

ARTICLE REVIEW  
REPORT



# INDIAN STREAMS RESEARCH JOURNAL

International Recognition Multidisciplinary Research Journal

ISSN::2230-7850 Impact Factor:3.1560(UIF)

## ORIGINAL ARTICLE

Published:  
1st Feb. 2015

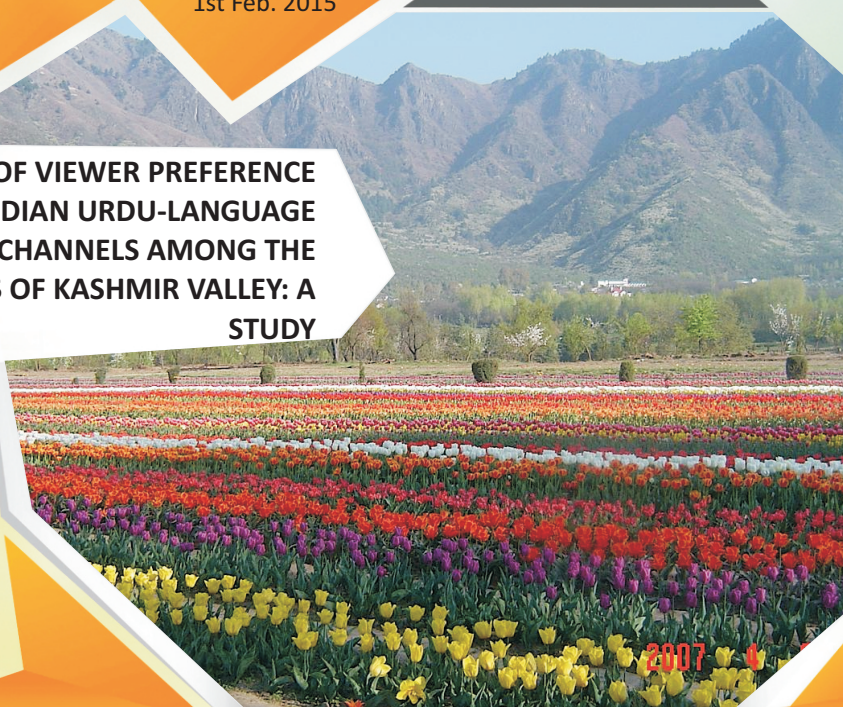
Vol. - v,  
Issue - I, Feb. 2015

### AN ANALYSIS OF VIEWER PREFERENCE FOR INDIAN URDU-LANGUAGE TELEVISION CHANNELS AMONG THE INHABITANTS OF KASHMIR VALLEY: A STUDY

Your Article  
QR Code



See your article on Mobile

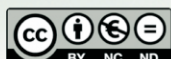


Zahoor Hussain  
Bhat

#### ABSTRACT

Being associated with language from birth means an affiliation with the culture of the place represented by that language. If people will be familiar with an additional or second language compacted with identical cultural & linguistic elements, then both languages share a common undisturbed attribute. Similarly the case is with Urdu and Kashmiri language which is looking a mixed language product.

#### Article Indexed in



Correspondence to **Zahoor Hussain Bhat**

Designation:- **Sub-editor (Trainee)** at United News of India (A  
**National News Agency of India**)

## Introduction

Man is by nature a social animal who can't live alone. He is bound to remain connected with other human beings in order to accomplish his social needs and requirements. He always want to remain informed of the happening taking place around him and feels the need to express his ideas, experiences, observations and share his knowledge with other human beings.

### A Good Introduction :-

*Suitability of the test model to the general inquiry Exploratory outline and particular theory or goal Importance of the expected results to the general inquiry*

## Materials

This study has been conducted in the Kashmir Valley using field survey method. The samples selected were collected from ten districts of the Kashmir Valley. The responses were collected through a questionnaire comprised of 8 multiple choice questions. For data collection the questionnaires were administered to 200 respondents ageing from 18 or above.

### A Good Materials :-

*In biosciences we habitually work with arrangements - allude to them by name and portray totally, including convergences of all reagents, and pH of watery arrangements, dissolvable if non-fluid.*

## Result

Must add result in your article.

### A Good Result :-

*Results are as per aims and objective and useful to further research .*

## Conclusion

There is a common assumption that Urdu as a language is dying as younger generation is reluctant to learn this language, however, the results achieved through this study indicate something different. The samples in the study were mostly the youngsters as the age of 142 respondents is between 18 and 28 and merely 29 respondents said that they don't watch Urdu TV Channels, hence, indicated that youngsters are overwhelmingly watching Urdu Channels.

### A Good Conclusion :-

*Abridge your discoveries in content and show them, if fitting, with figures and tables. You may propose future headings, for example, how the analysis may be adjusted to achieve an alternate target.*

## References

- Sinha, Sachin. 2013. A Study of Viewership Preference Patterns of News Channels with Special Reference to Zee News. International Journal of Education and Psychological Research. ISSN: 2279-0179
- Khan, Ahmad. Ehtesham., 2012. An Analysis of Audience Choices and Preferences of Satellite Urdu Channels: A Case Study of Viewership in Hyderabad. Global Research Analysis. ISSN No 2277 – 8160
- Gurleen, Kanwal. Er., Sukhmani, Dr. 2011. A Study of TV Viewership Patterns Among Youngsters in North India. International Journal of Multidisciplinary Research. ISSN 2231 5780

### A Good References :-

*There are Places where the Author Zahoor Hussain Bhat Need to Cite a Reference, but Have Not*

## SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers		✓			
2.	Originally & Novelty of the ideas	✓				
3.	Importance of the proposed ideas		✓			
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)					

## FUTURE RESEARCH PLANNING:

1. Career For Faculty (<http://academicprofile.org/Professor/CareerForFaculty.aspx>)
2. Academic Plan (<http://academicprofile.org/Professor/AcademicPlan.aspx>)
3. Regarding Professor Promotion  
(<http://academicprofile.org/Professor/regardingPromotion.aspx>)
4. Fellowship for Post Doctoral  
(<http://academicprofile.org/Professor/FellowshipForPD.aspx>)

## HOW TO INCREASE API

### Services for Associate Professor to Professor

- ★ Thesis convert into book.Publish in USA - 50 API Marks
- ★ 15 Articles from your Ph.D thesis - 150 API Marks
- ★ UGC Minor Research Project - 10 API Marks
- ★ UGC Major Research Project - 15 API Marks
- ★ Call for Book Chapter - 25 API Marks
- ★ 5 Seminar Paper presentation - 50 API Marks  
(we organize)





#### REVIEWER COMMENTS

- Generally, this is a reasonable, brief, and elegantly composed original copy.
- The presentation is pertinent and hypothesis based.
- Sufficient data about the past study discoveries is displayed for perusers to take after the present study method of reasoning and strategies

Authorized Signature

*Dr. Ashok Yakkaldevi*  
Dr. Ashok Yakkaldevi  
Review Editor

**LAXMI BOOK PUBLICATION**

Ph.: 0217-2372010 / +91-9595-359-435  
Email.: ayisrj2011@gmail.com  
Website.: www.isrj.org