

# Editorial

Imphal Tuesday, November 8, 2016

## Caution for the cocksure

In a state as ours steeped in symbolisms, it comes as no surprise to anybody when any developmental project or progressive step which started off with much aplomb and show of sincere intent ultimately comes out a cropper. Perhaps the public, having had to face the frustrating situation for far too long, have become inured to the unfortunate reality to a degree, and therefore the ability to be awed and shocked by the still rampantly prevailing irregularities and malpractices. Is it that the people have inadvertently got used to the system and have made peace with the unfortunate facts of the present government? Or is it that the general public have given up on the collective hope of any improvement on the part of the state government and instead chalked out the means to survive and prosper in their own ways? Or worse, still, have the people become attuned to the system and have become a part of it inspite of the apparent flaws instead of fighting and resisting its regressive influence on the society? While a definite answer is a distant possibility, the unfortunate fact remains that the state as a whole has been regressing backwards on all parameters despite the state government shouting itself hoarse to the contrary. Corruption, coercion and commodification of any and every progressive aspect have become the norm rather than an exception. Selection of candidates for essential services has effectively become an auctioning exercise with the opportunity going to the highest bidders. The result - as everybody is experiencing - is inefficient, unqualified and inexperienced administration. While the voice condoning the manner of governing the state has been unanimous and loud, it remains to be seen when everybody stand up to corruption and coercion against the unscrupulous bureaucrats and officials. As long as the general public gives in to pressures and prefers the easy way out, corruption and coercion is bound to thrive. Recent indications however present a ray of hope for an alternative and resurgent government in the form of the BJP revving up its efforts to shore up support from the public, and by the look of it, the party is doing a good job. There is however the danger of a newbie getting heady with power and deviating from the set objectives although those steering the party are old war horses who have been in the thick of politics long enough. It would be wise for the aspiring ministers and MLAs to observe and learn from the mistakes of the present government and formulate means and ways to rectify them. Of late, a few political turncoats have started bad-mouthing the l'bobi-led state government - a serious concern indicating that these turncoats are yet to forego the old habit and mentality of reactive and recriminatory politics. Their cocksure attitude even before the elections has made many keen observers to sit up and take notice of the developments. The only way to proceed is to practice progressive politics and pragmatic governance. Transparency, inclusivity, expeditiousness and resoluteness should be the hallmarks of effective and enduring governance. Confusing the job for the person will bring everybody back to square one. Presidents, Prime Ministers, Chief Ministers and MLAs are descriptions of jobs that need to be performed and not privileges that should be abused.

## Vehicle Key Lost

I have lost my vehicle key for my two wheeler Red colour Activa vehicle bearing registration number MN01-F 4235 on the way between Yaikul to Singjamei on November 7, 2016.

Finders are requested to handover the same to the undersigned.

Sd/-

R.K. Brajamohon Singh  
Contact No. 8258043893

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# How Long Will Newspapers Survive, and What Will Happen if They Vanish?

Recently, a journalism student from Liverpool, England, interviewed me for a class project on the state of newspapers and the news business. I thought I'd post the interview here. **Question:** People have mentioned for a number of years that the newspaper will eventually die out but why do you think this hasn't been the case yet? **Answer:** Ever since the dawn of the Internet a group whom I call the digital zealots have been predicting the demise of newspapers. These claims were really based more on wishful thinking than anything else; digital zealots typically want to see an end to print, and a world where everything is digital and all content is free. Indeed, the slogan "information wants to be free" is typically associated with these people. But newspapers haven't died out yet because they are still relatively profitable, though less so than they once were. Even in the digital age, most newspapers still get 70 or 80 percent of their revenue - sometimes even more - from print advertising. Digital advertising, on the other hand, pays relatively little. In fact, there is a saying in the news business that goes like this: publishers are trading analog dollars for digital dimes and mobile pennies. It's a way of comparing the relative value of print advertising versus online and mobile ads. The problem with the "information wants to be free" mindset is that information isn't free. News doesn't just pop out of the air; it must be

