CHAPTER 2

RESEARCH METHODOLOGY AND REVIEW OF LITERATURE

2.1 INTRODUCTION

Research is an activity through which we can get the insight of any fact or incident. According to Advance Oxford Learner’s Dictionary, meaning of research is given as “a careful investigation or inquiry specially through search for new facts in any branch of knowledge” (The Advance Learners Dictionary of current English, 1952). In other words, the research is a systematic study of anything, be it an academic or the applied subject. Research makes a person systematic in their thinking and activities.

In academics, research is needed for perfection and also to formulate the knowledge base. The research used to define and redefine an issue or concept by formulating hypothesis and analyzing or evaluating the data it collects through a systematic investigation. Research teaches us to see a thing from various angles for getting a complete concept about it. D. Slesinger and M. Stephenson in the Encyclopedia of Social Sciences given a definition of research as “the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art” (The Encyclopedia of Social sciences, 1930). So it can be said that the research is an original contribution with something new to
the existing stock of knowledge for its new advancement and development. This also paved the way to study the subject in a new light with various angles.

Research is done to solve a problem. It may be in a conventional way by experimenting the existing knowledge in a new environment or by the new approach and ideas with experiment of methods in a systematic way. The main aim of the research is to find out the truth which is not discovered yet by any one. The truth is a new fact which is coming to the academic or society or scientific arena for the first time. And also a new dimension of the research is not only to serve the academic needs but also to serve the professional and social needs through the research.

There are various types of research generally conducted. A descriptive research which includes the surveys or fact finding enquiries on various subject matters is a major type of research generally conducted. Research may also be applied or fundamental research, where applied research aims to solve or get new ways to solve a practical problem, the fundamental research goes for formulating a new theory or concept and then generalized it. From analysis point of view research can be quantitative or qualitative. Quantitative research is based on the data in figures or quantity, whereas qualitative research is more involved in phenomena like quality or kind.

Research methodology for a research is a system for solve the research problem in a scientific way. This is done using the various research techniques or research methods. In the later paragraphs, the researcher has given a detailed of the methods and tools used for this research.
2.2 Universe or Area of the study:

The universe of my study is the state of Assam and Assamese newspapers doing the community journalism. Assam is divided into three major divisions geographically, Brahmaputra valley, Barak valley and the Hill districts. Within the Brahmaputra valley there are three administrative divisions viz. upper Assam, Central Assam and lower Assam. There is separate administration in the Bodoland Territorial Council Districts. There are almost fourteen languages spoken in the Brahmaputra valley. Eleven languages of Bodo origin and three languages of Ariyan origin. As the Assamese is the biggest linguistic community in Brahmaputra valley, so Assamese language newspapers dominating this area. Apart from Assamese, there are English, Bengali, Hindi and Bodo newspapers published from this area.

Barak valley is mainly dominated by the Bengali speaking people. So, highest numbers of newspapers are published in Bengali language. Other than Bengali, there are English and other newspapers also.

There are another major development of press happened in the Karbi Anglong district. In this district along with Dima Hasao district a good numbers of newspapers are publishing. These newspapers are publishing mostly in the local languages viz. Karbi in the Karbi angling District and Dimasa in the Dima Hasao district. Apart from the local language there are newspapers in Assamese and English languages also from these two hills districts. Another small linguistic community in upper Assam is trying to publishing periodicals and newspapers in Lakhimpur and Dhemaji districts mainly, that is Mising language.
As the researcher is a native speaker of the Assamese language, thus considered only Assamese language newspapers for this study published mainly from Brahmaputra valley. Because the Assamese language newspapers occupying a major part of the total circulations in the state. Another reason for selecting the Assamese language newspapers is that these has the oldest newspaper history serving all the people of all communities since last more than 170 years in Assam. Also there are various periodicity of the newspapers published from this area in Assamese language. If we have to count all newspapers then it will be more than a thousand. Though, only a few of them are in circulation presently. Again, the Registrar for Newspapers in India (RNI) website has given a list of newspapers where every edition is shown as a separate entry, resulting increasing the numbers of newspapers in Assam. The researcher selected only the main edition i.e. Guwahati edition out of these different editions of the same newspaper. For this study, we have taken only the daily and weekly newspapers in Assamese Language. But for content analysis we have considered only the daily newspapers for our convenience.

