



COVERAGE OF REGIONAL NEWS BY THE SMALL AND MEDIUM KANNADA NEWSPAPERS: A CONTENT ANALYSIS

Dr.Prabha Basavaraj Swamy¹ and Prof.Onkargouda Kakade²

¹ Principal, SPIL College of Journalism, Raichur, Karnataka, India.

² Professor and Chairperson, Dept. of Journalism and Mass Communication, Akkamahadevi Women's University, Vijayapur, Karnataka, India.

ABSTRACT

Newspaper is one of the cost-effective and appropriate medium to transfer the knowledge. Newspapers keep people informed about the surroundings. These are credible sources of information which can be referred, quoted and mentioned. Newspapers give everybody something interesting to read. Print media as a powerful instrument in the process of communication has contributed immensely in the process of socialization, sensitization and empowerment of the people especially the deprived section of the society. Small and medium Newspapers also give importance to the Regional issues. Andolana, Suddimoola, Prajapragathi and Hasiru Kranthi these are all four Small and Medium prominent Kannada Newspapers in Karnataka state from Mysore, Raichur, Tumkur, Belgaum districts. The present study is to analyze the content of Small and Medium Kannada Newspapers. Content analysis method is adopted for this study. One year Newspapers of Andolana, Suddimoola Prajapragathi and Hasiru Kranthi has taken for content analysis. Primary data indicated that selected four Newspapers Classification of News items can be categorized at four levels with reference to the geographical coverage gave priority to Regional News, State News, National News and International News. This study shows that these four Small and Medium Kannada Newspapers covers Classification of News where total Items of 19280 and with 3767466 sq cm space. Importance given to Regional News got 1st rank.



KEY WORD: Print media, Small and Medium Newspapers and Classification of News.

I. INTRODUCTION

Print media is the oldest media which carry message through sense of sight. Though the electronic media that is radio and television can conquer any conceivable physical barrier and reach people, the print media has the advantage of preserving the requisite information for a long period thus facilitating reference procedure. Newspaper is one of the cost-effective and appropriate medium to transfer the knowledge. Newspapers keep people informed about the surroundings. These are credible sources of information which can be referred, quoted and mentioned. Newspapers give everybody something interesting to read. For this reason people still depends upon written matter to confirm news. The rise in literacy level in the rural masses has increased the importance of print media. Publications are the important practical means of distributing the localized and specialized information to large number of farmers. Print matter carries an aura of sanctity and authenticity which is a powerful weapon in guiding, educating, structuring and leading people for the prosperous future. Print media has better reach than electronic media and still there are more number of newspaper readers in the country having so many different languages and all of them having strong circulation (Suma Horakeri 2015).

Print media as a powerful instrument in the process of communication has contributed immensely in the process of socialization, sensitization and empowerment of the people especially the deprived section of the society. Newspapers can contribute a lot to the society. Newspapers can change opinions because they have access to people and this gives it a lot of strength. The most important use of Newspaper is to educate the people about the basic human rights, gender equality, any religious understanding. The print media act as powerful tool in providing timely and reliable information to the needy people. Small and Medium Newspapers also give importance to the Regional issues. Andolana, Suddimoola, Prajapragathi and Hasiru Kranthi these are all four small and medium prominent Kannada Newspapers in Karnataka state from Mysore, Raichur, Tumkur, Belgaum districts.

II. REVIEW OF LITERATURE

The present investigation was designed to analyze the content of Small and Medium Kannada Newspapers regarding coverage of news pattern. It was also intended to know which newspaper is giving more space to regional news. Keeping the above aspects in view, the relevant literature has been reviewed and presented below:

Masmoudi, M. (1979). Researchers opined that there is indeed imbalance in the coverage of underdeveloped and developing nation in the international news coverage by developed nations.

Mathur P., Shrivastava, K.M. (1984). A few Indian journalists criticized the way coverage of the seventh non-alignment conference was done by five Western media: the New York Times, the Washington Post, the Christian Science Monitor, the Baltimore Sun, and the Times, London. Journalists termed the Western media —The Jaundiced Eye.

Dutt, B., & Garg, K. C. (2000). In a study of science and technology news coverage in Indian newspapers found that a total of 23 percent of the news was based on science. They also found that nearly 20 percent of the total science and technology news reports were contributed by 15 foreign media houses.

