

The Development Issues Coverage in Kannada Small and Medium Newspapers : A Case Study of Karnataka

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Abstract:Media works for the development of country. Media throws light on weaker section of the society. In the rural area, small and medium newspapers bridge between the society and concerned government. Small and medium 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 and medium 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. Andolana, Suddimoola, Prajapragati and Hasirukranti are the small and medium newspapers of Karnataka state from Raichur, Mysore, Tumkur, Belgaum districts. Development of rural area can drive the nation in the path of development in all the sectors. Andolana, Suddimoola, Prajapragati and Hasirukranti are Kannada small and medium newspapers of Karnataka State. This investigation is to know the role of these four Kannada small and medium newspapers in covering developmental issues. Interestingly, this study shows that these four newspapers covers **1315 developmental news with 236535 sq cm space**. It gives importance to regional news and educational development news.

Key words: Print media, Content analysis, Development news.

I. Introduction

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. Indian economy is basically a rural economy. More than 60 percent of our population lives in the rural areas. According to a survey by National Sample Survey Organization, more than 16 crore households live in the rural areas. Indian farmers, who were classified as born in debt, live in debt and die in debt, have become one of the most influential consumer groups in society now. Their income levels have increased and along with that, tastes and preferences have also shown changes. This advancement of the rural mass has resulted in the growth of language newspapers, language press mean to be the Local or the Regional newspapers. A marked change in the coverage of local news by newspapers is another reason for the growth of language newspapers. Earlier national and international news dominated the Indian press. But the experiment by some newspapers, especially in the southern states, of covering local news with prominence gave a big boost to their circulation. Newspapers from other parts soon copied this. Newspapers started covering issues that were concerned with the ordinary people. This attracted rural people as it is a medium to express their grievances and aspirations. Starting of multiple editions was another factor that resulted in the growth of the language press.

Earlier newspapers were confined to state capital cities only. But as more and more potential readers emerged from other areas, newspaper owners started editions from regional centers. Thus multiple editions of newspapers were brought out the boom in advertising also helped in the growth of the language press. The rural mass turned out to be the biggest market for any product. For attracting them, advertisers were forced to give advertisements in local papers. This in turn resulted in an increase of revenue for the language press. Small and Medium newspapers focus on rural area and put efforts to develop the rural part of India. Such small newspapers focus on the regional news, regional development. In India few small newspapers have more credibility than large newspapers. Rural people are still dependent on them for information.

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Regional Newspapers

Andolan is one of the small and Medium newspapers in Mysore, which was established in December 2, 1972 and later on became daily in 1977. This newspaper covers Mysore, Mandya, Chamrajnagar and Kodagu districts. In 1980 it was getting published from Chamrajnagar District, from 2012 the single edition of this paper is being published from Mysore. Andolan became very popular in this region. At the beginning it has only 2 single color pages but now it has 12 multicolored pages. RajashekarKoti is the founder editor of this paper. Presently Andolan has 81 staff and it been covering Mysore, Kodagu, Mandya, Bangalore districts. In short this newspaper covers entire South Karnataka with 42, 000 circulation. This newspaper every now and then incorporates the technology.

Andolan has Film Supplement Friday and Supplements of 4 pages on Sundays. On first page we can see that importance is given to state and regional news. We can find the Mysore regional Seventh news on second, third, fourth, fifth and on tenth page. On 6th page we can find the news pertaining to the Kodagu district. Whereas 7th page includes Chamrajnagar news and 8th, 9th pages publish the news of Mandya district. 11th page covers sports and 12th page is reserved for the advertisements. Thus Andolan has a styke sheet and made a mark in covering the regional news, discrimination, women problems, Rural development.

Suddimoolais one of the small and Medium newspaper in Raichur, which was 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. BasavarajSwamy is the founder editor of this paper. Presently this newspaper includes 56 staff and has the reporters in Raichur, 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, Sheshchandriksa, KhadriAchyutan, EshwarDaitot, Dr.BasalingSoppimath, VittahappaGorantli. Sunday 6th page carries ‘SuddiSampad’, where space for local writers, social and political issues reviews. It gives importance to local development news.

Prajapragathi is one of the small and Medium newspapers in Tumkur, which was established in 1978. This newspaper covers Tumkur, Chitradurga, Davangere districts. Naganna is the founder editor of this paper. Presently this newspaper includes 48 staff. It has the circulation of 28000 in region.

