CHAPTER 2

METHODOLOGY

OBJECTIVES OF THE STUDY

The specific objectives of the study are as follows:

1. To measure the extent and frequency of the coverage of issues related to women empowerment
2. To make an assessment about the nature of the coverage of issues related to women empowerment
3. To make a comparative study of the English, Assamese, Hindi and Bengali newspapers on their coverage of issues related to women empowerment
4. To make an analysis of the opinion of the respondents (selected readers) of the selected newspapers on the role of press in women empowerment.
5. To analyse the opinion of the female (selected readers) respondent on the coverage of women issues by the selected newspapers.

RESEARCH QUESTION

Since the study is by nature exploratory, the researcher has formulated the following research questions-

1. How much space is given to the issues related to women empowerment in the six sample dailies?
2. What is the coverage pattern of newspapers in terms of placement of issues under discussion framed by the researcher?
3. What is the frequency of coverage of the women empowerment issues in the selected newspapers?
4. What is the nature of coverage of issues of women empowerment issues in sample newspaper?
5. What is the common format of the coverage of the stories related to women empowerment issues in the newspapers.
6. How and to what extent do the selected newspapers report on gender inequality and women’s empowerment issues?
7. What is the opinion of the female readers of the selected newspapers regarding the coverage of women issues?
8. What is the opinion of the respondents about the role of the press in the women’s empowerment process?

HYPOTHESIS

The study is designed for exploratory research to understand the nature, extent and frequency of the women empowerment issues covered by the daily newspapers of Guwahati city of Assam. So no hypothesis formulated here. The findings of the study are supposed to generate new problems and hypothesis for studies that might be conducted on related field later.

METHODOLOGY

A comprehensive qualitative and quantitative content analysis of the 6 daily newspapers have been undertaken along with a schedule with 120 respondents (readers of the selected newspapers) to address the issue under study. The researcher selected only 120 respondents because of time constraint. The main motive behind conducting this study is to look at the coverage of women empowerment issues by the selected newspapers. The survey was included in this study to give a new dimension to this study.

Both qualitative and quantitative analysis of the 6 news-papers for a period of 6 months, i.e, from December 2011 to May 2012 had been undertaken to analyse the coverage of issues related to women empowerment. The study also includes an interview schedule to know the opinion of the respondents (female readers) about the role of the press in women empowerment and the coverage of women issues by the newspapers to address the issue.

SAMPLE SIZE

For the study, the researcher selected six regional newspapers, two Assamese regional daily namely “The Assamiya Pratidin” and “Dainik Agradooot” and two English regional daily namely “The Assam Tribune” and “The Sentinel”, one Hindi daily “Dainik Purvoday” and one Bengali daily-“Dainik Jugasankho.

SAMPLING TECHNIQUE

In this study purposive sampling technique was adopted. Purposive sampling techniques also known as judgment sampling or relevance sampling, is a type of
sampling in which researcher purposively chooses particular unit of sample, on the basis of his own knowledge of a population and the purpose of the study. It is a form of non-probability sampling in which decisions concerning the individuals/items/units to be included in the sample are taken by the researcher, based upon a variety of criteria, which may include specialist knowledge of the research issue, or capacity and willingness to participate in the research.

RESEARCH TOOLS

Content analysis was used to investigate the coverage of issues related to women empowerment in the selected newspapers. A coding schedule was chalked out to look into the coverage of women’s issues in the selected newspapers. Apart from the quantitative variables like extent in terms of total space in column centimeters and frequency in terms of number of items on issues related to women empowerment, an attempt has been made to note down some other qualitative characteristics/variables like type of items, sources quoted in the stories, subject of the women empowerment issues, format of the stories in terms of news stories, articles, editorials, features etc., placement of the women empowerment issues in the front page and inside pages, and the type of coverage in terms of analytical and informative. Theme/subject were the most important category in the coding schedule.