Kasajoo Vinaya (2002). Noticed that the Community Newspapers covered varieties of topics as local events, issues and problems, cultural activities, sports, local political and matters of local interest as readers get National news from various other sources, local papers do not give priority. Local Newspapers give much coverage on ethnic issues, health, sanitation, nutrition, environment, human rights, child and women's rights regularly.

Anonymous (2003). Majority of the Media coverage addressed health care as a National or state/regional issues 44% and 35% respectively and just 19% of the coverage was focused to primarily on the local health issues.

Wu, H.D. (2003). In his study of 44 countries compared news flow between developed and underdeveloped countries and made an observation: The fact that international news coverage gravitates to the powerful is 13 intriguing, and the implications of this phenomenon certainly await further scholarly research to generate a more comprehensive theoretical framework .

Lahiri and Mukhopodhyay (2011). Conducted a content analysis of farm information communicated through selected Bengali newspapers. The results of the study indicated that all the newspapers are having differential importance towards publication of different categories and sub-categories of farm information of which bartaman was best among all the newspapers and baraman published highest number of farm information (633) during study period.

Alok Gupta (2012). The study used a total of 301 international news reports covered by The Indian Express, The Hindustan Times, and The Times of India. The study used a total of 301 international news reports covered by The Indian Express, The Hindustan Times, and The Times of India. The statistics show that Times of India printed more international news and devotes two full pages-- Times Global, and Times Trends-- for foreign news coverage. In the 10- day news cycle The Times of India printed 163, The Hindustan Times printed 71, and The Indian Express printed 67 international news reports.

Ram and Chandra (2014). Focused study on content analysis of agricultural news covered in daily newspapers and its importance to farmers and pointed out that agricultural news, agro-climatic conditions,

agricultural marketing and prices were maximum as compared to horticultural, animal husbandry, crop production, technological information was less.

Sangma (2014). In her study on content analysis of English rural magazines revealed that overall prioritization of the categories from the four selected English rural magazines general information (13.60%) ranked first, second rank was taken by environmental science and agricultural crops with equal 12.60 per cent each, third rank was given to food and nutrition (10.30%), fourth rank was given to horticulture (9.96%) and fifth rank was given to extension education (9.22%).

Vani C (2014). In her study revealed that Newspapers under study concentrate their attention more on political, governmental and soft news stories and very little attention given to economic news of vital interest to National, regional or local development is corroborated by this study.

Namratha Raut and Onkaragouda Kakade (2016). Found that Prajavani and Vijay Karnataka Newspapers have covered 23700 news items with the space 3956363 sq cm. Kannada Newspapers have given first priority to advertisements. There are 4170 with 972175.5 sq cm space, Politics news have got 2nd place by publishing 3920 politics news with 535087.5 sq cm. Kannada Newspapers neglected the Climate related issues. There are only 193 climate related issues with 29227.5 sq cm, which includes 91 columns (0.38%), 83 news (0.35%), 14 articles (0.06%), 5 editorials (0.02%), means climate change columns are covered more in comparison with editorials, news and articles.

Mamatha K N and Onkaragouda Kakade (2017). Identified that news captured the greater share of the total space in the newspaper and followed by, advertisements photos , articles, editorials and letters to editor was given less space.

Many studies have been conducted for coverage of news patterns. However, few have touched upon the coverage of regional news in Kannada Newspapers. There are not sufficient studies conducted with Small and Medium Newspapers content. Hence, with the intention to know the coverage and content of news pattern published in Small and Medium Kannada Newspapers the present study has taken up.

III. STATEMENT OF THE PROBLEM

“Coverage of Regional News by the Small and Medium Kannada Newspapers: A Content Analysis”.

The Small and Medium Newspapers have to play an increasingly important role in the realm of rural press in India. The importance of Newspaper as a powerful medium is gaining more importance in recent years particularly in the area of rural development. Though India is an agriculturally predominant country with more than 65 per cent of the population living in rural areas and half of the national income contributed by agricultural sector, the rural press in India has got a much lower status than the national and big Newspapers. Therefore, it was felt necessary to have an in-depth research study on this topic. Besides, these kinds of studies have not conducted yet. Hence, with this advantage the present investigation carried out with the following objectives.

