CHAPTER 2

REVIEW OF LITERATURE

Review of literature provides information on “What has been done” and a guidance to “What is to be done”. The other functions of the review of literature are: a) to assist in the delineation of the problem area, b) to provide an insight into methods and procedures and c) to suggest operational definitions of the findings.

An attempt has been made to collect possible researches regarding the history and current status of print media in the world, in India, in Assam and finally in Manipur state. They are presented under the following heads.

2.1 Print Media in the World-Past and Present

Phil Barber (2002) traces the history of newspaper and early imprints in the world. He has done a study on how Johann Gutenberg’s printing press ushered in the era of modern newspaper. He examines how Gutenberg’s machine enabled the free exchange of ideas and the spread of knowledge -- themes that would define Renaissance Europe.

Asad Latif (1998) opines that the theme of press freedom and professional standards is of perennial interest in the region, both for the criticism directed from outside and for the concern voiced from within. He states that many western proponents of pluralism seek to promote western-style press freedom in Asia but he is of the opinion that this is often at variance with the Asian view.

John Bethelsen (2003) has done a study on how the introduction of broadcast radio exploded onto the media scene in the 1920’s and subsequently how newspapers were forced to re-evaluate their role as society’s primary information provider. He examines how editors revamped the newspaper’s format and content in order to broaden their appeal, and stories were expanded to provide more in depth coverage so as to respond to this new competition. He further examines how the technological revolution of today is creating new challenges and opportunities for traditional media and has further found out that, by the end of the 1990s, some 700 newspapers had web sites of their own.
Edward. C. Lindoo (1998) has observed that the amount and immediacy of information on the Internet is unparalleled but it has not signalled the end of the newspaper’s relevance. He believes that newspapers in print remain a popular and powerful medium for the reporting and analysis of events that shape our lives.

Robert. J. Pfeffer (1998) has done a study on the status of newspapers between 1940 and 1990 and has found out that newspaper circulation in America dropped from one newspaper for every two adults to one for every three adults. He has also found out that despite this sharp decline, television’s omnipresence did not render the newspaper obsolete. He has further revealed that some newspapers, like ‘USA Today’, responded to the technological advancements by using color and by utilizing the “short, quick and to the point” stories that are usually featured on television.

Larry Kilman (2004) has reported that The World Association of Newspapers (WAN) has accepted evidence produced by Gutenberg museum, Mainz, Germany, (one of the world’s leading printing museums) that 2005 marks the 400th anniversary of the birth of the first newspaper in print. He also reports that scholars have generally put the date at 1609, the year of the first preserved editions.

World Association of Newspapers (2004) has released a list of the oldest newspapers still in circulation. It starts from ‘Post- och Inrikes Tidningar’ (Sweden) 1645 to ‘The Alpine Avalanche’ (USA) 1891. World Association of Newspapers (2005) released a list of the world’s 100 largest newspapers. ‘Yomiuri Shimbun’ (Japan) is the largest circulated newspaper in the world with a circulation figure of 14,067000 copies daily. India’s ‘Dainik Jagran’ is the only newspaper from India that is included in the first 20 largest circulated dailies in the world while ‘The Times of India’ stands 24th rank.

R.J Brown (2003) has traced the history of ‘Publick Occurrences both Foreign and Domestik’, the first newspaper published in America, which was printed by Richard Pierce and edited by Benjamin Harris in Boston on September 25, 1690. It filled only 3 of 4 six by ten inch pages of a folded sheet of paper. He has also done a study on how this particular newspaper came to an end after its first publication due to its uncensored news items that provoked the government.

David Finch (2009) examines how newspapers in America are using social media to save their industry. He has found out that newspapers are creating online events to
attract readers and to promote and monetize user generated content and other techniques. He also reveals how the newspapers are coping with lesser subscription and drop in advertisement revenues.

**James Moran** (1973) has traced the history of printing press in the world, from its inception as an adaptation of a domestic screw press in the middle of the 15th century to the giant, fast rotary press of today. He has also done a study on the social and economic implications of the development of printing press. He has found out that due to historical reasons, much of the development in printing press and machine manufacture took place in UK. The scholar has also found out that the US became one of the major manufacturing countries in this field after the Civil War. Reference is made to Italian, Russian and Japanese presses in his study.

**Irene Pichota** (2002) has revealed the fact that history of print media and written communication follows the progress of civilization which, in turn, moves in response to changing cultural technologies. She further reveals that the transfer of complex information, ideas and concepts from one individual to another, or to a group, underwent extreme evolution since prehistoric times. In her study, she has made references to the invention of paper, printing press, contribution to printing press by industrial revolution that took place in Europe and finally the invention of digital technology.

