

CHAPTER – 5

SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 SUMMARY OF THE FINDINGS

The study has been conducted in the three districts of Barak Valley about the practice of Advocacy Journalism by the leading Bengali Dailies of the valley .The study was survey based along with content analysis. The summary of the findings of the study are given below.

Part A: Background of the respondents & their mass media exposure

The questionnaires focuses on the public opinion about the practices and the role of advocacy journalism in reporting socio-political events by the three leading Bengali Dailies of Barak Valley along with a thorough content analysis for the year 2012 (January to December).

- The 435 general respondents and 15 expert respondents of this research were selected from urban, semi urban and rural areas of three districts of Barak Valley – Cachar, Karimganj & Hailakandi. The district wise division of general respondents shows that 180 numbers of respondents (41.38%) are from Cachar district, 140 (32.19%) are from Karimganj and 115 (26.43%) are from Hailakandi district. Out of the 15 experts, 6 were from Cachar District, 5 were from Karimganj District, and 4 were from Hailakandi District.
- The general respondents were classified into five age groups, 18-25 years, 26-35 years, 36-45 years, 46-54 years, and 55 years & above. 12.87% of the respondents belongs to the age group of 18-25 years, 38.62% respondents belongs to 26-35 years, 33.33% belongs to 36-45 years, 7.82% belongs to 46-54 years, and 7.36% belongs to the age group 55 years and above. 3 Experts were from the age group 36 – 45 years, 7 experts were 46 – 54 years, and 5 were from the age group 55 years and above.

- Both male & female general respondents were considered and 82.99% respondents were male and only 17.01% were female and 52.41% respondents were single, 46.67% were married, and only 0.92% of the respondents were widows. No Divorcee & Separated respondents responded as few of them were approached. 53.1% of the respondents belonged to single families and 46.9% of respondents' belonged to joint families.
- The residential locality of the general respondents was distributed in three categories, 60.69% respondents were from urban locality, 11.26% were from semi urban locality, and 28.05% were from rural locality. Thus, a majority of the respondents were from urban locality to have easy access of mass media. All the Experts were from Silchar, Karimganj, and Hailakandi Towns, thus from pure urban locality.
- Regarding the educational qualification, 58.85% respondents were graduates, 16.78% were higher secondary passed, 14.71% were post graduate, 3.91% respondents were minimum matriculate and 5.75% respondents belongs to other categories such as diploma or other certificate holders. Out of 15 experts, 11 were Post Graduate and 4 were Graduates.
- The occupational status of the general respondents was classified into eight categories. 42.99% respondents were Govt. Employees, 23.45% were private sector employees, 13.33% were self-employed, 8.74% were students, 4.6% respondents were in business, 2.76% were housewives and only 1.61% respondents were unemployed. 2.53% respondents belonged to other categories. Thus, it was found that a majority of the respondents were economically prepared to understand & response on the topic of advocacy journalism.
- 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.

- 425 (98%) out of 433 of the general respondents who are local newspaper readers. Around one hour in the morning is the best time among the respondents to read newspapers and second most suitable choice is during their free available time which may be less than or even more than one hour.
- Out of 3 local newspapers considered for this research, Dainik Jugasankha is read by 315 (74.12%) respondents, Dainik Samayik Prasanga is read by 170 (40%) respondents, and only 43 (10.12%) respondents read Dainik Prantojyoti. It was found that many respondents read more than one local newspaper. All the experts read all the three local newspapers.

Part B: Reader's knowledge about advocacy journalism in Barak Valley

- Out of 425 general local newspaper readers, 100 (23.53%) respondents said yes, that they know what advocacy journalism is, 233(54.82%) respondents clearly said no, and 92 (21.65%) respondents said that they know somewhat about advocacy journalism. But all the 15 experts had very clear idea of advocacy journalism.
- Out of 425 respondents, 65% of general respondents and all the experts clearly favoured the importance of Advocacy Journalism. Rest of the general respondents either felt that Advocacy Journalism is not at all important or were silent or seemed confused.
- Out of 425 general local newspaper readers, 42 (9.88%) respondents said yes, that the three local dailies of Barak Valley maintain advocacy journalism techniques, 208 (48.94%) clearly said no, 42 (9.88%) respondents feels that three local dailies 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. All of the experts believe that local dailies are yet to start advocacy journalism techniques.