2.4 : Hypothesis :

Hypothesis is an assumption of the research outcome. It is a tentative outcome of any research study. So through the hypothesis the researcher is trying to do an assumption on the basis of the knowledge already gained by the researcher. Hypothesis is also called as the working hypothesis. Working, because the researcher whenever gets new ideas or knowledge can or may change the hypothesis according to the need of the work. Also the hypothesis is an important outcome from the literature review or literature survey done by the researcher. So,
through the literature survey only, one can get the clear idea about the topic he or she is working with and his or her motive behind the research on that subject.

The working hypothesis or hypothesis gives a pathway to do the collection, organize and analysis of data in order to draw a logical conclusion. The hypothesis is also important as because it gives a focal point for the research. It also affects the manner in which the data collected, does analysis and gives interpretations etc.

Though hypothesis is not essential but most of the research types, the hypothesis or working hypothesis plays an important role. It (role of hypothesis) directs the researcher to eliminate the unimportant areas and focus on the most important and direct related areas of the research which is necessary to keep the research in right tract. The hypothesis also indicates the types of data required and methodology to be used for the research.

The study—‘Community Journalism in Assam; A Study of its role and impact on society” (With special ref. to Assamese language newspaper) has been planned as an empirical research study. There are two specified segments that are role and impact on society of community journalism. Though the scope is not given in the title, but the research has given sufficient emphasis on the scope of community journalism in Assam also. The hypothesis framed for testing is given as under:

a) The role of community journalism has been of a successful medium of information education and entertainment.

b) The community journalism has been a contributory mode for anticipated positive change in society.
c) The scope of community journalism and newspapers as a viable medium of change or development is established and felt by the masses.

d) Community journalism is viable tool of socio-economic change of the community.

2.5 : Population and Sampling :

In the previous section, the researcher has already mentioned the area or universe of the present study. The universe will be limited to the Assamese newspapers published from the Brahmaputra valley. The daily and weekly newspapers publishing from the area are primary concern in this study. But due to the importance of some of the newspapers in the recent past, we will have to consider that newspapers also for this study. There are some daily newspapers which were popular at one time, is now not in circulation because of many reasons. But they had also the contribution towards the community journalism in Assam. So the researcher is considering these also, as some of the respondents are having experience of these newspapers and their contributions. There are around 17 daily Assamese newspapers in circulation as per the data got during the survey. Out of that 16 Assamese daily newspapers are registered with RNI upto March31st, 2014. As RNI has registered the daily newspaper’s editions as a different entity, so the data shown in the table given in the report of Press in India is 49. But when the researcher went through the names of the newspapers then it was found that most of the entries are editions of a single daily newspaper.

These Assamese daily newspapers have circulations in all over Assam as they claim. But as the researcher has travelled in various places of the state during the
study period and earlier in various academic activities, it was seen that some particular type of daily newspapers have only reach. Also the editions of these newspapers are important as they dominant the areas of their editions. The combined circulation as the newspapers declared during their annual statement to RNI is 1321591 copies for Assamese daily newspapers as on 31st March, 2014. As per the circulation data, nine newspapers comes under the category of big dailies and seven newspapers comes under the medium dailies category. Besides these daily newspapers, there are weekly newspapers in Assamese language publishing from various parts of the state of Assam. Many of these are local newspaper publishing from district headquarters of Assam.

The survey area for our study is the Brahmaputra valley districts of Assam. The districts mainly Tinsukia, Dibrugarh, Sivasagar, Golaghat, Jorhat, Nagaon, Morigaon, Lakhimpur, Dhemaji, Sonitpur, Darrang, Kamrup (Rural), Kamrup (Metro), Nalbari, Barpeta, Goalpara, Dhubri, Kokrajhar, Bongaigaon, Chirang, Baska and Udalguri. We have grouped these districts to the commissioner divisions of North Assam, Lower Assam, Central Assam and Upper Assam administrative divisions. North Assam division comprises of Udalguri, Darrang and Sonitpur Districts, Lower Assam deivation comprises the largest number of districts- Kamrup (Rural), Kamrup (Metro), Nalbari, Bongaigaon, Barpeta, Goalpara, Kokrajhar, Chirang, Dhubri and Baska. Central Assam comprises of Nagaon, Morigaon, Karbi Anglong and Dima Hasao. Out of these districts of Central Assam, we have taken only two districts- Nagaon and Morigaon for our study area. Upper Assam comprises Lakhimpur, Dibrugarh, Dhemaji, Jorhat, Sivsagar, Tinsukia and Golaghat.
For the present study, “Community Journalism in Assam: A Study of its role and Impact in society” it was decided to take semi designed samples for survey. For sampling, we have taken samples from each of these four commissioner divisions. Sample size has been decided selecting 50 respondents from each of the four commissioner divisions of Central Assam, North Assam, Lower Assam and Upper Assam.