**Tony Rogers** (2004) traces the history of newspaper in America. He has found out that many newspapers of the early period in America were not objective or neutral in tone like the newspapers we know today. Rather, they were fiercely partisan publications that editorialized against the tyranny of the British government, which in turn did its best to crack down on the press. He has also done a study on the contribution of Joseph Pulitzer and William Randolph Hearst and traced the origin of the term ‘Yellow Journalism’.

**Jane. E.Kirtley** (2003) reports a survey conducted by the Freedom Forum's First Amendment Center in 2002 that found out that 42 percent of those polled thought that the press has “too much” freedom. She reveals the fact that newspapers in the US report lots of government secrets just to sell more newspapers.

**Alice Allen** (2010) has done a study on the present status of print media and has reported the new US-based figures released by Outsell (marketing analytics
company) that states that advertisers planned to spend more on digital and online marketing and advertising (in 2010) According to her, Outsell surveyed 1,000 advertisers to predict that online spending would rise 9.6 percent to US$119.6 billion, while print spending would fall 3 percent to $111.5 billion.

**U.C Davis** (2010) has done a study on the present status of newspapers in USA and revealed the fact that the struggling newspaper industry in USA has a future, but it will require a commitment to sweeping change that could include a public-private ownership model and help from organized labour. He is of the opinion that, in addition to becoming the dominant networked local news source, newspapers should explore hybrid ownership structures with a non-profit piece that would allow foundations and individuals to make charitable and tax-deductible contributions. The study also recommends building bridges across the longstanding firewall between newsrooms and business and advertising departments. Journalists still needs to respect ethical boundaries in reporting. But the study suggests that the industry should explore “entrepreneurial reporting and salesmanship” in which journalists use their extensive contacts and community knowledge to identify new revenue-generating opportunities.

### 2.2 Print Media in the India -Past and Present

**John. V. Vilanilam** (2005) traces the development of mass communications in India and the West from a historical and sociological perspective, from primitive to modern times. The author emphasizes the distinction between communication and mass communication. He discusses the relevance of mass communication for the largely illiterate population of India, with particular reference to the type of media content and the inadequacy of conventional schooling. He further discusses the rapid technological progress in the world in recent decades in the context of digitalization, computerization and media convergence, as well as the global nature of mass communication.

**Keval.J.Kumar** (2007) has done an in-depth study and understanding of the media. He has done a research on communication theory, advertising, television, effects of media and development. In short, his research study is designed to give the student of mass communication a general and comprehensive view of the modern and traditional media in India.
Rangaswamy. Parthasarathy (2005) has done a comprehensive study on the history of the Indian press that covers a period of almost 200 years during which it fought many a battle on social and political fronts. Described in graphic detail is its role in the freedom struggle when it faced persecution and in the post-Independence period during which it served as a staunch upholder of democratic principles and a powerful agent of social change. He has analysed the present state of the newspaper industry, its current concerns and changing perspective. He has also observed the magazine explosion of the eighties. He has also written profiles of English language newspapers which have celebrated their centenaries and of eminent editors who have left their mark on Indian journalism.

Vanita Kohli Khandekar (2010) discusses ethics and falling standards in Indian media and on private treaties. She does an in-depth study of the Indian media business. It provides, as usual, the business history, dynamics, technology, regulation, valuation norms and industry trends in print, television, film, radio, music, Internet, telecom, out-of-home media and events.

M.K Joseph (1997) throws light on diverse aspects of the freedom of press. He deals with major topics like: Liberty of the Press; Commercial Outlook of Press Freedom; Press and the Policy Makers; Utilization of News; Outward Flow of News; Libel; Free Press and Fair Trial; review of Press and Journalism in England etc.

D V R Murthy (2007) opines that the purpose of development journalism is to educate and inform the citizens about the development issues and thereby make them participate in the national development. He is of the opinion that since majority of the population in the third world countries are illiterate, the newspapers as public educator can take up issues that are of immediate concern to the citizens.

V S Gupta and Virbala Aggarwal (2001) discuss the exponential growth in media, particularly in electronic and satellite communication and they opine that the rapid advances in communication are the defining characteristics of the contemporary society.

Shyam Tekwani (2008) examines the challenges faced by media practitioners reporting on conflicts across the diverse media ecologies of Asia. He describes how media culture affects the way conflict is covered, including aspects such as resource
limitations, different standards of professionalism, government intervention, and the
degree of importance given to the concept of independent media.

