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Scenario of Print Media in Jammu & Kashmir (India):

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Abstract:

The landscape of media, particularly print media, plays a crucial role in shaping public discourse and conveying information in regions marked by political complexities and social intricacies. This study focuses on the unique scenario of print media within the context of Jammu and Kashmir, a region with a history of multifaceted challenges, including political unrest and cultural diversity. Through a comprehensive exploration of historical records, industry trends, and qualitative analysis, this paper seeks to provide insights into the dynamics of print media in the Jammu and Kashmir region.

The history of print media in Jammu and Kashmir is intertwined with the sociopolitical landscape of the region. From its early inception, print media has been both a reflection of and a participant in the region's various phases of development, upheaval, and change. This study examines the growth of newspapers, magazines, and other print publications in the region, tracing their evolution over time.

One of the distinctive features of the print media landscape in Jammu and Kashmir is its engagement with local culture, languages, and issues. The paper explores how print media has been instrumental in preserving and promoting the linguistic and cultural diversity of the region. It also investigates how various publications cater to the interests and concerns of different communities within Jammu and Kashmir.

In a region where political tensions and conflict have often dominated headlines, the study analyzes how print media has navigated these challenges. It delves into the role of newspapers in both informing and shaping public opinion, as well as the ways in which media outlets have managed to maintain journalistic integrity while dealing with sensitive subjects.

The digital age has brought about transformative changes in the media landscape worldwide, and Jammu and Kashmir is no exception. This paper assesses the impact of digitalization on print media in the region, exploring how traditional publications have adapted to changing reader preferences and the rise of online platforms.

In conclusion, the print media scene in Jammu and Kashmir reflects the region's complexities and diversity, serving as a lens through which to understand the social, cultural, and political dynamics at play. This study contributes to a deeper understanding of the role and evolution of print media in this distinctive region, shedding light on its challenges, achievements, and ongoing significance in an ever-changing media landscape.

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Introduction

There is no denial in it that print is one of the oldest mediums of news delivery and is still going best despite coming into being of number of other modern, faster and better electronic mediums of news delivery. The industry so far has survived at its own and is still showing growth in readership that too in an era where people most time remain hanged to internet for online sources of information, be it online version of newspaper or any other sources of information. The industry is very well organized across the length and breadth of globe, wherein readership taste has been always taken care of. The industry has always adhered and fulfilled its basic aim & purpose, to keep general masses informed about the developments taking place in and around the society they dwell in.

Internet is being always seen as potential threat to conventional means of news delivery, but by showing constant and continuous growth in both readership and circulation of newspapers all across the globe, the argument gets itself refuted. Newspaper industry is perhaps one of the largest in the world which has started publishing its content in hybrid form, viz. both print and online version and either way the aim is to not to lose the readership at any cost and even if there is lose on one front it should be gained on another front. Internet supplement by social networks has given good run to newspaper industry, whereby people feel more empowered and more connected with both in and outside world. Social networking sites, which are multiplying like anything and have somewhat intruded into the domain of newspaper industry to such an extent that most of the news content of any sort Gets delivered to citizens' through these social networking sites. Some of the prominent social networking sites of which even newspaper industry do makes use of to exchange and distribute the news content includes Twitter, LinkedIn, Facebook, Blogs, Flicker etc. By embracing technology to its optimum is the art which can be best learnt from newspaper industry, which has made best use of social networking sites for two ways communication of their content by overcoming the

geographical barriers and the trend has grown beyond proportions among web-loggers?

The present study is aimed to understand the scenario of print news media in the state of Jammu & Kashmir India, when online sources of information have almost become the order of the day. Access to internet, like rest of the world is no more a constraint to the people of Jammu & Kashmir, thanks to technology which has empowered every common man to access internet on their palmtops available in the form of cell phones. The present study includes, newspapers, news magazines, serials, and other periodicals published form the state of Jammu & Kashmir. The present study is also aimed to understand the distribution of newspapers across the state, and the various conventional aspects which the industry is still carrying on with. Sterling [1] is of the view that basic model of newspaper industry could be still preserved because of publishing scholarly content in the form of articles and other business literature.

The present study which is purely based on analysis of second of the periodical publishing industry of the country by assigning registration numbers to each individual title applying for it with the Registrar office. It was on the recommendations of the first press commission of India, the RNI got established on July 01, 1956 by taking amendments to the Press and Registration of Books (PRB) Act 1867 [2]. RNI has been entrusted with both statutory and non-statutory functions, whereby apart from acting as watchdogoverperiodical publishers, it compiles and maintains aregister of newspaper and other periodical titles issued with registration certificates, along with other particulars.

