



CONTENT ANALYSIS OF RURAL DEVELOPMENT NEWS IN SMALL AND MEDIUM KANNADA NEWS PAPERS

Dr. Prabha Basavaraj Swamy

Principal, SPIL College of Journalism, Raichur, Karnataka, India.



ABSTRACT

Media is the most effective part of getting the message across through possible readers. India is an agrarian country and 70 % of its population is living in 6.5 lakh villages. Rural development is one of the most important economic sectors in the developing country like India, where the majority of the population is living in rural areas. These are all selected four newspapers are one of the prominent small and medium Kannada Newspapers in Karnataka, The present study is to analyze the coverage of rural development issues in small and medium Kannada Newspapers. Content analysis method is adopted for this study. One year Newspapers of Andolana, Suddimoola, Prajapragati, Hasiru kranti has taken for content analyze. Primary data indicated that four small and medium Kannada Newspapers. This research paper will focus on the overall as well as it covers varieties of issues like rural development, gave priority to Education, Health issues and Drinking Water rural development issues got 1st, 2nd and 3rd rank among all the news covered by selected four Newspapers.

KEYWORDS : Print media, Small and Medium Newspaper, News Coverage, and Rural Development issues.

I. INTRODUCTION

Media Would Play a Key role in national development, the rulers were expected to utilize the services of the media in disseminating information to the people (murthy, 2006). However, when the theory of development media gained importance in the context of national development, scholars identified the role of the press in nation building According to Altshull (1984: 149).

Rural development news category in the present study comprises 6 sub-themes: Education, Health, Drinking water, Residential, Road–Transportation, Electricity. The present study focuses on the coverage of these issues on the front page and inside pages. Further, the dailies to the news items while giving coverage to these issues is analysed. Newspapers as supplier of information are vital for accelerating development processes in a country. Keeping this in view, the differential coverage of development news in the newspapers are analysed to examine the role of newspapers in development. Development journalism is an integral part of modern journalism and selected four small and medium Kannada Newspapers are covering development news on large scale. In view of this study was conducted to compared development news in four small and medium Kannada Newspapers in Karnataka, such the purpose of the present study is to evaluate the rural development news related messages in order to ascertain the extent of development news covered in the Newspapers, the present study analysed four dailies : Andolana, Suddimoola, Prajapragati, Hasiru kranti, published during the calendar year i.e., January 1 to December 31, 2012. A total number of 91 issues of each Newspaper came up for analysis after these four belongs to Kannada languages and they represent top class in all the categories. They are having a rich history and they are considered as prestigious Newspapers in their languages. Both in circulation and quality they have upper hand in their respective cities and area. Hence, study of these four Newspapers was selected here for this analysis.

A REGIONAL NEWSPAPERS

Andolana small and medium as an Kannada Newspaper in Mysore. Was established by Rajashekar koti in December 2, 1972 and later on became daily in 1977. This Newspaper covers Mysore, Mandya, Chamaraj nagar and Kodagu districts. In 1980 it was getting published from Chamrajnagar District, from 2012 the single edition of this paper is being published from Mysore. Andolana became very popular in this region. At the beginning it has only 2 single color pages but now it has 12 multicolored pages. Rajashekar Koti is the founder editor of this paper. Presently Andolana has 81 staff and it been covering Mysore, Kodagu, Mandya, Bangalore districts. In short this Newspaper covers entire South Karnataka with 42,000 circulation. This Newspaper every now and then incorporates the technology.

Andolan has Film Supplement Friday and Supplements of 4 pages on Sundays. On first page we can see that importance is given to state and regional news. We can find the Mysore regional Seventh news on second, third, fourth, fifth and on tenth page. On 6th page we can find the news pertaining to the Kodagu district. Whereas 7th page includes Chamrajnagar news and 8th, 9th pages publish the news of Mandya district. 11th page covers sports and 12th page is reserved for the advertisements. Thus Andolana has a styke sheet and made a mark in covering the regional news, discrimination, women problems, Rural development.