S. Venkatraman (2003) explores the impact of media in these times of conflict and
terrorism. He makes an assessment of the extent the media have exacerbated or
ameliorated conflict and terrorism in Asia. He also makes an attempt to reveal
whether the media fosters balance over bias, communication over confrontation and
insight over ignorance in addressing certain critical issues.

Aishwarya Subramaniam (2009) has done a study on newspapers in India through
the ages. She has traced the history of print journalism in India starting from ‘Bengal
Gazzette’, started by James Augustus Hickey in 1780 untill newspapers of the 21st
century. Her study includes the contribution of Mahatma Gandhi and Bal Gangadhar
Tilak to print journalism in India. She has also analysed the Indian press during
emergency imposed by former Prime minister of India, Indira Gandhi in 1975-77

Skelton Foord (2000) has compiled the list of early newspapers in India that had
major holdings by the British Library Newspapers Library. He has found out that the
total number of titles of newspapers and journals published in India (excluding title
changes), which are held in the Newspaper Library, exceeds some 200.

V.N. Narayana (2009) has done a study on the contribution of Mahatma Gandhi to
journalism in India. He has examined how Gandhi was an effective communicator,
fearless and eloquent with words. He has also analysed Gandhi’s ‘Young India’, a
weekly journal published by him from 1919 to 1932 and found out his efficiency in
reaching out to millions of people and convince them of his cause.

Amy Mokerji (2008) has done a study on the growth and development of Indian
journalism after independence and has found out that it has not left any stone unturned
to highlight the real issues of India, be it the regional or small-scaled newspapers or
daily national dailies. She believes that this independence owes a positive look
towards print media in India.

Nirmala Laxman (2007) has compiled articles written by eminent journalists and
social activities like Kuldip Nayar, Sunderlal Bahuguna, Medha
Patkar, Swaminathan. S. Anklesaria Aiyar, N. Ravi and others. Her compilation looks at
themes that defined national discourse from around the time of independence to the
present day as expressed through journalism in the English press. It showcases a wide
range of articles that have expanded the terms of debate, expressed criticism and
dissent and enriched the Indian press. She is of the opinion that newspapers like ‘The
Hindu’, ‘The Times of India’, ‘The Indian Express’ and ‘The Hindustan Times’ have
been inextricably bound with the destiny of this nation, offering incisive analyses and
clarity on issues that critically impacted on the lives of its people.

R. Shinesha (2007) has done a study on the history of press in India in general and
has briefly mentioned about regional presses in the country. She has mentioned the
important milestones in Indian journalism in her study and has also studied the
contribution of Raja Ram Mohan Roy to Indian journalism.

Sridhar Samu (2010) has found out that local newspapers are a hit with readers in
India for their connection to local issues. According to him, local newspapers cover
local news, which is more relevant for these readers than national or international
news. They cover national and international news in so far as it would concern local
people. He believes that the upshot for publishers is "an impression that the language
publications actually care for their readers by emphasizing what really matters for
them."

K.S Padhy (1991) has recorded the different phases of the ill-advised move to get the
Defamation Bill passed without taking into consideration the opinion and views of the
people, the press and the opposition. According to him, never before such an attempt
was made by any democratic government to curb the freedom of press, trample the
rights of the people and cripple the opposition. His study convincingly indicates the
precipitous path the country would have gone through if the bill would have been
made into a law.

Sujatha Modayil (1980) analyses the Vernacular Press Act of 1878 that imposed
possession of license for owning or using a press. In her study, she mentions the
petition presented to the Supreme Court by Raja Ram Mohan Roy and his colleagues
opposing the licensing system. She observes that although his effort failed, it was an
important representation on behalf of the press and is of historical significance.

T.S Subramaniam (2003) has written about the growth and development of ‘The
Hindu’ newspaper. He is of the opinion that this particular newspaper is the oldest
surviving major daily newspaper of Indian nationalism. He believes that ‘The Hindu’
was one of the major dailies that initiated the great socio-political movement that won
freedom for India from colonial bondage and helped consolidate the gains of independence in every sphere of national life.

Mohammad Ashraf (2007) has done a study on the media coverage (national dailies) of the Kashmir issue. He has observed how major national dailies report news on Kashmir in a very superficial way.

India Juris (2010) has done a study on Foreign Direct Investment (FDI) in print media in India. This particular international law firm has written about the government of India’s decision to allow 26% FDI in news and current affairs in print media in India. The firm has also mentioned about technical and medical publications that have been allowed a higher FDI of 74%.

