Chapter 4

Scenario of Media in India

India is the seventh largest country in the word, having the second largest population next to China and the most known democracy in the world. According to 2001 census the population of India is 1,028,610,328. The official language of India is Hindi and English. There are a number of different languages spoken in India but only 22 are recognized in the Indian constitution. The most widely spoken language is Hindi with some 337 million, the second being Bangla with some 207 million speaking it.

In India there are many publications published in different Indian languages. As per the Registrar of Newspapers for India in 2005 – 2006, newspapers were registered in English and 22 main languages listed in the Eighth Schedule of the Constitution. Newspapers were also registered in 100 other languages including dialects and a few foreign languages. The highest numbers of newspapers were published in Hindi (4131), followed by English (864), Gujarati (775), Urdu (463), Bengali (445) and Marathi (328). In circulation, Hindi newspapers continued to lead with 7,66,98,490 copies followed by English with 3,41,06,816 copies. Gujarati Press with 98,44,710 copies came third. Urdu and Malayalam language press closely
followed with 92,17,892 and 82,06,227 copies respectively. Among language Dailies, Hindi led with 942 newspapers followed by 201 in English. The languages that published more than 100 daily newspapers were Urdu (191), Telugu (147) Marathi (130) and Gujarati (100). Circulation-wise, Hindi dailies maintained its dominance with 3,76,42,520 copies. English Dailies followed with a circulation of 1,29,14,581 copies.

Table 4.1 shows the number and circulation details of different publications
The Press in India in 2005-06: At a Glance

<table>
<thead>
<tr>
<th>Periodicity</th>
<th>Number</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dailies</td>
<td>2,130</td>
<td>8,88,63,048</td>
</tr>
<tr>
<td>Tri/Bi-Weeklies</td>
<td>39</td>
<td>5,66,198</td>
</tr>
<tr>
<td>Weeklies</td>
<td>3,428</td>
<td>5,05,80,648</td>
</tr>
<tr>
<td>Fortnightlies</td>
<td>955</td>
<td>1,23,09,948</td>
</tr>
<tr>
<td>Monthlies</td>
<td>1,471</td>
<td>2,11,36,710</td>
</tr>
<tr>
<td>Quarterlies</td>
<td>219</td>
<td>15,52,138</td>
</tr>
<tr>
<td>Annuals</td>
<td>49</td>
<td>29,86,256</td>
</tr>
<tr>
<td>Others</td>
<td>221</td>
<td>27,43,665</td>
</tr>
<tr>
<td>TOTAL</td>
<td>8,512</td>
<td>18,07,38,611</td>
</tr>
<tr>
<td>Miscellaneous Publications</td>
<td>126</td>
<td>71,69,952</td>
</tr>
</tbody>
</table>

(Source: [https://rni.nic.in/pii.asp](https://rni.nic.in/pii.asp))

Out of all these there are 41 Government publications, 37 Central and 4 State. Employment News, an English Weekly published from Delhi was the largest circulated Government publication with a figure of 5,06,249 copies.
During 2005-06, the largest numbers of newspapers were published from Uttar Pradesh (1913), followed by Delhi (1133), Gujarat (817), Rajasthan (742), Maharashtra (642) and West Bengal (505). Uttar Pradesh topped in total circulation, with 3,32,91,882 in 2005-06, followed by Delhi with 3,06,03,048 copies. Uttar Pradesh had the largest number of daily newspapers (384), followed by Maharashtra (206).

Dailies from Uttar Pradesh with a total circulation of 1,34,92,557 copies were at the top, followed by Maharashtra with 1,05,37,174 and Delhi 88,08,045 copies. A notable feature was that Orissa achieved the distinction of publishing newspapers in 17 major languages. Delhi and Maharashtra came next with 11, Kerala 9 and Gujarat with 6. Uttar Pradesh published the maximum number of newspapers in a single language i.e., 1608 in Hindi. Other states with notable number of language newspapers were Rajasthan with 701 in Hindi, Delhi 594 in Hindi, Gujarat 741 in Gujarati, West Bengal 389 in Bengali, Madhya Pradesh 466 in Hindi and Maharashtra 312 in Marathi. It was also noticed that regional language newspapers were leading both in number and circulation in all major states.

As is notable from the discussion above that none of the north eastern states have any sort of significantly large presence of media especially that of print media. Print media enjoys the maximum coverage in the country and the closest state to northeast is West Bengal which has a notable number of newspapers being published. However most of them are in Bengali. It’s a pity then for a region comprising of 8 states, abundant in bio-diversity and frequently visited by tourists from all across the
globe has failed to attract any significant investment or attention from the print media as such.

There are 24 top English dailies in India. The Times of India, The Hindustan Times, The Indian Express and to some extent even The Hindu, are truly national as they have their editions in most major cities of the country. Therefore the news published in these publications tends to be of national proportion in nature. According to Indian Readership Survey 2009, The Times of India (TOI) continues to be the No.1 English daily in the country, as per the latest research of IRS (Round 1, 2009) with a total readership of 1.33 crore. Even in the previous round of IRS (Round 2, 2008), TOI’s readership was 1.33 crore. In the second position is Hindustan Times with 63.4 lakh readership and the third is The Hindu with 97,000 readerships. When the same paper is being read by 1.33 crore or 63.4 lakh people in a country then these papers can easily manage to make a uniformed public opinion. Thereby the information coming from national media reaching such a high population of people can influence the masses.

Following table 4.2 shows the 2009 Indian Readership Survey (Round1 and Round2) of 24 top newspapers in India. Of the top 24 English dailies, only six papers registered a gain in readership. Mint, HT Media’s business daily grew the most with 15.67% growth in readership. This is however not counting Metro Now which grew in readership by 103%, but has since been discontinued as a daily by its joint promoters Bennett, Coleman & Co. Ltd and HT Media Ltd. DNA, a daily newspaper grew at the rate of 11.37% in this period. Some dailies saw dip in their circulation
figures namely The New Indian Express, lost 14.19% of its readers and The Indian Express, which lost 11.37% during the same period.

