This study is an attempt to make an analysis of the advertisements in the Print Media of colonial Assam in historical perspective. It is seen that nearly one hundred newspapers and magazines were published in colonial Assam and from the last decade of the nineteenth century, advertisement became an indispensible part of the newspaper industry in Assam. Though the other contents of the Print Media got due weightage, preserved and published in the form of compiled volumes, the advertisements are ignored. In the compiled volumes of different newspapers and magazines advertisements were not incorporated and thus these are lost in obscurity. When one looks into these advertisements it could be noticed that these advertisements can supply us various information on society, economy, culture, politics and many other fields of colonial Assam. Such a potential source of history has not yet been used by the historians of Assam. Even in the greater Indian scenario, we have not come across any book of history where we can observe the use of advertisements as a source of history writing. It is in this context that the proposed work is initiated as an attempt to look into the society, economy and culture of Assam in the colonial period with the help of these advertisements. It is expected that apart from getting information on the socio-cultural and economic condition of colonial Assam, this study will also reveal the usefulness of advertisements as a source of history.

This work is the outcome of the help and support received by me from several persons. At first I must remember Late Prof. Dipankar Benarjee of Gauhati University who first took me to the Department of Historical and Antiquarian
Studies, Guwahati and introduced me with the old newspapers and journals. I sincerely acknowledge my gratitude to my supervisor Prof. Rajib Handique, Professor, Department of History, Gauhati University, Guwahati [Associate Professor (on lien) from Department of History, Dibrugarh University] for his encouragement and guidance in preparing this thesis. It was his consistent effort which has enabled me to submit the thesis on time. I am thankful to Prof. Jahnabi Gogoi Nath, Head, Department of History, Dibrugarh University for her encouragement and help in completing the thesis. I owe special thanks to Prof. Dambarudhar Nath, Aniruddha Dev Chair Professor, Department of History, Dibrugarh University who is always a source of inspiration for me. I offer my sincere thanks to Prof. B. Barua, Prof. N. Barua, Mr. Chandan Kumar Sharma, Dr. B. Chaudhury and Ms. K. Gogoi, faculty members, Department of History, Dibrugarh University for their help.

I am thankful to the authorities, officers and staff of the National Library, Calcutta, Department of Historical and Antiquarian Studies, Guwahati, Assam Agricultural University Library, Jorhat, Nanda Talukdar Foundation, Guwahati, Media Trust, Guwahati, Nehru Museum Library, New Delhi, Jorhat College Library, Jorhat, Assam State Archives, Dispur, Assam Legislative Assembly Library, Guwahati, etc., for allowing me to consult their resources. In this context I must be grateful to Mrs. Arundhuti Bezbarua, wife of late Prafulla Bezbarua, Sibsagar who has allowed me to consult their personal archive.

I am thankful to Dr. Nagen Saikia Late Bijay Krishna Handique, Late Abonikanta Bhattacharyya, Late Ananda Chandra Dutta, Mr. Rishi Kumar Barua, Mr. Bhabananda Hazarika, Mr. Bibhucharan Barua, Mr. Hemanta Bordoloi who
have supplied handful of information during their interviews to make my study complete.

I am thankful to Dr. Pabitra Pran Goswami, Ex. Principal, Jorhat College and the present Principal Dr. D. Sharma and all my colleagues and staff of Jorhat College for their of help and cooperation.

I am thankful to my mother, brother and sister in law for their consistent support. My better half Pronami, who was my companion during my visit to the archives and helped me by taking photographs, was indeed a source of inspiration for me. I offer my sincere thanks to her. My kids Sambaran and Samridhi, who have to bear the difficulties of my absence on many occasions because of my study, also deserve special thanks.

Last but not the least; I thank Mr. Baba Gogoi of A.C. Computer Networld, Dibrugarh University Market Complex for helping me in typesetting and printing the thesis on time.

Date:                   (Soumitra Puzari)