A schedule was prepared to know the opinion of the respondents about the role of the press in women empowerment and the coverage of women issues in the newspapers.

CODING INSTRUCTIONS

1. This study covers printed newspaper stories, both national and international material. Entertainment, and sports as well as all sorts of inserts, such as Weekend inserts are excluded. It also includes editorial texts and all kinds of opinion material with the editorial staff or independent writers as source. Only those stories were coded in which women empowerment issues were most prominent topic of the article. It is not sufficient that these matters are mentioned; they must be referred to as a problem within society. To code any story/item which took up or reflected a women’s perspective in any activity or any area (social, political, economic, etc.) of life?
2. To code any story/item which contained a ‘problem/issue’ which women (of any category) are actually facing in society irrespective of whether this problem was presented as an ‘issue’ or reported only as an ‘incident’. It was coded to examine the nature of coverage given to such ‘issues’.

3. Any story/item where the name of any women’s organization/activist/group appeared.

4. Any story/item which talked about or commented on women’s equality, status, emancipation, liberation, movement or on feminism.

**PERSPECTIVE OF THIS STUDY**

A look at the previous research provides us the idea that women issues are not highlighted properly in the print media. Majority of the researchers have concluded that newspapers mostly cover violence related news on women. Most of the earlier studies concentrated on content analysis only. But there is a void to fill within the research here. As far as I can see, there has not been a study on the extent of media’s reporting on the issues of women empowerment issues which stretches over various categories of content. It is important to study the media reporting on these issues from a broader perspective.

Therefore, several categories of content are added to this research. This study looks at how frequently the issues related to women empowerment are highlighted in various categories of content, such as education, political power and health etc. Among others, these issues are crucial in the women’s empowerment process.

One can easily observe that Quantitative content analysis and qualitative text analysis have dominated the previous research on coverage of women issues. *Whose news, Whose Media?* (2007), Global Media Monitoring Project 2010, *Woman, Democracy and the Media: Cultural and political representation in the Indian Press*, *How news worthy are women* (1976) and *Women in print* are the main starting points of this study. They focus solely on newspaper content. To add a new dimension to this research, the present study has added a new dimension. This study combines the quantitative and qualitative content analysis with the method of survey with the help of an interview schedule. The researcher felt it interesting to include readership in the study. How the readers look upon the newspapers’ reporting on women issues can be an illustrative complement to the content analysis. Because of media’s important role
as an opinion-maker and assumed impact on its audience, the researcher thought it interesting to include a study of how the readers look upon the newspapers' reporting on women issues and the opinion of the female readers on the role of the press in women empowerment.

**QUANTITATIVE AND QUALITATIVE CONTENT ANALYSIS**

The quantitative and qualitative content analysis is an adequate tool when the purpose is to look at the occurrence of different categories of content within a certain material. The variables for this study have been chosen in accordance with the research questions and objectives.

To be able to pick up as many news topics as possible in the analysis, we designed 24 content categories. Every article is placed in one category only. The subject categories have been designed looking at the major social and economic issues in India today. Essential for women's emancipation worldwide is for example access to healthcare, education and the political power. Laws to prevent discrimination and violence against women are other fundamental conditions for women's empowerment. India is also troubled by sex selective abortions, skewed sex ratios and discrimination of women because of caste. These 24 designed categories are meant to grasp all possible issues related to women empowerment.

**CONTENT ANALYSIS**

Different people have different definition of content analysis. According to Krippendorf (2004), content analysis is, “a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the context of their use”. In content analysis techniques are expected to be reliable. It is expected that research techniques should result in findings that are replicable.

Berelson (1952) has given his own definition of content analysis. He defines content analysis, as, "a research technique for the objective, and systematic and quantitative description of the manifest content of communications".

According to Kerlinger (1973), Content analysis is a method of communication analysis, as well as a method of observation. It is one of the common research techniques in mass communication as well as in social science research, where data
obtained from archival records and documents can be analysed systematically and scientifically to draw valid conclusions.