The data collected and analyzed based on study conducted in four divisional head quarter of Assam. Each division will be 50 respondents to be selected from five segments; 10 journalists and/or editor, five owners of newspapers/ brand managers, 30 readers (male/female/youth) and five hawkers. Among the readers apart from gender, education, profession and economic criterion are also considered in the sampling process.

2.6 Tools for data collection and analysis :

Data collection tools are major part for any research. The data collection procedure is important for getting a required or expected result. For this study the researcher has taken Content analysis as the major tool for establishing a relationship of Assamese language newspapers and the concept of community journalism in Assam press.

A content analysis for selected newspapers has done on the basis of the parameters for measuring the community journalism. For these data collection tools and analysis the researcher has use the measurement scales and tools and techniques used by Wilson Lowrey, Amanda Brozana & Jenn B. Macky(2008) in their article
“Toward a Measure of Community Journalism’ published in Mass Communication and Society, Routledge. (Wilson Lowrey, Amanda Brozana & Jenn B. Macky, 2008). There are some modifications done for this study as per the environment of the community journalism in Assam. Not all variables are used as given in the Measurement scale of Wilson Lowrey, Amanda Brozana & Jenn B. Macky (2008), which are not relevant to the present study. The complete extract of the Measurement Scale is given in the Annexure-2.

For this study, sample has been taken for content analysis from the newspapers mostly in circulation. Because those which were already stop their publications have now no scope to do the community journalism. Only in circulation newspapers have the scope for the future to play a role for the community. So we have considered the in circulation newspapers for the content analysis.

Another tool for data collection is Questioner for the journalist and newspaper owners and also to the brand manager where the researcher does not get the owners. A Schedule is developed to collect information from the readers and hawkers. Interview method is also used where possible from the experts on the mass communication and mass media.

Along with these tools, the researcher has used own experience and observation, as the researcher visited various places of Assam during the period of research and got the first hand information which are also utilized in this research.
2.7 Review of Literature:

During the study of this work researcher has gone through the past literature related to this topic. The researcher has gone through the local books in Assamese language having information on the Assamese newspapers. To develop the concept of community newspaper and community journalism, many books from internet and printed form were discussed. By developing the concept, the present research is trying to fit these on the Assamese journalism, specially, the daily newspapers and weekly newspapers of Assam in Assamese language.

To get an idea about the growth and development of Assamese journalism, the researcher consulted the book “Asamar Batari Kakat Alacanir Dersa Bacharia Itihas’ A history of One Hundred and Fifty Years of Newspapers and Literary Magazines of Assam (1846-1996); Edited by Chandra Prasad Saikia and Published by General Secretary, Celebration Committee of 150 Years of Newspapers in Assam, Guwahati-781003 (First edition, 1998). This book covers the history of Assamese newspapers starting from the first newspaper Orunodoi to the latest upto 1996. A detailed discussion on the Orunodoi is given here which gives the overview of how Assamese newspaper begins its journey from a very remote place of Assam, around four hundred kilometers away from the state capital Guwahati. There were no good transportation or communication, people were not literate enough in that area to cater the needs of a newspaper. The Missionaries learned the Assamese language and codified the language making the spoken language a written standard. Even in those days, the Missionaries caries the various elements of a newspaper and did utmost to make this newspaper a full-fledged newspaper in those days. They even travelled to Kolkata for carrying metallic types and blocks.
used in the printing machine. The book also covered a wide discussion on the second Assamese newspaper *Assam Bilasini* and its competition with the *Orunodoi*. There are articles on the major newspapers of Assam including *Assam Bandhu, Bahi, Usha, Bijuli, Mou* etc. with their struggle to survive in those days. The book discussed about some of the great journalism and literary activists of nineteenth and early twentieth century. Padmanath Gohain Baruah, Lakshminath Bezbaruah, Balinarayan Bora, Lakshminath Phukan, Ambikagiri Raychoudhury, Chandra Kumar Agarwala and others for their efforts to publish the Assamese newspapers and magazines. There are some articles on the English newspapers from Assam. Special mentions are *The Assam Tribune, Times of Assam, The Sentinel* etc. which contribute in a vast way to the community life of Assam. The book not only discussed about the Assamese Newspapers and Magazines but it also has an article on the history of Bodo newspapers and magazine. This is one of the valuable pieces of writing as before that no systematic write up were there for Bodo newspapers or magazines. Only a short note and a list of Bodo newspapers and magazines were included in a book by Prof. Madhu Ram Baro in his book “History of Boro Language”. But, that was not an analytical writing like the article included here contributed by Katindra Swargiary. Not only about the history of newspapers but also some other articles on the contribution and role of various newspapers and magazines are also included in the History of 150 years of newspapers in Assam. It also discussed about the ethical guidelines of the editor, science journalism in Assamese newspapers, Bengali newspapers in Assam, Hindi Newspapers in Assam, development of literature through the journalism, Sports journalism in Assam, country reporting in Assam, Printing and publishing in Assam and also the role of newspapers in pre and post Independence India with
special reference to Assam. During this study some data being used from this book for reference of history and role of Assamese newspapers.

