



## The Role of Small and Medium Newspaper in Development: A Case Study of Suddimoola Newspaper

**Prabha Basavaraj Swamy**

Research Scholar, Dept. of Journalism and Mass Communication, Karnataka State Women's University, Vijaypur -586108, Karnataka, India.

**Onkargouda Kakade**

Associate Professor and Chairperson, Dept. of Journalism and Mass Communication, Karnataka State Women's University, Vijaypur -586108, Karnataka, India.

**Namrata Raut**

Research Scholar, Dept. of Journalism and Mass Communication, Karnataka State Women's University, Vijaypur -586108, Karnataka, India.

### ABSTRACT

*Media works for the development of country. Media throws light on weaker section of the society. In the rural area, small newspapers bridge between the society and concerned government. Small newspapers commenced with an intension to ignite the freedom fire in people mind in the pre-independence India. They are playing momentous role in the development of nation in post independence India also. Small newspapers also have equal responsibility and role to build the nation strongly. Because India is the country of the villages. Development of rural area can drive the nation in the path of development in all the sectors. Suddimoola is one of the small newspapers in Raichur, which was established on April 15, 1988. The people of Raichur, Koppala, Bellary, Bidar, Gulbarga, yadgira and Hyderabad –Karnataka region read this newspaper. Suddimoola is an eight paged broad sheet size small newspaper which has celebrated its silver jubilee recently. This investigation is to know the role of Suddimoola in covering developmental issues. Interestingly, this study shows that Suddimoola covers 782 developmental news with 146733 sq cm space. It gives importance to regional news and educational development news.*

**KEYWORDS : Print media, Content analysis, Rural Development, Local news**

### Introduction:

During freedom movement newspapers played a vital role. Newspapers made Indian public aware of cruelties, injustice of British Empire. They made Indians realize the need to get liberty. Patriotic article published in newspaper made British Government impatient. Many newspapers made people enthusiastic to get rid of British Empire. Through newspapers Indian people kept themselves informed of all the activities taking place in the country. In India newspapers are the pioneers of development. Even after independence they contributed in building the nation Because of its selfless efforts it is termed as the fourth estate of independent India. The newspapers have played a major role in achieving independence. In fact, Media is also trying to bring awareness in the citizens of India, putting great efforts to solve the problems in present circumstances. Newspapers help Legislature, Executive and Judiciary work to the mark uninterruptedly. Newspapers enlight the problems of society and concern department will take necessary actions to solve them immediately. Newspapers are playing immense role in the development of India.

Newspapers are not the property of any individual, religion or community; they don't favor any particular group. They provide platform to everybody to discuss. Newspapers provide space to the readers for their feedback. Newspapers are the strongest media coz they provide written, accurate proves. They give prominence to the developmental issues. Here we can remember the role of newspapers during emergency in Indira Gandhi period. Newspapers succeeded in awakening people about the social tribulations like Corruption, Terrorism, Naxalism, Child Marriage, Murders, Crimes, Child Kidnapping and Dowry and try to create awareness among the people. They make public to be alert and take the precautions and save themselves from harm. India is country of villages, here need is to cover rural aspects and develop them.

### Suddimoola- A Regional Newspaper

Suddimoolawas launched in April 15, 1988, as a fortnight and later it became daily newspaper. It is the first newspaper of Hyderabad-Karnataka region which had offset printing machine and imported computers from America. It is a broadsheet size regional newspaper with 8 pages. Presently this newspaper includes 75 staff and has the

reporters in 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 includes the column of senior journalists like M K Bhaskarao, Sheshchandrik, Khadri Achyutan, Eshwar Daitot, Vittahappa Gorantli, Dr. Basaling Soppimath. Sunday 6<sup>th</sup> page carries 'Suddi Sampad', where space for local writers, social and political issues reviews. It gives importance to local development news.

### Review of Literature :

The present investigation was designed to study the space given to developmental news in small and medium newspapers. It is aimed to find out what extent Suddimoola newspaper covers development news. Keeping the above aspects in view, the relevant literatures have been reviewed and presented below:

Dubai (1956) revealed that, media plays role in enhancing the knowledge of people. It even reveals that media is important in the deciding the quality of village.

M SNataraju (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.

V. Durgabhavani (1992) reported that Developmental News in Leading Telugu Dailies, development news in newspapers doesn't have the uniformity. Few newspapers give the temporary importance to the news, in other words current issues of developments only get the space in the newspapers.

D V R Moorthi, Development News Coverage in the Indian Press, opines that newspapers have to give worth coverage to Health, Population, and Electricity etc. Newspapers have been commercial. Rural news won't get space on coverage.

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.

**Statement of the problem**

'The Role of Small and Medium Newspaper in Development: A Case Study of Suddimoola Newspaper' 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.