- In case of political news in local dailies of Barak Valley, out of 425 general local newspaper readers, 308 (72.47%) respondents said yes, that they read political news, only 73 (17.18%) respondents clearly said no, 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.
- Out of 425 respondents, 136 (32%) of the respondents said yes, that local dailies of Barak Valley give importance to political news of the valley, 111 (26.12%) respondents clearly said no, and 178 (41.88%) respondents said that local dailies of Barak Valley give somewhat importance to political news of the valley.
- Out of 425 respondents, 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, and 88 (20.71%) respondents said that they are somewhat satisfied .Regarding media experts, 10 (67%) of the 15 experts feels that local dailies don't give importance to political news and 5 (33%) feels that local dailies give somewhat importance. 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.
- Out of 425 respondents, 66 (15.53%) respondents said yes that reporters maintain advocacy techniques for political news of Barak Valley, 138 (32.47%) respondents clearly said no, 111 (26.12%) respondents said that reporters somewhat maintain advocacy techniques , 69 (16.24%) respondents were silent, and rest 41 (9.65%) respondents said that they don't know as they seemed confused. None of the experts believe that Advocacy technique is maintained for political news in the Valley.

- Regarding the serving of public interest, 45 (10.59%) respondents said yes, that political news of Barak Valley serves the public interest, 47 (11.06%) respondents clearly said no, 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.
- Regarding the positive change in society, 43 (10.12%) respondents said yes, that political news of Barak Valley is bringing up positive change in the society, 70 (16.47%) respondents clearly said no, 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.
- Regarding influencing the readers, out of 425 respondents, 46 (10.82%) said yes, political news of Barak Valley influences the respondents, 265 (62.35%) respondents clearly said no, and 114 (26.83%) respondents said that political news of Barak Valley somewhat influences the respondents.
- Regarding creating agendas, 45 (10.59%) respondents said yes, that political news of Barak Valley creates agenda, 70 (16.47%) respondents clearly said no, 113 (26.59%) respondents said that political news of Barak Valley somewhat creates any agenda, 158 (37.18%) respondents were silent, and rest 39 (9.18%) respondent responded don't know as they seemed confused.
- Out of 15 experts, 13 (86.67%) feels that news on political issues in local dailies don't serves the public interest and these news are not bringing up any change in the society, and only 2 (13.33%) feels that the local dailies somewhat serves the public interest.
- 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, 161 (37.88%) respondents said that they are somewhat playing their active role, 134 (31.53%) respondents were silent, and rest 14 (3.29%) respondents said that they don't know as they seemed confused.

- Out of 425 respondents, 43 (10.12%) said yes, that reporters maintain objectivity while reporting, 46 (10.82%) clearly said no, 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.
- Out of 425 respondents, 95 (22.35%) respondents said yes, that reporters favour particular news related to their interest, 50 (11.76%) respondents clearly said no, 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.
- Out of 15 experts, 11 (2.59%) respondents said yes, that reporters maintain ethics of journalism, 134 (31.53%) respondents clearly said no, 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.
- Out of 425 respondents ,25 (5.88%) respondents said yes, that reporters are creating social & political awareness, 158 (37.18%) respondents clearly said no, 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.
- Out of 425 respondents ,23 (5.41%) said yes, that reporters are highlighting complex social and political issues, 26 (6.12%) respondents clearly said no, 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.
- 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.

- Regarding paid news, out of 425 respondents, 89 (20.94%) said yes, paid news system is there in local dailies of Barak Valley, 25 (5.88%) respondents clearly said no, 31 (7.29%) respondents said that paid news system is somewhat existed, 169 (39.76%) respondents were silent, and rest 111 (26.12%) respondent responded don't know as they seemed confused.

Other than political news, news on local governance, corruption, health, education, and agriculture in local dailies were also considered for the research.

- Out of 425 local newspaper readers, 201 (47.29%) respondents read news on local governance, 12 (2.82%) respondents don't read, 109 (25.65%) respondents somewhat read news on local governance, and 103 (24.24%) respondents were silent. All the experts read news on local governance.

Regarding the news on local governance in local dailies, it was found that only one fifth of the respondents are satisfied with the coverage and majority of the total respondents need more news on local governance. Also there is very less coverage on Govt. policies regarding local governance and also advocacy technique is rarely maintained for local governance news.