AboutJammu& Kashmir

Jammu & Kashmir is the state of Union of India, located in the northern part of the Indian subcontinent, spread over 101,387 square km and as per2011 census, 68.70% literacy rate. The state was one of the princely states of India and acceded to the Union of India in 1947. The Jammu and Kashmir is boarding with countries like Pakistan & Afghanistan from western side and China & Tibet from north eastern side and from south west side Himachal Pradesh & Punjab are its two adjacent neighboring states. Jammu & Kashmir is one of the least densely populated states of the Union of India standing at 28th rank among the listed 35 states and the union territories of India. As per 2011 population statistics, density of population in Jammu & Kashmir is 124 persons per square kilometer, which was 100 persons during the 2001 census [3]. Himalayas and Pir Panjal are the two great mountain ranges in the state of Jammu & Kashmir which separates it from the rest of the country. The geographical topography of the state of Jammu & Kashmir is quite unique for being divided in to three regions, Jammu, Kashmir and Ladakh with all the three regions having different cultures, languages and temperate zones.

From time to time researchers all across the globe have undertaken a good number of studies revolving round newspaper industry. Each individual study has been undertaken with specific purpose mostly suiting the taste of a researcher. Nearly 13.7 million people prefer to read print newspapers at the weekend observes CNA [4].

Baxter [5] in his study talked about the death of print media around 50's but newspapers continued to survive only for the fact that the industry constantly kept on catching up with new publishing modules and trends. Edmonds [6] studied how Sunday editions of most of the newspapers are chosen by agencies for their advertisements over other week days for the fact that even online news readers prefer to read print newspaper on Sundays to enjoy better readership.

Clair [7] undertook study of newspapers spanning over the period 1970-2009, only to understand about the depression in journalism, Adika [8]under took study on the book reviews published in Ghanaian newspapers during the period (1950-2006). Musson [9] studied the newspapers to collect data about the history of earthquakes recorded in Britain. Ghachem under took study on the online branding in Newspapers. Gul & Islam studies the adoption of social media by online newspapers of Kashmir to make the news reading as a two way communication and how it has helped newspaper industry to reach expanse readers all across the globe Accessing online version of newspapers by people having access to internet is a common scene these days, owing this fact, Indian Institute Litrature review mass Communication (IIMC) in its study about the pattern of news paper consumption among Indian masses observed that 53% of total internet users among the respondents prefer to read newspapers on net out of which 75% users were alone from four metropolitan cites while as the percentage of people from non-metropolitan cites was far low. Rainie [12] in PEW survey observed that everyday nearly 23% Internet users in US go online for news. Sabga [13] in his study discussed about how internet has grown into fastest news delivery channels, which in fact has given a good run to conventional means of news publishing. Wilnet [14] in his study argued that online version of newspapers or for that matter other hybrid publications act as a supplement to its print version and it does not refrain readers from consuming news through traditional means. Li[15] argued that despite manifold increase in the online newspapers and its subsequent increase in reader ship doesn't have any profound impact on print newspapers. Johnson and Gutierrz [16] in their master degree thesis quoted Loeb becke, that any decline in readership of print newspapers is actually compensated by increase in readership of its online versions. Electronic sources of information have become an integral component of teaching learning process argues Pandita [17,18] who also undertook study on growing use of electronic sources of information among Students, Scholars and Teachers. Blackman [19] internet has give betterand broader choice to readers and has also helped to raise the standards of publishing industry. Johnson and Kaye [20] in their study made observations about the growing trend towards the micro-blogging, where by people have started getting actively involved in two way communication process. It is also being observed that online newspapers and other e-documents are not only showing growth in terms of readership but also in revenue. So online is not just a mere switchover of readership but also in revenues as observed Association of Newspapers of America in 2011 [21] when the advertising revenues of online newspapers grew by \$207 million and its print revenues declined by\$ 2.1 billion.

To understand the scenario of print news media in the state of Jammu &Kashmir, India, confined to newspapers and other periodicals spanning over the period 1961-2013 and duly registered with Registrar of

Newspapers for India.

To understand the periodicity distribution of periodicals published across 22 districts of state and to assess the growth of periodicals both year and decade wise, Languages covered by each individual district etc. in correlation with the literacy rate and population.