**Objectives of the study:**

- To know how much importance given to regional news by Small and Medium newspapers.
- To evaluate the space given to development news.
- To study which developmental issues are getting importance in Small Newspapers.
- To know which category developmental news is highlighted and which category is neglected in Small Newspapers.
- To assess the quality of developmental news of Small Newspapers.
- To investigate the space given to national and international development news.

**Research Design and Methodology**

Raichur has Kannada as its regional language. Suddimoola is a Kannada Local newspaper. It has its circulation in 6 Districts of Hyderabad-Karnataka. So, 4 months newspapers are collected namely September, October, November, December 2014 and content is analyzed. The content of Suddimoola news coverage and circulation, space are also calculated.

The development news of National, State and International are categorized in 17 categories Agriculture, Education, Health, Politics, Drinking water, Road –Transportation, Electricity, Employment, Shelter, Women and Children, Sports and Social developments, whether, housing, entertainment, strike, Commercial.

**Data Analysis**

**Table.1: Total contents and their space analysis of Suddimoola newspaper.**

Contents	No. of news	%	Space in sq cm	%
News	10712	88.09	1358064	83.62
Article	152	1.25	68816	4.24
Advertisement	1296	10.66	197184	12.14
Total	12160	100	1624064	100

Table 1 revealed that Suddimoola newspaper has carried 12,160 total content and devoted 1624064 sq cm space in 4 months span i.e. September, October, November, December 2014. It includes 10712 news, 152 articles and 1296 advertisements.

**Table no.2: Geographical Categorization of the contents and their space analysis.**

Contents	Regional	%	State	%	National	%	International	%
News	6988	84.75	3651	96.10	68	61.26	5	100
Article	97	1.18	36	0.95	19	17.12	-	-
Advertisement	1160	14.07	112	2.95	24	21.62	-	-
Total	8245	100	3799	100	111	100	5	100

Table no. 2 shows that Suddimoola newspaper carried most of the 6988 local news –(84.75%), 3651statenews (96.10%), 68 national news (61.26%), 5 international news. In the same way, 1160 regional advertisements (14.07%), 112 state advertisements (2.95%), 24 national advertisements (21.62%) and no international advertisements. It contained 97 articles in the articles also regional articles are more.

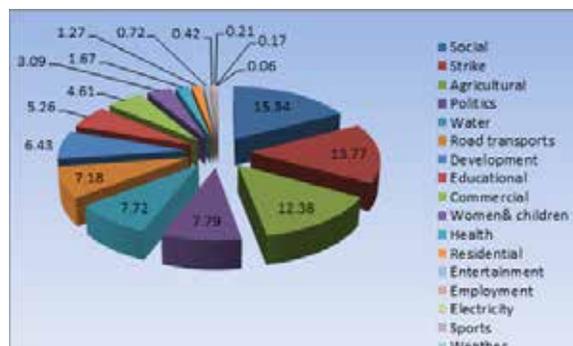
**Table no. 3. Space of Geographically Categorized contents.**

Contents	Regional News		State News		National News		International	
	Space	%	Space	%	Space	%	Space	%
News	934015	83.28	416007	88.64	7588	23.20	454	100
Article	43918	3.92	16296	3.47	8602	26.30	-	-
Advertisement	143648	12.80	37024	7.89	16512	50.50	-	-
Total	1121581	100	469327	100	32702	100	454	100

The analysis of Table no.3 shows that of Suddimoola has 1121581 sq cm space for regional news, 469327 sq cm state news, 32702 sq cm national news, 454 sq cm international news. This newspaper has 934015 sq cm space regional news (83.28%), 416007sq cm state news (88.64%),7588 sq cmNational News(23.20%). 143648 sq cm Regional advertisements (12.80%), 37024 sq cm State advertisements (7.89%), 16512 sq cm national Advertisements (50.50 %).43918 sq cm Regional article (3.92%), 16296 sq cm State articles (3.47%), 8602 sq cm National Articles (26.30%).

**Table no. 4 Categorized news and their space analysis.**

News	Number	Percentage	Space in sq cm	percentage
Social	1865	15.34	298778	18.39
Strike	1674	13.77	309898	19.08
Agricultural	1505	12.38	134647	8.29
Politics	947	7.79	84955	5.23
Water	939	7.72	105645	6.50
Road transports	873	7.18	76456	4.71
Development	782	6.43	146733	9.03
Educational	640	5.26	98913	6.09
Commercial	561	4.61	5510	0.34
Women& children	376	3.09	21570	1.33
Health	203	1.67	26872	1.65
Residential	154	1.27	11408	0.71
Entertainment	88	0.72	3092	0.19
Employment	51	0.42	15420	0.95
Electricity	25	0.21	11765	0.72
Sports	21	0.17	3672	0.24
Weather	8	0.06	2730	0.17
Total	10712	88.09	1358064	83.62



