



Coverage of Development Issues in Kannada Dailies: A Case Study of Prajavani

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ABSTRACT

Development communication refers to the use of communication to facilitate social development. (Quebral, Nora C, 1972) Development communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchanges to bring about positive social change via sustainable development. (Mefalopulos, Paolo, 2008). Media works for the development of country. Media throws light on weaker section of the society. In India newspapers bridge between the society and concerned government. 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. Newspapers also have equal responsibility and role to build the nation strongly. India is still developing country and nation of villages. Development of rural area can drive the nation in the path of development in all the sectors. Present study is to analyze the role of English Newspapers in covering development news. It is a case study of Prajavani newspaper. Prajavani is one of the Kannada leading papers in Karnataka. It has maximum readership and credibility among Kannadigas. The study has objective to know the contents of Prajavani. For the study 3 months newspapers are taken for the content analysis, namely September October November 2014. It is observed that Prajavani gives preference to the political news.

KEYWORDS

Development Communication, Newspapers, Content Analysis, Development news

Introduction:

Development communication refers to the use of communication to facilitate social development. (Quebral, Nora C). Development communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchanges to bring about positive social change via sustainable development (Mefalopulos, Paolo) Development communication techniques include information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change and community participation.

Newspapers play important role in making people aware about the surrounding issues. They played crucial role in freedom struggle. 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 highlight the problems of society and the concern department will take necessary actions to solve them immediately. Newspapers are playing immense role in the development of India.

The importance of creating a global partnership to promote human rights and human development is discussed in the United Nations Millennium Development Goals (MDG 2003). The MDG's third goal is to "promote gender equality and empower women". Gender disparities in education, employment, health and participation in decision-making processes have been identified as major obstacles to human development. The problem of gender inequity is also an impediment to the development of India, where women are disproportionately represented in poor and vulnerable communities and 'class-gender effects' in the process of degradation of nature's resources are other matters of grave concern. Recent studies show that poor, rural women in environmental risk areas are especially disadvantaged. The Indian government, Indian NGOs and international organizations have initiated a num-

ber of projects aimed at solving these women's development needs. India is a democratic state with a relatively free press and a large number of newspapers. The role of the press in exposing these specific problems and development needs of poor, rural women cannot be underestimated. (Behnoosh Pay-var, 2004).

Statement of the problem

"Coverage of Development Issues In Kannada Dailies: A Case Study Of Prajavani". 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 study the preferred news coverage of Prajavani.
- To assess the coverage of development issues in Prajavani.
- To analyze the content of development issues in Prajavani.
- To assess the space given to development issues in Prajavani.
- To know the relevance of Kannada Newspapers in making people understand Climate Change.
- To analyze how much importance given to development knows.

Research Design and Methodology

The research design of this study is content analysis. Its overall objective is to study the coverage of development issues in Prajavani. In this study, the contents of Prajavani of September, October and November are taken for the analysis. The news of Prajavani are categorized in 17 categories, namely, Politics, International, Advertisements, Health, Education, Corruption, Women and Children, Crime and Accident, Courts, Protest, Science Technology, Development, Agriculture, Sports, Business, Film / Entertainment and Others. This other category includes Human rights, Regional, Human rights protest, Development, Disputes, Religion etc. In each category news number and space is calculated. The data collected is analyzed with the help of statistical tools like percentage, average, ratios and weighted averages to make projections and to draw meaningful conclusions and further substantiated through statistical tests.

Review of literature:

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.

D Harishandr (2000), it was the comparison study of Udayvahini and Janvahini newspapers in Dakshin Kannada districts and found that Janavahini newspaper carries more 0.11% development news when compared to Janavahini newspaper. But space wise Udayavani (66240 sq cm) gives more space than Janavahini (52250 sq cm). Udayavani gives 1187 sq cm more news in the newspaper.

S Nataraj (2000), it was the comparison study of Vijay Karnatak and Janvahini in covering rural news and the study says that Janavahini newspaper gives more importance to rural news when compared to Vijay karnatak newspapers.

Emmanuel taiwo babalola, (2002), This paper is an account of an on-going study regarding the effectiveness and noneffectiveness of English medium newspapers for facilitating literacy empowerment. Given the need to exploit the enormous resources of newspapers, as vehicles for facilitating literacy empowerment among literate communities, this paper suggests steps that can be taken by newspaper publishers, members of the Nigerian education orchestra and the Nigerian polity in appropriating the catalytic role of the newspaper as an instrument for promoting literate communities in Nigeria.