Table 4.2 shows the 2009 Indian Readership Survey (Round1 and Round2) of 24 top newspapers in India
Television is a system of converting visual image with sounds into electrical signals, transmitting them, and displaying them electronically on a screen. (Oxford Reference Dictionary).

News channel is a television channel dedicated to news, often operating continuously. In India news channels became more available post globalization. Presently India has over 130 million homes with television sets, of which nearly 71

(Source: http://paidcontent.org/images/old_images/uploads/English_dailies.jpg)

<table>
<thead>
<tr>
<th>Rank</th>
<th>English Publication</th>
<th>Segment</th>
<th>2009R1</th>
<th>2008R2</th>
<th>diff</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Times Of India</td>
<td>Daily</td>
<td>13347</td>
<td>13335</td>
<td>12</td>
<td>0.09</td>
</tr>
<tr>
<td>2</td>
<td>Hindustan Times</td>
<td>Daily</td>
<td>6341</td>
<td>6347</td>
<td>-6</td>
<td>-0.09</td>
</tr>
<tr>
<td>3</td>
<td>The Hindu</td>
<td>Daily</td>
<td>5373</td>
<td>5276</td>
<td>97</td>
<td>1.84</td>
</tr>
<tr>
<td>4</td>
<td>The Telegraph</td>
<td>Daily</td>
<td>2818</td>
<td>2970</td>
<td>-152</td>
<td>-5.12</td>
</tr>
<tr>
<td>5</td>
<td>Deccan Chronicle</td>
<td>Daily</td>
<td>2768</td>
<td>2823</td>
<td>-55</td>
<td>-1.95</td>
</tr>
<tr>
<td>6</td>
<td>The Economic Times</td>
<td>Daily</td>
<td>1917</td>
<td>2006</td>
<td>-89</td>
<td>-4.44</td>
</tr>
<tr>
<td>7</td>
<td>Mid-Day (Eng)</td>
<td>Daily</td>
<td>1583</td>
<td>1617</td>
<td>-34</td>
<td>-2.10</td>
</tr>
<tr>
<td>8</td>
<td>The New Indian Express</td>
<td>Daily</td>
<td>1566</td>
<td>1825</td>
<td>-259</td>
<td>-14.19</td>
</tr>
<tr>
<td>9</td>
<td>Mumbai Mirror</td>
<td>Daily</td>
<td>1557</td>
<td>1622</td>
<td>-65</td>
<td>-4.01</td>
</tr>
<tr>
<td>10</td>
<td>DNA</td>
<td>Daily</td>
<td>1489</td>
<td>1337</td>
<td>152</td>
<td>11.37</td>
</tr>
<tr>
<td>11</td>
<td>Assam Tribune</td>
<td>Daily</td>
<td>1072</td>
<td>1120</td>
<td>-48</td>
<td>-4.29</td>
</tr>
<tr>
<td>12</td>
<td>The Tribune</td>
<td>Daily</td>
<td>999</td>
<td>1062</td>
<td>-63</td>
<td>-5.93</td>
</tr>
<tr>
<td>13</td>
<td>The Statesman</td>
<td>Daily</td>
<td>974</td>
<td>1006</td>
<td>-32</td>
<td>-3.18</td>
</tr>
<tr>
<td>14</td>
<td>Deccan Herald</td>
<td>Daily</td>
<td>869</td>
<td>953</td>
<td>-84</td>
<td>-8.81</td>
</tr>
<tr>
<td>15</td>
<td>The Indian Express</td>
<td>Daily</td>
<td>538</td>
<td>607</td>
<td>-69</td>
<td>-11.37</td>
</tr>
<tr>
<td>16</td>
<td>Hindu Business Line</td>
<td>Daily</td>
<td>409</td>
<td>410</td>
<td>-1</td>
<td>-0.24</td>
</tr>
<tr>
<td>17</td>
<td>Hitavada, Nagpur</td>
<td>Daily</td>
<td>292</td>
<td>294</td>
<td>-2</td>
<td>-0.68</td>
</tr>
<tr>
<td>18</td>
<td>The Navhind Times</td>
<td>Daily</td>
<td>278</td>
<td>304</td>
<td>-26</td>
<td>-8.55</td>
</tr>
<tr>
<td>19</td>
<td>Mint</td>
<td>Daily</td>
<td>251</td>
<td>217</td>
<td>34</td>
<td>15.67</td>
</tr>
<tr>
<td>20</td>
<td>Mail Today</td>
<td>Daily</td>
<td>245</td>
<td>NR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>O Herald O</td>
<td>Daily</td>
<td>239</td>
<td>256</td>
<td>-17</td>
<td>-6.64</td>
</tr>
<tr>
<td>22</td>
<td>Metro Now</td>
<td>Daily</td>
<td>179</td>
<td>88</td>
<td>91</td>
<td>103.41</td>
</tr>
<tr>
<td>23</td>
<td>Daily Excelsior</td>
<td>Daily</td>
<td>132</td>
<td>130</td>
<td>2</td>
<td>1.54</td>
</tr>
<tr>
<td>24</td>
<td>Financial Express</td>
<td>Daily</td>
<td>118</td>
<td>NR</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
million have access to cable TV. People have more access to information through the numerous channels present today. Slowly even the rural areas have got access to television sets in India. The more the electronic media reaches the public the more it can influence the public or make the public think alike.

Table 4.3 shows Television and Radio Ownership (Percentage of families having television/radio as per 2001 census)

<table>
<thead>
<tr>
<th>Electronic Media</th>
<th>Indian</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>31.6</td>
<td>18.9</td>
<td>64.3</td>
</tr>
<tr>
<td>Radio/Transistor</td>
<td>35.1</td>
<td>31.5</td>
<td>44.5</td>
</tr>
</tbody>
</table>

(Source - [http://www.thehoot.org/web/home/searchdetail.php?sid=1051&bg=1](http://www.thehoot.org/web/home/searchdetail.php?sid=1051&bg=1))

Table 4.4 shows Television Ownership by Zones

(Percentage of families having a television set as per 2001 census)
<table>
<thead>
<tr>
<th>Zones</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>23.7</td>
<td>68.5</td>
</tr>
<tr>
<td>West</td>
<td>20.6</td>
<td>68.1</td>
</tr>
<tr>
<td>South</td>
<td>23.8</td>
<td>62.3</td>
</tr>
<tr>
<td>East and North</td>
<td>9.5</td>
<td>54.9</td>
</tr>
<tr>
<td>India</td>
<td>18.9</td>
<td>64.3</td>
</tr>
</tbody>
</table>

(Source - [http://www.thehoot.org/web/home/searchdetail.php?sid=1051&bg=1](http://www.thehoot.org/web/home/searchdetail.php?sid=1051&bg=1))

Presently, the new media has built upon the already existing media providing it more facilities and technology to reach the audience. Example – the use of mobile phones and SMS technology to interact with the public. The public can now post their comments using this technology.