- Out of 425 respondents, 90 (21.18%) respondents said yes that they are satisfied with the news on local governance, 89 (20.94%) respondents clearly said no, 112 (26.35%) respondents said that they are somewhat satisfied and rest 134 (31.53%) respondents were silent.
- Out of 425 respondents, 242 (56.94%) respondents said that they need more news on local governance, 27 (6.36%) respondents said that they don't need, 67 (15.76%) respondents said that they need somewhat more news on local governance, 89 (20.94%) respondents were silent, as they seemed confused.
- Out of 425 respondents, 44 (10.35%) said yes, that news on local governance provides information on Govt. policies, 23 (5.41%) respondents clearly said no, 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 said that they don't know as they seemed confused.

- Out of 425 respondents, 69 (16.24%) respondents said yes, that news on local governance is bringing positive change in society, 90 (21.18%) respondents clearly said no, 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.
- Out of 425 respondents, 24 (5.65%) respondents said yes, that advocacy technique is used in local governance news, 110 (25.88%) respondents clearly said no, 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.
- None of the 15 experts agrees with the maintenance of advocacy techniques in local dailies for news on local governance.

Regarding news on corruption in local dailies, it was found that respondents were mainly negative towards journalists as majority of them are not satisfied with the role of journalists in coverage of news on corruption. Also advocacy technique is rarely maintained by journalists for coverage of news on corruption.

- 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.
- Out of 425 respondents, 20 (4.71%) said yes, that reporters maintain objectivity in news of corruption, 67 (15.76%) respondents clearly said no, 175 (41.18%) respondents said that reporters somewhat maintain objectivity, 138 (32.47%) respondents were silent, and rest 25 (5.88%) respondent responded don't know as they seemed confused.
- Out of 425 respondents, 24 (5.65%) respondents said yes, that news on corruption have influence on them, 139 (32.71%) respondents clearly said no, 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 said that they don't know as they seemed confused.

- Out of 425 respondents , 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, 121 (28.47%) respondents said that they are somewhat satisfied, 110 (25.88%) respondents were silent, and rest 9 (2.12%) respondent responded don't know as they seemed confused.
- Out of 425 respondents, 46 (10.82%) said yes, that reporters maintain advocacy techniques for news on corruption, 153 (36%) respondents clearly said no, 48 (11.29%) respondents said that reporters somewhat maintain advocacy techniques 139 (32.71%) respondents were silent, and rest 39 (9.18%) respondent said that they don't know as they seemed confused.
- Out of 425 respondents, 36 (8.47%) respondents said yes, that news on corruption is minimizing corruption , 181 (42.59%) respondents clearly said no, 71 (16.71%) respondents said that news on corruption is somewhat minimizing corruption, 132 (31.06%) respondents were silent, and rest 5 (1.18%) respondent responded don't know as they seemed confused.
- 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 and none of them agrees with the maintenance of advocacy techniques in local dailies for news on corruption.

Regarding news on education, health, and agriculture in local dailies, majority of respondents including experts have similar firm believe that coverage is very less and also the journalists rarely or have almost no idea to how to maintain advocacy technique in these type of news for local dailies. But out of the three, educations got the highest number of request for more coverage in local dailies followed by agriculture and health respectably.

- Out of 425 respondents, 241 (56.71%) read educational news, 95 (22.35%) respondents don't read educational news and 89 (20.94%) respondents somewhat read educational news.

- Out of 425 respondents, 46 (10.82%) said yes, that educational news in local dailies acts as career guidance for students, 161 (37.88%) respondents clearly said no, 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.
- Out of 425 respondents, 44 (10.35%) respondents said yes, that educational news in local dailies motivates students to participate more in education, 87 (20.47%) respondents clearly said no,, 135 (31.76%) respondents said that educational news in local dailies somewhat motivates students to participate more in education, 156 (36.71%) respondents were silent, and rest 3 (0.71%) respondents said that they don't know as they seemed confused.
- Out of 425 respondents, 290 (68.24%) said that they need more educational news in local dailies, 112 (26.35%) respondents said no, and 23 (5.41%) respondents said that they need somewhat more educational news in local dailies.
- Out of 425 respondents, 11(2.59%) said yes, that educational news in local dailies maintain advocacy techniques while covering the news on education, 381 (89.65%) respondents clearly said no, 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.
- Out of 425 local newspaper readers, 216 (50.82%) respondents reads news on health in local dailies, 106 (24.94%) respondents don't read and 103 (24.24%) respondents somewhat reads news on health in local dailies.
- Out of 425 respondents,134 (31.53%) respondents said yes, that health news in local dailies provide information regarding health awareness, 118 (27.76%) respondents clearly said no, and 173 (40.71%) respondents said that health news in local dailies provide somewhat information regarding health awareness.