Content analysis is "systematically coding messages of information into categories thus allowing for quantitative analysis." (Chadwick et al 1984)

Some of the limitations of this research technique include the following:

1. Symbols are processed and coded according to the attribution given by a coder.
2. The reliability and validity issues in content analysis still remain unresolved (Krippendorf, 1980).
3. Sometimes it is difficult to locate messages relevant to the research questions.
4. The method cannot be used to test casual relationships between variables (Chadwick et al., 1984)

RATIONALE OF THE STUDY

The present investigation is expected to focus light on and contribute towards a better understanding of a topic of considerable contemporary interest and significance. The primary beneficiaries will be the readers. Further, the research findings are likely to be of immense help and relevance to the following.

1. Policy makers dealing with women issues
2. Media planners' programmers, producers in enhancing the effectiveness of massages which are primarily target group oriented.

The study has been conducted with the hope that the research findings will provide an assessment of the nature of the coverage of the women empowerment issues by the daily newspapers of Assam. This study will also provide a systematic study of the extent and frequency of the coverage of women empowerment issues by the newspapers. The study will also provide an idea about the weightage given by the press to various schemes and initiatives taken by the government for the women empowerment.
VARIABLES

The women empowerment issues published in each newspaper during the period of study are the variables in the present study. The following items handling women empowerment issues are considered as variables in the study:

1. The news items i.e. hard news and soft news.
2. Editorials.
3. Letters to the editor.
4. Articles, features, middles and columns.

QUANTITATIVE VARIABLES

1. Extent in terms of the total space in columns(cm)
2. Frequency in terms of the numbers of items on women empowerment issues.

SOURCE QUOTED IN THE STORY

1. Government officials/spokespersons/Ministers
2. Public
3. Police
4. Experts
5. NGOs
6. Court’s orders and judgments
7. Activists
8. Others

QUALITATIVE VARIABLES

1. Treatment of women empowerment issues as positive, negative and neutral.
2. Emphasis in terms of placement of news on women empowerment on the front pages or inside pages.
3. Format if women empowerment issues in terms of news items (hard news, soft news,) letters to the editor, editorials, articles, features, middles and columns.
4. Content in terms of informative or analytical
5. Subjects of women empowerment –
Movement- Movement against gender inequality, women fighting for human right.

Children’s issues – Child right, health, Childhood, upbringing, safety for children and their recreational activities

Crime – Criminal acts affecting women.

Development – Impact or effect of gender inequality on socio-economic, political and cultural development, need of women empowerment for development.

Domestic violence – Violence within the family and at home.

Education – School attendance, schooling environment, women education, and gender disparity in education, need for women education etc.

Health care – Women’s health, wellness and medical treatment.

Awards, Caste issues, Class issues, Financial power, Law and amendments, Political power, Religion, , Sex selective abortions ,Skewed sex ratios ,Employment, Social welfare schemes and programmes ,Economic condition, Financial power, Land and Property rights, Religion, Trafficking ,Women coping with changing situation-

RESEARCH PROCESS

This quantitative and qualitative content analysis was conducted from December 2010 to May 2012 along with a small survey with the help of questionnaire schedule.

OPERATIONAL DEFINITIONS

WOMEN EMPOWERMENT: Empowerment of women is a multidimensional process and involves many things economic opportunity, property rights, political representation, social equality, personal rights and so on.