Suddimoola is one of the small and medium Kannada dailies It is the first published from Hyderabad-Karnataka region which had weboffset printing machine. The paper was launched on April 15, 1988, at Raichur. Basavaraj Swamy is the founder editor of this daily Kannada Journalism. It is a bradsheet Size regional Newspaper with 8 pages. Presently this Newspaper includes 56 staff and has the reporters in Raichur, Bellary, Yadgir, Koppal, Gulbarga, Bidar, and Bangalore. It has the circulation of 34,250 in Hyderabad – Karnataka region. It adopts the change every now and then as the society undergoes changes. Its main aim is to protect the democracy. This Newspaper also publishes column of senior journalists like M K Bhaskarao, Sheshchandriksa, Khadri Achyutan, Eshwar Daitot, Dr.Basaling Soppimath, Vittappa Gorantli. Sunday 6th page carries 'Suddi Sampad', where space for local writers, social and political issues reviews. It gives importance to local development news.

Prajapragathi is one of the small and medium Kannada Newspaper in Tumkur, which was established in 1978. This Newspaper covers Tumkur, Chitradurga, Davangere districts. Naganna is the founder editor of this paper. Presently this Newspaper includes 48 staff. It has the circulation of 28000 in region.

Hasiru Kranti is one of the small and medium Kannada Newspapers in Belgaum, which was established in 11 June 1985. This Newspaper covers Belgaum, Dharwad, Gadag, Karwar, Davangere, Bagalkot, Bijapur, Gulbarga, yadgira districts. Kalyanrao Muchalambi is the founder editor of this paper. Presently this Newspaper includes 34 staff. It has the circulation of 25000 in region.

SIGNIFICANCE AND SCOPE OF THE STUDY

This study will add to literature on framing analysis in press coverage of rural development, especially from the small and medium Kannada Newspapers. It would be very helpful for the rural development news to know how fair their coverage of the content analysis of small and medium Kannada Newspapers. The small and medium Kannada Newspapers involved in the would also know how they were covered by the rural development news.

Present study Content analysis of Rural Development News in Small and Medium Kannada Newspapers in the regional and local Newspapers. Small and medium Kannada Newspapers give the maximum space to Regional news and have maintained the credibility as earlier.

The findings of this study will also help readers of the rural development issues requirements of affording fair and equal coverage for all small and medium Kannada Newspapers.

STATEMENT OF THE PROBLEM

"Content analysis of Rural Development News in Small and Medium Kannada Newspapers" therefore, how the rural development issues reported the selected small and medium Kannada Newspapers.

II. OBJECTIVES OF THE STUDY

The purpose of the study was to analyze the rural development news coverage of the 2012 one year small and medium Kannada Newspapers in terms of the following specific objectives:

- To find out the level of prominence the rural development issues attached to the coverage on the small and medium Kannada Newspapers.
- To find out the level of fairness with which the rural development reported on the small and medium Kannada Newspapers.
- To identify the contribution of small and medium Kannada Newspapers in rural development issues.
- To know the quality and usage of the reports on rural development issues published by small and medium Kannada Newspapers.

III. RESEARCH DESIGN AND METHODOLOGY

Content analysis was chosen because it is one of the most practical methods for examining media content (Rife et al, 1998). The research tool employed for the study is content analysis since the study has examined the extent of coverage given to rural development news in terms of items, space and direction of treatment of rural development news.

The universe for this study was all Newspapers editions published by the Andolan, Suddimoola, Prajapragathi and Hasiru Kranti. within the study period. January 1, 2012 to December 31, 2012 in the front page and inside pages of four selected small and medium Kannada Newspapers- Andolan, Suddimoola, Prajapragathi and Hasiru Kranti. These dailies were selected keeping in view of their circulation, geographical location, and language.