One interesting factor is the coming of the Internet, the biggest invention and revolution to happen in 20th century. Internet has helped in making the world a global village. If a status could be given to Internet in India then it could be called the fifth estate as Internet is not only used by the voiced but also by the voiceless.
Chapter 5

Data Description

5.1 Description
The data collected in this study has been tabulated in an organized manner which is according to the four sections that has been mentioned above in the methodology. Each section deals with different objectives so tabulating it section wise gives an accurate data.

The data has been collected using the questionnaire tool. The questionnaire has both open ended and close ended questions. The close ended questions will be analysed quantitatively and open ended questions will be analysed qualitatively.

Apart from analyzing the findings in all sections each division is further illustrated with graphs and tables. These graphs and tables give a clearer picture of the data.

5.2 Description of Analysis

5.2.1 Section A

This section of the questionnaire deals with the primary details of the respondents. This section gives a bio data structure which includes items like name, gender, age, state of origin, present state of residence, email id and profession/education.

5.2.1.1 GENDER
For this study a total of 100 respondents were selected randomly out of which 36 were female and 64 were male. Only people working or doing masters degree was used as respondents. However, some students in degree were also used if they were members of any associations of the Northeast in Bangalore. (Naga Student Association, Mizo Student Association etc.).

<table>
<thead>
<tr>
<th>Demography</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
</tbody>
</table>

Figure 5.1 shows gender division details.

5.2.1.2 STATES

The data in the following table shows that 100 respondents were taken from 8 Northeastern states namely Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. Manipur has the highest number of respondents which is 27% and Arunachal has the lowest respondents with just 5%.
Figure 5.2 shows the number of respondents from each state.

5.2.2 Section B

5.2.2.1 NEWSPAPER READING HABITS OF THE RESPONDENTS

The following data shows that majority of the respondents read newspapers daily. However there are also people who read newspapers only once a month. All 100 subjects read The Times of India. Some other newspapers also read by the respondents are Deccan Herald, Deccan Chronicle, The Hindu, DNA (Daily News Analysis), Financial Express, The Indian Express, Midday, Economic Times, Mint, Hindustan Times, Telegraph and Bangalore Mirror.
Figure 5.3 shows the newspaper reading habits of the respondents.

5.2.2.2 NEWS CHANNEL VIEWING HABITS OF THE RESPONDENTS

60% of the population watches news channels less than an hour and only 3% watched news channels more than 3 hours. Following is the pie chart showing viewing habits of the respondents. The news channels watched by the sample are varied from person to person. The various channels they watch are NDTV 24/7, CNN IBN, ZEE News, Star News, Times Now, Headlines Today, Aaj Tak, CNN, BBC, Bloomberg UTV, ET Now, NE TV, TV 9, 9X News, DD News, News 9. The diversity of this watching habit also adds up to the purpose of finding if importance is given to Northeast India in different news channels.
Figure 5.4 shows news channel viewing habits of the respondents.

The following frequency table show that according to Northeast people, Northeast gets the lowest amount of coverage in the media where as North India gets the highest amount of coverage.

Table 5.5 is a Frequency Table showing the coverage of zones by the media
The graph below does a comparison between the rankings received by zones. Northern Region got the highest ranking followed by Eastern region, Western region and Southern region. Others got the lowest ranking followed by Northeast Region. This shows that Northeast Region is lowest covered in the news.
Figure 5.6 compares media coverage of different regions.

5.2.2.3 DO NATIONAL MEDIA PROVIDE A FAIR COVERAGE OF NEWS OF DIFFERENT STATES AND REGIONS?

94 out of 100 responded answered no to the above question. The details are given in the following chart.
Figure 5.7 show if national media is providing fair coverage of different states and regions.

The respondents have quoted many reasons as to why they feel the media has not been giving fair coverage of news of different states and regions and they are as follows:

1. There is no news on Northeast
2. Media only covers metros and cities
3. Because of vested interest controlled by powerful lobbies related with politics, business and the like and the apathy of the mainstream people.
4. It is mostly concentrated on what people want to hear or read, not the reality or that actually is happening in different parts, it mainly divulges in ratings rather than letting people know the state of affairs in our country
5. Media is not concerned of what goes in Northeast as the government also is not concerned
6. There are so many problems happening in North East India which is not covered, for instance the Economic Blockade in Manipur in NH 39 had created scarcity of even bare necessities like salt, petrol, gas and food. Petrol prices had sky rocketed to Rupees 150 a litre. However this issue never came up in the headlines of the paper in the initial days of the blockade. However trivial and repetitive news like Swami Nityananda giving his experience in jail made it as the headlines of TOI.

7. Media is neglecting Northeast because Bollywood is not in Northeast and also Northeast people don’t look like Indians

8. Only economically developed and usually mainland Indian areas get more coverage.

9. Recently there was a fake encounter in Manipur where a pregnant women and a man was killed but there was no news about it in the national media, if it was for other states then it would have been a national issue

10. NE is hardly in the news because no one is interested in Northeast

11. More coverage is on the financial capital Mumbai and the national capital

12. In their quest for more TRPs or to sell more number of copies, the mainstream media these days show/print what people would want to read about and it may not necessarily be news. Bollywood gossips/rumours, controversies, political news. Aishwarya Rai having fever is breaking news, while a lady fasting for a decade doesn't make it to the news.