The Women Empowerment means greater control over finance, knowledge, information, technology, skills, training, political power, economic resources, etc. it is to improve the quality of women's education with a view to making women active participant in the process of change and more importantly inculcating in them sufficient critical and questioning a spirit to question the institutions and values leading to injustices and inequality.
There are different types of empowerment such as economic empowerment, political empowerment, educational empowerment, cultural empowerment and social empowerment. UNICEF (1993) provides a women empowerment framework, which argues that women’s development can be viewed in terms of five equality, of which empowerment is an essential element at each level. The levels are welfare, access, conscientisation, participation and control. Batliwala (1994) defined empowerment as —the process of challenging existing power relations and of gaining greater control, over the sources of power. According to her women’s empowerment is seen as the process and the result of the process of:

- Challenging the ideology of male domination and women's subordination;

- Enabling women to gain equal access to and control over resources (material, human intellectual); and

- Transforming the institutions (family, education, religion, media and so on) and structures (legal, political, economic and social) through which the ideology and the practice of subordination is reinforced and reproduced

Sinha (2004) refers to the Empowerment of women as a process by which women acquire due recognition on par with men to participate in the development process of the society through the political institutions as a partner with human dignity. Empowerment of women will enable a greater degree of self-confidence, a sense of independence and capabilities to resist a discrimination imposed by the male dominated society. Women Empowerment challenges the traditional ideas of male authority and supremacy (Ambrao Uplankar: 2005).

According to UN Women empowerment has five components: women’s sense of self-worth; their right to have and to determine choices; their right to have access to opportunities and resources; their right to have the power to control their own lives, both within and outside the home; and their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally.

Women empowerment means strengthening the condition of women —socially, politically, economically and legally .It means equal opportunity in all walks of life to develop their potentialities .It also means to enlarge their choices for their own development.
NEWS: News Items: A news item is any item on a timely event with a current
dateline, an account of that event reported by the paper's own correspondent. All news
reports that are presented in an objective and dispassionate manner answering five Ws
and one H about any event.

NEWS HOLE: A News hole is a Journalism term that stands for the amount of space
available daily for news in a newspaper (Dominick, 1990). The space reserved for
news hole is usually the remaining space after paid advertisements are filled. The
amount of space given to news content in a newspaper. In this study the news hole is
measured by computing the area of the printed space in each newspaper and then
subtracting from it the area devoted to advertisements, jokes, comics, cartoons,
crossword puzzles, index to contents, masthead, weather charts, transportation timing,
film charts and public notices (Vilanilam 2009).

NON-NEWS SPACE: Space devoted to advertisements, jokes, comics, cartoons,
cross-words puzzles, index to contents, masthead, weather charts, transportation
timing, film charts and public notices.

JOURNALISM: Journalism is popularly defined as ‘a report of things, as they
appear at the moment of writing, not a definitive study of a situation’ (Agee et al.
1979). The journalist is associated with reporting the news, and offering
interpretations and opinions based on news. Statement of opinion and interpretation is
also part of journalistic duty and practice, which is expressed through editorials and
‘opposite editorial’ page (op-ed page) articles (Vilanilam, 2005)

PRINT SPACE: Total space available for printing in a newspaper.

PRESS: Reporters, editors, feature writers, columnists and reviewers are identified as
journalists. This term also includes those who write for syndicates, press associations
and magazines. They are all part of what is generally termed as ‘the press’ that is, the
print media. But today, the term ‘press’ covers not only print media journalists but
journalists from all media (Vilanilam, 2005). In this study, ‘the press’, refers to
newspapers only.

EDITORIAL: An editorial is an opinion piece that projects the viewpoint of the
newspaper on a particular policy, programme or event. It gives a digest of facts,
evaluates them and arrives at a logical conclusion step by step. (Mehta, 1979). It is
important written material in a newspaper that expresses the editor’s opinion about an issue.

ANALYTICAL COVERAGE: Analytical coverage refers to process in-depth reporting.

ARTICLE: A special piece of writing on a particular topic written by an expert on the subject.

Anchor: News story appearing at the bottom of the front page of a newspaper.

COLUMN: Column is an individual piece of writing expression opinion of the writer on any issue or theme. People who write columns are known as ‘columnist’.

COLUMN CENTIMETER: Unit of measurement in which space is sold in a newspaper. Each unit is one column wide and one centimeter high. In this present study, all the newspapers are in hard copy form; all measurements are made in column centimeters since the column centimeter is the easiest identifiable unit when measuring newspaper content in terms of space.