IV. OBJECTIVES OF THE STUDY

- To know how much importance given to Classification of News by Small and Medium Kannada Newspapers.
- To evaluate the space given to regional news in selected four Small and Medium Kannada Newspapers.
- To know which category Classification of News is highlighted and which category is neglected in Small and Medium Kannada Newspapers.

V. RESEARCH DESIGN AND METHODOLOGY

It is a content analysis which has been done mainly in a qualitative manner through observation method. The study is related to four districts Small and Medium Kannada Newspapers in Karnataka. Mysore, Raichur, Tumkur and Belgaum has Kannada as its regional language. Andolana, Suddimoola, Prajapragathi and Hasiru Kranti are the Kannada regional Newspapers. So, 1 year newspapers are collected. The study is related to the year January To December 2012 of all 4 Small and Medium Kannada Newspapers

each of 91 issues and content is analyzed. The content of Andolana, Suddimoola, Prajapragathi and Hasiru Kranti Classified into 4 categories as Regional News, State News, National News, International News and space are also calculated.

VI. DATA ANALYSIS

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

Sl.no	News Classification	No.of news	%	Rank	News Classification	Space in sq cm	%	Rank
1	Regional News	14854	77.04	I	Regional News	2855123	75.78	I
2	State News	3766	19.54	II	State News	787998	20.92	II
3	National News	513	2.66	III	National News	95931	2.55	III
4	International News	147	0.76	IV	International News	28414	0.75	IV
	Total	19280	100		Total	3767466	100	

Fig. 1: Total Space Allotment of News Classification and Number of Items Covered by four Small and Medium Kannada Newspapers Selected for the Study

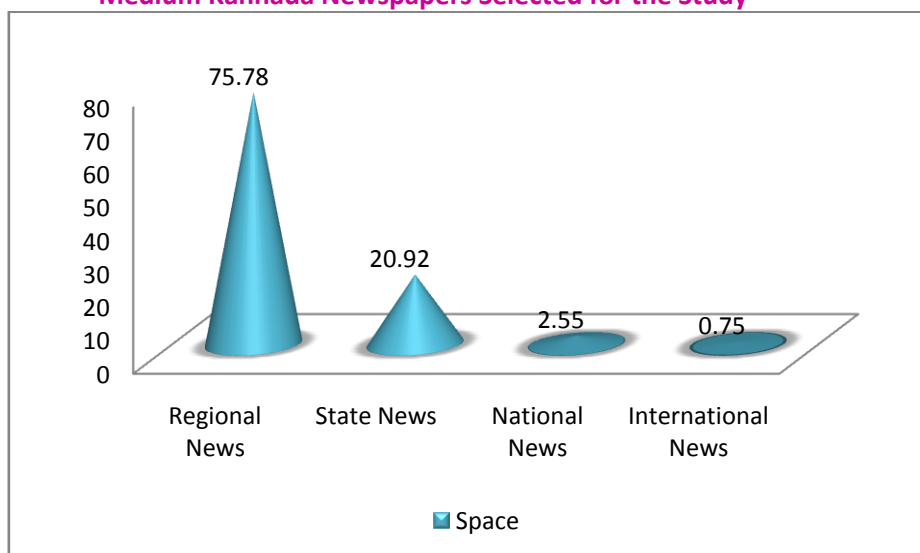


Table 1 and Fig.1 shows the total Space given to different News Classification by all four small and medium Kannada Newspapers- Andolana, Suddimoola, Prajapragathi and Hasiru Kranti. There were totally 19280 news items in the paper, with the total space 3767466 sq.cm. most of news carried are Regional these are 14854 (77.04%) news with the space 2855123 (75.78%) sq cm, State news are 3766 (19.54%) with the space 787998 (20.92%) sq cm, 513 are National news (2.66%) with the space 95931 (2.55%) sq c m, 147 are International news (0.76%) with the space 28414 (0.75%) sq c m.

