CONTENT ANALYSIS OF TWO NATIONAL DAILIES COVERING HEALTH AND SANITATION ISSUES

MINAKSHI KOTHIYAL & DIVYA SACHAN

*Department of Extension Education and Communication Management
CCS Haryana Agricultural University, Hisar, Haryana, India*

ABSTRACT

In the contemporary world, mass media is believed to be a reliable source of information and a tool which can raise the unseen issues of the society. Media, especially newspapers, have enlarged their campaign in each field like social, cultural, political, educational, development, health and economic sectors. The media can influence people with relevant information to empower them in their health-seeking behavior and attitudes. Through a content analysis of two newspapers – Dainik Jagran and Hindustan Times, we study the nature and type of news related to health and sanitation reported in the newspapers and also assessed the importance given to health and sanitation issues by two national English and Hindi dailies. It was found that ‘Dainik Jagran’ was leading as far as the numbers of items (43) covered on health and sanitation issues were concerned. But so far as space allocation was concerned more space to health and sanitation items was provided by ‘The Hindustan Times’ (1138.45 sq.cms.) covering only 21 items. Data revealed that most the items related to health and sanitation issues were by the newspaper’s own correspondents in both ‘Dainik Jagran’ (58%) and ‘The Hindustan Times’ (48%)

KEYWORDS: Contemporary World & The Hindustan Times

Original Article

Received: Jan 19, 2018; **Accepted:** Feb 09, 2018; **Published:** Mar 15, 2018; **Paper Id.:** IJESRAPR20188

INTRODUCTION

The Newspaper is an essential part of the tools of change because it has credibility and capability of reporting issues without any fear. Dainik Jagran and Hindustan Times newspapers seem to be more enthusiastic in covering local as well as national or international issues. Dainik Jagran is a Hindi newspaper which pays special attention in covering local issues Besides covering national or international issues because of its circulation in the regional base. Masses generally prefer to read those stories which are related to their own area or vicinity. On other hands Hindustan Times is English daily which covers National news because the target audience is all allied masses. A vision of the newspaper is "Providing information that creates wealth and enriches lives." The Mission of newspaper is "To deliver superior value to our customers, shareholders, employees, and society at large".

From 2 October 2014 Hindustan Times (HT) and Dainik Jagran represent the concept visualization of news frames for all news items associated to —Swachh Bharat Campaign considered for content analyses. The Swachh Bharat Campaign was started by the P.M Narendra Modi. The main aim of the campaign is “to make India clean”. The aim is to provide sanitation facilities to every family, including toilets, solid and liquid waste, Disposal system, village cleanliness, and safe and adequate drinking water supply by 2nd October 2019. It will be a befitting tribute to the Father of Nation on his 150th birth anniversary.

OBJECTIVES OF RESEARCH

The research has been conducted to study the following objectives:

- To study and critically analyze the nature and type of news related to health and sanitation reported in the newspapers.
- To find the difference in the space given to the health and sanitation issues in the two national dailies.
- To assess the importance given to health and sanitation issues by two national English and Hindi dailies

REVIEW OF LITERATURE

Diedong (2013) conducted a study on “Covering Health Issues: The Role of Newspapers in Ghana” found that Ghanaian newspapers create awareness on health matters through the publication of straight news stories. Though these straight news accounts may be one-sided, they can provide a shared understanding of some of the serious health problems confronting our society.

Murthy (2010) investigated that the growing trend for first reporting and investigative reporting, treating news as a commercialized commodity for mass consumption, filled with crime, legal disputes, politics, etc. with economic, social and development news taking a backseat.

METHODOLOGICAL PROCEDURE

Selection of News Paper

The Hindustan Times (English daily) and Dainik Jagran (Hindi daily) were selected purposefully because both dailies have wider all India circulation.

Sample Selection

The two selected Newspapers “The Hindustan Times” and “Dainik Jagran” published from New Delhi for the period 2nd -8th October constituted the universe of study. The Health and sanitation issues published in both the selected newspapers for the above mentioned period comprise the sample of the study.