FEATURES: These news stories involve adventure, disaster, or a triumph. Human interest is also involved when it depicts extra-ordinary persons in ordinary situation. Human-interest stories resemble anything that appeals to everybody not because of interest in the subject but because everybody shares human experience.

INFORMATIVE COVERAGE: Informative news coverage refers to event reporting. There is no in-depth analysis and comprehensive coverage of events. Informative news only informs readers about simple event relating to development.

LETTERS TO THE EDITOR: A letter to the editor is an opinion piece written by a reader on an issue or an event. Letters to the editor is an indicator of public opinion on different issues. Letters to the editors is the letters on relevant issues sent by the public to the editor of the newspaper concerned.

MIDDLE: Middles are the extension of the letters to the editor appearing on the editorial page of a newspaper.

NEGATIVE CONTENT: contents stealing with conflicts, death, murder, suicide, negligence, violence, delayed decision affecting development, disorganization
indifferent attitude of the government or any other group of individuals, instability and weakness, negative occurrences.

NEUTRAL CONTENTS: contents reflecting neither positive nor negative condition.

POSITIVE CONTENT: Contents dealing with social cohesion, co-operation, stability, strength, positivity, any plan, programme or policy of the government for the benefit of the women, financial assistance, advocacy and awareness generated developments and growth pertaining to women empowerment issues.

CONTENT CATEGORY

In this study as many as 24 categories of women empowerment issues are covered. The categories have been designed looking at the major socio-economic and political issues in India today. The themes of content are divided into twenty-two categories representing different topics. Each article can only belong to one of these categories. If an article contains more than one topic, it is placed in the category that is the main focus of the article.

TOPIC OF CONTENT

Movement - Movement against gender inequality and crime against women, women fighting for human right, movement for the emancipation of women etc.

Children’s issues – Child right, health and nutrition, child trafficking, child marriage, Childhood, upbringing, safety for children and their recreational activities, child development programs and schemes.

Crime – All types of Criminal acts affecting women.

Development – Impact or effect of gender inequality on socio-economic, political and cultural development, need of women empowerment for development.

Domestic violence – Violence within the family and at home.

Education – School attendance, schooling environment, women education, and gender disparity in education, need for women education, status of women education etc.
Women’s Health – Women’s health, reproductive health, wellness and medical treatment.

Awards – Awards and prices given to people working with gender inequality and women’s empowerment issues.

Caste and class issues – The caste system in India and its impact on women and gender inequality issues and women empowerment. Class differences related to gender inequalities and women empowerment.

Law and amendments – Juridical matters and reforms, laws enacted by the parliament related to women, land and property rights.

Political power – Political participation, political-rights, equality, liberty and justice, political participation, political dealership, Sex ratios within decision making institutions and women on power positions.

Religion - Issues concerning women belonging to a certain religion, status of women in different religion.

Sex selective abortions – Issues concerning abortion of female fetuses, movement against sex selective abortion.

Skewed sex ratios – The shortage of women in the population, due to sex selective abortions or other factors.

Employment- women in different sectors, wage discrimination, Women’s service conditions, job opportunities, wages, working environment, labour unions.

Social welfare schemes and programmers - Social welfare schemes and programmes of the government for women empowerment,

Economic condition-women’s economic status, women’s possibilities to support themselves and their influence on the family economy, role of women in economic development.

Land and Property rights- Land and Property rights of women,

Religion-Religious issues affecting women.
Trafficking – trafficking of women and girl Childs

Women coping with changing situation - Any story which tells about the achievements made by women in any field, stories on how women are able to show their capabilities, Women self help groups etc.

Human rights of women - any story dealing with human rights of women

National Commission of Women - stories on work and initiatives taken by National Commission of Women, reports of the National Commission of Women etc.