13. Limited ability of journalists to gather news, unawareness of happenings in some states

14. Many reports are filed through third party information

15. The media only reports during insurgencies
5.2.3 Section C

5.2.3.1 HOW WELL DO PEOPLE FROM INDIA KNOW NORTHEAST INDIA?

As shown in the following chart, 80% of the respondents say that people do ask them which country they are from.

Figure 5.8 asks how well people from India know about Northeast India.

After the respondents mention which state they are from in India, 79% of people still ask them which country they are from. All this means is people in India know very little of the Northeastern states. Adding to it, 80% of respondents say people do guess the country and that is China, Japan, Thailand, South East Asia, Nepal, Tibet, Bhutan, and Korea.
After you have mentioned the state in India where you come from do they still ask you which country you are from?

Yes: 79%
No: 20%
Sometimes Yes: 1%

Figure 5.9 tests if respondents are asked about the country of their origin even after they have mentioned the state name.

Do people guess the country you are from?

Yes: 80%
No: 20%
Figure 5.10 shows if people guess the country the respondents are from.

The respondents feel they are perceived as people from other countries mainly because of their looks, their accent, education system and because people in India are not aware of Northeastern states and shortage of media coverage. One of the respondents says “Even though people do not guess which country I am from but they look dazed when I say Guwahati city. Indians themselves are unaware about Northeast.”

Another respondent says “Not sure if it is lack of awareness or their disinterest in learning, people from other states don’t know much about the NE. They generally go by our looks (which resemble people from Nepal, Tibet, Bhutan.. et al).”

40% of the respondents strongly agree that knowledge amongst general populace of India on Northeast is very poor and 46% agree to the same. 46% of the sample feels that people do not know about Northeast because they do not want to know however 41% disagree on the same and out of this 56% of the sample agree and 24% of the sample strongly agree that lack of coverage from the media on Northeast is to blame for lack of information among people about this region. Following are the graphs for the above data.
The knowledge amongst general populace of India on Northeast is very poor.

Figure 5.11 the respondents take on the question that the knowledge amongst general populace of India on Northeast is very poor.

People do not know about Northeast because they don’t want to know
Figure 5.12 shows respondents take on the question that people do not know about Northeast because they don't want to know.

![Chart showing responses to the question: Lack of coverage from the media on Northeast is to blame for lack of information among people about the region.]

- 56% Strongly agree
- 24% Agree
- 14% Disagree
- 6% Strongly disagree

Figure 5.13 shows respondents take on the question that lack of coverage from the media on Northeast is to blame for lack of information among people about the region.

All the above is also making the respondents feel that people from Northeast are being neglected in their own country. One of the respondent commented “Racial bias and lack of interest among the media is to blame for this state of Northeast”. However another respondent commented “Things are changing slowly, there is some integration happening in the Northeast in the past 5-6 years”.

52
Figure 5.14 shows if Northeast people feel they are neglected in their own country.

5.2.3.2 WHERE DO PEOPLE OF NORTHEAST GET INFORMATION ABOUT THEIR REGION?

The answer to the above question is Internet followed by family and friends. Most people from Northeast fail to get much information on the national media therefore they have to rely on word of mouth from family and friends and what they can see and read in the internet. The following table shows the ranking given by the respondents.
Table 5.15 shows the source of information for Northeast people about their region.

<table>
<thead>
<tr>
<th>Rank</th>
<th>National Newspapers from NE</th>
<th>Subscribed Newspapers from NE</th>
<th>News Channels</th>
<th>Magazines from NE</th>
<th>Subscribed Magazines from NE</th>
<th>Internet</th>
<th>Family and friends</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0</td>
<td>7</td>
<td>2</td>
<td>2</td>
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<td>55</td>
<td>34</td>
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<td>7</td>
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<td>3</td>
<td>2</td>
<td>7</td>
<td>5</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

The graph in the following page does a comparison of the rankings given by the respondents. It shows that Internet gets the highest ranking and the national newspapers get the lowest ranking. The second ranking goes to family and friends. It is also noticeable that news channel has the third last ranking.
Figure 5.16 shows comparison of rankings given on where do Northeast people get their information from.
Figure 5.17 shows comparison of rankings 3, 4, 5 between various sources of information.
Comparing Ranking 6 & 7 between various sources of information

Figure 5.18 shows comparison of rankings 6, 7 between various sources of information.

5.2.3.3 WHICH ONLINE SITES DO THE PEOPLE OF NORTHEAST ACCESS TO?

Social networking sites is where northeast people go to get majority of their information on their region, followed by the online newspapers from the northeast and
thirdly from other online newspapers. The following graph shows the comparison on online sites accessed by the respondents to get information.

![Graph showing the sites accessed online for information]

Figure 5.19 shows type of sites accessed online for information.

5.2.4 Section D

5.2.4.1 COVERAGE ON NORTHEAST

76% of the respondents say they rarely see coverage on the northeast in the mainstream media and definitely not daily. However, there are 9% who say they see coverage once a week and 14% say they see coverage once a month. Following is the chart showing details of how often respondents see coverage of Northeast in the Indian mainstream media. All the respondents (100%) also think that media should give more coverage to northeast regions.
Coverage on Northeast in mainstream media?

Figure 5.20 shows coverage of Northeast in mainstream media.

5.2.4.2 COVERAGE SEEN RECENTLY

When asked about what coverage the respondents have seen recently, many answered the Naga-Manipuri embroil related with the entry of NSCN (IM) Gen Secy Muivah into Manipur resulting in the ongoing blockade of NH-39 and others wrote they haven’t seen or read any recently. One of the respondents says “I would like to mention that TOI never once made coverage on the critical issue of economic blockade. The blockade had been going on for two months and the media only started reporting it by the end of two months.” This seemed to have upset the respondents. Media was very late in covering the crisis. The respondent further stated, “How could the media miss such important happenings of the Northeast.”
Other reports that were mentioned were: UTV Bloomberg News Channel, in which Tarun Gogoi was talking about the growth and development that needs to be done to the small towns and cities in North Eastern Regions, NDTV, music in Northeast, Telegraph, Distant Rumblings (Nagaland), a documentary film which won a National Award and some others in the sports field.