The present study is an analysis of secondary data retrieved from official website of the Registrar of Newspapers for India (RNI) on Oct 10, 2013, lasting over the period 1961-2013. Data retrieved from the website was totally unstructured and in raw form, hence was put to structuration as per the objectives of the study. In all there were 1227 verified titles, out of which 1019 were registered with RNI, but while analyzing data, six titles were found published from outside Jammu & Kashmir as such were excluded from analysis and accordingly analysis was taken over to assess the overall scenario of print media in country, the study can be extended to each individual state of the country and can help to develop better understanding of the concept with more exactness.

Except for date of registration of 19 titles and the place of publication of23 titles no other major limitation came to fore, had these facts been established results could have been presented in more exact and precise manner. Besides in the data being totally Rwandan structured, as such it was difficult to establish individual statistics about the regularity & nature of periodicals.

Data Analysis

Keeping in view the objectives of the study, data after structuration was put to excel form at for executing simple operation like, addition, subtraction, division, drawing percentage etc. In order to ensure that accuracy of figures, (Table 1, Figure 1) data was putto double crosscheck, with percentage drawn up to two decimal places mostly, however wherever required percentage was drawn beyond two decimal places.

Since the present study is based on the registered titles as such it was imperative to reveal the total titles published from state, duly verified by the office of Registrar of Newspapers for India. Accordingly of the total periodicals published from Jammu & Kashmir only 82.55% titles stand registered with RNI which constitute 1013 titles only (Table Since the RNI has lately initiated process towards assigning the new registration numbers to titles already in its holding list, accordingly 57.90% titles of Jammu & Kashmir state have been as signed with new registration numbers and still 42.09% are registered under old registration numbers are published under thirteen (13) different periodicities, out of which a maximum 44.61% are weekly, followed by 34.35% daily and 9.47% Monthly publications. A minimum one title each is registered under the periodicity Monthly Three and Tri -Weekly (Table 4, Figure4). As per the tabulated data, in the year 1964 only one title was registered from the state of Jammu & Kashmir with RNI which can be also considered as the beginning of era of newspaper industry in state. Except for the year 1965 titles were registered each year thereafter. till 2013. While correlating figures for corresponding growth from previous year negative growth was observed 22 times.

Yea	No. of	Correspon	Cumula	Cumula	Yea	No.	Correspon	Cumula	Cumul	Yea	No.	Correspon	Cumula	Cumula
r	periodi	ding	tive	tive	r	ofperio		tivegro	ative	r	ofperio	ding		tive
	cals	%age	growth	%		dicals	%ageGro	wth	%		dicals	%ageGro	wth	%
		Growth		age Gro			wth		ageG			wth		ageG rowt
				wth					rowt h					h
19	1	_	1	_	198	3	-57.14	196	1.55	19	20	185.71	358	5.91
64					1					98				
19	-	-	1	-	198	6	100	202	3.06	19	8	-60.00	366	2.23
65					2					99				
19	1	-	2	50.00	198	4	-33.33	206	1.98	20	11	37.50	377	3.00
66					3					00				
19	10	900	12	500	198	6	50.00	212	2.91	20	29	62.06	406	7.69
67					4					01				
19	14	40.00	26	116.6	198	18	66.66	230	8.49	20	23	-20.68	429	5.66
68					5			نالله	AV JE	02	A			
19	24	71.42	50	92.30	198	14	-22.22	244	6.08	20	21	-8.69	450	4.89
69					6				-37	03				
19	18	-25.00	68	36.00	198	4	-71.42	248	1.63	20	23	9.52	473	5.11
70				1	7	1		1		04	1			
19	17	-5.55	85	25.00	198	5	25.00	253	2.01	10.00	9	-60.86	482	1.90
71		70.00			8	A			- 4	05			100	
19	7	-58.82	92	8.23	198	9	4 <mark>4.44</mark>	262	3.55	20	16	77.77	498	3.31
72	20	2142	101	21.50	9		22.22	260	2.67	06	20	07.50	52 0	6.02
1973	29	314.2	121	31.52	199 0		-22.22	269	2.67	20 07	30	87.50	528	6.02
19	12	-58.62	133	9.91	199	5	-28.57	274	1.85		31	3.33	559	5.87
74	12	-30.02	133	9.91	199	3	-20.31	274	1.03	08	31	3.33	339	3.67
19	11	-8.33	144	8.27	199	11	120.00	285	4.01	20	43	38.70	602	7.69
75		0.55	1	0.27	2		120.00	200		09		20.70	002	7.07
19	12	9.09	156	8.33	199	9	-18.18	294	3.15	20	53	23.25	655	8.80
76					3					10				
19	3	-75.00	159	1.92	199	12	33.33	306	4.08	20	76	43.39	731	11.60
77					4					11				
19	18	500	177	11.32	199	15	25.00	321	4.90	20	149	96.05	880	14.13
78					5					12				
19	9	-50.00	186	5.08	199	10	-33.33	331	3.11	20	114	-23.48	994	12.95
79					6					13				

19	7	-22.22	193	3.76	199 7	-30.00	338	2.11	*N	19	1013	1.91
80					7				A			

2012 in terms registration of titles. Cumulative growth percentage can be seen maximum during the early years of registration and keeps on decreasing as we move down the table for the fact that a good number of titles were registered during the subsequent years. Date of registration of 19 periodicals could not be ascertained, as no registration dates were as signed to them by the registry concerned, as such have been put at the bottom of the table (Table5,Figure5).