The method of sampling consisted of sample daily edition chosen by the total edition came up for analysis were 364, consisting of 91 issues per sample Newspapers. The content of Andolana, Suddimoola, Prajapragathi and Hasiru Kranti rural development coverage and circulation, space are also calculated. The news in 6 categories Education, Health, Drinking Water, Residential, Road–Transportation, Electricity.

IV .REVIEW OF LITERATURE

The intent of this reaserch article is to review existing literature and previous research on Newspaper coverage and content in relation to the problem this study seeks to investigate. Theoretical perspectives and related studies which sets the study in context are discussed.

M S Nataraju (1982), stated that rural Press in India, this study shows that regional newspapers give more importance to agriculture and rural development issues. This study even suggests that regional newspapers have to give more space to Agriculture, Family Schemes, Environmental issues, Forestation etc.

Promoda kumar jena(1994), effective use of media for rural development; A study of communication patterns in Orissa. For many respondents a rural newspaper was the one that published more rural news while almost the sample number described it as a news paper published from a rural area. On the role of a rural newspaper, most of the respondents wanted it to draw the attention of the authority towards the problems of rural areas, followed closely by prefence to development news strangely, corruption was found to be a non-issue among rura .

P G Shrinivasappa (1999), this study was the content analysis of Kannad Prabha, Prajavani and Samyukta Karnataka in covering the rural news. The results say that all these newspapers fail to give sufficient rural development news. These newspapers carry minimum information regarding rural development news.

Gupta V S (2000), expressed that the press of South Asia, which is multilingual, pluralistic, continued to be urban oriented and the newspapers from the National capital are Delhi centric. It was observed that the english language focuses more on the elitist commercial culture and issues concerning rural development were not given enough coverage. Further the study mentioned that the rural development reporting was not considered glamorous or prestigious enough to cover.

Payvar Behnoosh (2004), the results of the frequency analysis revealed that the policy of the newspapers focused mainly on political issues and gender violence, rape, crime and glamour compared to the rural development issues or stories.

Choudhury Sen Payel (2011), noticed that the press has not met the requisite interest in development communication. In order to correct the imbalances noticed in the media coverage of rural development programs and to ensure that these programs are portrayed in proper perspective.

Chala G (2012), showed that the private Media (Newspaper) covered less development issues than the government media. The economic development was considered to be the most important aspect of development coverage in both private and government newspapers.

Akoijam Indira (2013), revealed that out the total coverage just 3% was devoted to the issue of agriculture while development news formed twice the coverage of agriculture with 6.13 % of the total coverage.

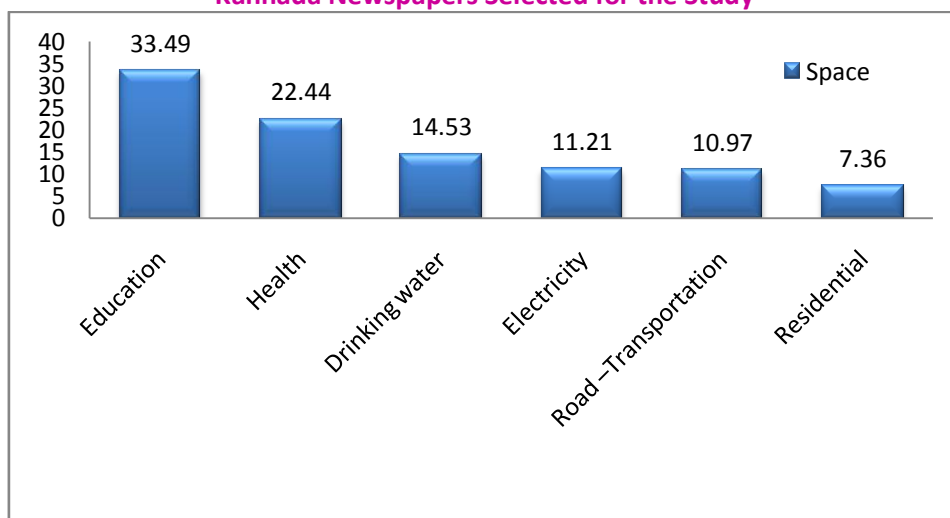
Popoola Muyiwa (2014), concluded with a note that the selected newspapers devoted a considerable percentage of their overall rural development oriented stories to agricultural development and infrastructural development. Further, the study recommended that every newspaper house should create rural development desk like foreign, sports and business.