Pankaj Lakotia (2009) reports the announcement made by ‘The Hindustan Times’ with regards to its availability on Amazon’s electronic reader-Kindle. He further reports that ‘The Hindustan Times’ has become the first Indian newspaper to be available globally on the same. He is of the opinion that readers of newspapers in numerous parts of the world could gain daily access to this newspaper, which will be delivered to them every day in a near-paper-like form.

Sevanti.Ninan (2007) has observed that media is booming in India but journalism is in danger of falling behind. She has further observed that news in India's media industry is increasingly defined as being what the news consumer is interested in and show business and cricket top the list of newsroom priorities with disasters getting their passing due. She has found out that the entire sectors such as farming, labor, and school education go unreported because they do not lend themselves to tie-ups with the major players, as show business stories do. She believes that news budgets are skewed to where the viewer ship or readership is.

Sunit Ghosh (2002) has done a research on the history of Indian press that covers a period of more than 200 years. He has traced in brief, the evolution of the methods of communication and of the print media with special emphasis on the role of newsletter writers, the ancestors of the present day journalists and also newsletters, which, in the course of time, took the form of newspapers.

Dr. Mrinal Chatterji (2009) has found out that the most dangerous of the problems facing print media in India is that some groups are reading less. He termes it as rise of ‘aliteracy’ which refers to someone who, although able to read, is uninterested in
reading and uninterested in literature. He has further unearthed the fact that newspapers are losing readers in 15-25 age categories to television and the Internet. He believes that this is one of the biggest threats to the future of print media. He has produced the findings by Newspaper Readership Survey (NRS) that states that time spent in reading has remained the same and although total circulation of newspapers and periodicals has increased, per paper readership is falling.

Nirupama Sarma (1999) has observed that the key feature of print media in India is the increasing preponderance of glossy, ad-friendly film and TV-based reporting. She has found out that given the increasing costs of newsprint and production and the pressure of market imperatives, newspaper houses have followed the piper in carrying ad-friendly fluff at the cost of more serious development and health reporting. She has further observed that leading dailies have, over the last few years, dropped their special sections devoted to development and health.

B.P Sanjay (2007) has done a study on threat to freedom of the press in cases where the financial interests of a media baron could ostensibly conflict with that of the public. He focuses his study on tussle between former Andhra Pradesh Chief Minister late YSR Reddy and media baron Ramoji Rao.

Keshav Dutt Chandola (2009) reports the demand by medium and small newspaper owners regarding the repeal of certain annexure from Registration of Newspapers, India. He also reports the demand made by the same for the abolition of 15 percent commission from Directorate of Audio Visual Publicity (DAVP) advertisements, 50 percent share of advertising budget to small and medium and many other demands.

DD. Purkhayastha (2007) has found out that the growth of newspapers in India, especially in recent years, is directly related to the growth witnessed by the Indian economy. He states that India is the 4th largest economy in terms of GDP and the 2nd fastest growing among the 10 largest economies in the world in terms of GDP and this has resulted in the growth of newspapers both-national and regional. He has shown several statistical data in his research to proof this fact.

Narendra.Ch (2007) observes that small and medium daily newspapers have been increasing their circulation in a big way. However, in the post-liberalisation phase, corporate houses started cornering the limelight in the newspaper industry. He also observes that at present, most of the corporate houses are vying for a share of the
media pie and this has led to a major shift in the field of journalism. ‘Marketability’ and not ‘mission’, has become the cornerstone of Indian journalism.

He has found out that most of the major newspapers are bent on increasing their market share and business by focusing on the ills that plague society. The media has also become so powerful a weapon that it can influence government policies in such a manner as to suit industrial houses or as to suit its own (media’s) income-generating activities (like advertisements). According to him, serving the cause of the masses has taken a back seat.

Kesavan B.S (1997) traces the history of printing in India that started in South India. He has made an attempt to identify early printing in India and the contribution of Christian missionaries to printing in India.

S. Pandey (2009) has done a study on the factors contributing to the growth of printing industry in India. He has found out that higher literacy rate, higher expenditure on advertisements, fragmented industry and foreign direct investment as the factors that resulted in the growth and development of printing in India.

G. M Sastry (2010) observes that voice of the poor is always unheard and their issues are rarely represented. He is of the opinion that for the marginalized communities, it is very important to make their voice heard. He has done a study on ‘Navodayam’, a community magazine managed by a few women of Chittoor district of Andhra Pradesh, that offer a right way of not only presenting the issues of poor and vulnerable communities but also an important path to empower the rural women.

Encyclopaedia Britanica (2000) traces the history of the ‘Times of India’ newspaper which was originally called ‘The Bombay Times’ and ‘Journal of Commerce’. The encyclopaedia gives detailed information of the establishment of the newspaper in 1838, which was founded to serve the British residents of western India.

