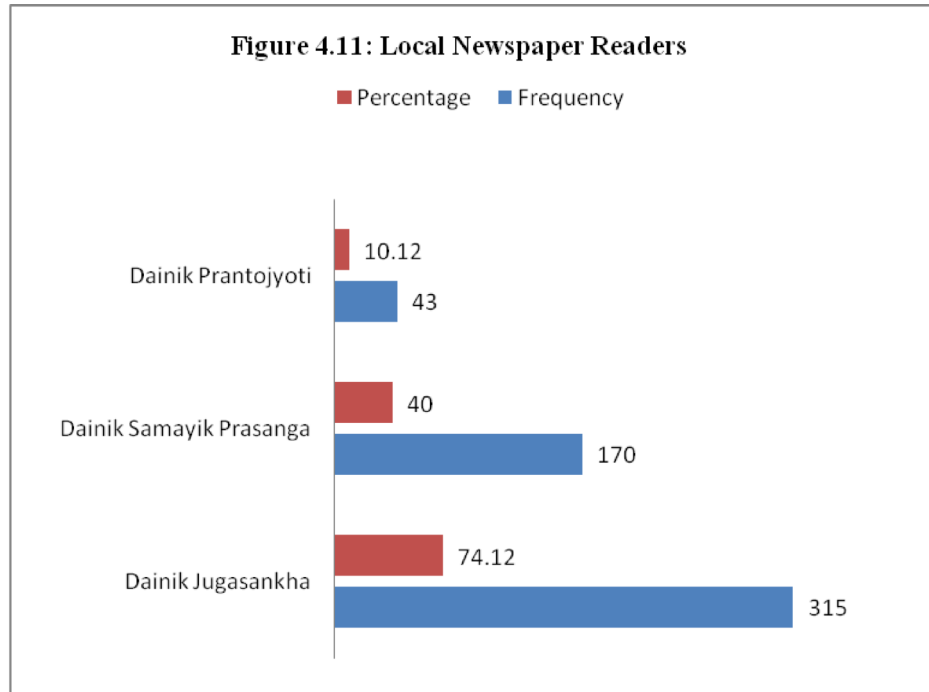


Table 4.11 and Figure 4.11 shows that out of 425 local newspaper readers, 315 (74.12%) respondents read Dainik Jugasankha, 170 (40%) respondents read Dainik Samayik Prasanga, and only 43 (10.12%) respondents read Dainik Prantojyoti. Thus, many respondents read more than one local newspaper and a great majority of them read Dainik Jugasankha.

Sl. No.	Place of Access	Frequency	Percentage
1	Home	374	86.37
2	Office / Institution	91	21.02
3	Library	34	7.85
4	Neighbour's House	9	2.08

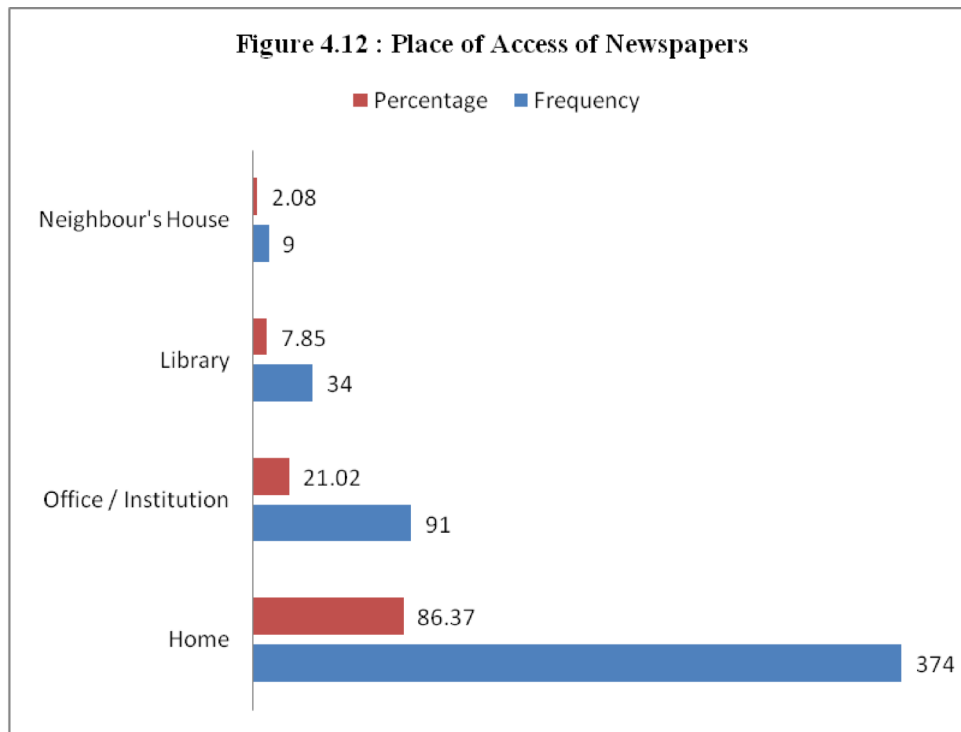


Table 4.12 and Figure 4.12 shows that out of 433 newspaper readers, 374 (86.37%) respondents read newspapers at home, 91 (21.02%) respondents read newspapers at office / institution, 34 (7.85%) respondents read newspapers at library, and only 9 (2.08%) respondents read newspapers at neighbour's house. Thus, many respondents have more than one place of access to newspapers. From the above study it has been seen that majority of the respondents read newspaper at home.

Table 4.13: Suitable Time of Reading Newspapers			
Sl. No.	Suitable Time	Frequency	Percentage
1	Morning	247	57.04
2	Afternoon	17	3.93
3	Evening	51	11.78
4	During Free Time	153	35.33

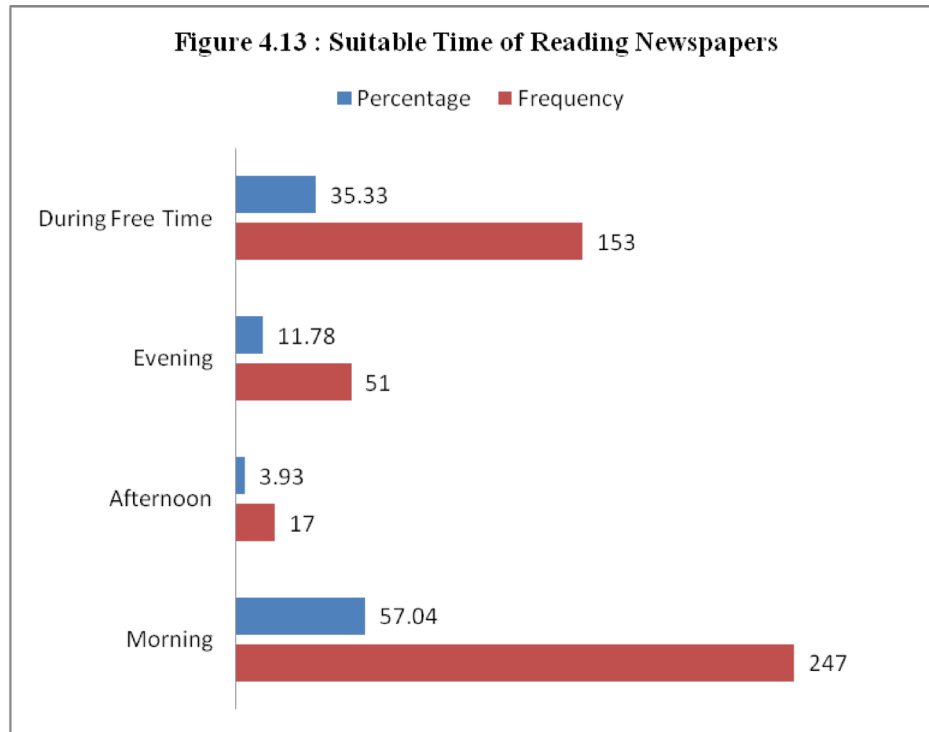


Table 4.13 and Figure 4.13 shows that out of 433 newspaper readers, 247 (57.04%) respondents read newspapers in morning, 17 (3.93%) respondents read newspapers in afternoon, 51 (11.78%) respondents read newspapers in evening, and 153 (35.33%) respondents read newspapers during free time. Thus, many respondents read newspapers in different times of a day and amongst them majority of the readers read newspaper in morning.

Table 4.14: Total Time of Reading Newspapers			
Sl. No.	Newspaper reading Time	Frequency	Percentage
1	Less than 1 hr.	348	80.37
2	1 - 1.30 hrs.	51	11.78
3	1.30 - 2 hrs.	17	3.93
4	More than 2 hrs.	17	3.93
	Total	433	100

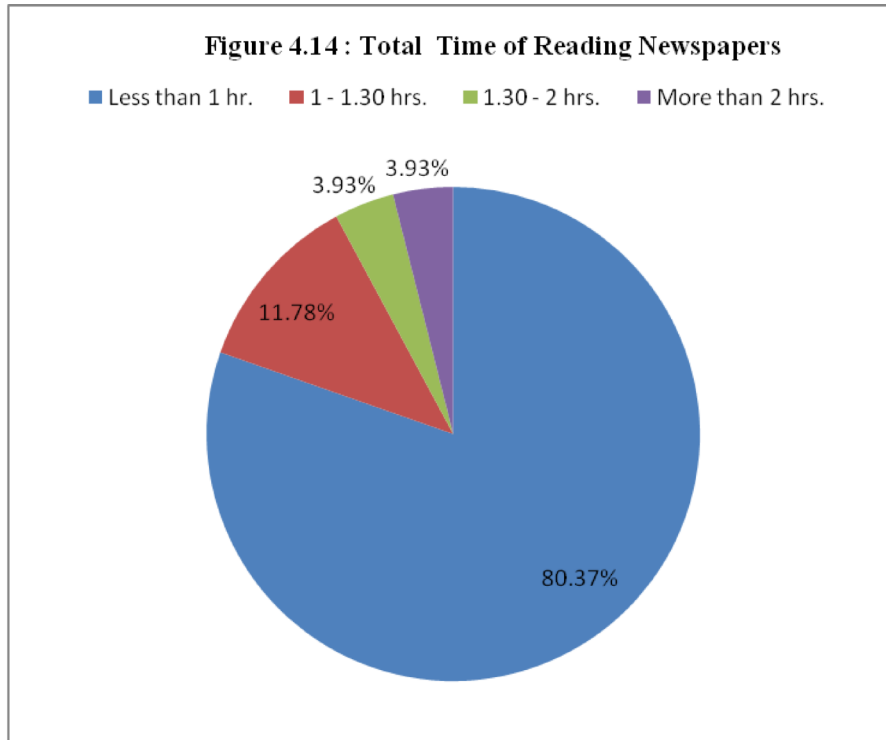


Table 4.14 and Figure 4.14 shows that out of 433 newspaper readers, 348 (80.37%) respondents read newspapers for less than 1 hr., 51 (11.78%) respondents read newspapers for 1 – 1.30 hrs., 17 (3.93%) respondents read newspapers for 1.30 – 2 hrs., and rest 17 (3.93%) respondents read newspapers for more than 2 hrs. From the above data it has been seen that majority of the respondents read newspapers less than one hour in a day.

Table 4.15: Newspapers Reading Habit			
Sl. No.	Reading Habits	Frequency	Percentage
1	Regularly	339	78.29
2	Occasionally	51	11.78
3	Frequently.	17	3.93
4	Rarely.	26	6
	Total	433	100

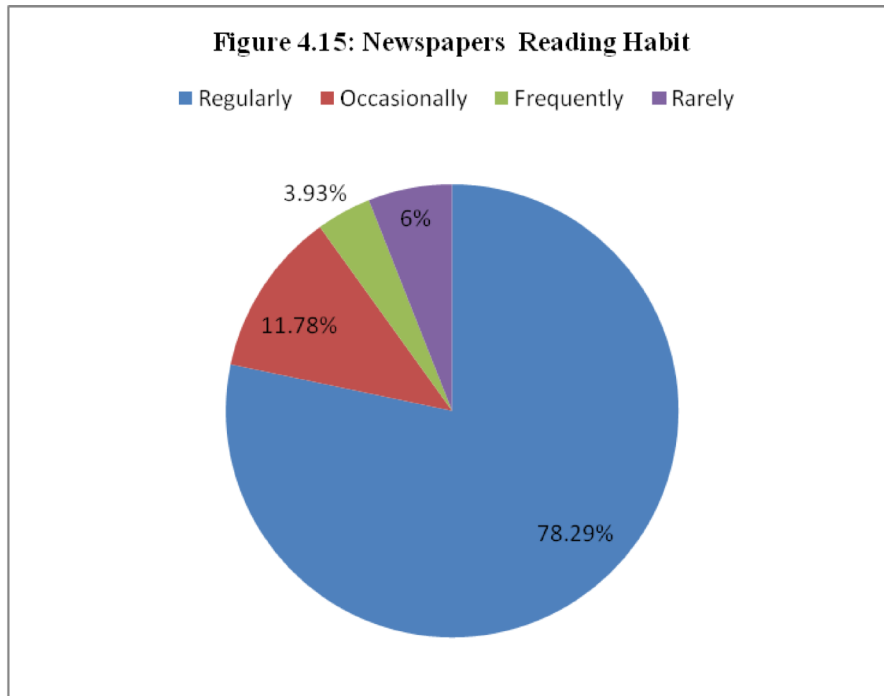


Table 4.15 and Figure 4.15 shows that out of 433 newspaper readers, 339 (78.29%) respondents read newspapers regularly, 51 (11.78%) respondents read newspapers occasionally, 17 (3.93%) respondents read newspapers frequently, and rest 26 (6%) respondents read newspapers very rarely. Therefore, it is shows that majority of the respondents reads newspapers regularly.

4.16 PRELIMINARY IDEA OF ADVOCACY JOURNALISM AMONGST THE RESPONDENTS

To know the preliminary idea of advocacy journalism among the respondents, the analyzed data are shown in Tables 4.16.1, 4.16.2, and 4.16.3

Sl. No.	Know Advocacy Journalism	Frequency	Percentage
1	Yes	100	23.53
2	No	233	54.82
3	Somewhat	92	21.65
	Total	425	100

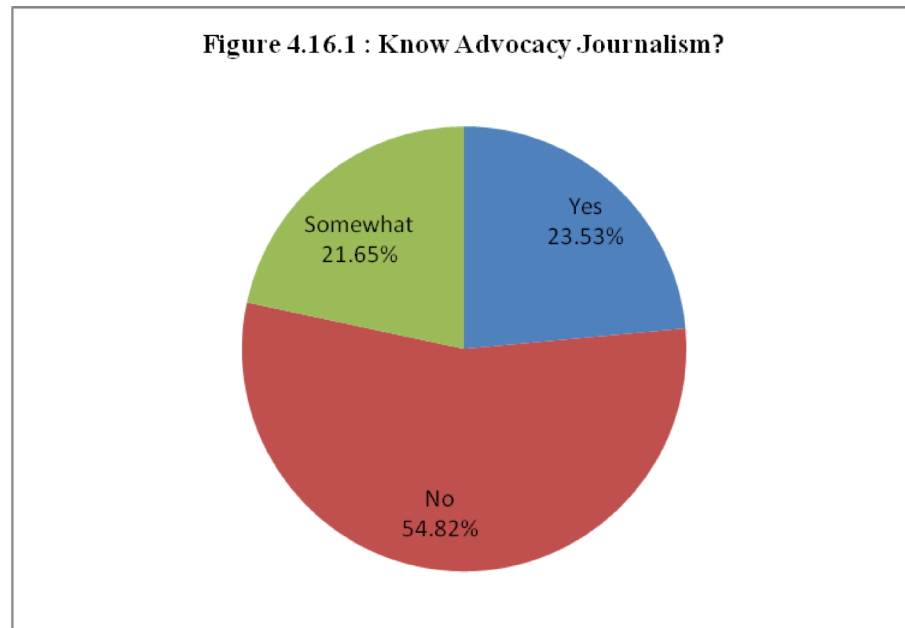


Table 4.16.1 and Figure 4.16.1 shows that out of 425 local newspaper readers, 100 (23.53%) respondents said yes, that they know what is advocacy journalism, 233(54.82%) respondents clearly said no, that they don't know what is advocacy journalism, and 92 (21.65%) respondents said that they know somewhat about advocacy journalism. Thus, majority of the respondent does do not have the idea of advocacy journalism.

Table 4.16.2: Is Advocacy Journalism Important?			
Sl. No.	Is Advocacy Journalism Important	Frequency	Percentage
1	Yes	249	58.59
2	No	17	4
3	Somewhat	25	5.88
4	Silent	68	16
5	Don't Know	66	15.53
	Total	425	100

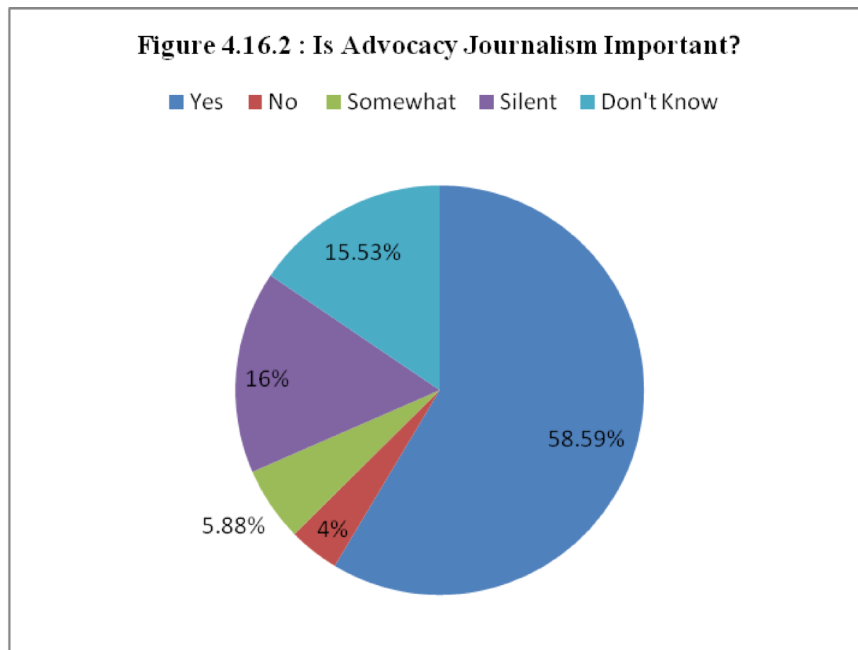


Table 4.16.2 and Figure 4.16.2 shows that out of 425 local newspaper readers, 249 (58.59%) respondents feels that advocacy journalism is important things for a newspaper(after going through the definition of advocacy journalism), only 17 (4%) respondents clearly feels that advocacy journalism is not important things for a newspaper, 25 (5.88%) respondents feels that advocacy journalism is somewhat important for a newspaper, 68 (16%) respondents were silent, and rest 66 (15.53%) respondents responded don't know as they seemed confused. Thus, majority of the respondents feels that advocacy journalism is important things for a newspaper.

Table 4.16.3: Local Dailies Maintain Advocacy Technique?			
Sl. No.	Local Dailies Maintain Advocacy Technique	Frequency	Percentage
1	Yes	42	9.88
2	No	208	48.94
3	Somewhat	42	9.88
4	Silent	83	19.53
5	Don't Know	50	11.76
	Total	425	100

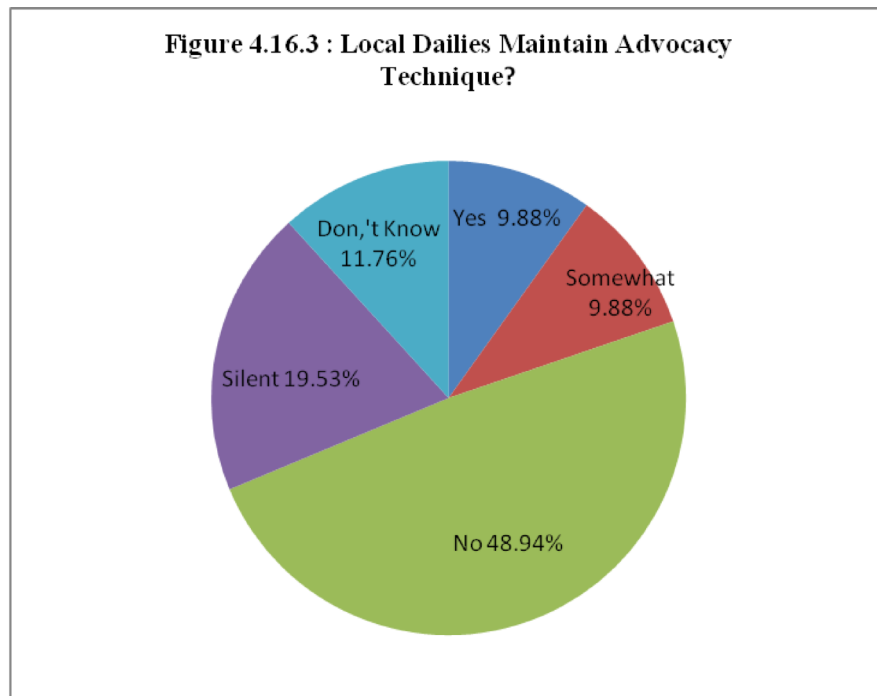


Table 4.16.3 and Figure 4.16.3 shows that out of 425 local newspaper readers, 42 (9.88%) respondents feels that three local dailies of Barak Valley maintain advocacy journalism techniques, 208 (48.94%) respondents clearly feels that the local dailies of Barak Valley don't maintain advocacy journalism techniques, 42 (9.88%) respondents feels that the local dailies of Barak Valley somewhat maintain advocacy journalism techniques, 83 (19.53%) respondents were silent, and rest 50 (11.76%) respondents responded don't know as they seemed confused. From above data, the scholars don't get a clear picture from the respondents that whether the three local dailies of Barak Valley maintain advocacy journalism techniques or not.

PART C: VIEWS OF RESPONDENTS ON POLITICAL EVENTS OF BARAK VALLEY

To know the views of respondents on Political events of Barak Valley, the analyzed data are shown in Tables 4.17, 4.18, 4.19, 4.20, 4.21, 4.22, 4.23, 4.24, 4.25, 4.26, 4.27, 4.28, 4.29, 4.30, 4.31, 4.32, 4.33, 4.34, and 4.35.

Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	308	72.47
2	No	73	17.18
3	Somewhat	44	10.35
	Total	425	100

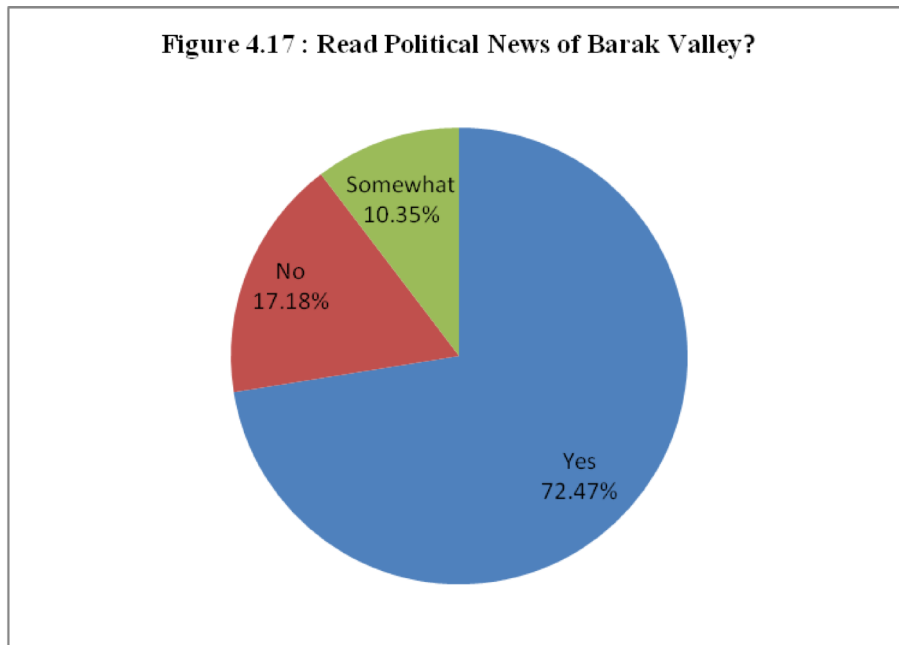


Table 4.17 and Figure 4.17 shows that out of 425 local newspaper readers, 308 (72.47%) respondents said yes, that they read political news of Barak Valley, only 73 (17.18%) respondents clearly said no, that they don't read political news of Barak Valley, and 44 (10.35%) respondents said that they somewhat read political news of Barak Valley. Thus, majority of the respondents read Political News in local dailies of Barak Valley

Table 4.18: Importance to Political News of Barak Valley in Local Dailies			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	136	32
2	No	111	26.12
3	Somewhat	178	41.88
	Total	425	100

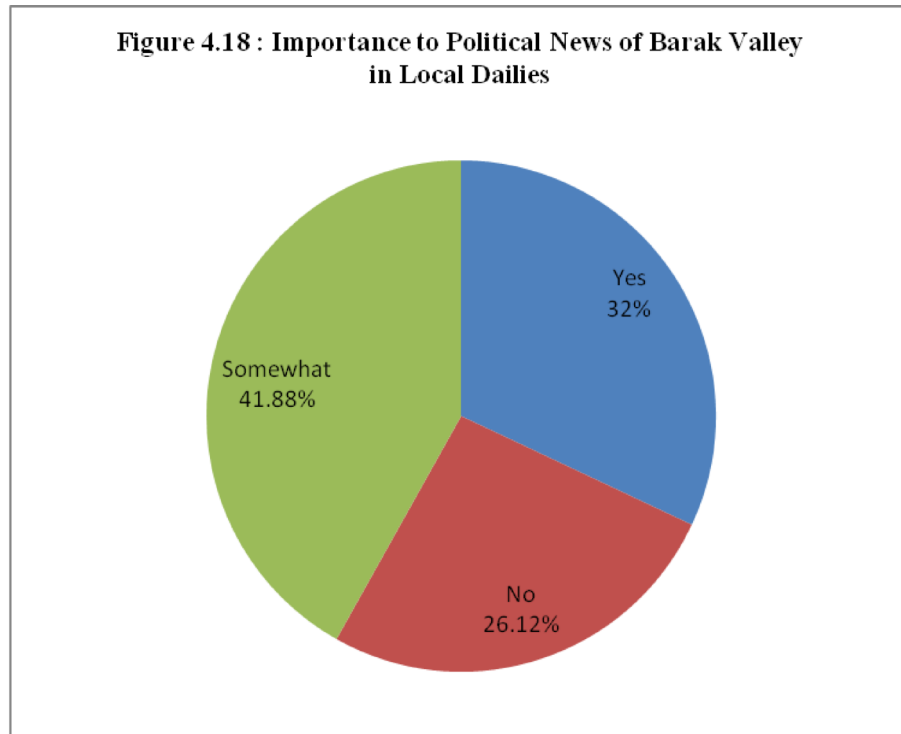


Table 4.18 and Figure 4.18 shows that out of 425 local newspaper readers, 136 (32%) respondents said yes, that local dailies of Barak Valley give importance to political news of the valley, 111 (26.12%) respondents clearly said no, that local dailies of Barak Valley don't give importance to political news of the valley, and 178 (41.88%) respondents said that local dailies of Barak Valley give somewhat importance to political news of the valley. Thus, majority of the respondents said that local dailies of Barak Valley give importance to political news of the Valley.

Table 4.19: Satisfied With Coverage of Political News of Barak Valley in Local Dailies?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	44	10.35
2	No	293	68.94
3	Somewhat	88	20.71
	Total	425	100

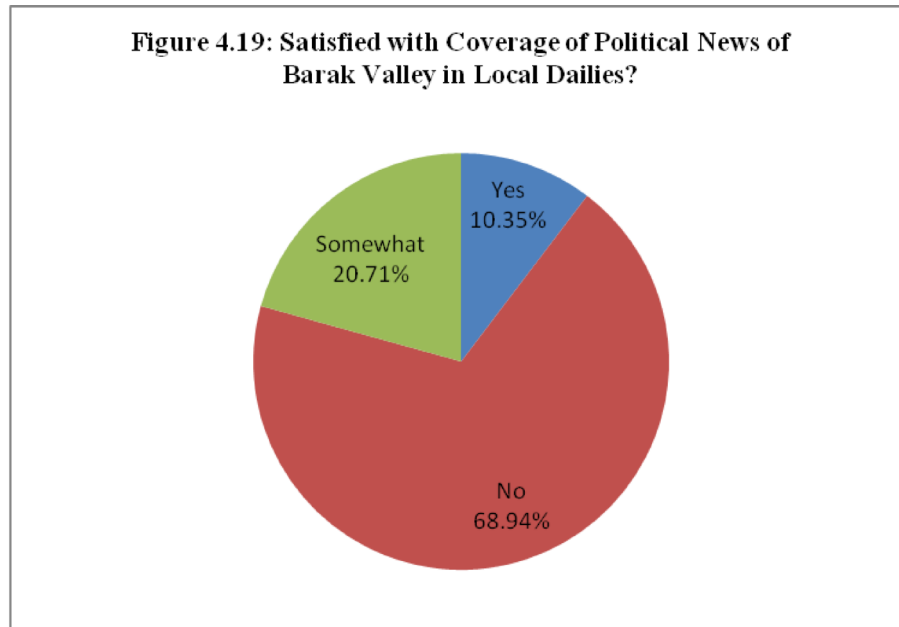


Table 4.19 and Figure 4.19 shows that out of 425 local newspaper readers, 44 (10.35%) respondents said yes, that they are satisfied with the coverage of political news in local dailies of Barak Valley, 293 (68.94%) respondents clearly said no, they are not satisfied with the coverage of political news in local dailies of Barak Valley, and 88 (20.71%) respondents said that they are somewhat satisfied with the coverage of political news in local dailies of Barak Valley. Thus, majority of the respondents said that they are not satisfied with the coverage of social & political news in local dailies of Barak Valley.

Table 4.20: Newspapers Maintain Advocacy Technique for Political News of Barak Valley?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	66	15.53
2	No	138	32.47
3	Somewhat	111	26.12
4	Silent	69	16.24
5	Don't Know	41	9.65
	Total	425	100

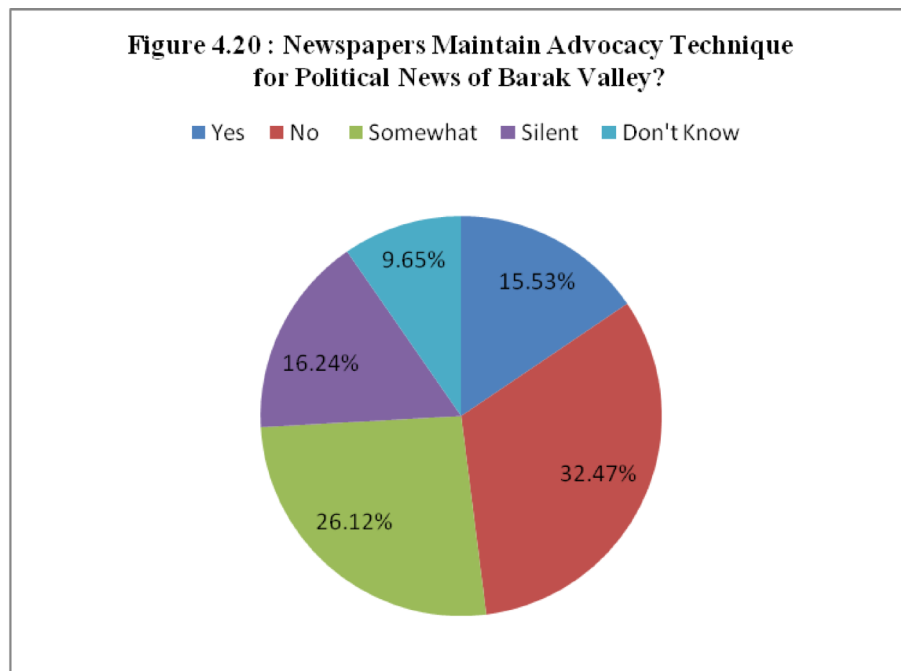


Table 4.20 and Figure 4.20 shows that out of 425 local newspaper readers, 66 (15.53%) respondents said yes, that reporters maintain advocacy techniques for political news of Barak Valley, 138 (32.47%) respondents clearly said no, that reporters don't maintain advocacy techniques for political news of Barak Valley, 111 (26.12%) respondents said that reporters somewhat maintain advocacy techniques for political news of Barak Valley, 69 (16.24%) respondents were silent, and rest 41 (9.65%) respondent responded don't know as they seemed confused. The study shows that majority of the respondents feels that the three local dailies do not maintain advocacy technique while covering political news.

Table 4.21: Newspapers Exactly Highlight the Problems Related to Political Issues of Barak Valley?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	87	20.47
2	No	249	58.59
3	Somewhat	89	20.94
	Total	425	100

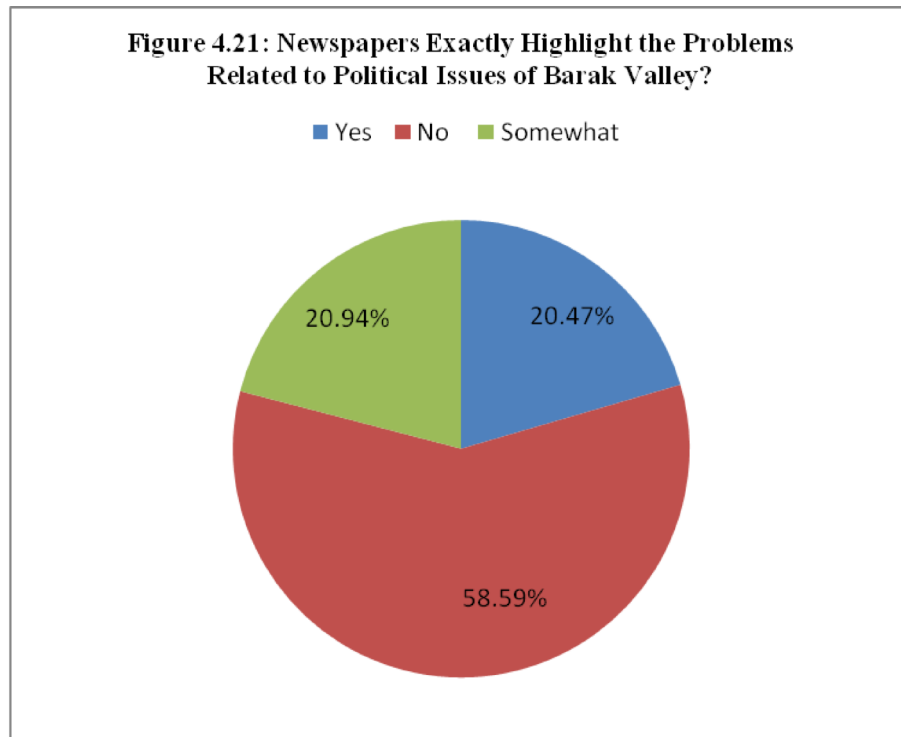


Table 4.21 and Figure 4.21 shows that out of 425 local newspaper readers, 87 (20.47%) respondents said yes, that newspapers exactly highlight the problems related to political issues of Barak Valley, 249 (58.59%) respondents clearly said no, that newspapers don't exactly highlight the problems related to political issues of Barak Valley, and 89 (20.94%) respondents said that newspapers somewhat highlight the problems related to political issues of Barak Valley. Thus the study shows that the three local dailies fails to highlight the problem related to political issues of Barak Valley.

Table 4.22: Whether News on Political Issues Helps People to Fight Against Problems?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	65	15.29
2	No	90	21.18
3	Somewhat	111	26.12
4	Silent	132	31.06
5	Don't Know	27	6.35
	Total	425	100

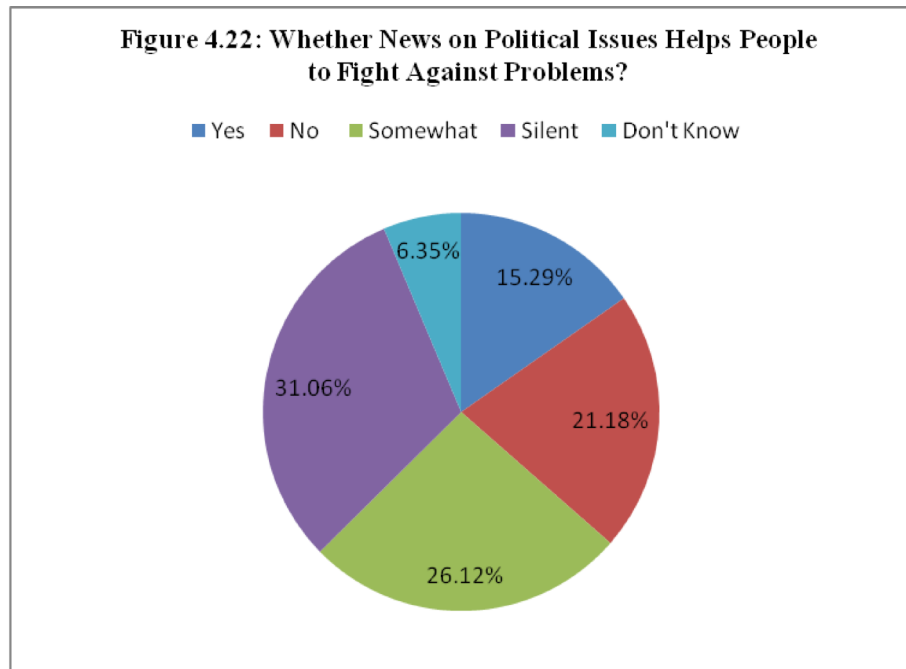


Table 4.22 and Figure 4.22 shows that out of 425 local newspaper readers, 65 (15.29%) respondents said yes, that news on political issues of Barak Valley help people to fight against the problems, 90 (21.18%) respondents clearly said no, that news on political issues of Barak Valley doesn't help people to fight against the problems, 111 (26.12%) respondents said that news on political issues of Barak Valley somewhat help people to fight against the problems, 132 (31.06%) respondents were silent, and rest 27 (6.35%) respondent responded don't know as they seemed confused. Thus the study shows that majority of the respondents remain silent regarding the above question.