Selection of Health and Sanitation Issues

Health and sanitation issues, including health and hygiene, developmental programme /campaign, editorial and political news related to health and sanitation

RESULT AND DISCUSSIONS

Table 1: General Information about the Selected National Dailies

S. No.	Main Area of Information	English Daily Hindustan Times	Hindi Daily Dainik Jagran
1	Cost of paper (Rs./ day)	3.50	3
2	Average No. of printed pages	18	20
3	Total average printed area of papers(sqcms)	31392	36624
4	Establishing year	1924	1942

General Information about Selected National Dailies

General information about the two selected newspapers complied is presented in table1.

Data in table 1 indicates that 'Dainik Jagran' had the maximum number of pages (20). Whereas 'The Hindustan Times' had 18 pages. Regarding the total printed area of the newspapers, the Dainik Jagran had the highest printed space i.e.36624 sq.cms. Followed by Hindustan Times (31392 sq.cms.). The Hindustan Time is the oldest newspaper (91 years) whereas Dainik Jagran is 73 years old.

Table 2: Total Space and Number of Items Devoted to Health and Sanitation Issues

S.N	Main Area of Information	Hindustan Times	Dainik Jagran
1	Total average printed areas of the papers (sq.cms.)	31392	36624
2	Total number of items related to health and sanitation issues	21	43
3	Total space covered by health and sanitation issues (sq.cms.)	1138.45	1111.39

Total Space Devoted to Health and Sanitation Issue under Swachh Bharat Abhiyan

The data regarding total space devoted to health and sanitation issue have been shown in Table 2.

When analyzed the total number of items and total space covered by health and sanitation issues in relation to the total average printed area of the papers, it was found that 'Dainik Jagran' was leading as far as the numbers of items (43) and space covered (1111.39 sq.cms.) by health and sanitation issues was concerned. But so far as space allocation was concerned more space to health and sanitation items was provided by 'The Hindustan Times' (1138.45 sq.cms.) covering only 21 items.

Quantitatively Analysis

Table 3: No. of Items and Space, Covered by Different Issues

S.No.	Main Items of Information	News Papers					
		Dainik Jagran			Hindustan Times		
	Issues	No. of Items	Space, Covered (sq.cms.)	Rank	No. of Items	Space, Covered (sq.cms.)	Rank
1	Health & Sanitation	16	114.10	IV	8	124.09	IV
2	Development Programmes/campaign	19	277.82	III	8	360.24	II
3	comment	2	405.06	I	2	508.12	I
4	Political	6	314.41	II	3	146.00	III
	Total no of Items	43	1111.39		21	1138.45	

Space, Covered by Different Health and Sanitation Related Issues

Table 3 shows the relative space given to different health and sanitation issues by selected national dailies.

A table indicates that major portion of total space devoted to health and sanitation issues in all dailies was occupied by an editorial section which is 508.12 sq.cms.in 'The Hindustan Times' and 405.06sq.cms. in 'Dainik Jagran' .

Developmental programme/campaign issues related to health and sanitation got second highest space i.e.360.24 sq.cms. in 'The Hindustan Times' as against 277.82 sq.cms. Space in the 'Dainik Jagran'. Another issues to which sufficient coverage was accorded by both the dailies were political issues on health and sanitation and solely health and hygiene. 'The Hindustan Times' and 'Dainik Jagran' provided 146.00sq.cms.and 314.41 sq.cms space to political issues.

Almost equal percentage space (114 sq.cms, 124 sq.cms.) was given to issue, health and hygiene in both national

dailies

Table 4: Qualitatively Analysis of Health and Sanitation Issues

S.No.	Main items of Information	News Papers							
		Dainik Jagran				Hindustan Times			
		No.of Items		Space Covered	Rank	No.of Items		Space Covered	Rank
f	%	f	%						
1	News paper own Correspondence	25	58	191.35	VI	10	48	126.47	I
2	National News agencies	1	2	56.14	III	2	9	157.70	III
3	Free lance journalist	2	5	405.06	V	2	9	508.12	III
4	Photographer	6	14	32.5	II	5	24	94.15	II
5	No source mentioned	5	12	47.93	III	2	9	119.22	III
6	Social Advertisement	4	9	174.66	IV	2	9	353.33	III
	Total no of Items	43				21			
Placement of Coverage									
1	Front page	4	10	136.06	III	3	21	113.34	II
2	Local Page	2	5	47.95	IV	2	14	32.72	III
3	National Page	11	27	143.74	II	6	43	146.38	I
4	Editorial	2	5	405.06	IV	2	14	508.12	III
5	Special supplement/	21	52	163.51	I	-			-
6	International	-			-	1	2	231.41	IV
	Total no of Items	40				14			
Context of Coverage									
1	National level	15	40	141.68	II	9	75	135.36	II
2	State level	1	3	46.42	III	-	-	-	-
3	District level	21	49	163.51	I	2	17	32.72	III
4	International level	-	-	-	-	1	8	231.41	I
	Total no of Items	37				12			
Format of Coverage									
1	News	37	86	152.84	I	15	79	131.04	III
2	Social Advertisement	4	9	174.66	II	2	10.5	353.33	II
3	Editorial	2	5	405.06	III	2	10.5	508.12	I
	Total No. of Items	43				19			

