

# **Indian Journal of Mass Communication and Journalism**

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# **Indian Journal of Mass Communication and Journalism**

## **Aims and Scope**

The journal focuses on research in journalism and mass communication. The journal is refereed scholarly journal in mass communication and provides leadership in scholarship for the field. It publishes original articles and book reviews on topics including but not limited to theoretical and methodological developments in journalism and mass communication, international communication, media technologies and society, advertising, public relations, journalism history, media law and policy, media management and economics, political communication and health communication.

# **Indian Journal of Mass Communication and Journalism**

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## Contents

Sr. No	Article/ Authors	Pg No
01	Changes in Global Journalism Ethics <i>- Sweta Ghosh</i>	1 - 7
02	Agenda Setting and News Papers A Content Analysis of First Pages in Telugu States <i>- Dr. G. Anita, G. Murali Mohan Krishna</i>	8 - 23
03	Importance of Media in Social Movement: A micro study in Indian Perspective. <i>- Jaya Kepchaki</i>	24 - 27
04	Job and Salary Satisfaction of Journalists in Telugu Press: A Survey Analysis in Andhra Pradesh <i>- Dr. J. Madhu Babu, J. Manjunath</i>	28 - 40
05	Analysis of Environmental Issues Coverage by Daily Newspapers in Garhwal (Uttarakhand) <i>- Jyotsna Panwar, Dr Sudhanshu Jayaswal</i>	41 - 49

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# Understanding Indian Media

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## ABSTRACT

*Journalism today is facing ethical crisis due to advent of new media technologies. A new definition of journalists has been formed where citizens actively take part in news production. The practice of Journalism is witnessing structural changes in four aspects: economic, narrative, organizational and relationship. Journalists are intruding into the private life to create sensational news. World Wide Web has become a medium of exhibitionism and voyeurism. The media content is mainly controlled by the publishers, advertisers and citizens.*

**Keywords :** *Technology, Media ethics, Yellow Journalism, Right to Non-disclosure, Structural Changes, Citizen Journalism, WikiLeaks*

## 1. INTRODUCTION

Recently, several book and research articles have been published to point up recent changes in journalistic ethics. Traditionally, journalism is considered to be a profession or practice of gathering information, compiling the information into a story, and disseminating the story as a part of package or alone through print or broadcast media. Traditional journalism is associated with the social responsibility of serving as the “fourth estate,” or a watchdog on the judicial, legislative and executive branches of a democracy (Tsui, 2009, p.54). Journalism as practice, a product and profession is undergoing rapid and dramatic structural changes. Today, Journalism is facing a crisis of ethics which is continuously lowering its standards and question its future as a democratic agent. Traditional journalism is associated with the social responsibility of serving as the “fourth estate,” or a watchdog on the judicial, legislative and executive branches of a democracy.

Several economic and social measures are dejecting the importance of journalistic principles while technology has created a new definition of journalists. The twenty-first century is well known as the age of ethical failures. Our country has experienced such failures in the past; the advent of technology and the interconnectivity associated with globalization have provided a platform from which the world can view these debacles at the same time citizens are affected. Ethical failures now happen in real-time. Previously, it was enough for a set of universal ethics to be broadly applied to an organization to serve as a reactive indicator in the event of a breach. Today, the world has been united like never before. Foreign continents are a mere plane ride away, and information is transferred in micro seconds with the click of a mouse. Technology has united the world and reduced its size, but at same time it also increased failure in ethics (Bishop, 2013, p.637).

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## 2. Ethics in Journalism and Media

Ethics is a branch of philosophy concerned with actions that are morally permissible and actions that are not (Jadhav, 2012, p.80). “Ethics” comes from the Greek word, *ethos*, meaning “character” or “personal disposition.” It refers to the manner in which people conduct themselves. “Morals” stems from the Latin “*mores*,” the customs of a group. Morality as *mores* is close to the common idea of ethics as conduct according to the rules of a group. Ethics is concerned about both internal things such as character, and external things such as the rules of society. It is individualistic because individuals are asked to make the rules part of their character and set of values. It is social because ethics is not about every person formulating their own rules (Ward, 2010, pp.11-12).

Ward (2014, p.45) stated that “Media ethics is the responsible use of the freedom to publish, when we do journalism. When we reflect on our work, media ethics is normative interpretation of practice.” Ethics in media constitutes a normative science of conduct applied voluntarily. World over efforts have been made to set ethical guidelines, rules, norms, codes and principles to help journalists to make right choices when they are in a dilemma. Media ethics are applied ethics which deal with the ethical standards of media includes print, broadcast, film, theatre, art forms, internet and traditional media (Jadhav, 2012, pp.80-81). The double image of journalism is a two-sided reality. One in which the two sides contradicts with each other while in other side both sides complement each other. On the one hand journalism is an industry, a major player in the profit-seeking market economy, and journalists are merely workers in that industry, driven by the need to make a living. On the other hand journalism is a profession, a vocation founded in ethical principles which direct and regulate the conduct of the practitioner (Kieran, 2002, pp.3- 4). Commercialization Of media and communication content, privacy, right to reply, communal writing, sensational and yellow journalism, freebies and sting operations have raised new ethical concerns (Jadhav, 2012, p.81). Yellow Journalism must be opposed; but Indian journalism doesn’t have adequate mechanisms for combating this effectively. Statutory and quasi judicial body like Press Council acts as a watchdog of the press. Press Council play strong role in maintaining official code of professional ethics, but at the same time strong legal deterrents like high penalties and damages should exist. A court case involving film magazine Stardust witnessed cheap, catty and yellow journalism, which roused a lot of anger among many journalists. One of the staffers wrote an allegedly scurrilous article based on information provided by the “source.” The magazine was sued by Shabana Azmi, film actress whose personal life was the subject of the article in question. The Judge, Sujata Manohar in deference to the plaintiff’s plea demanded that the journalist reveal the name of her source, accepting the argument that no „public interest“ was involved in this case which might justify non-disclosure of the source (Vanaik, 1987, pp.1789-1790). The case roused many questions regarding Journalism ethics and Press Freedom. Two separate issues Yellow Journalism and

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Journalist's Right to Non-disclosure got interlinked. Some journalists got angered as they demanded eradication of sensationalism and wanted to safeguard journalist's right to non-disclosure of source only regarding the cases of „public interest.“

### **3. Structural Changes in Journalism Ethics**

Following four aspects are related to the structural changes in journalistic ethics. Each phase has its own ethical implications. These four aspects of occupational change are interconnected and directly affect the ethical beliefs and behaviors of journalists.

Economic structure is changing. New business models are evolving which lead to the end of previous reliable business models. The collapse of previously reliable business models is the most pressing and distressing of the changes. Tactics to develop alternative revenue streams and to shore up old ones create new or newly intensified ethical pressure points (Singer, 2010, p.89). Editors today have turned their attention away from readers' interest in news and views to the promotion of their publishers' financial success. They are willingly squeezing news to enlarge the space they give to advertisements, which, after all, are what bring in the gravy. Traditional journalistic values are being firmly subordinated to market factors, not only in India, but the world over. Newspapers now care more about profits than about people. The saddest effect of the crunch on news or views is a tendency to make press coverage of them inadequate and shallow, to focus less on issues, more on personalities, to concentrate on today's sensations but neglect follow-up (D'Souza, 2000, p.1597).

Narrative structure is changing. As journalists have adapted to the Internet, their stories have taken on a more postmodern form. The construction of meaning is more fluid than in the past, and the process of that construction is more open and transparent (Singer, 2010, p.89). In the early 1960s, Tom Wolfe and other talented writers coined a term "New Journalism." It cleverly categorized the techniques of great fiction to news and feature writing. The New Journalism-that genre-blurred mélange of ethnography, investigative reportage, and fiction is widely and rightly considered to be the characteristic genre of the sixties. For a time, and certainly by mid-decade, it looked as if the surest means for a novelist to build a reputation-or rebuild it, as the case may be- was to write a nonfiction report on a historical event, but write it as if it were a novel. Whether the subject was a cold-blooded serial killing (Truman Capote), the hippie counterculture (Joan Didion), or a march on the Pentagon (Norman Mailer), writers who had first written successful fictions found themselves turning to "the rising authority of nonfiction" to help make sense of the "fast-paced . . . apocalyptic" times they were living in. Likewise, a new generation of younger writers-for instance Wolfe, Michael Herr, Gail Sheehy, and Hunter S. Thompson- developed through the New Journalism a freedom of approach and range of style (along with an enormously

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receptive reading public) that even just several years earlier would probably not have been possible (Staub, 1997, p.54). The world of journalism is changing day by day. New technologies brought direct engagement with the readers. New formats and personal narrative style of writings have been encouraged to attract more subscribers. So, the traditional ethical guidelines for “making news” are being reconsidered (Singer, 2010, p.89).

Relationship structure is changing. The Relationships between journalists and audiences are also changing. In 2005, hundreds of common people covered stories about Hurricane Katrina’s aftermath based on their cell phones. These common citizens had no formal ties to media companies wrote stories, posted photographs and shared videos depicting Katrina’s devastation. These reports appeared in media ranging from CNN and MSNBC to local newspapers and Websites. Mainstream media began to embrace “participatory journalism” through the coverage of Katrina. The Dallas Morning News, Denver Post, Greenboro News & Record, Rocky Mountain News and other newspapers promoted citizen reporter Web pages. Readers and viewers were no longer content to remain passive news consumers. They used blogging and podcasting software, digital camera phones, and other technologies helped citizens to report news. Participatory journalism goes by many names. Some call it “citizen journalism,” other calls it “we media” or “grass-roots journalism.” December’s tsunami in South Asia highlighted participatory journalism’s ability to cover breaking news in places with few regular reporters. Tourists and residents with digital cameras and camera phones quickly transmitted images of the disaster, and witnessed used the Web to share their stories with the world. These reports from common citizens didn’t replaced professional reporting but added for better coverage. The crown jewel of participatory is South Korea’s OhmyNews.com. The on-line news organization, which boasts more than 700, 000 daily readers, has 54 staff reporters and editors, but at least 70 percent of its content comes from 39,000 citizen reporters (Marshall, 2005, p.14). Due to advent of new technologies our old notion of journalist as gatekeeper is becoming obsolete. The Internet has torn down the fences. A journalist standing by the gate – opening it to allow this “fact” to pass through but closing it to other information that has not been verified – looks silly when, on either side of the gate, unfiltered, indiscriminate information is flooding through. Now, instead of being gatekeepers, journalists have transformed themselves as authenticators. With the flood of information, it is highly required for the journalists to differentiate between propaganda and truth (A new journalism for democracy in a new age, 2005, p. 52). Many U.S. media companies had launched Websites featuring participatory journalism. South Carolina’s Bluffton Today, take the best of its citizen reports and use them as print reports. Backfence.com practices “grass-root journalism” where readers not only submit their own stories but can edit stories posted by others. Many media researchers are worried about the growth of “participatory journalism” as many citizen journalism websites use unedited press releases, cute pet



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contests, and family vacation pictures. Critics are worried about the need for in-depth reporting in “citizen journalism” websites (Marshall, 2005, pp.14-15).

Organization structure is changing. Due to modern journalistic technologies newsrooms are being dramatically resized and reconfigured. So, the role of media persons and other working within the houses had been rethought. New responsibilities and working conditions generate ethical issues for journalists (Singer, 2010, p.89). MuncieFreePress which ran the site out of an apartment attracted more than 68,000 page views in its first month. According to Jonathan Weber, the founder and editor in chief of NewWest.net, Web provided advantage of allowing people to distribute news without needing to buy printing presses or build television studios. Thus funds are required to run a news organization (Marshall, 2005, p.15).

#### **4. JOURNALISM ETHICS IN THE ERA OF MODERN TECHNOLOGY**

We are living in the era of personal revelation. Modern technologies encouraged us to seek, gather and disclose information about others and ourselves. We are fond broadcasting what we know, think, do and feel; and we are motivated by business and pleasure because we care about friendship, kinship, health, wealth, education, politics, justice and culture. This era of revelation is dominated by portable electronics, internet social media, reality television, and traditional talk radio – many of us are losing our privacy, our taste for privacy, and our willingness to respect privacy (Allen, 2012, p.1). In late 80s when Shabana Azmi sued Stardust for 25 lakhs for alleging her that she was having an affair with ex-boyfriend Shekhar Kapoor. Stardust refused to reveal the source to protect confidentiality of the source. But the beginning of 21st century showed new relationship between media and its source. New media technologies intruded into the private life of celebrities. Fun and popular social media like Facebook and Twitter made personal disclosures easy and irresistible. The Internet became a medium of exhibitionism and voyeurism (Allen, 2012, p.9).

WikiLeaks describes itself as “a non-profit media organization dedicated to bringing important news and information to the public.” It provides a “secure and anonymous way for independent sources around the world to leak information to its journalists.” WikiLeaks was provided with sensitive United States Government documents without any authority from 22 year old Private Bradley Manning, a then member of the United States armed forces on active duty. The information included field reports from wars in Iraq and Afghanistan, classified State Department diplomatic cables, records concerning Guantanamo Bay detainees, and videos of United States military missions. In 2010, Manning was arrested and tried in 2011. He handed these sensitive documents to WikiLeaks to be published by them. Later, these were republished by major mainstream media and social media alike. Many people were

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appalled of such thing. But many others were not appalled as they failed to recognize any legitimate expectations of privacy, confidentiality or security or because they believed the social good of disclosure far outweighed any embarrassment of diplomats and nations (Allen, 2012, pp.3-4).