Maritha Snyman, (2004), Using the printed medium to disseminate information about psychiatric disorders: original article. The aim of this study is to provide a checklist, to apply it for the evaluation of printed brochures about schizophrenia, and to make recommendations for best practices when using the printed medium for the dissemination of information about schizophrenia in South Africa. The findings indicate to which degree brochures about schizophrenia do not conform to general accepted criteria for effective printed health messages. The readability level of the brochures indicated a target audience of at least university graduates which makes them unsuitable as information material for the general South African public.

Christopher J, Coyne and Peter T Lesson, (2004), Read all about it! Understanding the role of Media in economic Development. this paper explores the media in economic development. In particular, we seek to outline the conditions under which the media contributes to the successful adaption policies aimed at economic progress. Core thesis is that successful economic development requires the coordination of efforts by politician with the interests of the populace on policies that bring about economic growth.

Behnoosh Payvar, (2004), Newspaper Coverage Of Gender, Environment And Development Issues In India, The purpose of this study was to examine the coverage of gender, environment and development (GED) issues in the Indian English-language newspapers. The results show that the press does not reflect the actual needs of people in India and is influenced by certain biases in the coverage of GED issues. NGOs, gender scholars and press watch organizations believe that the press performance regarding the coverage of GED is weak.

Dhanshi M. Patil. (2011), Recent Trends of Print Media in Development Communication, This article studies the circulation trends of the print media: newspaper and magazines in India and other few countries and also discussed how the role of print media in the development communication is changing in recent era. It also concentrates on what is the impact of new electronic media on the print media.

D V R Moorthi, (2013), 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 cover page.

Data Analysis

Table.No.1: Total contents analysis of four newspapers and their space analysis.

S. No.	News	Number	%	Space in sq cm	%
1	Politics	1062	7.98	166860	8.84
2	International	306	2.30	28840.5	1.53
3	Development	1008	7.58	141975	7.52
4	Business	990	7.44	95899.5	5.08
5	Corruption	144	1.08	22585.5	1.20
6	Crime and Accident	270	2.03	30501	1.62
7	Health	270	2.03	33475.5	1.77
8	Education	1062	7.98	180247.5	9.55
9	Sports	1188	8.93	175963.5	9.32
10	Advertisements	3780	28.42	599908.5	31.78
11	Agriculture	270	2.03	52227	2.77
12	Film & Entertainment	126	0.95	26743.5	1.42
13	Women-Child	252	1.89	45742.5	2.42
14	Others	1656	12.45	169542	8.98
15	Sci Technology	306	2.30	39636	2.10
16	Courts	306	2.30	32292	1.71
17	Protest	306	2.30	45405	2.41
		13302	100.00	1887845	100.00

The above table shows that, in Pajavani first priority is given to advertisements i.e. there are 3780 (28.42%) ads in 3 months with the space 599908.5 sq cm (31.78%). Followed by Sports 1188 (8.93%) with 175963.5 sq cm (9.32%), politics 1062 (7.98%) with 166860 sq cm (8.84), education 1062 (7.98%) with the space 180247.5 sq cm (9.55%), **Development 1008 (7.58%) with the space 141975 sq cm (7.52%)**, Business 990 (7.44%) with the space 95899.5 sq cm (5.08%), International 306 (2.30%) with the space 28840.5 sq cm (1.53%), equal number of news 306 (2.3%) in Science and Technology, Courts and Sports with the space 39636 sq cm (2.10%), 32292 sq cm (1.71%) and 45405 (2.41%) respectively. Equal number of news in health, Crime and Accidents and agriculture i.e. 270 (2.03%) with the space 30501 sq cm (1.62%), 33475.5 sq cm (1.77%) and 52227 sq cm (2.77%) respectively, Women Children 252 (1.89%) with the space 45742.5 sq cm (2.42%), Corruption 144 (1.08%) with the space 22585.5 sq cm (1.20%). There are 1656 (12.45%) others news which include Human rights, Regional, Human rights protest, Development, Disputes, Religion etc

Conclusion:

Prajavani is one of the major dailies in Karnataka. It has credibility. It has published 13302 news items which covered 1887845 sq cm space. It gives fifth position to the developmental news. There are Development 1008 (7.58%) with the space 141975 sq cm (7.52%), in the span of three months. But highest priority is given to advertisements 3780 (28.42%) ads in 3 months with the space 599908.5 sq cm (31.78%) followed by Sports 1188 (8.93%) with 175963.5 sq cm (9.32%) and Politics 1062 (7.98%) with 166860 sq cm (8.84) news. Among these developmental news most of them are Educational developmental news followed by Society developmental news.

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