

***“Impact and Penetration of Mass Media in North-East States and J&K Regions”*. Sponsored by M/o I&B. 2009-10.**

The study attempts to clear the perceived notion about the low reach of mass media in North East and J&K region. The objectives of the study primarily focus on the preferences of people of 7 states of North east region and Jammu, Srinagar and Leh in J&K region towards (i) Doordarshan and other private channels,(ii) All India Radio, FM and other private FM channels, (iii) Regional newspaper and Local Press and (iv) Cross border media. A random sampling method was used to draw the total sample of 2000 from urban and rural areas in major cities of these states. The researchers analysed the media habits and age, gender, education and income differentials with respondents’ preferences for media programmes and content. Various Socio–economic and development indicators reflecting impact of exposure to mass media were assessed. In-depth interviews with officials at AIR and DD stations in NE and J&K region were conducted to discuss the issues of coordination between them, difficulties and areas of improvement.