Financial Power - Financial power - Sex ratios within the business world and women on power positions.

Other – None of the above.

VALIDITY AND RELIABILITY

During the time of coding the researcher faced the problem in distinguishing what articles that actually highlight women empowerment issues. To overcome this confusion special attention was focused on coding instructions. The code instruction provides the researcher with a detailed explanation on what is required for an article to be counted in the quantitative analysis. It was decided not to include articles for the study only on the basis of key words such as "gender inequalities" and "women's empowerment". To eliminate the risk of missing articles, the researcher took the help of a coder who was appointed for the purpose. Both of us read the articles and coded the selected articles of the selected newspapers during the six months of gathering data.

BASIS OF SELECTING NEWS PAPERS

The six newspapers were selected keeping in mind their circulation, geographical location and language. “Assamiya Pratidin” is a prestigious Assamese daily. This newspaper enjoys wide readership across the region. It is published from Guwahati, Dibrugarh, Uttar-Lakhimpur and Bongaigaon. Dainik Agradoot is another important Assamese daily. It is published from Guwahati. It has created wider readership in the state. The Assam Tribune and The Sentinel are the largest circulated regional English newspapers in Assam. These two newspapers are having wide readership in the
region. Dainik Purvoday is the oldest Hindi daily. The Dainik Jugasankha is a widely circulated Bengali daily in Assam.

PROFILE OF THE NEWSPAPERS

DAINIK PURVODOY

Dainik Purvoday is the largest circulated Hindi Daily of India's Northeast. Purvoday Publications Private Limited publishes it. Launched on April 18, 2005 from Guwahati and Jorhat and later extended to the southern Assam city of Silchar Dainik Purvoday has now succeeded in reaching a readership of over two lakh. It is now most popular and highest circulated Hindi Daily of the region.

THE SENTINEL

The Largest Media group of Northeast India — focused on news publishing. The Sentinel, an English daily newspaper, was launched in 1983 — it is amongst the two largest papers in Assam. In 1987, launched Ajir Asom, a daily in Assamese. The Sentinel (Hindi) was launched in 1989 — today the largest player. A weekly in Khasi (language of Meghalaya), Dongmusa, was launched in 1984. Combined circulation of the group is over 120,000 newspapers per day, making it the largest newspaper group in the region. The Sentinel is the only English daily in the Northeast with five editions published simultaneously from Guwahati, Dibrugarh, Shillong, Silchar and Itanagar. The group has diversified interest in publishing, printing, advertising outdoor advertising and real estate (including the exclusive Racquet & Billiards Club in Guwahati).

DAINIK JUGASHANKHA

Dainik Jugashankha, also transliterated Dainik Yugashankha is a Bengali daily newspaper published simultaneously from Guwahati, Dibrugarh and Silchar and with a circulation of around 150,000 copies it is one of the top ten newspapers in Assam. Dainik Jugashankha was founded by Barta Bhagirath Baidyanath Nath, or Baidyanath Nath, in 1950, where it was published from Silchar. The newspaper expanded in the 21st century publishing from Guwahati beginning in 2000 and then from Dibrugarh in 2006. Bijoy Krishna Nath, or BK Nath, is chairman of the Dainik Jugasankha Group and editor-in-chief of Dainik Jugasankha. Nilotpol Choudhury is executive director of
the Dainik Jugasankha Group. Arijit Aditya is editor of Dainik Jugasankha. Baidyanath Nath was the first editor of Dainik Jugasankha. Atin Das was the former editor of Dainik Jugasankha. The newspaper comes out in a broadsheet size in all days of the week. The Sunday issue has a special section “Robibarer Baithak” The Monday issue has “Khelar Bhuban”, a page devoted to sports news. The Tuesday issue “Shilpo Sanskriti” has a special page on art and culture. “Ananya” is a women’s special page that comes out on Wednesday. The Thursday issue devoted a page on health science “Shastho Bigyan”. The Friday issue brings out a page labeled “Celluloid” which covers news on films and television personalities, latest Bollywood releases, etc. The Saturday edition has a special page named –“Sabujer mela” for children.