V . DATA ANALYSIS

Table 1: Total Space Allotment and Number of News Items Published on Different Rural Development News Categories by all Small and Medium Kannada Newspapers Selected for the Study

Sl.no	Rural Development News	No.of news	%	Rank	Rural Development News	Space in sq cm	%	Rank
1	Education	1301	38.43	1	Education	230434	33.49	1
2	Health	687	20.29	2	Health	154382	22.44	2
3	Drinking water	512	15.13	3	Drinking water	99942	14.53	3
4	Road – Transportation	334	9.87	4	Electricity	77087	11.21	4
5	Electricity	322	9.51	5	Road – Transportation	75460	10.97	5
6	Residential	229	6.77	6	Residential	50652	7.36	6
	Total	3385	100		Total	687957	100	

Figure 1: Total Space Allotment for Rural Development News Categories Covered by all Small and Medium Kannada Newspapers Selected for the Study



The data (Table 1 and Fig. 1) shows the total number of rural development news items published in the four Newspapers-Andolana, Suddimoola Prajapragathi and Hasiru Kranthi. Though there is not much difference between space and number of rural development news items, there are slight differences in some categories. Out of 3385 News items, 1301 (38.43%) News items were related to Education followed by Health 20.29% (N = 687), Drinking water 15.13% (N=512), Road –Transportation 9.87% (N=334), Electricity 9.51% (N=322) and Residential 6.77% (N=229).

The other part of the table refers to the space given to different rural development news categories by all four selected Newspapers for the study. which was. 687957 Sq. Cm. Out of this total space, Education News gave maximum coverage of 33.49% (230434 Sq. Cm) followed by Health 22.44% (154382 Sq. Cm.), Drinking water 14.53% (99942 Sq. Cm.), Electricity 11.21% (77087 Sq. Cm.), Road –Transportation 10.97% (75460 Sq. Cm.) and Residential 7.36% (50652 Sq. Cm.).

The above data revealed that very important to note that coverage of rural related issues like rural development Education (News items with 38.43% and space with 33.49%) issues 1st rank, Residential (News items with 6.77% and Space with 7.36%) were devoted a negligible space.

Table 2: Total Space Allotment and Number of News Items Published on Different Rural Development News Categories by Andolana.

Sl.no	Rural Development News	No.of news	%	Rank	Rural Development News	Space in sq cm	%	Rank
1	Education	525	44.12	1	Education	86892	36.53	1
2	Health	290	24.37	2	Health	69401	29.18	2
3	Drinking water	125	10.50	3	Drinking water	26652	11.21	3
4	Electricity	95	7.98	4	Electricity	25276	10.63	4
5	Road – Transportation	93	7.82	5	Road – Transportation	17471	7.35	5
6	Residential	62	5.21	6	Residential	12142	5.10	6
	Total	1190	100		Total	237834	100	

Figure 2: Total Space Allotment for Different Rural Development News Covered by Andolana