gathered by journalists. Whether it's the civil war in Syria or terrorist attack in Paris or a city council meeting in Detroit, if we want news coverage of these things then we have to pay journalists to cover them. Journalists are like everyone else; they need money to be able to feed, clothe and shelter themselves and their families. "Information wants to be free" isn't just a harmless slogan. I think it's an idea that has done enormous damage to the news business. **Question:** Do you believe the newspaper industry will eventually disappear completely? **Answer:** I don't know. But until there is a reliable business model for making online news profitable, newspapers are going to be around for a while. As long as news organizations are making money from print, they will keep printing. **Question:** Do you believe there is a solution to this? **Answer:** I don't know if there is a solution long-term. I don't know if newspapers will be around in 20 or 30 years. I think the real solution will be to find a way to make digital news profitable. Journalism can't disappear; people will always need news and information. It's just a matter of finding a way to make journalism profitable. What makes newspapers valuable and unique is the fact that they typically have much larger staffs than comparable news operations at online-only news sites, or TV or radio stations. By having more reporters, newspapers can provide coverage that's both broad

and deep, which you're not likely to get on your local 30 minute TV newscast. **Question:** What do you think is contributing to the demise of the newspaper and drop in circulation? **Answer:** First, people said radio would kill newspapers. Then it was TV. Now it's the Internet. Yet newspapers are still around. Certainly, these new forms of media have cut into the business of newspapers. Circulation and ad revenue has been dropping for decades. As I said earlier, I don't know if papers will still be around, say, 25 years from now. Nobody does. But again, as long as they make money, they will continue. I should add, however, that part of the problem is that young people typically aren't very interested in the news. At the start of every semester I survey my journalism students to see how many read the news daily. Out of a class of 15, usually only a few hands go up. And my students aren't unusual in this regard. I'm not sure what the solution is. **Question:** Although they may not be as profitable as they used to, newspapers have been around for such a long time. What effect do you think it would have on the media and news consumption as a whole? **Answer:** You mean if newspapers disappeared entirely? Again, it's clear that an increasing number of people are getting their digitally. I think that will continue. Whether that will mean we are less well-informed than we used to be is

unclear. **Question:** Do you have any predictions for future news consumption? **Answer:** Clearly there's been a huge migration from print to online and now to mobile devices. I don't doubt that that will continue. But again, at some point someone needs to figure out a way to make online-only news sites profitable enough so that they can sustain news operations substantial enough to do good journalism. Right now, nobody has quite figured it out. Many newspapers are increasing their subscription rates so that a greater percentage of revenue comes from circulation. Many others have erected paywalls on their websites so that readers will have to pay for content. I think these are both excellent ideas. If we want to live in a world where we have good, responsible news coverage, then we need to be willing to pay for it. And I think people are slowly realizing this. For instance, a while back The New York Times paywall surpassed digital advertising in the amount of revenue it was bringing in. Readers have realized that if they want to keep The New York Times around, then they need to be willing to pay for it, even online. But I don't know if these measures alone will be enough to make online-only news profitable enough in the long run. Courtesy: About News ([www.journalism.about.com](http://www.journalism.about.com))

## National & International News

### Shenili Chishi crowned Miss Dimapur 2016



**ANI Dimapur, Nov. 8:** Shenili Chishi, a student of Tetsu College has been crowned Miss Dimapur 2016 after seven finalists walked the ramp at the Hotel Saramati in a bid for the title. Shenili will now participate in the Miss Nagaland pageant 2016 and also act as the brand ambassador for the Nagaland State Disaster Management Authority (NSDMA). Elizabeth Chopfi from Unity College was declared first runner-up, while Lanusangla M. Longchar from the Little Star Higher Secondary School was declared second runner-up. The contest was judged by Sentinaro Jamir (BASN member),

Dr. Hewasa Lorin (Director-Student Services, Tetsu College), Zhokoi Chuzhu (Bollywood actor and Martial arts expert) and Bubu Patrick (District Project Associate, Nagaland State Disaster Management authority). The show was hosted by Paukezone who is also a former Miss Dimapur second runner up. For the ceremony, contestants wore bridal creations designed by the Kats Collection. Special performances were given by Toshimereen Jamir, Binthu Newmai, Impang and Puna. Miss Dimapur was organized by the Ethnic Group of Nagaland (EGoN). It is an annual beauty contest.