5.2.4.3 ARE NORTHEAST PUBLIC SATISFIED WITH THE KIND OF COVERAGE GIVEN TO THEM?

Only one respondent said media is trying and one said don’t know. All others said that they are not satisfied with the kind of coverage given to them by the national mainstream media. The reasons for media not giving good coverage are:

1. No infrastructure, lack of interest among people, more focus on politics and no metros.

2. As mentioned earlier, media is concentrated more on bigger cities and commercial places, this explains as to why media doesn’t give good coverage to Northeast.

3. Because the coverage is not in-depth and sometimes far from factual and for that they need to do some serious introspection regarding their research and methodology tools and human resources involved in the process. First hand information and data collection from native correspondents crosschecking the facts, causes and repercussions should be taken up. The attitude needs to be serious, especially if the mainstream media would want them to be respected for their credibility of reporting biased free media coverage from the people of the Northeast.
4. North East has a different style of culture which is quite different when compared with the other regions of India and media fails to understand and cover them.

5. Northeastern States are not developed which can be a hindrance for the media coverage.

6. It is also the fault of Northeast state governments as they too have not paid enough attention for media development in these regions.

7. Northeast region are less projected in India’s rich culture & tradition, it’s all because of political corruption, northeast are less highlighted and people from different states picture this region as corrupted.

8. The media is not interested in Northeast.

9. Media establishments, branches, reporters in Northeast are less and also northeast is not a big contributor to the GDP of India thus no media coverage too.

10. Because media may not profit as much as they can do in cities like Mumbai or Delhi.

11. Media only show what the people want to see, not what needs to be shown.

12. Because media thinks there is more to other parts of the country than in Northeast.

13. Media only reports disasters and terrorism from the northeast and nothing else.

14. Because the region is not developed and the media does not see the beauty of the region which has high potential for development.

15. Media people do not have enough knowledge of the northeast states and they think that covering northeast is a waste of time with no returns and is expensive.

17. Because they think Northeast states are not a part of India.

18. Might be media thinks it is not much of national importance like Jammu and Kashmir.

19. Media only covers filmy gossips and controversies which may not be available in NE.

20. Media lacks social responsibility, neglecting the core issue of the country and rather engages in tribunal featuring stars, sports and celebrities.

There seems to be a lot of anger of the northeast people towards the media and also towards the rest of the countrymen which could be reflected in their responses. For example one respondent said “Because the majority viewers of the news channels are least bothered about any updates from Northeast. They would rather prefer MS Dhoni’s wedding telecast”, another respondent says “Stop entertaining but educate the masses”, another respondent says, “The duty of media is to be unbiased and report, media should stop being money minded and stop stereotyping”.

Adding to this, all the respondents also says they want more and better coverage on the Northeast regions.

5.2.4.4 IN WHICH CATEGORY DOES COVERAGE OF NORTHEAST INDIA USUALLY APPEAR?
For the above question seven options were given as mentioned below and the respondents were asked to select from these options. The respondents could select more than one.

a. Terrorism/Naxalism
b. Violence
c. Political
d. Social
e. Cultural
f. Development
g. If any others, specify

From the seven options 39% of the respondents say that Northeast is usually covered under Terrorism or Naxalism, followed by 36% that says this region gets coverage mainly under violence. However, there are 6% of the respondents that say Northeast gets coverage under cultural and social category.

This question was a multiple choice where the no of responses is given in the box below.

Table 5.21 shows the category in which coverage on Northeast usually appears in the media.
Terrorism/Naxalism  Violence  Political  Social  Cultural  Development  Others

<table>
<thead>
<tr>
<th>Category</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terrorism/Naxalism</td>
<td>63</td>
</tr>
<tr>
<td>Violence</td>
<td>58</td>
</tr>
<tr>
<td>Political</td>
<td>21</td>
</tr>
<tr>
<td>Social</td>
<td>10</td>
</tr>
<tr>
<td>Cultural</td>
<td>10</td>
</tr>
<tr>
<td>Development</td>
<td>0</td>
</tr>
<tr>
<td>Others</td>
<td>0</td>
</tr>
</tbody>
</table>

Figure 5.22 shows percentage distribution as per category in which coverage on Northeast appears in the media.

With the absence of media interest in Northeast, the people from these regions are using other platforms to be noticed, some of which are:

- Online forums
Social networking
Blogs
Talent shows on television, like reality shows
Music
Cultural programmes
Northeast feasts in various cities
Northeast handicraft exhibitions
Sports
Theatre
Art
NGO

5.2.4.5 IS THE AMOUNT OF COVERAGE GIVEN TO NORTHEAST STATES BY THE NATIONAL MEDIA LEADING TO INCREASED UNITY AMONG NORTHEAST PEOPLE?

There has been mixed reactions for the question given above. 52% of respondents agree to the above statement however 33% of people disagree for the same. The chart given below shows the details.
Figure 5.23 shows if amount of media coverage is leading to increased unity among people of Northeast.

5.2.4.6 IS THE AMOUNT OF COVERAGE GIVEN TO NORTHEAST STATES BY THE NATIONAL MEDIA LEADING TO A DEVELOPMENT OF AN ALTERNATIVE IDENTITY AMONG NORTHEAST PEOPLE?

Even for this question there has been a mixed reaction from the respondents. 57% of the respondents agree to the statement but there are 24% of the respondents who disagree with the same statement. The following chart shows the details as per the responses given by the participants.
Figure 5.24 shows if the amount of media coverage is leading to a development of an alternative identity among Northeast people.

**5.2.4.7 IS THE AMOUNT OF COVERAGE GIVEN TO NORTHEAST STATES BY THE NATIONAL MEDIA LEADING TO ALIENATION OF NORTHEAST PEOPLE FROM THE REST OF THE COUNTRY?**

For the question above, 55% of the respondents agree to the statement and 19% of the respondents strongly agree for the same. The following chart shows the details as per the responses given by the participants.
Figure 5.25 shows if amount of media coverage is leading to alienation of Northeast people from the rest of the country.

5.2.4.8 DO YOU THINK PRASHANT TAMANG AND SORABHEE WON INDIAN IDOL MAINLY BECAUSE OF HUGE SUPPORT BY NORTHEAST PEOPLE?

For this question, 65% of the people responded yes. This emphasises support of Northeast people for one another and indicates a big chance of being noticed.
Chapter 6

Data Analysis

6.1 Description of Analysis

In this section the data will be analysed to see if the aim and objectives of the research has been achieved. The hypothesis for the research will also be delved upon in the process. This chapter also aims to answer all the research questions.