Mala Bhargava (2010) has found out that small newspapers cater to the needs of the people living in one particular locality. She has observed that small newspapers play a more direct role in forcing the accountability of the people's representatives and all in influencing the people. They are also a good source of local, political and commercial information, while at the same time satisfying the socio-cultural interest of the readers and providing entertainment for them.
Dr. Maheshchandra Guru (1999) examines the status, problems and prospects of small newspapers in Kannada language. The study reveals that a majority of the small newspapers were not equipped with adequate capital resources, human resources, printing machineries, modern technologies, circulation strategies, income generation from circulation and advertising and so on. The scholar has suggested certain strategies for the development of small newspapers in Karnataka state.

Sathish Kumar Andinje (2004) examines the status of Tulu language newspapers in Karnataka. His study brings forth the fact that high literacy rate alone is not enough for high readership as population of the people speaking this particular language should also be taken into account. He reveals the fact that although ‘Mangalooru Samachara’, the first newspaper in Karnataka was published in 1843 from South Canara district, Tulu language (which is spoken by majority of the people in this district) newspaper started only in 1970.

Anjali Devangan (2010) reveals the fact that in a country where almost 70% of its population is rural, rural press is almost non-existent in India. She is of the opinion that lack of readership in villages can mainly be attributed to illiteracy and poverty and in most scenarios, it is a handful of people who read the newspapers and the rest depend on hearsay. She further reveals the fact that rural press also suffers due to reasons such as low investment, inadequate management, outdated machines, untrained correspondents and a low return on investments. She has suggested some important ideas for the development of rural press in India.

Tania Goklany (2010) has done a study on rural newspapers in India and has revealed the fact that in their struggle for existence, the rural newspapers sometimes do not adhere to the ethics of journalism, that is, truthfulness and responsibility, objectivity and fair play. She has found out that they are rather eager to cater news with some added spice to it in order to suit the tastes and preferences of their masters and their readers.

She further reveals the fact that development news is far away from their mind and they just want to push their sales anyhow so that they can meet their ends of the day. She has also observed that although they run these newspapers for their sustenance, many of them are short-lived. The contents and presentation of these newspapers are unprofessional.
Dinesh Narayanan (2010) has done a study on the growth and development of ‘India Today’ magazine. He has done an analysis on the editorship of both Aroon Purie and the present editorial director MJ Akbar.

V.S Gupta (2001) has done a study on the growth and development of press in India and has revealed the fact that the Indian press has witnessed a three tier growth over the past few decades. He has observed that mainline English Language newspapers published from metropolitan centres constitute the upper crust of the Indian Press. He has also revealed an interesting fact that the English language newspaper cater to less than 5 percent of the readers but they have a major share of advertising revenue because they are seen by advertisers as aimed at the upper class clientele credited with purchasing power.

Jagjeet Singh (2002) has done a study on the future of the Indian newspaper industry in the next decade, which, according to him can be viewed from three time perspectives - the near future, two to three years; the mid-term, four to six years; and the long term future, perhaps seven to ten years. He believes that there will be a reduction in total page count of newspapers due to migration of classified advertisement to other media such as the Internet. He also believes that there will be an increase in cover price by most of the newspapers in order to gain maximum mileage out of rise in circulation due to the sudden boost in literacy rate. He predicts that there will be a rise in the number of contract printing arrangements and new dedicated printing facilities by large and national newspapers.

2.3 Print Media in North-East India (Manipur and Assam) - Past and Present

Dr N.R Phukan (2010) has analysed print journalism in India in general and in Assam in particular. He has observed the changes that have taken place in this particular field at present in Assam state. He has also found out that journalism as a professional subject is gaining popularity amongst students, unlike in the past.

Nava Thakuria (2009) has done a study on the present scenario of press in Assam state. He has found out that the trouble torn region witnessed a media boom in the last decade but the media person including journalists become victim of exploitation by their employers. He has also observed the risk taken by journalists in covering news
related to militancy in the state. He briefly mentions the history of ‘Orunodoi’-the newspaper that heralded print journalism in the state.

**Aruni Kashyap** (2010) observes that debate on Assam’s future (issues related to insurgency in the state) rages in the Assamese media but the issue continues to be ignored by the Indian National Press.

**Rajkumar Sushan Singh** (2007) has found out the role print media can play so as to bridge the gap between the north east region and the rest of the country. He has observed that national dailies cover news from the north east region only if it is related to militancy issues.

