

COVERAGE OF DEVELOPMENT ISSUES IN THREE MAJOR KANNADA DAILIES; A COMPARATIVE STUDY

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Abstract: A Morning would be considered definitely Good, if a tea/coffee is accompanied by a newspaper. Of course, to gain basic knowledge even in the present era, newspapers play a very important role in an individual's life, as because of time constraints we the people cant afford to watch television to get minute to minute updates, or either hold a phone in a work place constantly, or during other daily course. But, how far do we assess the content of the newspaper...??? and thats a big question mark. Is the newspaper worth a read or atleast a glance. While a whole lot of reasearch's speak about the advertisements in newspapers, and how commercialization has affected the print journalism, and how editorials and other stories are influenced by various factors, The researcher here is trying to understand if there is still some worthy content which can be read in newspapers, And has chosen developmental stories as an example for worthy content. Hence, the analysis of how many developmental stories appear within a month in three major kannada dailies of india is conducted with the help of Quantitative content analysis. The scope of the study is relevant and the review of literature shows comparatively less research done in this area.

Keywords: Newspaper, Development, Coverage, Three Major Kannada Dailies, Issues.

Introduction: While journalism is practiced as a propaganda tool currently, yet, it can get really serious. *"Andrea downer" a Jamaican journalist once saw a little boy washing her car windows at the traffic signal in Kingston, She then found out that he belongs to a family of beggars. There were further investigations and it yielded an award for news media that influences policies in the uppercase.* The journalist was quoted saying: 'I wanted to serve something that assists people, rather than occupy the pages or sheets in the newspaper'. **Yes, it can get really serious. To look in to** Development journalism, relates itself to reporting stories on development issue's, irrespective of the region or state and it focuses on any development issue, keeping in view development as its priority. Development communication theories also state that it refers to the use of communication platforms, Especially Media in mainly to foster social development, to engage stakeholders, policy makers, rulers, social change via sustainable development and anything and everything that involves or leads towards the betterment of everything within the society. In India, we(people) deal with issues like Improper governance, Improper infrastructure, educational quality, women empowerment, poverty and pollution explosion, privatization of sports sector, health issue's, environment quality. Hence the researcher has made five categories of development stories that involve all the above developmental issue's : Political, Infrastructural, Agricultural, Financial/Economical, Social developmental stories.

Political Developmental Issues: W.W Rostow suggested that just like economic and other developments, there might be stages of political development too. But a successful attempt in this dimension was made by almond and Powell in a book "Comparative politics; a developmental approach" 1966. And here the researcher is considering any kind of political story which affects the development of the society nearly and deeply. Equality to the political culture and its refinement as of now and then and how politics will affect the development activities. (Ex: Corruption, Stability or inability of a government, Policy management and their pro's and con's).

Infrastructural Developmental Issues: Any news story that covers the infrastructural issues, and developments. The availability of basic facilities to all, the invention of new facilities and broadening the

list of it for betterment. (Ex: Public work facilities, ambience development, policies and their pro's and con's).

Agricultural Developmental Issues: All stories in general related to farming, animal husbandry and etc. The issue's faced in agriculture, and how to develop that sector. (Ex: Farming, technology, distribution or supply chain issues, pricing factors and etc).

Economical/Financial Development Issues: All stories in general related to the country's economy, factors affecting it, financial conditions. The monetary terms or aspects and the country's ability to withstand the situations. (Ex: Money value, standard of living, International competence).

Social Developmental Issues: Law and order, Human and over-all development (Sustainable development), and upliftment of the marginalized sections of the society. Social development is about improving the well being of every individual in the society, so they can reach their full potential and living a decent life. (Ex: development of human beings in general).

And analysis of news stories irrespective of national, state, district covered in the newspapers is done here. The newspapers chosen are based on circulation aspect, where Vijaya Karnataka, Vijayavani, Prajavani stand in the top three positions for circulation.