The Dainik Jugasankha Group presents an annual literary prize for the Bengali language, Jugasankha Sahitya Puraskar, that is described as prestigious and it began awards for journalists in 2013.

THE ASSAM TRIBUNE

The Assam Tribune is an English daily newspaper published from Guwahati and Dibrugarh, Assam. It is the first English daily newspaper from Assam and the entire Northeast India. It is the highest circulated English daily in North-East India. First published from Guwahati, it is now published simultaneously from Guwahati and Dibrugarh. The newspaper is perhaps the best in the North-Eastern Region. It has a huge readership in Assam and is the most popular newspaper in the North-East India. The Assam Tribune has a wide reach in terms of circulation figures as well as the reliability of the news matter. The present editor is Prafulla Govinda Baruah, a son of Radha Govinda Baruah, and P. J. Baruah is the Executive Editor. Being a premiere English daily, it is widely read throughout the state of Assam and represents a tradition that forms the backbone of the North-East India’s newspaper industry. Radha Govind Barua-an eminent person of Dibrugarh took the leading role in launching the first launching English daily. With the help of some of his friends and well-wishers, he was successful in bringing out the first English weekly newspaper on August 4, 1939. Lakshminath Phookan was the first editor of this first English newspaper. This was the beginning of The Assam Tribune.
The Assam Tribune—which was started its journey, as a weekly newspaper became a daily newspaper on August 14, 1946. As the first daily newspaper of Assam, The Assam Tribune gained popularity in all nooks and corners of the states.

The Assam Tribune plays an important socio-political role in the lives of the people of Assam. It has played a significant role in the struggle for independence as well as in the Assamese language movement. The paper comes out in broadsheet size and has 16 pages on all days accept Thursday, Saturday and Sunday when special supplements of 4 pages come out. The Thursday issue has ‘Planet Young’ for kids. Saturday has ‘Horizon’ and ‘Sunday reading’ appears on Sunday. The Assam Tribune group has a sister publication named ‘The Assambani’ launched on July 1, 1955.

The newspaper has a current circulation of over 700000 copies and a readership of over 3 million. The Assam Tribune is one of the vital organs of the people of Northeast and has tremendous power and bears great responsibilities in strengthening and developing the nation. The Assam Tribune has an Internet version also. It can be read at www.theassamtribune.com.

DAINIK AGRADOOT

Dainik Agradoott is an Assamese daily newspaper published simultaneously from Guwahati, Jorhat and Tezpur.

Dainik Agradoott has its headquarter at Dispur, Guwahati and state wide editions. The paper comes out in broadsheet size and has 12-16 pages on all the days. This newspaper is owned and published by Agradoott publishers Pvt. Ltd

ASSAMIYA PRATIDIN

Assamiya Pratidin is an Assamese daily newspaper caters whole Assam with four editions published from Guwahati, Dibrugarh, Bongaigaon and North Lakhimpur. This newspaper comes out in broadsheet size and contains 12 -16 pages. Jatin chaudhury is the publisher of this newspaper. Nitya Bora is the present editor of Assamiya pratidin. This news paper was founded in 1995 and its headquarter is in Guwahati. It has a circulation of over 60000 copies.
LOCAL OF THE STUDY

Assam is situated in the North-East region of India – bordering seven States viz. Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and West Bengal and two countries viz. Bangladesh and Bhutan. With a geographical area of 78,438 sq. kms. i.e, about 2.4 percent of the country’s total geographical area, Assam provides shelter to 2.57 percent population of the Country. The whole Assam can be classified into 3 distinct natural regions namely- 1) The Brahmaputra Valley comprising of twenty-two plain districts with a total area of 56194 sq.km. 2) The Hills Districts consisting of Karbi Anglong district and N.C. Hills district with a total area of 15322 sq. km. and 3) The Barak Valley covering three districts with a total area of 6922 sq.km.