Journalism as a social institution that must remain completely independent of all other institutions so that it can serve the public as an objective observer of politics, business, religion, medicine, law, and education (Davis and Kent, 2013, p.72). But to stay in competition, journalism has adapted many reforms. Many research articles on journalistic ethics clearly indicated the lack of ethical standards and principles in contemporary journalism. Some writers have not hesitated to indict the entire newspaper business—or profession—on such charges as deliberate suppression of certain kinds of news, distortion of news actually published, studied unfairness toward certain classes, political organizations and social movements, systematic catering to powerful groups of advertisers, brazen and vicious “faking,” and reckless disregard of decency, proportion and taste for the sake of increased profits. One of the gravest evils in American journalism is that which the more intelligent and serious newspaper writers themselves do not hesitate to characterize as “prostitution.” Sometimes it is shocked to hear correspondents, reporters, critics or commentators on the news candidly and brutally speak of themselves as intellectual prostitutes. Reporters color and distort the news; correspondents “editorialize” in their dispatches and give the managing editors just what they think, or what the publisher thinks, the readers ought to have (Yarros, 1922, p.410-414).

The men whose duty it is to interpret events and developments and to apply guiding principles to public questions express not their own ideas, but those of the proprietor. It is not infrequent that news policy is condemned or ridiculed by managing editor to bright office boy. In most cases, publisher dictates the policy of the paper and he never asks or cares what his employees who write and edit the paper think about the paper policy. They are all hired men and considered to be paid to take publisher’s orders and carry them properly. One of the roots of trouble in newspaper house is the fact that when publisher consider newspaper is supported not by its readers, but by its advertisers. “Circulation” is regarded as a means to an end – the procuring of profitable contracts with the big advertisers and the capture of a host of small advertisers (Yarros, 1922, p.412-415). According to J. B. D’Souza (2000, p.1597), the Times of 2nd May 2000, was priced Rs 2 for news and views. All scandals and gossips occupied 39% of the paper’s 24 pages. Advertisements got 50%, pictures were 5% and letter to editor occupied only 1% space. Statesman of same date gave 16 pages in Rs 1.50. news and views comprised of 60% of the total pages, 21% was advertisements, pictures covered 10% of the total space. Readers’ letters was only 1%. The content analysis by D’Souza showed editors today have turned their attention away from readers and mainly concentrated to promote publisher’s financial success.

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## 5. CONCLUSION

The practice of journalism and media houses had gone through many radical changes due to advent of new and digital technologies. Internet and social media have been replaced by print- based news media. As media is changing audiences are changing too. So, does the Journalistic ethics. The media content is mainly controlled by the advertisers and audiences. Like any other commodity, publishers sell news as commercial product in the package of sensationalism. Modern technologies have permitted the citizens talk back to the studios during live telecast. Radio-call in shows and on-line systems allow citizens to participant actively in news production. New technological and economic realities raised an important question about the future of ethical journalism. In a world where data, information and raw videos are widely available and where everyone with access to a computer and mobile can produce news, the value of professional journalism is in question.

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# Agenda Setting and News Papers A content analysis of first pages in Telugu states

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## ABSTRACT

*Though the newspapers have been increasing the number of pages and providing voluminous information first pages continue to be significant in their contribution. They not only attract the attention of the readers but also set the agenda to the public. The agenda help in prioritizing the issues and problems and also support by informing what to know and consequently what to do to solve the problems or how to make use of the disseminated information. In the new millennium the country and the public in turn have witnessed a paradigm shift as major changes such as globalization and economic reforms in socio, economic, political and cultural fronts and the media had also to reprioritized the coverage. The researchers tried to find out the drastic changes at global and national level in these fronts and whether the news papers through their coverage of news help the public in concentrating on these issues. Content analysis of two English and two Telugu newspapers that are published from the telugu states was done to find out as to which news is given priority and the probable reasons for it. The study showed that the news papers continue to highlight the news related to politics, government, crime etc. and other subjects that can support the improvement of quality of lives of the public such as development, science and technology or sports are given less priority.*

**Key words:** *Paradigm shift, globalization, coverage, political, economic, social.*

## INTRODUCTION

The post 1991 scenario of progress witnessed by many sectors is evident in the case of mass media and entertainment too. The growth of Indian media is multidimensional in all its fronts such as print, electronic as well as new media and continue to be crucial in the contemporary times also The newspaper industry which has experienced consolidation in the new millennium itself, began to reveal itself in India by 2002 (Kohli, 2003). Despite rapid transformation of media due to globalization and the penetration of digital media newspapers continue to organize information and draw attention in both public and elite (Hesmondhalgh, 2007, Anderson, Glaisyer, Smith, and Rothfeld, 2011). At a time when print newspaper circulation is declining in the United States, very large and newly literate publics in Brazil, India, China, and other recently industrialized nations are driving an unprecedented rise in total global newspaper circulation (—The Future of News,|| 2011). In the context of the convergence and cross media ownerships global players have been pushing print, electronic media as well as new media which have been surging ahead in their reach, sales and also in profits. Even in this time of arithmetical growth of new media print media continue to draw the attention with the renewed vigour. Print media especially newspapers has also been trying to pool up all resources and push itself. The fact that

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newspaper coverage heavily influences both television and radio broadcast news agendas (McCombs, Lopez-Escobar, and Llamas, 2006) also shows that newspapers are still the channels for millions of people for the information. But the circulation figures and advertising revenue over took the editorial policies resulting in highlighting the commercial interests and pushing down the editorial department (Ray, 2006).

The Indian media has also been experiencing transformation in the direction of consumerism and its content is becoming more and more market driven (Sharma, 2002).—With post cold-war globalization, the US inspired news and entertainment programs have been dominating the media. Clausen's (2004) 'the transnational genre conventions' which include game, chat, and reality shows have come to dominate the mediascape of the South, including the content of the Indian media (Shakuntala and Johal, 2006). In the South the mediascape has been transformed in the 1990s under the impact of neo-liberal, market-oriented economic policies that encourage privatization and deregulation (Thussu, 2007). Jeffery (2000) in his exhaustive study on Indian news paper revolution emphasised on the strategies the strong corporate houses adopted, especially proximity which made Indian print media as a saleable commodity. He observed that commercialization of local news in the form of color supplements on a variety of subjects has been the singular strategy for increasing advertisements and revenues, besides expanding the readership zones state and district wise.

## **FRONT PAGE**

First pages of newspapers establish the identity, character and freshness of the newspaper by means of title, through its display treatment and content. According to Harold Evans (1976), 'the front page is not merely an act of publishing. It is an act of marketing. It is only the first of many pages of editorial, but the public is induced to buy it, or pick it up and read it. This dual function of the front page shows that it should be predominantly editorial.

In the recent past the concept of Manufacturing Consent, by Ed Herman and Noam Chomsky (1988) enhanced the quotient of interest in first page. While many scholars executed qualitative methods to explore the dynamics that shape the production of the newspaper's front page Herman and Chomsky employed quantitative measures to provide empirical support. Based on the —propaganda model—they studied the pages with the help of column-inch comparison, number of articles, number of front page articles, and number of editorials (Herman and Chomsky, 1988). Yeuell (1928) analysed the three most popular Black newspapers, New York Age, Pittsburgh Courier, and Chicago Defender. He analyzed the content types of —social betterment, —neutral and —antisocial and calculated them in column inches comparing the percentage of the total content by category.

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Researchers employing similar methods have over time, developed key metrics including number of articles, number of column lines, number of editorials, number of front-page articles, and column inches. In the last few decades many scholars have researched newspaper front pages and many have studied the production process of the newspaper front page. Number of studies explored the social, cultural, political, economic, and an interpersonal factor shape editorial decision in fixing the priorities of front-pages (Broder, 2000; Forrest, 1934; Gans, 1979). Stepp (1991) wrote that news papers are now moving \_to embrace such topics as parenting or hobbies or shopping, and willingness to billboard such subjects on the front page-often at the expense of the government news papers have diminished.

## **THEORETICAL BACKGROUND**

The study is set within the framework of agenda setting theory (McCombs and Shaw, 1972) which says that correlation is observed between the rate at which the media cover a story and the extent to which people think that the story is important This McCombs' and Shaw's theory summarized, however, that the study of agenda-setting demonstrates a cause-and-effect relationship between media agenda and public agenda.. The public look upto news professionals for cues on where to focus their attention (Griffin, 2009). This agenda setting function has evolved over the years and agenda building as well as framing seems to have been the order of the days. The media do not just tell us what to think about but also influence the way we think, a process that is described as framing (McCombs and Shaw, 1972). This phenomenon is more pronounced in case of first page which is also called as cover page of newspapers. Since it is the face of the newspaper the news items published in it readily catches the attention of them. Along with the news and stories even photos, cartoons are also crucial in impressing the reader to pay attention to. The motive of prioritising the news would be able to guide the audience, the media themselves or other social institutions. Since the space is a major constraint in case of some newspapers the job of editors in finalizing the news of first page becomes more crucial as gate keeping assumes significance. Analysis of the content and framing of front page stories also depicts the paper's —hidden editorial stance (Álvarez Peralta, 2010).

## **REVIEW OF LITERATURE**

With the help of a meta-analysis Allessio and Allen (2000) conducted research on presidential campaigns in the USA and the role played by the media over fifty years, i.e. since 1948, and found it to be only meagerly present in the television network. No significant biases were found for the newspaper industry. Such studies help to bring out the factors operating behind the polity. More recently, a number of communication scholars have developed metrics that study the number of articles found on newspaper front pages. Boydston (2013) created a database that categorizes every front page article (1998–2006) from the NYT. The dataset enables scholars to analyze front page attention to topics over



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time and to compare front page coverage to full-paper coverage. Wolfe, Boydston, and Baumgartner analyzed Boydston's data found that front page coverage is more likely to repeat topics that were covered on the previous day, as compared to full-paper coverage. They also found some important differences between the topics that dominate the front page and those that occupy full-paper coverage, although overall they note a strong positive correlation ( $r = 0.78$ ) between front-page coverage and full paper coverage of any given topic (Wolfe et al., 2009). Chaqués-Bonafont, Palau, and Baumgartner (2014) analyzed 13 years of front pages of the two main Spanish newspapers to study media bias and the impact of media coverage of corruption on Spanish public opinion. Di Tella and Franceschelli (2009) measured the percentage of newspaper front pages dedicated to corruption scandals in the four main newspapers in Argentina during the period 1998–2007. It demonstrated a negative correlation between corruption coverage and government advertising (more government advertising correlated with less corruption coverage), a finding consistent with independent reports of provincial officials withholding advertising as a punishment for papers that provided critical coverage.

A critical analysis of the first-page reporting priorities of the four leading newspapers The Times of India, The Indian Express, The Hindustan Times and the Hindu reveals a number of interesting shifts in the paradigms of news reporting and values. The analysis, which involves the first-page news coverage (including headlines, type of content, photos, and advertisements), offered an insight into the departures from the traditional news values (Bogart, 1982).

Though the number of pages has been increased by virtually newspapers of all sizes i.e broadsheet and tabloid editions of large, medium and small newspapers also the first page continues to be special in drawing the attention especially setting the ball rolling for development. It could set of development for the government, parties as well as public. The best example being the Swatch Bharat campaign by Mass media especially news papers that published a good number of news items and photos.

## **NEED OF THE STUDY**

Price war, special pages, colour printing, participation have brought newspapers close to the readers. Many news papers have been trying to impress the readers with a multitude of formats.

The black and white mastheads of the majority English national news papers (papers turned into color, followed by coloured pages in The Hindu, The Times of India, The Hindustan Times, etc) and the regional news in Telegu (Eenadu Vaartha, and Andhra Jyoti etc in Telugu), special Sunday editions and supplements are some value additions (Jeffrey, 1998 and 2000). In the regional editions, zone wise publications, aptly called 'district editions' in half-demy size began during the 1990s with colored

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mastheads. Eenadu alone had around 32 such zonal editions attached to main newspapers (Jeffrey, 2000). Soon this was followed by other competitors Vaartha, Andhra Bhoomi, Andhra Jyoti, etc. in Andhra Pradesh. Later this culture spread through the entire South India (Ninan, 2007; Kohli, 2003; Jeffrey, 1998, 2000). In this phase of voluminous growth of pages also the first page needs to become a more valuable component in the newspaper setup. From the earlier days itself analysis of front pages of newspaper has been important for communication scholars. At a time when newspapers are competing with a broad set of platforms to draw audience attention and as the print editions of many papers are struggling to find their footing in digitally converged media ecology, newspaper front pages remain key spaces of communication. They continue to shape attention and contribute to set the news agenda across multiple media platforms. Analysis of the contents of newspaper front pages therefore retains analytical force. In this context the study becomes significant as it denotes the direction of shift of news papers. In their agenda setting and how the public agenda dominate the coverage as it is the ultimate in social responsibility of media.

## **METHODOLOGY**

To find out the amount of coverage given by the four news papers and compare among them the researchers have adopted content analysis method. Rhee brings to play content analysis which is absolutely crucial to research and studies in journalism (Rhee, 1997). The quantitative estimates of the first page contents were established by counting the frequencies of the items numerically. Two English news papers The Times of India as well as The Hindu and two Telugu newspapers Eenadu and Andhra Jyothi of 10 years were selected for the study. They were picked up from the year 2008 to 2017 and a sample of 42 newspapers for each year was drawn by means of constructed and continuous week methods. The study tried to analyse the first page coverage of all the units including stories, news and photos whose numbers were counted per page and were put under different content categories. For the purpose of the study, the researchers divided the content of the first page into 13 broad categories Political, Crime, Agriculture, Economic, government and development etc.

## **RESEARCH QUESTIONS**

The researchers tried to find out as to how the first pages focus on issues and set agenda for the public as well as the government and others. The study explores how the vernacular as well as national newspapers have been handling issues of public interest and importance.

The following research questions were set for the study.

1. What type of units is positioned in the first pages of national and vernacular newspapers especially those that are published from Andhra Pradesh?



2. Which units are given more weightage?
3. Which subject category of news/ stories was given more coverage?
4. Is there any significant difference/correlation coverage among the newspapers?