Table.2: Total Space Allotment and Number of News Items Published on Different News Classification by Andolana Newspaper

Sl.no	News Classification	No. of news	%	Rank	News Classification	Space in sq cm	%	Rank
1	Regional News	4936	76.27	I	Regional News	959830	72.85	I
2	State News	1238	19.13	II	State News	297847	22.6	II

3	National News	211	3.26	III	National News	40596	3.08	III
4	International News	87	1.34	IV	International News	19395	1.47	IV
	Total	6472	100		Total	1317668	100	

Fig.2: Total News Classification and their Space Analysis of Andolana Newspaper

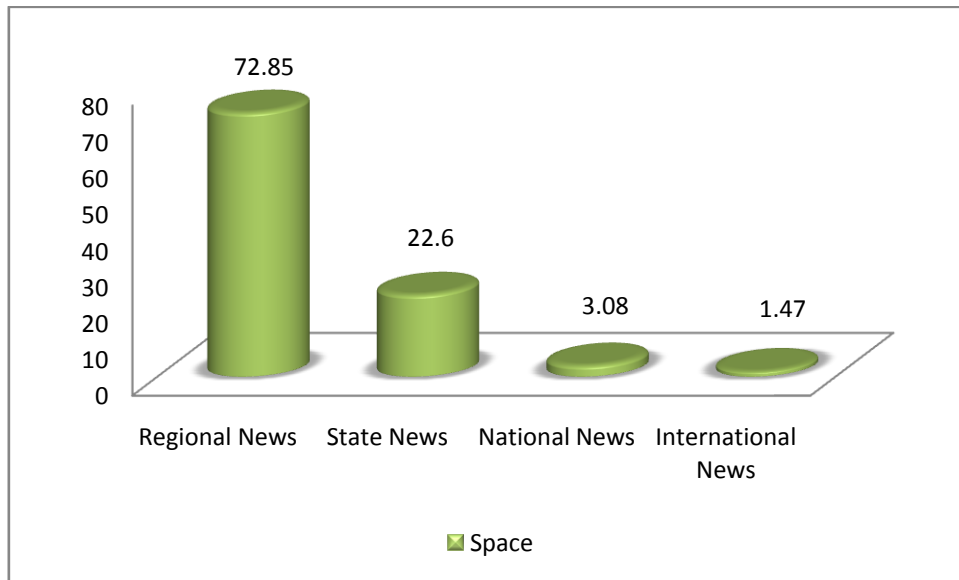


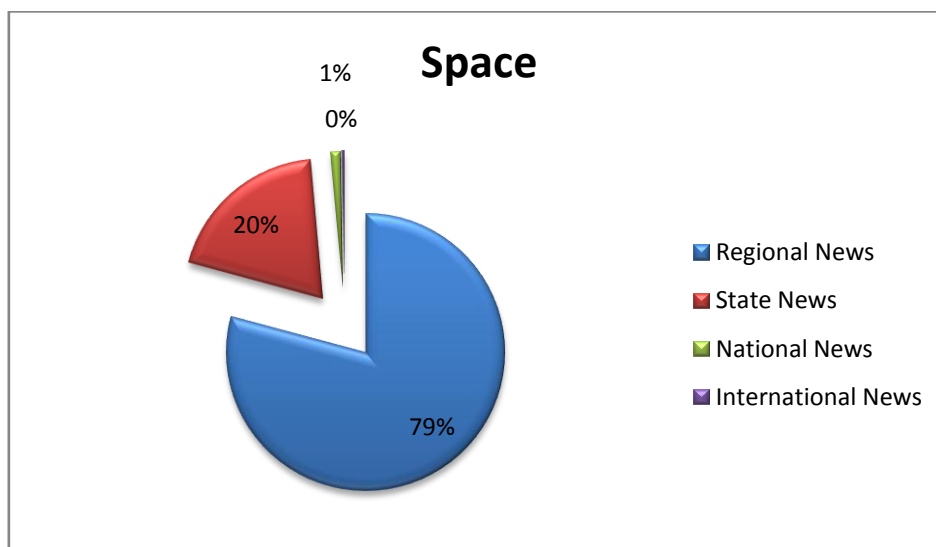
Table 2 and Fig 2 shows the total contents of Andolana There were totally 6472 news items in the paper, with the total space 1317668 sq.cm. It includes Newspapers carried most of the Regional news 4936 (76.27%) with the space 959830 (72.85%) sq cm, State news are 1238 (19.13%) with the space 297847 (22.6%) sq cm, 211 are National news are (3.26%) with the space 40596 (3.08%) sq c m, 87 are International news (1.34%) with the space 19395 (1.47%) sq c m.

