CHAPTER II

METHODOLOGY
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Methodology is a prerequisite in any scientific inquiry. It is a way or an approach to look at the problem and/or universe that one wants to in an organized manner. Methodology may be defined as “the structure of procedures and transformational rules whereby the scientist shifts information up and down this ladder of abstraction in order to produce and organize increased knowledge” (Pelto and Pelto, 1978, pp. 2; cf. Scott 1988, pp. 254). Methodology includes methods and techniques which are the procedures of research for collecting and manipulating data. According to Madan (1972), “‘methodology’ may be used to refer to theoretical discussions of the nature of social science and the consequent implications for the conduct of social research. In other words, ‘methodology’ may be used to designate analytical studies of…. problems”. Some of these problems could be “what is the meaning, nature and scope of, say, objectivity, experiment, prediction, laws, or explanation in social science? Or Is sociology, or social anthropology, a natural science of society or is it a kind of historiography?” (Ibid). Fine examples of such discussions could be Weber (1949), Kaufman (1944), etc.

Methodology may also be “often used in a narrower sense to refer the methods, techniques, or tools, employed for collection and processing of data. Verbal or mechanical procedures, or both, may be involved in the process of data collection and analysis” (Ibid). “Methodology’ is sometimes used to designate the concepts and procedures employed in the analysis of data, however collected to arrive at conclusions. It may be added, however, that the separation of the methods for the processing of data from the techniques for their collection is often neither possible nor, indeed, desirable” (Ibid). Every method has its own merits and demerits. Some methods appear to be relevant or more relevant for certain research works than others do and vice versa; while some research works tend to require a relatively more diversified, integrated, and interdisciplinary approach(es)- also meaning the use of more methods and techniques than other research areas. Every scientific research is a task of ‘horses for courses’ as some would use it, where appropriate approaches are selected for investigation of specific research problem (Denscombe, 1999).
2.1 OBJECTIVE OF THE STUDY

The specific objectives of the proposed studies are as follows:

1. To focus/understand the status and functions of mass media in conflict zones.
2. To find out the different kind of pressures and barriers imposed on media in conflict zones.
3. To examine the level of freedom of press exercised in conflict zones and to identify clashes of interests between media and anti-establishment ideology.
4. To study effects of conflict related pressures on credibility of mass media.
5. To analyze the strategies, policies and measures used by mass media to face the adverse conditions in conflict zones.
6. To measure the level of audience support to media in conflict zone.

2.2 RATIONALE OF THE STUDY

The conflict in Manipur is a complex, multi-dimensional, deep-rooted and intractable one, which has been protracted for more than half a century. The conflict between Manipur’s rebel groups and India has been taking place in many forms since the said “annexation” of Manipur by India after the “Merger Agreement, 1949” in the course of its political history. There have been armed conflict between armed-opposition groups and security forces of India to meet their needs. In such a situation, journalists of Manipur is at constant risk of being caught in the cross fire between rival armed group on one side and state security agencies on the other.

Two significant questions that follow are:

1. How the media persons or the media houses in Manipur are victimized by the on-going conflict in the state?
2. How the audience/people of the state react on the threat/pressure imposed on media due to conflict?

The study ‘MASS MEDIA IN CONFLICT ZONES: A STUDY BASED ON DAILY NEWSPAPERS PUBLISHED FROM IMPHAL, MANIPUR’ is empirical in nature.
2.3 METHODOLOGY AND SAMPLING TECHNIQUES

2.3.1 Tools used:
To collect the opinions of journalists and readers separate questionnaires were prepared by researcher with close-ended questions.

2.3.2 Samples:
Journalists working in the newspapers published from Imphal and newspaper readers’ residents of the same city were chosen as the sample of the study.

2.3.3 Sampling:
Purposive sampling was used to collect data from the chosen sample.

2.3.4 Pilot Study
A pilot study was conducted in beginning of field survey and corrections were made in the research tool i.e. questionnaire schedule prepared by researcher for investigation.