6.1.1 Analysing Aim and Hypothesis

The aim of this study was to see if the Northeast people are satisfied with the kind of coverage given to them by the Indian national media.

It has been found that the Northeast people are not satisfied with the coverage given to them. 98% of the respondent says they are not satisfied with the coverage given to Northeast in the Indian national media. The following graph says it all.
Figure 6.1 shows if Northeast people are satisfied with the kind of coverage given to them.

The hypothesis for this paper is that media is not successful in giving the right picture of Northeast India to the rest of the country thereby making people from Northeast dissatisfied with the amount of media coverage or the kind of media coverage they receive. It has been found that the above statement is true as majority of the respondents said that if there is news about Northeast it is mainly during insurgencies like violence or terrorism or naxalism. This gives a wrong image of Northeast to the rest of the country and the above data also reinforces the fact. One of the respondents says “Since, Northeast region is less projected in their rich culture & tradition, its all because of political corruption and media, we are less highlighted and people from different states picture our region as the corrupted states.”
As stated earlier in the article written in E-Pao, an electronic publication in Manipur by Rajkumar Sushan Singh mentions that even though there are many day to day activities happening in Northeast but the media gives attention only when insurgency related issues crop up in these regions thereby creation a negative illusion. This has also been proved correct by the research. As mentioned in data description chapter, 39% of respondents say that Northeast is only covered during terrorism and naxal attacks and 36% of respondents say its covered only during violence. This totals to 75% of the population saying that Northeast is covered only during insurgencies.

The study also proves that there are regional disparities that the media has resorted to with covering different issues. That is there is an imbalance in the media interest while covering different zones in India. There seems to be far more coverage for the Northern region and absolutely no coverage or minimal coverage given to the Northeast region.

Table 6.2 compares the coverage between Northern Region and Northeast Region.
<table>
<thead>
<tr>
<th>Ranking</th>
<th>Northern Region</th>
<th>North Eastern Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>75%</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>11%</td>
<td>0%</td>
</tr>
<tr>
<td>3</td>
<td>13%</td>
<td>0%</td>
</tr>
<tr>
<td>4</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>5</td>
<td>1%</td>
<td>72%</td>
</tr>
<tr>
<td>6</td>
<td>0%</td>
<td>27%</td>
</tr>
</tbody>
</table>

The following graph shows the comparison between the news coverage in Northern region and Northeast region. It can be seen clearly that the respondents have given rank 1, 2 and 3 to the Northern region and rank 5 and 6 to the Northeast region. This means that North India gets more media coverage than Northeast. The correlation between the rankings of Northern region and Northeast region is \(-0.37536\) defining the relationship between the two as negative.

This negative correlation coefficient indicates that as one variable increases, the other decreases, and vice-versa. Thus, proving that there is imbalance of news coverage in India when compared zone wise and there seems to be regional disparities that the media has resorted to with regards to covering different issues.
Figure 6.3 highlights comparison as per rankings between the news coverage in North and Northeast region.

6.1.2 Analysing Objectives

There were five objectives of the research, each of which are analysed below:

6.1.2.1 TO OBSERVE IF NORTHEAST INDIA GET ENOUGH COVERAGE IN INDIAN NATIONAL MEDIA

As per the respondents, Northeast India gets the least amount of coverage in the national media as compared to Southern, Northern, Eastern and Western regions. The same has also been illustrated in the graph shown above. Northeast gets fifth rank which is also fifth last and Others is sixth. However there is a sizeable number in the
27% of the respondents who say that Northeast is ranked sixth even after Others category. Following is the chart showing the same.

![Comparison of ranking between Northeast coverage and Others coverage](image)

Figure 6.4 shows comparison of ranking between Northeast coverage and Others coverage.

### 6.1.2.2 TO LEARN THE REASONS WHY THERE IS LACK OF COVERAGE OF NORTHEAST INDIA IN INDIAN NATIONAL MEDIA

There have been many reasons as to why the respondents feel there is lack of coverage on Northeast. These are stated below:

a. The media has a commercial interest and Northeast may not be able to provide that to the media.
b. Media is mainly interested in entertainment value compared to enlightenment value.

c. Northeast is very far from Indian mainland and thus the media may have difficulty in reaching them. (However in this technological age distance should not be an issue.)

d. There is not much economic development in Northeast that the media can report about.

e. The media is not interested in Northeast because the government too is not.

f. Media houses do not have branches in the Northeast.

g. Media only reports Northeast during insurgencies thereby giving a negative image of the region.

h. Media may not get good amount of TRP’s if in Northeast so no profit leads to lack of interest.

6.1.2.3 TO FIND IF THE NORTH EAST PEOPLE ARE SATISFIED WITH THE KIND OF COVERAGE THEY GET

The answer to this is no. Northeast people are not satisfied with the kind of coverage given to them. First of all, 76% of the population says that northeast is rarely covered by the media and 98% of the respondents say that they are not satisfied with the kind of coverage Northeast receives and 100% of the respondents agree that northeast should be given more quality coverage. All this proves that the respondents are not satisfied with media coverage on Northeast.
6.1.2.4 TO FIND OUT IF THE INTERNET FULFILS THE VOID LEFT BY THE MEDIA IN TERMS OF COVERAGE OF NORTHEAST

The answer to this is yes. The respondents were given eight options to rank as to from where they get information about Northeast region. The options are as follows:

- National Newspapers
- Subscribed newspapers from NE
- News Channels
- Magazines
- Subscribed magazines from NE
- Internet
- Family and friends
- Others

Internet scored no 1 ranking followed by family and friends and national newspapers got the lowest ranking. The same has been demonstrated in the following graph. 55 respondents gave rank 1 to Internet and 25 respondents gave rank 2 for the same. 34 respondents gave rank 1 to Family and friends and 25 respondents gave rank 2 for the same.
Figure 6.5 compares ranking 1 & 2 between various sources of information.
The graph below shows sixth and seventh ranking received for various sources of information. According to the respondents newspapers ranks seventh and news channels ranks sixth. These are the lowest sources of information for the Northeast people.