Regional News and it’s space declines to the 1st position and State News and it’s space declines to 2nd position. National News issues coverage ranked 3rd in terms of coverage of space and 4th ranked in terms of number of International News and space for items coverage. We observe Regional News are given more importance.

Table.3: Total Space Allotment and Number of News Items Published on Different News Classification by Suddimoola Newspaper

Sl.no	News Classification	No.of news	%	Rank	News Classification	Space in sq cm	%	Rank
1	Regional News	4466	81.69	I	Regional News	707827	79.19	I
2	State News	943	17.25	II	State News	173335	19.39	II
3	National News	44	0.80	III	National News	10398	1.17	III
4	International News	14	0.26	IV	International News	2270	0.25	IV
	Total	5467	100		Total	893830	100	

Fig.3: Total News Classification and their Space Analysis of Suddimoola Newspaper



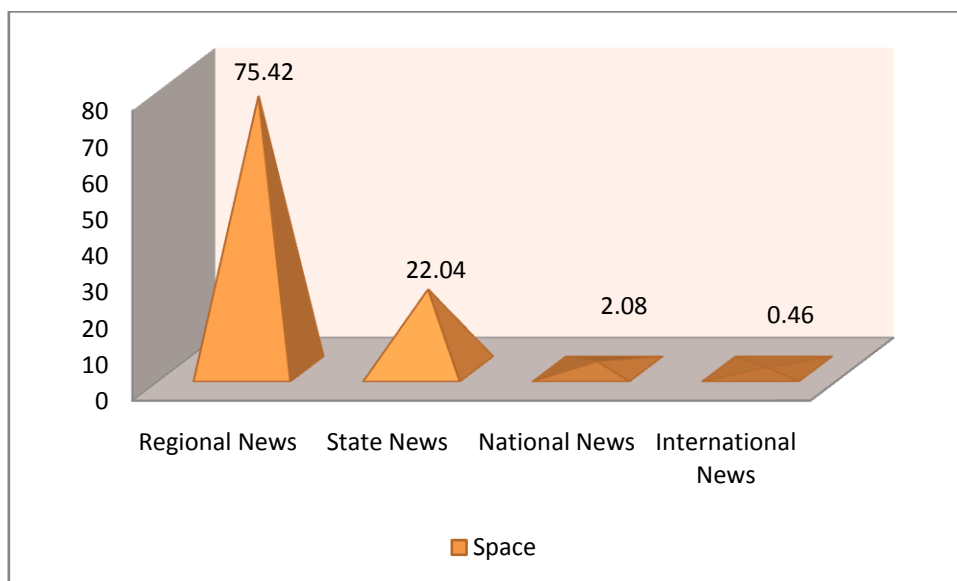
The data (Table 3 and Fig.3) in the above table shows the total contents of Suddimoola. There were totally 5467 news items in the paper, with the total space 893830 sq.cm. Newspaper includes most of the Regional news 4466 (81.69%) items with the space 707827 (79.19%) sq cm, State news are 943 (17.25%) with the space 173335 (19.39%) sq cm, 44 National news (0.80%) with the space 10398 (1.17%) sq c m, 14 International news (0.26%) with the space 2270 (0.25%) sq c m.

Regional News and space declines to the 1st position and State News and space declines to 2nd position. National News issues coverage ranked 3rd in terms of coverage of space and 4th ranked in terms of number of InterNational News and space for items coverage. Over again, Regional News are given more importance.

Table.4: Total Space Allotment and Number of News Items Published on Different News Classification by Prajapragathi Newspaper

Sl.no	News Classification	No.of news	%	Rank	News Classification	Space in sq cm	%	Rank
1	Regional News	3205	79.10	I	Regional News	695254	75.42	I
2	State News	753	18.58	II	State News	203222	22.04	II
3	National News	71	1.75	III	National News	19156	2.08	III
4	International News	23	0.57	IV	International News	4235	0.46	IV
	Total	4052	100		Total	921867	100	

Fig.4: Total News Classification and their Space Analysis of Prajapragathi Newspaper



The space allotment and News items coverage of each News Classification by Prajapragathi reports (Table 4 and fig.4) 4052 news items in the paper, with the total space 921867 sq.cm. That the Regional news got maximum coverage in Prajapragathi 3205 (79.10%) with the space 695254 (75.42%) sq cm, State news came at second place with 753 (18.58%) with the space 203222 (22.04%) sq cm, 71 National news are (1.75%) with the space 19156 (2.08%) sq cm, 23 International news are (0.57%) with the space 4235 (0.46%) sq cm.