Noted Journalist, editor Prafulla Chandra Baruah wrote two books on the journalism in Assam. One is ‘A Short History of Assamese Newspapers” and another is in Assamese “Asomor Batori Kakot: Eti Ruprekha” (Newspapers of Assam: An Introduction) published by Layers Book Stall, Guwahati. Both books have a description of Assamese newspapers with various data related to its editor, aims and objectives of the newspapers. Where in the Assamese book there are descriptions of other language newspapers also. Both books are about the history and growth of newspapers in Assam upto 1947, the time of India’s Independence. Baruah has written many articles in newspapers and magazines regularly about the journalism and newspapers of Assam. It was learn from the writer that he was preparing of another book in this series for the period of post Independence of India to the present time. The researcher met the writer personally and discussed about the various issues related to journalism in Assam specially community journalism in Assam, and the outcome of these discussions were about to include in his next book by Baruah. But he could not complete the works to publish the next books as he became ill and died. Both books have used the chronological order to describe the newspapers.

Another book having thorough data on the newspapers and magazines published from Assam is “Asomor Sambad Patrar Samikhatmok Adhyayan” a book in Assamese by Prasanna Kr. Phukan published by Madhu Prakash (1996). The book gave a list of newspapers and magazines and short bio-data about the same. But, this is also not a critical analysis of the newspapers or magazines. Rather this book
can be used as the primary data for getting a list of newspapers and magazines published from Assam. The book used alphabetical order to describe the newspapers and magazines.

Assamese newspapers and magazines are important from the point of view of the development of Assamese literature. That is why almost all books on the history and development of Assamese literature by various writer including Dr. Satyendra Nath Sarma, Dr. Maheswer Neog, Dr. Hemanta Kr. Sarma, Dr. Harinath sarma Doloi and others have included the early part of Assamese newspapers and magazines in their book. They have given the critical view on its role and importance in the Assamese literature. Also the newspapers and magazines are a subject of studies for the development of Assamese language. It is an important fact for the Assamese literature that early literary period of modern Assamese literature is counted and named in after the magazines and newspapers in Assamese language. So from this, one can imagine the contribution of Assamese newspapers and magazines to the development and growth of Assamese literature and including shaping the language in the present modern form.

The researcher has consulted other books published on the journalism and history of Newspapers and magazines in Assam. One most recent book on this is ‘Asamar Batari Kakat-Alochanir Itihas’ by Paresh Baishya(2014), published by Assam Publishing Company, Guwahati. This book has given a list of newspapers and magazines published from Assam giving the language, periodicity, first publication, place of publication and name of first editor of the newspapers and magazines. As this book claims that it has included some small newspapers and magazines which were not given in any previous publications. Given in the
Assamese alphabetical order, it mentioned about all newspapers and magazines of Assam. Also this book has some chapters on the development of newspapers in Assam, a critical study on the major newspapers of Assam and journalism in Guwahati. Through these chapters, the writer has mentioned details about some of the prominent newspapers, contribution of Guwahati towards the journalism in Assam. The writer also done an extensive study for the chapter development of newspaper in Assam, as this chapter comprises the information of even very small and local level newspapers and magazines published from the remotest parts of Assam. I think this may another good data for the study of newspapers and magazines of Assam. This book also incorporated some photographs of great journalists of Assam. This book covers almost 170 years of history of newspapers in Assam.