Figure 6.6 compares ranking 6 & 7 between various sources of information.
6.1.2.5 TO DETERMINE IF THE LACK OF MEDIA INTEREST CREATES LACK OF INFORMATION AMONG INDIAN NATIONALS ON NORTHEAST

Yes lack of media interest also creates a lack of information among the Indian nationals on Northeast. 56% of the respondents agree and 24% of the respondents strongly agree that Lack of coverage from the media on Northeast is to blame for lack of information among people about the region.

46% of the respondents agree and 40% of the respondents strongly agree that the knowledge amongst general populace of India on Northeast is very poor.

Table 6.7 shows data of respondents agreeing that the knowledge amongst general populace of India on Northeast is very poor.

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>56%</td>
<td>46%</td>
<td>80%</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>24%</td>
<td>40%</td>
<td>64%</td>
</tr>
<tr>
<td>Total</td>
<td>80%</td>
<td>86%</td>
<td>100%</td>
</tr>
</tbody>
</table>

6.1.3 Correlation
The correlation between the lack of coverage from the media on Northeast is to blame for lack of information among people about the region and the knowledge amongst general populace of India on Northeast is very poor is 1 which means that the two statements are perfectly correlated: if one grows so does the other, and the change in one will also bring multiple change in the other.

6.1.4 Answering the Research Questions

6.1.4.1 IS THE MEDIA SUCCESSFUL IN GIVING THE NEEDED SPACE AND THE RIGHT PICTURE OF NORTHEAST INDIA TO THE REST OF THE COUNTRY?

The answer to this question is no. Northeast comprises of culturally diverse states and a lot of cultural, development stories or positive stories can be featured from Northeast but whenever there is a report on Northeast it is mainly on violence, terrorism or naxals. The respondents have also agreed on the same.

They have said that the mainstream media reports on Northeast are 39% on terrorism or naxalism and 36% on violence on the other hand the respondents have said that only 6% of reports are on social issues and 6% reports are seen on culture aspects while absolutely no reports come out on development stories.

Table 6.8 shows the number of respondents that categorized the media reports as per the following:
<table>
<thead>
<tr>
<th>Terrorism/Naxalism</th>
<th>Violence</th>
<th>Political</th>
<th>Social</th>
<th>Cultural</th>
<th>Development</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>63</td>
<td>58</td>
<td>21</td>
<td>10</td>
<td>10</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Figure 6.9 shows the dispersion of coverage that media gives to Northeast.

On the other hand 98% of the respondents are not satisfied with the coverage given to Northeast.

If the correlation between the coverage given to Northeast (39% on terrorism or naxalism and 36% on violence = total 75%) and the respondents not satisfied with
the coverage given to Northeast (98%) is taken. The relation comes to be positive. This is also shown in the following graph.

Figure 6.10 shows relation between negative reports of the Northeast and the dissatisfaction of Northeast people with these media reports.

6.1.4.2 ARE NORTHEAST PEOPLE DISSATISFIED WITH THE AMOUNT OF MEDIA COVERAGE OR THE KIND OF MEDIA COVERAGE THEY RECEIVE?

The answer to this is yes. As already stated earlier, 98% of the respondents are not satisfied with the coverage they receive about their region. At the same time all the
respondents say they need more coverage on Northeast India. The following graph shows the same.

(About the kind of coverage it has already been answered in research question 1)
Figure 6.11 reactions of respondents on media coverage of Northeast.

6.1.4.3 FINDING THE CORRELATION

Table 6.12 finds out the correlation.

<table>
<thead>
<tr>
<th>Response</th>
<th>If NE people are satisfied</th>
<th>Do NE people want more coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>2%</td>
<td>100%</td>
</tr>
<tr>
<td>No</td>
<td>98%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Correlation for the date given in table no 6.12 is 1, which means that Northeast people are not satisfied with the media coverage thus they want more and better media coverage. The same has been shown in the graph below.
6.1.4.4 IS MEDIA ALSO RESPONSIBLE FOR THE LACK OF INFORMATION ABOUT THE NORTHEAST?

The answer to the above question is yes. This was a single direct question that was asked in the questionnaire. 56% of the respondents agree that lack of coverage from the media on Northeast is to blame for lack of information about the Northeast and 24% of the respondents strongly agree to the same.

Figure 6.13 depicts the correlation.
Figure 6.14 shows the percentage of respondents that agree or disagree to the statement ‘lack of coverage from the media on Northeast is to blame for lack of information among people of India about their region’.
6.1.4.5 DO PEOPLE IN INDIA KNOW ABOUT NORTHEAST INDIA?

The answer to this question is no. 80% of the respondents say that when introduced to someone new people ask them which country they are from. Most say that this may happen because of their looks. However, even after the respondents have mentioned their states in India where they come from 79% of people still ask them which country they are from and 80% of people even start guessing the country they belong to. Some of the countries they usually name are as follows:

- China
- Korea
- Nepal
- Tibet
- Thailand and
- Other South-East Asian countries

Some other reasons why the respondents say that when introduced to someone new people ask them which country they are from are as follows:

a. Because people do not know much about Northeast.

b. Because of the education system.

c. The reason is people from north-east have similarities with Chinese than Indian.

d. Lack of awareness about Northeast or lack of political influence.
e. Because they consider Northeast Indians as foreigners.
f. Lack of knowledge and lack of respect, people are racists towards Northeast.
g. Shortage of media coverage which can reach all the people.
h. Lack of awareness about their own country.
i. Communication gap.

The history or geography books in elementary schools too lack information on Northeastern states. While learning about festivals in India, Northeast festivals find minimal or no space in the books and so is the case when it comes to media reports. Media is hardly seen reporting on Northeast festivals.

Due to all the problems which northeast people face that are mentioned above the people have started coming together and supporting one another. There are many new platforms that Northeast people use to get noticed, some of which are:

a. Social networking sites
b. Blogs
c. Reality shows
d. Northeast Exhibitions
e. Northeast festivals
f. Northeast Associations outside their states (E.G – Naga Student Association, Mizo Student Association, Bangalore)
g. NGO (E.G - The Action Northeast Trust, Bangalore)
Amount of media coverage is also leading to alienation of Northeast people from rest of the country, 55% of the respondents agree to the statement and 19% strongly agree to the same.