## DATA ANALYSIS

The overall picture of coverage of first pages of the selected dailies shows that among all the four newspapers The Hindu gave more number of news and stories followed by The Times of India, Andhra jyothis and Eenadu. In the quantity wise analysis it is noticed that The Hindu is far ahead of others and Eenadu is in the last position in the list. (Table.1)

**Table 1. Details of no. of items published by the sample dailies in ten years**

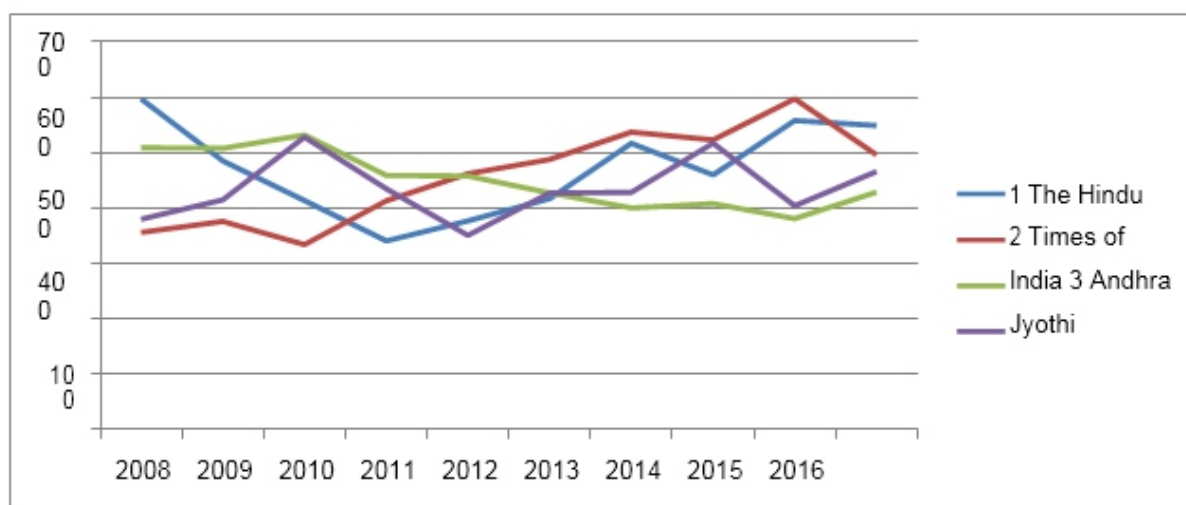
Sl.No.	Name of the Daily	No. of items
1	The Hindu	4715
2	<i>The Times of India</i>	4582
3	<i>Andhra Jyothi</i>	4511
4	<i>Eenadu</i>	4351
	Total	18159

The year wise distribution of the frequency of news coverage shows that in 2008 The Hindu topped the list followed by AJ, Eenadu and The Times of India. In 2009 Andhra Jyothi gave more news followed by The Hindu, Eenadu and The Times of India. In 2010 Telugu news papers, Andhra Jyothi (532) and Eenadu (528)) gave more coverage followed by English newspapers i.e The Hindu(414), The Times of India(334). In 2011 also the same trend is observed where Andhra Jyothi(459)gave more coverage followed by Eenadu (453), The Hindu( 341) and The Times of India (341). In the next year i.e. in 2012 The Times of India (462) topped the coverage followed by Andhra Jyothi (458), The Hindu (377), Eenadu (351).

In the next five years English news papers are better placed than Telugu newspapers in the coverage of first pages. In 2013 the Times of India (488) is better placed than the rest of the three i.e. The Hindu(417), Andhra Jyothi and Eenadu have published and equal number (427) of items in their first pages. In 2014 The Times of India (537) stood first followed by The Hindu(517) Eenadu(428) and Andhra Jyothi(400). In 2015 also the same situation is repeated as The Times of India (523), Eenadu(517), The Hindu(460)and Andhra Jyothi(408). In 2016 again the English newspapers topped the coverage The Times of India (597), The Hindu (558) followed by telugu newspapers Eenadu(404), Andhra Jyothi (381) were published. In 2017 also English news papers dominated in their coverage as The Hindu published more news (549) followed by The Times of India (496), Eenadu(466) and Andhra Jyothi(429)(Table 2).

**Table 2. Distribution of number of items published in first pages of sample dailies in 10 years**

S. No.	Name of the Daily	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Total
1	The Hindu	597	485	414	341	377	417	517	460	558	549	4715
2	<i>The Times of India</i>	356	376	334	413	462	488	537	523	597	496	4582
3	<i>Andhra Jyothi</i>	509	508	532	459	458	427	400	408	381	429	4511
4	<i>Eenadu</i>	380	415	528	435	351	427	428	517	404	466	4351
	Total	1842	1784	1808	1648	1648	1759	1882	1908	1940	1940	18159

**Figure 1. Distribution of number of items published in first pages of sample dailies in 10 years**

The category wise distribution of first page items of the sample papers for all the 10 years shows that all the newspapers gave top priority to the Political and Government news. With regard to second place Development was given second place by both the Telugu news papers i.e. Andhra Jyothi and Eenadu whereas The Hindu and The Times of India gave second place to Crime, Public Moral Problems, Conflicts and Law (Table 3).

When The Hindu's coverage is observed Development (10.10%) was given fourth place, followed by General Human Interest (6.51%), Economic activity Travel and Transport (5.49%), Accidents and Disasters (3.92%), Sports (3.69%), Art, Education Popular Amusements (3.61%). Even in The Times of India Development (12.29%) was given third place followed by Sports (7.12%), General Human Interest (6.85%), Art, Education Popular Amusements (5.48%), Economic activity Travel and Transport (5.24%), Accidents and Disasters (3.89%). In both these news papers War and protests, Science and Invention, Women, Public, Health and Welfare, SC and ST were in less number in the first pages.

Andhra Jyothi gave third priority to Crime, Public Moral Problems Conflicts and Law (7.89%), followed by General Human Interest (5.54%), Art, Education Popular Amusements (4.99%), Sports (3.13%), Economic activity Travel and Transport (2.86%), Accidents and Disasters (2.75%), War and Protests (2.02%). Women, Science and Invention, Public, Health and Welfare as well as SC and ST occupy less than 1% each. On the same lines Eenadu also gave third priority to Crime, Public Moral Problems, Conflicts and Law (5.54%) followed by Economic activity Travel and Transport (5.52%), General Human Interest (3.93%), Art, Education Popular Amusements (3.68%), Accidents and Disasters (3.15%), Sports (2.09%). War and Protests, Science and Invention, Women, Public, Health and Welfare and SC and ST are less than 2% in frequency (Table3).

Coefficients of correlation among the subject categories of selected news papers shows that Andhra jyothi and Eenadu are closely correlated followed by English newspapers (Table 4).

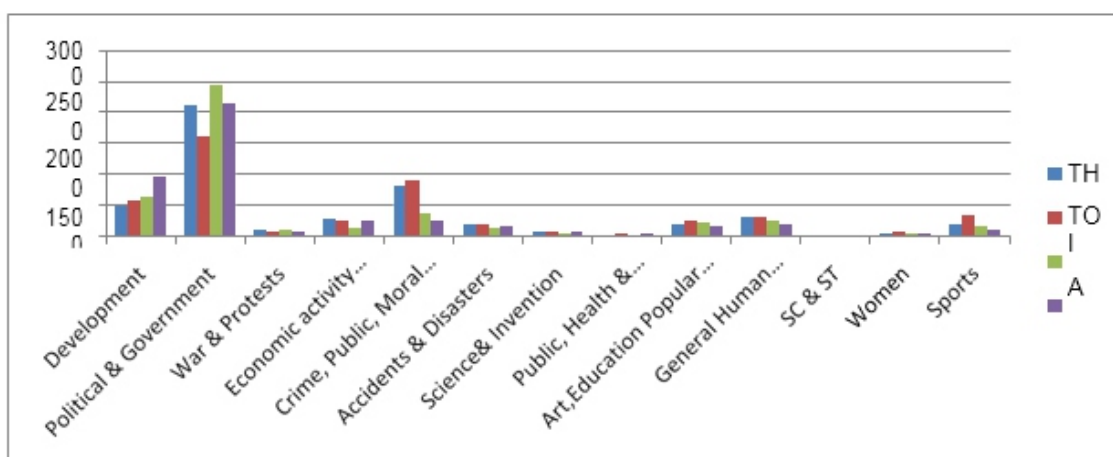
**Table 3 Distribution of first page items under subject category for 10 years**

Subject category	<i>The Hindu</i>		<i>The Times of India</i>		<i>Andhra Jyothi</i>		<i>Eenadu</i>	
	fr.	%	fr.	%	fr.	%	fr.	%
Development	476	10.1	563	12.29	633	14.03	944	21.7
Political and Government	2114	44.84	1614	35.23	2455	54.42	2147	49.34
War and Protests	90	1.91	56	1.22	91	2.02	74	1.7
Economic activity	259	5.49	240	5.24	129	2.86	240	5.52
Crime, Public, Moral Problems Conflicts and Law	819	17.37	889	19.41	356	7.89	241	5.54
Accidents and Disasters	185	3.92	178	3.89	124	2.75	137	3.15
Science and Invention	61	1.29	54	1.18	32	0.71	57	1.31
Public, Health and Welfare	9	0.19	23	0.5	17	0.38	40	0.92
Art, Education, Popular Amusements	170	3.61	251	5.48	225	4.99	160	3.68
General Human Interest	307	6.51	314	6.85	250	5.54	171	3.93
SC and ST	1	0.02	1	0.02	13	0.29	5	0.11
Women	50	1.06	72	1.57	45	1	44	1.01
Sports	174	3.69	326	7.12	141	3.13	91	2.09
Total	4715	100	4581	100	4511	100	4351	100

**Table 4. Coefficient of correlation of first page items under subject category for 10 years**

	<i>The Hindu</i>	<i>The Times of India</i>	<i>Andhra Jyothi</i>	<i>Eenadu</i>
<i>The Hindu</i>				
<i>Times of India</i>	0.97			
<i>Andhra Jyothi</i>	0.96	0.21		
<i>Eenadu</i>	0.93	0.89	0.98	

**Figure. 2 Distribution of first page items under subject category for 10 years**



**Formats.** The researcher studied the distribution of first page items as per the formats of —Bannerl items and —othersl in the sample news papers for all the 10 years. Just like the subject category wise analysis the format wise analysis also shows that even in the total coverage that includes —Bannersl and —othersl also Political and government category is dominating in all the four papers. Whereas Development is given second place in Telugu newspapers and English newspapers gave second place to Crime, public, moral problems, conflicts and law. An overall look at these formats of sample newspapers shows that Science and invention, Women, Public, health and welfare, SC and ST have covered less than 1%.

When the paper wise total of banners and other stories in The Hindu were analyzed nearly half are Political and Government and next priority was given to Crime, Public, Moral Problems, Conflicts and Law followed by Development, General Human Interest, Economic Activity Travel and Transport, Accidents and Disaster, Sports, Art, Education Popular Amusements, War and Protests (1.66%), Science And Invention (0.71%). In The Times of India the total of both the formats i.e., banner, others shows that Political and Government and Crime, public, Moral problems conflicts stood in first two places. Development is found in the third place followed by General human interest, Economic activity, travel and Transport, Sports, Art, Education, Popular amusements, Accidents and Disasters, War and protests, Science and invention.

In Andhra Jyothi the total of both the formats of Banner, others shows that Political and government, Development and Crime, public moral problems conflicts and law stood in the first three places where as Public health and welfare, Science and invention and SC and ST were given less than 1% coverage. The total of both the formats of Banner, others in Eenadu shows Political and government and Development were given first and second places followed by Economic activity, travel and transport, Crime, public moral problems conflicts and law, General human interest, Sports etc. in the total of both these formats (Table 5).

Coefficients of correlation of the news papers as per the total coverage of first ages that include banner items and others shows that Andhra Jyothi is closely related to Eenadu and The Times of India followed by The Hindu and The Times of India (Table 6).

**Table 5. Distribution of total items of Banner and Others in first pages of sample dailies.**

Subject Category	The Hindu				Times of India				Andhra Jyothi				Eenadu			
	B fr.	O fr.	Total	Total %	B fr.	O fr.	Total	Total %	B fr.	O fr.	Total	Total %	B fr.	O fr.	Total	Total %
Development	28	376	404	10.78	36	430	466	13.67	49	413	462	17.10	77	574	651	23.71
Political & Government	248	1385	1633	43.59	187	975	1162	34.08	252	1149	1401	51.85	214	1077	1291	47.01
War & Protests	7	64	71	1.90	6	44	50	1.47	6	41	47	1.74	7	33	40	1.46
Economic activity Travel& Transport	18	201	219	5.85	23	184	207	6.07	10	82	92	3.40	27	152	179	6.52
Crime, Public Moral Problems Conflicts & Law	58	651	709	18.93	79	642	721	21.14	30	190	220	8.14	24	130	154	5.61
Accidents & Disasters	11	137	148	3.95	12	127	139	4.08	10	58	68	2.52	15	63	78	2.84
Science& Invention	3	46	49	1.31	4	41	45	1.32	2	15	17	0.63	9	29	38	1.38
Public, Health & Welfare	0	7	7	0.19	3	15	18	0.53	3	6	9	0.33	3	28	31	1.13
Art, Education Popular Amusements	7	116	123	3.28	8	133	141	4.13	20	108	128	4.74	13	81	94	3.42
General Human Interest	25	206	231	6.17	33	203	236	6.92	18	131	149	5.51	15	93	108	3.93
SC & ST	0	1	1	0.03	0	1	1	0.03	0	7	7	0.26	1	2	3	0.11
Women	1	37	38	1.01	3	50	53	1.55	7	22	29	1.07	3	25	28	1.02
Sports	15	98	113	3.02	24	147	171	5.01	9	64	73	2.70	12	39	51	1.86
Total	421	3325	3746	100.00	418	2992	3410	100.00	416	2286	2702	100.00	420	2326	2746	100.00

**Table 6: Coefficients of correlation among the subject categories of selected news papers**

	<i>The Hindu</i>	<i>The Times of India</i>	<i>Andhra Jyothi</i>	<i>Eenadu</i>
<i>The Hindu</i>				
<i>Times of India</i>	0.9795			
<i>Andhra Jyothi</i>	0.9541	0.9814		
<i>Eenadu</i>	0.9099	0.8756	0.9814	

### Coverage of banner items

When —banners‖ were studied all the newspapers gave first priority to Political and Government whereas the second priority changed from English to Telugu newspapers. Development received second highest coverage in Andhra Jyothi and Eenadu where as Crime, Public Moral Problems Conflicts and Law appeared in the second place in the English newspapers that is The Hindu and the Times of India. Third place was received by an altogether different subject category such as Development (The Hindu) General Human Interest (The Times of India) Crime, Public, Moral Problems, Conflicts and Law (Andhra Jyothi), Economic activity, Travel and Transport (Eenadu). In The Hindu General human interest, Economic activity, travel and transport, Sports, Accidents and disasters, Art, education popular amusements, War and protests were given priorities0, Science and invention and women received less than 1% coverage where as Public health and welfare, SC and ST did not receive any coverage. In The Times of India in banner news development, Sports, Economic

activity, travel and transport, Accidents and disasters, Art, education, Popular amusements, War and protests are in the order of priority. Science and invention, Public health and welfare as well as Women are less than 1% each and no item related to SC and ST category is noticed.

