

The Media Landscape of Arunachal Pradesh: Exploring Indigenous Communities' Newspaper Readership and Media Habits

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Abstract

Newspapers play a pivotal role in information dissemination and community engagement within indigenous societies, where alternative media often fail to address local issues comprehensively. This study explores newspaper readership patterns among the indigenous population of Arunachal Pradesh, with a specific focus on the Capital Complex region, encompassing Itanagar, Naharlagun, Nirjuli and Doimukh. Using a quantitative approach, data were collected through structured surveys administered to 300 respondents of diverse age groups, professions and socio-economic strata. The research identifies key determinants of readership, including accessibility, language preferences and perceived credibility of newspapers. Findings indicate that regional newspapers remain indispensable for delivering news on governance, social affairs and regional developments. The results also reveal that migration for employment and education significantly influences readership trends, particularly among younger populations. The study contributes to understanding media consumption within marginalised communities and offers insights into how local print media sustains its relevance amid digital transformation.

Keywords

Newspaper readership, indigenous communities, media consumption, Arunachal Pradesh, accessibility