The less densely populated two hill districts - Karbi-Anglong and Dima Hasao, separated the two valleys. For administrative and revenue purposes, the State has 27 districts including Kamrup (Metro) district and four districts under the Bodoland Territorial Council (BTC) areas viz. Kokrajhar, Baska, Chirang and Udalguri.

Population

According to the Census of India, 2011 the population of Assam stands at 3,11,69,272, of which 1,59,54,927 are males and 1,52,14,345 females. The decadal growth of the State’s population works out to 16.93 percent during the decade 2001-2011 as against 17.64 percent for the country as a whole. The density of population of the State has gone up to 397 as against India’s density 382 as per 2011 Census. The corresponding State’s figure as per 2001 Census was 340.

Rural and Urban

As per Population Census, 2011, the rural population of the State was 86 percent of the total population. This percentage was much higher than that for All-India (69 percent). The proportion of rural population in the State decreased from 87 percent in 2001 to 86 percent in 2011. As per the Population Census, 2011, around 14 percent of the State population was living in urban areas. The proportion of urban population in the State increased from 12.9 percent in 2001 to 14 percent in 2011.
**Sex Ratio**

The sex ratio in the State shows an improvement from 935 in 2001 to 954 in 2011. The sex ratio in the age-group 0-6 years is the vital indicator of the future trends of the sex composition in the population in the State. Child sex ratio in the State was 957 female per 1000 male child as per Census, 2011. The corresponding sex ratio in the State for the age-group 0-6 years declined to 967 in 2001 from 975 in 1991.

**Literacy**

The growth of literacy in Assam has shown an encouraging sign. The literacy rate for Assam as per Census 2011 increased to 73 percent with 79 percent for males and 67 percent for females. The literacy rates for rural and urban areas found at 70.44 percent and 88.88 percent respectively. The literacy rate for country as a whole increased to 74 percent from 65 percent with male and female literate 79 percent and 67 percent respectively.

Some State highlights in 2011 census, such as highest and lowest population, percentage of growth, literacy rate, sex ratio and density among the districts of Assam may be seen in the following.

**STATE HIGH LIGHTS – 2011 CENSUS**

The Census Directorate of Assam highlighted the following observation after completion of the Population Census, 2011.

- Growth of population in the state during 1971-2011 is 113.12 percent against the national growth rate of 120.77% during this period.
- Assam ranks 14th in size of population among the states of India.
- Assam ranks 15th in density among the states of India.
- Assam ranks 15th in sex ratio among the states of India.
- Assam ranks 26th in literacy among the states of India.
- Highest and lowest population, percentage of growth, literacy rate, sex-ratio and density among the districts of the state.(Census report,2011)
District of Assam


Language

Assamese and Bodo are the major indigenous and official languages of the state while Bengali holds official status in particular districts in the Barak Valley. There is one more dialect known as Goalpara which is widely spoken by the inhabitants of Assam, North East and adjoining parts of Assam. Goalpara language is also known in different names such as Goalpara in Goalpara, Rajbongshi/Kamatapuri language. (Source: India, 2010)

Media Scenario in Assam

Assam is one of the important states of the country and the gateway to northeastern India. The presence of diverse cultures, communities, religions and races in the state make it a vibrant place. The ever-growing political activities, the sporting actions and the regular social happenings keep the state in news. The newspapers of Assam are doing wonderful jobs to serve the people with major and minor news. Some of the popular newspapers in Assam are: Assamiya Pratidin, The Sentinel, Assam Cronicle, The Assam Tribune, Danik Agradoot, The Northeast Tribune, Danik Jugashankha, etc. The state of Assam can be classified into two natural regions – the Brahmaputra Valley and the Barak Valley. These two valleys have been named after the two rivers of the state – the Brahmaputra and the Barak respectively.
REFERENCE


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