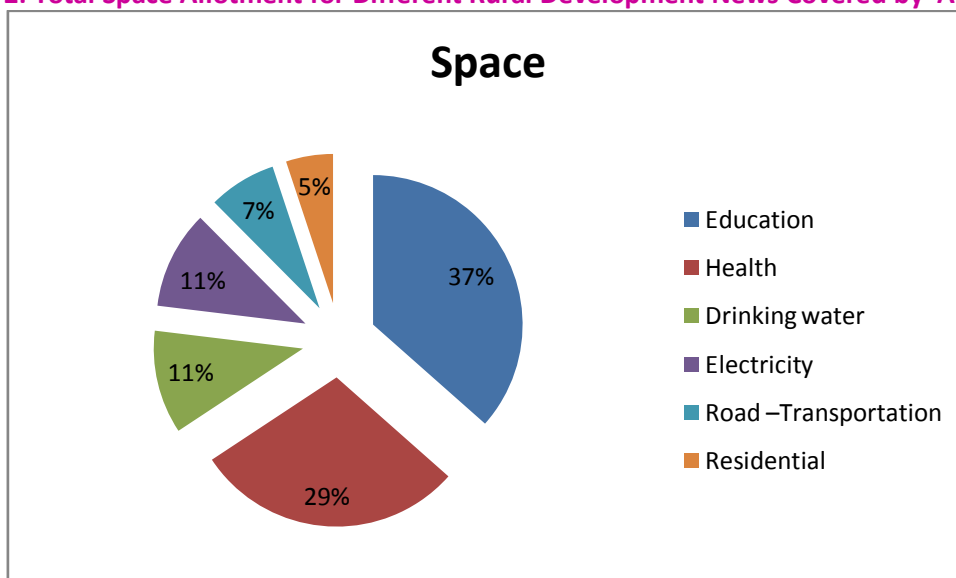


Table 2 and fig 2 refers to the number of rural development News items published in Andolana. The data represents that the majority 1190 total rural development news items. Education news gave maximum

coverage of 44.12% (N=525) followed by Health 24.37% (N=290), Drinking water 10.50% (N=125), Electricity 7.98% (N=95), Road –Transportation 7.82% (N=93) and Residential 5.21% (N=62).

The next part of the table refer to the coverage of rural development news categories in terms of space and number of rural development News items by Andolana. It is evident from the data that the maximum space 237834 Sq. Cm. Out of this total space, Education news gave maximum coverage of 36.53% (86892 Sq. Cm) followed by Health 29.18% (69401 Sq. Cm.), Drinking water 11.21% (26652 Sq. Cm.), Electricity 10.63% (25276 Sq. Cm.), Road –Transportation 7.35% (17471 Sq. Cm.) and Residential 5.10% (12142 Sq. Cm.).

Table 3: Total Space Allotment and Number of News Items Published on Different Rural Development News Categories by Suddimoola.

Sl.no	Rural Development News	No.of news	%	Rank	Rural Development News	Space in sq cm	%	Rank
1	Education	353	38.79	1	Education	48340	32.55	1
2	Drinking Water	164	18.02	2	Health	26199	17.64	2
3	Health	157	17.25	3	Drinking Water	22479	15.13	3
4	Electricity	104	11.43	4	Road – Transportation	20750	13.97	4
5	Road – Transportation	79	8.68	5	Electricity	19308	13.00	5
6	Residential	53	5.83	6	Residential	11449	7.71	6
	Total	910	100		Total	148525	100	

Figure 3: Total Space Allotment for Different Rural Development News Covered by Suddimoola