Review of Literature:

The relatively sparse research in the "Coverage of development issue's by newspapers" has raised the need for further research. However there is some research on this area, that is

1. "The development issues coverage in Kannada small and medium newspapers: A case study of Karnataka - by Prabha basavaraj Swamy, Onkargouda cooked."
2. "Coverage of developmental issues in Kannada dailies: A case study on Prajavani - by Dr. K. M. Kumarswamy."
3. "A comparative study on the coverage of development issues in the Ethiopian Herald and the Reporter Newspapers by GEREMEW CHALA. (Haramaya university, Ethiopia)."

Hence, it becomes necessary for further research.

Objectives :

To assess the extent of coverage, and the aspect (Area) of developmental issues more focused in the newspapers.

To compare the newspapers on how many developmental issues appear and the forms in which they appear in.

To identify the importance given to developmental stories based on space, statistics and infographics and etc.

To define what and how many news worthiness / values of developmental issues in the newspapers.

Methodology: With enormous ways to find answers to questions for researchers, the researcher here has chosen quantitative content analysis method to decode the content in newspapers for a period of one month (30 days) from December 21st 2017 to January 19th 2018. The researcher has few parameters, and will decode the content on that basis. The research is also done with the help of secondary data from books, journals, articles, newspapers, research papers and magazines.

The objective 1 is solved using Quantitative content analysis in the newspapers by calculating how many stories appear.

The objective 2 is solved using Quantitative content analysis in the newspapers by comparison on total stories.

The objective 3 is solved using Quantitative content analysis: measuring the size, and number of stories covered to define the importance.

The objective 4 is solved using Quantitative content analysis in the newspapers.

Data Analysis: The data gathered by the researcher here is based on the following parameters with help of a coding sheet: 1.) Total development stories that appeared, 2.) what aspect of the news story, 3.) Space for photographs and cartoons, writeup's, Psa's (Public service advertisements), 4.) News worthiness/values of the story, 5.) Type of the stories (hard or soft), 6.) No of photographs, 7.) No of cartoons, 8.) Column's, 9.) Reader's opinions, 10.) No of Psa's, 11.) Total news stories, 12.) No of Statistics and infographics, 13.) Space for news stories, 14.) Follow up's on any stories, 15.) No of editorials covering development issue's, 16.) The page numbers that the stories appear in.

Findings:

Assess the Extent of Coverage: (for 30 Days)

1. Vijaya Karnataka - 1315 Developmental stories.
2. Vijayavani - 1122 Developmental stories.
3. Prajavani - 1110 Developmental stories.

Aspect of Developmental Stories Covered: Metro, Pot holes, and other infrastructure problems, Health stories, Political developments and how they affect the society or the elections, PSA on social and women's development, Farmers' issues and water scarcity that which is affecting them, even water disputes. (Mahadayi), Editorials speaking for peace due to the communal violence, Images alone and a description about the infrastructure issues in the city, New Technology and their help to the city. (Ex: Electric cars), The economic times and the briefings of the financial scams, Upliftment of various underprivileged categories, their issues. Ex: Sc & ST, Speaking for the stress relief of students and humans in general through columns and speaking tree called "BODHI VRUKSHA" in Vijaya Karnataka, Stories on the human development in general, Letters requesting and questioning the social and other developmental atrocities in the society, Column's speaking about the disparities, difference's and factors that affect development, Stories speaking for sustainable development, therefore trying to balance the concept of development, News stories speaking up about the development at the international level for peace, and other aspects, Special photographs featured with just tagline's that speak about the loophole's in the infrastructural development, special coverage on developmental purpose events in the extra editions or the main edition itself. (Ex: khadi krafts Mela and etc), coverage on individual development and sectoral development and social development.