**George Plathotam** (2008) has examined the way media upholds truth, integrity and social responsibility. He has focussed his attention on media in Northeast India and the way it responds to the challenges the region face and media’s contribution to build peace and resolve conflicts. He has made an attempt to propose how the media, while having to report on violence, conflict and bloodshed, should go beyond short-term goals and tell stories that connect communities, foster unity and promote development and peace. According to him, citizens as well as media professionals must strive to make media in the Northeast more truthful, dispassionate, objective and responsible.

**Teresa Rehman** (2009) has observed how the media portrays the northeast as one homogeneous trouble-torn frontier and fail to get behind the statistics of the number killed and ammunition recovered. She makes an attempt to find out why boys and girls barely out of their teens take up arms.

**Keshab Kalita** (2009) has found out that newspaper owners in Assam (except The Assam Tribune group ) were responsible for not implementing various commission's recommendations for the working journalists . He also states that the demands of the working journalists failed to make any impact as they were divided into not less than 15 journalists unions in the state.

**Munin Bayan**, (2009) has found out that the concept of social structure has been changing at a very faster rate with the change of time and all print and electronic media persons must be very careful so as to cope with the changing time. He analyzes the decentralization of corruption in Assam and warns people particularly the media persons to keep themselves away from corruption at any cost.
**Assam Tribune** (2010) traces the history of the first Assamese daily ‘Dainik Batori’, started in 1935 from Jorhat town of Assam. It reveals out how this particular newspaper braved all upheavals during its nascent stage.

**Amaresh Datta** (1988) traces the history of literary journalism that began with ‘Orunodoi’ in 1846 edited by Rev. Nathan Brown and published by the American Baptist Mission from Sibsagar Mission Press. He has found out that this particular magazine was not merely an organ of the religious propaganda mainly of the Protestant faith, but also meant for propagation of scientific knowledge and general intelligence as well. He has done a study on the invaluable contribution that this newspaper made towards the spread of new knowledge and enrichment of literature.

**Dr. Kirti Singh** (1981) traces the history of print journalism in Manipur state. He has found out that the first newspaper in Manipuri language was started in Assam (in around 1917) and not in Manipur. His book has vivid details of the early newspapers and magazines published in the state and how print journalism gradually developed simultaneously with the increase in literacy rate and economic status of the people in the state. Apart from mentioning the important milestones in the history of print journalism in the state, he has also studied the various hurdles faced by newspaper and magazine owners in running the same like- lack of capital, censorship, miniscule readership and issues related to management of the newspaper establishments. However, he has not been able to find out the exact year of publication of some early newspapers and magazines in the state.

**G. Tombi Sharma** (1987) examines the freedom of press and the working nature in Manipur state. He observes the early press in the state and gives an in-depth information about the unhealthy working condition of the workers in the printing presses in the state. He also studies press censorship in the state imposed by the kings and the British.

**M. Luikham** (2010) studies the history and importance of the Government Press in Manipur state. He has done a deep analysis of the Government Printing press starting from the year of its establishment till the present day. His study also includes the development of the printing press from manual press to offset printing press.

**Achungmei Kamei** (2010) has done a deep research on the history of early press in the state. He has done minute observation of the content of the newspapers and
magazines during the early period in the state and even the price of popular journals and newspapers. Apart from the study of the history of newspapers and magazines in the valley districts of the state, he has done a detailed study of the growth and development of tribal newspapers in the hill districts of the state.

**Rajkumar Maipaksana (1990)** examines the periodicals before and after the Second World War. He has given a detailed description of how newspapers and magazines developed in the state after the war.

**Amar Yumnam (2010)** has done a critical study of two popular dailies of the state namely ‘Poknapham’ and ‘Hueyen Lanpao’. He has studied the major structural transformation set by these two dailies and the social responsibility taken by the same in the last decade of the twentieth century and the first decade of the twenty-first century.

**Asem Ibobi (2009)** has done a brief study of the history of important early newspapers and magazines in Manipur state with the histories of journalism in the world and India as its background.

**Tombisana Soibam (1990)** has done a research on the close relationship between print journalism and literature. He has observed that print journalism serves as a platform for young writers and people who are inclined towards literature. He has cited various examples of famous writers and how their careers were paved by the newspapers and literary journals. He has also traced the history of early newspapers in Manipur state and found out how renowned writers in the state during that particular period contributed various articles and poems.

**Mangmingthang Gangte (2010)** has done a study on the growth and development of print journalism in the hill districts of Manipur and stated the differences in the nature and origin of print journalism in the hills and that of the valley. He has traced the history of print journalism in almost all the important tribal regions of the state. He has also studied the development of various tribal language newspapers and magazines including that of the Naga tribe and the Kuki-Chin-Mizo group.

