

UNIVERSITY GRANTS COMMISSION
BAHADUR SHAH ZAFAR MARG
NEW DELHI - 110 002

Final Report of the work done on the Minor Research Project.

1. Project report No. Final Report
2. UGC Reference No. F.6-74/2013 (HRP)
3. Period of report: from 01.04.2013 to 31.03.2015 (six months extension)
4. Title of research project "Emerging Media and the Public Sphere: A Study with Reference to Assam"
5. (a) Name of the Principal Investigator Dr. Jayanta Vishnu Das
(b) Deptt. and University where work has progressed Department of Cultural Studies, Tezpur University
6. Effective date of starting of the project 01.04.2013
7. Grant approved and expenditure incurred during the period of the report:
 - a. Total amount approved Rs. 1,00,000/-
 - b. Total expenditure Rs. 28,144/- (actuals) and Rs 26,856/- (Committed)
 - c. Report of the work done: (Please attach a separate sheet)
 - i. Brief objective of the project Refer Project Report Page 12
 - ii. Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication Project Report attached. (Publications nil from project)
 - iii. Has the progress been according to original plan of work and towards achieving the objective. if not, state reasons Yes, according to plan

- iv. Please indicate the difficulties, if any, experienced in implementing the Project nil
- v. If project has not been completed, please indicate the approximate time by which it is likely to be completed. A summary of the work done for the period (Annual basis) may please be sent to the Commission on a separate sheet Does not arise
- vi. If the project has been completed, please enclose a summary of the findings of the study. Two bound copies of the final report of work done may also be sent to the Commission Project Report Attached (Summary of Findings attached)
- vii. Any other information which would help in evaluation of work done on the project. At the completion of the project, the first report should indicate the output, such as (a) Manpower trained (b) Ph. D. awarded (c) Publication of results (d) other impact, if any nil

Jayanta Vishnu Das.

**SIGNATURE OF THE PRINCIPAL
INVESTIGATOR**

B

REGISTRAR/PRINCIPAL

Registrar
Project Directorate

UNIVERSITY GRANTS COMMISSION
BAHADUR SHAH ZAFAR MARG
NEW DELHI - 110 002

Utilization certificate

Certified that the grant of Rs. 72,500/- (Rupees seventy two thousand five hundred only) received from the University Grants Commission under the scheme of support for Minor Research Project entitled "Emerging Media and the Public Sphere: A Study with Reference to Assam" vide UGC letter No. F.6-74/2013 (HRP) dated 3rd July 2014 has been utilized to the extent of Rs 28,144/- (Rupees twenty eight thousand one hundred forty four only) for the purpose for which it was sanctioned and in accordance with the terms and conditions laid down by the University Grants Commission.

Jayanta Vishnu Das.

SIGNATURE OF THE
PRINCIPAL
INVESTIGATOR

B

REGISTRAR

*Registrar
Tezpur University*

B. L. ...

STAUTORY

AUDITOR
18.6.18
Finance Officer
Tezpur University

UNIVERSITY GRANTS COMMISSION
BAHADUR SHAH ZAFAR MARG
NEW DELHI - 110 002

STATEMENT OF EXPENDITURE IN RESPECT OF MINOR RESEARCH PROJECT

1. Name of Principal Investigator **Dr. Jayanta Vishnu Das**
2. Deptt. of University **Department of Cultural Studies, Tezpur University**
3. UGC approval No. and Date **F.6-74/2013 (HRP) dated 3rd July 2014**
4. Title of the Research Project **"Emerging Media and the Public Sphere: A Study with Reference to Assam"**
5. Effective date of starting the project **01.04.2013**
6. a. Period of Expenditure: From **01.04.2013 to 31.03.2015 (six months extension)**
b. Details of Expenditure **Rs 28,144/- (Rupees twenty eight thousand one hundred forty four only)**

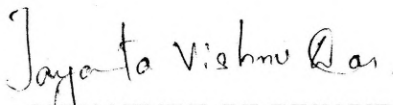
S.No.	Item	Amount Approved Rs.	Expenditure Incurred Rs.
i.	Books & Journals	35,000/-	nil
ii.	Equipment <i>(please enclose the quotation)</i>	10,000/-	nil
iii.	Contingency	15,000/-	15,644/-
iv.	Field Work/Travel (Give details in the proforma at Annexure- VI).	12,500/-	12,500/-
v.	Hiring Services		
vi.	Chemicals & Glassware		
vii.	Overhead		
viii.	Any other items (Please specify)		

c. Staff does not arise

Date of Appointment does not arise

S.No.	Expenditure Incurred	From to	Amount Approved (Rs.)	Expenditure Incurred(Rs.)
1.	Honorarium to PI (Retired Teachers) Rs.12,000/- p.m.			
2.	Post-Doctoral Fellow Fellowship @ Rs. 12,000/- p.m.			
3.	Project Associate salary @ Rs.10,000/- p.m.			
4.	Project Fellow salary @ Rs.8000/- p.m.			

1. It is certified that the appointment(s) have been made in accordance with the terms and conditions laid down by the Commission.
2. It as a result of check or audit objective, some irregularly is noticed, later date, action will be taken to refund, adjust or regularize the objected - amounts.
3. Payment @ revised rates shall be made with arrears on the availability of additional funds.
4. It is certified that the grant of **Rs. 72,500/- (Rupees seventy two thousand five hundred only)** received from the University Grants Commission under the scheme of support for Minor Research Project entitled "**Emerging Media and the Public Sphere: A Study with Reference to Assam**" vide UGC letter **No. F. 6-74/2013 (HRP) dated 3rd July 2014** has been utilized to the extent of **Rs 28,144/- (Rupees twenty eight thousand one hundred forty four only)** for the purpose for which it was sanctioned and in accordance with the terms and conditions laid down by the University Grants Commission.