Table 4.23: Whether News on Political Issues Serves Public Interest?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	45	10.59
2	No	47	11.06
3	Somewhat	220	51.76
4	Silent	89	20.94
5	Don't Know	24	5.65
	Total	425	100

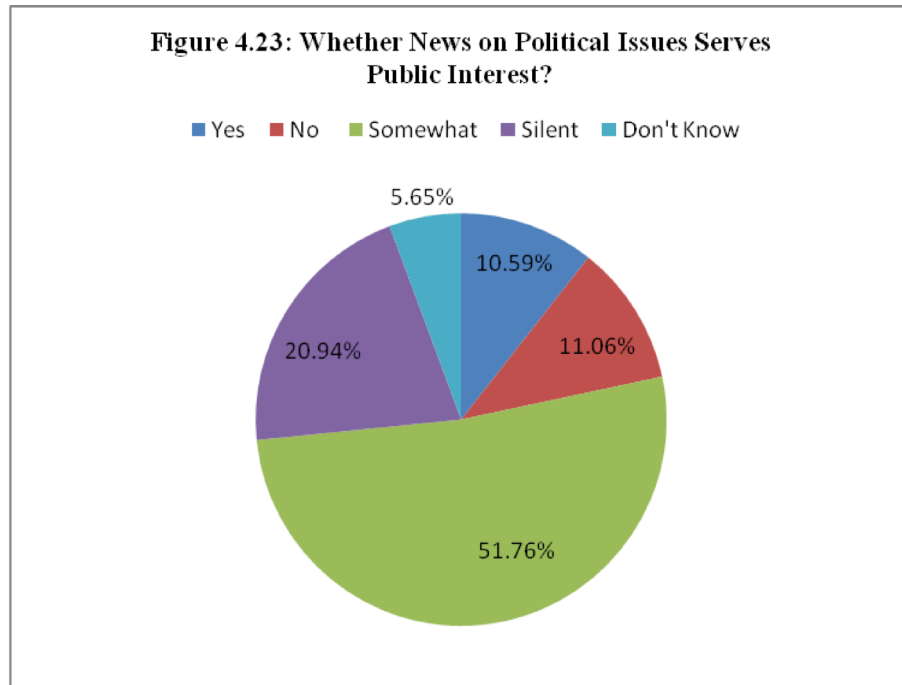


Table 4.23 and Figure 4.23 shows that out of 425 local newspaper readers, 45 (10.59%) respondents said yes, that political news of Barak Valley serves the public interest, 47 (11.06%) respondents clearly said no, that political news of Barak Valley don't serves the public interest, 220 (51.76%) respondents said that political news of Barak Valley somewhat serves the public interest, 89 (20.94%) respondents were silent, and rest 24 (5.65%) respondent responded don't know, as they seemed confused. Thus the study shows that majority of the respondents feels that the three local dailies somewhat serves the public interest regarding the political issues of Barak Valley.

Table 4.24: Whether News on Political Issues Criticizes Govt. Policies Which Hampers Public?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	69	16.24
2	No	70	16.47
3	Somewhat	158	37.18
4	Silent	84	19.76
5	Don't Know	44	10.35
	Total	425	100

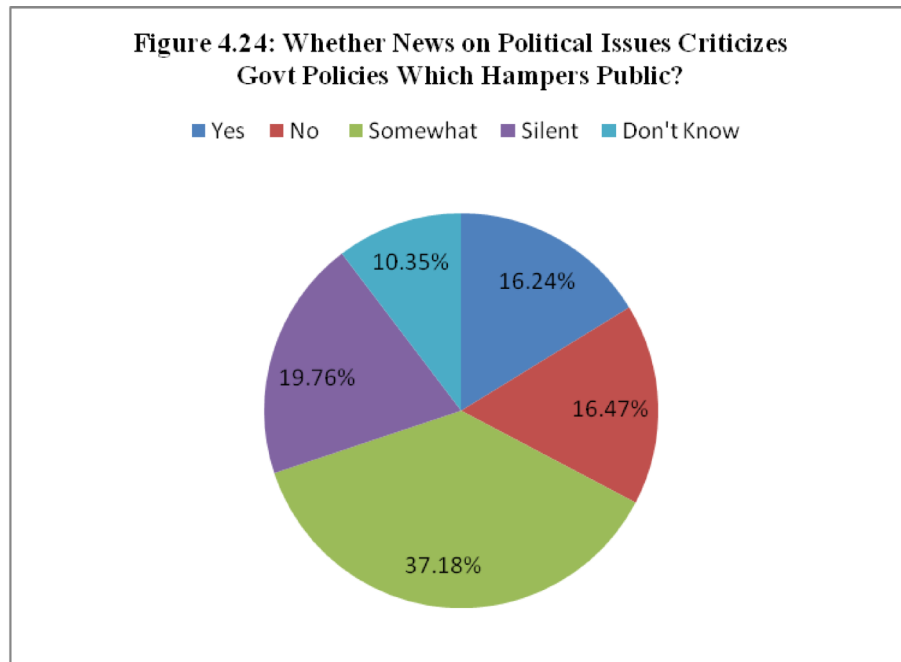


Table 4.24 and Figure 4.24 shows that out of 425 local newspaper readers, 69 (16.24%) respondents said yes, that political news of Barak Valley criticizes Govt. policies which hampers public, 70 (16.47%) respondents clearly said no, that political news of Barak Valley doesn't criticize Govt. policies, which hampers public, 158 (37.18%) respondents said that political news of Barak Valley somewhat criticizes Govt. policies, 84 (19.76%) respondents were silent, and rest 44 (10.35%) respondent responded don't know as they seemed confused. From the above data it has been seen that majority of the respondents remains silent while answering the above question.

Table 4.25: Whether Journalist of Local Dailies Playing Their active role?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	90	21.18
2	No	26	6.12
3	Somewhat	161	37.88
4	Silent	134	31.53
5	Don't Know	14	3.29
	Total	425	100

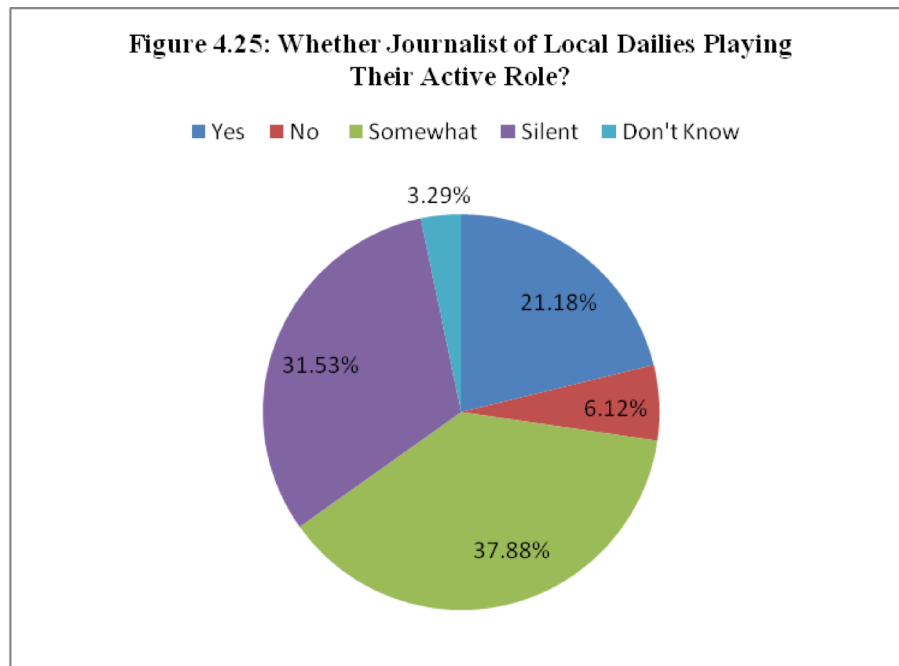


Table 4.25 and Figure 4.25 shows that out of 425 local newspaper readers, 90 (21.18%) respondents said yes, that reporters of local dailies are playing their active role, 26 (6.12%) respondents clearly said no, that reporters of local dailies are not playing their active role, 161 (37.88%) respondents said that reporters of local dailies are somewhat playing their active role, 134 (31.53%) respondents were silent, and rest 14 (3.29%) respondent responded don't know as they seemed confused. The data shows that majority of the respondents feels that the journalist are somewhat playing their active role while reporting.

Table 4.26: Whether Journalists Maintain Objectivity While Reporting?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	43	10.12
2	No	46	10.82
3	Somewhat	133	31.29
4	Silent	180	42.35
5	Don't Know	23	5.41
	Total	425	100

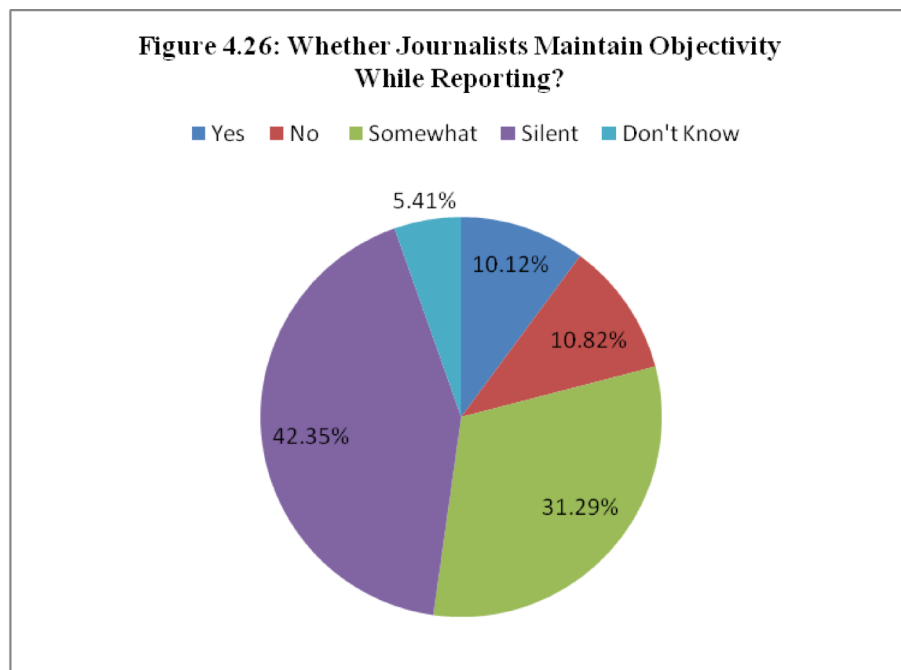


Table 4.26 and Figure 4.26 shows that out of 425 local newspaper readers, 43 (10.12%) respondents said yes, that reporters maintain objectivity while reporting, 46 (10.82%) respondents clearly said no, that reporters don't maintain objectivity while reporting, 133 (31.29%) respondents said that reporters somewhat maintain objectivity while reporting, 180 (42.35%) respondents were silent, and rest 23 (5.41%) respondent responded don't know as they seemed confused. The data shows that majority of the respondents remain silent while answering the above question.

Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	95	22.35
2	No	50	11.76
3	Somewhat	63	14.82
4	Silent	161	37.88
5	Don't Know	56	13.18
	Total	425	100

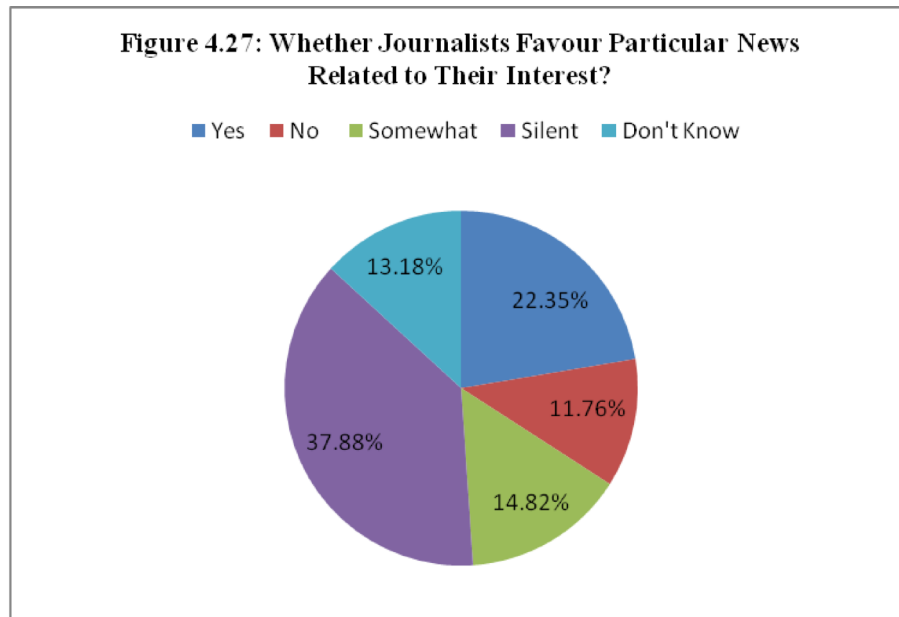


Table 4.27 and Figure 4.27 shows that out of 425 local newspaper readers, 95 (22.35%) respondents said yes, that reporters favour particular news related to their interest, 50 (11.76%) respondents clearly said no, that reporters don't favour particular news related to their interest, 63 (14.82%) respondents said that reporters somewhat favour particular news related to their interest, 161 (37.88%) respondents were silent, and rest 56 (13.18%) respondent responded don't know as they seemed confused. The study shows that majority of the respondents remain silent while answering the above question.

Table 4.28: Whether Journalists Maintain Ethics of Journalism?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	11	2.59
2	No	134	31.53
3	Somewhat	68	16
4	Silent	189	44.47
5	Don't Know	23	5.41
	Total	425	100

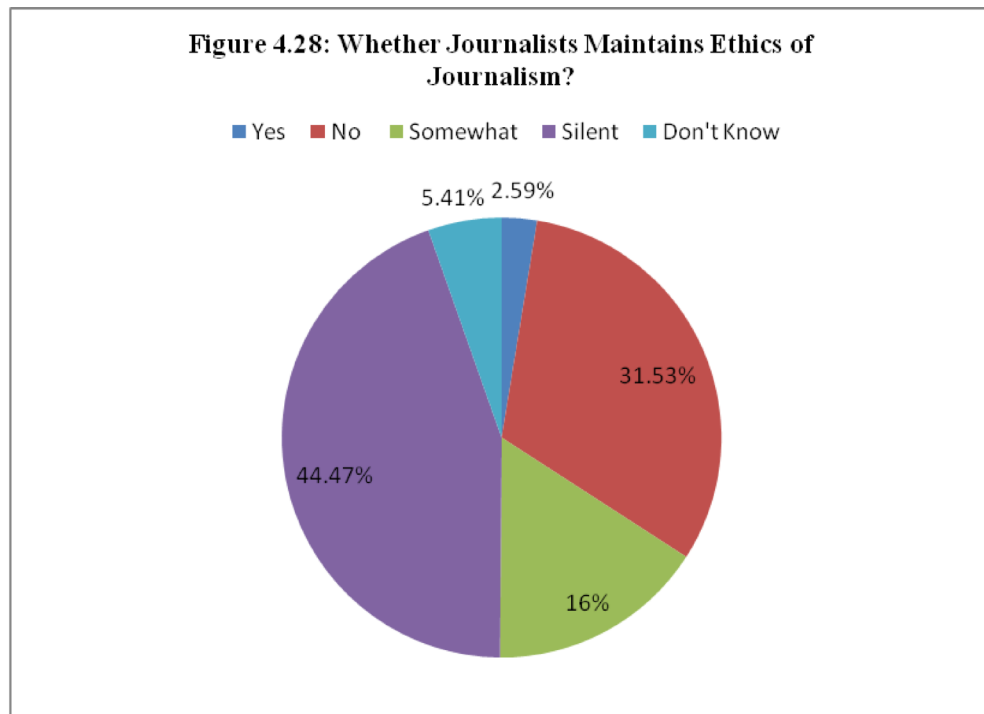


Table 4.28 and Figure 4.28 shows that out of 425 local newspaper readers, only 11 (2.59%) respondents said yes, that reporters maintain ethics of journalism, 134 (31.53%) respondents clearly said no, that reporters don't maintain ethics of journalism, 68 (16%) respondents said that reporters somewhat maintain ethics of journalism, 189 (44.47%) respondents were silent, and rest 23 (5.41%) respondent responded don't know as they seemed confused. The study shows that majority of the respondents remain silent while answering the above question.

Table 4.29: Whether Political News in Local Dailies Bringing up Positive Change in Society?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	43	10.12
2	No	70	16.47
3	Somewhat	112	26.35
4	Silent	179	42.12
5	Don't Know	21	4.94
	Total	425	100

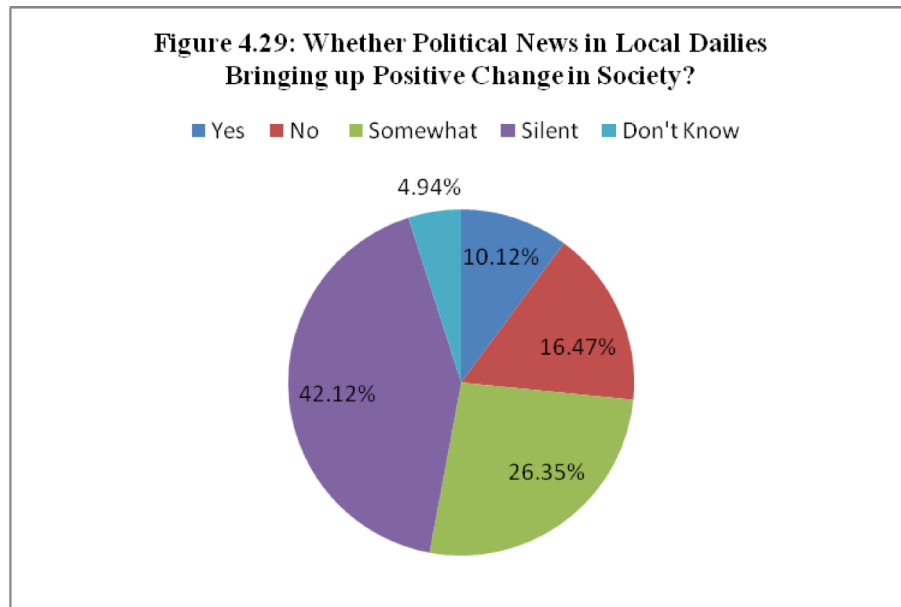


Table 4.29 and Figure 4.29 shows that out of 425 local newspaper readers, 43 (10.12%) respondents said yes, that political news of Barak Valley in local dailies is bringing up positive change in the society, 70 (16.47%) respondents clearly said no, that political news of Barak Valley in local dailies is not bringing up any change in the society, 112 (26.35%) respondents said that political news of Barak Valley in local dailies is bringing up somewhat positive changes in the society, 179 (42.12%) respondents were silent, and rest 21 (4.94%) respondent responded don't know as they seemed confused. The study shows that majority of the respondents remain silent while answering the above question.

Table 4.30: Whether Paid News System is There in Local Dailies of Barak Valley?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	89	20.94
2	No	25	5.88
3	Somewhat	31	7.29
4	Silent	169	39.76
5	Don't Know	111	26.12
	Total	425	100

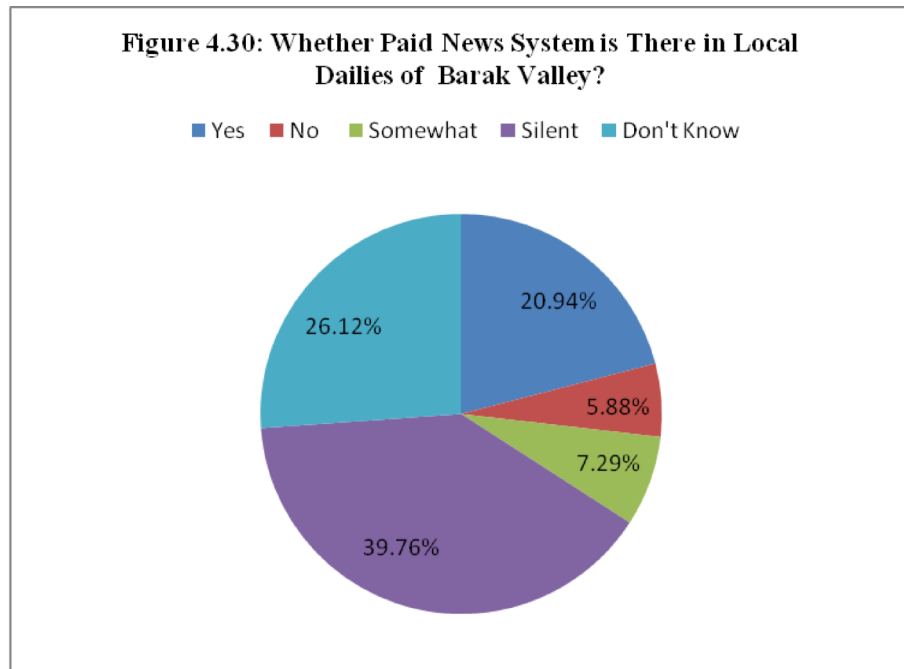


Table 4.30 and Figure 4.30 shows that out of 425 local newspaper readers, 89 (20.94%) respondents said yes, paid news system is there in local dailies of Barak Valley, 25 (5.88%) respondents clearly said no, that no paid news system is there in local dailies of Barak Valley, 31 (7.29%) respondents said that somewhat paid news system is there in local dailies of Barak Valley, 169 (39.76%) respondents were silent, and rest 111 (26.12%) respondent responded don't know as they seemed confused. The data shows that majority of the respondents remain silent while answering the above question.

Table 4.31: Whether News on Political Events Influences the Respondent?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	46	10.82
2	No	265	62.35
3	Somewhat	114	26.83
	Total	425	100

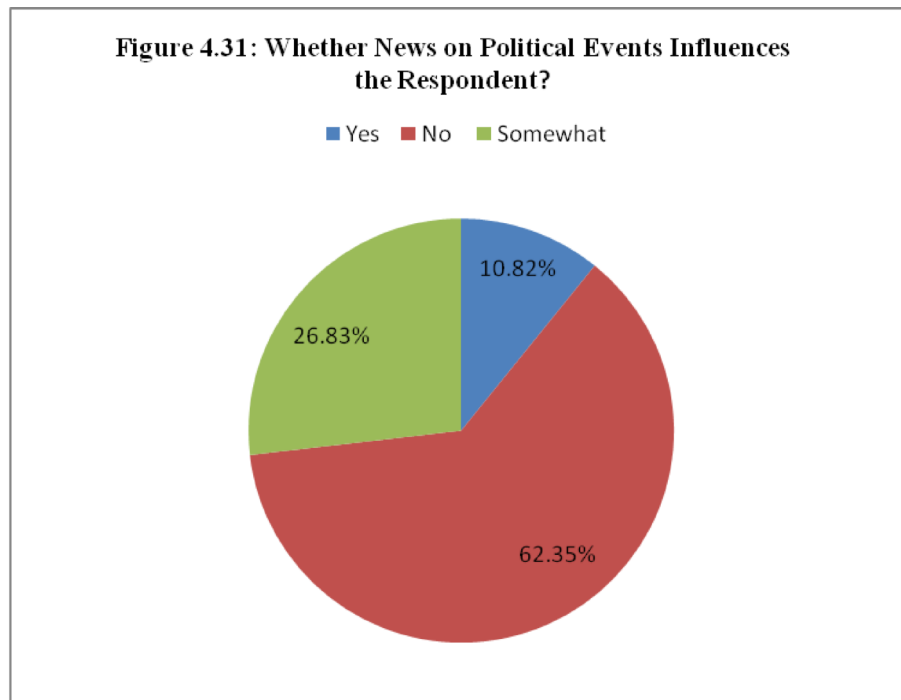


Table 4.31 and Figure 4.31 shows that out of 425 local newspaper readers, 46 (10.82%) respondents said yes, political news of Barak Valley influences the respondents, 265 (62.35%) respondents clearly said no, that political news of Barak Valley don't influences the respondents, and 114 (26.83%) respondents said that political news of Barak Valley somewhat influences the respondents. The data shows that majority of the respondents feels that three leading dailies fail to influence the respondents through their coverage.

Table 4.32: Whether News on Political Events Creates Agenda?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	45	10.59
2	No	70	16.47
3	Somewhat	113	26.59
4	Silent	158	37.18
5	Don't Know	39	9.18
	Total	425	100

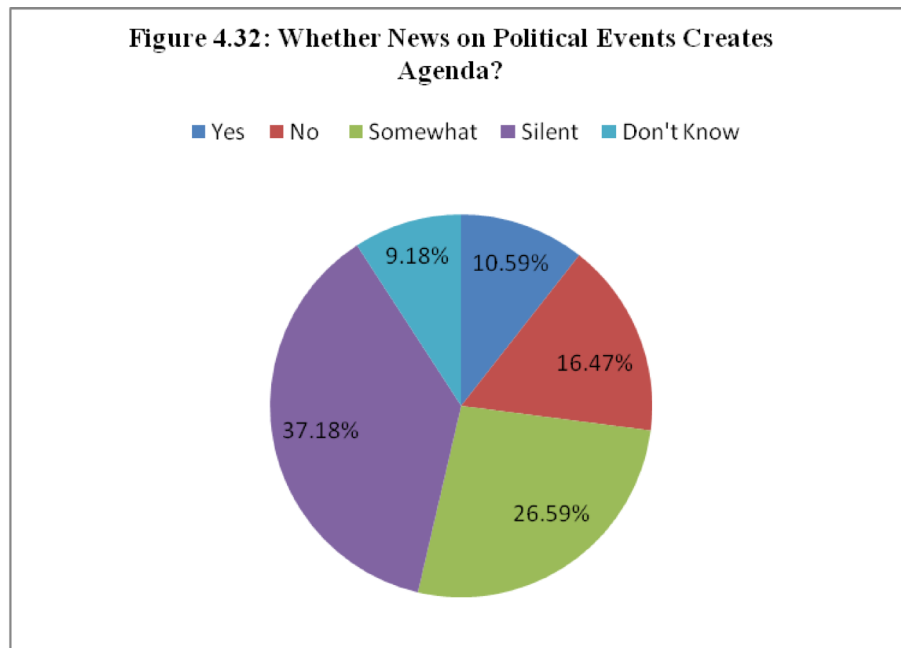


Table 4.32 and Figure 4.32 shows that out of 425 local newspaper readers, 45 (10.59%) respondents said yes, that political news of Barak Valley creates agenda, 70 (16.47%) respondents clearly said no, that political news of Barak Valley doesn't creates any agenda, 113 (26.59%) respondents said that political news of Barak Valley somewhat creates agenda, 158 (37.18%) respondents were silent, and rest 39 (9.18%) respondent responded don't know as they seemed confused. The study shows that majority of the respondents remain silent while answering the above question.

Table 4.33: Whether Journalists Are Creating Social And Political Awareness?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	25	5.88
2	No	158	37.18
3	Somewhat	89	20.94
4	Silent	134	31.53
5	Don't Know	19	4.47
	Total	425	100

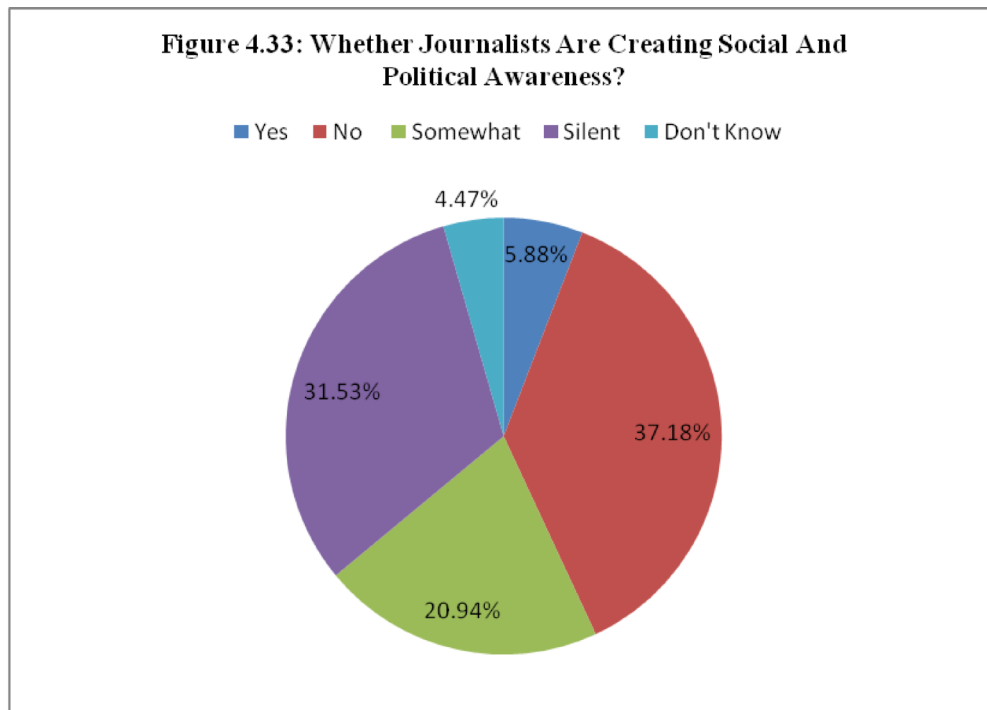


Table 4.33 and Figure 4.33 shows that out of 425 local newspaper readers, 25 (5.88%) respondents said yes, that reporters are creating social & political awareness, 158 (37.18%) respondents clearly said no, that reporters are not creating any social & political awareness, 89 (20.94%) respondents said that reporters are somewhat creating social & political awareness, 134 (31.53%) respondents were silent, and rest 19 (4.47%) respondent responded don't know as they seemed confused. Thus the study shows that majority of the respondents feels that the three local dailies fail to create any social and political awareness through their reporting.

Table 4.34: Whether Journalists Support Vital Facts Related to Positive Change in Society?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	24	5.65
2	No	46	10.82
3	Somewhat	136	32
4	Silent	180	42.35
5	Don't Know	39	9.18
	Total	425	100

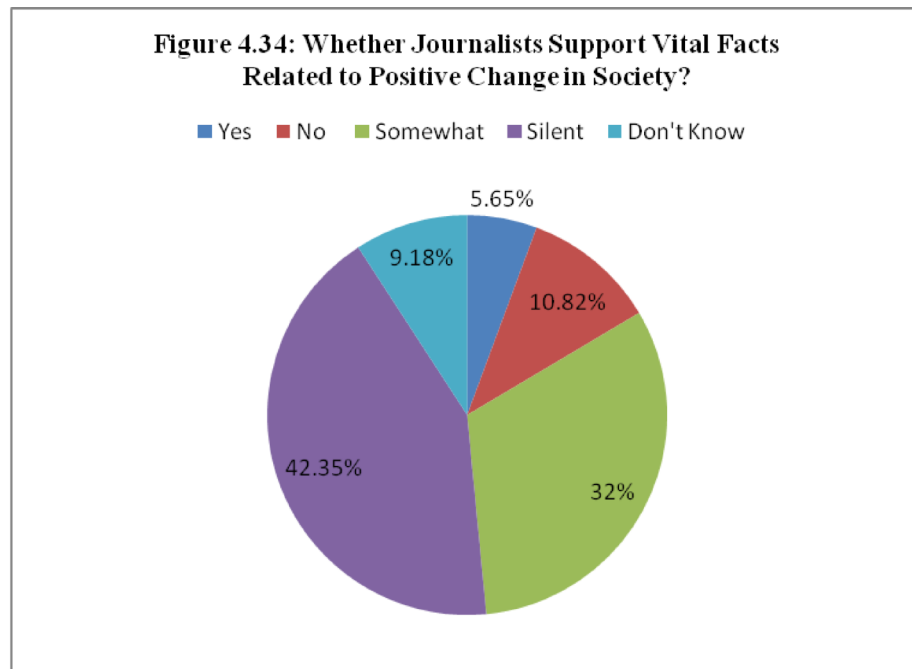


Table 4.34 and Figure 4.34 shows that out of 425 local newspaper readers, 24 (5.65%) respondents said yes, that reporters support vital facts related to positive change in society, 46 (10.82%) respondents clearly said no, that reporters don't support vital facts related to positive change in society, 136 (32%) respondents said that reporters somewhat support vital facts related to positive change in society, 180 (42.35%) respondents were silent, and rest 39 (9.18%) respondent responded don't know as they seemed confused. The data reveals that majority of the respondents remain silent while answering the above question.

Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	23	5.41
2	No	26	6.12
3	Somewhat	233	54.82
4	Silent	135	31.76
5	Don't Know	8	1.88
	Total	425	100

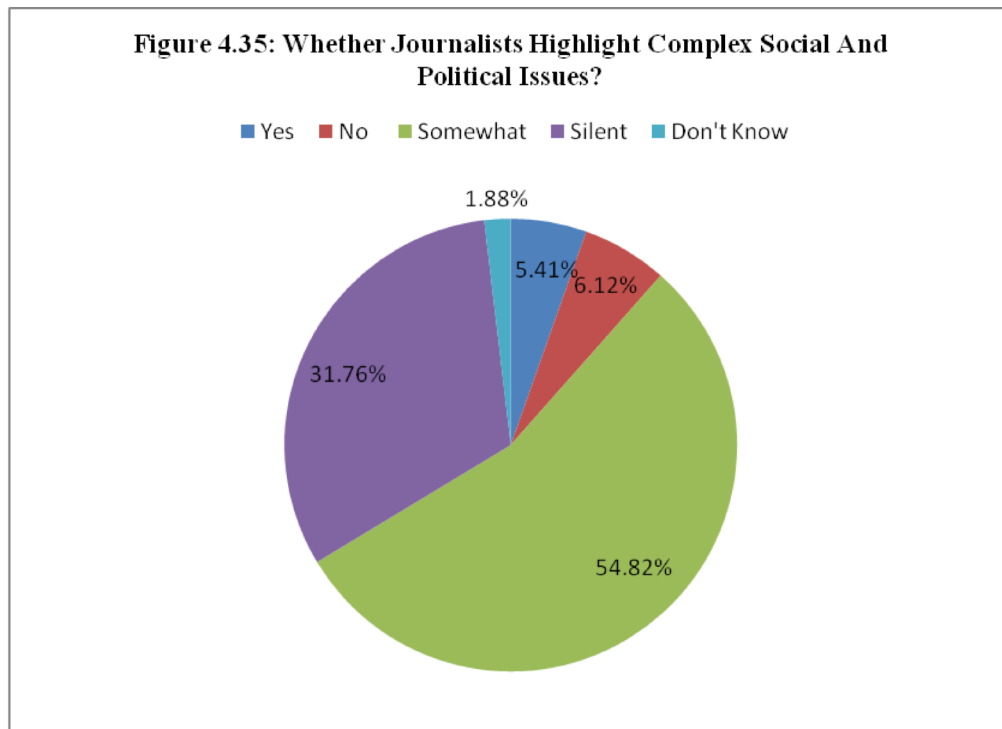


Table 4.35 and Figure 4.35 shows that out of 425 local newspaper readers, 23 (5.41%) respondents said yes, that reporters are highlighting complex social and political issues, 26 (6.12%) respondents clearly said no, that reporters are not highlighting complex social and political issues, 233 (54.82%) respondents said that reporters are somewhat highlighting complex social and political issues, 135 (31.76%) respondents were silent, and rest 8 (1.88%) respondent responded don't know as they seemed confused. The data shows that majority of the respondents feels that the three local dailies somewhat highlight the complex social and political issues of Barak Valley.

PART D: VIEWS OF RESPONDENTS ON NEWS ON LOCAL GOVERNANCE IN BARAK VALLEY

To know the views of respondents on news on local governance in Barak Valley, the analyzed data are shown in Tables 4.36, 4.37, 4.38, 4.39, 4.40 and 4.41

Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	201	47.29
2	No	12	2.82
3	Somewhat	109	25.65
4	Silent	103	24.24
	Total	425	100

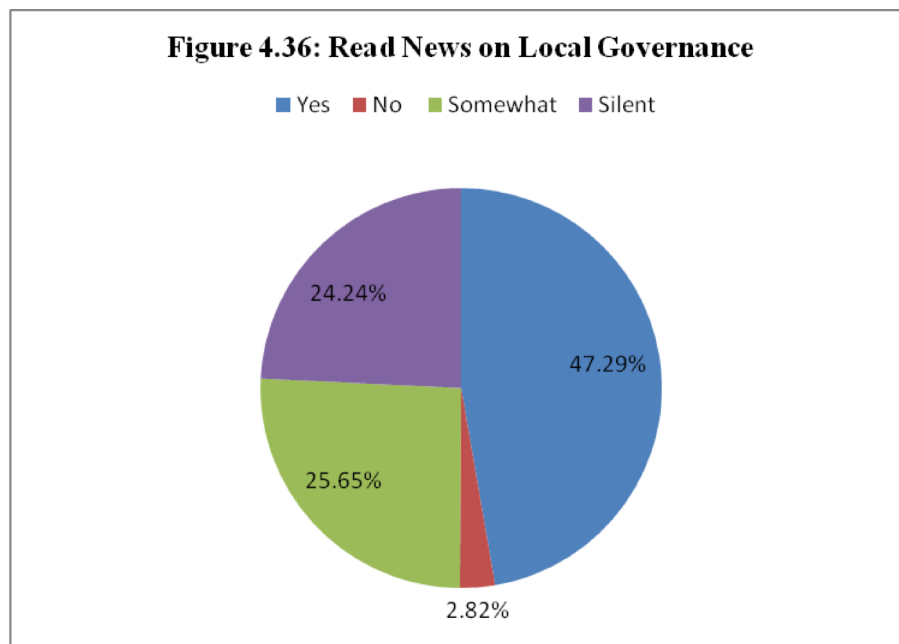


Table 4.36 and Figure 4.36 shows that out of 425 local newspaper readers, 201 (47.29%) respondents read news on local governance, 12 (2.82%) respondents don't read news on local governance, 109 (25.65%) respondents somewhat read news on local governance, and 103 (24.24%) respondents were silent. Thus the study shows that majority of the respondents read news on local governance.

Table 4.37: Satisfied With the News on Local Governance			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	90	21.18
2	No	89	20.94
3	Somewhat	112	26.35
4	Silent	134	31.53
	Total	425	100

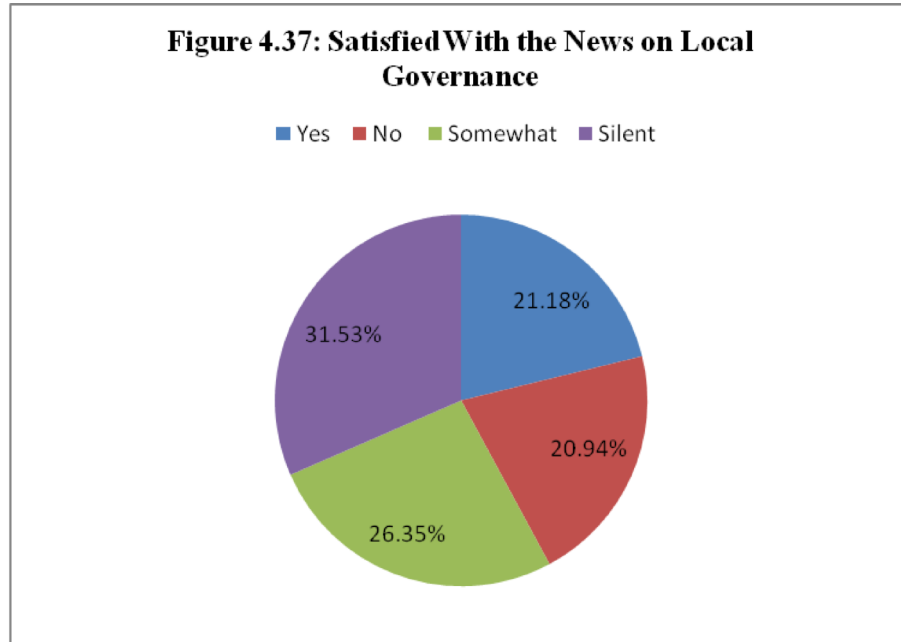


Table 4.37 and Figure 4.37 shows that out of 425 local newspaper readers, 90 (21.18%) respondents said yes, that they are satisfied with the news on local governance, 89 (20.94%) respondents clearly said no, that they are not satisfied with the news on local governance, 112 (26.35%) respondents said that they are somewhat satisfied with the news on local governance, and rest 134 (31.53%) respondents were silent. Thus the study shows that majority of the respondents' remains silent while answering the above question.