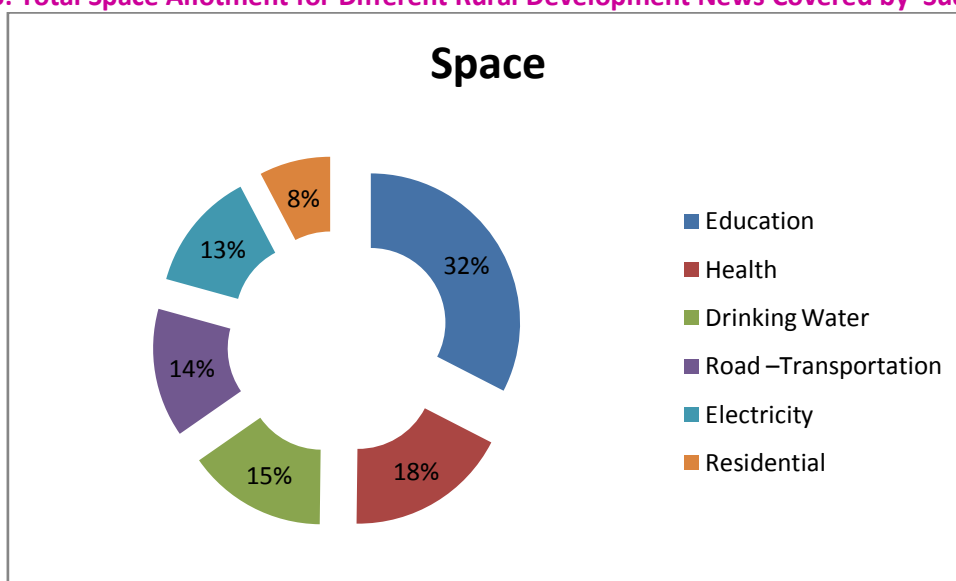


Table 3 (Fig.3) The coverage of number of rural development news items published in Suddimoola. The data represents that the majority 910 total rural development news items. The data shows that Education News covered with the maximum 38.79% (N=353), number of items, followed by Drinking Water 18.02% (N=164), Health 17.25% (N=157), Electricity 11.43% (N=104), Road –Transportation 8.68% (N=79) and Residential 5.83% (N = 53).

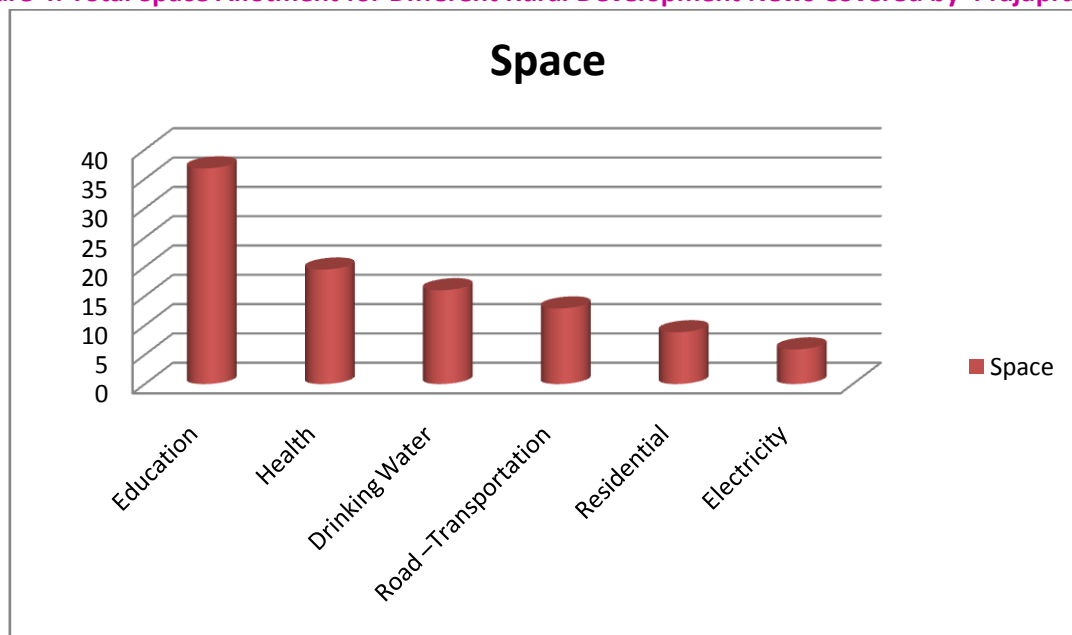
Refers to the coverage of rural development News categories in terms of space and number of rural development news items by Suddimoola. It is evident from the data that the maximum space 148525 Sq.