- Out of 425 respondents, 155 (36.47%) need more health news in local dailies, 247 (9.65%) respondents don't need and 23 (5.41%) respondents need somewhat more health news in local dailies.
- Out of 425 respondents, 65 (15.29%) respondents said yes, that reporters maintain advocacy techniques for health news, 91 (21.41%) respondents clearly said no, 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.
- Out of 425 local newspaper readers, 90 (21.18%) respondents read news on agriculture, 224 (52.70%) respondents don't read, and 111 (26.12%) respondents read somewhat news on agriculture.
- Out of 425 respondents, 12 (2.82%) are satisfied on coverage of news on agriculture, 131 (30.82%) respondents are not satisfied, 38 (8.94%) respondents are somewhat satisfied, 185 (43.53%) respondents were silent, and rest 59 (13.88%) respondent said that they don't know as they seemed confused.
- Out of 425 respondents, 155 (36.47%) need more news on agriculture, 247 (58.12%) respondents don't need, and 23 (5.41%) respondents need somewhat more news on agriculture.
- Out of 425 respondents, 45 (10.59%) said yes, that reporters provides optimum coverage for news on agriculture, 43 (10.12%) respondents clearly said no, 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.

- Out of 425 respondents, 23 (5.41%) said yes, that reporters maintain advocacy techniques for news on agriculture, 46 (10.82%) respondents clearly said no, 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.
- Out of 15 experts, all of them (100%) feel that local dailies don't maintain advocacy techniques of journalism related to socio-political events of the valley.

Part C: Status of newspaper contents in local dailies of Barak Valley & its role in changing socio political scenario of the valley

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

In the Year 2012, out of 400 Column Centimeter in Front Page and 420 Column Centimeter each in third, seventh and eighth page respectively, Dainik Samayik Prasanga covered around 38% news on Corruption, 26% news on Politics, 20% news on Local Governance and only 9%, 6%, & 1% space was given to news on education, agriculture & health respectively.

During the same year, out of 400 Column Centimeter in Front Page and 420 Column Centimeter each in third, seventh and ninth page respectively, Dainik Jugasankha covered around 36% news on Corruption, 27% news on Politics, 21% news on Local Governance and only 9%, 6%, & 1% space was given to news on education, agriculture & health respectively.

And out of 400 Column Centimeter in Front Page and 420 Column Centimeter each in third, seventh and eighth page respectively, Dainik Prantojyoti covered around 36% news on Corruption, 22% news on Politics, 17% news on Local Governance and only 11%, 12%, & 2% space was given to news on education, agriculture & health respectively for the year 2012.

The Summary of the contents of each of the three newspapers for the year 2012 is given below:

Summary of Content Analysis for Local Daily Samayik Prasanga for year 2012

For the year 2012, 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. It is important to note here that no advocacy techniques of journalism and moreover no repetition of news has been occurred while covering the above news from January to December 2012 by this newspaper.

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.

Summary of Content Analysis for Local Daily Jugasankha for year 2012

For the year 2012, 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. It is important to note here that no advocacy techniques of journalism and moreover no repetition of news has been occurred while covering the above news from January to December 2012 by this newspaper.

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.

Summary of Content Analysis for Local Daily Prantojyoti for year 2012

For the year 2012, 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. It is important to note here that no advocacy techniques of journalism and moreover no repetition of news has been occurred while covering the above news from January to December 2012 by this newspaper.

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.

After analyzing the content of the three leading dailies, it has been seen that the issues/news events 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.”

The writing style is also very simple and not creative. The journalist of leading Bengali Dailies of Barak Valley must devote much more time in researching the issues thoroughly and should present them in such a way that people may 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.

It is important to note here that no advocacy techniques of journalism has introduced while covering the news from January to December 2012 by the leading dailies of this valley.

5.2 CONCLUSION

Advocacy Journalism (AJ) is primarily connected to the principle of social development and social change, this type of journalism produces stories on social and political issues. In AJ, the role of the journalist is crucial in shaping public opinion as well as policy and governance around the world. Their works reflect the essence of being watchdogs of society. Many journalists believe that it is no longer enough to simply observe what is going on around us and afterward’s report in a somewhat robotic fashion, which is generally expected them to do.