**Gin Gangte (1998)** has observed the sudden development in print journalism in Manipur state after the attainment of statehood in 1972. He has also provided statistics to prove his study. He has also done a brief comparative study of the early press and contemporary press in Manipur state.
Anjulika Samom (2009) has studied the plight of media persons in a disturbed area of the country like Manipur. Her study has revealed how freedom of press has been curtailed by non-state actors and how journalists in the state are caught between the militants and the government. She has also done a deep study on the origin of insurgency groups in the region and Arms Forces Special Power’s Act (AFSPA) of 1958. She has reported the killings of journalists in the state due to the ongoing arms conflict and has also thoroughly examined how the press in the state has survived in this turmoil.

L. Damodar Singh (1999) has studied the contribution of Hijam Irabat Singh to print journalism in the state. He has studied how Hijam Irabat Singh used print journalism as a tool to criticize the government. A detailed study of ‘Meitei Chanu’, (Manipuri newspaper) Irabat’s brainchild, has also been done by him.

UNESCO’s fifth annual press freedom report for South Asia (2006-07) addresses the need for journalists to be equipped with the necessary knowledge so that they can monitor violations of press freedom and journalists’ rights. The report also states that journalists in conflict areas must be provided safety training and professional skill development. It also stresses the need for journalists to receive training in association building so as to help them present a stronger, united front and assert their rights to report objectively, free from pressure and harassment.

Robert L Sunge (2007) studies the impact of Christianity to the Hmar (a tribal dialect) press. He has observed how Churachanpur district became a centre of information for the various tribes in this part of the state. He has also traces the history of the first tribal newspaper in the state-Hmasawnna which was released in 1941.

A. Bimol Akoijam (2010) has done a study on Manipur and the Naga politics. He examines the rift between the hill tribal, particularly the Nagas and the Meiteis (the valley people) of Manipur.

B.B Sharma (2008) observes how press in Manipur is in dire straits due to undue interference by the militants. He has also observed how the journalists and the newspaper owners in the state suffer due to arm conflict in the state.

Rani Pathak Das (2008) has done a research on the origin of militancy in Manipur state. She has observed how militancy is linked to the sense of popular alienation.
mostly arising out of New Delhi’s delayed decision to grant statehood 23 years after
the state merged with the country. She has also reported that the militant outfits in the
state are today a pale shadow of the groups that had actually originated to protect the
state’s interest as most of them have been transformed into criminalised entities
engaged in activities that benefit none except for the outfits themselves.

Ninglun Hanghal (2010) observes how the militancy in the state has badly affected
the press in Manipur. He has done a study on the plight of the journalists in the state
when they receive threats from various militant outfits.

M. Amarjeet (2006) has done a research on militancy in the north eastern region of
the country. He has observed that insurgency problem is confined mostly to Assam
and Manipur at present and not the entire north eastern region as it is perceived by
many people outside the region.

Economic survey of Manipur (2008) states the present territorial boundary of the
state, its population, the various ethnic groups residing in the state and a brief
economic study of each district in the state.

Press Trust of India (2006) reports the closure of newspaper houses in
Churachandpur district due to threats from the militants. The newspaper houses urged
the militants to stop interfering in their work.

Sevanti Ninan (2010) reports the stand-off between Nagaland and Manipur state and
the coverage of the issue by both the local and mainstream dailies in the country. She
is of the opinion that the national dailies and other mainstream media published
superficial report of the event.

Prasanta J. Baruah (2010) traces the history of print media in Assam, Manipur,
Tripura and Mizoram states of the North East. He examines how satellite and the
introduction of the Internet have revolutionized print media in these north eastern
states. He also studies the print media scenario in these regions that has been badly
affected by various insurgency groups.

Aribam. Ibomcha. Sharma (2007) studies the difficulties of reporting arms conflict
by journalists in the north eastern part of the country that is reeling under the impact
of insurgency for almost half a century. He reports how the stand-off between All
Manipur Working Journalists Union and the state government regarding publication
of news related to the various militant groups in the country. He examines how the journalists in the state are caught in between the government and the militants.

**L.C.K Singh** (2009) studies the contribution made by two women journalist namely Satyamala Devi and Salma Shah in reporting arms conflict in the state. He draws a comparison between women journalists in the state and the rest of the country.

**Chandan Irom** (2010) examines the present turmoil in the state caused by the militants fighting for freedom. He studies the coverage of militancy related news by mainstream national dailies and reveals the fact that the coverage of such news is far lesser as compared to that of Kashmir issue. He also reveals that there are lesser correspondents of mainstream national dailies to the north eastern region of the country.