Table 4.38: Need More News on Local Governance			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	242	56.94
2	No	27	6.36
3	Somewhat	67	15.76
4	Silent	89	20.94
	Total	425	100

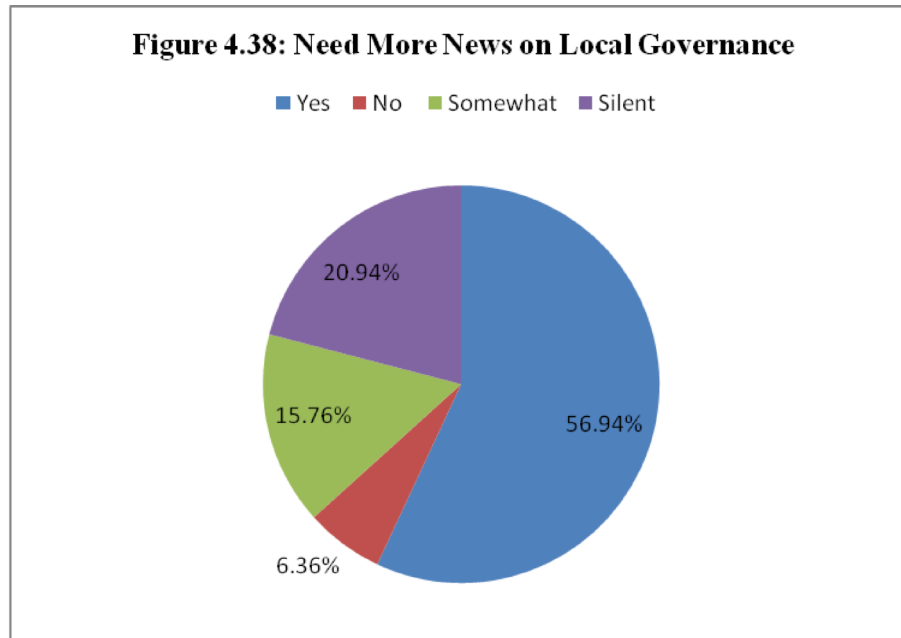


Table 4.38 and Figure 4.38 shows that out of 425 local newspaper readers, 242 (56.94%) respondents said that they need more news on local governance, 27 (6.36%) respondents said that they don't need more news on local governance, 67 (15.76%) respondents said that they need somewhat more news on local governance, 89 (20.94%) respondents were silent, as they seemed confused. From the above data it has been seen that majority of the respondents needs more news on local governance.

Table 4.39: Whether News on Local Governance Provides Information on Govt. Policies			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	44	10.35
2	No	23	5.41
3	Somewhat	180	42.35
4	Silent	133	31.29
5	Don't Know	45	10.59
	Total	425	100

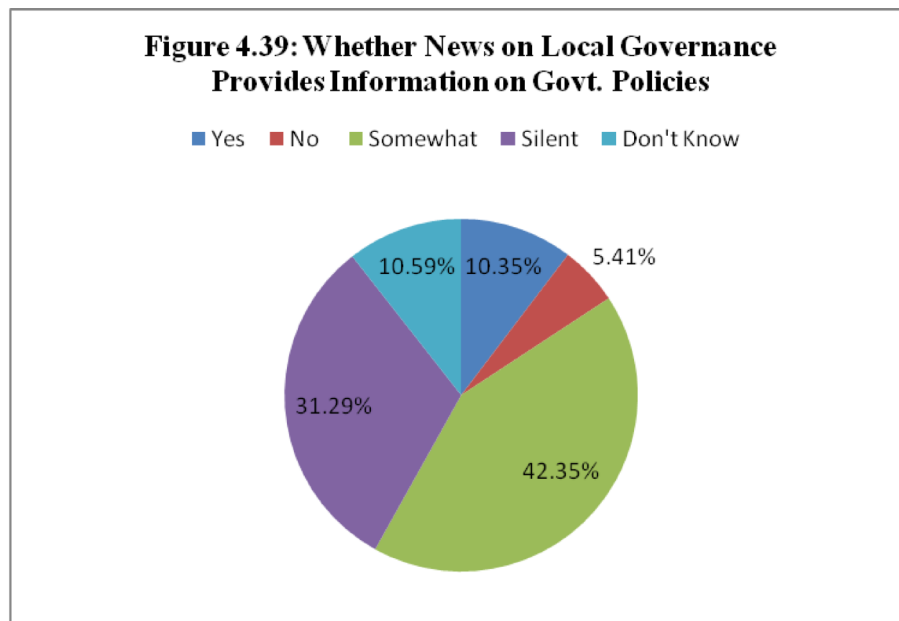


Table 4.39 and Figure 4.39 shows that out of 425 local newspaper readers, 44 (10.35%) respondents said yes, that news on local governance provides information on Govt. policies, 23 (5.41%) respondents clearly said no, that news on local governance doesn't provides information on Govt. policies, 180 (42.35%) respondents said that news on local governance provides somewhat information on Govt. policies, 133 (31.29%) respondents were silent, and rest 45 (10.59%) respondent responded don't know as they seemed confused. From the above data it has been seen that majority of the respondents said that these local dailies somewhat provide information on govt. policies.

Table 4.40: Whether News on Local Governance Bringing Positive Change in Society			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	69	16.24
2	No	90	21.18
3	Somewhat	67	15.76
4	Silent	156	36.71
5	Don't Know	43	10.12
	Total	425	100

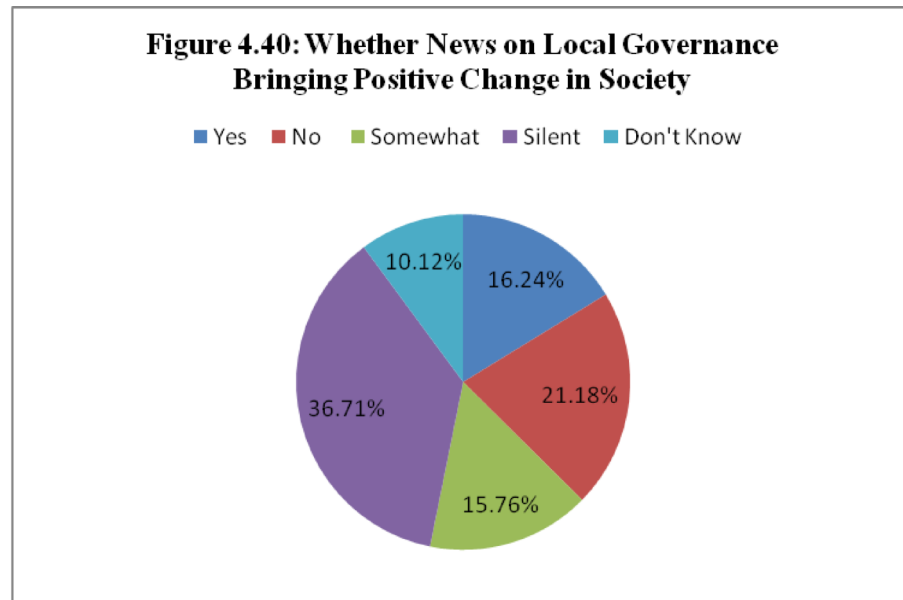


Table 4.40 and Figure 4.40 shows that out of 425 local newspaper readers, 69 (16.24%) respondents said yes, that news on local governance is bringing positive change in society, 90 (21.18%) respondents clearly said no, that news on local governance is not bringing any positive change in society, 67 (15.76%) respondents said that news on local governance is bringing somewhat positive change in society, 156 (36.71%) respondents were silent, and rest 43 (10.12%) respondent responded don't know as they seemed confused. From the above data it has been seen that majority of the respondents remain silent while answering the above question.

Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	24	5.65
2	No	110	25.88
3	Somewhat	89	20.94
4	Silent	115	27.06
5	Don't Know	87	20.47
	Total	425	100

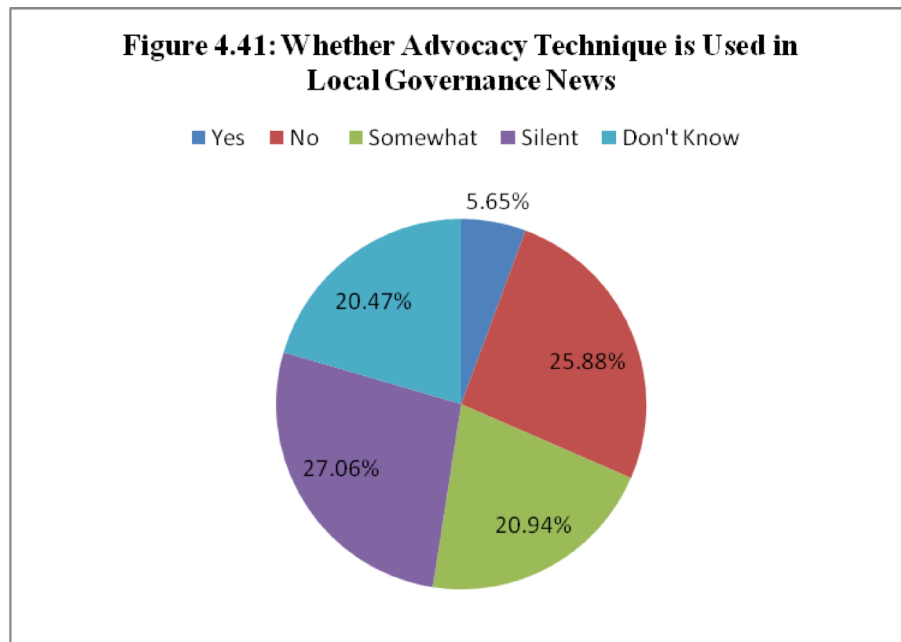


Table 4.41 and Figure 4.41 shows that out of 425 local newspaper readers, 24 (5.65%) respondents said yes, that advocacy technique is used in local governance news, 110 (25.88%) respondents clearly said no, that advocacy technique is not used in local governance news, 89 (20.94%) respondents said that advocacy technique is somewhat used in local governance news, 115 (27.06%) respondents were silent, and rest 87 (20.47%) respondent responded don't know as they seemed confused. From the above data it has been seen that majority of the respondents remain silent while answering the above question.

PART E: VIEWS OF RESPONDENTS ON NEWS ON CORRUPTION IN BARAK VALLEY

To know the views of respondents on news on corruption in Barak Valley, the analyzed data are shown in Tables 4.42, 4.43, 4.44, 4.45, 4.46 and 4.47

Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	244	57.41
2	No	91	21.41
3	Somewhat	90	21.18
	Total	425	100

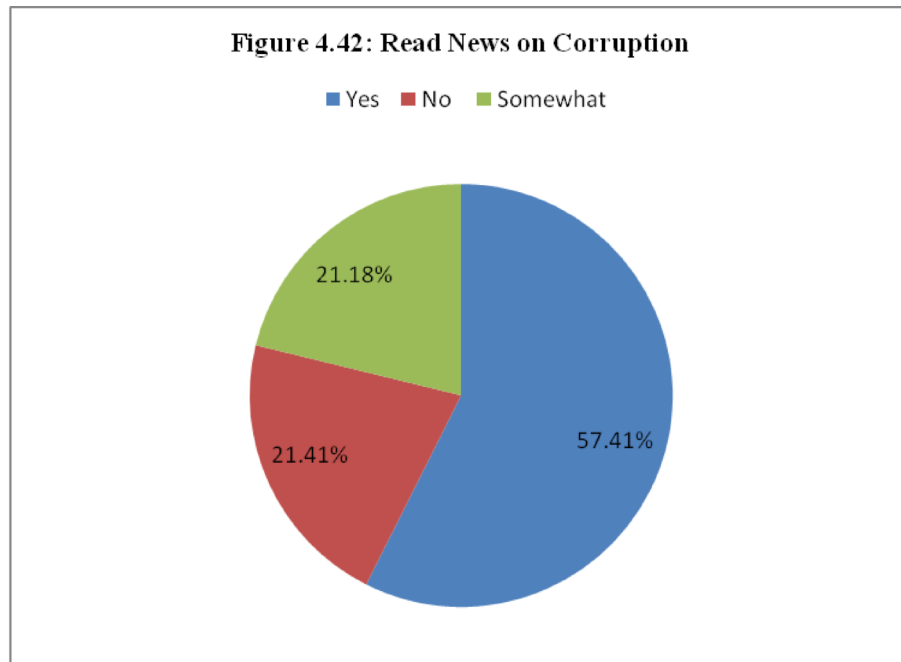


Table 4.42 and Figure 4.42 shows that out of 425 local newspaper readers, 244 (57.41%) respondents read news on corruption, 91 (21.41%) respondents don't read news on corruption, and 90 (21.18%) respondents read somewhat news on corruption. The study shows that majority of the respondents read news on corruption.

Table 4.43: Whether Journalists Maintain Objectivity in News on Corruption?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	20	4.71
2	No	67	15.76
3	Somewhat	175	41.18
4	Silent	138	32.47
5	Don't Know	25	5.88
	Total	425	100

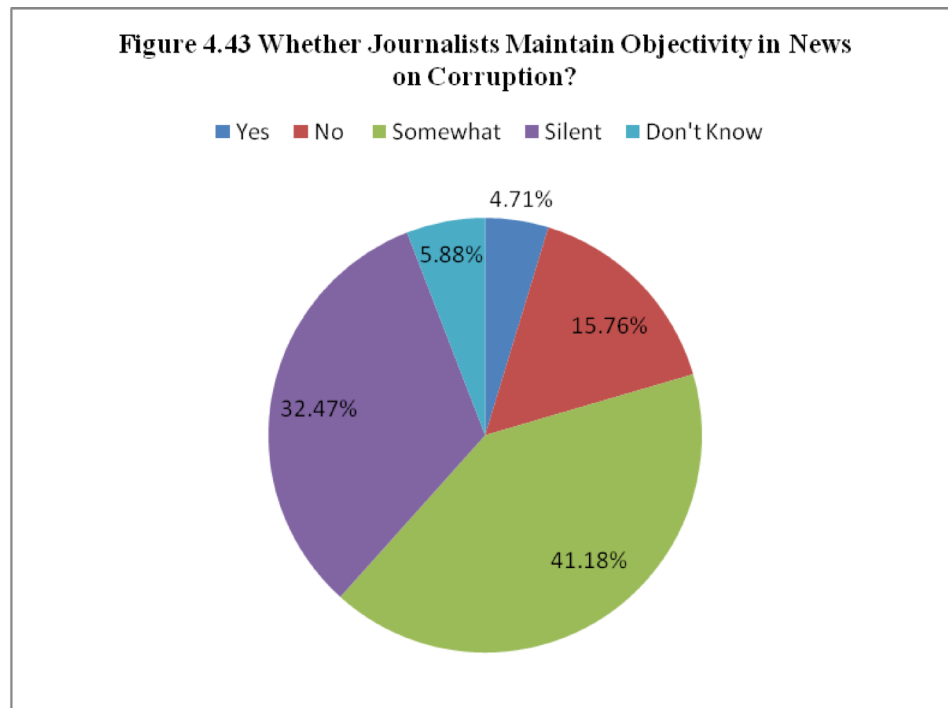


Table 4.43 and Figure 4.43 shows that out of 425 local newspaper readers, 20 (4.71%) respondents said yes, that reporters maintain objectivity in news of corruption, 67 (15.76%) respondents clearly said no, that reporters don't maintain objectivity in news of corruption, 175 (41.18%) respondents said that reporters somewhat maintain objectivity in news of corruption, 138 (32.47%) respondents were silent, and rest 25 (5.88%) respondent responded don't know as they seemed confused. From the above data it has been seen that majority of the respondents said that the three local dailies somewhat maintain objectivity while covering news on corruption.

Table 4.44: Whether News on Corruption Creates Positive Influences on the Respondents?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	24	5.65
2	No	139	32.71
3	Somewhat	90	21.18
4	Silent	168	39.53
5	Don't Know	4	0.94
	Total	425	100

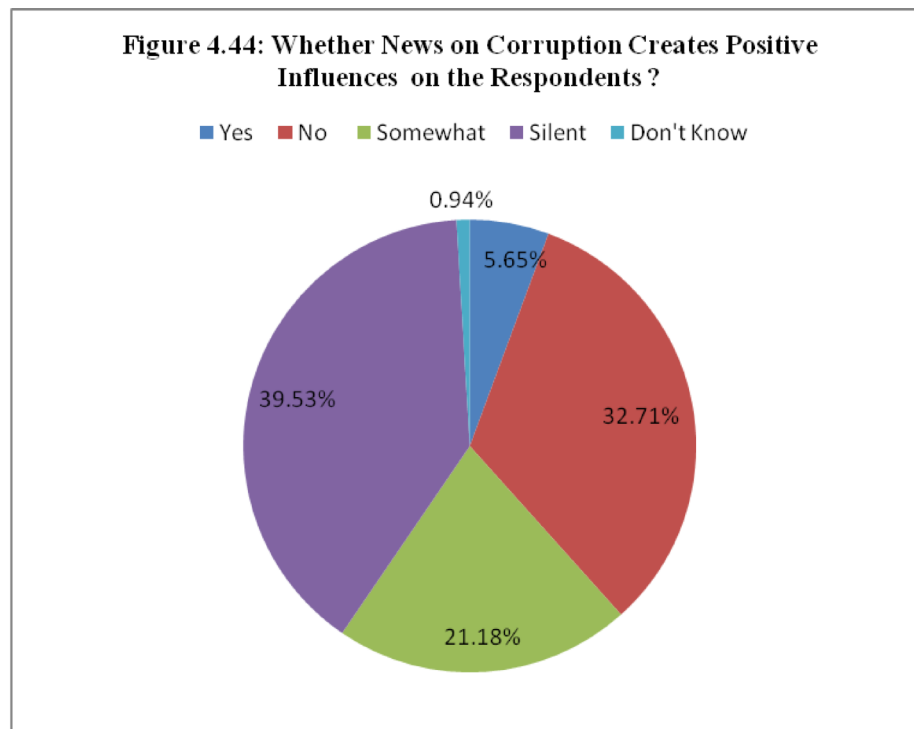


Table 4.44 and Figure 4.44 shows that out of 425 local newspaper readers, 24 (5.65%) respondents said yes, that news on corruption have influence on them, 139 (32.71%) respondents clearly said no, that news on corruption don't have influence on them, 90 (21.18%) respondents said that news on corruption have somewhat influence on them, 168 (39.53%) respondents were silent, and rest 4 (0.94%) respondent responded don't know as they seemed confused. The study shows that majority of the respondents remain silent while answering the above question.

Table 4.45: Satisfied with Journalist's Role in Covering News on Corruption?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	41	9.65
2	No	263	61.88
3	Somewhat	121	28.47
	Total	425	100

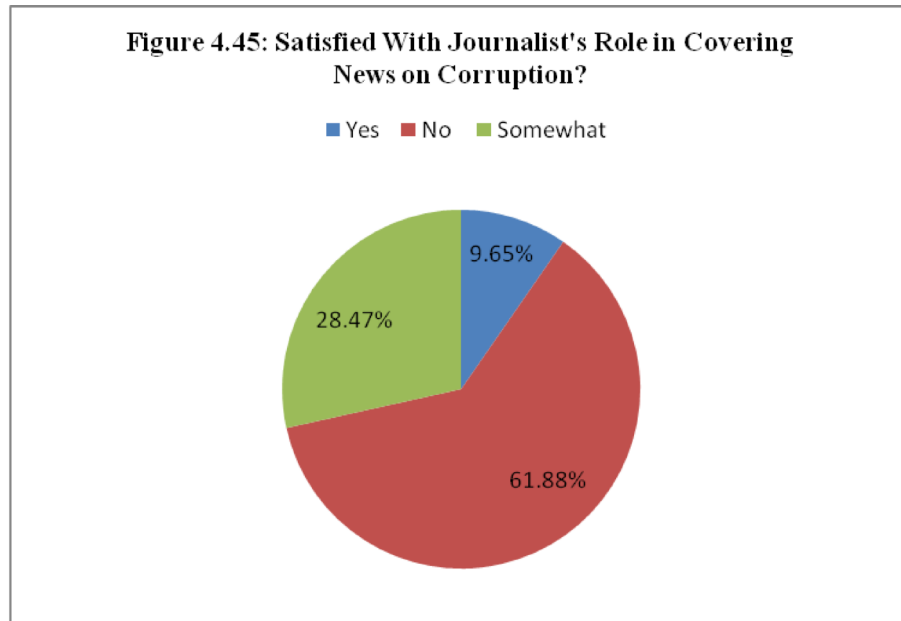


Table 4.45 and Figure 4.45 shows that out of 425 local newspaper readers, 41 (9.65%) respondents said yes, that they are satisfied with reporter's role in covering news on corruption, 144 (33.88%) respondents clearly said no, that they are not satisfied with reporter's role in covering news on corruption, 121 (28.47%) respondents said that they are somewhat satisfied with reporter's role in covering news on corruption, 110 (25.88%) respondents were silent, and rest 9 (2.12%) respondent responded don't know as they seemed confused. From the above data it has been seen that majority of the respondents are not satisfied with the news on corruption covered by the three local dailies of Barak Valley.

Table 4.46: Whether Journalists Maintain Advocacy Technique for News on Corruption?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	46	10.82
2	No	153	36
3	Somewhat	48	11.29
4	Silent	139	32.71
5	Don't Know	39	9.18
	Total	425	100

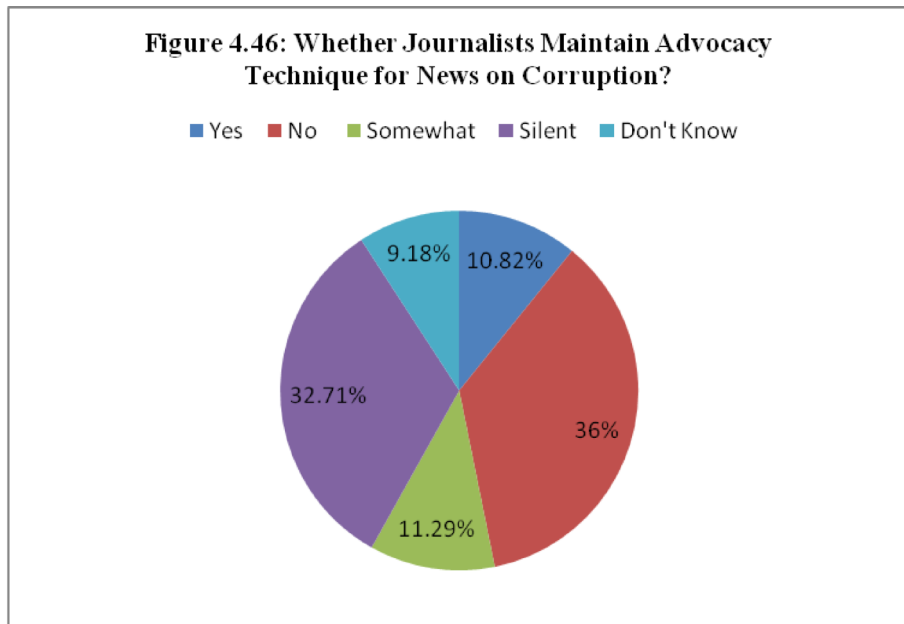


Table 4.46 and Figure 4.46 shows that out of 425 local newspaper readers, 46 (10.82%) respondents said yes, that reporters maintain advocacy techniques for news on corruption, 153 (36%) respondents clearly said no, that reporters don't maintain advocacy techniques for news on corruption, 48 (11.29%) respondents said that reporters somewhat maintain advocacy techniques for news on corruption, 139 (32.71%) respondents were silent, and rest 39 (9.18%) respondent responded don't know as they seemed confused. From the above data it has been seen that while answering the above question majority of the respondents remain silent. The data shows that majority of the respondents said that the three local dailies fail to minimize the corruption in Barak Valley through reporting.

Table 4.47: Whether News on Corruption Helps to Minimize Corruption in Barak Valley?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	36	8.47
2	No	181	42.59
3	Somewhat	71	16.71
4	Silent	132	31.06
5	Don't Know	5	1.18
	Total	425	100

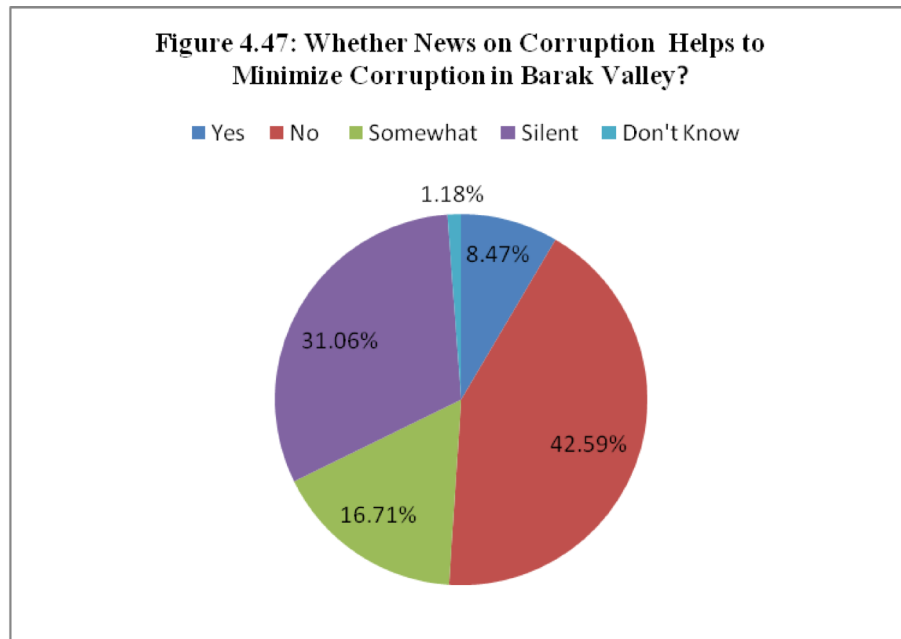


Table 4.47 and Figure 4.47 shows that out of 425 local newspaper readers, 36 (8.47%) respondents said yes, that news on corruption helps to minimize corruption in Barak Valley, 181 (42.59%) respondents clearly said no, 71 (16.71%) respondents said that news on corruption is somewhat helps to minimize corruption in Barak Valley, 132 (31.06%) respondents were silent, and rest 5 (1.18%) respondent responded don't know as they seemed confused. The data reveals that the three local dailies fail to minimize the corruption in Barak Valley through their reporting.

PART F: VIEWS OF RESPONDENTS ON NEWS ON EDUCATION IN BARAK VALLEY

To know the views of respondents on news on education system in Barak Valley, the analyzed data are shown in Tables 4.48, 4.49, 4.50, 4.51, 4.52 and 4.53

Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	241	56.71
2	No	95	22.35
3	Somewhat	89	20.94
	Total	425	100

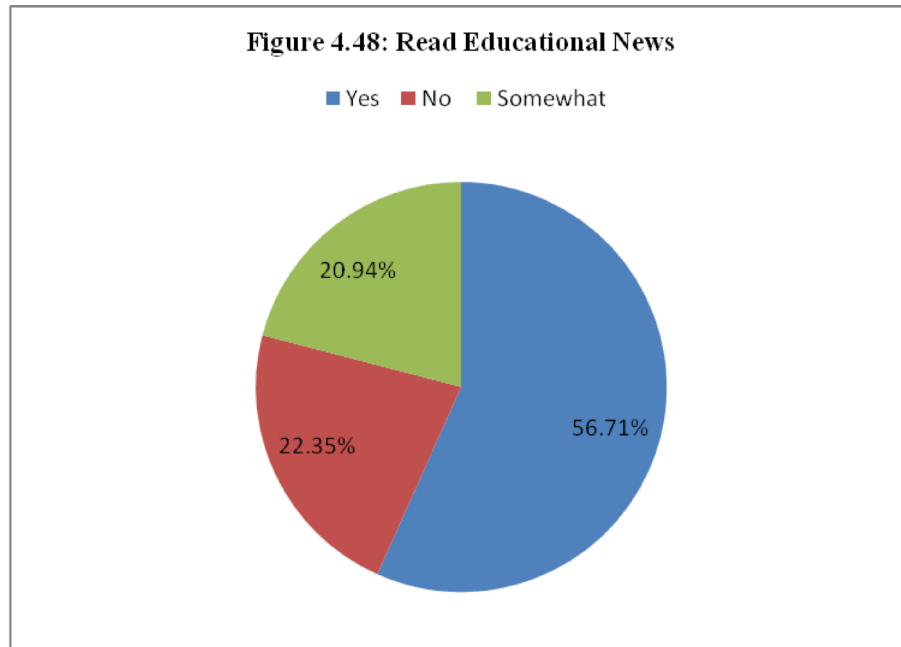


Table 4.48 and Figure 4.48 shows that out of 425 local newspaper readers, 241 (56.71%) respondents read educational news, 95 (22.35%) respondents don't read educational news and 89 (20.94%) respondents somewhat read educational news. The study shows that majority of the respondents read educational news.

Table 4.49: Whether Educational News Acts as Path of Career Guidance for Students?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	46	10.82
2	No	161	37.88
3	Somewhat	113	26.59
4	Silent	90	21.18
5	Don't Know	15	3.53
	Total	425	100

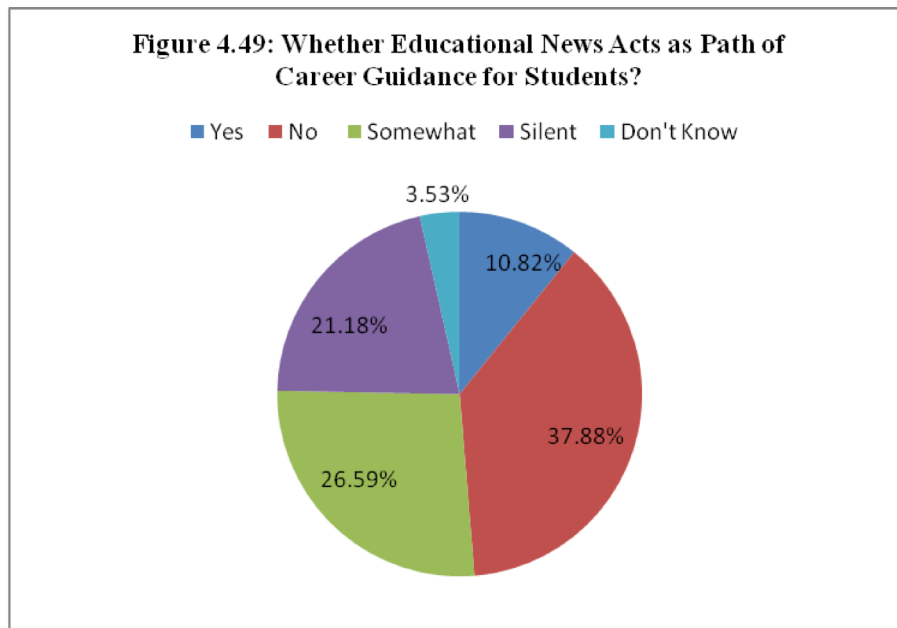


Table 4.49 and Figure 4.49 shows that out of 425 local newspaper readers, 46 (10.82%) respondents said yes, that educational news in local dailies acts as career guidance for students, 161 (37.88%) respondents clearly said no, that educational news in local dailies doesn't acts as career guidance for students, 113 (26.59%) respondents said that educational news in local dailies somewhat acts as career guidance for students, 90 (21.18%) respondents were silent, and rest 15 (3.53%) respondent responded don't know as they seemed confused. The study shows that majority of the respondents feels that the three local dailies fail to acts as career guidance for the students.

Table 4.50: Whether Educational News Creates Positive Impacts Amongst the Students			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	44	10.35
2	No	87	20.47
3	Somewhat	135	31.76
4	Silent	156	36.71
5	Don't Know	3	0.71
	Total	425	100

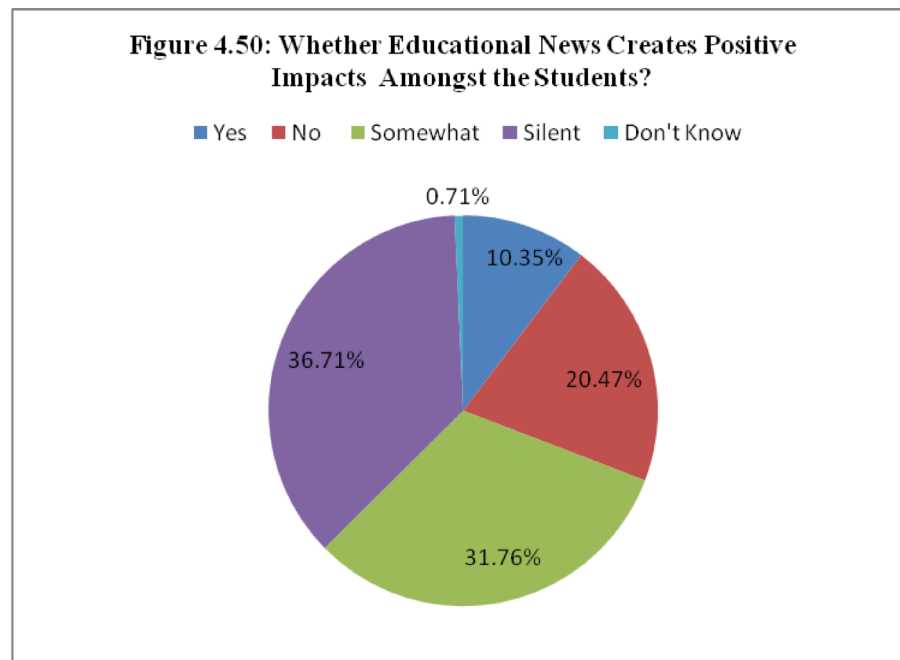


Table 4.50 and Figure 4.50 shows that out of 425 local newspaper readers, 44 (10.35%) respondents said yes, that educational news in local dailies creates positive impacts amongst the students, 87 (20.47%) respondents clearly said no, 135 (31.76%) respondents said that educational news in local dailies somewhat creates positive impacts amongst the students, 156 (36.71%) respondents were silent, and rest 3 (0.71%) respondent responded don't know as they seemed confused. The study shows that while answering the above question majority of the respondents said that the three local dailies somewhat creates positive impacts amongst the students.

Table 4.51: Need More Educational News?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	290	68.24
2	No	112	26.35
3	Somewhat	23	5.41
	Total	425	100

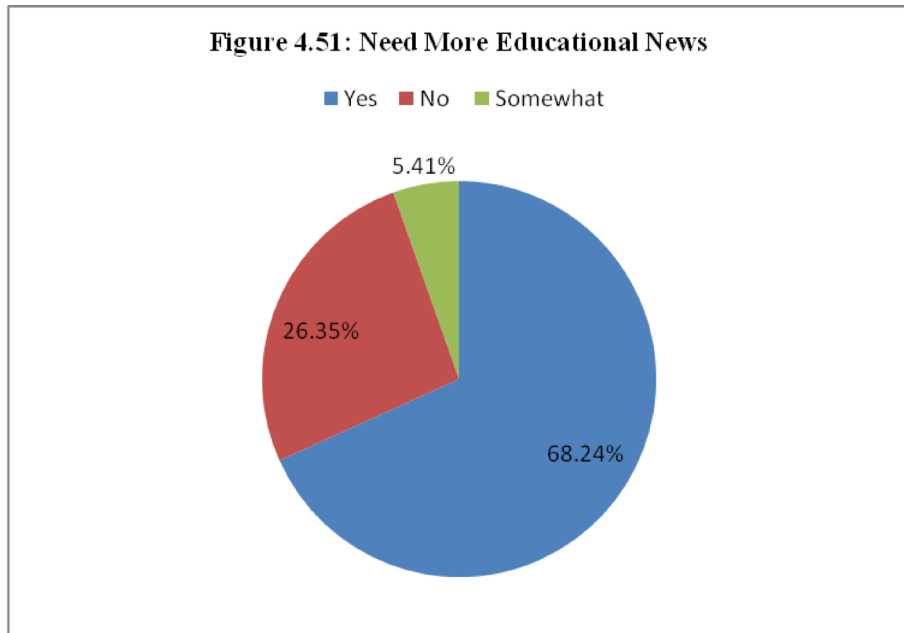


Table 4.51 and Figure 4.51 shows that out of 425 local newspaper readers, 290 (68.24%) respondents said that they need more educational news in local dailies, 112 (26.35%) respondents said no, that they don't need more educational news in local dailies and 23 (5.41%) respondents said that they need somewhat more educational news in local dailies. The study shows that majority of the respondents needs more news on education.

Table 4.52: Whether Educational News in Local Dailies Provides Optimum Information on Education?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	48	11.29
2	No	264	62.12
3	Somewhat	113	26.59
	Total	425	100

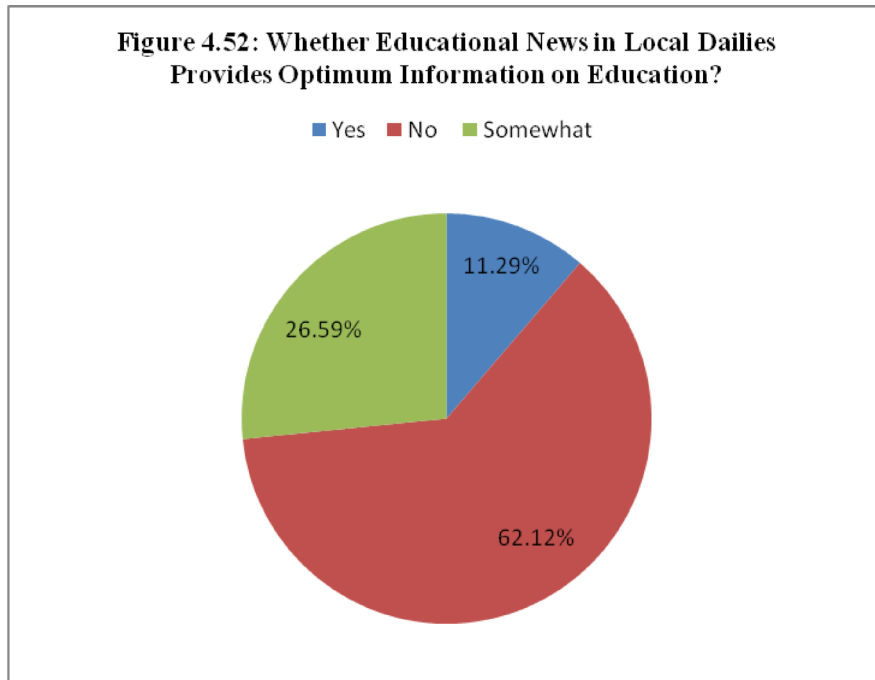


Table 4.52 and Figure 4.52 shows that out of 425 local newspaper readers, 48 (11.29%) respondents said yes, that educational news in local dailies provide optimum information on education, 264 (62.12%) respondents clearly said no, that educational news in local dailies doesn't provide optimum information on education, and 113 (26.59%) respondents said that educational news in local dailies somewhat provide optimum information on education. The study shows that majority of the respondents feels that the three local dailies fail to provide optimum news on education.

