



A Study of Government Advertisements on Article 370 in Jammu & Kashmir

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Abstract: The abrogation of Article 370 and the division of the state into two Union Territories – Jammu & Kashmir and Ladakh– on August 5, 2019, was a landmark event. The repeal of Articles 370 and 35A resulted in the abolishment of 170 state laws and initiative of 160 central laws allowing the region to move forward with economic growth and prosperity. Since 2019, significant initiatives have been taken by the central as well as the state government for the development of Jammu & Kashmir. In the month of October and November, 2019, Jammu & Kashmir government issued full-page advertisement related to the benefits of single constitution. In this paper, the researcher has analysed the texts of all the government advertisements in major newspapers published from the Jammu and Kashmir region.

Keywords: Article 370, constitution, Jammu, Kashmir, Ladakh, advertisement.

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