**Pradip Phanjoubam** (2001) studies the origin of militancy in Manipur state which, according to him, is a product of historical, economical and political circumstances of the society in the region. He examines the job of the media which has not been easy in such a scenario. He analyses how the media in the state has to come in terms with the immediate law and order fallouts.

**Lunmingthang Haokip** (2010) analyses the plight of small newspapers in the Manipur state. He has studied how small newspapers struggle to survive despite lack of capitals and proper infrastructure. He has also done a deep analysis on coverage of news in local newspapers and localization of news.

**R.K Lilapati Devi** (2007) has done a brief content analysis on the contents of various important newspapers in the state that includes stories related to killings and other militancy related news that appear in almost all the major dailies in the state.

**Subir Ghosh** (2007) has analysed the code of conduct for journalists in Manipur state. He has reported the resolution adopted by the special body meeting of the All Manipur Working Journalists’ Union in Imphal in connection with the sit-in-protest in support of Manipur Hill Journalists’ Union’s agitation against the threat to freedom of press.

**Network of Women in Media, India** (2009) reports the contribution of women journalists in disturbed areas of the country including Manipur. The association has analysed the depth of coverage of insurgency related news by journalists in the state.
and how the quality of coverage can be enhanced so as to attract readers in the rest of the country.

**Bijo Francis** (2010) has done a study on how the centre and the mainstream national dailies failed to report some major events related to insurgency in Manipur state. He states that the media cannot be absolved of responsibility for their failure to report issues from Manipur. Neither can the country’s politicians excuse themselves from their responsibility of finding a solution to one of the country's oldest internal armed conflicts.

**Asian Human Rights Commission** (2007) has observed how media restrictions are a step backward in resolving the armed conflict. The commission examines how the restrictions imposed by the Manipur state government regarding publication of objectionable materials can have an adverse effect on coverage of certain news by journalists in the state.

**Dr. A. Kateipfona** (2010) observes that the Imphal based media has not capitalized on the fact that there are no tribal or Naga based media which has a state wide readership. He is of the opinion that the Imphal based newspapers assume upon itself the responsibility of projecting only the dominant Meitei’s (majority ethnic group residing in the valley districts) perspective.

**Yumnam Rupachandra** (2010) has done a study on freedom of press in Manipur state. He has found out that pressures resulting from functioning in a conflict zone has taken a toll on the press in Manipur and the formation of a strong unity amongst its practitioners has become a must. He has examined the challenges faced by the press that come from the duly elected governments, the armed forces (both state and non-state actors) and even some NGOs and Clubs.

**Sushanta Talukdar** (2006) reports the kidnapping of journalists by militants in Manipur and further reports the expression of solidarity by many journalists in the country including the veterans.

**Chitra Ahanthem** (2010) has observed that there is lack of in-depth reporting in almost all the newspapers in Manipur state. She draws a comparison between news stories in olden days and that of the present. She has also observed that the news contents are almost the same in all the newspapers and there are no ‘breaking news’ in the newspapers at present.
Romeo Naorem (2009) reports threats posed by militants to journalists, editors and proprietors. He further reports the dangers faced by newspaper hawkers in Manipur for the same reason.

Dhaleta Surender Kumar (2009) has examined why big national dailies have lesser readership in the North East (including Manipur) compared to local newspapers. He has found out that the people in this region have less interest in national politics and the hilly terrain also pose a serious challenge in newspaper distribution. He has also found out that all newspapers in the region have their own distribution system that makes national dailies difficult to follow suit.

Prof. Elangbam Nilakanta (1996) has done a study on the contribution of noted social activist and revolutionary leader Hijam Irabat Singh to the growth of Journalism in Manipur. He has also done further studies on the publication of poems and novels written by the Irabat Singh in the early newspapers and magazines of Manipur.

2.4 Summary

A research study on the growth and development of print media in Manipur state will be incomplete without a brief study of print media in the world and in the rest of the country. The latter should serve as a background for the former. Therefore, this chapter contains literature reviews related to print journalism in the world and in India in general. Print journalism history of Assam is also related to that of Manipur state and hence a few research studies on the same have also been included in this chapter. It has been found that all the research studies related to print media in Manipur are all qualitative research studies that are confined to history of print journalism in the state and the present turmoil in the state and its affect on the press in Manipur. Therefore, a quantitative study using relevant statistical tools on the subject is imperative so as to bring forth a clearer picture of the current status of print media in the state. Researches on small and medium newspapers in India in general have also been collected as the same is related to press in Manipur.