The book *Journalism & Media Industry of North East India*; Edited by Zakirul Alam (2014) and published by EBH Publishers (India), Guwahati is a collection of articles from various persons mostly the academic and professionals. The book covers many issues of media and its related topics in relation to North east India with special emphasis on the Assam. Separated by theme of Media Industry and Journalism it tries to cover various topics in discussion like Growth of media in North East India, Radio, Internet, Folk media, Newspapers and magazines, Photo journalism, rural journalism etc. Apart from these media topics, the book incorporated some very interesting topics like Insurgency reporting in Assam, Citizen journalism in North east India, Wildlife reporting, report of women issue by Assamese language press, media impact on Tribal society in North East India, Role of media in creating literary awareness, empowering women etc, which are now coming up as the new vistas of study in mass communication and media. In
the article by Jayanta Das and Chittaranjan Nath ‘Media and Rural India: Challenges to Media with special Reference to the North east’, the writer has describe the present status of the media in rural communication or community information and also has put the limitations or the Roadblocks for Indian media with special reference to north east India. According to Das and Nath, Many limitations are the root cause for not growing the rural or community journalism. They observed some serious problems like enforcing more rigorous professional standard, lack of quality and experience not only in place of reporting but in the copy desk, manipulation of news by the media house to suit the owner’s interest, devaluation of editorial function by the owners in some cases. These are also a limitation for the community journalism in Indian context.

The Researcher did consultation books related to the mass communication and its various aspects including the theoretical aspect, history and growth, community media concept and various discussions on its different aspects, community journalism, research methodology etc. for getting a clear concept and various discussions, the researcher studied the book ‘Communication Theories and Models’ by Dr. Andal N. and published by Himalaya Publishing House (Reprint 2008). This book has incorporated a wide range of issues and theoretical discussion on the history of communication, where the writer has given a very interesting topic on the evolution of communication study. This followed by the understanding of communication process having various forms and functions of communication. The book discussed about the various channels or mediums used for communication. The main part of this book is theories and Models of communication. Here, the writer dedicated one full chapter each for the Theories and Models of Communication. These two chapters included almost all Theories
and Models of Communication till date of publications. This type of detailed listing and discussion of Theories and Models has given this book a tag of essential book for the students and researchers. The writer also incorporates a chapter on the impact of communication, which is also described the impact of communication from the personal level to the managerial, community and even the role of the State. The researcher got the idea about the various theories in nutshell to incorporate in the present study.

Another book ‘Mass Communication : Theory and Practice’ by Uma Narula and published by Har-Anand Publications Pvt. Ltd.(Reprint 2010) has also discussed about various Theories with illustrations. This makes this book very easier to understand for the readers. The book also has the chapters on Models of Communication. The writer properly described about the meaning of communication in the developing countries vis-a-vis developed countries. The last chapter of this book is about the research impact on the communication Theory and its practical aspects. The book contains a good numbers of figures and illustrations.

‘Perspectives in Mass Communication’ written by Dr. Pradip Kr. Dey and published by Kalyani Publishers (1993) is another book the researcher has consulted during the study period. This book is a good source to get various aspects of mass media. The writer started his book by giving an introduction to communication. Following this he straight way comes to the correlates of mass communication affectivity. The writer discussed about the functions of mass communication along with the effects of mass communication. This book is helpful for the researcher to get the idea and concept about the effect of mass communication and mass media on various people and society. This book has
covered a good numbers of issues on this topic which helps the researcher conceptualizing the media effect though it not directly related to communication journalism or community media. This book has incorporated two very important chapters on study of the audience and the audience factors on the message delivery or in other words, the mass communication process.

Another book ‘Understanding Community Media’ edited by Kevin Howley and published by Sage Publications Inc.(2010) is found very useful for this study. This book is designed in seven parts containing chapters on the various aspects of community media. These parts are arranged on the themes- Theoretical issues and perspectives, civil society and the Public sphere, Cultural Geographies, community development, community media and social movements, communication politics, local media and global struggles etc. Each part has chapters on various aspects within the main theme of the part. The book has covered almost all aspects of the community media on different levels, starting from the local issues for community media to the global struggles of it and the involvement of community and society with the community media. This book included chapters on the various types of community media, newspapers, new media, community radio and even the alternative media in the services to community. It has given some of the case studies for better understanding of the community media in practical field from around the world. These case studies are one of the assets of this book, which helps the readers to go into the details of the functions and workings of community media.