Table 4.53: Whether Local Dailies Maintain Advocacy Technique For Educational News in Barak Valley?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	11	2.59
2	No	381	89.65
3	Somewhat	18	4.24
4	Don't Know	15	3.52
	Total	425	100

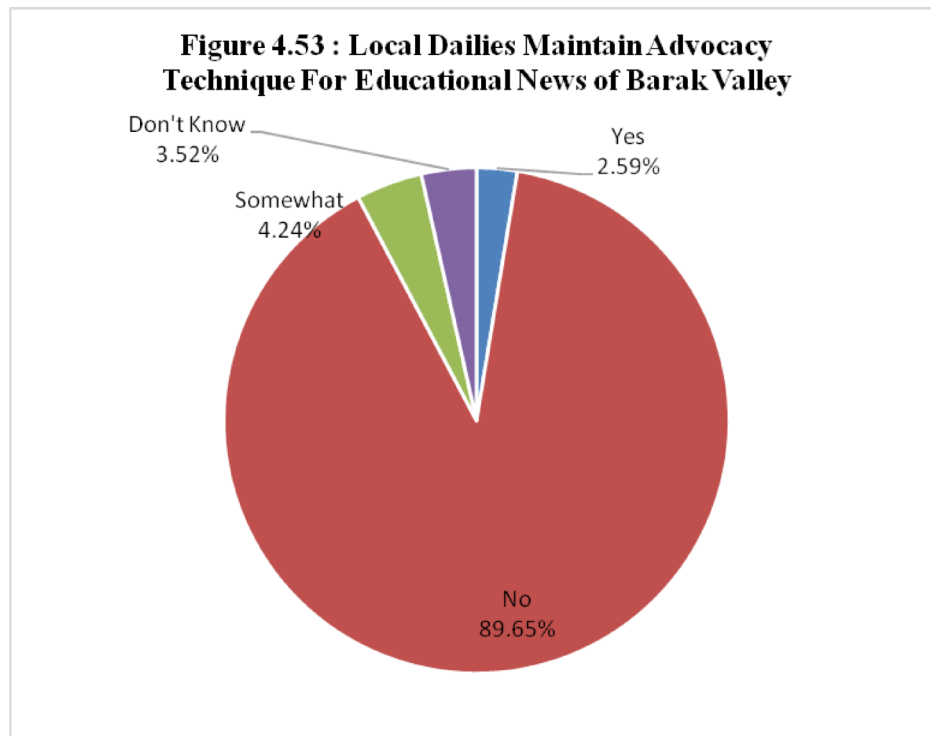


Table 4.53 and Figure 4.53 shows that out of 425 local newspaper readers, 11(2.59%) respondents said yes, that educational news in local dailies maintain advocacy techniques while covering the news on education, 381 (89.65%) respondents clearly said no, that educational news in local dailies do not maintain advocacy technique, 18 (4.24%) respondents said that educational news in local dailies somewhat maintain advocacy technique and the rest 15 (3.52%) don't know as they seemed confused. The study shows that majority of the respondents feels that the three local dailies fail to maintain advocacy techniques on news on education.

PART G: VIEWS OF RESPONDENTS ON NEWS ON HEALTH IN BARAK VALLEY

To know the views of respondents on news on healthcare system in Barak Valley, the analyzed data are shown in Tables 4.54, 4.55, 4.56, and 4.57

Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	216	50.82
2	No	106	24.94
3	Somewhat	103	24.24
	Total	425	100

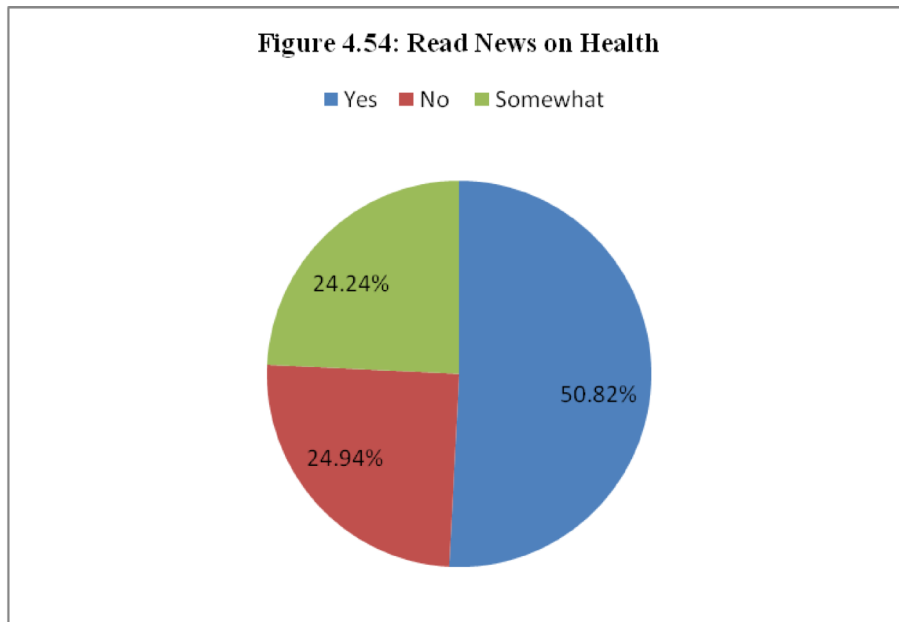


Table 4.54 and Figure 4.54 shows that out of 425 local newspaper readers, 216 (50.82%) respondents reads news on health in local dailies, 106 (24.94%) respondents doesn't reads news on health in local dailies, and 103 (24.24%) respondents reads somewhat news on health in local dailies. The study shows that majority of the respondent's reads news on health.

Table 4.55: Whether News on Health Provides Information Regarding Health Awareness?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	134	31.53
2	No	118	27.76
3	Somewhat	173	40.71
	Total	425	100

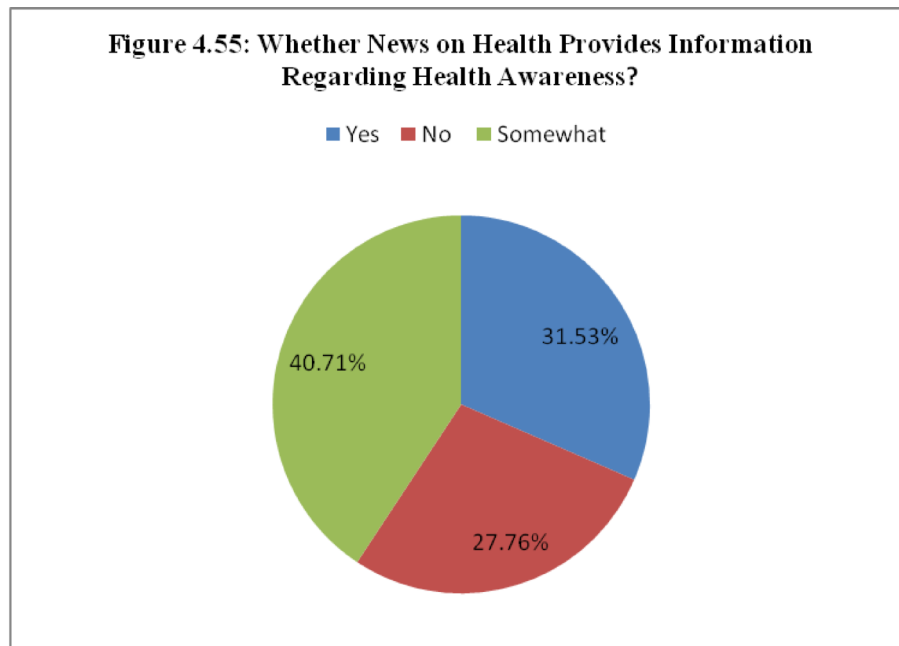


Table 4.55 and Figure 4.55 shows that out of 425 local newspaper readers, 134 (31.53%) respondents said yes, that health news in local dailies provide information regarding health awareness, 118 (27.76%) respondents clearly said no, that health news in local dailies don't provide information regarding health awareness, and 173 (40.71%) respondents said that health news in local dailies provide somewhat information regarding health awareness. From the above data it has been seen that majority of the respondents said that the three local dailies somewhat provides news on health awareness.

Table 4.56: Need More News on Health?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	155	36.47
2	No	247	58.12
3	Somewhat	23	5.41
	Total	425	100

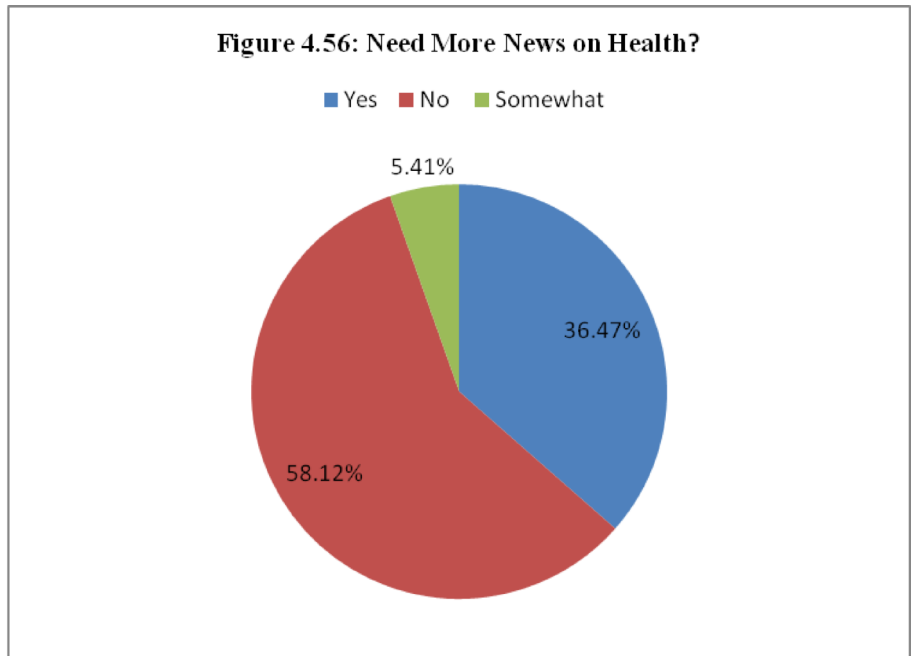


Table 4.56 and Figure 4.56 shows that out of 425 local newspaper readers, 155 (36.47%) respondents need more health news in local dailies, 247 (58.12%) respondents don't need more health news in local dailies, and 23 (5.41%) respondents need somewhat more health news in local dailies. The data shows that the majority of the respondents said that they don't need more news on health.

Table 4.57: Whether Journalists Maintain Advocacy Techniques for News on Health?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	65	15.29
2	No	91	21.41
3	Somewhat	134	31.53
4	Silent	80	18.82
5	Don't Know	55	12.94
	Total	425	100

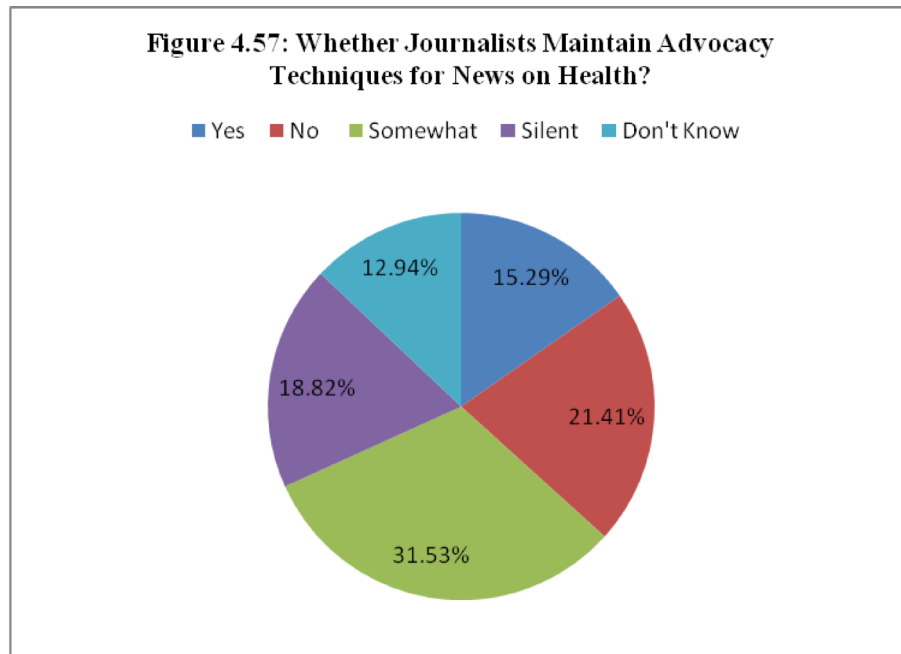


Table 4.57 and Figure 4.57 shows that out of 425 local newspaper readers, 65 (15.29%) respondents said yes, that reporters maintain advocacy techniques for health news, 91 (21.41%) respondents clearly said no, that reporters don't maintain advocacy techniques for health news,, 134 (31.53%) respondents said that reporters somewhat maintain advocacy techniques for health news, 80 (18.82%) respondents were silent, and rest 55 (12.94%) respondent responded don't know as they seemed confused. The study shows that majority of the respondents feels that the three local dailies somewhat maintain advocacy technique while covering health news.

PART H: VIEWS OF RESPONDENTS ON NEWS ON AGRICULTURE IN BARAK VALLEY

To know the views of respondents on news on agriculture in Barak Valley, the analyzed data are shown in Tables 4.58, 4.59, 4.60, 4.61, and 4.62

Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	90	21.18
2	No	224	52.70
3	Somewhat	111	26.12
	Total	425	100

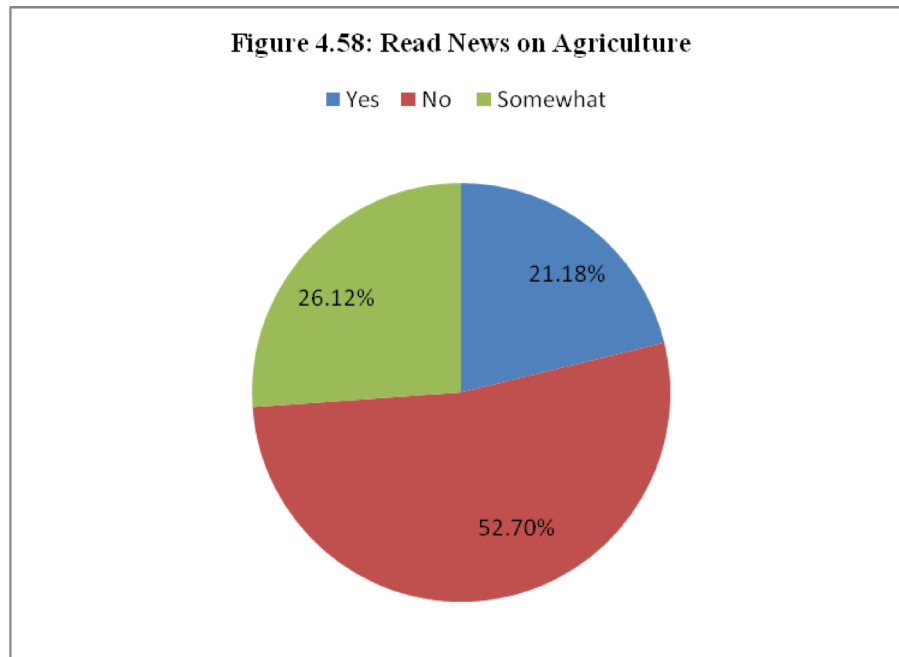


Table 4.58 and Figure 4.58 shows that out of 425 local newspaper readers, 90 (21.18%) respondents read news on agriculture, 224 (52.70%) respondents don't read news on agriculture, and 111 (26.12%) respondents read somewhat news on agriculture. The above data shows that majority of the respondents don't read news on agriculture.

Table 4.59: Satisfaction on Coverage of News on Agriculture			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	12	2.82
2	No	131	30.82
3	Somewhat	38	8.94
4	Silent	185	43.53
5	Don't Know	59	13.88
	Total	425	100

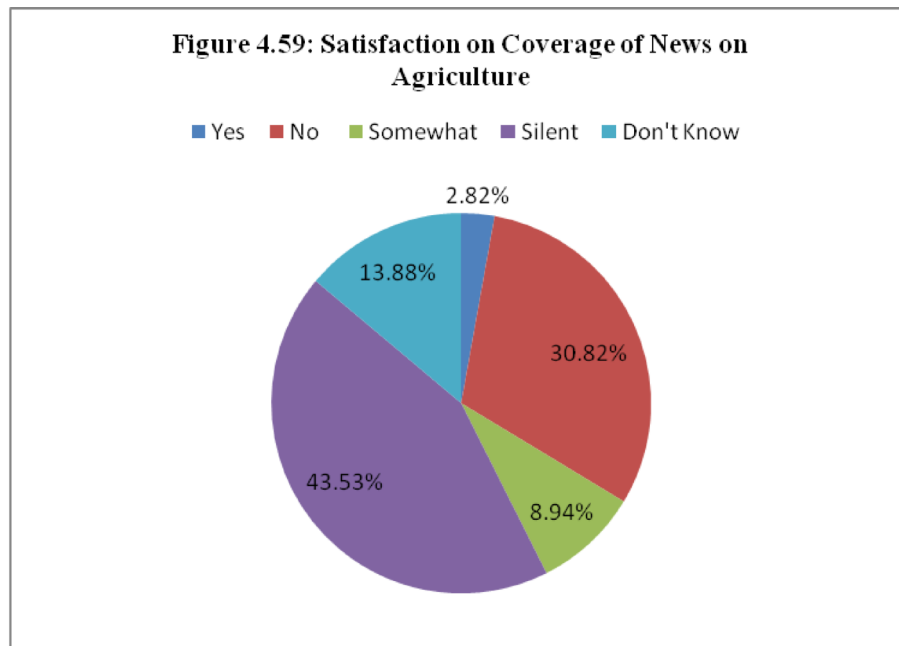


Table 4.59 and Figure 4.59 shows that out of 425 local newspaper readers, 12 (2.82%) respondents are satisfied on coverage of news on agriculture, 131 (30.82%) respondents are not satisfied on coverage of news on agriculture, 38 (8.94%) respondents are somewhat satisfied on coverage of news on agriculture, 185 (43.53%) respondents were silent, and rest 59 (13.88%) respondent responded don't know as they seemed confused. The study shows that majority of the respondents remain silent while answering the above question.

Table 4.60: Need More News on Agriculture?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	155	36.47
2	No	247	58.12
3	Somewhat	23	5.41
	Total	425	100

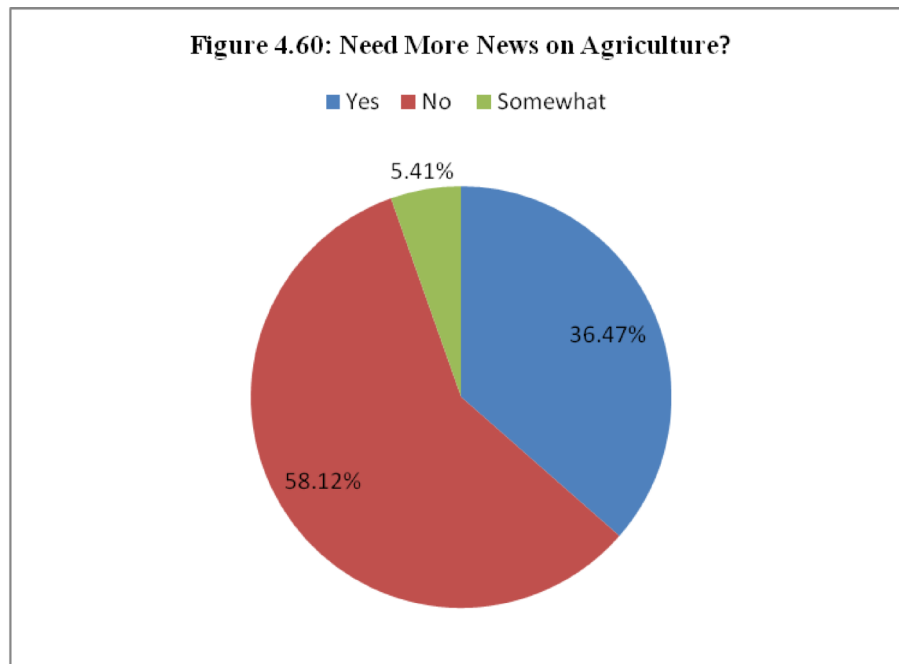


Table 4.60 and Figure 4.60 shows that out of 425 local newspaper readers, 155 (36.47%) respondents need more news on agriculture, 247 (58.12%) respondents doesn't need more news on agriculture, and 23 (5.41%) respondents need somewhat more news on agriculture. The data shows that the majority of the respondents said that they don't need more news on agriculture.

Table 4.61: Whether Journalists Provide Optimum News on Agriculture?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	45	10.59
2	No	43	10.12
3	Somewhat	22	5.18
4	Silent	189	44.47
5	Don't Know	126	29.65
	Total	425	100

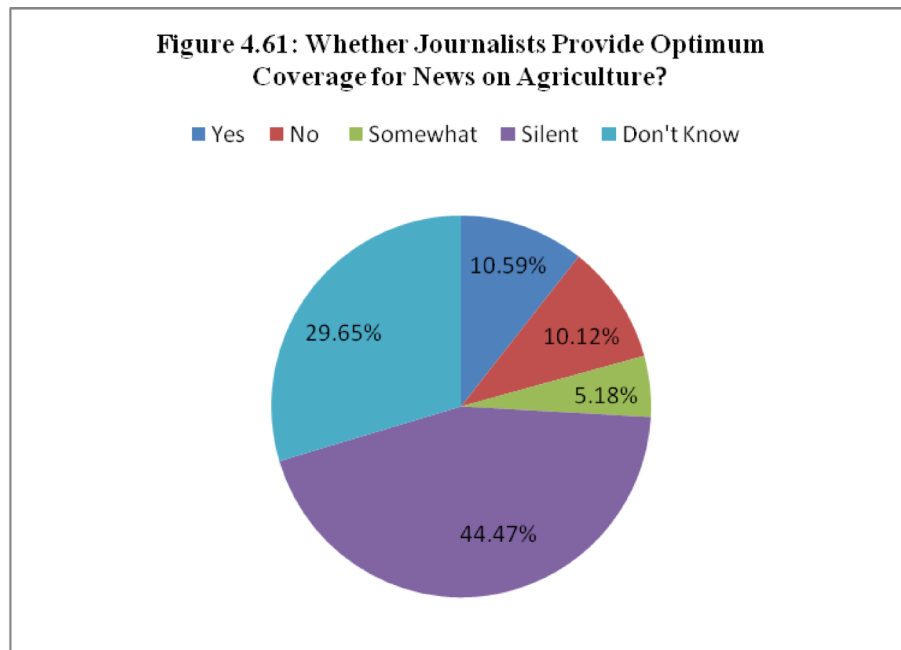


Table 4.61 and Figure 4.61 shows that out of 425 local newspaper readers, 45 (10.59%) respondents said yes, that reporters provides optimum coverage for news on agriculture, 43 (10.12%) respondents clearly said no, that reporters doesn't provide optimum coverage for news on agriculture, 22 (5.18%) respondents said that reporters somewhat provides optimum coverage for news on agriculture, 189 (44.47%) respondents were silent, and rest 126 (29.65%) respondent responded don't know as they seemed confused. The study shows that majority of the respondents remain silent while answering the above question.

Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	23	5.41
2	No	46	10.82
3	Somewhat	43	10.12
4	Silent	205	48.24
5	Don't Know	108	25.41
	Total	425	100

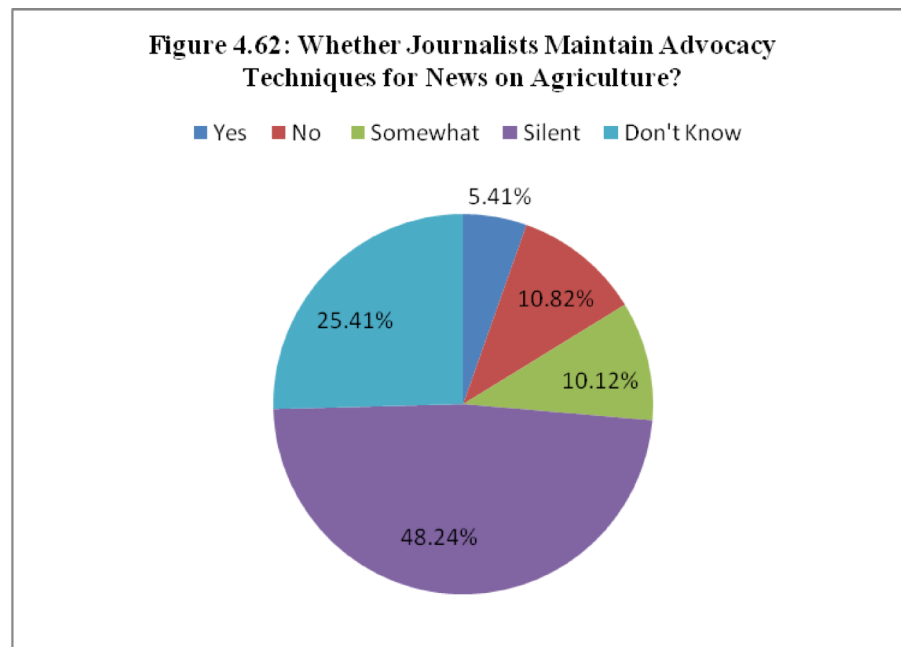


Table 4.62 and Figure 4.62 shows that out of 425 local newspaper readers, 23 (5.41%) respondents said yes, that reporters maintain advocacy techniques for news on agriculture, 46 (10.82%) respondents clearly said no, that reporters don't maintain advocacy techniques for news on agriculture, 43 (10.12%) respondents said that reporters somewhat maintain advocacy techniques for news on agriculture, 205 (48.24%) respondents were silent, and rest 108 (25.41%) respondent responded don't know as they seemed confused. The study shows that majority of the respondents remain silent while answering the above question.

PART I: EXPERT VIEWS ON ADVOCACY JOURNALISM ON THE LOCAL NEWSPAPERS IN BARAK VALLEY

Some Expert Views were also considered in this research to analyses Advocacy Journalism by the three leading local Dailies of Barak Valley.

- 15 No's of Experts were interviewed.
- Out of them, 6 were from Cachar District, 5 were from Karimganj District, and 4 were from Hailakandi District.
- 4 Experts were Graduate and 11 were Postgraduate.
- 3 Experts were from the age group 36 – 45 years, 7 experts were from the age group 46 – 54 years, and 5 were from the age group 55 years and above.
- All of them read the 3 Local Daily Newspapers of Barak Valley – Samayik Prasanga, Jugasankha, and Prantojyoti
- All of them have regular reading habit of local newspapers and they read Local Newspapers for more than half an hour hours daily in average.
- All of them are involved in the print media for more than 10 years and above.

Their views on Advocacy Journalism in general and also on News on Political Issues, Corruption, Education, Health and Agriculture are analyzed in Tables 4.63, 4.64, 4.65,4.66, 4.67, 4.68, 4.69, 4.70, 4.71, 4.72, 4.73, 4.74, 4.75

Table 4.63: Is Advocacy Journalism Important?			
Sl. No.	Is Advocacy Journalism Important	Frequency	Percentage
1	Yes	13	86.67
2	No	0	0
3	Somewhat	2	13.33
	Total	15	100

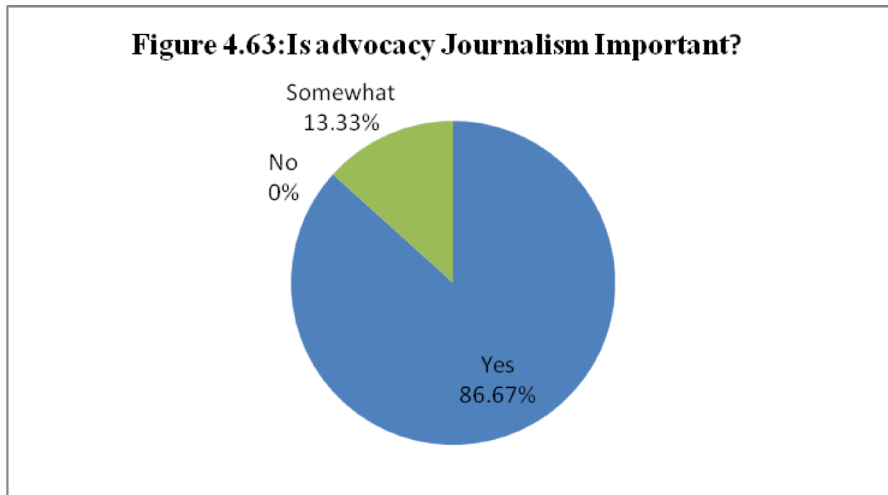


Table 4.63 and Figure 4.63 shows that out of 15 experts, 13 (86.7%) feels that advocacy journalism is important thing for a newspaper, and only 2 (13.33%) feel that advocacy journalism is somewhat important for a newspaper. Thus majority of the expert feels that advocacy journalism is important things.

Table 4.64: Local Dailies Maintain Advocacy Technique of Journalism?			
Sl. No.	Local Dailies Maintain Advocacy Technique	Frequency	Percentage
1	Yes	0	0
2	No	15	100
3	Somewhat	0	0
	Total	15	100

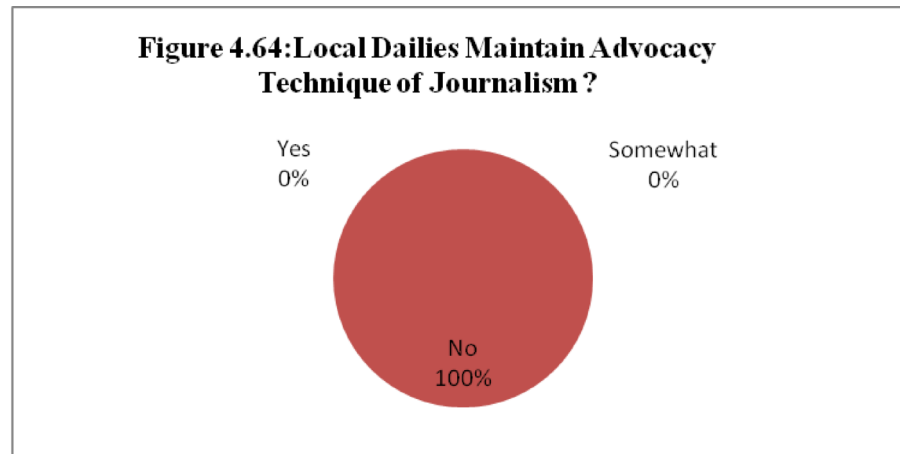


Table 4.64 and Figure 4.64 shows that all the 15 (100%) experts feel that local dailies don't maintain advocacy techniques.

Table 4.65: Local Dailies Give Importance to Social and Political News of Barak Valley			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	0	0
2	No	10	66.67
3	Somewhat	5	33.33
	Total	15	100

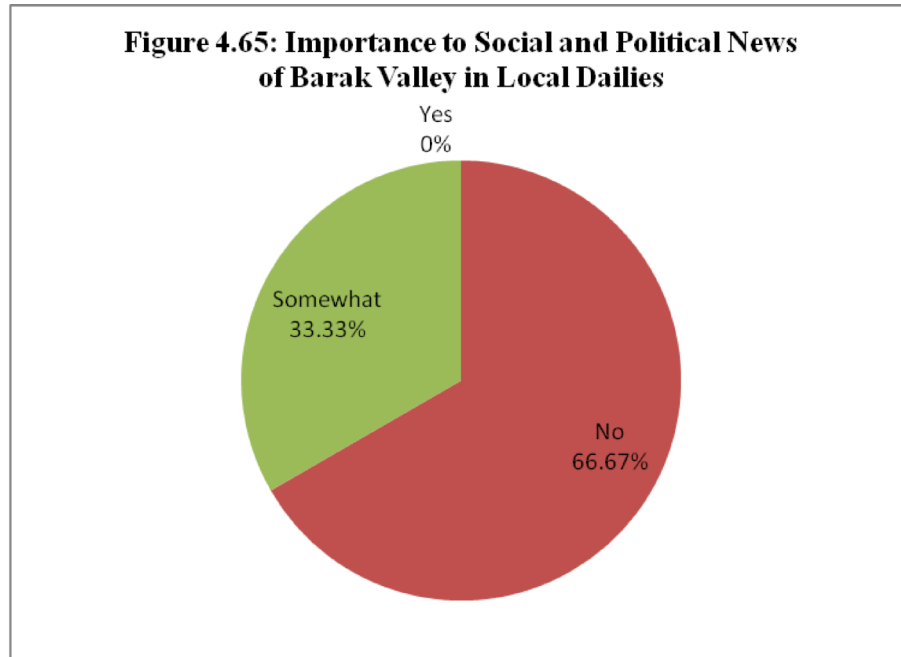


Table 4.65 and Figure 4.65 shows that out of 15 experts, 10 (67%) feels that local dailies don't give importance to political news, and 5 (33%) feels that local dailies give somewhat importance to political news. Thus majority of the expert feels that the three lading local dailies don't give importance to social and political news of Barak Valley.

Table 4.66: Satisfied With Coverage of Political News of Barak Valley in Local Dailies?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	0	0
2	No	12	80
3	Somewhat	3	20
	Total	15	100

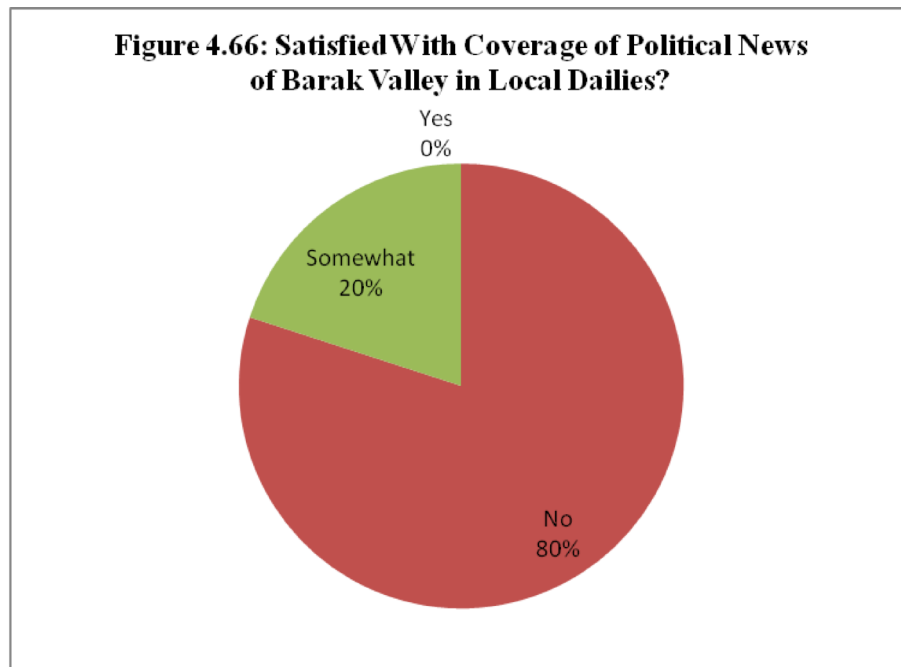


Table 4.66 and Figure 4.66 shows that out of 15 experts, 12 (80%) are not satisfied with coverage of political news in local dailies, and only 3 (20%) are somewhat satisfied with coverage of political news in local dailies. The data reveals that majority of the respondents are not satisfied by the coverage of social and political news by these local dailies.

Table 4.67: Newspapers Maintain Advocacy Technique for Political News of Barak Valley?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	0	0
2	No	15	100
3	Somewhat	0	0
	Total	15	100

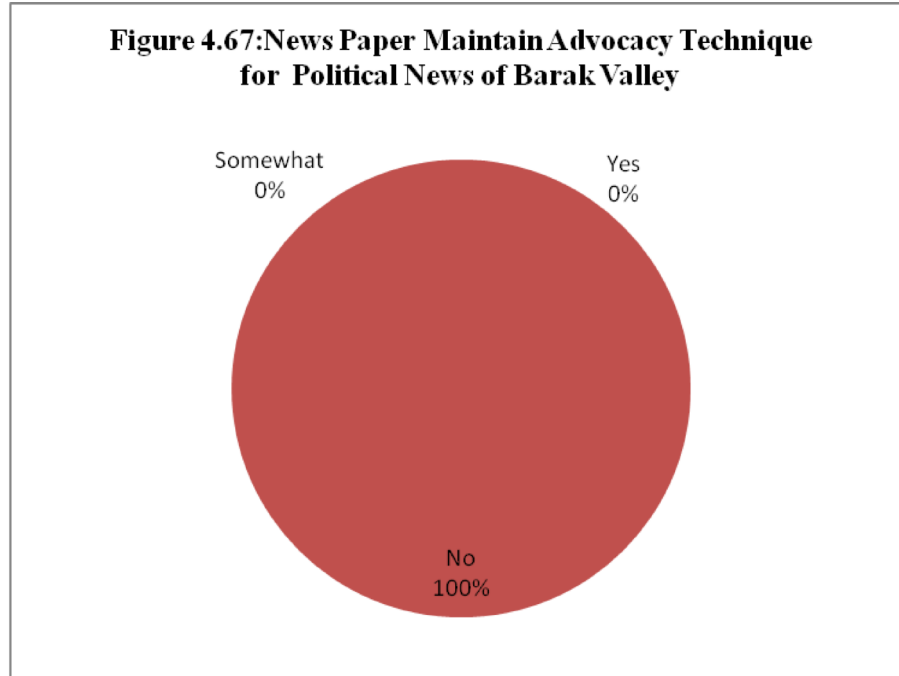


Table 4.67 and Figure 4.67 show that out of 15 experts, all of them (100%) feel that local dailies don't maintain advocacy techniques for political news of Barak Valley.

Table 4.68: Whether News on Social and Political Issues Serves the Public Interest?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	0	0
2	No	13	86.67
3	Somewhat	2	13.33
	Total	15	100

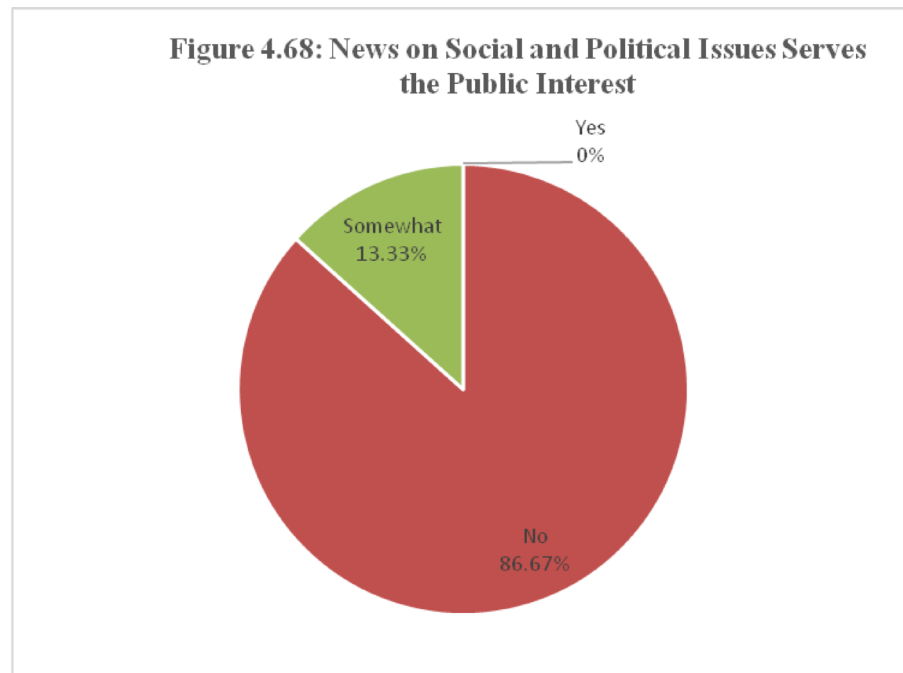


Table 4.68 and Figure 4.68 shows that out of 15 experts 13 (86.67%) feels that news on political issues in local dailies don't serves the public interest, and only 2 (13.33%) feels that news on political issues in local dailies somewhat serves the public interest. Thus majority of the expert said that the three leading local dailies fails to serves the public interest on social and political issues of Barak Valley.