The print media industry is now relatively diverse, ranging from community based to commercial media. The re-emergence in modern media of a style of journalism, whose primary concern is bringing about change as in the case of advocacy journalism, is therefore an appealing area of study. This study that looks into the connection of the actual practice of advocacy Journalism and its reporting technique may contribute something in understanding the nature and scope of advocacy Journalism as a branch of journalism. By choosing selected human development issues that serves the focal point for analysis, may be able to identify the concepts of advocacy journalism and its applications in practice. For this, the researcher has chosen the social development issues, such as, political news, news on local governance, news on corruption, news on health, education and agricultural news covered by the leading Bengali dailies of Barak Valley in 2012. This research utilized survey method along with content analysis for the year 2012 (January to December) in which the researcher had tried to establish the expressions and patterns of journalistic works of the selected human development issues in the context of Advocacy Journalism by the leading local dailies of Barak Valley.

Though the media are considered important in the promotion of human development issues, which is a positive aspect of the media, but the same media have often been entangled in human rights violations at various times. In its methodology, the study adopted the survey and content analysis method as a result of the nature of the research design. Field survey was done with the help of questionnaires and also interviews were conducted with fifteen (15) media experts. The survey and interview were selected through the purposive sampling methods while content analysis of the local dailies was done to identify the use advocacy journalism technique by these local dailies. It is not the aim of this research to identify the volume of coverage of socio-political issues but to identify whether advocacy journalism technique is introduced by the local dailies of local dailies.

The study was conducted on 435 general respondents from urban, semi urban and rural areas of three districts of the Valley along with 15 media experts. Out of 435 respondents 180 are from Cachar, 140 are from Karimganj and 115 are from Hailakandi district. Survey was done in the year 2012 amongst the various age groups of respondents ranging from 18 to 55 years and above.

The level of education is considered as the most important indicator of intellectual background of respondents to analyze reader's perception of advocacy journalism. Respondents having different educational background ranging from H.S.LC to Post Graduate including other categories such as Diploma or other Certificate holder were covered. Occupational Status of respondents is also very important in this kind of study to analyze reader's perception of advocacy journalism, and it was found that a majority of the respondents were economically prepared to understand & response on the topic of advocacy journalism.

The study reveals that majority of the respondents don't know have the knowledge of advocacy journalism and they don't know this practice is going on in local dailies or not but all the 15 experts had very clear idea of advocacy journalism and their importance. But after going through the definition of advocacy journalism, near about 65% of general respondents clearly favoured the importance of Advocacy Journalism.

Out of 425 general local newspaper readers, majority (48.94%) of respondents clearly feels that three local dailies of Barak Valley don't maintain advocacy journalism techniques. All of the experts and also the research scholar believe that local dailies are yet to start advocacy techniques of journalism. The researcher also found that majority of the general & expert respondents are not satisfied with the coverage of social and political events by the leading dailies. Regarding the role of journalists also, the views of the respondents were very negative, majority of the respondents and experts think that they are not playing their active role.

Regarding the news on political events and local governance of Barak Valley in local dailies, it was found that majority of the respondents and all the experts need more news on local governance.

Regarding the news on corruption in local dailies, it was found that major part of the respondents and also all experts were not satisfied with the role of journalists in coverage of news on corruption because they don't repeat and continue the particular news (one of the reasons may be paid news, according to most of the respondents).

Regarding news on education, health, and agriculture in local dailies, majority of respondents including experts have similar firm believe that their coverage is very less in local dailies, but out of the three, educations got the highest number of request for more coverage followed by agriculture and health.

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 news of Barak Valley .

Content analysis was done for the three newspapers for the year 2012 and from that analysis it was observed that all the three newspapers gave most importance to news on corruption and second most importance to news on politics. It may be because of many reasons (one of the reasons may be paid news). Local Governance was also given a good importance by all the three newspapers. But only Dainik Prantojyoti gave importance to news on Health & Education. Dainik Jugasankha& Dainik Samayik Prasanga failed in doing that. All the three newspapers failed to cover news on agriculture miserably as may be they are not targeting farmers as their readers.

Despite of giving importance to news on corruption and political events by local dailies, majority of the respondents think that this type of news in local dailies don't influence the readers as much as corruption in large scale is still there. Regarding bringing up of changes in society with the influence of political news, readers feel that somewhat a process is going on or may be have started. More awareness has to be created by local dailies on social and political issues including more awareness on local governance, corruption, health, education and agriculture, most importantly a balance has to be maintained in coverage of all the news.