In Andhra Jyothi Art, education, popular amusements received fourth place as banners followed by General human interest, Accidents and disasters, Economic activity travel and transport, Sports, Women, War and protests. Public health and welfare, Science and invention, received less than 1% and SC and ST did not figure in the coverage. In Eenadu Crime, Public, Moral Problems, Conflicts and Law received fourth place followed by General human interest, Accidents and disasters, which were given equal importance followed by Sports, Science and invention, Art, education popular amusements, War and protests (Table 7).

Coefficient of correlation of first page banner items under subject category for 10 years shows that the Telugu news papers i.e Andhra jyothi and Eenadu are closely related followed by The English newspapers i.e The Times of India and The Hindu (Table 8).

**Table 7. Distribution of first page items as per Banner coverage of newspapers of 10 years**

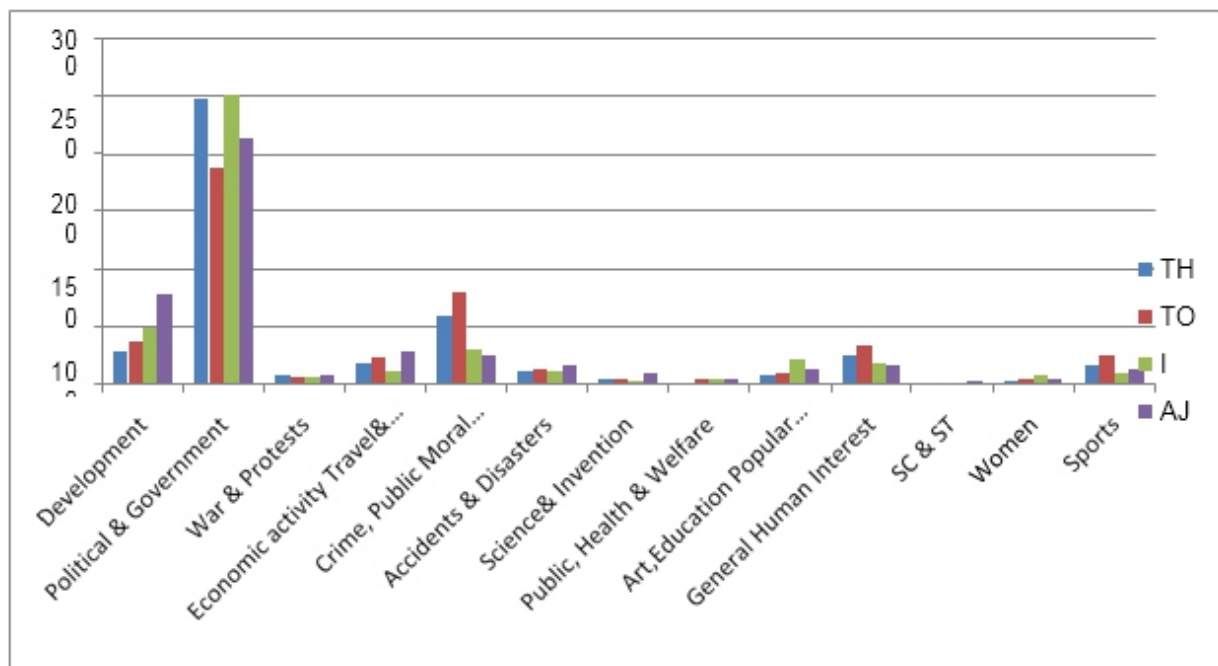
Subject category	<i>The Hindu</i>			<i>The Times of India</i>			<i>Andhra Jyothi</i>			<i>Eenadu</i>		
	fr.	%	Rank	fr.	%	Rank	fr.	%	Rank	fr.	%	Rank
Development	28	6.65	3	36	8.61	4	49	11.78	2	77	18.33	2
Political and Government	248	58.91	1	187	44.74	1	252	60.58	1	214	50.95	1
War and Protests	7	1.66	8	6	1.44	9	6	1.44	9	7	1.67	9
Economic activity Travel and Transport	18	4.28	5	23	5.5	6	10	2.4	6	27	6.43	3
Crime, Public Moral Problems Conflicts and Law	58	13.78	2	79	18.9	2	30	7.21	3	24	5.71	4
Accidents and Disasters	11	2.61	7	12	2.87	7	10	2.4	6	15	3.57	5
Science and Invention	3	0.71	9	4	0.96	10	2	0.48	11	9	2.14	8
Public, Health and Welfare	0	0	-	3	0.72	11	3	0.72	10	3	0.71	10
Art, Education Popular Amusements	7	1.66	8	8	1.91	8	20	4.81	4	13	3.1	6
General Human Interest	25	5.94	4	33	7.89	3	18	4.33	5	15	3.57	5
SC and ST	0	0	-	0	0	-	0	0	-	1	0.24	11
Women	1	0.24	10	3	0.72	11	7	1.68	8	3	0.71	10
Sports	15	3.56	6	24	5.74	5	9	2.16	7	12	2.86	7
<b>Total</b>	<b>421</b>	<b>100</b>		<b>418</b>	<b>100</b>		<b>416</b>	<b>100</b>		<b>420</b>	<b>100</b>	

**Table 8. Coefficient of correlation of first page banner items under subject category for 10 years**

	<i>The Hindu</i>	<i>The Times of India</i>	<i>Andhra Jyothi</i>	<i>Eenadu</i>
<i>The Hindu</i>				
<i>Times of India</i>	0.97			
<i>Andhra Jyothi</i>	0.96	0.21		
<i>Eenadu</i>	0.93	0.89	0.98	



**Figure 3. Distribution of subject categories in Banner coverage**



### Other items

When items —other than —banner were studied just like in case of banner Political and Government were given top priority by all the news papers uniformly. With regard to second place English newspapers covered Crime, Public, Moral Problems, Conflicts and Law as second priority where as Telugu news papers Andhra Jyothi (18.07%) and Eenadu (24.68%) have given second importance to development. Development received third place in English news papers. With regard to third place in Telugu dailies again different subjects such as Crime, Public, Moral Problems, Conflicts and Law (Andhra Jyothi), Economic activity, Travel and Transport (Eenadu) are noticed. With regard to The Hindu subjects such as General human interest, Economic activity, Travel and Transport, Accidents and Disasters, Art, Education Popular Amusements, Sports, received the priority in descending order. War and Protests, Public Health and Welfare, Women received little more than 1% whereas SC and ST, and Public, Health and Welfare are highly insignificant. In case of The Times of India General human interest received fourth place followed by Economic activity, Travel and Transport, Sports, Art, Education, Popular Amusements, Accidents and Disasters. Women, War and Protests, Science and Invention received little more over 1%, whereas Public, Health and Welfare and SC and ST are highly insignificant.

Crime, Public Moral Problems Conflicts and Law received third place in Andhra Jyothi followed by General human interest which is sometimes the outcome of crime received fourth place. Art, Education, Popular Amusements, Economic activity, Travel and Transport, Sports, Accidents and Disasters, War and Protests occupied next positions. Women, Science and invention, SC and ST as well as Public

Health and Welfare are very insignificant in coverage. On the same lines of Andhra jyothi, Eenadu also gave top priority to Crime, Public Moral Problems Conflicts and Law, followed by General human interest which is mostly based on the Crime. Sports, Science and Invention, Public health, War and Protests, Women, SC and ST received very less compared to the above category (Table 9).

Coefficient of correlation of first page —other items of 10 years shows that the Telugu news papers i.e. Andhra jyothi and Eenadu are closely related followed by The English newspapers i.e The Times of India and The Hindu (Table 10).

**Table 9. Distribution of first page items as per category “Others” for 10 years**

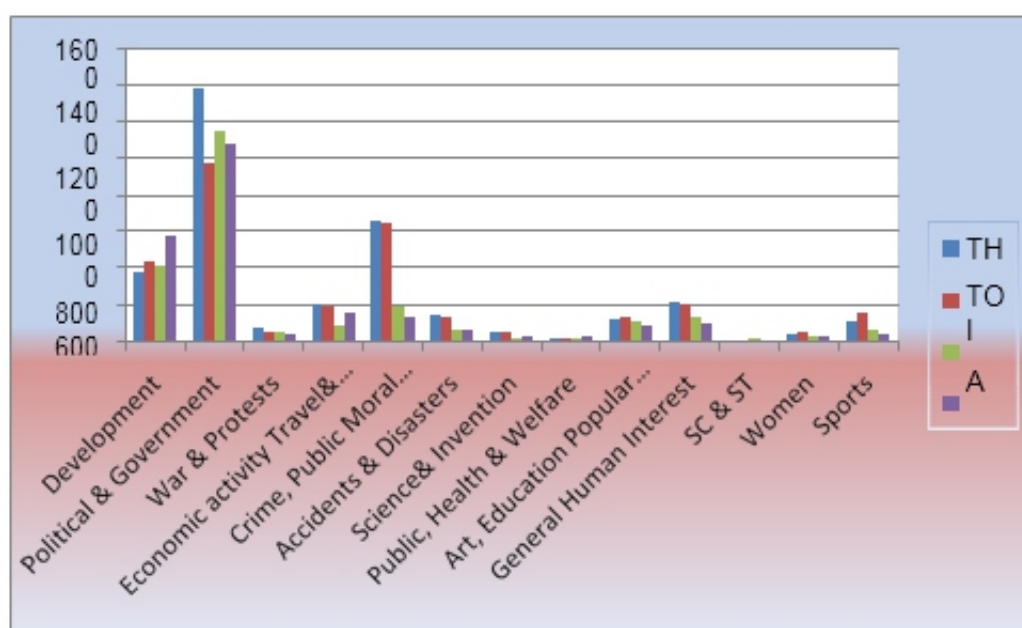
Subject Category	The Hindu			The Times of India			Andhra Jyothi			Eenadu		
	fr.	%	Rank	fr.	%	Rank	fr.	%	Rank	fr.	%	Rank
<b>Development</b>	376	11.31	3	430	14.37	3	413	18.07	2	574	24.68	2
<b>Political and Government</b>	1385	41.65	1	975	32.59	1	1149	50.26	1	1077	46.3	1
<b>War and Protests</b>	64	1.92	9	44	1.47	10	41	1.79	9	33	1.42	8
<b>Economic activity Travel and Transport</b>	201	6.05	4	184	6.15	5	82	3.59	6	152	6.53	3
<b>Crime, Public Moral Problems Conflicts and Law</b>	651	19.58	2	642	21.46	2	190	8.31	3	130	5.59	4
<b>Accidents and Disasters</b>	137	4.12	6	127	4.24	8	58	2.54	8	63	2.71	7
<b>Science and Invention</b>	46	1.38	10	41	1.37	11	15	0.66	11	29	1.25	10
<b>Public, Health and Welfare</b>	7	0.21	12	15	0.5	12	6	0.26	13	28	1.2	11
<b>Art, Education Popular Amusements</b>	116	3.49	7	133	4.45	7	108	4.72	5	81	3.48	6
<b>General Human Interest</b>	206	6.2	5	203	6.78	4	131	5.73	4	93	4	5
<b>SC and ST</b>	1	0.03	13	1	0.03	13	7	0.31	12	2	0.09	13
<b>Women</b>	37	1.11	11	50	1.67	9	22	0.96	10	25	1.07	12
<b>Sports</b>	98	2.95	8	147	4.91	6	64	2.8	7	39	1.68	9
<b>Total</b>	3325	100		2992	100		2286	100		2326	100	

**Table 10: Coefficient of Correlation of first page items under subject category for 10 years**

	<i>The Hindu</i>	<i>The Times of India</i>	<i>Andhra Jyothi</i>	<i>Eenadu</i>
<i>The Hindu</i>				
<i>Times of India</i>	0.9785			
<i>Andhra Jyothi</i>	0.9462	0.8986		
<i>Eenadu</i>	0.8987	0.8651	0.9814	



**Figure.4: Distribution of subject categories in the format of “others”**



## CONCLUSIONS AND SUGGESTIONS

The study of coverage of news has shown that still the newspapers have been following the old concept of prioritizing the Political and Government news. It seems to be unanimous choice of all the news papers irrespective of the geographical scope of national or regional. But from the second place onwards the choices have been changing very drastically. Crime and its related topics such as General human interest are getting more coverage. Whereas, development also seems to be the favorite in second or third place. Compared to English Telugu newspapers prefer more development related topics. This could be due to the fact that Telugu newspapers are regional oriented and they cover more of rural and semi urban areas as well as urban regions. So development is given more or less equal priority of all areas. In the tabloids which are very common in Telugu dailies agriculture, health, education issues are covered more than the English news papers.

Based on the study the following suggestions are offered to improve the quality of coverage and make it more useful for the public.

- No doubt politics, government are very important subjects for public but more coverage about other categories of news and stories such as economic, business, science and technology should be taken up.
- Their frequency should be increased as most of the time the coverage is in the form of index only which may not hold the attention of the reader
- The news may be given different treatment in presentation, layout so that they would remove monotony and attract the attention

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The number of investigative and human interest stories may be raised as they would help in setting the agenda for the government machinery to take up the activities as per the needs of the public.