Table 4.69: Whether Journalist of Local Dailies Playing Their Active Role?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	0	0
2	No	12	80
3	Somewhat	3	20
	Total	15	100

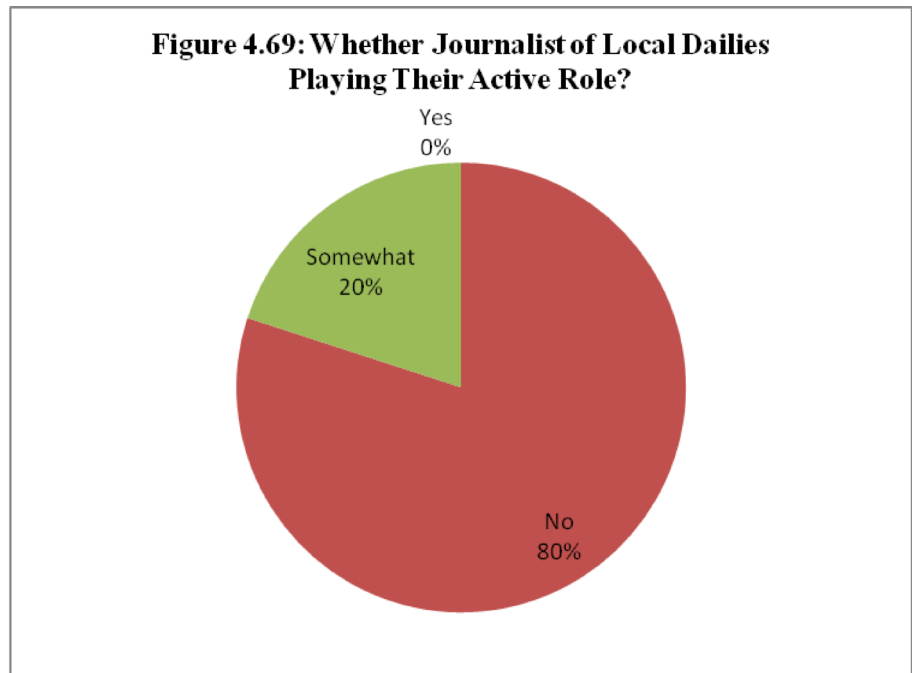


Table 4.69 and Figure 4.69 shows that out of 15 experts, 12 (80%) feels that journalists of local dailies are not playing their active role, and only 3 (20%) feels that journalists of local dailies are somewhat playing their active role. Thus the study shows that majority of the respondents feels that the journalist is not playing their active role while covering the news.

Table 4.70: Whether Social and Political News in Local Dailies Bringing up Positive Change in Society?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	0	0
2	No	13	86.67
3	Somewhat	2	13.33
	Total	15	100

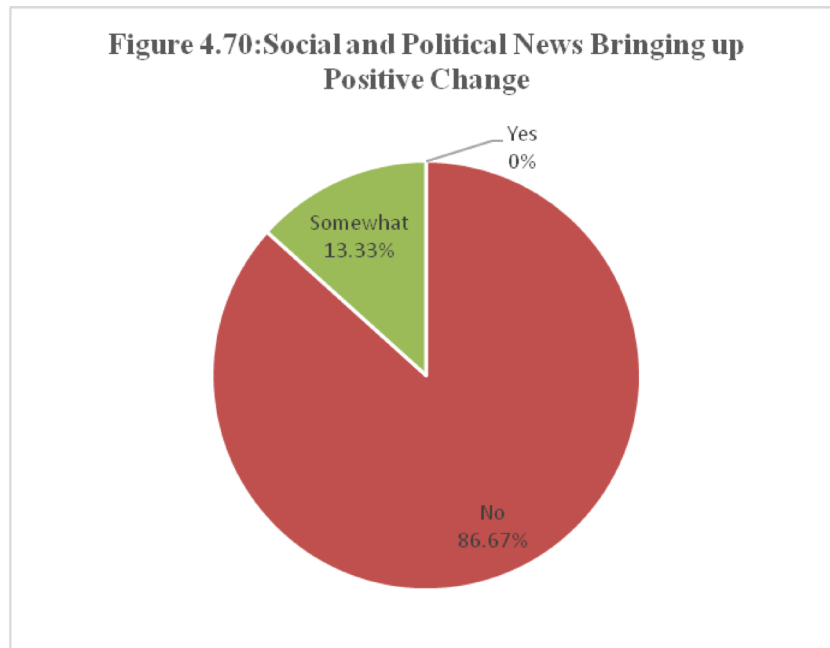


Table 4.70 and Figure 4.70 shows that out of 15 experts, 13 (86.67%) feels that news on political issues in local dailies are not bringing up any positive change in the society, and 2 (13.33%) feels that news on political issues in local dailies are somewhat bringing up change in the society. Thus the study shows that majority of the expert feels that the political news of Barak Valley fails to create any positive change in the society.

Table 4.71: Whether Journalists Maintain Advocacy Technique for News on Corruption?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	0	0
2	No	15	100
3	Somewhat	0	0
	Total	15	100

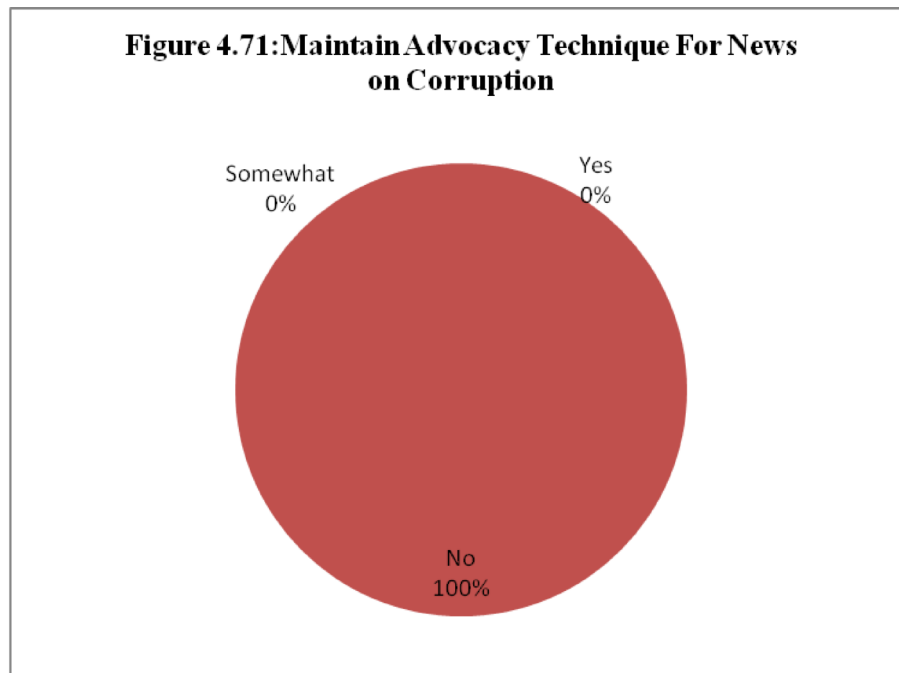


Table 4.71 and Figure 4.71 show that out of 15 experts, all of them (100%) feel that local dailies don't maintain advocacy techniques for news on corruption.

Table 4.72: Whether News on Corruption is Minimizing Corruption in Barak Valley?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	0	0
2	No	14	93.33
3	Somewhat	1	6.67
	Total	15	100

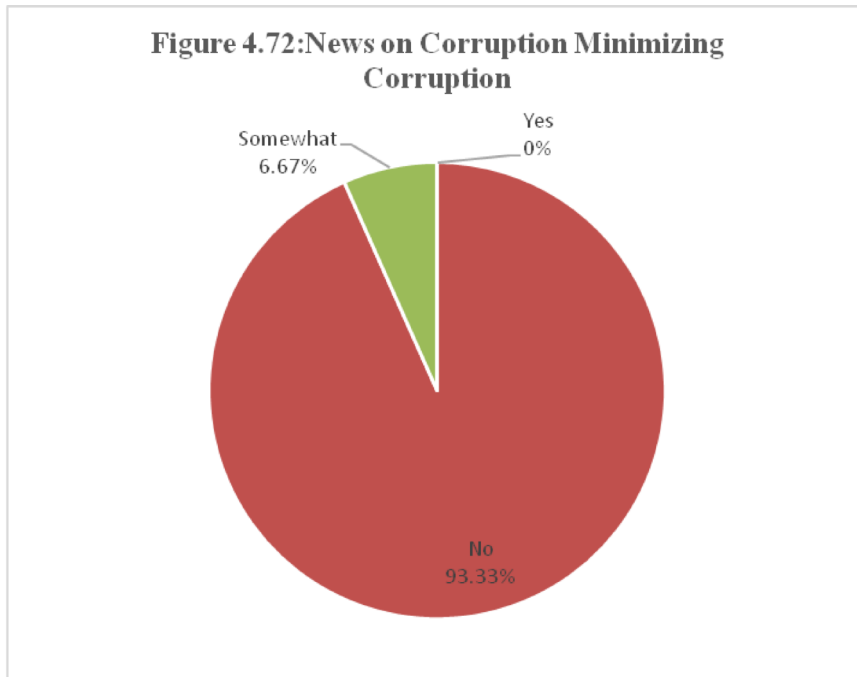


Table 4.72 and Figure 4.72 show that out of 15 experts, 14 (93.33%) feels that news on corruption is not minimizing the corruption in Barak Valley, and only 1 (6.67%) feels that news on corruption is somewhat minimizing the corruption in Barak Valley. Thus the data shows that three leading dailies fail to minimize the corruption in Barak Valley through their reporting.

Table 4.73: Whether Journalists Maintain Advocacy Technique for News on Education?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	0	0
2	No	15	100
3	Somewhat	0	0
	Total	15	100

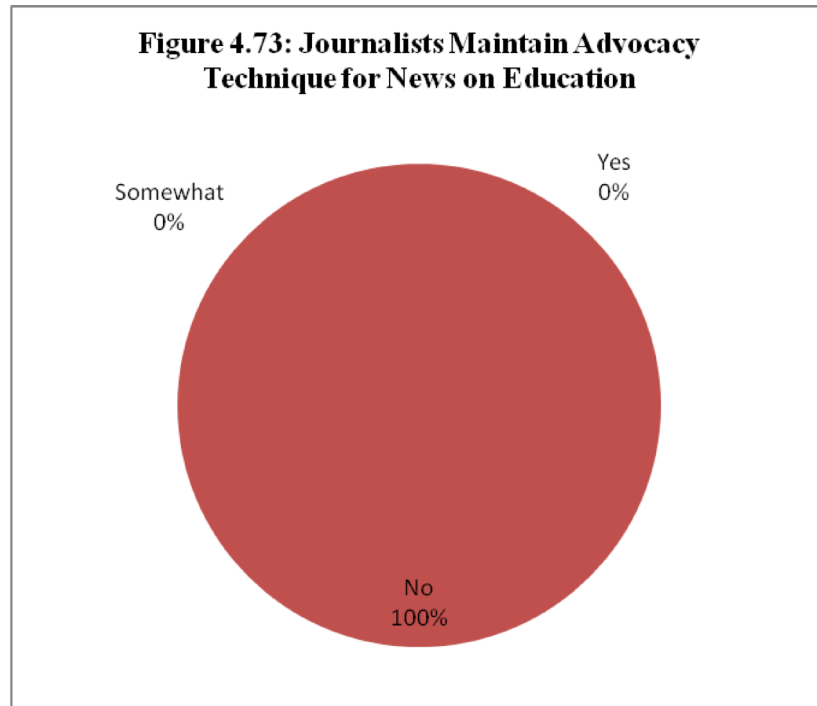


Table 4.73 and Figure 4.73 show that out of 15 experts, all of them (100%) feel that local dailies don't maintain advocacy techniques for News on Education.

Table 4.74: Whether Journalists Maintain Advocacy Techniques for News on Health?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	0	0
2	No	15	100
3	Somewhat	0	0
	Total	15	100

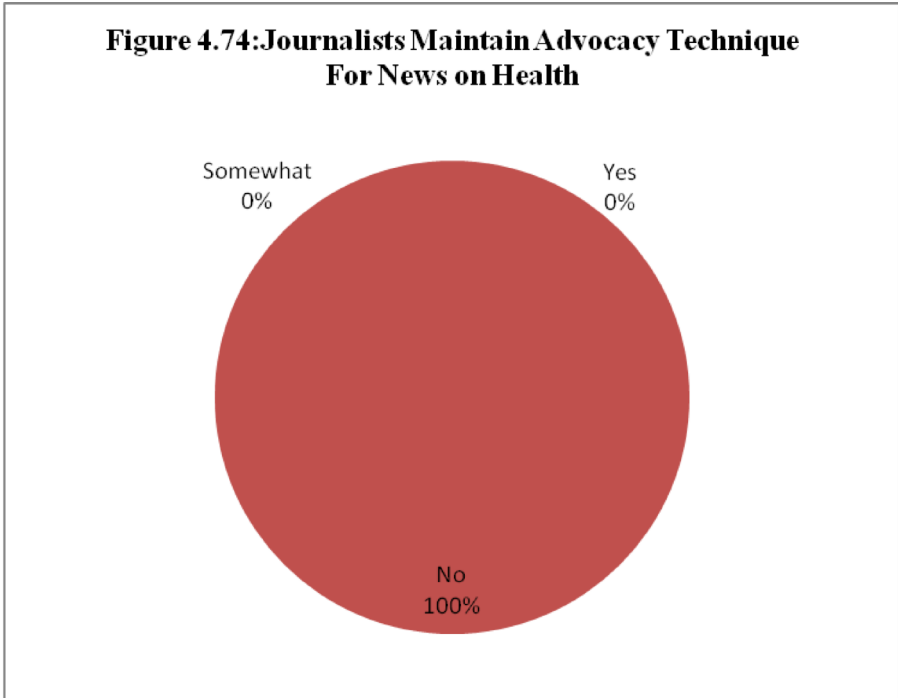


Table 4.74 and Figure 4.74 show that out of 15 experts, all of them (100%) feel that local dailies don't maintain advocacy techniques for News on Health.

Table 4.75: Whether Journalists Maintain Advocacy Techniques for News on Agriculture?			
Sl. No.	Reaction by Respondents	Frequency	Percentage
1	Yes	0	0
2	No	15	100
3	Somewhat	0	0
	Total	15	100

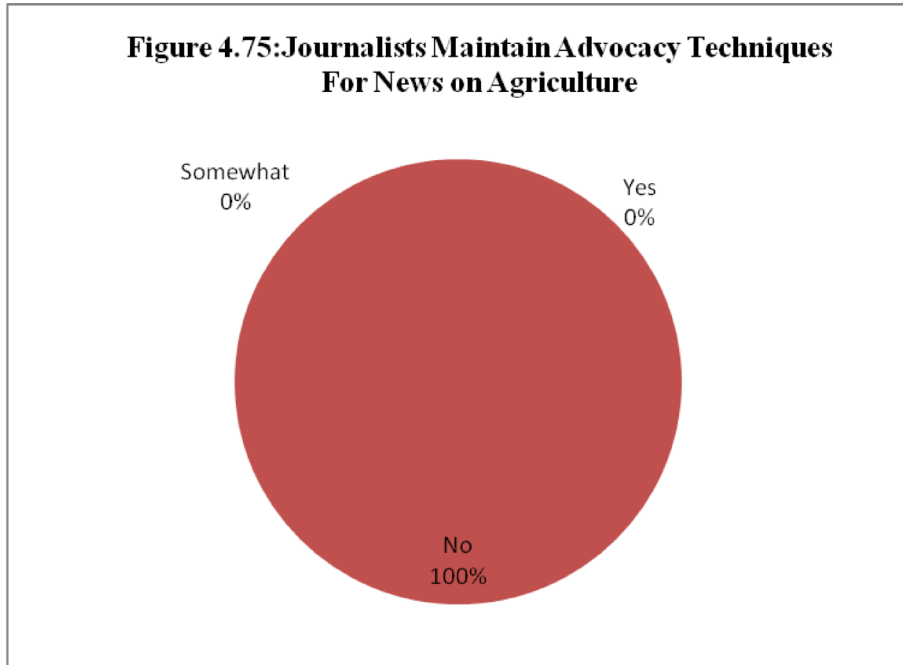


Table 4.75 and Figure 4.75 show that out of 15 experts, all the experts (100%) feel that local dailies don't maintain advocacy techniques for News on Agriculture.

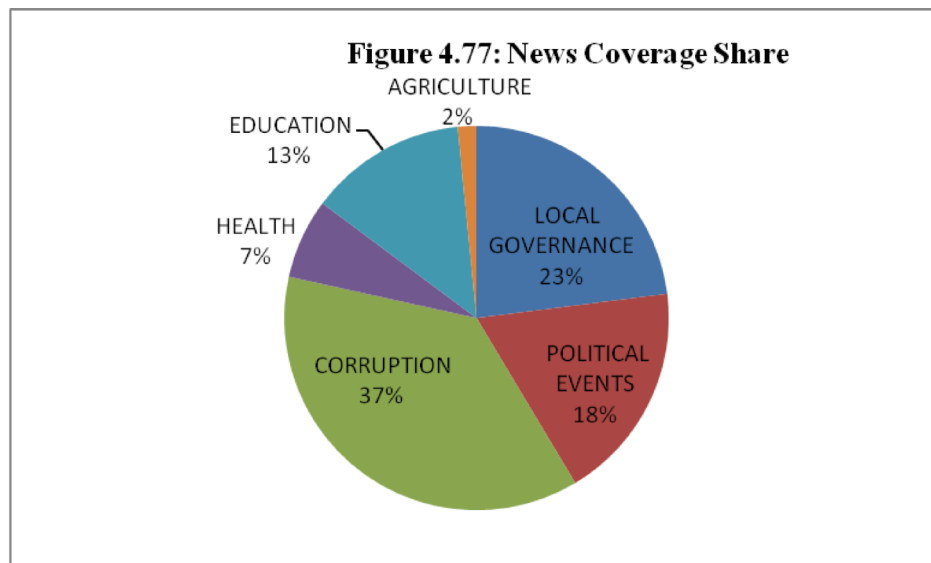
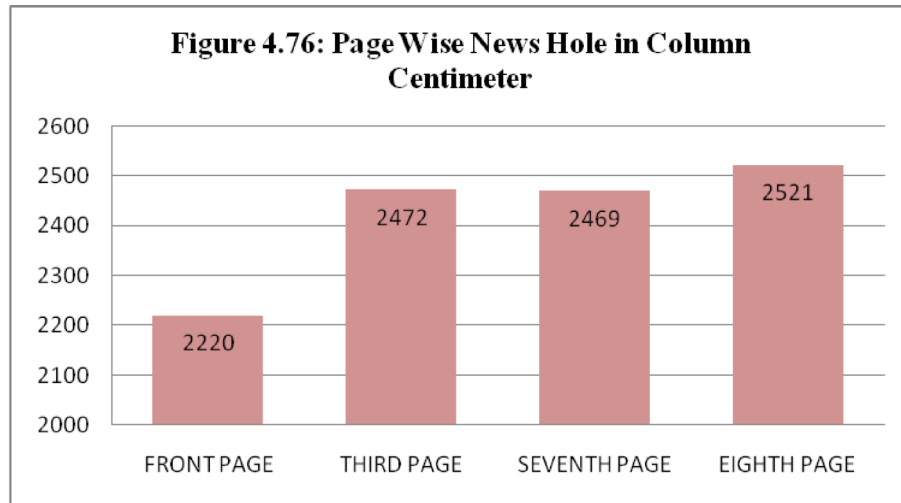
PART J: ANALYSIS OF THE CONTENT IN THREE LOCAL DAILIES – SAMAYIK PRASANGA, JUGASANKHA, AND PRANTOJYOTI FOR THE YEAR 2012

4.76 Content Analysis for Local Daily Samayik Prasanga for Year 2012

The pages of all the leading dailies of Barak Valley (Samayik Prasanga, Jugasankha and Prantojyoti) which has been selected for the study is front page, third, seventh and eight pages respectively because these pages of all the local dailies covers mostly the local news of Barak Valley.

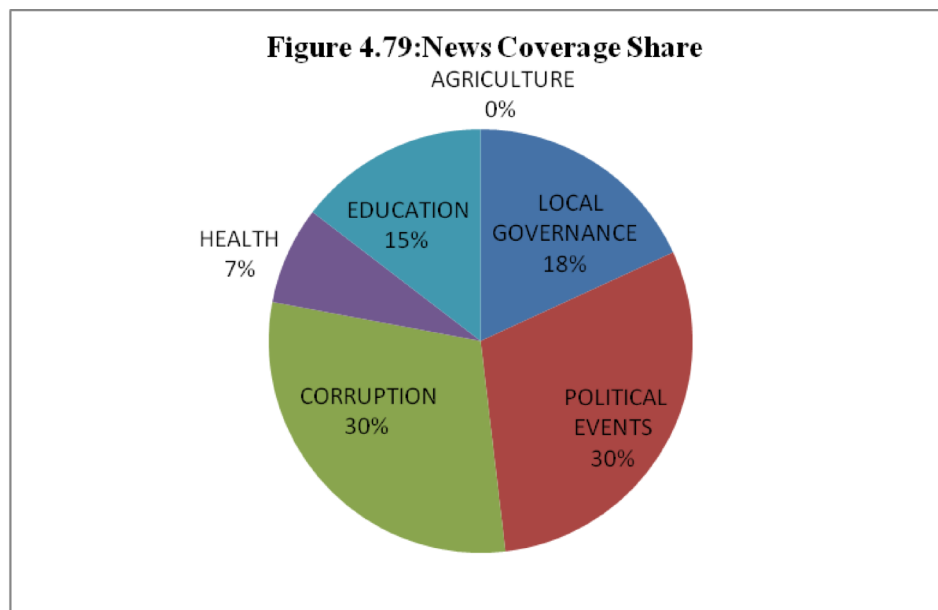
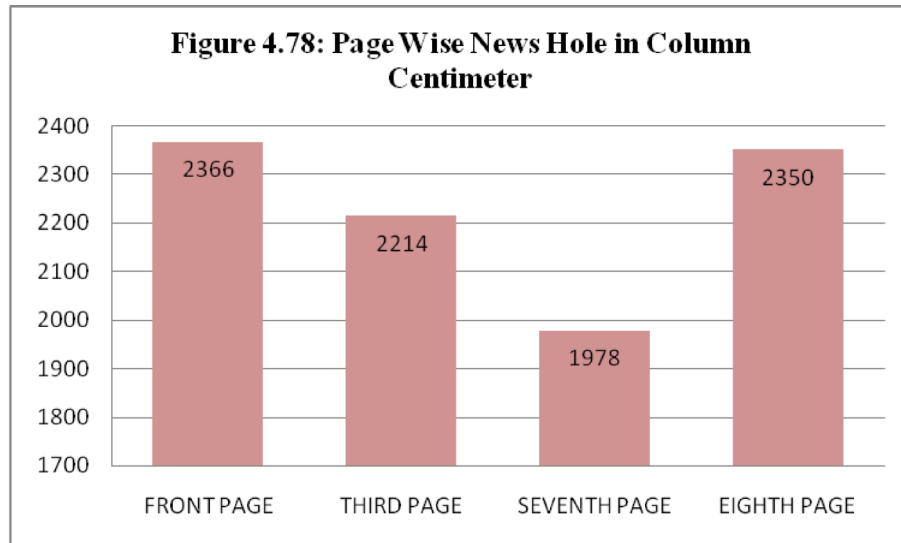
On the basis of study of Local Daily Samayik Prasanga, for all the months of the year 2012, out of 400 Column Centimeter in Front Page and 420 Column Centimeter each in third, seventh and eighth page respectively, page wise news hole for each month is shown in tables and graphs below. Also the percentage ratio of news coverage on Local Governance, Political Events, Corruption, Health, Education and Agriculture is shown in Tables and pie chart. This study was done for 1st Week of the months of January, May and September. For the months of February, June, and October, the study was done for the 2nd week of the month. 3rd Week of the months of March, July, and November were studied and 4th week of the months of April, August, and December were studied. The Data Tables, Graphs are as follows:

For January 2012,



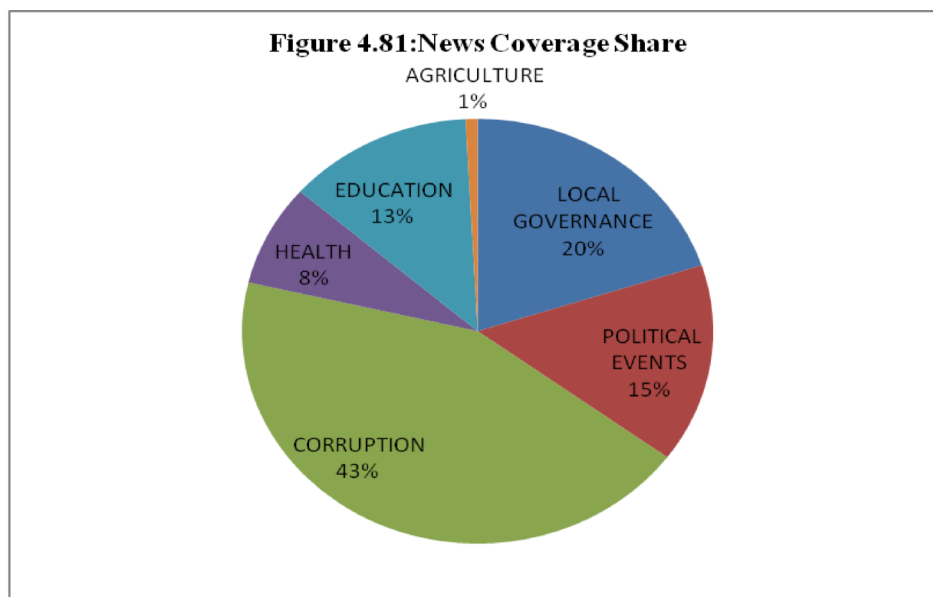
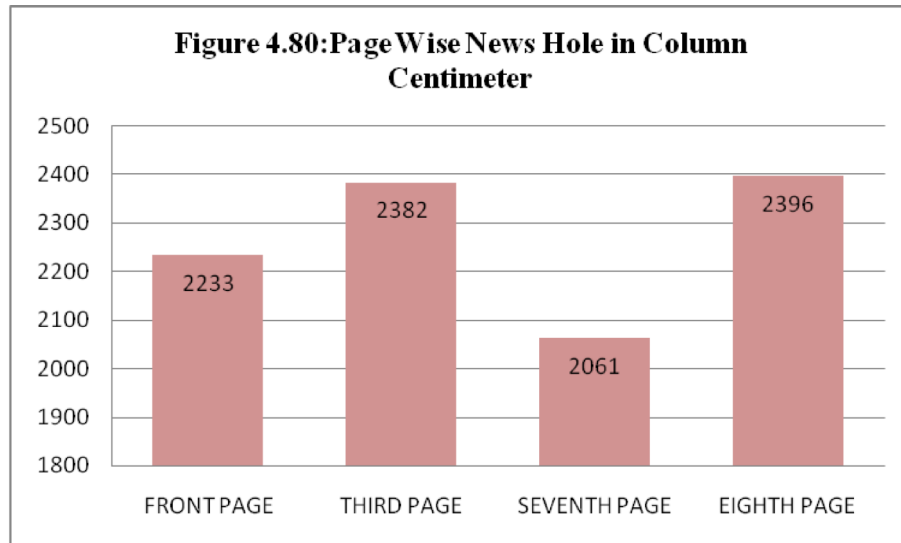
In 1st Week of the month of January, 2220 Column Centimeter was used for News in Front Page, 2472 Column Centimeter was used for News in Third Page, 2469 Column Centimeter was used for News in Seventh Page, and 2521 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 37% was given to Corruption, 23% was given to Local Governance, 18% was given to Political Events, 13% was given to Education, 7% was given to Health, and 2% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of January.

For February 2012,



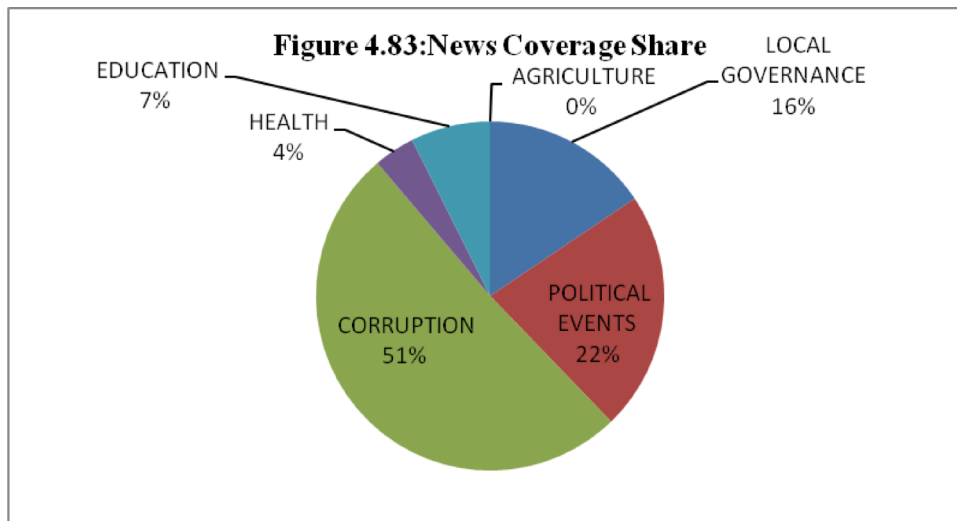
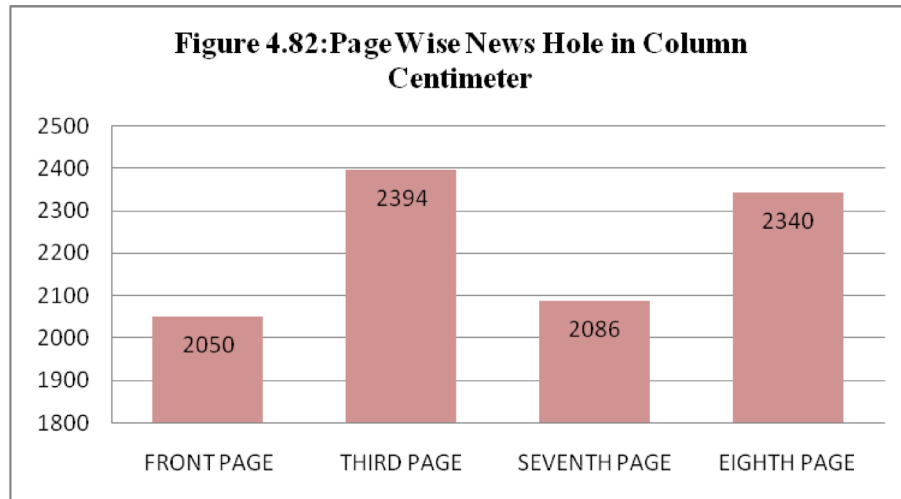
In 2nd Week of the month of February, 2366 Column Centimeter was used for News in Front Page, 2214 Column Centimeter was used for News in Third Page, 1978 Column Centimeter was used for News in Seventh Page, and 2350 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 30% was given to Corruption, 18% was given to Local Governance, 30% was given to Political Events, 15% was given to Education, 7% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Corruption & Political Events were given most importance and Agriculture was least in the month of February

For March 2012,



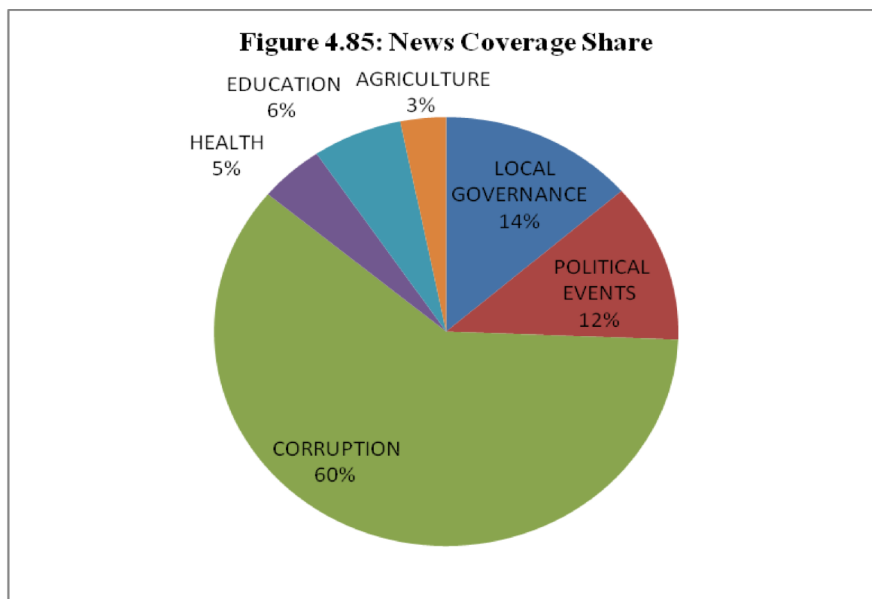
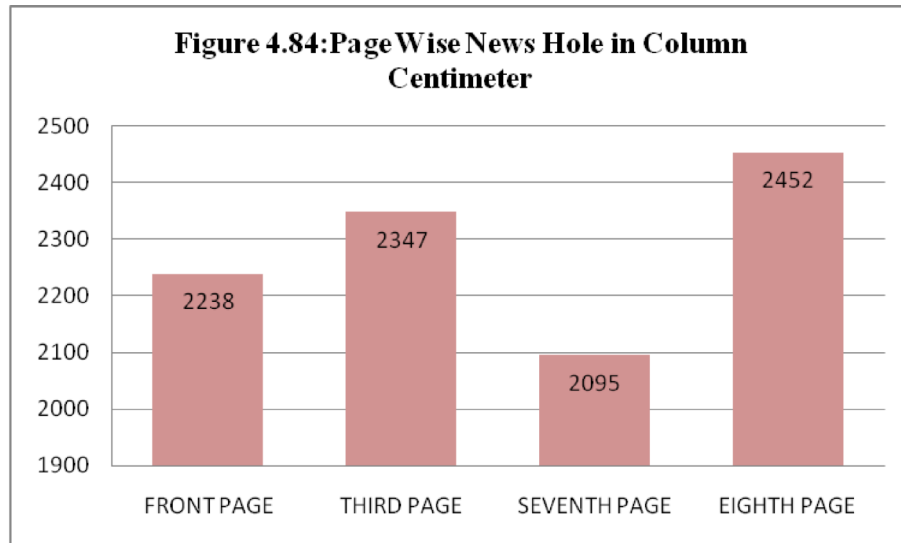
In 3rd Week of the month of March, 2233 Column Centimeter was used for News in Front Page, 2382 Column Centimeter was used for News in Third Page, 2061 Column Centimeter was used for News in Seventh Page, and 2396 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 43% was given to Corruption, 20% was given to Local Governance, 15% was given to Political Events, 13% was given to Education, 8% was given to Health, and 1% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of March.

For April 2012,



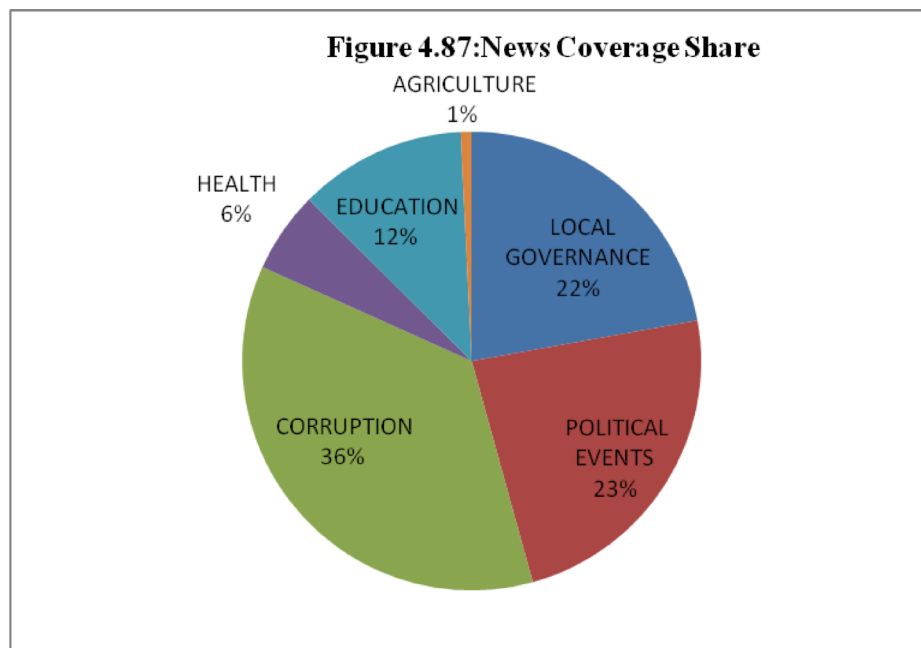
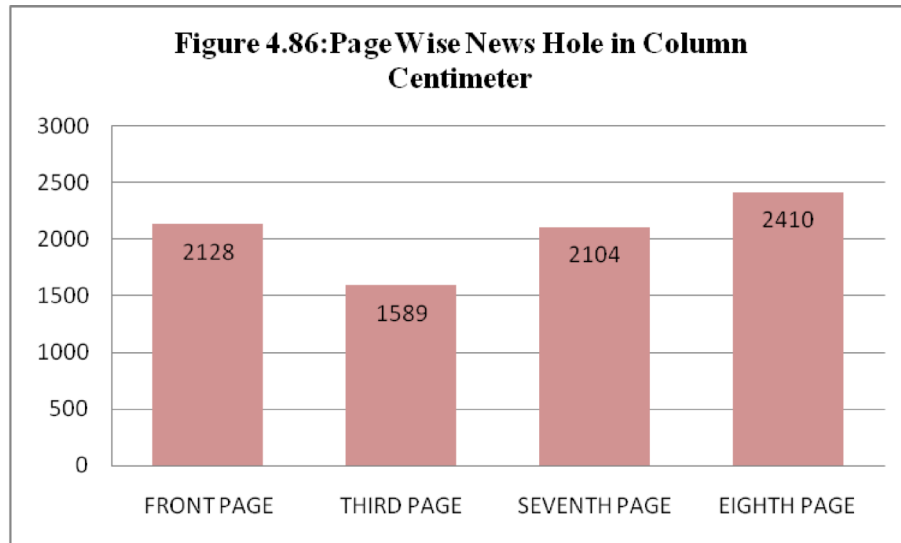
In 4th Week of the month of April, 2050 Column Centimeter was used for News in Front Page, 2394 Column Centimeter was used for News in Third Page, 2086 Column Centimeter was used for News in Seventh Page, and 2340 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 51% was given to Corruption, 16% was given to Local Governance, 22% was given to Political Events, 7% was given to Education, 4% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of April.

