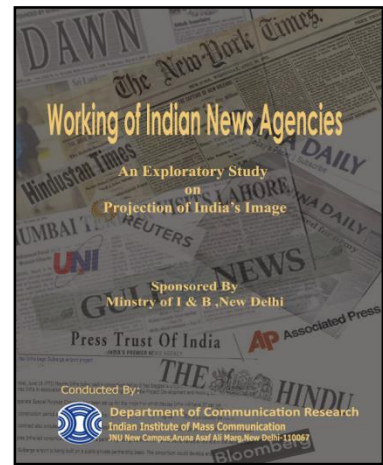


***“Working of News Agencies: An Exploratory Study on Projection of India’s Image”.***  
**Sponsored by RRTD, M/o I&B. 2009-10.**

The study explores the news exchange mechanism between Indian news agencies and foreign news agencies in India. The study was aimed to assess the process of news exchange between Indian News Agencies and their counterparts abroad and study the procurement, processing and utilization of foreign news content by looking at: (i) Projection of India’s image through news content provided by the News Agencies and its utilization by foreign newspapers and (ii) Foreign news sourced by News Agencies in India and its utilization by Indian Press.

The assessment of news exchange arrangement was done through in-depth interviews with the officials and managers of PTI, UNI, Reuters, AP and AFP. A time period of 2 months immediately after 26/11 Mumbai terror attack was taken as the study period. The content analysis of foreign news in 5 Indian national dailies and India related news in 5 foreign newspapers representing USA, China, Pakistan and UAE was taken up .The study examined the extent of utilization of the news from foreign and Indian news sources and made an assessment of news on India in the foreign newspapers in context of events in India, an analysis of India related coverage in foreign newspapers with a focus on India’s international relations with other nations. Research tools comprised of structured interview guidelines, codebook and code sheet for content analysis.



\*\*\*\*\*