The Importance Given to the Stories through Space:

1.) Vijaya Karnataka:

Space for photographs and cartoons:	Space for write up's:	Space for PSA:
30,431 sq. cms	2,68,247 sq. cms	31,424 sq. cms

2.) Vijayavani:

Space for Photographs and Cartoons:	Space for write up's:	Space for PSA:
33,449 sq. cms	2,54,592 sq.cms	13,398 sq. cms

3.) Prajavani:

Space for Photographs and Cartoons:	Space for write up's:	Space for PSA:
45,263 sq. cms	2,54,592 sq.cms	15,460 sq. cms

The News Worthiness/Values in the News Stories: Personal interest, Crime, Controversial, Infotainment.

The Importance Given to the Stories through Page - No: According to the newspapers; Vijaya Karnataka approximately has a minimum of 14 to 16 pages in a day with an extra edition named "Namma Bengaluru" of 4 pages. Vijayavani newspaper has a minimum of 12 pages to 15 pages in a day with an extra edition named "Namaste Bengaluru". Prajavani newspaper has a minimum of 14 pages consistently and extra edition named as "Metro".

The extra editions of the newspapers mostly carry, the infrastructural developmental issues news stories. Vijaya Karnataka, vijayavani, prajavani carries mostly the political developmental stories in the 1st, 2nd, 3rd and of course till the end 4 pages. The Agricultural stories, mostly fall in between the 4th to 8th pages in all the 3 newspapers, and the Financial and economic development and social developmental stories are seen anywhere and any part of the newspapers.

Comparison of the Number of the Developmental Stories Covered By All the Three Newspapers:

To compare and say the highest number of developmental stories covered for a span of 30 days is Vijaya Karnataka (1113). And the second by prajavani (990), And the third place is taken by the vijayavani (897). The write up's or the story information in Vijaya Karnataka were in detail, and the space allotted for them proves it. And then the prajavani and vijayavani have dealt with write up's space in almost equals. Vijaya Karnataka – 2,68,247 , Vijayavani – 2,54,592 , Prajavani – 2,54,592 .

A common thing found in all the three newspapers were, they had covered infrastructure developmental massively. Vijaya Karnataka – 220 , Prajavani – 243 , Vijayavani – 150. The highest number of infrastructure developmental stories was carried by prajavani and then followed by Vijaya Karnataka.

Vijaya Karnataka has specially had some photo feature's on potholes, bad road conditions and etc. the newspapers also carried a lot of political developmental issues. Vijaya Karnataka mostly concentrated on controversial stories like scams and etc. prajavani and Vijaya Karnataka had the highest number of political oriented news. Vijaya Karnataka – 219 , Prajavani – 220 , Vijayavani – 194.

All the three newspapers had comparatively carried a lesser number of agricultural stories in comparison with the other category stories. The highest number of agricultural stories was seen in the prajavani newspaper. And it was almost equally followed by both the Vijaya Karnataka and vijayavani. Vijaya Karnataka – 118 , Vijayavani – 115 , Prajavani – 132.

Moving on to the Financial / Economical stories covered were very less in number and in comparison with other categories. They would probably go as the “economic times”, and a little money laundering scams, and other example is the GST corner in the Vijaya Karnataka. The highest number of financial and economical developmental stories covered was by the Vijaya Karnataka followed by prajavani and then vijayavani. Vijaya Karnataka – 98 , Vijayavani – 60 , Prajavani – 90.

The three newspapers had an exclusive coverage of the social developmental issues. They included anything and everything which are affecting the earth and the people and the animals surviving here. Mostly establishing the sustainable development concept. The highest number of social development stories was from Vijaya Karnataka of a minimum of 10 and above stories in a day, followed by vijayavani and prajavani. Vijaya Karnataka – 454 , Vijayavani – 362 , Prajavani – 345.

The amount of space given for the photographs and cartoon of the developmental stories also depicts the impact and the importance of that particular developmental story. The more amount of space given by the newspapers to them is vijayavani followed by the prajavani and the Vijaya Karnataka. Vijaya Karnataka – 30,431 , Vijayavani – 33,449 , Prajavani – 45,263.

