

50 Days - The Impact of India's Demonetization through Print Media: An Analysis

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ABSTRACT

On Nov 8, 2016 Indian Prime Minister Narendra Modi took a historic step of nullifying 86% of country's currency of 500 and 1,000 rupee notes to clean up the black money and counterfeit notes which had completely disrupted the social, political, and economic fabric of worlds' leading emerging market in recent times. He asked countrymen to give him 50 days time till December 30 to bring back the operations normal and replace old currency with new 500 and 2,000 notes.

We aim to examine the press coverage & find out two key research questions. First, how did the Indian Press covered the Demonetization and the second what were the key issues arrayed and impacted by the press?

The research will involve the comprehensive analysis of fifty days of press coverage (8 November 2016 to 30 December 2016) of the Delhi and Lucknow edition of two English and two Hindi newspaper.

Numbers of articles published and space it got along with the detailed examination of the content of message within all the demonetization focused articles. We will use keywords to identify demonetization related articles, which will include editorials, news- items and opinions.

Keywords: Government Policy, Newspaper, Content Analysis

Themes: Law and Policy, Journalism, Newspaper

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A multi-faceted journalist with over 35 years of experience in industry and academics, Prof (Dr) Sanjay Mohan Johri holds Ph. D. degree in Journalism. He has double Masters in Life Sciences and Journalism besides extensive experience of research in Political, social and Development Journalism.

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