- Topics such as women, science and technology need to be enhanced as they are the driving forces of development of the nation.
- Since the information is also a right of the reader he should not be deprived of certain topics.
- Exclusive and contemporary ideas like Sports, Literacy might throw more light on the well being of the health of the nation.
- The number of positive stories should also be raised as they may motivate others to try and follow them.
- In the first page the advertisements shall also be restricted and the rule of 60:40 should be strictly followed.
- The formats of coverage also should be changed from descriptive to analytical as television channels would be covered in a detailed and would be updated regularly thought the day.
- If necessary special training may be given to journalists to cover these topics as they need technical knowledge about the jargon and aspects.
- Since the media act as change agents the subjects should be focused in multi dimensional manner.

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# Importance of Media in Social Movement: A micro study in Indian Perspective.

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## ABSTRACT

*India is a biggest democratic country in the world. It has a character of diversity because all type of caste, creed, and religious people lived in this country. So in this type of characteristic the country faces different type of movements from pre-independence to after independence. Sometimes the movements became violent. The reasons behind any kind of social movements are like social, economic, political, cultural, ethnic etc. Any kind of social movement to be very specific is the result of the function of both integration and disintegration changes in the socio- economic aspirations of the people of a particular social setting may gave rise to unrest in the society and it can be defined as "social movement". It is observed that media plays an important role in all type of social movements which take place in the society.*

**[Key Words: - Democracy- Movements- Media]**

## INTRODUCTION:-

It is widely accepted that India is one of the biggest democratic country in the world. It has the character of diversity of unity among the all kinds of people so it faces some kind of movements. Most of the studies related to the social movement came into force after the mid 1960s. Many scholars define social movements in different perspective. Ghansyam Shah in his book defines social movements as it develops in course of time, and it begins with protest or agitation on a particular issue which may not have the „organization“ or „ideology“ for change.<sup>1</sup> But in general point of view it can be defined that the social movement means the agitation in society which brings change in society. Paul Wilkinson define social movement as “A social movement is a deliberate endeavour to promote change in any direction and by any means, not excluding violence, illegally, revolution or withdrawal into „utopian“ community. Social movements are thus clearly different from historical movements, tendencies or trends. It is important to note, however, that such tendencies are trends, and the influence of the unconscious or irrational factors in human behavior, may be of crucial importance in illuminating the problems of interpreting and explaining social movement”.<sup>2</sup> Any kind of social movement which occurred in the society is because of various reasons like- social, economic, linguistic, ethnic, political etc. Any kind of social movement to be very specific is the result of the function of both integration and disintegration changes in the socio-economic aspirations of the people of a particular social setting may gave rise to unrest in the society and it can be defined as “social movement”. Most of the social

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movements in the society are the result of frustration aggression complex. Such situations are commonly found in the developing societies where the institutional measures seem to be insufficient to minimize the gap between the aspirations of the people and the performance of the system.

Therefore, social movements in society has different kinds Shah (1977) classifies movements as

**a) Revolt:** - It is a challenge to political authority, responsive and workable.

**b) Rebellion:** - It is an attack on existing authority, aimed at over-throwing the government.

**c) Reform:** - It attempts to bring about changes in the relations between the parts of the system in order to make it more efficient, responsive and workable.

**d) Revolution:** - It is a section or sections of society launch an organized struggle to overthrow not only the established government and regime but also the socio-economic structure which sustains it, and replace the structure by an alternative social order.<sup>3</sup>

## **Media**

Another important segment of the society is the media power which may act as the driving force behind the moulding public opinion in any social movement in the society. So, scholars from all over the world acknowledged media power in a democratic system. Through media public ventilate their opinion on any issue not necessarily political only but on broader social problems which may cover other aspects of social life as well. The Sociology Central the Mass Media defines media as a medium, is a „channel of communication“ a means through which people send and received information. According to Wilbur Schramm „a mass medium is essentially a working group organized around some device for circulating the same message, at about same time, to a large number of people“.

In sociological perspective mass media can be categories into three types like

**a) Print Media:** - Newspaper, Magazines, Books, leaflet and other textual documents etc.

**b) Electronic Media:** - Radio, Television, Audio and video recordings etc.

**c) New Media:** - CD-ROMs, DVDS, internet facilities etc.

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The functions of media in society are like

**a) Information:** - media provides news and information to the people through print, electronic and new media.

**b) Education:** - media helps to educate people by different kinds of news related to their lives like government policies, programmes, movements etc.

**c) Entertainment:** - media can act as an actor of entertain people.

**d) Persuasion:** - media plays an important role to mould public opinion regarding different issue and also brought people of the world closer to each other.

### **IMPORTANCE OF MEDIA IN SOCIAL MOVEMENTS:-**

The problem of importance of media in social movement can be understood if placed against the broader theoretical perspective of liberal democracy which embodies within itself such basic elements as individual liberty and economic development. It is interesting to note that of all Third World Nations, India's option for democratic governance was conditioned by historical necessity and contextual demands with the attainment of independence. India with an infant state with shattered economy had to create an environment of trust, dependence and participation of the people of her survival and stability. The selection of twin tasks of nation-building and state- building became the first priority agenda for the makers of the new nation. The belief that growth could be achieved with the people was considered to be the basic foundation. It may not be exaggeration to suggest that to-days concept of „inclusive growth through peoples“ participation served as the foundation for development in the initial stage also. Thus democratic governance for India became a major pattern which sought to ensure freedom of speech and press, open party competition and independent trade unionism. While appreciating the democratic experience in India over such an extended period, John D.Nagel in his book “Introduction to Comparative Political System Performance in Three Worlds, (Chicago, 1992, p277) has very aptly commented: “The list of causalities among Third World democracies indicates how difficult it is for this system type to survive over an extended period in the LDCS, yet the example of India ....indicates that even a very poor nation, and in so many ways a very divided nation, personal liberty is a valued goal”.

The real strength of democracy has been shown during and after national emergency (1975-76) which failed to destroy the very roots of India's democratic governing system. This socio- political affirmation in democratic ideals has been summed up by Nagel in the following words: “In 1975 and 1976, during the so-called emergency period of limited dictatorship by Prime Minister Indira Gandhi, it



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seemed as though Indian democracy was about to crumble. Yet Mrs. Gandhi did not, by most accounts, try to establish a full-blown dictatorship, rather she called for elections, which she lost, and after losing peacefully turned over the reins of government". (ibid) Again, he observes, "Whatever the damage done to the personal liberty of both ordinary citizens and oppositional leaders during the eighteen month emergency, the whole structure of Indian democracy did not collapse like a house of cards, as had been the case of many other countries. Third World democracies cannot afford to ignore the values of economic development and social welfare but their main claim to legitimacy rests on a commitment to political liberty". (ibid)

This observation by Nagel and many other commentators both Foreign and Indian suggests that India's democratic pattern is based on the faith of individual freedom. The constitutional arrangement in India firmly establishes its faith on, among other freedoms, freedom of speech and expression as guaranteed in Art.19. Following the classical and universal code, these freedoms have been made conditional and under no circumstances these can be treated as license. So it is very important for media to highlight the issue of social movement in broader perspective. Media as a generating system played an important role to accumulate opinion and decisions of the public. Because through media display news people get information whether they are real or not. Now a day's media covered that news which can grow their business. The ethics of media does not see in anywhere.

### **CONCLUSION:-**

So it can be said that the media plays an important role in the society. People in recent time whether they are literate or not want to know about the surrounding issues through the eyes of media. People are so much relates themselves in social issues like movements or so on. Social movements always make changes in the society and people relate themselves or highlight their point of view about the movement positively or negatively. Some media highlights this issues positively and some negatively to increase their circulations in society. Therefore it is very important for media to display the news authentically.

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# Job and Salary Satisfaction of Journalists in Telugu Press: A Survey Analysis in Andhra Pradesh

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## ABSTRACT

*This study explores how to job and salary satisfaction of Journalists in Telugu Press in Andhra Pradesh. For this study, a survey was conducted on 100 journalists working at 9 general daily Newspapers in Krishna District (Rural) of Andhra Pradesh, India. The research results showed that, demographic profile of journalists, Qualification in Journalism, working position in the present organization, Job and salary satisfaction. Majority of journalists feel unsatisfied with their salaries, and they have no appointment orders. They were said their work was temporarily basis. Finally concluded that the attitude of managements did not interest to pay salaries to Journalists. Key words: Telugu Press, Journalists, Satisfaction, salary, Job.*

## INTRODUCTION

At the beginning of the journalistic career the rather tough and adverse conditions i.e. low payments, unpaid extra working hours, acting as assistant to the Chief Reporter or Staff reporter by serving personal works, and not working as a real reporter. It's may give rise to professional dissatisfaction and lead journalists to change their jobs and sometimes, even their careers". It was stated in this study that the youngest journalists had the lowest wages. Most of the young journalists are lose their valuable future and time in this profession. They admire to very small identity and respect from the politicians and officials. However, poor earnings were complained of by the various journalists who, as a result, felt they had a low quality of life style. Many journalists gave priority to the story, earning salary and making their safety a secondary issue - they felt that it they did not report News Stories.

The fate of most of the journalists lives in the miserable conditions. Some of the journalists at various levels are simply treated as bonded laborers and thrown out by the capitalistic managements at their whims and fancies. No hesitation to write that even today many of the managements coerce and force the editorial staff to resign. That's why, that journalism which is termed as the 4th Estate is noble profession on one hand but it is the most thankless job on the other hand. Most of the lives of journalists are always struggles with their own cause or for the sake of the society.



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## **JOURNALISM**

Journal“ism“ is a Philosophy, for Phi-Los-O-Phy means, „love and pursuit of wisdom by intellectual means and moral self-discipline“. In other words, it is an endless search for truth quest for trout“s necessitates introspection. Introspection lead to introversion. So, it is the penultimate state of penance to search and explore the inner-self.

## **IMPORTANCE OF PRESS**

The role of the media in the society primarily depends upon the society and its impact on the freedom it enjoys, its access to the people and its credibility and acceptability. Democracy requires an informed public opinion for its effective operation, since the public opinion becomes the ultimate controller of social goals, laws, and affairs of the society. Democratic constitutions therefore have to guarantee freedom of the press to ensure free flow of information. The citizens need information to understand the day to day affairs of the society -both on its civil and political side.

Over the years the press become too powerful that it soon acquired the states of „Fourth Estate“ as it was aptly described by the British politician Edmund Burke. It also became so indispensable for the democratic functioning that Thomas Jefferson, the third US president (1801-09) said, „we should have a government without newspapers or newspapers without a government, I should not hesitate for a moment to prefer the latter“. For the same reason Pundit Nehru declared „I would rather have a completely free press with all the dangers involved in the wrong use of that freedom than suppressed or regulated press“. (Speech at the Newspapers Editor“s Conference on 3rd December, 1950). The press as a mass communicator as a self-assumed representative of the people, as their regular and constant spokesmen and as unignorably intervener on their behalf became almost a natural ally of the society and its inseparable projection.

## **BRIEF HISTORY OF TELUGU DAILIES**

Andhra“s first successful daily paper the Andhra Pathrika, it was started as a weekly from Bombay in 1908 by Kasinadhuni Nageswara Rao Panthulu. He moved the weekly to Madras in 1914 and after few years, converted it in to a daily. After the death of Nageswara Rao in 1938, the pathrika was managed by a trust. It shifted to Vijayawada in 1965 after Andhra province was formed. Later it started publishing from Hyderabad too.

A popular rival of Andhra Pathrika was the Andhra Prabha, first published in 1938 by the Express group. The first editor was Khasa Subba Rao, N. Narayana Murthy followed his as the editor. Narla venkteswara Rao was the most famous editor of Adhra Prabha, who set a high bench mark for Telugu

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journalism. He loved his freedom. He resigned from the Andhra Prabha and became the editor of Andhra Jyothi. Which was started in 1960 at Vijayawada. The formation of Andhra Pradesh state in 1953 another two dailies started that is Andhra Bhoomi and Vishalndhra.

The Eenadu was launched in Vishakhapatnam 10th August 1974, and year later in Hyderabad. Ch. Ramoji Rao, the publisher of Eenadu, single handedly changed the way of journalism was practiced in Telugu media. Vartha, a daily newspaper was published in 1993 by the Sanghi group. However, Vartha compensated and filled the Vacuum and void created by the fading out of Udayam at that time. Then in recent times, 'Sakshi' with its colorful get up and makeup of every page broken all the earlier records of circulation.

## **REVIEW OF LITERATURE**

Demers showed that professional satisfaction was higher in decentralized news rooms, characterized by a higher level of autonomy for journalists. In 1995, pollard also concluded that the satisfaction depended on factors such as frequent discussion with job supervisors and the journalist's perception of autonomy.

Weaver et.al found that the best predictors of job satisfaction were the levels communication among journalists in the news room, especially between reporters and their editors, the perception of autonomy, and the flexibility in their work. Most of scholars conclude that professional autonomy, participation dialogue in the news room, and the values of their work were decisive factors in influencing job satisfaction of journalists. Job satisfaction among journalists obviously rests on numerous variables. Job satisfaction involves not only journalist's enjoyment of their jobs, but also to their contribution to their companies. If they were happy with their jobs, they tend to work more effectively. If they were not satisfied, they tend to leave their jobs, or sometimes the field of journalism entirely, because of both personal and organizational consequences of dissatisfaction: the news media need to address the issue.

In a variety of studies, Reinardy has used the concepts of job quality (Scott Reinardy), work family conflict (Scott Reinardy) and organizations support (Scott Reinardy). The concept of job quality, based on the work of Hackman and Oldham, separates employee's perception of their work in to four factors: autonomy, variety, importance and feedback (J. Richard Hackman and Greg R. Oldham).

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## **THEORETICAL FRAME WORK**

Herzberg, Mausner and Snyderman (1959) to examine workers attitudes towards their jobs. They elaborated what has come to be known as the Motivation -Hygiene theory and stated that there is a relationship between job attitudes and job productivity.