PSA's were given a good importance by the newspapers as they create public awareness in the simplest way. The huge amount of space given by the newspapers for the PSA coverage was by the Vijaya Karnataka followed by the Prajavani and the Vijayavani. Vijaya Karnataka – 31,424 , Vijayavani – 13,398 , Prajavani – 15,460.

Moving on the developmental stories that carried the statistics which are an added value to the write up's, the highest number of statistics were carried by the Vijaya Karnataka (91) followed by the Prajavani (82) and then the Vijayavani (63). Along with them the highest number of stories that had Infographics was by Prajavani (48), then the Vijayavani (34) and then the Vijaya Karnataka (14) at the least. The number of PSA found in the newspapers, the highest were in the Vijaya Karnataka (69) followed by

vijayavani (50) prajavani (45) and then. The editorials had good and sound, meaning and almost everyday 1 editorials was carried by each newspaper. Vijaya Karnataka (28), Vijayavani (27), Prajavani (30). The highest number of photographs for developmental issues stories in the newspaper was seen in vijayavani (824), then Vijaya Karnataka (725) and the prajavani (633). The number of cartoons for creating an impact for the developmental stories were highest in the vijayavani (73), then the prajavani (58), and then the Vijaya Karnataka (40). The number of column's by experts on development issue's carried by the newspapers were seen the highest in the highest in the Vijaya Karnataka (34), then by the vijayavani (33) and prajavani (33). Moving on to the reader's opinion that were related to the developmental issue's; the highest were seen in the vijayavani (105) and then the Vijaya Karnataka (98), later the prajavani (24).

Conclusion: The main focus of the research was to find out how much of importance is given by the newspapers for the coverage of development issues in the three major Kannada dailies for the betterment of the society. The research has proved that for a span of 30 days, the newspapers have done a fair job of coverage of developmental issues. The number of social developmental stories in 1 day's newspaper proves their amount of concern towards the coverage. If this continues, there will be a drastic change towards the awareness there are contributing to the betterment.

The results also show the number of developmental stories covered by all the three newspapers for a period of 30 days, and that's a whooping number. There are 5 categories of developmental stories which the researcher has concentrated on, and all the categories have received their share of importance based on the intensity of the current issues. Infrastructural developmental stories were covered largely by the newspapers, as the current issue is that mainly. The coverage of social developmental stories also was done majorly for the society's concern, and financial and economic development issues were covered, but on the basis of importance.

The photographs and the cartoons used were almost impactful, and it shows equal weightage for both the write up's and them (Photographs) were ensured.

At the end, researchers here finds out that there is sufficient amount of coverage of developmental issues in all the 3 newspapers and, in case of certain factors an improvement is required in minimum levels. If that is concentrated towards, then the newspapers will be doing a good job.

Developmental issues relating to the Bangalore the city was more in number, and also general news regarding women, children, health and other factors were covered. The issues covered regarding the financial and economical, there were statistics and infographics and also the information given is accurate, and more than what the public can receive from any other platforms, apart from the newspapers.

Overall, the researcher here concludes that, the three major Kannada dailies have a played a greater role in serving the community with some developmental issues bothering the society, especially regarding the local community meaning Bengaluru in Karnataka.

Recommendations: The study here, proves that the newspapers have played a major role in covering the developmental issues, and it has been proved. It also suggests that in the area of financial and economical category news stories covered are less in number, and it can be improved, also apart from the local news stories, there can be improvement in coverage of news across the state and if important or necessary for the country too in an acceptable scale.

This study will help the newspaper organization regarding the area's or parameters which the news stories can be reported even betterly. Also, the consumers of newspapers can increase because of the efficiency of the newspapers being proved specially because of developmental stores. If the readers are fed with developmental issues to this extent society's knowledge or awareness gets broadened and they can work towards bringing the changes.

This study can lead to further studies on an individual category of developmental issues covered, and also on the individual parameters used here for data analysis in an extensive manner. It can also lead further towards a study on how reporting on a certain category is really important, and also the impact on the readers of these kind of developmental stories covered.

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