Cm. Out of this total space, again Education space got the highest 32.55% (48340 Sq. Cm) followed by Health 17.64% (26199 Sq. Cm), Drinking Water 15.13% (22479 Sq. Cm), Road –Transportation 13.97% (20750 Sq. Cm), Electricity 13.00% (19308 Sq. Cm) and Residential 7.71% (11449 Sq. Cm).

Table 4: Total Space Allotment and Number of News Items Published on Different Rural Development News Categories by Prajapragathi.

Sl.no	Rural Development News	No.of news	%	Rank	Rural Development News	Space in sq cm	%	Rank
1	Education	234	34.56	1	Education	57695	36.80	1
2	Health	132	19.50	2	Health	30629	19.54	2
3	Drinking Water	117	17.28	3	Drinking Water	25095	16.01	3
4	Road – Transportation	98	14.48	4	Road – Transportation	20216	12.90	4
5	Residential	57	8.42	5	Residential	13864	8.84	5
6	Electricity	39	5.76	6	Electricity	9264	5.91	6
	Total	677	100		Total	156763	100	

Figure 4: Total Space Allotment for Different Rural Development News Covered by Prajapragathi



The adjacent table 4 and fig. 4 deals with number of rural development news items related to different rural development News categories published by Prajapragathi. The data represents that the majority 677 Total rural development News items, Again Education News items got the highest 234 (34.56%) of the Education News items covered by Prajapragathi followed by Health with 19.50% (N = 132), Drinking water 17.28% (N = 117), Road –Transportation 14.48% (N = 98) and Residential 8.42% (N = 57), Electricity 5.76% (N = 39).

The total space given and number of rural development News items regarding various rural development news categories published by Prajapragathi, has been mentioned in the results show that is been given the maximum space 156763 Sq. Cm. Out of this total space, again Education news items got the

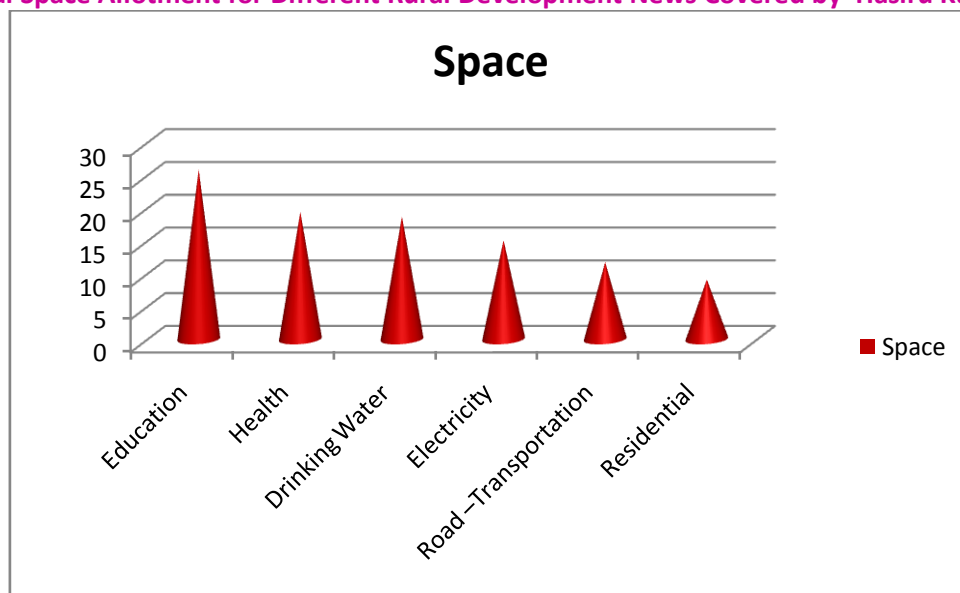
highest (57695 Sq. Cm.) 36.80% of the Education news items covered by Prajapragathi followed by Health with 19.54% (30629 Sq. Cm.), Drinking Water 16.01% (25095 Sq. Cm.), Road –Transportation 12.90% (20216 Sq. Cm.) and Residential 8.84% (13864 Sq. Cm.), Electricity 5.91% (9264 Sq. Cm.).