The analysis of Table no.4 indicates that in Suddimoola newspapers of 4 months there are 10712 (88.09%) news are there. with the space 1358064 (83.62%) sq cm. Among them **Development news are 782 (6.43%) with the space 146733 (4.71%) sq cm**, Social news are 1865(15.43%) with the space 298778 (18.39%) sq cm, Strike news are 1674 (13.77%), with the space 309898 (19.08%) sq cm, Agricultural

news are 1505 (12.38%) with the space 134647 (8.29%) sq cm, Politics news are 947 (7.79%) with the space 84955 (5.23%) sq cm, Water news are 939 (7.72%) with the space 105645 (6.50%) sq cm, Road transports news are 873 (7.18%) with the space 76456 (9.03%) sq cm, Development news are 782 (6.43%) with the space 146733(4.71%) sq cm, Educational news are 640 (5.26%) with the space 98913 (6.09%) sq cm, Commercial news are 561 (4.61%) with the space 5510 (0.34%) sq cm, Women and children news are 376 (3.09%) with the space 21570 (1.33%) sq cm, Health news are 203 (1.67%) with the space 26872 (1.65%) sq cm, Residential news are 154 (1.27%) with space 11408 (0.71%) sq cm, Entertainment news are 88 (0.72%) with space 3092 (0.19%) sq cm, Employment news are 51 (0.42%) with the space 15420 (0.95%) sq cm, Electricity news are 25 (0.21%) with the space 11765 (0.72%) sq cm, Sports news are 21 (0.17%) with the space 3672 (0.24%) sq cm, Whether news are 8 (0.06%) with the space 2730 (0.17%) sq cm.

**Table No. 5. Categorization of development news.**

Categories	Developmental news	%	Space allocated in sq cm	%
Educational	145	1.19	25743	1.59
Social	120	0.99	24759	1.52
Agricultural	137	1.13	23724	1.46
Road transports	118	0.98	22855	1.40
Employment	46	0.38	9456	0.58
Water	49	0.40	12663	0.78
Women and children	40	0.33	5907	0.36
Sports	12	0.09	1229	0.08
Electricity	11	0.09	2286	0.14
Health	56	0.46	9551	0.59
Residential	48	0.39	8560	0.53
Entertainment	-	-	-	-
Strike	-	-	-	-
Commercial	-	-	-	-
Total	782	6.43	146733	9.03

The Table no.5 shows the analysis of developmental news content of Suddimoola newspaper. Developmental news are categorized in 14 categories namely Agriculture, Education, Health, Water Facility,

Road-Transportation, Electricity Facility, Employment, Women and children, Sports, and social developmental news, Entertainment, Strike, Commercial. This newspaper carried 782 developmental news in 4 months. These 782 have covered the space of 146733 sq cm. In all these developmental news Educational developmental news are more 145 (1.19%) with the space 25743 sq cm (1.59%). Social developmental news 120 (0.99%) with the space 24759 sq cm (1.52%), Agricultural developmental news are 137 (1.13%) with the space 23724 sq cm (1.46%), Road transport developmental news are 118 (0.98%) with the space 22855 sq cm (1.40%), Employment developmental news are 46 (0.38%) with the space 9456 sq cm (0.58%), Water development news are 49 (0.40%) with the space 12663 sq cm (0.78%), Women and Children developmental news are 40 (0.33%) with the space 5907 sq cm (0.36%). Sports developmental news are 12 (0.09%) with the space 1229 sq cm (0.08%). Electricity developmental news are 11 (0.09%) with the space 2286 sq cm (0.14%). Health developmental news are 56 (0.46%) with the space 9551 sq cm (0.59%). Residential developmental news are 48 (0.39%) with the space 8560 sq cm (0.53%). No development news for Entertainment, Strike and Commercial.

### Conclusion:

Suddimoola is the newspaper which works with the interest of public welfare. It covers the development issues and tries to draw the attention of government. Local problems like water, road, power cut, seeds for farmers, drainage, cheats in pesticides, municipality, problems in local governments, and gives daily half page column in the paper. Newspapers can change the world. This study shows that Suddimoola newspaper gives more coverage to the regional development news. These Development news covers **782** news of total news and **146733** sq cm. This newspaper gives **145** Educational developmental news (**1.19%**) with the space of **25743** sq cm (**1.59%**), followed by 120 social development news (**0.99%**) and 24759 sq cm (**1.52%**) of total space. 137 Agricultural development news (**1.13%**) and 23724 sq cm (**1.46%**) of total space. This newspaper carries 6988 (84.75%) with the space 934015 sq cm (83.28%) development news. In them, 733 regional development news with 132644 sq cm, 48 state level development news (6.14%) with the space 13783 (9.39%) and 1 national development news (0.13%) with the space 306 sq cm (0.21%) of the total development news space.

This newspaper is purely regional and works for the development of rural level.

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