Furthermore, job satisfaction and job dissatisfaction could not be determined on the same range job satisfaction and job dissatisfaction are not oppositely, but rather, they act as a counterbalance to each other"s they are viewed as two separate and parallel areas. Consequently, Motivation -Hygiene theory established that job attitude could be measured by two sets of factors: motivation and Hygiene.

Those factors guiding workers to positive attitudes will not to be the same ones, necessarily as those leading them to negative attitudes.

In other words, positive job attitudes lead to high productivity. That is, workers who are happy in jobs are more productive. By contrast, negative job attitudes lead to poor performance, this means that when workers are discontented or frustrated in their jobs, their work productivity tends to decline.

According to Herzberg Mausner and Snyderman (1959) Hygiene factors are the political, social and technological machinery involved in the job, such as company policies and administration, supervision, physical working conditions, interpersonal relations, (supervisor and co-workers) benefits, and job security. Furthermore, motivation factors include recognition, achievement, work itself, responsibility, professional advancements and the Possibility of intellectual growth. In addition, the theory points out that workers loyalty to their company varies according to their level of job satisfaction.

## **RESEARCH OBJECTIVES**

To identify the journalist social and economic background. To study the journalists educational qualifications.

To understand the journalists satisfaction of job and salary.

## **SELECTION OF RESEARCH METHOD**

Survey is suitable for collecting primary data simultaneously from various parts of respondents (Babbie, 1998). Kerlinger(1973) considered survey research as social scientific research and focuses on people, the vital facts of people, and their beliefs, opinions, attitudes, motivations and behavior. It

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has been further clarified by Parten(1950) that the social scientific nature of the survey research is reviewed by the nature of its variables which can be classified as sociological facts, opinions and attitudes. With appropriate sampling, a survey can provide an illustration an explanation of relationship between variables. Survey also allowed researchers to collect to primary data to archive and objective of study the reinforcement of values and adolescents identity.

## **RESEARCH SETTING**

The research setting of the study is the district of Krishna in State of Andhra Pradesh. Many newspaper publications such as Eenadu, Sakshi, Andhrajyothi, Andhra Prabha, Andhra Bhoomi, Surya, Prajasakthi, Visalandhra and Vartha are located in the Vijayawada city.

## **METHOD OF SAMPLE**

The researcher proposed to use a survey method while adopting, a purposive sampling method to collect data pertaining to the study. The researcher in a preliminary survey listed out the total number of Press Reporters working in the newspapers. It has been found out that a total of 800 press reporters are working in the following newspaper organizations. The researcher contact the District Public Relation Officer (DPRO) and working Journalists unions requested and collected nominal roles and phone numbers of the Journalists.

The researcher, keeping in view of objectives of the study, decided to administer a questionnaire the researcher approached the respondents with a request to fill the questionnaire. However, a total of 170 respondents accepted to fill the questionnaire while 35 rejected the request. A total of 135 questionnaires 35 are not used data in this research, because majority of questions are incomplete. So, 100 questionnaires are used.

## **RESEARCH INSTRUMENT**

In this study, the researchers decided to use quantitative method where a survey will be conducted on to the sample. The data collection instrument was a structure. Questionnaire is consisting of close-ended and open-ended questions. The structured questionnaire was divided into 4 parts. Part 1 will be multiple choice and open ended questions. While Part 2 and 3 requires the sample to answer the questions based on Likert (3 and 5 point) scale. The survey questionnaire will consist of questions regarding the journalist's personal background and satisfaction with job and salary.

A number of statements are developed with respect to a topic the score will be calculated in order to get accurate data and respondents must answer the questions base on the three point scale.

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## DATA COLLECTION PROCEDURE

The process of data collection took 4 months, i.e. September to December, 2017. As the researcher was former journalist. Who worked in newspaper, they approached the respondents with a questionnaires. Further, they explained the purpose of the study to the identified respondents who cooperated with them in filling the questionnaires. Some journalists asked the researcher to leave the questionnaire with them. In spite of being given the questionnaires they did not return in time.

As the researcher was staying in Acharya Nagarjuna University Hostel in Nagarjuna Nagar, he led to travels Vijayawada, Nandigam, Gudivada, Pamarru, Jaggaiahpetta, Uyyuru, Ibrahimpatnam, Machilipatinam, Hunauman Junction, Gannavaram, Avanigadda and other Assembly consistence to meet some respondents. Although prior appointments were fixed with few respondents, they were not available on account of special assignments.

## OPERATIONAL DEFINITIONS

**Newspaper.** A collection of folded printed sheets of paper published periodically (daily) for circulating news.

**Working Journalist.** “Working journalist” means a person whose main occupation is that of a journalist and who is employed as such, either whole-time or part-time, in, or in relation to, one or more newspaper establishments.

**Staff Reporter.** A person who writes news stories for a newspaper, magazine, etc., or a reporter of the permanent staff of a newspaper

**Regular Contributor.** To write and send for publications with others, or a person who sends written news for publication.

**Stringer.** A journalist employed part time by a newspaper or news agency to cover a particular (esp remote) town or area.

## DATA ANALYSIS

Table 1 shows the demographic information. For this research, researchers collected data from members of Vijayawada press club. All respondents were male because they were no female Members (reporters) of Vijayawada press club. According collected data 39% respondents are in the age group of

36 to 45 years, 27 % have age group 26 to 30 years and 19 % were in age group of 46 to 56 years while 14 percent respondents were in age group of 56 years above.

**Table -1 Demographic Information**

S. No	Particulars	Respondents	%
1	<b>Age</b>		
	20-25Years	1	1
	26-35	27	27
	36-45	39	39
	46-55	19	19
	56 Years Above	14	14
	<i>Total</i>	<i>100</i>	<i>100</i>
2	<b>Cast</b>		
	FC	41	41
	BC	33	33
	SC	23	23
	ST	1	1
	Others	2	2
	<i>Total</i>	<i>100</i>	<i>100</i>
3	<b>Education</b>		
	Below Degree	24	24
	Degree	48	48
	Post-Graduation	20	20
	Technical/ Certificate Courses	8	8
	<i>Total</i>	<i>100</i>	<i>100</i>
4	<b>Members in Family</b>		
	Two Members	11	1100
	There Members	22	22
	Four members	51	51
	Five Above Members	16	16
	<i>Total</i>	<i>100</i>	<i>100</i>

Majority of respondents (41%) from Forward Castes followed by Backward Castes (33%) and Scheduled castes (23%) and Scheduled Tribes one percent. Two respondents were not interested to claim their castes.

Majority of respondents 48% have Degree qualification. 24% respondents were Undergraduates and 20 % were Postgraduates. Only 8 % respondents have Technical/ Certificate Courses.

In the total sample of 100, 51 % of the respondents have four members in their family, followed by 22 % have Three members. 16 % have five above members in their families. The rest of 11 % respondents have two members in their families.

**Table 2 Journalism Course and Appointment**

S. No	Statements	Yes	No	Can't say
1	Have you Study Journalism Course? (Diploma or P.G)	22	78	-
2	Have you got training in the organization after joining in the job	38	62	-
3	Have you received your appointment letter	26	70	4

**Statement:** Have you studied journalism course?

A very large majority 78 % of respondents journalists said they will not studied journalism course. Only 22 % journalists answered that they studied journalism course.

**Statement:** Have you got training in the organization?

Training and professional development opportunities help journalists improve their skills and move up the career ladder. Only 38 % journalists felt that such opportunities were available to them at their organization while 62% felt such training where not provided by their organization.

**Statement:** Have you received your appointment letter?

A very large majority (70%) of journalists said they were not received appointment letters from the management. Only 26 % were received.

**Table 3. Working position in Organization**

S. No	Name of the Newspaper	Total	Stinger	Regular contributor	Staffer
1	<i>Eenadu</i>	10	7	3	-
2	<i>Sakshi</i>	16	5	8	3
3	<i>Andhra Jyothi</i>	16	5	5	6
4	<i>Andhra Bhoomi</i>	14	1	8	5
5	<i>Andhra Prabha</i>	9	3	6	-

Table 3 describes the type of the appointment of the respondents more than half(58 %) of the respondents have been working temporarily in the respective organizations. While only 20 %of the respondents are on permanent basis. Interestingly, more member of stringers is founded in big media organizations. Eenadu has 7 and Andhra Jyothi, Sakshi newspapers has 5 stringers each, Andhra Prabha has employed 3 and Andhra Bhoomi and Visalandra have one stringers each on a temporally bases.

Similarly, the Telugu Newspapers Sakshi, Andhra Bhoomi, Prajashakti with 8 regular contributors each. Vartha and Surya has 7 each regular contributors. Andhra Prabha and Visalandra has 6 each regular contributors. But Eenadu has only 3 regular contributors.

Among the selected respondents exactly 20 % of the respondents have been appointed permanently as Staff reporters in the respective organizations. Andhra Jyothi has 6 and Andhra bhoomi has 5 Staff reporters on permanent basis.

**Table 4. Caste & Organization**

S. No	Name of the Newspaper	Total	Forward Caste	Backward Class	Scheduled Caste	Scheduled Tribe	Others
1	<i>Eenadu</i>	10	4	4	2	-	-
2	<i>Sakshi</i>	16	6	5	4	-	1
3	<i>Andhra Jyothi</i>	16	10	3	3	-	-
4	<i>Andhra Bhoomi</i>	14	3	6	5	-	-
5	<i>Andhra Prabha</i>	9	3	4	-	1	1
6	<i>Vaaritha</i>	7	5	1	1	-	-
7	<i>Surya</i>	10	5	3	2	-	-
8	<i>Prajashakti</i>	10	3	3	4	-	-
9	<i>Visalandra</i>	8	2	4	2	-	-
Total		100	41	33	23	1	1

In Indian society, caste hierarchy plays a predominant role and every individual belongs to one caste or another. Those castes for the purpose of government records are divided into four: open Category /Forward Caste (FC), Backward Class (BC), Schedule Caste (SC) and Schedule Tribe (ST).

Open Category represents the upper castes in social hierarchy. Table 4 shows the caste distribution of the total 100 respondents. 41 % of them belong to Forward Caste, 33 % are from backward class, 23 % belong to Scheduled Caste. Among the total respondents only one respondent belong to Scheduled Tribe.

10 OC respondents found in Andhra Jyothi, 6 BC respondents are found in Andhra Bhoomi followed by 5 SC. Interestingly only one ST respondent from Andhra Prabha.

**Table 5. Job & Salary satisfaction**

S. No	Satisfaction	Total	Mostly Satisfied	Satisfied	Satisfied/Neither unsatisfied	Unsatisfied	Mostly unsatisfied
1	Job or work Satisfaction	100	11	24	49	12	4
2	Salary Satisfaction	100	2	13	41	34	10

The researchers asked two questions about the satisfaction on work and salary. Statement: Are you satisfied with the job?

Among the total respondents only 11% were mostly satisfied, 24% respondents were satisfied. 49 % respondents said neither satisfied nor unsatisfied and 12% respondents express their unsatisfaction on the present job. Finally only 4 % respondents express their view mostly unsatisfied.

Similarly the researchers asks to the respondents to satisfaction with present salary. Among the respondents only 2 members said mostly satisfied with present salary. 13% were satisfied. Majority of



respondents (41%) were mostly satisfied nor unsatisfied with present salary. But 34% respondents clearly said they were unsatisfied with the salary and 10 % were mostly unsatisfied.

**Table -6 Working Conditions**

S. No	Statements	Total	Yes	No	Can" say
1	Are you receiving Monthly salary	100	33	48	19
2	Are you expecting any promotion in your work ?	100	24	37	39
3	Does organization transferred you	100	17	78	5
4	Does your organization look at you/observer at you	100	88	3	9
5	Are you planning to quite current organization and join other organization	100	17	57	26
6	Do you continue in the same profession	100	48	4	48

**Statement:** Are you receiving monthly salary?

Only 33 % of the respondents received monthly salary.

**Statement:** Are you expecting any promotion in your work ?

Only 24 % said yes remaining 37 % respondents said no and 39 % were said can"t say.

**Statement:** Does organization transferred you?

78 % respondents said „No“ because they were part time reporters.

**Statement:** Does your organization look at you/observer at you?

88 %respondents said yes

**Statement:** Are you planning to quitfrom current organization and join other organization?

Only 17 % respondents said yes.

**Statement:** Do you continue in the same profession?

48 % respondents said „Yes“ only 4 % respondents were said „No“ but, 48 percent respondents said can"t say.

**Table 7. Annual Income of the Journalists**

Range of income in Rupees	Respondents	%
Below 50,000	34	34
50,001-1,00000	40	40
1,00001-2,00000	6	6
200001 Above	1	1
Can?t say	19	19
Total	100	100

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The survey research shows that Andhra Pradesh Telugu print media salaries.

Among the total respondents 40 %were said they earning 50 thousand to one lack rupees for annum. 34 % respondents earning less than 50 thousand rupees, only one respondent said they received 2 lacks above salary per annum. 19% respondents not interesting said their salary because they felt guilty.

**Table 8. Monthly Salary cross tabulation**

S. No	Name of the Newspaper	Total	Yes	No	Ca''t say
1	<i>Eenadu</i>	10	10	-	-
2	<i>Sakshi</i>	16	11	5	-
3	<i>Andhra Jyothi</i>	16	5	7	4
4	<i>Andhra Bhoomi</i>	14	1	8	5
5	<i>Andhra Prabha</i>	9	-	6	3
6	<i>Vaaritha</i>	7	-	7	-
7	<i>Surya</i>	10	-	7	3
8	<i>Prajashakti</i>	10	6	2	2
9	<i>Visalandra</i>	8	-	6	2
Total		100	33	48	19

Among the 100 respondents 10 were worked in Eendadu Newspaper. All they were said received salary every month, in this Sakshi and Andhra Jyothi Newspapers working respondents 16 each. In Sakshi 11 respondents received their salaries every month, but in Andhra Jyothi only 5 respondents received salaries. Followed by Prajashakti (6), and Andhra Bhoomi (1) received their salaries promptly. But, Andhra Prabha, Surya, Vartha there are not paid salaries to their journalists. Overall, 48 % respondents clearly said they have not received salaries, but 19 percent respondents not interesting to say about Salary. The reason is they felt guilty to express about drawing salary information.