For May 2012,



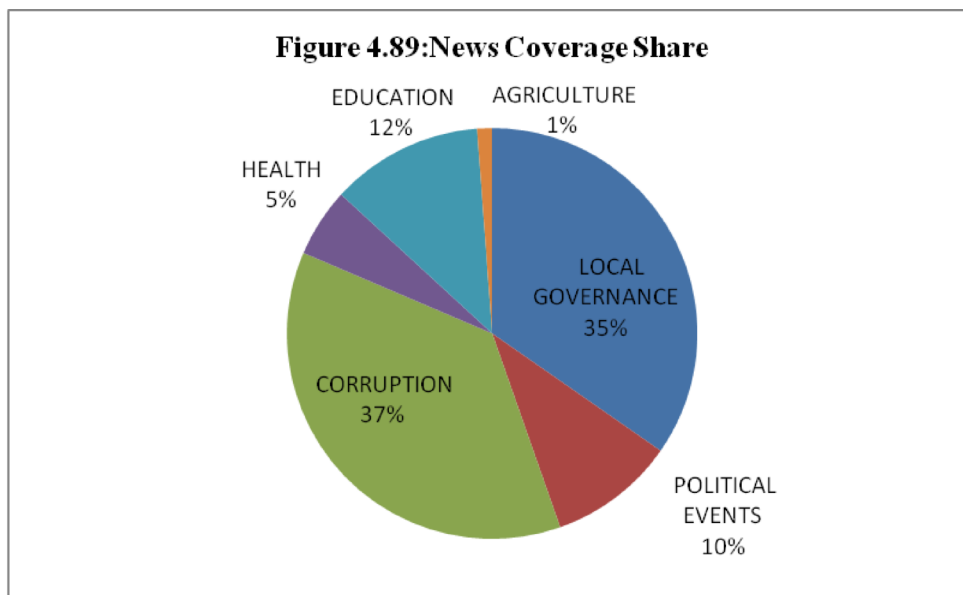
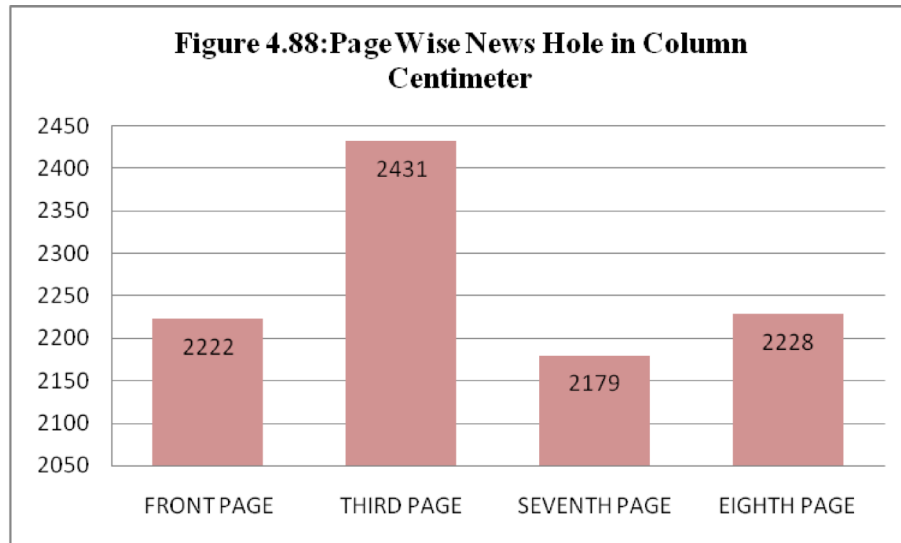
In 1st Week of the month of May, 2238 Column Centimeter was used for News in Front Page, 2347 Column Centimeter was used for News in Third Page, 2095 Column Centimeter was used for News in Seventh Page, and 2452 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 60% was given to Corruption, 14% was given to Local Governance, 12% was given to Political Events, 6% was given to Education, 5% was given to Health, and 3% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of May.

For June 2012,



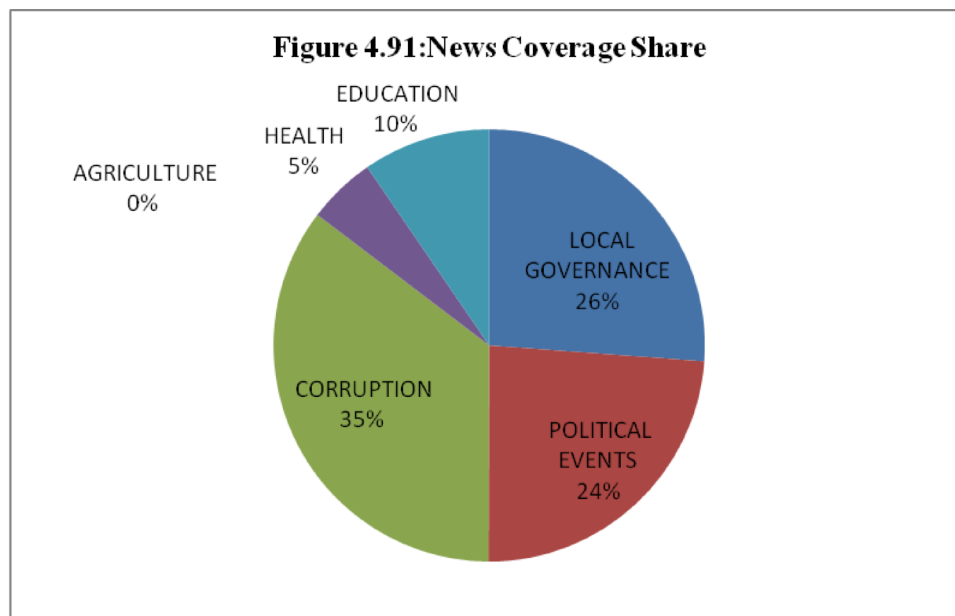
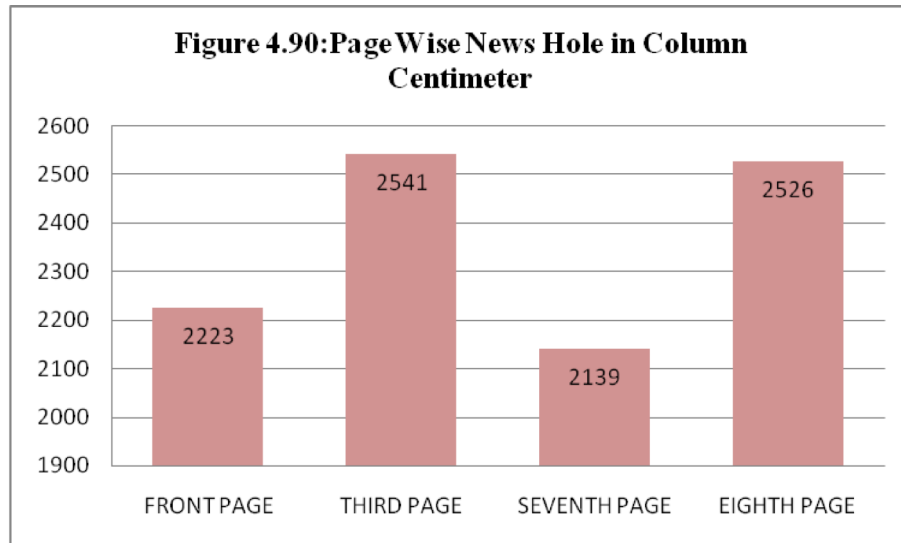
In 2nd Week of the month of June, 2128 Column Centimeter was used for News in Front Page, 1589 Column Centimeter was used for News in Third Page, 2104 Column Centimeter was used for News in Seventh Page, and 2410 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 36% was given to Corruption, 22% was given to Local Governance, 23% was given to Political Events, 12% was given to Education, 6% was given to Health, and 1% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of June.

For July 2012,



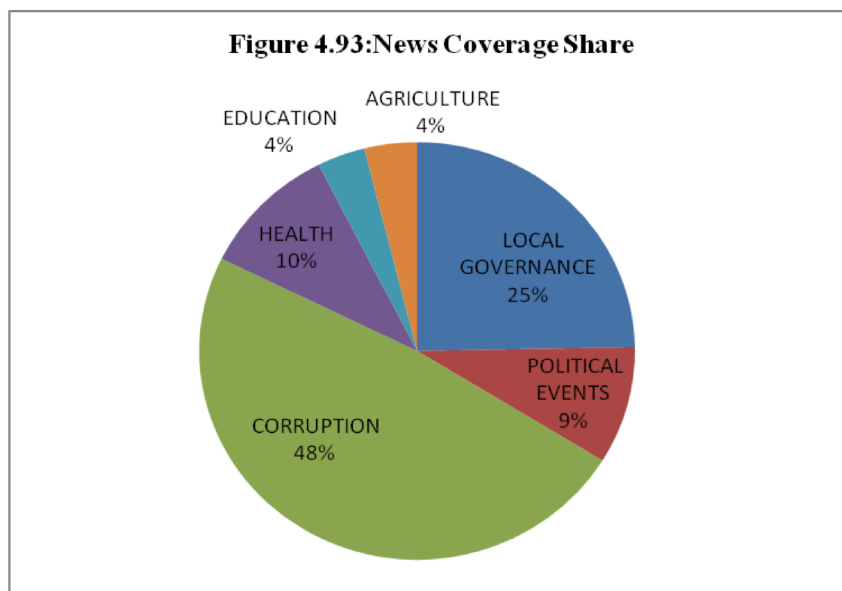
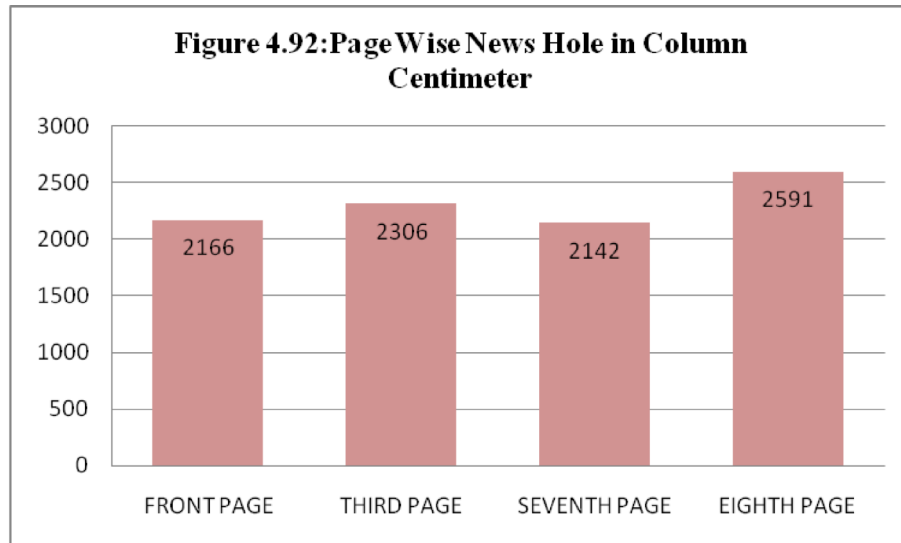
In 3rd Week of the month of July, 2222 Column Centimeter was used for News in Front Page, 2431 Column Centimeter was used for News in Third Page, 2179 Column Centimeter was used for News in Seventh Page, and 2228 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 37% was given to Corruption, 35% was given to Local Governance, 10% was given to Political Events, 12% was given to Education, 5% was given to Health, and 1% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of July.

For August 2012,



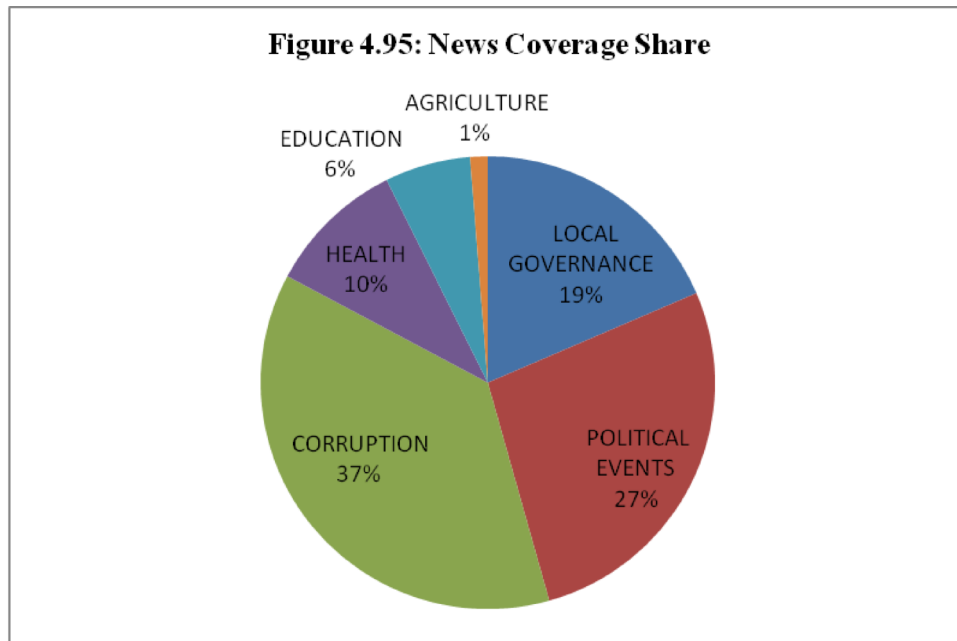
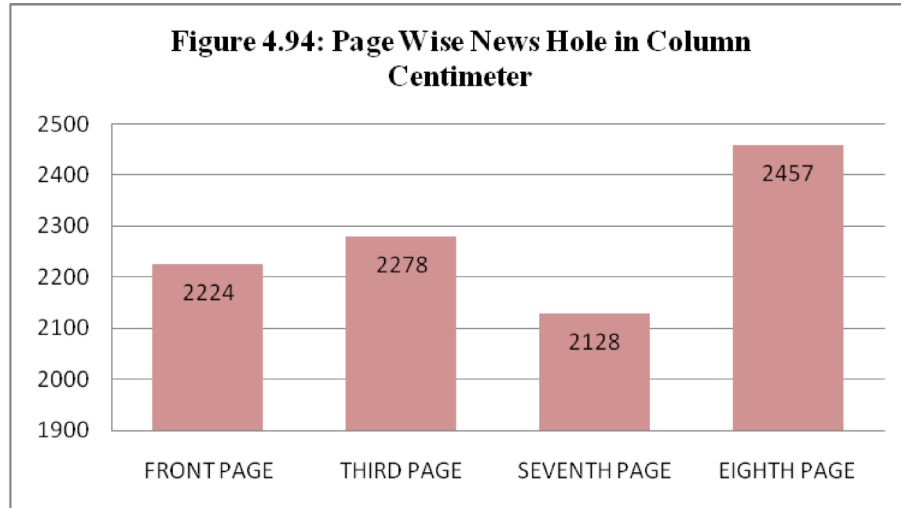
In 4th Week of the month of August, 2223 Column Centimeter was used for News in Front Page, 2541 Column Centimeter was used for News in Third Page, 2139 Column Centimeter was used for News in Seventh Page, and 2526 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 35% was given to Corruption, 26% was given to Local Governance, 24% was given to Political Events, 10% was given to Education, 5% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of August.

For September 2012,



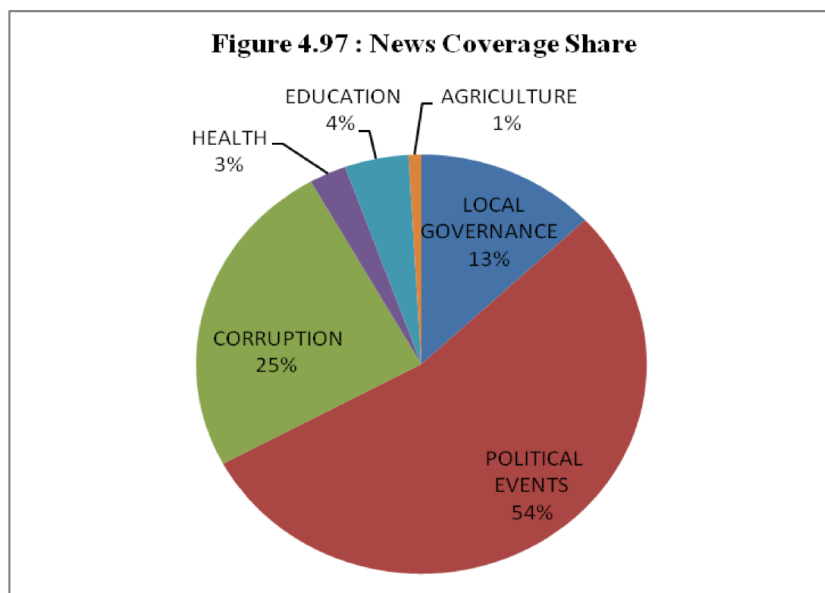
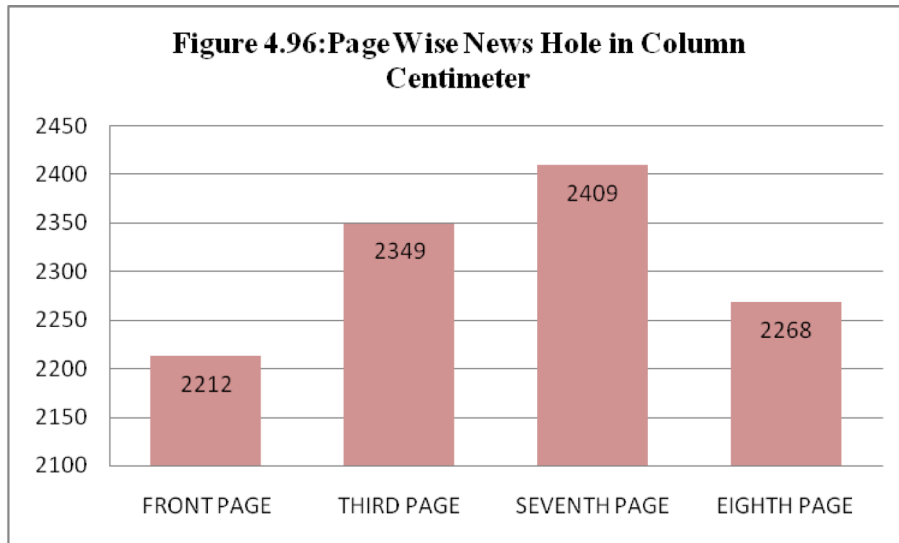
In 1st Week of the month of September, 2166 Column Centimeter was used for News in Front Page, 2306 Column Centimeter was used for News in Third Page, 2142 Column Centimeter was used for News in Seventh Page, and 2591 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 48% was given to Corruption, 25% was given to Local Governance, 9% was given to Political Events, 4% was given to Education, 10% was given to Health, and 4% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and both Education & Agriculture was least in the month of September.

For October 2012,



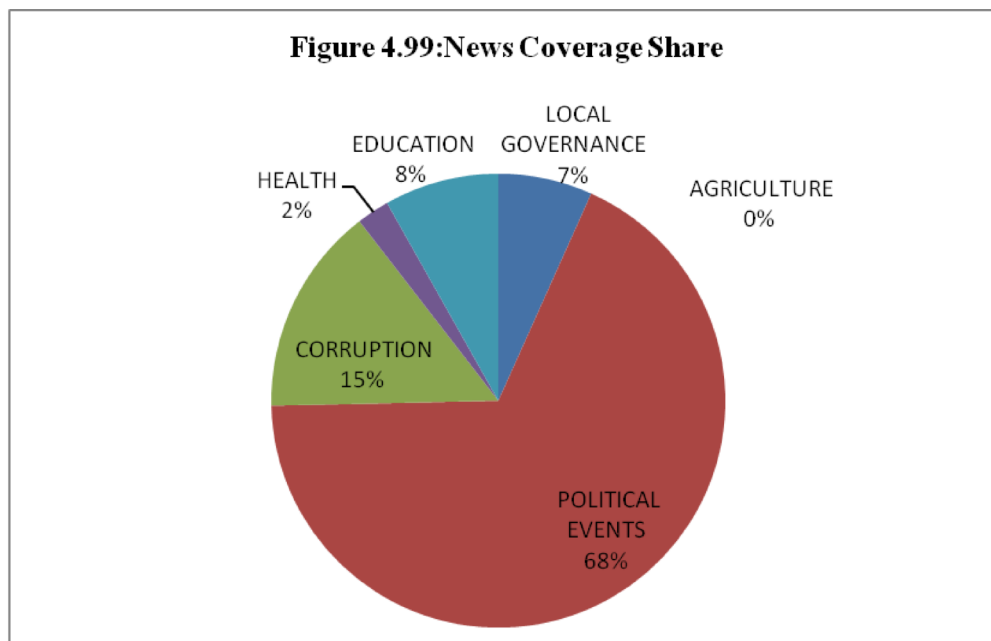
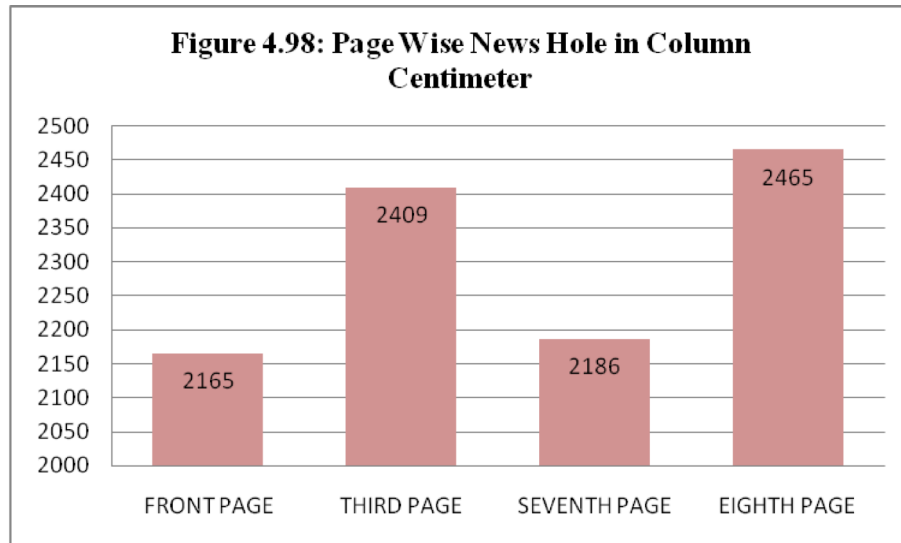
In 2nd Week of the month of October, 2224 Column Centimeter was used for News in Front Page, 2278 Column Centimeter was used for News in Third Page, 2128 Column Centimeter was used for News in Seventh Page, and 2457 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 37% was given to Corruption, 19% was given to Local Governance, 27% was given to Political Events, 6% was given to Education, 10% was given to Health, and 1% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of October,

For November 2012,



In 3rd Week of the month of November, 2212 Column Centimeter was used for News in Front Page, 2349 Column Centimeter was used for News in Third Page, 2409 Column Centimeter was used for News in Seventh Page, and 2268 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 25% was given to Corruption, 13% was given to Local Governance, 54% was given to Political Events, 4% was given to Education, 3% was given to Health, and 1% was given to Agriculture. Thus, it can be concluded that Political Events was given most importance and Agriculture was least in the month of November.

For December 2012,



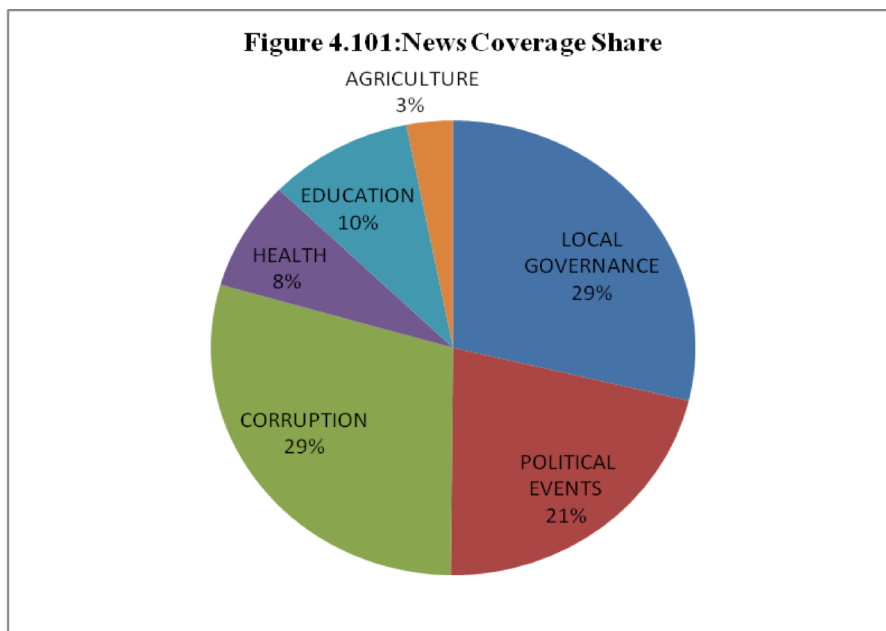
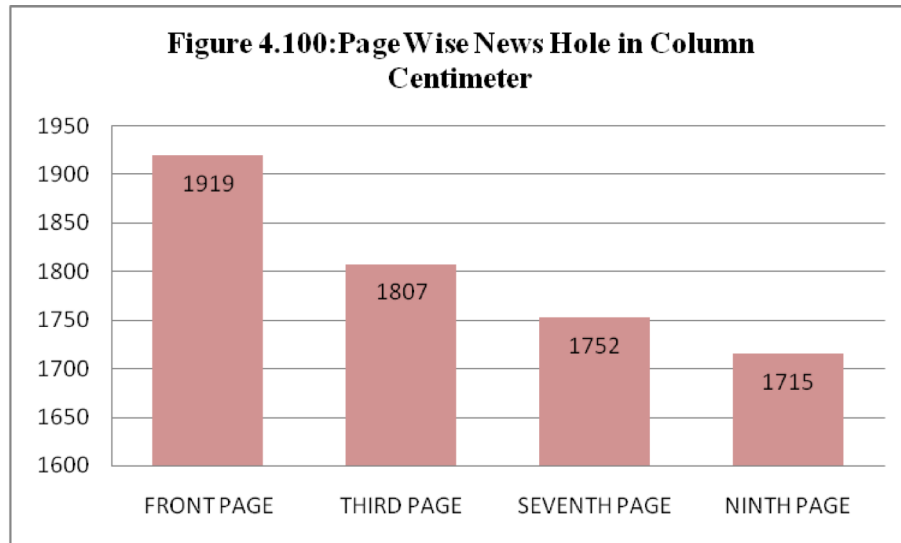
In 4th Week of the month of December, 2165 Column Centimeter was used for News in Front Page, 2409 Column Centimeter was used for News in Third Page, 2186 Column Centimeter was used for News in Seventh Page, and 2465 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 15% was given to Corruption, 7% was given to Local Governance, 68% was given to Political Events, 8% was given to Education, 2% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Political Events was given most importance and Agriculture was least in the month of December.

While the researcher has analysed the selected socio-political events of Dainik Samayik Prasanga for the year 2012 got the surprising results. It has been found by the researcher that no advocacy techniques have been utilized by this newspaper while covering the news which has been selected for the study.

4.77 Content Analysis for Local Daily Jugasankha for Year 2012

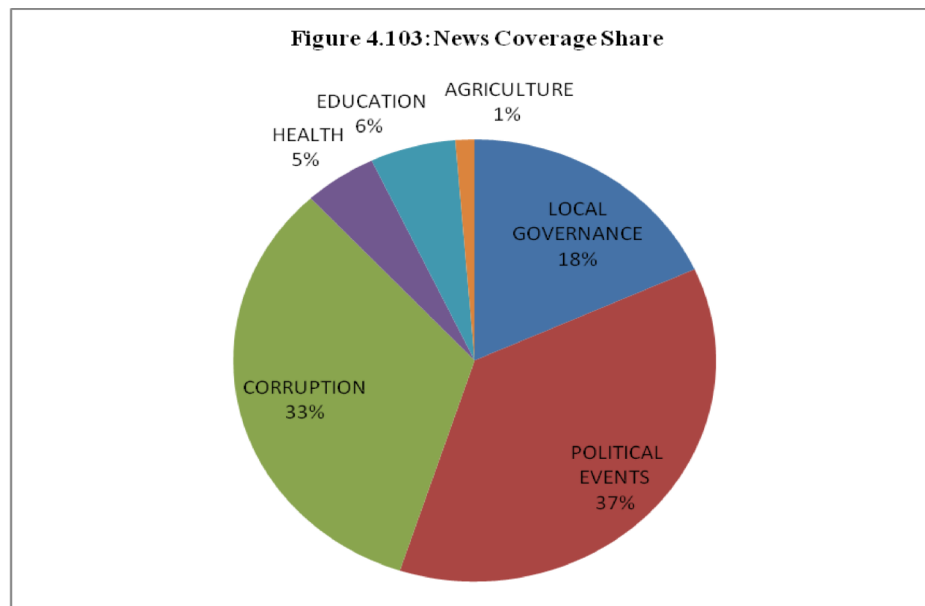
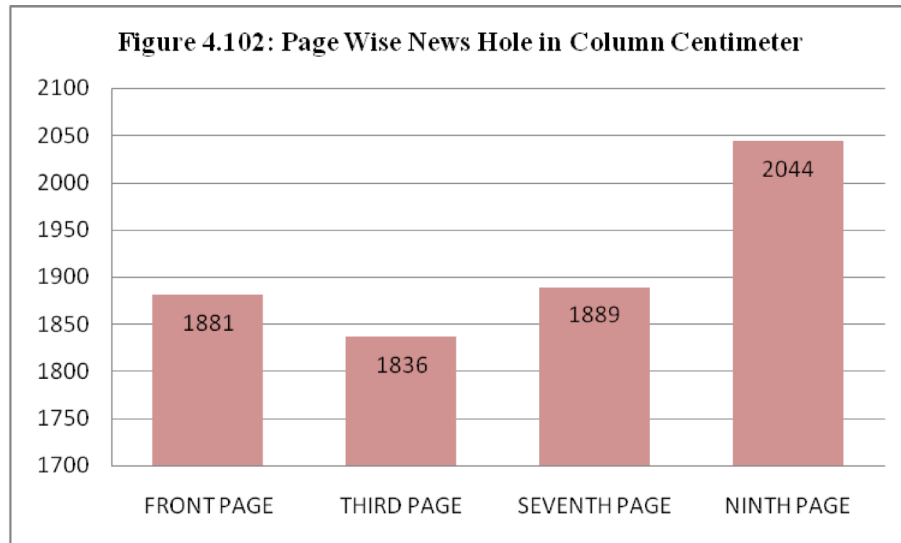
On the basis of study of Local Daily Jugasankha for all the months of the year 2012, out of 400 Column Centimeter in Front Page and 420 Column Centimeter each in third, seventh and ninth page respectively, page wise news hole for each month is shown in tables and graphs below. Also the percentage ratio of news coverage on Local Governance, Political Events, Corruption, Health, Education and Agriculture is shown in Tables and pie chart. This study was done for 1st Week of the months of January, May and September. For the months of February, June, and October, the study was done for the 2nd week of the month. 3rd Week of the months of March, July, and November were studied and 4th week of the months of April, August, and December were studied. The Data Tables, Graphs are as follows:

For January 2012,



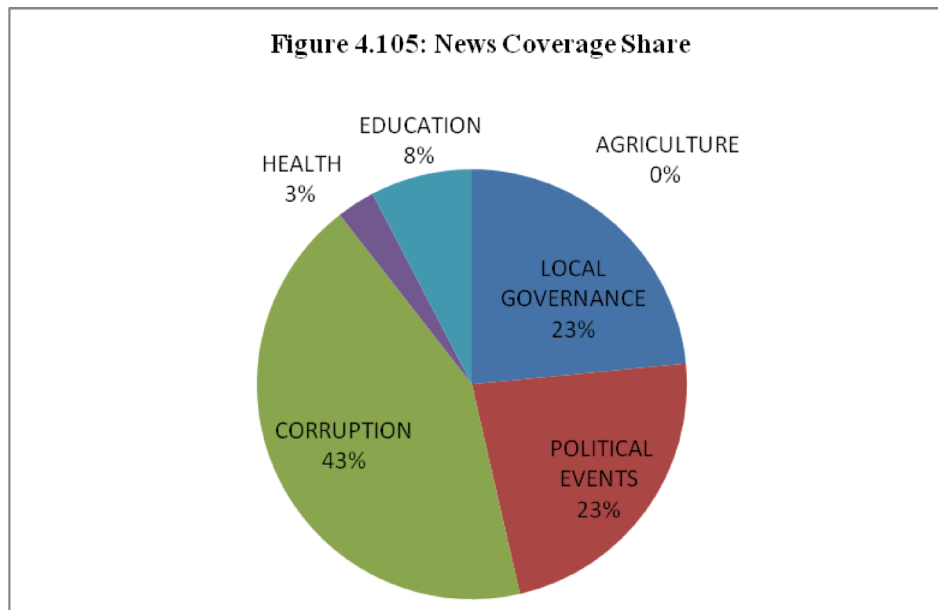
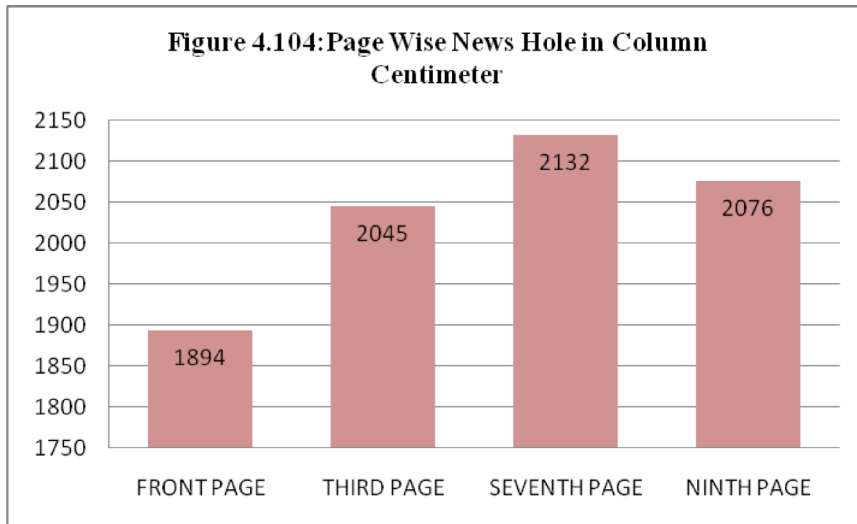
In 1st Week of the month of January, 1919 Column Centimeter was used for News in Front Page, 1807 Column Centimeter was used for News in Third Page, 1752 Column Centimeter was used for News in Seventh Page, and 1715 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 29% was given to Corruption, 29% was given to Local Governance, 21% was given to Political Events, 10% was given to Education, 8% was given to Health, and 3% was given to Agriculture. Thus, it can be concluded that Corruption & Local Governance were given most importance and Agriculture was least in the month of January.

For February 2012,



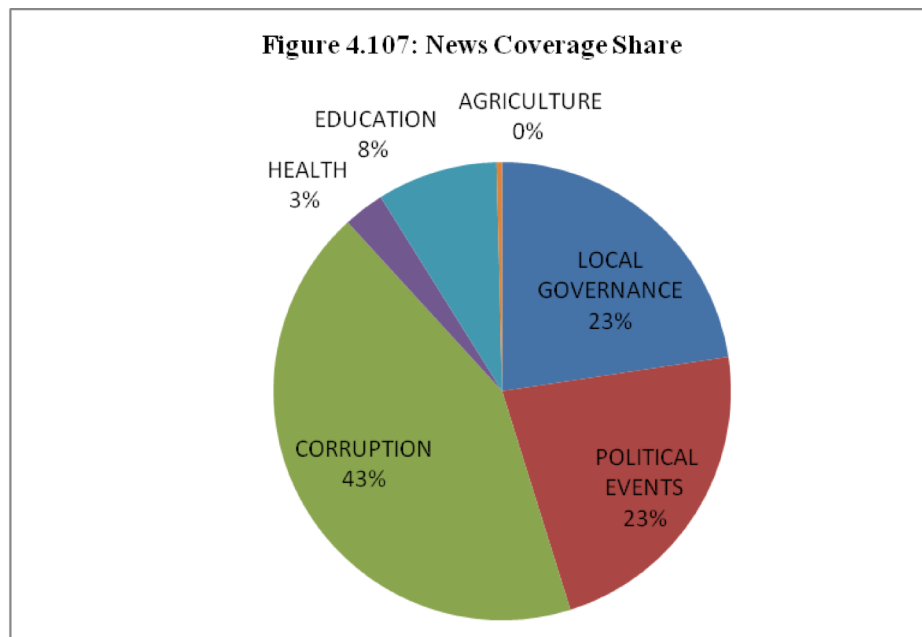
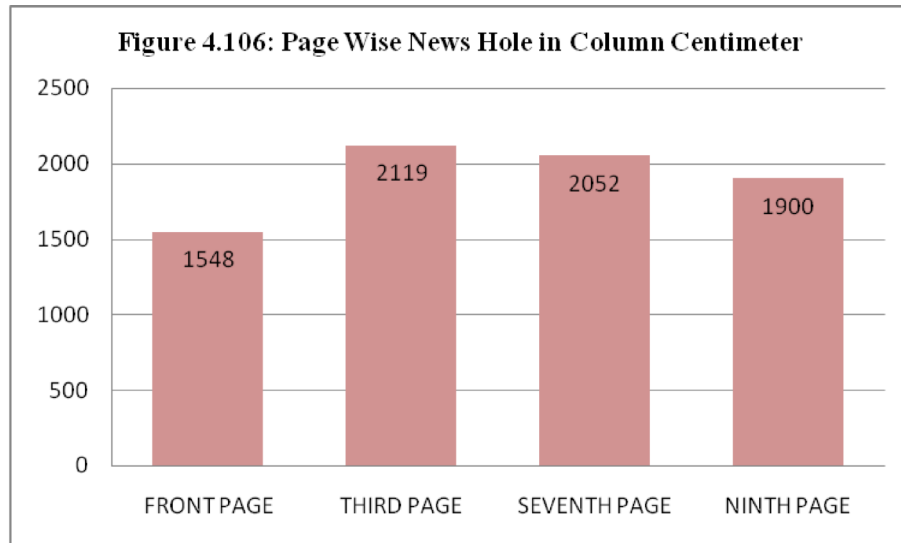
In 2nd Week of the month of February, 1881 Column Centimeter was used for News in Front Page, 1836 Column Centimeter was used for News in Third Page, 1889 Column Centimeter was used for News in Seventh Page, and 2044 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 33% was given to Corruption, 18% was given to Local Governance, 37% was given to Political Events, 6% was given to Education, 5% was given to Health, and 1% was given to Agriculture. Thus, it can be concluded that Political Events were given most importance and Agriculture was least in the month of February

For March 2012,



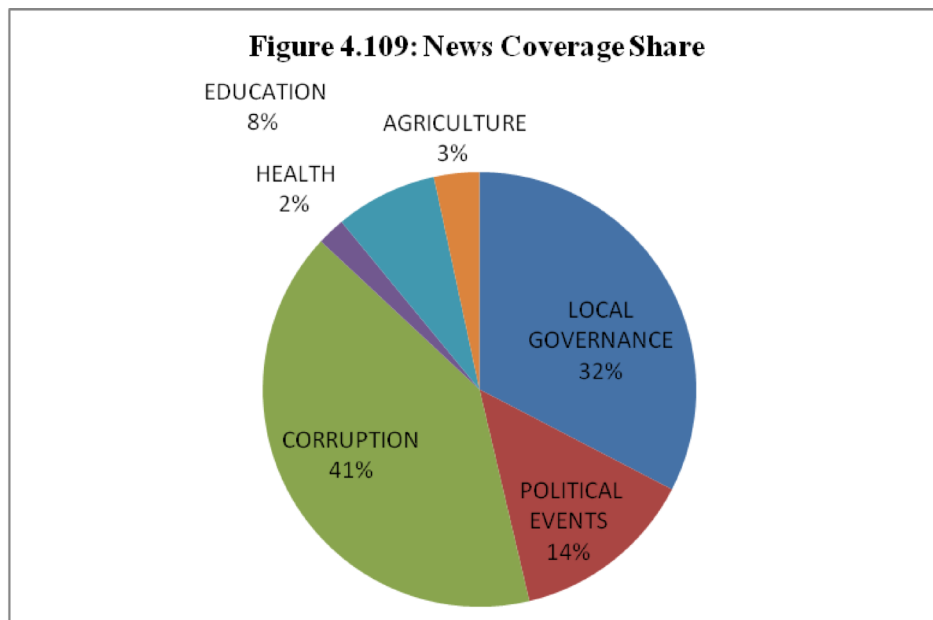
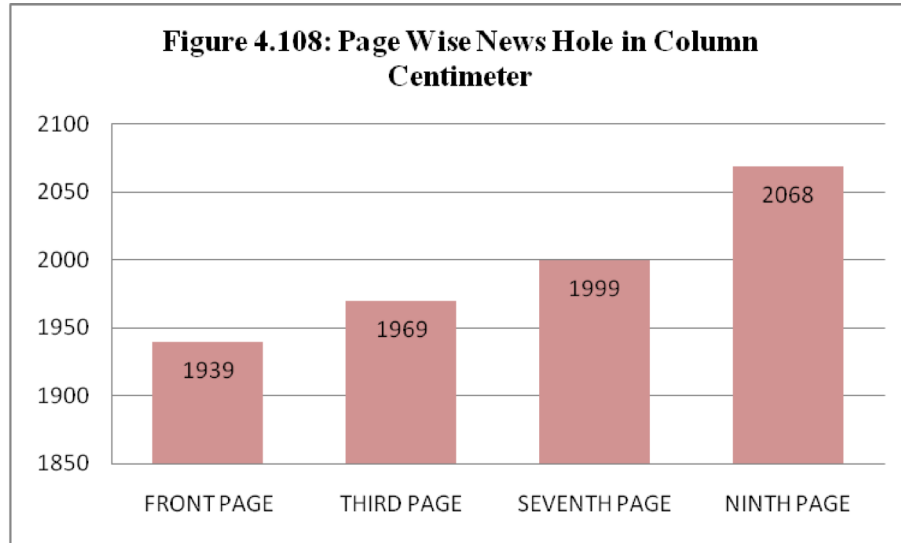
In 3rd Week of the month of March, 1894 Column Centimeter was used for News in Front Page, 2045 Column Centimeter was used for News in Third Page, 2132 Column Centimeter was used for News in Seventh Page, and 2076 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 43% was given to Corruption, 23% was given to Local Governance, 23% was given to Political Events, 8% was given to Education, 3% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of March.