Above table is more an extension of Table-IV, in this table attempt has been made to segregate things on basis of titles introduced during each individual decade, where in registration of newspapers and other periodicals has been classified in five decades and early three years of sixth decade. A maximum of 339 titles, which alone constitutes 33.46% share of the total registered titles were registered alone during the early three years of sixth decade and if this trend kept on moving same way, the share percentage of the present decade may cross more than 50% mark. This is followed by 27.44% share during the decade 2001-2010, 12.33% during 1971-80 and 10.66% for the period 1991-2000. Titles with registration date not available constitute 1.86% share. Except for the period1981-1990whennegativegrowthof39.20% was observed, otherwise growth percentage remained positive during other decades (Table 6, Figure 6).

Periodicals published under 13 different periodicities the state in 10differentlanguages,includingUrdu,KashmiriandDogritheofficiallanguages of Jammu & Kashmir State. Periodicities like Daily & DailyEvening and Yearly & Annual have been clubbed together as both servethe same periodic purpose. Of the total periodicals published from Jammu&Kashmirstate,44.61% are published as weeklies, followed by34.35% dallies and 9.47% Except6.21% month lies. Fortnightliesand2.07% Quarterliesrestoftheperiodicitiespublishlessthan1% periodicals. Among the newspapers published from state Englishlanguage has a maximum share with 45.68%, followed by Urdu and Hindiwith the share percentage of 34.19% and 10.91% respectively. Among theweeklies, Urdu language leads the table with a share percentage of 52.43%, followed by English and Bilingual papers with share percentageof 29.42% and 7.52% respectively. English, Urdu and Hindi languages intheirstanding ordershare the publication distribution among monthly publications with the share percentage of 35.54%, 32.29% and 11.14% respectively. At the language front of the total periodicals published indifferent languages, Hindi and English has a maximum share in dailies with 40.86% and 40.97% respectively, followed by Urdu having 57.80% publication as monthlies. Periodical spublished in other languages include Multani, Punjabi, Sanskrit, Kashm

iri,Dogri,GogriandBilingual papers (Table 7, Figure 7).The state of Jammu & Kashmir is divided into 22 districts, Jammu district is leading the table with maximum525 titles registered with constituting alone 51.82% share.JammuisfollowedbySrinagar,BaramulaandBadgamwith 325,22 and 18 registered titles with a share percentage of 32.08%, 2.17% and 1.77% respectively. During the analysis two districts Kargil and Kulgam werefoundwithnoregisteredtitles. Place of publication of 23titles, constituting 2.27% share percentage could not be established as they were simply registered as published form Jammu & Kashmir, with no mention of district. Details of these periodicals have been put at the bottom of thetable under the of others. Rest of the districts publishes titlesrangingfrom category 1to15.JammuandSrinagardistrictstogetherpublishnearly84%periodicalsinthestate.Jammuleadsthetablebyhavin gmaximumregisteredtitlesduringalldecades,followedbySrinagar.Ofthe19undatedregisteredtitles57.89% areregi steredwithJammudistrict, 36.84% with Srinagar and 5.26% with Kathua district. A maximum of 339titles were registered during the period 2010-2013 Table 8. Jammu and Srinagar are the two leading districts which publish periodicals in 9 and 7different languages respectively, followed by Badgam, Kathua, Baramulaand Pulwama each of them publish periodicals in 4 differentlanguages. As per 2011 population census of Govt of State &Kashmirhasapopulationof12.54million India, Jammu millionareliterates, having 68.74% literacyrate, which is less by 5.3% to that of national literacyrate of India. Jammu & Kashmirhas 0.139 average titles available to per thousand literate persons, which are 0.008 titles higher to that of nation alayerage. Except for Jammu and Srinagardistrictswhichhave 0.458 and 0.415 average titles available to per thousand of literate their respective persons districts. nootherdistrictisnotevennearertothegrossstateornationallevelaverage of the titles available to per thousand literate persons. Though theremaybemarginaldifferenceintheliteracyrateofpopulationofdifferentdistricts, but direct of that has no bearing upon the publication newspapersorperiodicalsfromaparticular district, on the other Figure 7: Decade wise growth of Newspapers & Other Periodicals atDistrictLevel.share percentage of 32.08%, 2.17% and 1.77% respectively. During Kargil Kulgam theanalysis two districts and were found with no registeredtitles.Placeofpublicationof23titles,constituting2.27% sharepercentage could not be established as they were simply registered aspublished form Jammu & Kashmir, with no mention of district. Details of these periodicals have been put atthe bottom of thetableunderthecategoryofothers.Restofthedistricts publishestitles rangingfrom 1to15.JammuandSrinagardistrictstogetherpublishnearly84%periodicalsinthestate.Jammuleadsthetablebyhavin gmaximumregisteredtitlesduringalldecades, followedby Srinagar. Of the 19 undated registered titles 57.89% are regi steredwithJammudistrict,36.84% with Srinagar and 5.26% with Kathua district. A maximum of 339titles were registered during the period 2010-2013 Table 8. Jammu and Srinagar are the two leading districts which publish periodicals in 9 and 7different languages respectively, followed by Badgam, Kathua, Baramulaand Pulwama of each them publish periodicals in differenthand JammuandSrinagararethetwocapitaldistrictsofthestateofJammuandKashmir and are also the home of maximum number of periodicals, areas (Table 9). Jammu is the largest district publishing maximum numberof periodicals and is also the only district which publishes titles under