Regional news and space declines to the 1st position and State news and space declines to 2nd position. National news issues coverage ranked 3rd in terms of coverage of space and 4th ranked in terms of number of International news and space items coverage. Over again, Regional news are given more importance.

Table.5: Total Space Allotment and Number of News Items Published on Different News Classification by Hasiru Kranthi Newspaper

Sl.no	News Classification	No.of news	%	Rank	News Classification	Space in sq cm	%	Rank
1	Regional News	2247	68.32	I	Regional News	492212	77.62	I
2	State News	832	25.30	II	State News	113594	17.91	II
3	National News	187	5.68	III	National News	25781	4.07	III
4	International News	23	0.70	IV	International News	2514	0.40	IV
	Total	3289	100		Total	634101	100	

Fig.5: Total News Classification and their Space Analysis of Hasiru Kranthi Newspaper

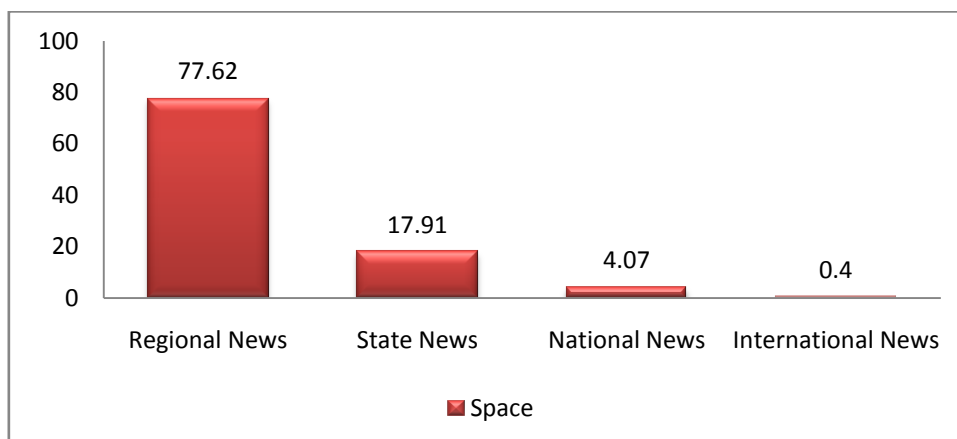


Table 5 and fig 5 The above table shows that the total contents of Hasiru Kranthi There were totally 3289 news items in the paper, with the total space 634101 sq.cm. It includes Newspaper carried most of the Regional news 2247 (68.32%) with the space 492212 (77.62%) sq cm, State news are 832 (25.30%) with the space 113594 (17.91%) sq cm, 187 National news (5.68%) with the space 25781 (4.07%) sq c m, 23 International news (0.70%) with the space 2514 (0.40%) sq c m.

Regional news and space declines to the 1st position and State news and space declines to 2nd position. National news issues coverage ranked 3rd in terms of coverage of space and 4th ranked in terms of number of International news and space items coverage. Over again, Regional news are given more importance, as we observe in above 3 news paper under study.

VII CONCLUSION

In view of globalization, it becomes even more important that Regional news be given adequate space and projection in newspaper columns so that it contributes towards Regional goodwill. Despite different classifications, how quantity and quality papers have reported the four small and medium Kannada Newspapers does not differ. The analysis of these all small and medium Kannada Newspapers proves that media shape readers’ perception of Regional events by way of their agenda-setting position, by framing, by priming and by cultivating beliefs. The selection, placement and treatment accorded to Regional news, in addition to information dissemination, indicate the priorities and approach of a newspaper. Different types and categories of news events occurring at local, regional, national and international levels, selected on the basis of news values and newsworthiness form the core of a newspapers. Regional news bringing events from beyond boundaries is a good indicator of the emphasis a newspapers places on global issues. An overview of the small and medium Kannada newspapers press will help to appreciate the projection of Regional news in the press and situate it in a larger context.