For April 2012,



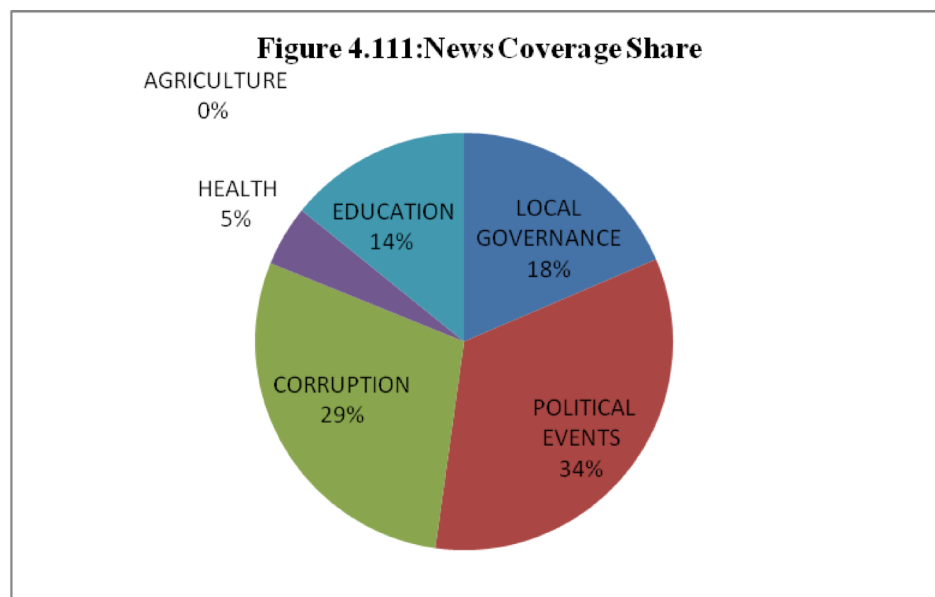
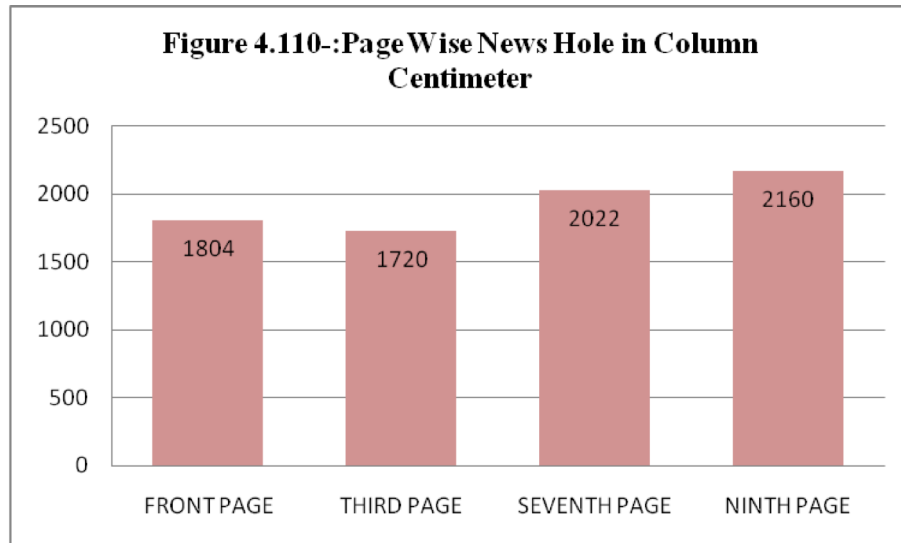
In 4th Week of the month of April, 1548 Column Centimeter was used for News in Front Page, 2119 Column Centimeter was used for News in Third Page, 2052 Column Centimeter was used for News in Seventh Page, and 1900 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 43% was given to Corruption, 23% was given to Local Governance, 23% was given to Political Events, 8% was given to Education, 3% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of April.

For May 2012,



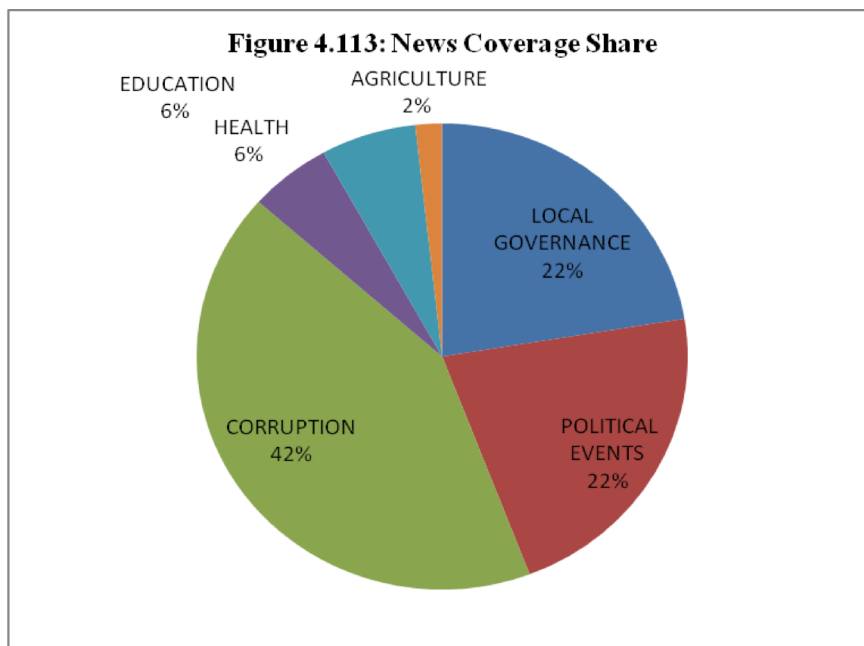
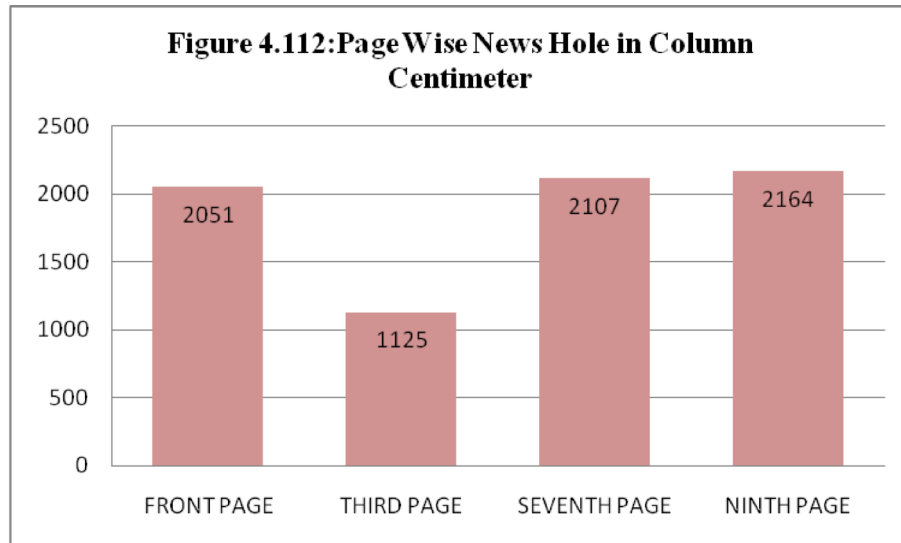
In 1st Week of the month of May, 1939 Column Centimeter was used for News in Front Page, 1969 Column Centimeter was used for News in Third Page, 1999 Column Centimeter was used for News in Seventh Page, and 2068 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 41% was given to Corruption, 32% was given to Local Governance, 14% was given to Political Events, 8% was given to Education, 2% was given to Health, and 3% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Health was least in the month of May.

For June 2012,



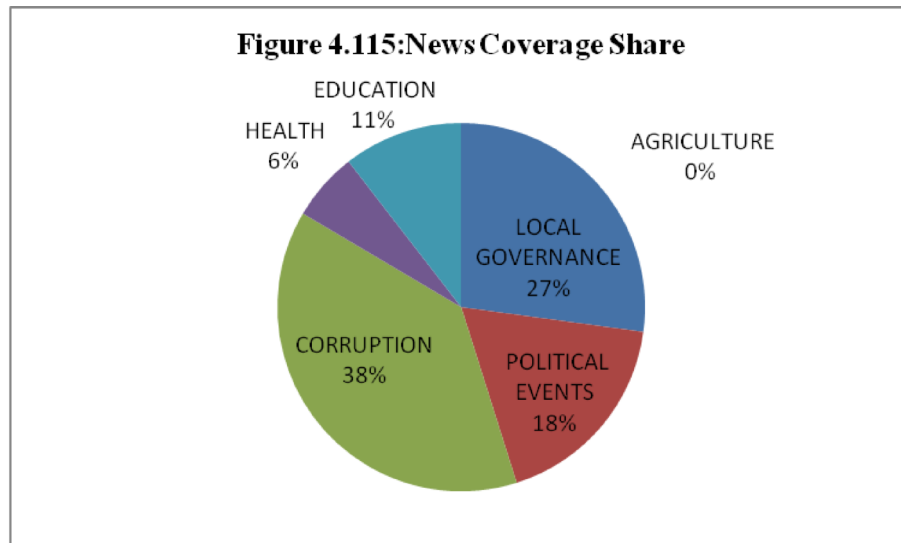
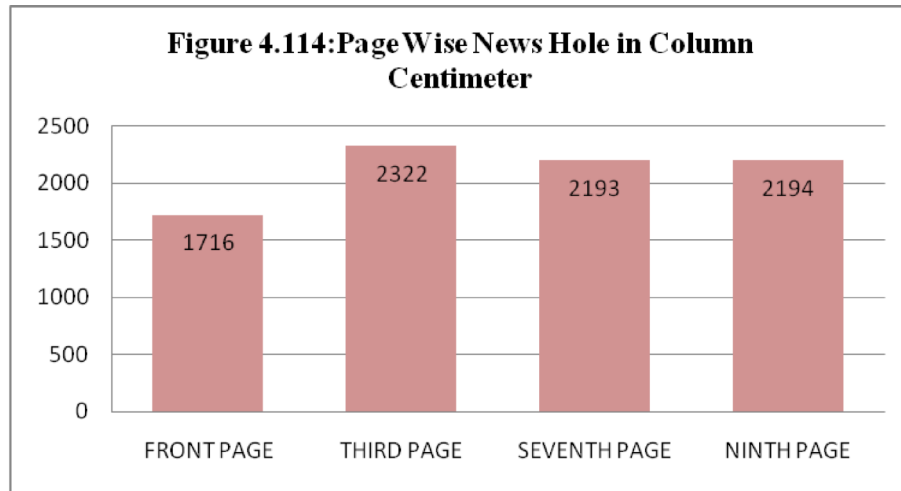
In 2nd Week of the month of June, 1804 Column Centimeter was used for News in Front Page, 1720 Column Centimeter was used for News in Third Page, 2022 Column Centimeter was used for News in Seventh Page, and 2160 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 29% was given to Corruption, 18% was given to Local Governance, 34% was given to Political Events, 14% was given to Education, 5% was given to Agriculture, and 0% was given to Agriculture. Thus, it can be concluded that Political Events was given most importance and Agriculture was least in the month of June.

For July 2012,



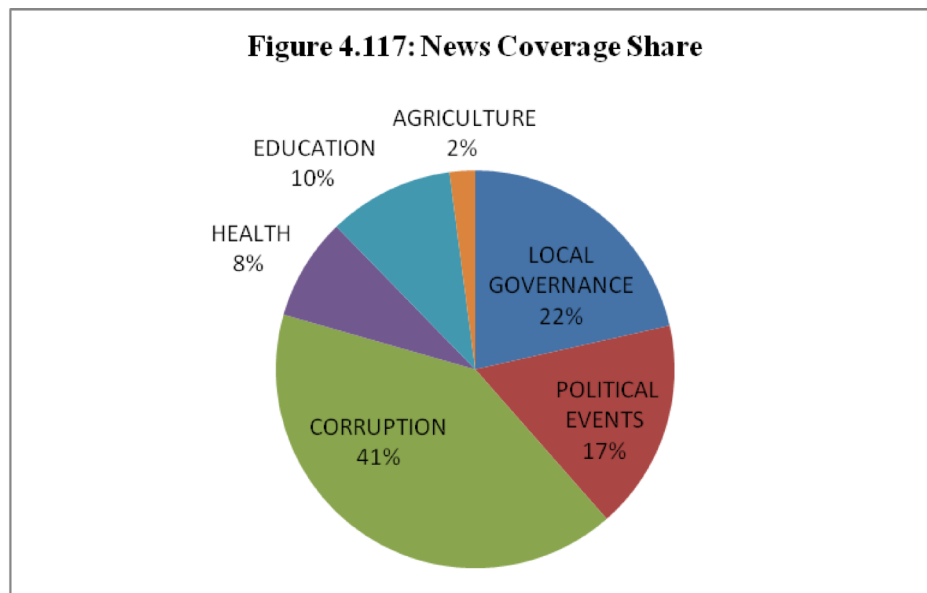
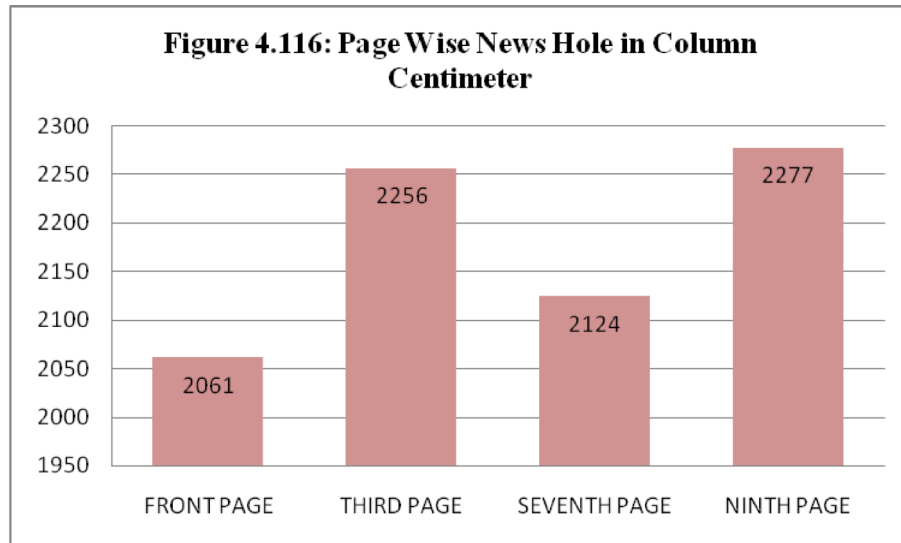
In 3rd Week of the month of July, 2051 Column Centimeter was used for News in Front Page, 1125 Column Centimeter was used for News in Third Page, 2107 Column Centimeter was used for News in Seventh Page, and 2164 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 42% was given to Corruption, 22% was given to Local Governance, 22% was given to Political Events, 6% was given to Education, 6% was given to Health, and 2% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of July.

For August 2012,



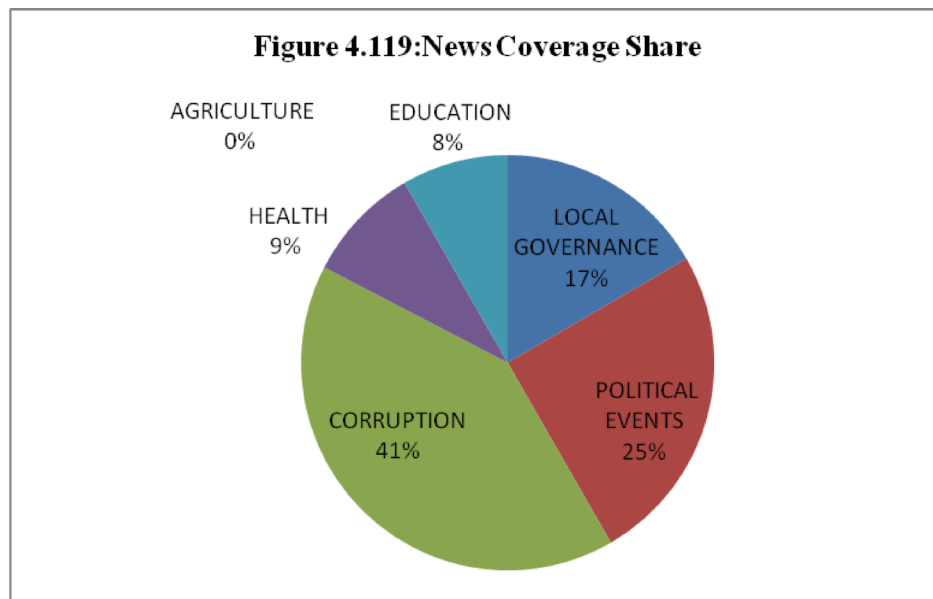
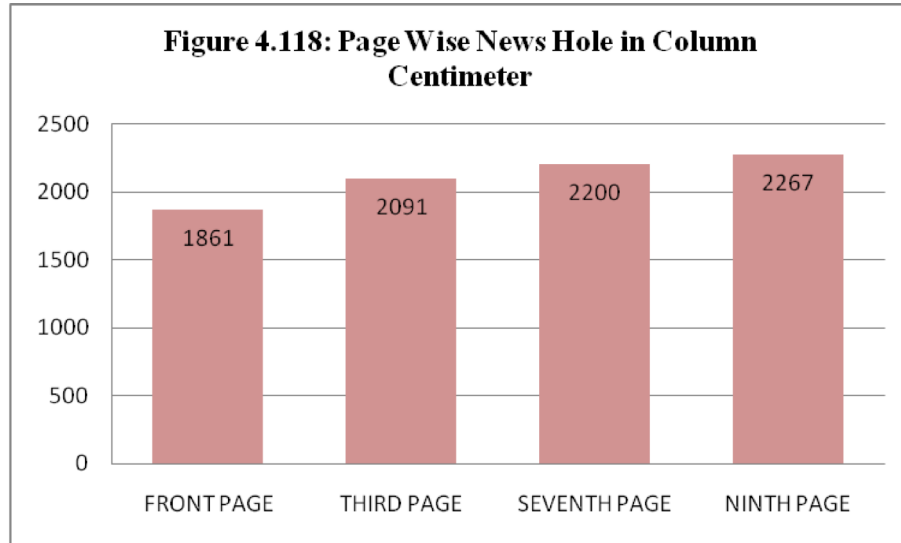
In 4th Week of the month of August, 1716 Column Centimeter was used for News in Front Page, 2322 Column Centimeter was used for News in Third Page, 2193 Column Centimeter was used for News in Seventh Page, and 2194 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 38% was given to Corruption, 27% was given to Local Governance, 18% was given to Political Events, 11% was given to Education, 6% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of August.

For September 2012,



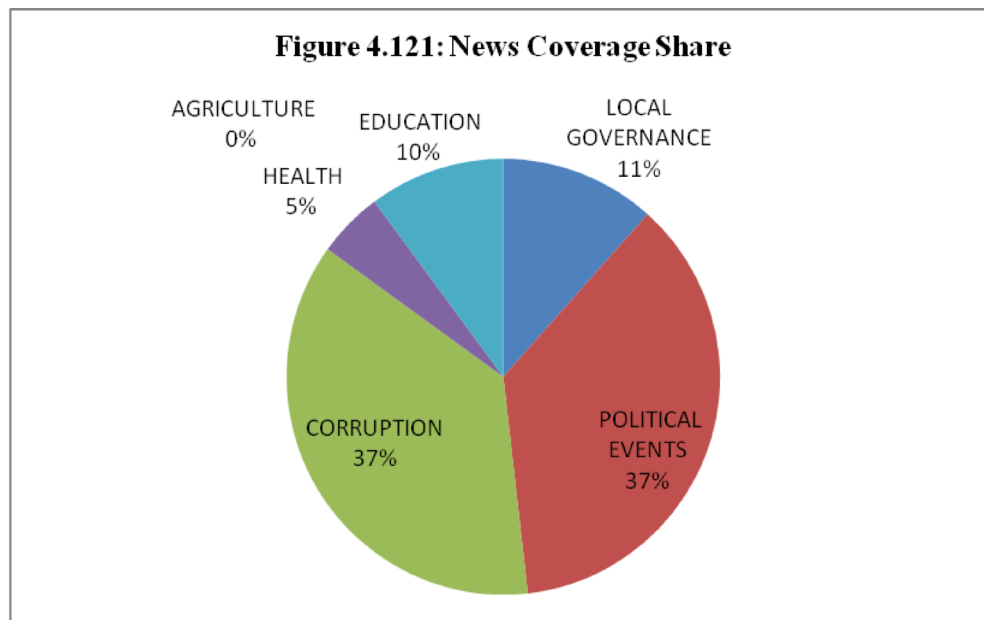
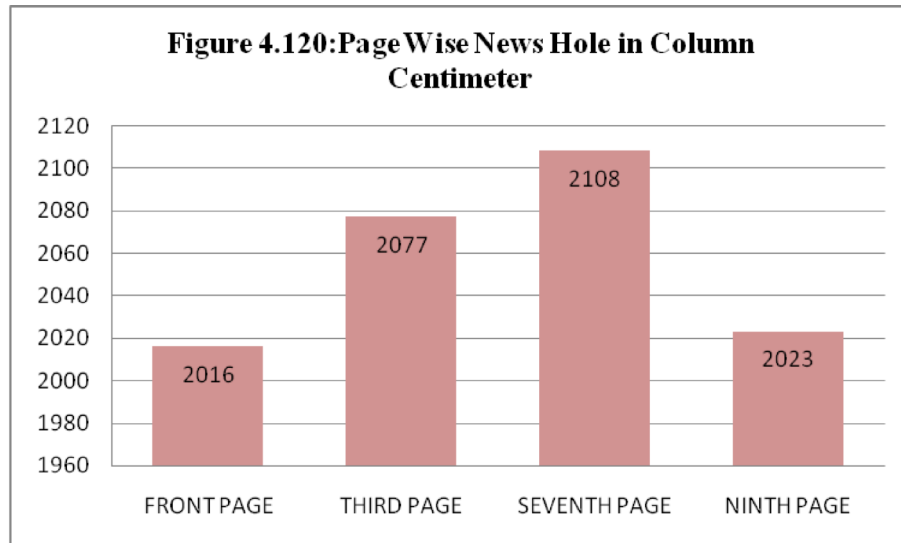
In 1st Week of the month of September, 2061 Column Centimeter was used for News in Front Page, 2256 Column Centimeter was used for News in Third Page, 2124 Column Centimeter was used for News in Seventh Page, and 2277 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 41% was given to Corruption, 22% was given to Local Governance, 17% was given to Political Events, 10% was given to Education, 8% was given to Health, and 2% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of September.

For October 2012,



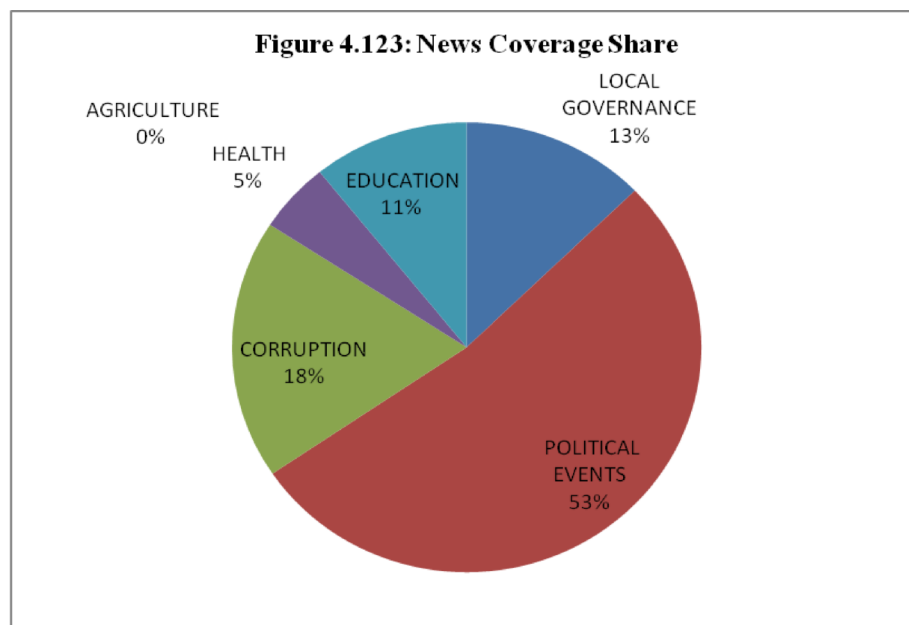
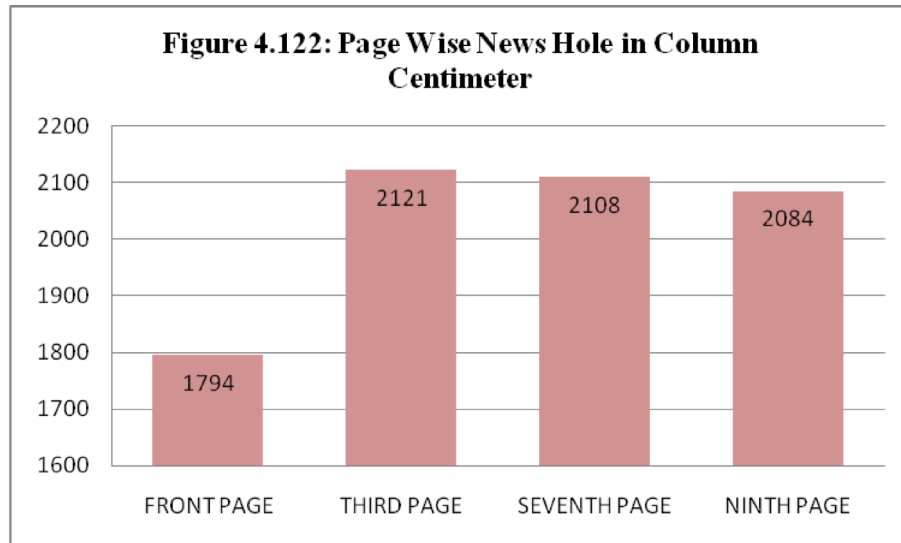
In 2nd Week of the month of October, 1861 Column Centimeter was used for News in Front Page, 2091 Column Centimeter was used for News in Third Page, 2200 Column Centimeter was used for News in Seventh Page, and 2267 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 41% was given to Corruption, 17% was given to Local Governance, 25% was given to Political Events, 8% was given to Education, 9% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of October.

For November 2012,



In 3rd Week of the month of November, 2016 Column Centimeter was used for News in Front Page, 2077 Column Centimeter was used for News in Third Page, 2108 Column Centimeter was used for News in Seventh Page, and 2023 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 37% was given to Corruption, 11% was given to Local Governance, 37% was given to Political Events, 10% was given to Education, 5% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Corruption & Political Events were given most importance and Agriculture was least in the month of November.

For December 2012,



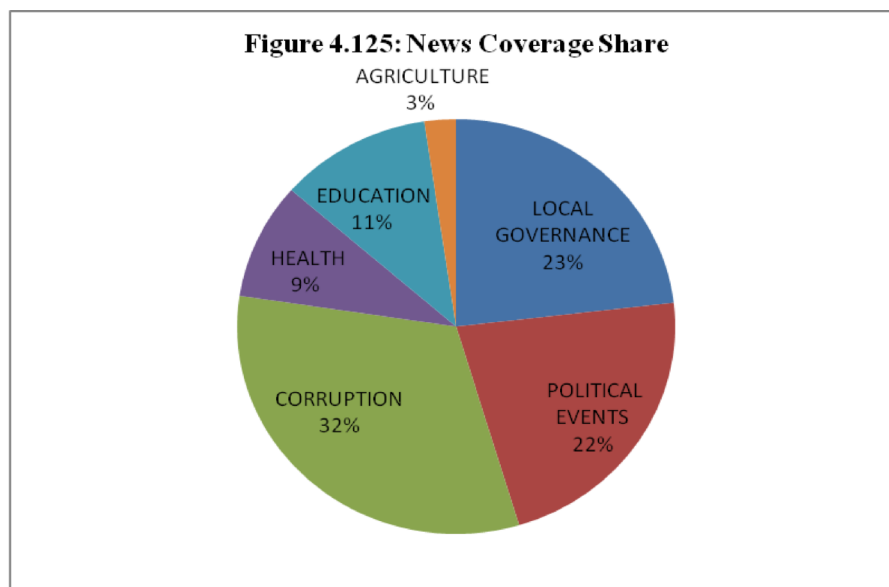
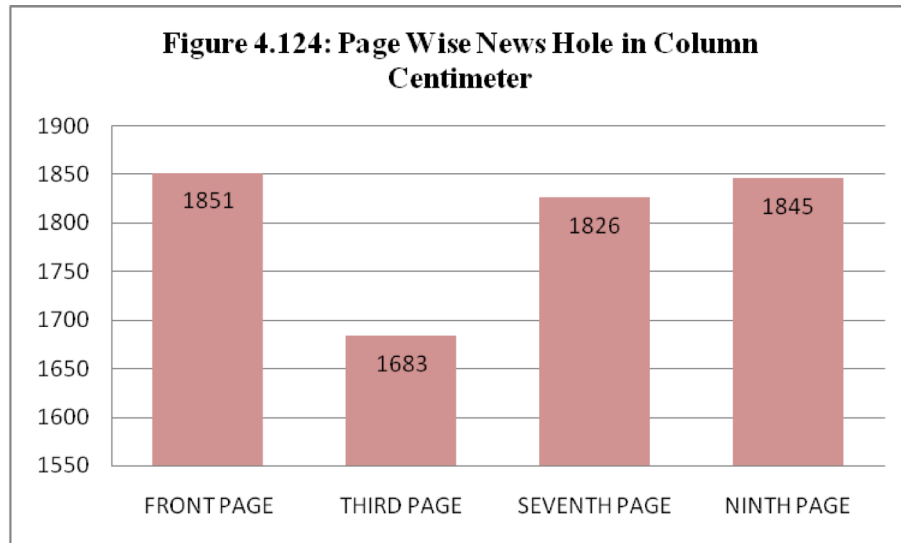
In 4th Week of the month of December, 1794 Column Centimeter was used for News in Front Page, 2121 Column Centimeter was used for News in Third Page, 2108 Column Centimeter was used for News in Seventh Page, and 2084 Column Centimeter was used for News in Eighth Page. In terms of news coverage share, 18% was given to Corruption, 13% was given to Local Governance, 53% was given to Political Events, 11% was given to Education, 5% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Political Events were given most importance and Agriculture was least in the month of December.

While the researcher has analysed the selected socio-political events of Dainik Jugasankha for the year 2012 got the surprising results. It has been found by the researcher that no advocacy techniques have been utilized by this newspaper while covering the news which has been selected for the study.

4.78 Content Analysis for Local Daily Prantojyoti for Year 2012

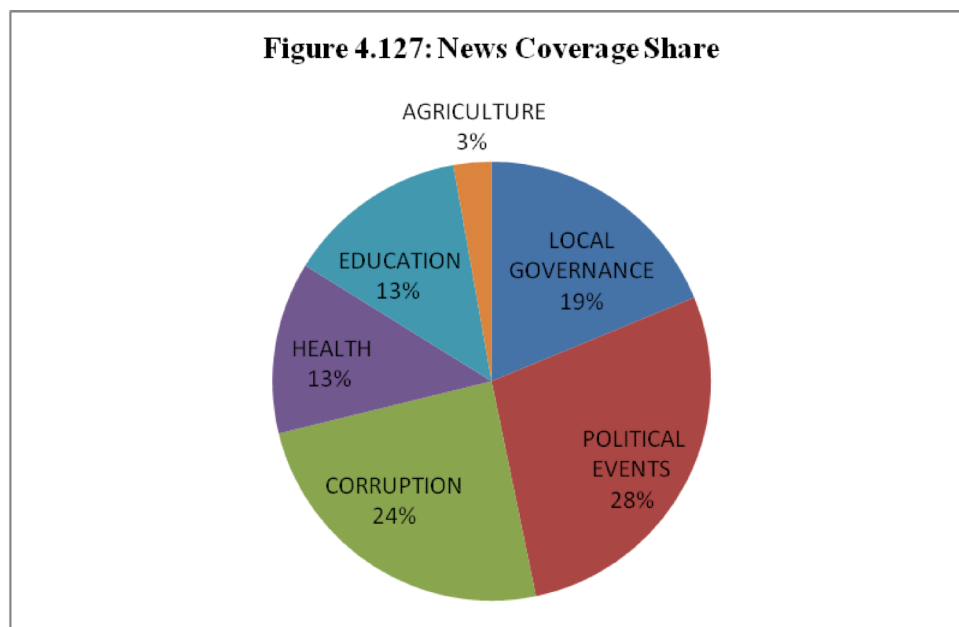
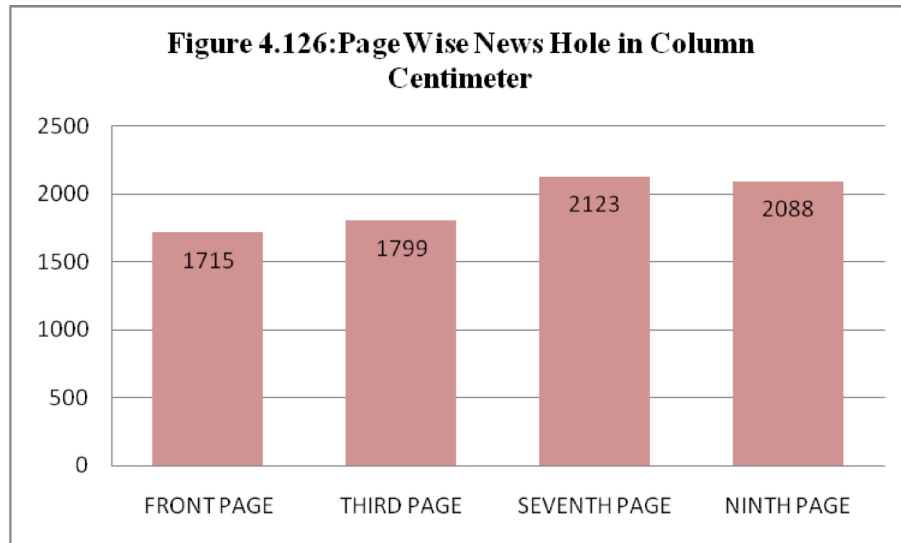
On the basis of study of Local Daily Prantojyoti for all the months of the year 2012, out of 400 Column Centimeter in Front Page and 420 Column Centimeter each in third, seventh and eighth page respectively, page wise news hole for each month is shown in tables and graphs below. Also the percentage ratio of news coverage on Local Governance, Political Events, Corruption, Health, Education and Agriculture is shown in Tables and pie chart. This study was done for 1st Week of the months of January, May and September. For the months of February, June, and October, the study was done for the 2nd week of the month. 3rd Week of the months of March, July, and November were studied and 4th week of the months of April, August, and December were studied. The Data Tables, Graphs are as follows:

For January 2012,



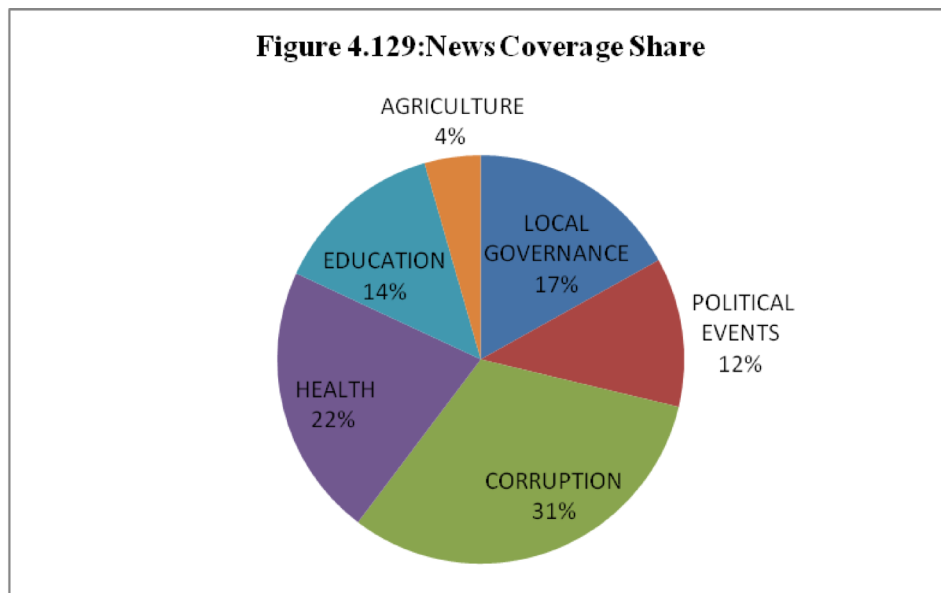
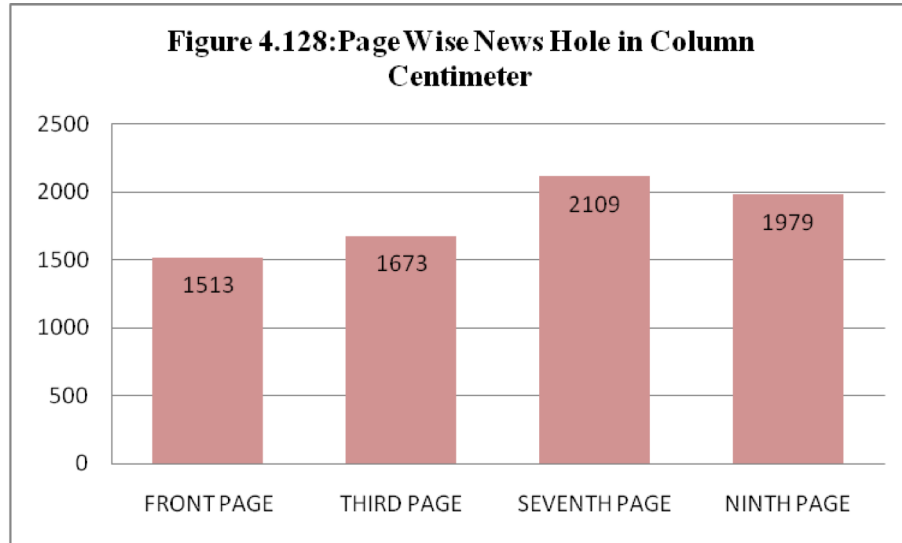
In 1st Week of the month of January, 1851 Column Centimeter was used for News in Front Page, 1683 Column Centimeter was used for News in Third Page, 1826 Column Centimeter was used for News in Seventh Page, and 1845 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 32% was given to Corruption, 23% was given to Local Governance, 22% was given to Political Events, 11% was given to Education, 9% was given to Health, and 3% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of January.