allthe13differentperiodicities,followedbySrinagar,under9differentperiodicities. Rajouri, Baramula & titles under others category are beingpublished in 5 different periodicities. Jammu district leads the overall tallyby publishing maximum titles under various periodicities which include54.44% dailies,48.23% weeklies,74.19% fortnightlies,47.95% monthlies,&50% Bi-

Monthlies. Apartfrom these, there are periodicities where under titles are 100% published from Jammu district and these include, monthly three, once in two years & tri-week lies. Jammu and Srinagar districts published under of titles under quarterly and half-yearly periodicities. Srinagar leads the tally under the bi-monthly and annual periodicities with 50% & 80% share percentage respectively. An antnag district publishes maximum 50% titles under other periodicities, while as rest of the districts show mere presence in publishing titles under different periodicities (Table 10, Figure 8).

Apart from Urdu, Kashmiri and Dogri are the other two official languages of the Jammu & Kashmir state but do not enjoy much popularity amongthe state masses. Kashmiri and Dogri have got more reduced as vernacularlanguages for being region specific for the fact that only 0.78% Kashmiri & 0.59% Dogri newspapers are published across the state. Urdu being themain official language of Jammu & Kashmir state as such enjoys fairamount of popularity. Of the total periodicals published across the state of Jammu & Kashmir, a maximum 40.47% titles are alone published in Urdulanguage, out of which 42.92% are alone published from Srinagar district, closely followed by Jammu with 38.53% publication percentage.

district. Hindi is the third largest periodical publishing languages with 93registered titles, constituting

9.18% of the total publications have, out of which 86.02% are alone published from Jammu district and 3 each are published from Kathua, Srinagar, and Sambadistricts. At district level, languages enjoying maximum publication share percentage in rest of the districts include, Kupwara 55.55% English titles, Badgam 50% Urdu titles, Leh 50%

eachEnglish&Multanititles,Punch50%eachtoEnglish&Urdutitles,Rajauri46.66%English,Kathua42.85%Hindi,Baramula45.45%Urdu,

Ganderbal 50% English, Pulwama 60% Urdu, Shupiyan 50% Urdu, Anantnag 44.44% each English & Urdu, Doda 66.66% Urdu, Ramban

50% each English & Urdu, Udhampur 75% Urdu, Reasi 66.66% Hindi, and Samba 50% each Hindi & English. Kargil and Kulgam are the twodistricts with no periodicals published form there, while as Bandipora and Kistwarpublishonetitle each in Bilingual and English Language respectively.

In terms of number of titles registered with RNI, Jammu & Kashmir is the 23rd largest periodical publishing state of the union of India and is betterby average 0.008 titles to that of national average of 0.139 titles to per 1000 literate person

Conclusion::.

conclusion, the print media scene in Jammu and Kashmir reflects the region's complexities and diversity, serving as a lens through which to understand the social, cultural, and political dynamics at play. This study contributes to a deeper understanding of the role and evolution of print media in this distinctive region, shedding light on its challenges, achievements, and ongoing significance in an ever-changing media landscape.

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