The book “Understanding Ethnic Media Producers, Consumers and Societies” written by Matthew D. Matsaganis; Vikki S. Katz and Sandra J. Ball-Rokeach and
published by Sage Publications Inc.(2011) was found important to understand the basic idea about the rural and ethnic media. The rural and ethnic media is also has a great participation in the process of community journalism. So, this book was relevant for the understanding about the history of ethnic media but also about the readers or users and the produces. The book has divided into five parts where the writers discussed broadly about the ethnic media in context, the consumers, the producers, ethnic media as civic communicators and the future of ethnic media. The book started with the introduction of the ethnic and small media and traces out the history and growth of it in various places of the world. The second part discussed about the consumers or the readers of the ethnic media. Identity issues of the ethnic minorities, immigration issues, role of the minorities and identity formation are also discussed in this chapter. The third part deals with the production of the ethnic media. The trend of audiences and volumes of the media consumers as well as the media producers and nature of organizations are discussed in this chapter. It also covers the recent changes in the world communities and impact of the globalization on the small media like these ethnic media business and production. Media policy and editorial activities are discussed in the light of the state policy, globalization, and public welfare.

A PhD Thesis by Rosa Maria McManamey, (2004). *The Relationship Between Community Newspapers and Social Capital : the Power to Empower* submitted to University of Tasmania, Australia, is a relevant study in the area of community journalism. Though this research is in the aspects of social capital, but regarding concept development on local media or community media and also about the community journalism has help this researcher a lot. Social capital has been described in different ways in this thesis and has linked with the responsibilities of
the media industry. McManamey emphasizes on the content analysis part mostly for her data collection and establishing the research questions along with the interview taken from the persons who are related to the community newspapers at any stage. The three major research questions are properly discussed in the thesis and for each questions the researcher has dedicated one chapter. From this thesis, this research has get the latest information about the various research on community journalism and community media. McManamey has added a detailed list of newspapers which is, on the other way an asset of her thesis. Many tables are also given in the thesis in a systematic way showing the development of the newspapers in decades, subjects covered and other points of views as proposed in the objectives of the research study.

During the research period, a guide book for the Journalist was found very useful. *A Journalist’s Guide to Citizen Participation in the News: A primer on Community Journalism* prepared by Tamara L. Gillis and Robert C. Moore (2003) and published by The Polytechnic of Namibia, Windhoek, Namibia is about the community journalism, theory and practice and also prepare the journalists to do community journalism. Start from the thinking the journalism in a new way and from a new perspective, the book has given a step by step guide to the journalists from the concept of community journalism to the other forms of the community journalism along with its various stakeholders. The guide book discusses various essential information for the journalists to do practice community journalism. The book also incorporates a detailed list of the community journalism website and resources for the further reading of the community journalists.
Along with books and thesis, the researcher has consulted a numbers of journal articles, blogs and websites to get the background knowledge about the research on community journalism. A Case Study published in the Journal *Viewpoint* by Jerry R. Yapo on *Community Journalism in Southern Luzon (Philippines) Status, problems and Prospects* is a very short yet very specific outcome on the community journalism in Southern Luzon. The contributor has strongly recommended three types of viabilities to the community newspapers. Doing community journalism by the newspapers, Luzon feels that the community newspapers to survive and prospective growth needs to employ trained personals including full time editors. On the economic viability, Luzon emphasizes on the need to solicit business support from advertisers along with increase of circulation through the newsstand and hawkers. The paper has given an very interesting suggestion to form an alliance binding all community newspapers and community media.

Another paper presented by Timothy Boudreau (2009) on *Bringing Journalism Back: Reviving Community Newspaper in an age of retreat* at the 15th Annual Newspapers and Community-Building Symposium at Kanas state University and the National Newspaper Association Foundation at the NNA’s 123rd Annual Convention and trade Show Mobile, AL, Sept. 24-27, 2009 has studied the journalism from a different point of view. The presenter has given this new dimension to this study in the light of various predictions on the future of conventional print journalism. the prediction regarding the demise of print journalism, and in the recent past further supporting this, cutting staff, offering buyouts, reducing the size and pages by big newspapers in the world, the
community newspapers or community media may be the alternative to the conventional mainstream big print media industry.

*Rethinking the Reader’s Role in Community Journalism* by Susan Brockus (2009), a paper accepted for presentation at the Newspapers and Community-Building Symposium XV at the National Newspaper Association’s 123rd annual Convention, Sept. 25-27, 2009, Mobile, ALA, has given the role of readers giving the case studies from the grass root level media with personal interview with the editors and other related peoples. This dimension is again an important issue for running the community newspaper doing community journalism effectively. Same type of study also been conducted by Steve Paulussen and Evelien Dheer (2013) for their article *Using Citizens for Community Journalism* published in Online journal *Journalism Practice* and here also the writers are experimenting the power of citizen for active participation in community journalism.
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