Qualitative Analysis of Health and Sanitation Issues

Source of information used for reporting health and sanitation issues

A cursory glance at the data provided in Table 4 reveals that most the items related to health and sanitation issues were by the newspaper's own correspondents in both 'Dainik Jagran' (58%) and 'The Hindustan Times' (48%).

Another important source of information were photographers, contain 14 percent in 'Dainik Jagran; and 24 percent in 'The Hindustan Times'.

Health and sanitation items coverage in the forms of advertisements by government's social initiatives were highest (4) in 'Dainik Jagran' as against two in 'The Hindustan Times'.

The least number of items were credited to the freelance journalists in 'The Hindustan Times' (9%) whereas, in 'Dainik Jagran' the coverage was restricted to 4 percent only.

Items covered by national news agencies reflected relatively less effort in all the dailies when compared to items filled –up by the dailies own correspondents, photographers, freelance journalist and government's social initiatives.

It can be concluded from the finding that press correspondents were found to be an important source of a majority of the information especially, in Hindi daily.

Placement of Coverage Regarding Health and Sanitation Issue

Table 4 indicates the placing of the items related to health and sanitation issues, i.e. the page on which they were displayed.

The data clearly indicate that in both the selected papers most items related to health and sanitation issues were displayed on the national page about 27 percent in 'Dainik Jagran' and 43 percent in 'The Hindustan Times'.

The data revealed that in 'Dainik Jagran' most items related to health and sanitation issues (52%) were placed on the special supplementary pages.

Other pages where health and sanitation issues appeared mostly were front pages in 'Dainik Jagran' (10%) and 'The Hindustan Times' (21%).

Both the newspapers contain a same number of items related to health and sanitation were displayed on the editorial pages.

Context of Coverage Regarding Health and Sanitation Issues

Table 4 indicates the level of reporting of health and sanitation issues, whether it was international, national, state or at a more micro level.

The data revealed 40 percent of the items in 'Dainik Jagran' were at the national level whereas 'The Hindustan Times' cover 75 percent items of national level.

Most of the news reported in 'Dainik Jagran' was district level (49%) whereas 'The Hindustan Times' cover very less number of news of district level (17%).

Only one news item in 'The Hindustan Times' was reported as international level whereas 'Dainik Jagran' contain only one news of state level.

Format of Coverage Regarding Health and Sanitation Issues

The format of coverage is one of the key indicators of the significance attached to any item in the newspaper. Table 5 shows that as far as news items are concerned, in 'Dainik Jagran' 37(86%) and in 'The Hindustan Times' 15 news items (79%) were published during the period of analysis.

As for advertisements, 'Dainik Jagran' had the maximum number of advertisements (4) followed by 'The Hindustan Times' (2).

As regards editorial, 'The Hindustan Times' and 'Dainik Jagran' published two editorials.

CONCLUSIONS

The study of content analysis of two national dailies reveals that 'Dainik Jagran' had the maximum number of pages and the highest printed space followed by Hindustan Times. And found that 'Dainik Jagran' was leading as far as the numbers of items (43) covered on health and sanitation issues were concerned. But so far as space allocation was

concerned more space to health and sanitation items was provided by 'The Hindustan Times' (1138.45 sq.cms.) covering only 21 items. The results also indicates that major portion of the total space devoted to health and sanitation issues in all dailies was occupied by editorial section and that most the items related to health and sanitation issues were by the newspaper's own correspondents in both 'Dainik Jagran' (58%) and 'The Hindustan Times' (48%). Health and sanitation items coverage in the forms of advertisements by government's social initiatives were highest (4) in 'Dainik Jagran' as against two in 'The Hindustan Times'.

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