### Summary of key findings

- Only 20 % of journalists are completed journalism course.
- While 62 % answered that were not provided training by their organization.
- 70 % have no appointment letters.
- 58 % journalists working in temporary basis.
- More number of stringer in big media organization.
- Andhra Jyothi have more number of Forwarded Caste reporters.
- Only 11 % respondents satisfied their job.
- Among the total number of respondents only 2 respondents said mostly satisfied their present salary.
- Above 70 % respondents not satisfied their salaries.

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- Above 70% respondents not expecting any promotion and any transfer. Because they were not permanent employees.
  - Only 17 % respondents thought to quit their jobs.
  - Similarly 48 % respondents said continue in the same profession.
  - 40 % respondents said they earning 50 thousand to one Lack rupees for annum.

## **RECOMMENDATIONS FOR FUTURE RESEARCH**

The sample of this study focused on the Krishna District (Rural) Press Reporters in special reference Andhra Pradesh. Future research should be investigate the model in a different setting, such as Visakhapatnam (City), and Tirupati (Urban). Therefore, additional studies should be conducted on these areas to measure and investigate the related factors that affect journalism. Other determinant factors should be considered in feature research as well, such as technological factors, environmental factors and infrastructure factors.

## **DISCUSSION**

The objective of the survey is to provide and over view of the Job and Salary satisfactions of journalists in Andhra Pradesh, alongterm practice has been pressuring journalists to work as volunteers or for many months on probation, although they actually perform full-time jobs. This is strategy often used by employers in ordered to avoid paying contributories and PF (Provident Fund). Young journalists are in this light often treated as qualified, but cheap labor force.

Provisions in laws that prescribed dismissals or removals from working journalist positions need to be defined more precisely. A particular problem in journalism is very little number of reporters comes under this working journalists category, remaining all were stringers or contributories, because the rules was not applicable to these journalists.

There is no data on the number of part time journalists the newspaper management never display their reporters. Because they never commit on paper, they were treat unofficial, reason is to avoid paying salaries. Available sources show that the most violated area rights to salary, length of working day payment of contribution, right to severance pay, and violation of dismissal and disciplinary procedures. Participants in this survey think that the amount of salary is an important factor in job satisfaction. Many young journalists worked for years in the status of stringers and contributors. They did receive an honorarium or Contribution / Consolidate pay or Line account. Many of them they did receive an invitations for breakfast and meals from the press meet /program organizers and some other financial gifts (money covers).

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## CONCLUSION

One of the important value of the journalistic profession, public service is the nature of the journalism. However, this is increasingly under pressure, as the financial motives in media companies grow stronger. Financial motive are not new, they are as old as media themselves. The balance between financial and journalistic motives, however, has changed making journalism more like any other industry.

This study has looked in to the satisfaction of job and salary of rural journalists working in major Telugu Daily Newspapers. The discussion of the research results is as follows first, the objective that a journalists salary, job satisfaction will have an influence on their working conditions. Moreover, journalist unions in Andhra Pradesh should concentrate for supporting journalists to solve the problems by decreasing the level of stress amongst journalists and also the Association must concentrate on resolving Journalists problems than personnel and political interests. Similarly, the management of Newspapers in Andhra Pradesh should provide salaries to journalists and to provide proper training and job security and facilities at work. The Government also have taken steps to implement the recommendations of the Majidiya wage board and to protect journalist"s rights and lives.

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# Analysis of Environmental Issues Coverage by Daily Newspapers in Garhwal (Uttarakhand)

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## ABSTRACT

*The world is suffering from some dangerous environmental problems like pollution, water scarcity, global warming, etc. That is why these days environmental issue are getting priority and making the headlines in print and electronic media. Environmental problems are universal. India is also affected from these environmental problems. Uttarakhand, a Himalayan state in India, is also a centre of some dangerous environmental problems. Though these disasters are natural and happen due to natural processes, increasing human intervention like unsustainable development, deforestation, urbanization in the state have worsened the situation. This is important that media plays responsible role towards these issues. Media cannot cure these problems but can spread awareness and educate people about these issues. Print media has always been the principle source for people to get information about environmental issues and also to receive explanation/interpretation on their scientific aspects. Anders Hansen said, "The way in which we make sense of the environmental threats which face human-kind is greatly conditioned by a powerful and omnipresent set of electronic and printed messages – the mass media. For many people, knowledge of environmental issues is based upon what they have learned through print and electronic media, which help construct conceptions of political, social and ecological reality about an environmental issue".<sup>1</sup> When we talk about role of communication and mass media in terms of environment and environmental issues it comes under the discipline of environmental communication. This topic is a subject of environmental communication. This study analyzes the pattern of news related to environmental issues published in selected daily newspaper of Uttarakhand. Using content analysis method four national newspapers (Two Hindi language and two English language) published from Uttarakhand are analyzed during one year period.*

**Key Words:** Environmental Issues, Environmental Communication, Content Analysis, Daily Newspapers, Local Context.

## 1. INTRODUCTION:

The world is moving towards an environmental crisis. We do talk about environmental problems sometimes and go about doing our routine work, as if our lives and the environment are quite separate. Global warming, air pollution, water pollution, population explosion, using pesticides, etc. are some of the common human activities that come to our mind while thinking about the problems of environment. Newspaper, as one of main tools of communication, has an important role in spreading awareness towards environmental crisis. Governments and common people depend on communication and mass media not only for disseminating information, but also in setting agenda for development and other allied activities. Thus, communication media become powerful tool for disseminating information.

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Uttarakhand, a beautiful hill state of India, is now suffering from dangerous environmental issues like other states of the country. Due to its sensitive geographical position, it has always been a centre of some natural tragedies like earthquake, cloud burst, flood, landslides and others. Besides, these disasters also cause tremendous losses to housing, agriculture land and other properties. Therefore, this becomes important that people in the state should be informed about and made aware of these environmental problems. In this situation, print media can play an important role in spreading information and keeping people aware by publishing more environment related stories. Though electronic media is growing fast in Uttarakhand, newspapers are still an important tool for information. The state has such geographical conditions that do not allow people to have electricity in every village or places. But with good literacy rate, people can use newspapers as their daily source of news everywhere. Analysis of environment under the discipline of communication comes under environmental communication. The fundamental purpose of environmental communication is not mere presentation, but its actual understanding among the laymen also. It does matter a lot that people actually understand the sensitivity of any environmental issue. Newspaper gives an opportunity to people to understand these critical scientific terminology based issue in an easy way.

Studying the coverage of newspaper dailies on environment related issue in Garhwal region reveal the pattern of news publishing by selected dailies. Though the percentage of environmental issues published in the dailies was found to be 4.82, the important things are the pattern a newspaper follows for publishing these kinds of stories which includes the amount of space it is giving to these issues as well as the page it is publishing these stories on. Through this study, an analysis of environment related news published in selected dailies has been done by using content analysis method which is a media research technique for objective, systematic and quantitative description of the manifest content of communication.

## **2. OBJECTIVES:**

- (1) To analyze the total number of news or items related to various environmental issues published in daily newspapers.
- (2) To analyze the total space given to news or items related to various environmental issues published in daily newspapers.
- (3) To analyze the total number of news or items with pictures and graphics separately related to various environmental issues published in daily newspapers.
- (4) To analyze the total space given to news or items with pictures and graphics separately related to various environmental issues published in daily newspapers.

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- (5) To analyze the total number of graphics and pictures related to various environmental issues published in daily newspapers.
  - (6) To analyze the total space given to Graphics and pictures related to various environmental issues published in daily newspapers.

### **3. AREA OF STUDY: GARHWAL (UTTARAKHAND):**

Uttarakhand became separate from the Uttar Pradesh as a 27<sup>th</sup> state of the Indian Union on November 9, 2000. Bounded by UP on the south, Nepal on the east, Himachal on the west and the China on the northeast; and Dehradun was declared its interim capital.<sup>2</sup> Dehradun, the Capital of Uttarakhand, is a well known educational hub world over. Many central institutions like Forest Research Institute. Oil and Natural Gas Corporation, Indian Institute of Petroleum, Wild Life Institute of India, Wadia Institute of Himalayan Geology, etc. are in Dehradun (Garhwal). Uttarakhand is divided in two administrative regions, the Garhwal and Kumaun; and the present study has been conducted in the Garhwal. The state is consisted of thirteen districts. Seven districts out of the thirteen districts of the state are in the Garhwal region. These are Dehradun, Haridwar, Pauri Garhwal, Rudra Prayag, Tehri Garhwal, Chamoli and Uttarkashi. As far as literacy rate is concerned, according to census 2011, it is 78.82% where 70% females and 87% males are literate. District-wise literacy shows that Dehradun is the most literate with 85.24% literacy rate while Haridwar is the least with 74.62%.<sup>3</sup> Even in comparison to others, this newly state has treasurers of natural resources like water and forest. Keeping all these favorable conditions in mind, this becomes important to know the role of media as part of development in the Garhwal region of Uttarakhand. <sup>4</sup>Hindi and English language dailies publishing from Dehradun (Garhwal, Uttarakhand) have been analyzed in this study.

### **4. METHODOLOGY :**

This study analyzes publication of various environmental news and stories with pictures and graphics separately in four national Hindi and English language daily newspapers published in the Garhwal region.

#### **4.2. Selection of Sample:**

The researcher applied purposive sampling method in selection of newspapers published from (Garhwal) Uttarakhand for content analysis. The newspapers selected are from Hindi and English language as Hindi language newspapers are highest published in number as well as circulation followed by newspapers published in English language. According to RNI's data, there are total 399 dailies (newspapers) in different languages published from Uttarakhand. Out of these dailies (newspapers), there are 322 in Hindi while 21 in English.<sup>5</sup> Newspapers published in other languages are not so popular



as in Hindi and English. In the category of Hindi language, „Amar Ujala“ and „Dainik Jagran“, while in the category of English, „The Times of India“ and „Hindustan Times“ have been selected for the content analysis.

#### 4.2 Selection of contents:

In order to have impartiality in content analysis, each newspaper was analyzed during one year period (from May 2014 to April 2015). Every page of the select newspapers was included for the content analysis. Maintaining the objectivity of the study, environmental issues related items were divided into 10 categories viz natural disaster, environmental protection, pollution, water conservation, forest protection, wildlife protection, illegal mining, illegal construction, global warming and other weather related. Every news/article was measured in square centimeters under various defined frames and the total environmental issue coverage area was then subtracted from the total printed area. Finally, obtained total area of environmental issues coverage was calculated from each selected newspapers. In order to explain various variables and their analysis, the data has been presented in 4 tabular and 7 graphical formats.

#### 5. DATA ANALYSIS:

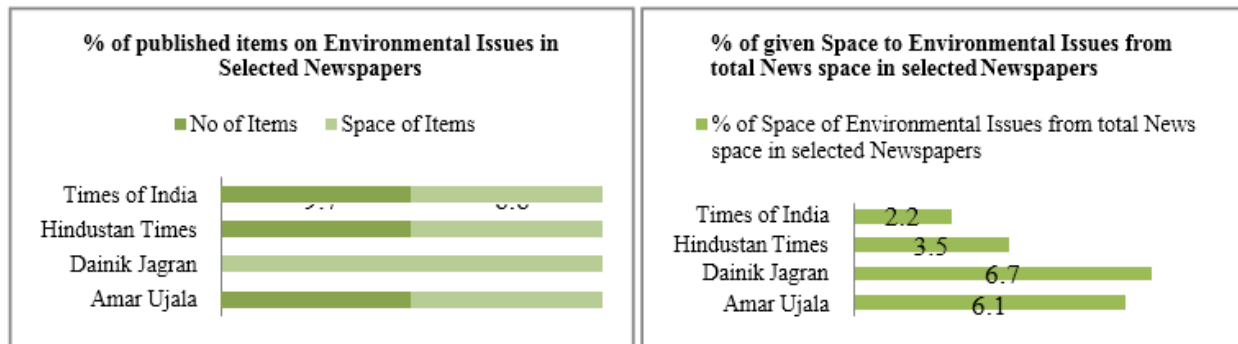
**Table 5.1: Environmental Issues Coverage from Total News Space in Selected Daily Newspapers**

Newspapers		No of Items	Area of environmental news Items	Area of Total News coverage	% of total area of Environmental Issues Coverage from total news coverage	% of area of environmental issues coverage from total news coverage in each newspaper
		No.	Space (sqcm)	Space(sqcm)		%
Hindi Newspapers	Amar Ujala	555	1,45,121	23,58,767	4.82%	6.1
		(31.2%)	(34.7%)			
	Dainik Jagran	706	1,54,533	22,96,239		6.7
		(39.6%)	(37%)			
English Newspapers	Hindustan Times	348	81,521	23,04,983		3.5
		(19.5%)	(19.5%)			
	Times of India	172	36,849	16,99,162		2.2
		(9.7%)	(8.8%)			
	Total	1,781	4,18,024	86,59,151		100
		(100%)	(100%)			

Table no. 5.1 shows the total numbers and area of items of environmental issues published in all selected newspapers. It shows that environmental issues published in Dainik Jagran were highest in number 706 (39.6%) whereas The Times of India published the minimum numbers of items 172(9.7%) during the analysis period. There were total 1,781 items with a total space 4,18,024sqcm published by

all the selected daily newspapers. The average percentage of total area of environmental issues coverage is 4.82. This average percentage is measured from the total area of news coverage. It is evident from the above table that Dainik Jagran among Hindi newspapers and Hindustan Times among the English gave maximum space to environmental issues coverage which was 34.7% and 19.5% respectively. On the other hand, Amar Ujala and The Times of India among the newspapers of their respective language gave minimum space to environmental issues coverage, which was 3.4% and 2.2% respectively.