REFERENCES

Alok Gupta (2012). Determinants of International News Coverage By Indian English Language Newspapers. Submitted to the graduate degree program at William Allen White School of Journalism and Mass Communications and the Graduate Faculty of the University of Kansas in partial fulfillment of the requirements for the degree of Master of Science.
https://kuscholarworks.ku.edu/bitstream/handle/1808/10230/Gupta_ku_0099M_12179_DATA_1.pdf;sequence=1 pp-13,14,20.

Anilkumar Krishnrao wavare (2013). Role of Media in Society. National Seminar on Media Society, Abstracts. School of Social Sciences Solapur University, Solapur.pp-9.

- Anonymous., (2003). [Retrieved from: www.amarc.org/documents/manuals/womeninthe news_ips.pdf]
- C Patterson,¹ C Emslie,² O Mason,³ G Fergie,¹ S Hilton¹ (2016). Content analysis of UK newspaper and online news representations of women's and men's 'binge' drinking: a challenge for communicating evidence-based messages about single-episodic drinking? (<http://dx.doi.org/10.1136/bmjopen-2016-013124>). <http://bmjopen.bmj.com/content/bmjopen/6/12/e013124.full.pdf> Pp-4
- Dutt, B., & Garg, K. C. (2000). An overview of science and technology coverage in Indian english-language dailies. *Public Understanding of Science*, 9(2),1-35.
- Kakade V B (2013). Role of Media in Financial Literacy, Abstracts. School of Social Sciences Solapur University, Solapur.pp-23.
- Kiron Bansal (2016). International News Coverage in Four Indian Newspapers. A Content Analysis Study Pages 31-40 Published online: 20 May 2016
<https://www.tandfonline.com/doi/abs/10.1080/01296612.2003.11726699>
- Lahiri, B. and Mukhopodhyay, S. D., 2011, Content analysis of farm information communicated through selected Bengali newspapers. *J. Agric. Sci.*, 15 (4): 733-736.
- Mamatha K N and Onkaragouda Kakade (2016). Empowerment of Rural Women through Panchayath Raj System: The Role of Kannada Newspapers – A Study, thesis, Department of Journalism and Mass Communication Karnataka State Women's University, Vijayapura.pp-69
- Masmoudi, M. (1979). The new world information order. *Journal of Communication*, 29(2), 172–179.
- Mathur P., Shrivastava, K.M. (1984). Non-aligned movement in New Delhi and beyond. Sterling Publishers Pvt Ltd, New Delhi. p.116-118.
- Namrata Raut and Onkargouda Kakade, (2016), "The Role of Kannada Newspapers in Creating awareness about climate change", Langlit Publication, Vol-3, Issue-1, pp-453-460.
- Onkar Kakade, Shilpa Hiremath and Namrata Raut, (2013), "Role of Media in Creating awareness about Climate Change: A Case Study of English and Bijapur City", *IOSR Journal of Humanities and Social Science*, Vol-10, Issue-1, pp-37-43
- Ram, S. and Chandra, K. K., (2014), Content analysis of agricultural news covered in daily newspapers and its importance to farmers. Paper presented at National workshop on communication support for sustaining extension services, Banaras Hindu University, Varanasi. February 17-18.
- Sangma, N. D., (2014), Content analysis of English rural magazines. M. Sc. (Agri.) Thesis, Univ. Agric. Sci., Dharwad. (India).
- Suma Horakeri (2015), Content analysis of selected Kannada Newspapers and Usefulness of Agriculture Information to Farmers, a Masters Thesis submitted to Agricultural College, Dharawad, Pp 03.
- Vani, C., (2014). Coverage of Development news in Indian Press: A Content Analysis of Three Regional Newspapers of Andhra Pradesh, *Journal of Media and Social Development*, p 168. ISSN 2320 – 8244.
- Wu, H.D. (2003). Homogeneity around the world? Comparing the systemic determinants of international news flow between developed and developing countries. *International Communication Gazette*, 65(1), 9-24.