It has been seen that the issues /events which has been selected for the study 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 the coverage of news are not intentional, such as, “unable to bring attention to the issue; unable to warn the public; and also unable to encourage the regulator/ lawmakers to take action.”

Not a single news story was fact based, and the journalist has not supported the particular side of the story, and also the journalist fails to choose news angle and the criticism and buzz words was also absent in all the news stories. The writing style is also very simple.

Thus from the above study the researcher got the surprising results. It has been observed from the study that though the local newspapers do have a role to play in promoting political and human development issues through advocacy journalism and can provide the information to readers about the positive impacts of advocacy journalism through reporting, but they are fail to play such role as because, the management of the local dailies assesses the newsworthiness of events based on the philosophy and interests of the organization and they are not interested in advocacy journalism and also, journalists have lack of knowledge about advocacy journalism. However, advocacy journalism can be made attractive when the newspaper adopts a technique which attracts the reader's interest and attention to political and human development issues.

5.3 THE SIGNIFICANCE OF THE STUDY

This is a region specific study of advocacy journalism in Barak Valley. There are lots of studies related to press in Barak Valley but they are generally historical, narrative, legalistic or rhetoric. Not a single study has done so far about the status of advocacy journalism in Barak Valley. This is an attempt to determine the status of print media advocacy journalism in Barak Valley. So the present study confides a comparatively new area of study under communication and journalism in Barak Valley. The study assumes vital importance not only from the academic point of view but also assessing the human development issues covered by the leading dailies of the valley through advocacy journalism.

The study mostly depended on the data collected from the field and analysis of the content of three leading dailies of Barak Valley for the year 2012. This study cannot give a real picture of the status of advocacy journalism because with time, findings may change along with variables.

Therefore, the study brings in relief the point that for understanding the status of advocacy journalism in Barak Valley's press more studies should be conducted. The findings abstracted from this study may be integrated together to get a proper idea about the status of advocacy journalism in Barak Valley. Such study may be taken up for future research with the help of present study.

5.4 SUGGESTIONS

- There is need to document good practices by engaging professional journalist in local dailies.
- Awareness should be developed amongst the journalists and readers about the positive impacts of advocacy journalism.
- Local dailies should take as part of their obligation to sensitize the society to shoulder its responsibility and implement policies that could engender the expected positive change in society.
- Journalist should stop to report in a somewhat robotic fashion. They should provide the public with accurate information for the purpose of galvanizing readers to take action on issues of human development.
- Media fellowship could also be initiated to encourage journalists to do in-depth features on particular issues.
- Multimedia kits for advocacy purposes should be develop.
- Relationship building is the key to the success of any media advocacy effort. The local dailies should work together with NGOs and other Non-Profit organization to achieve the goal, if any.
- Journalists must apply excellence of craft in fulfilling a societal mandate to tell the community about significant issues so people can make important decisions in their lives.

- 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.
- It is vital for that policy makers and the public understand the issues facing their communities today. This can only be done through quality information made available through the media who play a powerful role in shaping public dialogue.
- Journalists should not simply report on the news; advocacy journalists have an obligation towards improving the communities capacity to act on the news, of caring for the quality of public dialogue, of helping people engage in a search for solutions, of showing the community how to grapple with - not only read about - its problems'.
- Management of the local dailies of Barak Valley assesses the newsworthiness of events based on the philosophy and interests of the organization, and this practice should be minimized.
- The media owner should play their role in such a way that a better nation can be built.
- Development journalism should give more priority than others.
- Issue based journalism should be introduced to create positive change.
- Effective advocacy requires research, careful planning and a strategic approach are therefore needed if results are to be achieved, but the most important rule should be played by the media organization.
- Relationship should be built between journalists and their client so that the journalists may be aware the burning issues of the society. Relationship building is the key to the success of any media advocacy effort.
- Community members should be more willing to talk to journalists regarding their problems for fair and sustained coverage of their problems with the communities' best interests at heart.

- Advocacy journalism takes time and money. Journalists undertaking advocacy journalism are required to carry out in-depth and time-consuming research. They are also required to persevere in covering an issue until some kind of change has been achieved. This means allowing the journalist the time to first fully understand the issue and then the time to cover the same issue consistently.