**Graphical Presentation of Table 5.1**



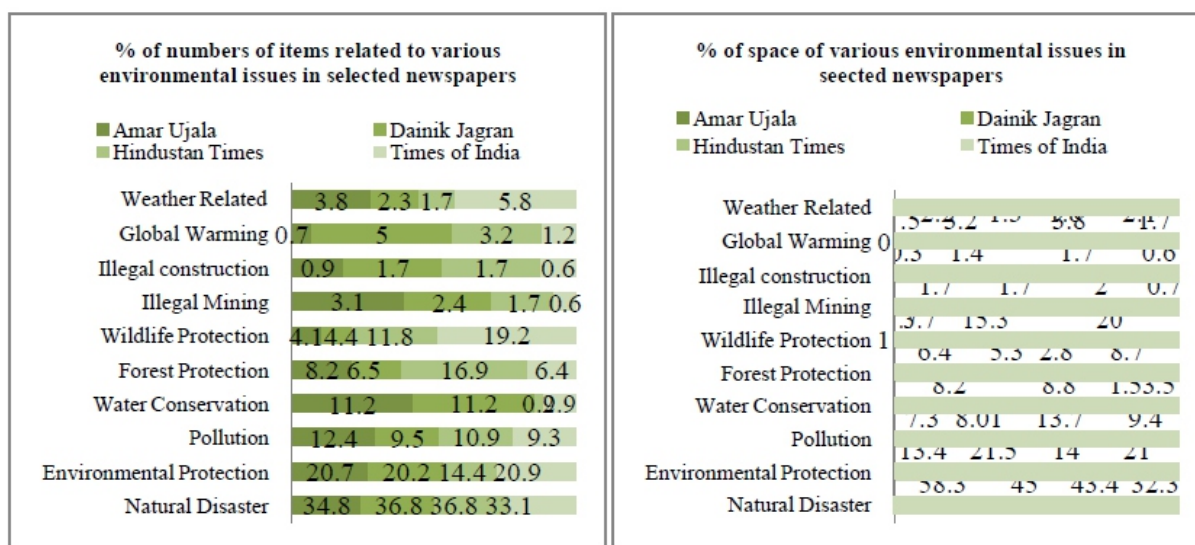
**Table 5.2: Space Allocated to Various Environmental Issues in Selected Daily Newspapers**

Categories of Items	Amar Ujala		Dainik Jagran		Hindustan Times		Times of India	
	No.	Space (sqcm)	No.	Space (sqcm)	No.	Space (sqcm)	No.	Space (sqcm)
Natural Disaster	193(34.8 %)	84,598(58.3 %)	260(36.8 %)	69,529(45.5 %)	128(36.8 %)	35,295(43.4 %)	57(33.1 %)	11,921(32.3 %)
Environmental Protection	115(20.7 %)	19,407(13.4 %)	143(20.2 %)	33,206(21.5 %)	50(14.4 %)	11,419(14.0 %)	36(20.9 %)	7,727(21.1 %)
Pollution	69(12.4 %)	10,665(7.7 %)	67(9.5 %)	12,509(8.1 %)	38(10.9 %)	11,176(13.8 %)	16(9.3 %)	3,455(9.6 %)
Water Conservation	62 (11.2 %)	11,957(8.2 %)	79(11.2 %)	13,540(8.8 %)	3(0.9 %)	1,267 (1.5 %)	5 (2.9 %)	1,292 (3.5 %)
Forest Protection	46 (8.2 %)	19,232 (6.4 %)	46 (6.5 %)	8,244 (5.3 %)	59 (16.9 %)	22,769 (2.8 %)	11 (6.4 %)	3,192 (8.7 %)
Wildlife	23 (4.1 %)	2,501	31	5,690	41	12,470	33 (19.2 %)	7,356
Illegal Mining	17 (3.1 %)	7,413	17	2,629	6 (1.7 %)	1,641	1 (0.6 %)	260
Illegal construction	5 (0.9 %)	436 (0.3 %)	12 (1.7 %)	2,160 (1.4 %)	6 (1.7 %)	1,353 (1.7 %)	1 (0.6 %)	240 (0.6 %)
Global Warming	4 (0.7 %)	736 (0.5 %)	35 (5 %)	4,991 (3.2 %)	11 (3.2 %)	3,137 (3.8 %)	2 (1.2 %)	612 (1.7 %)
Weather Related	21 (3.8 %)	3,176 (2.2 %)	16 (2.3 %)	2,035 (1.3 %)	6 (1.7 %)	1,487 (1.8 %)	10 (5.8 %)	794 (2.1 %)
Total	555	1,45,121	706	1,54,5	348	81,521	172	36,849

It is evident from table no.5.2 that Dainik Jagran was far ahead of the rest of the newspapers with a total of 706 items of different environmental issues. At the second place another Hindi newspaper Amar

Ujala had 585 items. English newspapers Hindustan times and Times of India bagged the third and fourth spot with 348 and 172 items respectively. In terms of different categories of environmental issues, Amar Ujala published maximum items 193(34.8%) with a space 84,598sqcm (5.3%) on natural disaster category; whereas it published minimum items 4 (0.7%) with a space 736 sqcm (0.5%) on the issue of global warming. With the maximum numbers of total items on environmental issues, Dainik Jagran also published its maximum items 260(36.8%) with a space 69,520 sqcm (45%) in natural disaster category and minimum items 12 (24%) with a space 2,160 sqcm (1.4%) published in illegal construction category. On the other hand, both selected English newspapers Hindustan times and Times of India also published their maximum number of items in the same category which were 128 (36.8%) items with space 35,295sqcm(43.4%) and 57(33.1%) with space 11,921sqcm (32.3%) respectively. Hindustan Times gave minimum space 1,267sqcm (1.5%) with 3(0.9%) items to water conservation category; whereas it published 6 (1.7%) items on illegal mining, illegal construction and weather related categories with space 1,641 sqcm (2.0%), 1,353 sqcm (1.7%) and 1,487sqcm (1.8%) respectively. Times of India published minimum items 1(0.6%) on illegal mining category with space 260sqcm(0.7%) and illegal construction category with space 240 (0.6%).

### Graphical Presentation of Table 5.2

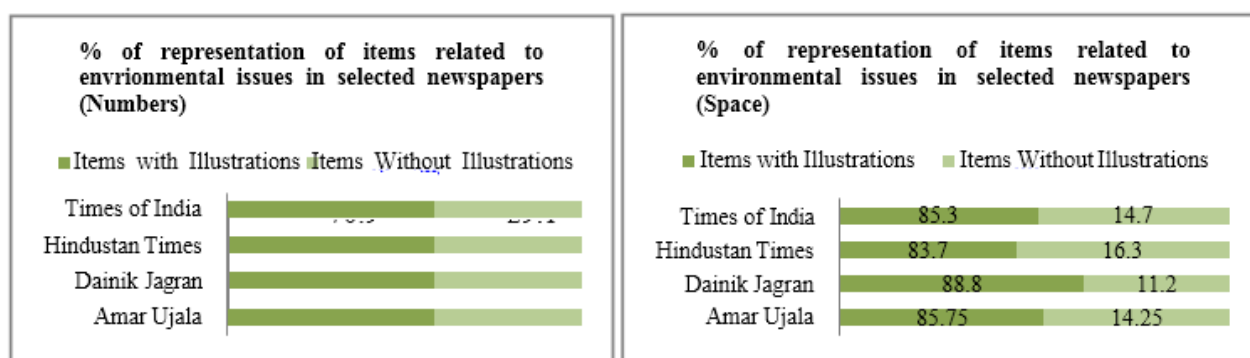


**Table 5.3: Allocation of Representation of Items Related to Issue of Ganga Pollution in Selected Newspapers**

	Amar Ujala		Dainik Jagran		Hindustan Times		Times of India	
	No.	Space(sqcm)	No.	Space(sqcm)	No.	Space(sqcm)	No.	Space(sqcm)
Items with Illustrations	338 (60.9 %)	1,27,872 (85.75%)	457 (64.7%)	1,37,212 (88.8%)	245 (70.4 %)	68,229 (83.7%)	122 (70.9%)	31,416 (85.3%)
Items Without Illustrations	217 (39.1 %)	21,249 (14.25%)	249 (35.3 %)	17,321 (11.2%)	103 (29.6 %)	13,292 (16.3%)	50 (29.1 %)	5,433 (14.7%)
Total Items	555 -100%	1,49,121(100 %)	706(100 %)	1,54,533 (100%)	348 (100%)	81,521 (100%)	172 (100%)	36,849 (100%)

The above table 5.3 depicts the representation of published items on environmental issues in selected newspapers. With illustration means items presentation or published with photographs, Graphs / Charts, Cartoons. Without illustration means items published without any photographs, graphs / charts, cartoons. Dainik Jagran published maximum numbers of items 457 (64.7%) with space 1,37,212sqcm (88.8%) under the with illustration category. Amar Ujala published 338(60.9%) with space 1,27,872sqcm (85.75%), Hindustan Times published 245(70.4%) with space 68,229 sqcm (83.7%) and Times of India published 122 (70.9%) items with space 31,416 sqcm (85.3%) under the with illustration category. Under the other given category, Dainik Jagran published maximum items 249 (35.3%) with second highest space 17,321sqcm (11.2%) without any illustration, Amar Ujala gave highest space 21,249sqcm (14.25%) with 217 (39.1%) items without illustration. Hindustan Times and Times of India published 103 (29.6%) items without illustration with space 13,292sqcm (16.3%) and 50(29.1%) items with space 5,433sqcm (14.7%) respectively.

### Graphical Presentation of Table 5.3:

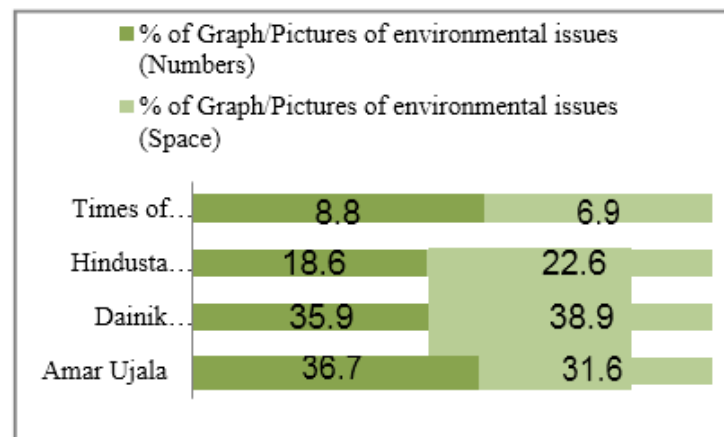


**Table 5.4: Total Space of Pictures/Graph Allocated to Environmental issues**

Newspapers	No.	Percentage	Space	Percentage
Amar Ujala	573	36.7	32,503	31.60%
Dainik Jagran	559	35.9	40,101	38.90%
Hindustan Times	290	18.6	23,258	22.60%
Times of India	137	8.8	7,072	6.90%

Above table shows the total space of different graphical presentation viz., photograph, charts/graphs, graphics, cartoons have been given by the selected newspapers on environmental issues coverage. It shows that Amar Ujala published maximum 573 (36.7%) graphical presentation items whereas Dainik Jagran , Hindustan Times and Times of India published 559 (35.9%) , 290 (18.6%) and 137(8.8%) respectively. With maximum graphical presentation items Amar Ujala gave second high space 32,503sqcm (31.6%). Dainik Jagran gave maximum space 40,101 sqcm (38.9%) to graphical presentation items. Hindustan times and Times of India gave space to graphical presentation items 23,258 sqcm (22.6%) and 7072sqcm (6.9%) respectively.

**Graphical Presentation of Table 5.4:**



## 6. CONCLUSION AND SUGGESTIONS

Environmental issues have always been the centre of news for media coverage in Uttarakhand. Study shows that all top four Hindi and English language newspapers gave total 4.82% coverage to environmental issues during the study period. The study shows that Hindi language newspapers gave more space to these issue than English language newspapers. As far as the coverage by Hindi newspapers is concerned, there is 12.8% coverage to environmental issues; similarly, in English newspapers 5.7% space was given to coverage of environmental issues from total news coverage area in each newspaper. When calculated total space given to environmental issues from total news space in each newspaper. This percentage was 12.8 in Hindi language newspapers and 5.7% in English language newspapers. The study concludes that every newspaper gave priority to natural disaster issue. Mostly published items related to natural disaster were informative about the different incidents in the state. These were not enough to educate or create awareness among the people towards the related natural disaster. Second high coverage was given in environmental protection related category by every newspaper. News related to environmental protection issue mostly covered programs or occasions on environmental protection organized by politicians, politically influential people, social activists, etc. Though, effects of global warming can be seen here in the state and mostly environmental issues are related to global warming. Still, newspapers did not give much importance to this issue. From total coverage of environmental issues news only 9.2% coverage was given to this issue by newspapers. Stories related to global warming covered by newspapers were quite educative than only information of programs and occasion organized by different institutions and people. Pollution, water conservation and forest protection (including forest fire) are also the most burning issues in the state. Every newspaper gave third highest coverage to the pollution issue. After this, Hindi newspapers gave fourth priority to water conservation issue whereas English newspapers gave to wildlife protection issue. Except the Times of India, others gave the fifth priority to forest protection issues but most of the news related to forest protection was just the coverage or information about forest fire incidents in the state.

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Forest fire is the most common issue in Garhwal. In the summer season, a number of forest fire incidents are recorded per year. Newspapers should publish informative stories about the issue as this could help public as well as official related to forest department to reduce these kinds of incidents. The best part of the coverage is that the stories published on environmental issues mostly included graphics and pictures. Graphs and picture presentations makes a story more effective and inspire people to read that particular story. Amar Ujala published the maximum numbers of graphs and pictures whereas Dainik Jagran gave them the maximum space. Among English language newspapers, Hindustan Times published the maximum number of graphs and pictures with maximum space. In terms of the coverage on environmental issues, we can see that every newspaper mainly focused on natural disasters or natural incidents whereas they focused less on issues caused due to human intervention, like global warming, illegal mining, illegal construction and wildlife protection. In such a state like Uttarakhand, it is important for the media to focus on human-made environmental issues thereby creating awareness about them among the people.

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