The figures representing the rural development news categories in Prajapragathi. Over and again Education (36.80%), Health (19.54%) and Drinking Water (16.01%) covered more than other categories and these takes the first three position in terms of space coverage. Whereas issues like Road–Transportation (12.90%), Residential (8.84%) and Electricity (5.91%) are covered comparatively less and it ranks 4th, 5th and 6th respectively. When looked at number of rural development news items covered in Prajapragathi, again Education (36.80%) and Health (19.54%) news got the first and second positions.

Table 5: Total Space Allotment and Number of News Items Published on Different Rural Development News Categories by Hasiru Karanthi.

Sl.no	Rural Development News	No.of news	%	Rank	Rural Development News	Space in sq cm	%	Rank
1	Education	189	31.08	1	Education	37507	25.89	1
2	Health	108	17.76	2	Health	28153	19.44	2
3	Drinking Water	106	17.43	3	Drinking Water	27092	18.71	3
4	Electricity	84	13.82	4	Electricity	21863	15.10	4
5	Road – Transportation	64	10.53	5	Road – Transportation	17023	11.75	5
6	Residential	57	9.38	6	Residential	13197	9.11	6
	Total	608	100		Total	144835	100	

Figure 5: Total Space Allotment for Different Rural Development News Covered by Hasiru Karanthi



The number of (Table 5 and Fig.5) rural development news items covered by Hasiru Karanthi. is also almost same with the coverage of space. 608 total rural development news items. Education news gave maximum coverage of 31.08% (189 Sq. Cm) followed by Health 17.76% (N = 108), Drinking Water 17.43% (N = 106), Electricity 13.82% (N = 84), Road –Transportation 10.53% (N = 64) and Residential 9.38% (N = 57).

The next part of the table refer to the coverage of rural development news categories in terms of space and number of rural development news items by Hasiru Karanthi. It is evident from the data that the maximum space 144835 Sq. Cm. Out of this total space, Education news gave maximum coverage of 25.89% (37507 Sq. Cm) followed by Health 19.44% (28153 Sq. Cm), Drinking Water 18.71% (27092 Sq. Cm), Electricity 15.10% (21863 Sq. Cm), Road –Transportation 11.75% (17023 Sq. Cm) and Residential 9.11% (13197 Sq. Cm).

The examined data about coverage of news categories of Hasiru Karanthi clearly indicates that Education (25.89%), Health (19.44%), Drinking Water (18.71%). News covered more and ranked first to third position in terms of space. Whereas issues like Electricity (15.10%), Road–Transportation (11.75%) and Residential (9.11%) are covered comparatively less and it ranks 4th, 5th and 6th respectively. When looked at number of rural development news items covered in Hasiru Karanthi, again Education (25.89%) and Health (19.44%) news got the first and second positions.

VI. CONCLUSION

That the space devoted and the importance given to the rural development news by all the four small and medium Kannada Newspapers. We know that the most essential and basic need in rural areas is the Education, Health facilities, Drinking Water, Road Transport, Electricity and Residential. From the data of Table – 1 we observe that the above all 4 issues are being covered with the highest priority and the sufficient space also allotted for them. When we consider the Residential issue development or the general news coverage we observe a poor coverage of the matter relating the issue but the electricity problem is very bad in the rural region so there is need of coverage of the issue with greater importance by all the four regional dailies. Overall we can conclude that the four regional dailies Andolana, Suddimoola, Prajapragati and Hasiru kranti are playing a greater role by serving the local people particularly the rural people in all respect. They have proved from the above research that these dailies are serving for the betterment of the Socio-Economic life of the rural people.

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