Chattarji

Tracking the Media

Interpretations of Mass Media Discourses in India and Pakistan

This book is about media content analysis in the English language print media in South Asia, with reference to certain contemporary issues. It is written from the perspective of the need to analyze media discourses and the ways in which their circulation creates a ‘common sense’ view of the world. The focus is on English language papers and news magazines; additionally, some Hindi, Urdu, and Sindhi newspapers are examined. The highlight is on the ways in which English language publications contribute to and function within middle class matrices of modernity, consumption, conflict, and conservatism in India.

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