SIGNATURE OF PRINCIPAL
INVESTIGATOR


REGISTRAR
Assam University

**UNIVERSITY GRANTS COMMISSION
BAHADUR SHAH ZAFAR MARG
NEW DELHI - 110 002**

STATEMENT OF EXPENDITURE INCURRED ON FIELD WORK

Name of the Principal Investigator Dr. Jayanta Vishnu Das

Name of the Place visited	Duration of the Visit		Mode of Journey	Expenditure Incurred (Rs.)
	From	To		
Silchar	19/07/2014	22/07/2014	Hired taxi	Rs 16,000/-
Dibrugarh	23/07/2014	27/07/2014	Hired taxi	Rs 10,500/-

Certified that the above expenditure is in accordance with the UGC norms for Minor Research Projects

Jayanta Vishnu Das.

**SIGNATURE OF PRINCIPAL
INVESTIGATOR**

B

REGISTRAR

UNIVERSITY GRANTS COMMISSION
BAHADUR SHAH ZAFAR MARG
NEW DELHI - 110 002

PROFORMA FOR SUBMISSION OF INFORMATION AT THE TIME OF SENDING THE
FINAL REPORT OF THE WORK DONE ON THE PROJECT

1. NAME AND ADDRESS OF THE PRINCIPAL INVESTIGATOR Dr. Jayanta Vishnu Das,
Tezpur University, Assam-784028
2. NAME AND ADDRESS OF THE INSTITUTION Tezpur University, Napaam, Sonitpur,
Assam-784028
3. UGC APPROVAL NO. AND DATE F.6-74/2013 (HRP) of 3rd July 2014
4. DATE OF IMPLEMENTATION 01.04.2013
5. TENURE OF THE PROJECT 18 months plus 6 months extension
6. TOTAL GRANT ALLOCATED Rs 1,00,000/-
7. TOTAL GRANT RECEIVED Rs 72,500/-
8. FINAL EXPENDITURE Rs 28,144/- (actuals) and Rs 26,856/- (Committed)
9. TITLE OF THE PROJECT "Emerging Media and the Public Sphere: A Study with
Reference to Assam"
10. OBJECTIVES OF THE PROJECT Refer Page 12 of Report
11. WHETHER OBJECTIVES WERE ACHIEVED yes, refer page 69 of Report
12. ACHIEVEMENTS FROM THE PROJECT Refer page 72 of Report
13. SUMMARY OF THE FINDINGS Attached
14. CONTRIBUTION TO THE SOCIETY Attached
15. WHETHER ANY PH.D. ENROLLED/PRODUCED nil
OUT OF THE PROJECT
16. NO. OF PUBLICATIONS OUT OF THE PROJECT nil

Jayanta Vishnu Das
(PRINCIPAL INVESTIGATOR)

R
(REGISTRAR)

“Emerging Media and the Public Sphere: A Study with Reference to Assam”

UGC Minor Research Project

Summary of Findings

The salient features of the study in a nutshell:

1. Press in Assam is an outcome of the nationalist pursuits in nineteenth century Assam
2. The Assam Agitation, in substantial parts, was a result of the agenda set by the press with its nationalist leanings
3. Local editions of dailies only reduced the ‘delayed news syndrome’, rather than localizing content
4. Press in Assam is used as a tool for political influence
5. Boom in media saw the influx of dubious capital, an easy way to increase and maintain the status quo
6. Unstable existence of media entities is due to complex nature of ownership, and uncertain capital
7. Television ratings dictate the content of televisions, while print content is dictated by its fear of losing out to television

I have tried to present the existence of both the Commercial model and the Public Sphere model of media concurrently in Assam. Although it cannot be proved that the failure of one has led to the rise of the other due to the difference in market that they cater and the technology that they use to reach their audience. There is a complex intertwined nature of the presence of characteristics of both the model at the same time. My study is an attempt at understanding the very course that press has taken in the course of its 150 year old

history. At a general level, this study tries to put in theoretical perspectives the nature and functioning of the press that are at work in complex media environment in Assam. The impact of globalization on regional media has made it to act more and more in consonance with global ideas of media. When regional media saw a boom in the 1990's and early 2000 it was attributed to localization of content. Regional media started off with being champions of local space, but the pressures of the market economy has led to a change in their policies. Media which is dependent on revenues for survival cannot invest in areas where there are no revenues. The existence of the 'local', in globalization parlance, to be in direct contrast to the global space made it unattractive. Globalization harped on homogeneity, while 'local' meant giving recognition to heterogeneity. The increasingly hybrid concepts of 'glocal' and 'glocalization' are forwarded as new models of acceptance of the 'local', while in reality they hide the 'local' under the garb of commercialization.

Contribution to Society

The growth of media is an ongoing process, and for a state like Assam it is at its infancy. My study may thus be regarded as an attempt at understanding the tangential direction of this evolution, the various strands of media systems that exist and the perceptible location of the audience. Due to lack of time and resources I had to limit the number of interviews. Future studies surely can throw light on the sustainability and pertinence of these networks in the long run vis-à-vis the existing media. This project will go a long way in understanding the concept of emerging media and the stages that it undergoes in its evolutionary process. Any future study on the topic will surely find it handy and more elaborate research is needed on the topic.

Jayanta Vishnu Das.
10/6/15