For February 2012,



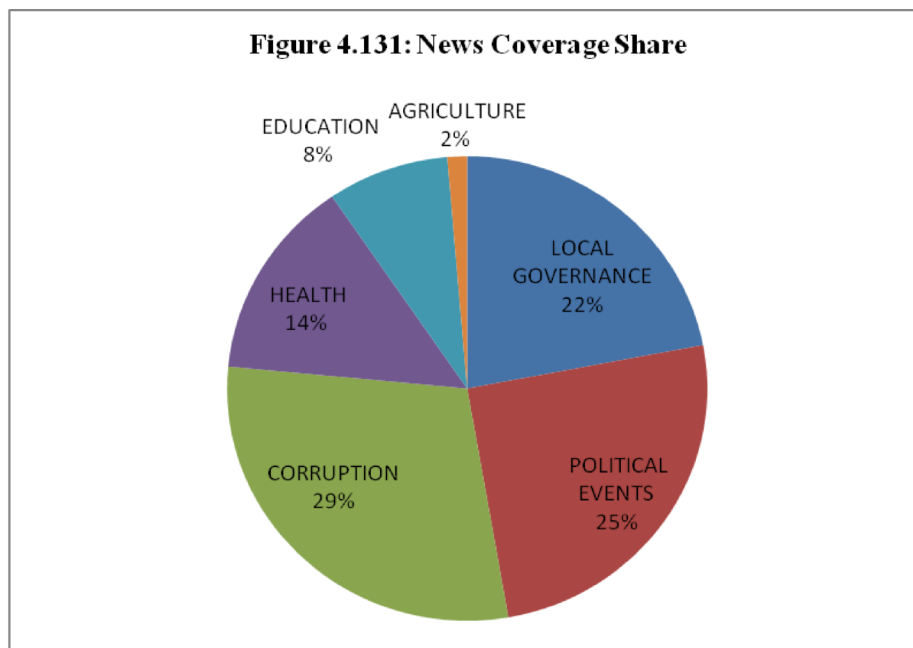
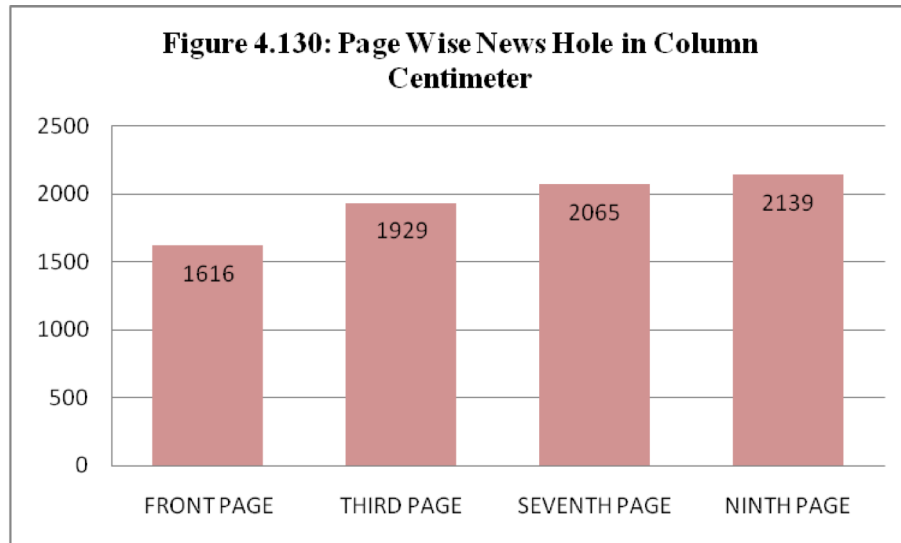
In 2nd Week of the month of February, 1715 Column Centimeter was used for News in Front Page, 1799 Column Centimeter was used for News in Third Page, 2123 Column Centimeter was used for News in Seventh Page, and 2088 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 24% was given to Corruption, 19% was given to Local Governance, 28% was given to Political Events, 13% was given to Education, 13% was given to Health, and 3% was given to Agriculture. Thus, it can be concluded that Political Events were given most importance and Agriculture was least in the month of February.

For March 2012,



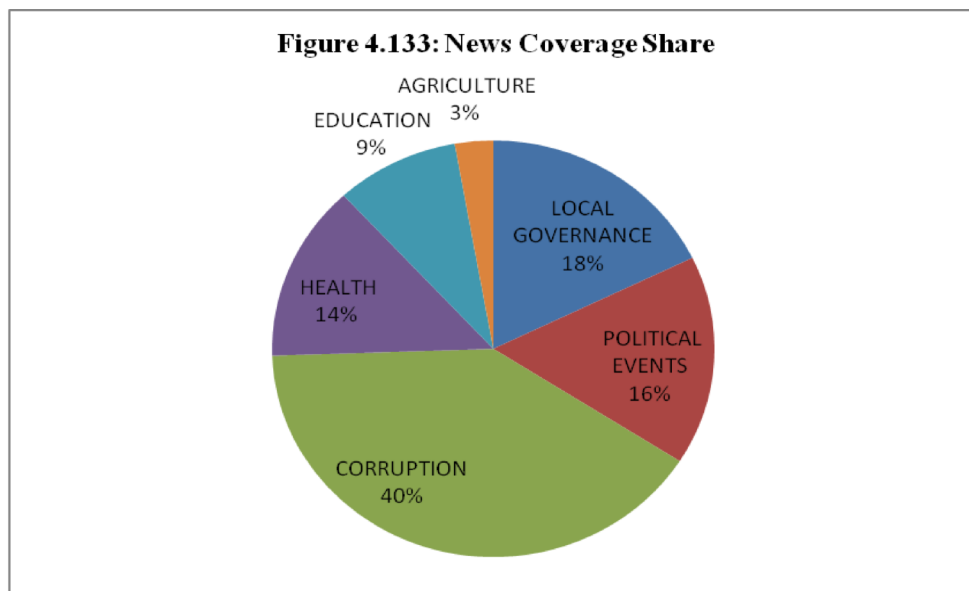
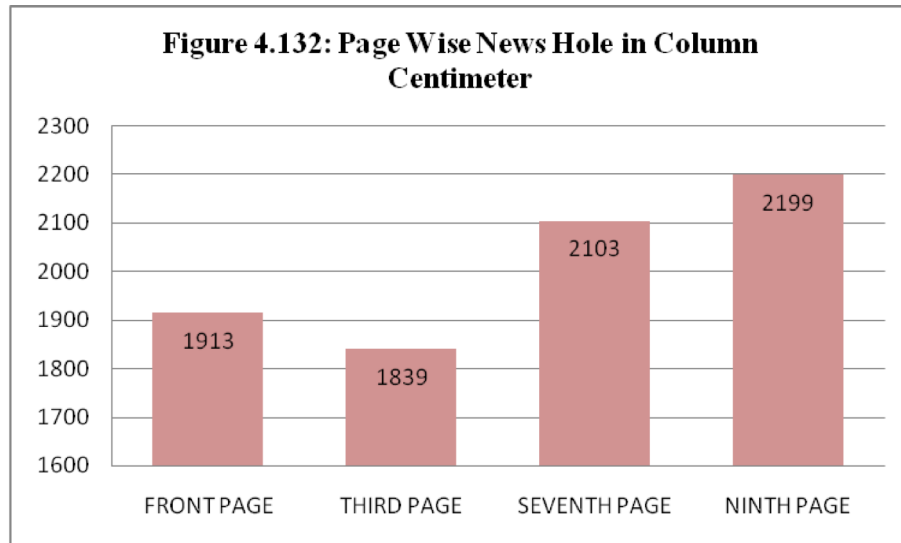
In 3rd Week of the month of March, 1513 Column Centimeter was used for News in Front Page, 1673 Column Centimeter was used for News in Third Page, 2109 Column Centimeter was used for News in Seventh Page, and 1979 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 31% was given to Corruption, 17% was given to Local Governance, 12% was given to Political Events, 14% was given to Education, 22% was given to Health, and 4% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of March.

For April 2012,



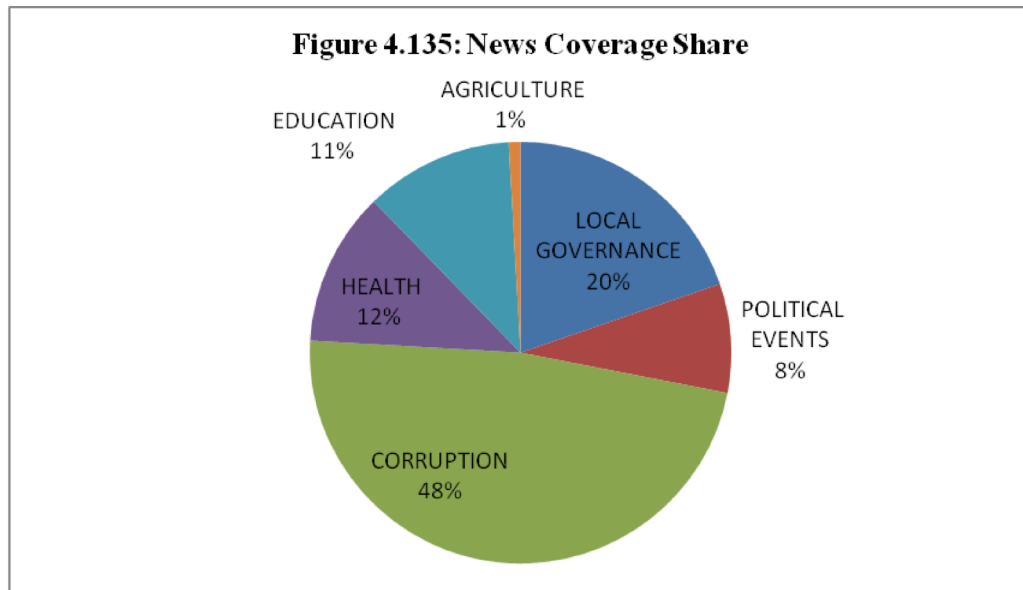
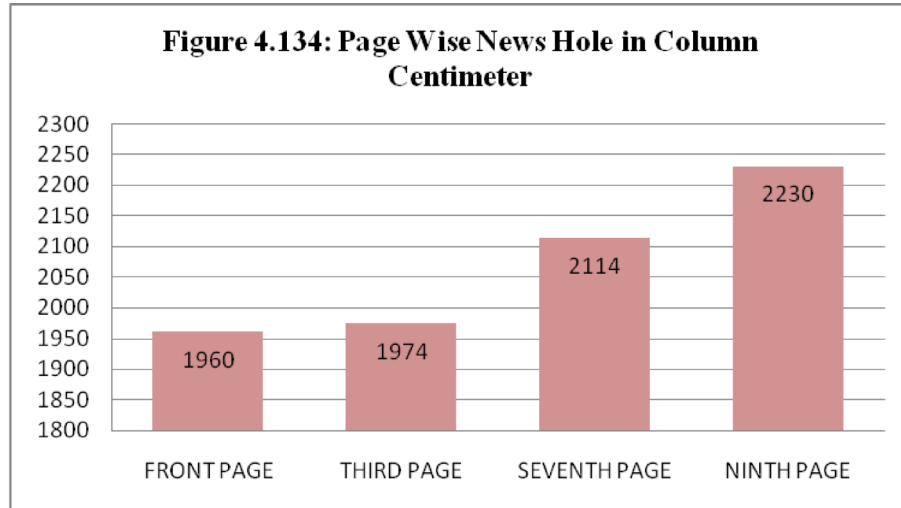
In 4th Week of the month of April, 1616 Column Centimeter was used for News in Front Page, 1929 Column Centimeter was used for News in Third Page, 2065 Column Centimeter was used for News in Seventh Page, and 2139 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 29% was given to Corruption, 22% was given to Local Governance, 25% was given to Political Events, 8% was given to Education, 14% was given to Health, and 2% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of April.

For May 2012,



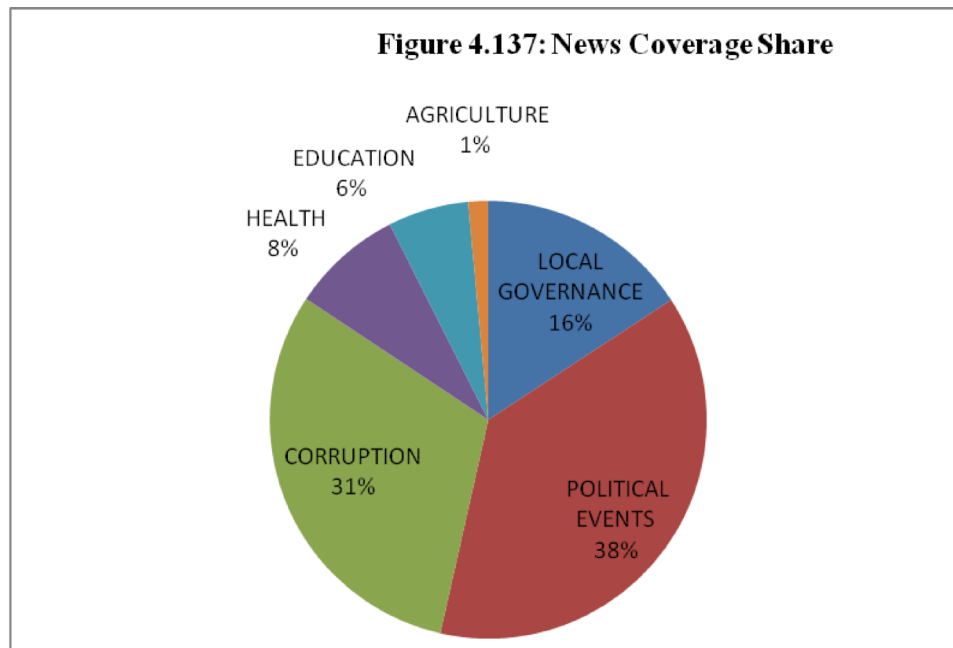
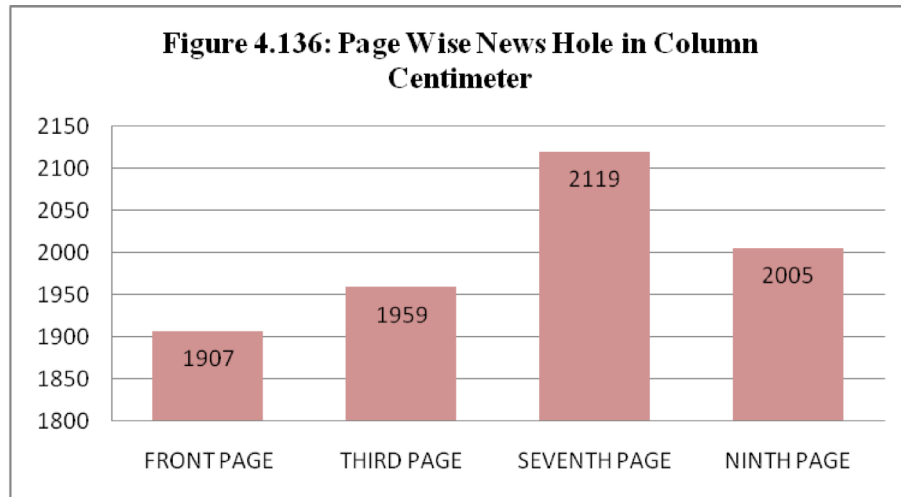
In 1st Week of the month of May, 1913 Column Centimeter was used for News in Front Page, 1839 Column Centimeter was used for News in Third Page, 2103 Column Centimeter was used for News in Seventh Page, and 2199 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 40% was given to Corruption, 18% was given to Local Governance, 16% was given to Political Events, 9% was given to Education, 14% was given to Health, and 3% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of January

For June 2012,



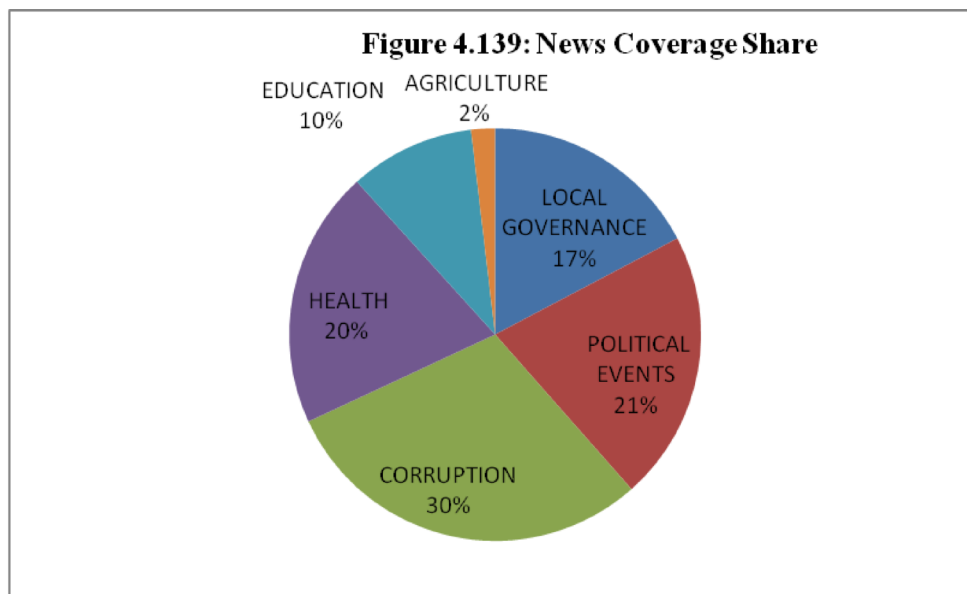
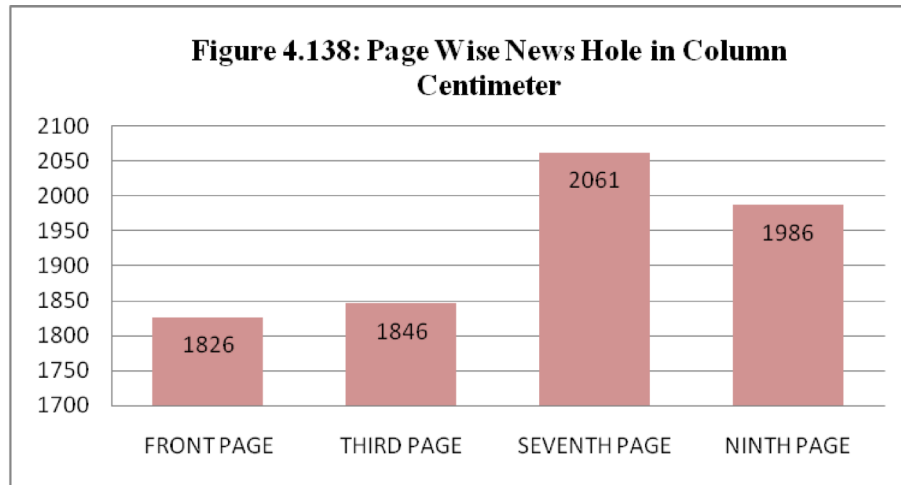
In 2nd Week of the month of June, 1960 Column Centimeter was used for News in Front Page, 1974 Column Centimeter was used for News in Third Page, 2114 Column Centimeter was used for News in Seventh Page, and 2230 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 48% was given to Corruption, 20% was given to Local Governance, 8% was given to Political Events, 11% was given to Education, 12% was given to Health, and 1% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of June.

For July 2012,



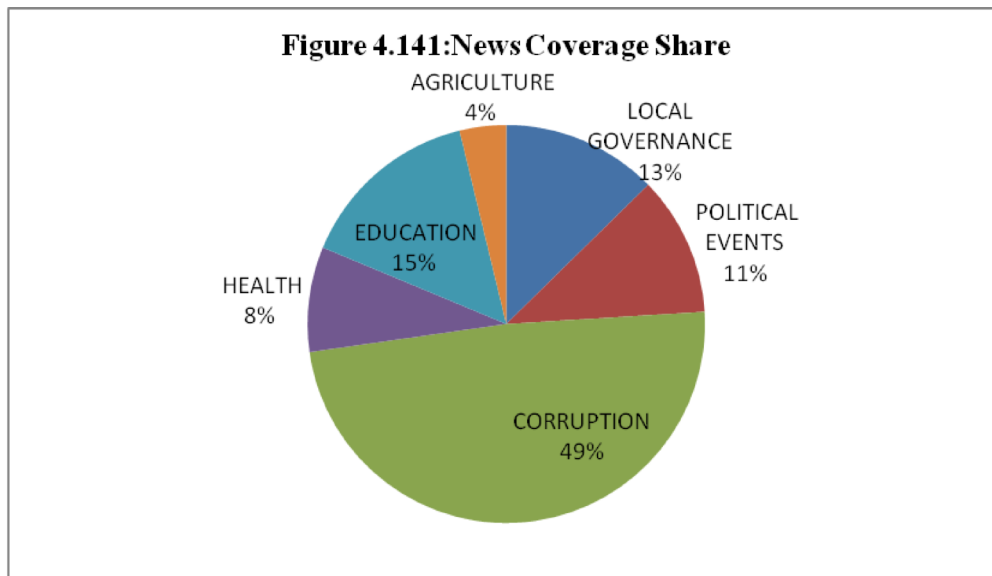
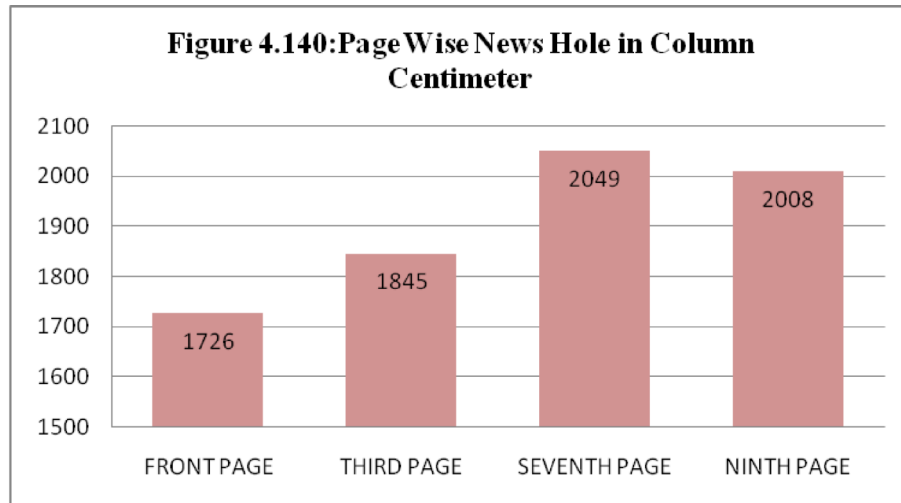
In 3rd Week of the month of July, 1907 Column Centimeter was used for News in Front Page, 1959 Column Centimeter was used for News in Third Page, 2119 Column Centimeter was used for News in Seventh Page, and 2005 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 31% was given to Corruption, 16% was given to Local Governance, 38% was given to Political Events, 6% was given to Education, 8% was given to Health, and 1% was given to Agriculture. Thus, it can be concluded that Political Events were given most importance and Agriculture was least in the month of July.

For August 2012,



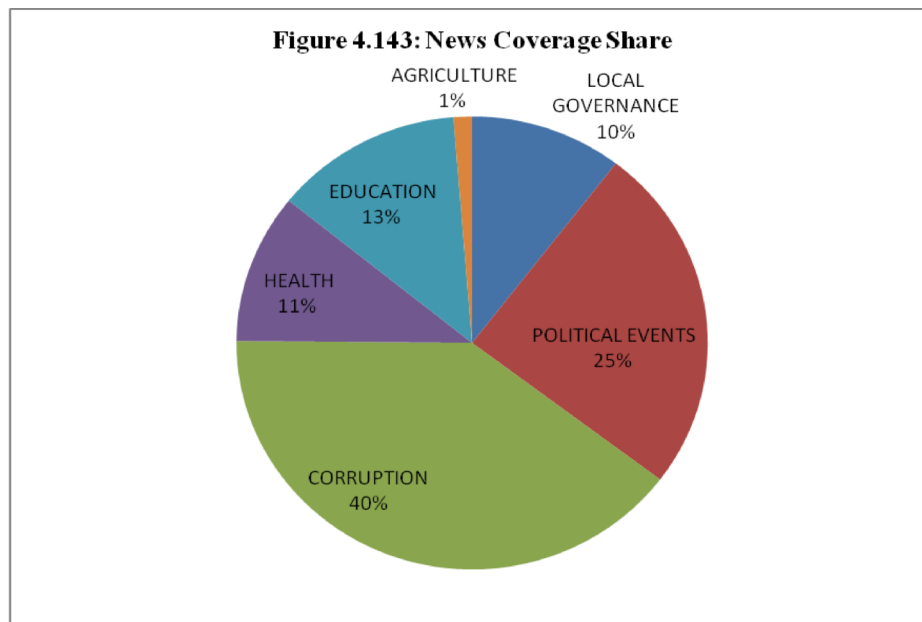
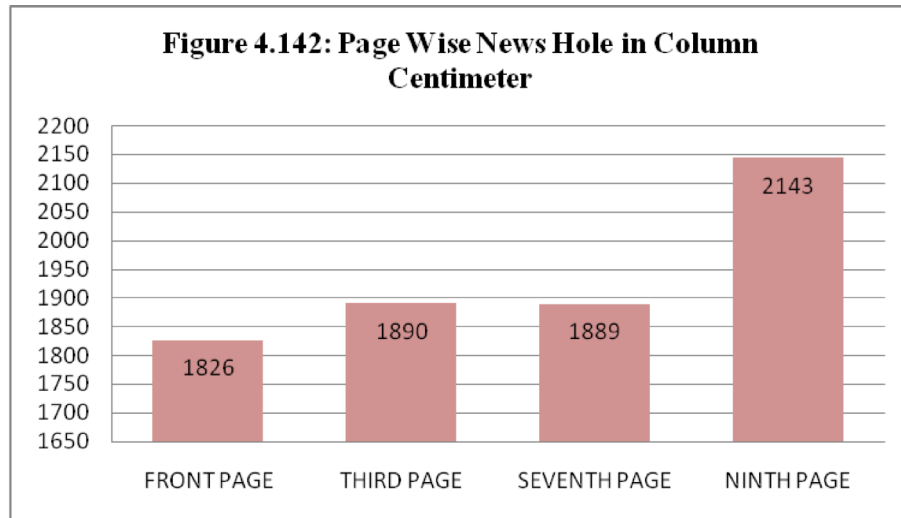
In 3rd Week of the month of August, 1826 Column Centimeter was used for News in Front Page, 1846 Column Centimeter was used for News in Third Page, 2061 Column Centimeter was used for News in Seventh Page, and 1986 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 30% was given to Corruption, 17% was given to Local Governance, 21% was given to Political Events, 10% was given to Education, 20% was given to Health, and 2% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of August.

For September 2012,



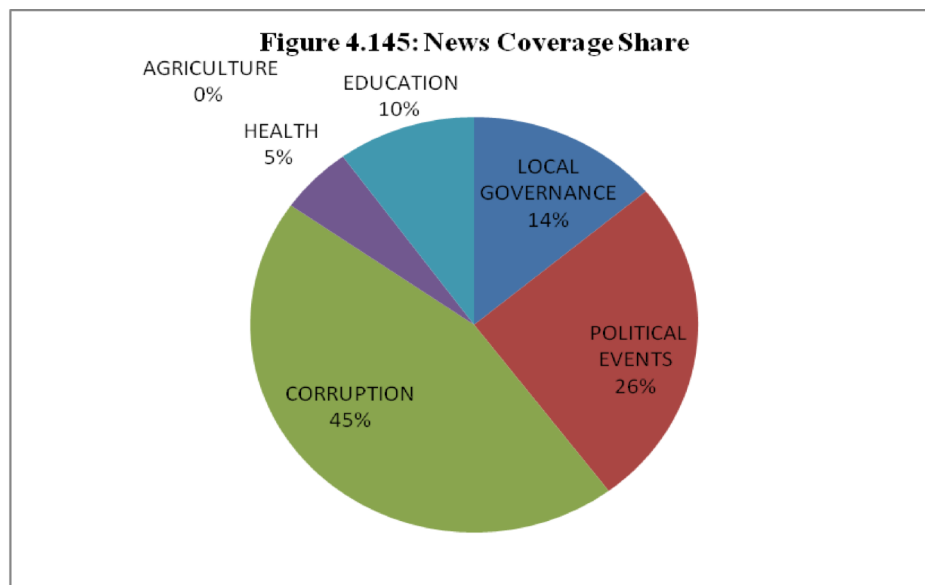
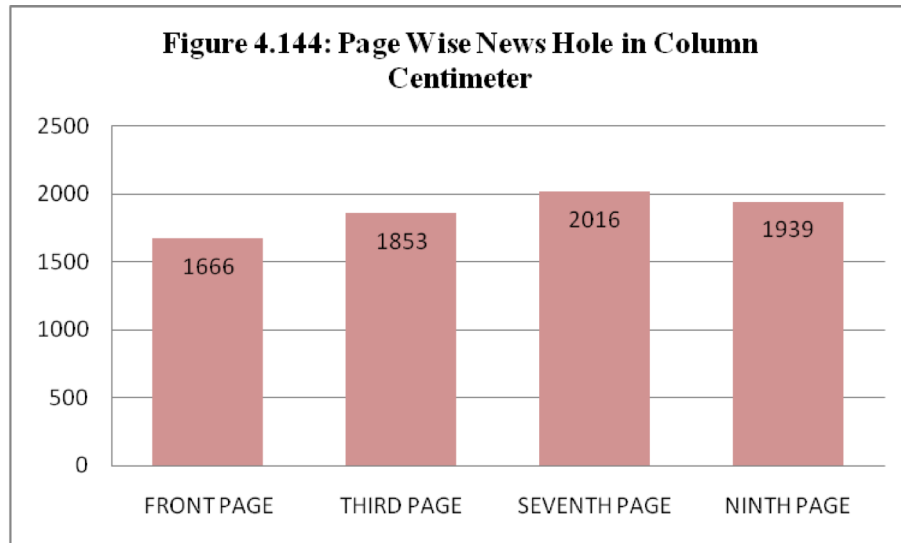
In 1st Week of the month of September, 1726 Column Centimeter was used for News in Front Page, 1845 Column Centimeter was used for News in Third Page, 2049 Column Centimeter was used for News in Seventh Page, and 2008 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 49% was given to Corruption, 13% was given to Local Governance, 11% was given to Political Events, 15% was given to Education, 8% was given to Health, and 4% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of September.

For October 2012,



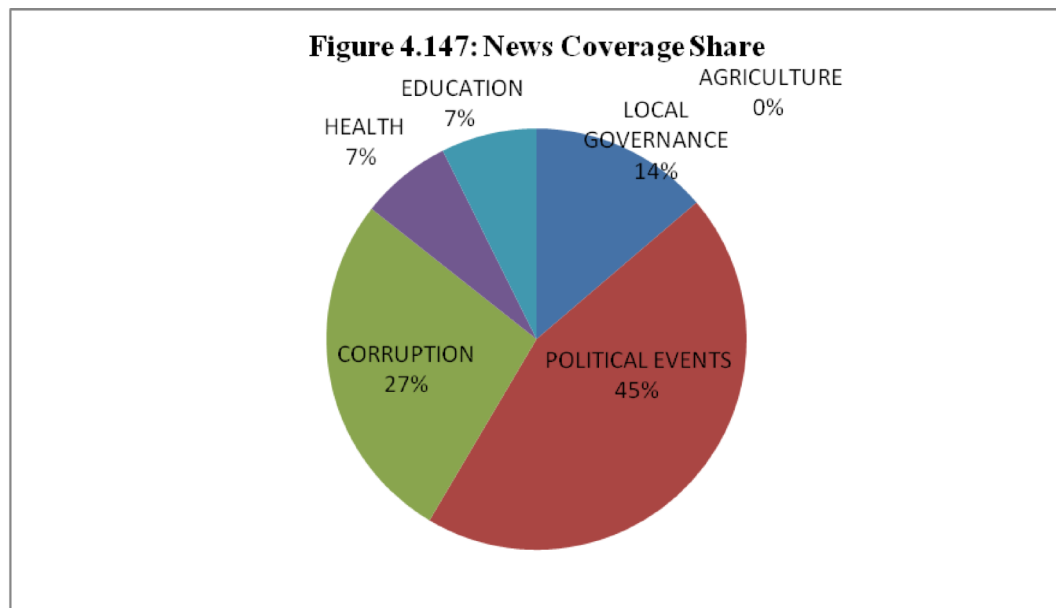
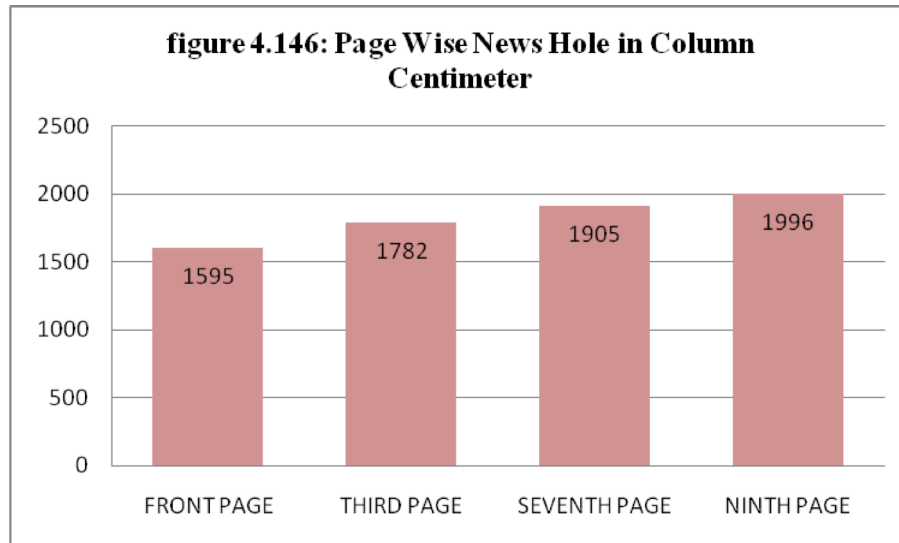
In 2nd Week of the month of October, 1826 Column Centimeter was used for News in Front Page, 1890 Column Centimeter was used for News in Third Page, 1889 Column Centimeter was used for News in Seventh Page, and 2143 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 40% was given to Corruption, 10% was given to Local Governance, 25% was given to Political Events, 13% was given to Education, 11% was given to Health, and 1% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of October.

For November 2012,



In 3rd Week of the month of November, 1666 Column Centimeter was used for News in Front Page, 1853 Column Centimeter was used for News in Third Page, 2016 Column Centimeter was used for News in Seventh Page, and 1939 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 45% was given to Corruption, 14% was given to Local Governance, 26% was given to Political Events, 10% was given to Education, 5% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Corruption was given most importance and Agriculture was least in the month of November.

For December 2012,



In 4th Week of the month of December, 1595 Column Centimeter was used for News in Front Page, 1782 Column Centimeter was used for News in Third Page, 1905 Column Centimeter was used for News in Seventh Page, and 1996 Column Centimeter was used for News in Ninth Page. In terms of news coverage share, 27% was given to Corruption, 14% was given to Local Governance, 45% was given to Political Events, 7% was given to Education, 7% was given to Health, and 0% was given to Agriculture. Thus, it can be concluded that Political Events were given most importance and Agriculture was least in the month of December.

While the researcher has analysed the selected socio-political events of Dainik Prantojyoti for the year 2012 got the surprising results. It has been found by the researcher that no advocacy techniques have been utilized by this newspaper while covering the news which has been selected for the study.

After analyzing the content of all the three leading dailies, it has been seen that the issues which have been selected for the studies are not published with a clear intention to inform, warn, advocate, advise and guide the readers about matters that may have an impact on them. The research scholar and media experts also feels that their coverage related to socio-political issues/events are not intentional, such as, “unable to bring attention to the issue; unable to warn the public; and also fails to encourage the regulator/ lawmakers to take action.”

Not a single news story which has been selected for the study is fact based, and the journalist has not supported the particular side of the story, and also the journalist fails to choice news angle and the criticism and buzz words was also absent in the story. The writing style is also very simple and lack of creativity. The journalist of leading Bengali Dailies of Barak Valley must devote much more time researching the issues thoroughly and presenting them because people might make fruitful decisions based on what they read. The choice of language in headlines, sub-heads, captions and the text should also be taken consciously and decisions are “carefully considered” for maximum effect.

In sum, the above study got the surprising results. It has been seen that the three leading Bengali dailies of Barak Valley namely, Dainik Jugasankha, Dainik Samayik Prasanga and Dainik Prantojyoti fails to introduce advocacy technique of journalism.