### Homage paid to Girish

**Agency New Delhi, Nov 8:** Union Minister Ananth Kumar and a number of other political leaders today paid homage to senior journalist Girish Nikam, who died here yesterday.

The body of the 59-year-old mediaperson was today brought to the premises of Rajya Sabha Television, where he had anchored the popular show "Big Picture" for a number of years.

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### CDS exam result declared

The Commission had recommended 92, 31 and 03 as qualified in the written test for admission to the Indian Military Academy/ Indian Naval Academy and Air Force Academy respectively. The number of candidates finally qualified are those after SSB test conducted by Army Head Quarters. The results of Medical examination have not been taken into account in preparing these lists. Verification of date of birth and educational qualifications of these candidates is still under process by the Army Headquarters. The candidature of all these candidates is, therefore, Provisional on this score. Candidates are requested to forward their certificates, in original, in support of Date of Birth/ Educational qualification etc., certificates claimed by them, along with Photostat attested copies thereof to Army Headquarters/Naval

Headquarters/Air Headquarters, as per their first choice. In case, there is any change of address, the candidates are advised to promptly intimate directly to the Army Headquarters/Naval Headquarters/Air Headquarters. These results will also be available on the UPSC website at <http://www.upsc.gov.in> However, marks of the candidates will be available on the website after completion of its complete process i.e. after declaration of final result of Officers' Training Academy (OTA) for Combined Defence Services Examination (I)-2016. For any further information, the candidates may contact Facilitation Counter near Gate 'C' of the Commission's Office, either in person or on Telephone Nos. 011-23385271/011-23381125/011-23098543 during 10:00 Hours & 17:00 Hours on any working days.

## ONGC organizes tribal cultural heritage meet to preserve, spread message of peace in Tripura

**ANI Agartala, Nov. 8:** A two-day tribal cultural heritage meet was recently organized at the town hall in Agartala to promote and preserve the tribal culture of the state. All the 19 tribes of Tripura including some which are on the verge of extinction participated in the meet organized for the third time here by the ONGC. The ONGC, engaged in exploration in the state since early 1970, has taken the initiative to spread the rich culture prevailing in the villages of Tripura and spread it among the new generation of the urban class so that it can be preserved and inculcated

among them, said ONGC's Tripura asset manager and organizer S.C. Soni. Various traditional dances of indigenous tribes like Reang, Chakma, Jamatia, Kalo, Lusai and Kuki were performed during the two-day meet. The participants also expressed that such programmes not only help the new generation to know about the rich tradition of their community but also brings closer various tribes and unites them through cultural activities. "Our traditional dance and music are gradually getting extinct and we are trying to preserve it with an initiative

to encourage the youth to take part in such programmes throughout the state of Tripura. Moreover, both tribals and non-tribals are taking part in this festival and which is bringing us closer and helping in maintain peace. So, this festival is also important for that and I believe that such meets should be organised very frequently to preserve this culture of ours," said Bishudev Kolo, one of the participants. Along with the tribal population, many non-tribals also came to enjoy the show and appreciated it as such programmes besides disseminating information about the tribals also help them unite with other.

Sunita Koushal, a non-tribal visitor, expressed her delight over the rich cultural heritage in northeast India. "And at such a programme, we also get to know what is happening. The people bond over such programmes which serve as platform for uniting them," she added. Another visitor Rohit Kumar said all traditional dances of the tribals of Tripura were demonstrated during this programme, adding it also send a message of peace and love among the tribal and non-tribal section of the people. A fashion show on traditional attires of various tribal communities of the state was also part of the programme.