2.2.5 Data Collection
The populations of the study are the media professionals and newspaper readers. Primary data are collected by questionnaire with the media professionals and the newspaper readers. Purposive Sampling method is applied to collect data from the newspaper readers. There are four sub-divisions each in Imphal East and Imphal West. From each four sub-division, one sub-division (Porompat sub-division) is selected from Imphal East and Lamphel sub-division is selected from Imphal West. 300 questionnaires were distributed in Porompat sub-division in Imphal East and 300 questionnaires in Lamphel sub-division of Imphal West. 516 questionnaires were returned back to the researcher. Out of the 27 wards of the Imphal Municipality, 4 wards from Porompat sub-division (21, 22, 23, 26) (Wanghkei) and 4 wards from Lamphel sub-division (4-Uripok), (7-Sagolband), (9-Keisamthong) and (15-Singjamei) were selected for the urban sampling. 450 questionnaires were distributed and 396 were returned back. For the rural area of Imphal 3 villages were selected from each sub-division. From Porompat sub-division (Imphal East), Kongba Nongthombam leikai, Khurai Konsam Leikai and Naharup were selected and from Lamphel Sub-division (Imphal west), Chinga-kham leikai, Singjamei and Kangla were selected. 150 questionnaires were distributed and 120 were returned back.

The population of Journalist samples was chosen for study with the help of the list provided by All Manipur Working Journalists Manipur (AMWJU). According to AMWJU, there are 214 journalists in Manipur. Out of these, 136 journalists are working in newspapers being published from Imphal. Researchers found around 20
journalists working in the newspapers but not included in the list. Total 150 questionnaires were distributed to both category journalists, 116 questionnaires were returned back to the researcher.

2.4 SCOPE OF THE STUDY

The study will contribute an academic result in conflicts studies. It will provide a reference for the academicians, scholars, students who want to do research in this field. The study will help or enable the government to frame an action plan for safeguarding journalists working in conflict zones. It will also provide a comprehensive understanding of the difficulties being faced by journalists in conflict zone.

2.5 LIMITATIONS OF THE STUDY

The study is confined on the Imphal area only. Only readers and journalists of newspapers published from the Imphal were selected as the sample for study. The study is focused on investigating conflict as a factor for making hurdles in media functioning. The study presents challenges of media operations in conflict areas. It does not investigate coverage of conflict in the mass media. Thus the study try to focus issues of problem of journalistic freedom, credibility, standard and economic viability in conflict areas.

2.6 DEFINITION OF TECHNICAL TERMS

2.6.1 MASS MEDIA

Mass media denotes a section of the media specially designed to reach a large audience. The term was coined in the 1920s with the advent of national wide radio networks, mass circulation newspapers and magazines etc. in USA and western countries. Simply, it is a means of communication to a large number. For the study, all the newspapers being published from Imphal are considered as mass media.

2.6.2 Conflict

Conflict is an active disagreement between people with opposing opinions or principles on fighting two or more groups of people or countries. In political terms, it can refer to wars, revolution or other struggles, which may involve the use of force as in armed conflict. For the present study by conflict, the researcher meant the conflict between the government and insurgents in Manipur.
2.6.3 Armed Conflict

The International Committee of the Red Cross (ICRC) coined the term international humanitarian law by the mid twenty century to replace the laws of war. Since then wars of all forms came to be popularly known by the term armed conflict. It has two types: i) International armed conflict which involves the armed forces of at least two states in the conduct of armed hostilities and ii) A non-international armed conflict is a confrontation within the territory of one state between the regular armed forces and identifiable armed groups, or between armed groups. The armed violence between the state forces and non-state forces in Manipur is considered as armed conflict for the present study.

2.6.4 Conflict Zone

Conflict zone is any locality or area where there is a reasonable chance of medium-to-large-scale hostilities breaking out at any time. For the study, conflict zone means Manipur where armed conflict exits.

2.6.5 Daily Newspapers

A regular printed document which are printed on large sheets of paper that are folded together but not permanently joined. It is a kind of publication usually issued daily at regular time that provides news, views, articles, features, photographs and other information of public interest and often carries advertisements. For the study all the newspapers published at Imphal, Manipur are considered as daily newspapers such as Sangai Express, Poknapham, Ireibak, Hueiyen Lanpao, Naharolgi Thoudang, Imphal Free Press, Sanaleibak etc.

2.6.6 Insurgency

When a group of people attempt to take control of their country by force is termed as insurgency. By insurgency, the researcher meant the armed opposition groups who are fighting with the government to restore Manipur’s sovereignty or Independence from India or Independence of the Naga or formation of ‘Greater Nagaland’ or ‘Kukiland’ etc. Some of insurgent organisations of the state are UNLF, RPF, KCP, PREPAK, KYKL, PULF, NSCN (IM), NSCN (K), UKLF, KLA, KNF (P), KNF (MC), ZRA, HRA, HPC etc.

2.6.7 Working Journalists

A Journalist is a person who writes news stories or articles for a newspaper or magazine or broadcasts them on radio or television. By working journalists the researcher meant all the working journalists who are member of All Manipur Working Journalists Union (AMWJU).