65% of the population agree to this statement that Prashant Tamang and Sorabhee won Indian Idol because of huge support by Northeast people. (Prashant Tamang is not from Northeast but he is from Darjeeling. Darjeeling being very close to Sikkim, many people from Sikkim supported him.). There were poll booths that were put up in Sikkim by the Sikkim Government where the public could walk in at any time and cast their vote for Prashant Tamang free of cost.

It has also been found out from the research that less amount of media coverage in the national media is also leading to development of an alternative identity among the Northeast people.

One online forum that indicates a sign of alienation is a group called *North East India* in ‘Facebook’. This group has 671 members and is created by Solomon Pudaite, UCCS Grad Student and the officer in charge is Chinpihoi Kipgen who presently lives in New York. The description of the forum reads “Do your facial features not match the country of origin stated on your passport? Maybe it does, but do you have more of a tolerance for bamboo than the bhangra? rice than chapati? Do people think your filipino, chinese, japanese, korean, south-east asian, mexican but are none of the above? Do you love meat and curry to an unbearable level of hotness? Do a lot of 80's rock ballads bring back memories of village life? If you answered yes
to at least 4 of these questions, well then this group is for you, you north-east Indian. Let's share, discuss and unite. Laugh, learn and love.”

There are 85 pictures posted in this forum, one of which is given below and the rest are from different members portraying the natural beauty of Northeast India. One picture that is published in this group is by another group in ‘Facebook’ called We DEMAND Freedom and Good Governance! And this picture speaks a lot by itself. In the picture FTI refers to Freedom Team of India. In this picture the entire Northeast is totally cut off from the Indian map symbolising the freedom, people of Northeast may be wanting from the Indian Government. However this picture has no comments from its members.
Figure 6.15 from ‘We DEMAND Freedom and Good Governance’ group in Facebook.


However the issue of alternative identity has been dealt briefly in this research.
Chapter 7

Conclusion

The research proves that people from Northeast living in Bangalore are not satisfied with the kind of coverage and the space that is given to Northeast India by the Indian mainstream media. Media coverage if any has been seen to be mostly on Chinese incursions into Indian territory or on attacks by militants.

One phenomenon that was observed in the responses given by the respondents was that, the Northeast people wrote ‘we’ or ‘us’ when they addressed themselves and they wrote ‘them’ or ‘they’ for rest of the people from India. This may also indicate that the Northeast people think of fellow Indians as others and not one among them. This may not only be because of their physical features but also depicts the level of importance they are given in the country.

Presently, the resentment amongst people from Northeast against the Indian media and political establishments runs very deep. Some of the respondents have used the questionnaire to vent out their anger for not being recognized as Indians. The responses given were filled with criticism and fury. At the end of the questionnaire, space was provided for comments where the respondents spelt out their thoughts.
In the comments the respondents have stated that media is very selective and mostly destructive news like killings, terrorism, poaching etc are highlighted in case of Northeast and its time they are given due coverage with the other aspects too.

The respondents feel that the mainstream media plays a stepmother towards Northeast coverage. For E.g. – Respondents said that any major incident happening in NE was being published in a small area somewhere in a corner whereas incidents happening in a metro city were published on the front page.

The respondents strongly believe that northeast people are seen as poor people in the mainland cities and hence there is a lack of understanding between the mainland and the northeast. The failure on the part of media professionals in finding the depth of the psyche of the northeast's alienation is a great concern.

One of the respondents commented, “For long NE has been neglected by the media and it seems like it has become a convenient choice for media. It will take a long time to change such an outdated mindset.”

Nowadays media is considered to be one of the most powerful weapons that can bring drastic changes in the economy of the country, only if used in a proper way. It is time that media should contribute to the development of Northeast region;
educate the common people, widening their thoughts and show that even the NE states are part of India.”

Northeast people feel that they are not only neglected by the Central Government but also by the media and this neglect has created lack of information or knowledge about them in the country which further is creating identity crisis in the Northeast.

Given the enormous power and clout that the Indian media enjoys in the society, the treatment meted out to the northeast region reflects a sorry state of affairs. A region so diverse culturally and in both flora-fauna and natural beauty that it easily could have been one of the most preferred holiday destinations in the globe. The media could have helped in making this possible and in turn also raise awareness on northeast, its people and its vitality as an integral part of the world’s largest democracy. This in turn would have thwarted repeated attempts by China to impose its supremacy on this region.

In the end every corporate body recognizes only profit and loss. So the media is no different since it is a highly corporatized business organization now. However things may change in the future. With more people coming out of the region and creating a new identity and a proactive approach of Indian army & Air Force to make its northeast bases strong, the media may be forced to take up a new stand towards this region. Also seen has been a growing trend of people from northeast getting into
media organizations across different levels. The numbers though marginal portray a promising future.

However sporadic acts such as sending tainted Karnataka Judge P D Dinakaran to the Sikkim High Court as a form of punishment will only reinstate the feeling of alienation that northeast people face and lead to more misinformation and slowdown the process of the integration of this region with the Indian mainland.
Chapter 8

Scope for Further Studies

Not much research has been done on Northeast India in terms of media or culture, thus there is ample scope for further studies which could further help in creating awareness about Northeast India. Some of which are as follows:

- Festivals, art and cultures of Northeast
- A study on various media in the Northeast
- A study on identity crisis in the Northeast
- Analysis of news content on Northeast
- Study on the difficulties of journalists while covering Northeast
- A study on Northeast Student Organization created outside their states
- Use of Internet mainly social networking sites and blogs discussing about their region
- A study on important people from the Northeast like Irom Chanu Sharmila and her struggle
- Detailed analysis on alternative media that is being used by Northeast people in the absence of interest from the mainstream media
• A detailed study on the content, viewership and effects of NE TV, the first private satellite channel of Northeast India which covers and connects all the eight states of the region and has presently reached 85 lakh Northeast homes.