HasiruKranti is one of the small and Medium newspapers in Belgaum, which was established in 11 June 1985. This newspaper covers Belgaum, Dharwad, Gadag, Karwar, Davangere, Bagalkot, Bijapur, Gulbarga, yadgira districts. KalyanraoMuchalambi is the founder editor of this paper. Presently this newspaper includes 34staff. It has the circulation of 25000 in region.

Significance and scope of the study

Small and medium newspapers have low circulation, so their cost is also low. Maintenance of such newspaper is problematical, still then as a result of some people’s hard work and interest few newspapers across the country have celebrated their silver and golden jubilee. Local news papers are been launching and some local newspapers are closing due to no support. Big newspapers give importance to national and international news. Present study is to analyze the coverage of development news in the regional and local newspapers. Small and medium newspapers give the maximum space to regional news and have maintained the credibility as earlier.

Statement of the problem

“The Development Issues Coverage in Kannada Small and Medium Newspapers : A Case Study of Karnataka” 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.

II. Objectives of the study

To evaluate the space given to development news.

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

III. Research Design and Methodology

Mysore, Raichur, Tumkur and Belgaum has Kannada as its regional language. Andolan, Suddimoola, Prajapragathi and HasiruKrantis are Kannada Local newspapers. So, 6 months newspapers are collected from January To July 2015 of all 4-news papers each of 45 issues and content is analyzed. The content of Andolana, Suddimoola, Prajapragathi and HasiruKrantis news coverage and circulation, space are also calculated.

The development news of National, State and International are categorized in 11 categories Agriculture, Education, Health, Drinking water, Road –Transportation, Electricity, Employment, Women and Children, Sports and Social developments, residential.

IV. 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, Andolan, Prajapragathi and HasiruKrantis newspaper covers development news. Keeping the above aspects in view, the relevant literatures have been reviewed and presented below:

M. S. Nataraju (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.

Promodakumarjena (1994), Effective use of media for rural development; A study of communication patterns in Orissa. For many respondents a rural newspaper was the one that published more rural news while almost the sample number described it as a news paper published from a rural area. On the role of a rural newspaper, most of the respondents wanted it to draw the attention of the authority towards the problems of rural areas, followed closely by preference to development news strangely, corruption was found to be a non-issue among rural.

Kanai Prasad Mitra (1995), A study of small and medium sized newspaper for agricultural communication –A situational analysis share cropper as well as sub-marginal and marginal farmers are trying their level best to increase cropping intensity and consequently they become more dependent upon information on appropriate and scientific technologies which are being published in some specific community newspapers. People felt that the needs of their social and economic life and solutions to them were generally not reflected in the national dailies and, therefore, these community papers served the local and regional issues in a big way. A big section of them became interested to purchase products which were advertisements were displayed with suitable practical example.

P. G. Shrinivasappa (1999), this study was the content analysis of KannadPrabha, 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. Harishandra (2000), it was the comparison study of Udayvahini and Janvahini newspapers in Dakshin Kannada districts and found that Janvahini newspaper carries more 0.11% development news when compared to Janvahini newspaper. But space wise Udayavani (66240 sq cm) gives more space than Janvahini (52250 sq cm). Udayavani gives 1187 sq cm more news in the newspaper.

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

Coverage of Development Issues in Newspapers :

The present study is focused on the coverage made by newspapers regarding Development Issues. Four newspapers, 'Andolana', 'Suddimoola', 'Prajapragati' and 'HasiruKranti' were taken for study. These papers are published from Karnataka State.

To analyze the Development Issues in newspapers, educational, health, social, agricultural, road transports, water, women and children, residential, sports and electricity against Development related issues were selected. All kind of printed material related to these issues as articles, news stories, analysis, letter to editor, column etc were taken for analyses separately.

Year 2015 was selected to study the contents of the newspapers. In view of the voluminous data, the scope of the study was narrowed down further through systematic sampling. Thus, starting from 1 January 2015 to Jun-2015 of all Four news papers each of 45 issues. Totally 180 issues.

V. Data Analysis

Table.1: Total contents analysis of four newspapers and their space analysis .

Contents	No. of news	%	Space in sq cm	%
News	15954	79.19	2128005	77.40
Article	760	3.78	260265	9.47
Advertisement	3204	15.90	338693	12.32
Letter to Editor	229	1.13	22379	0.81
Total	20147	100	2749342	100

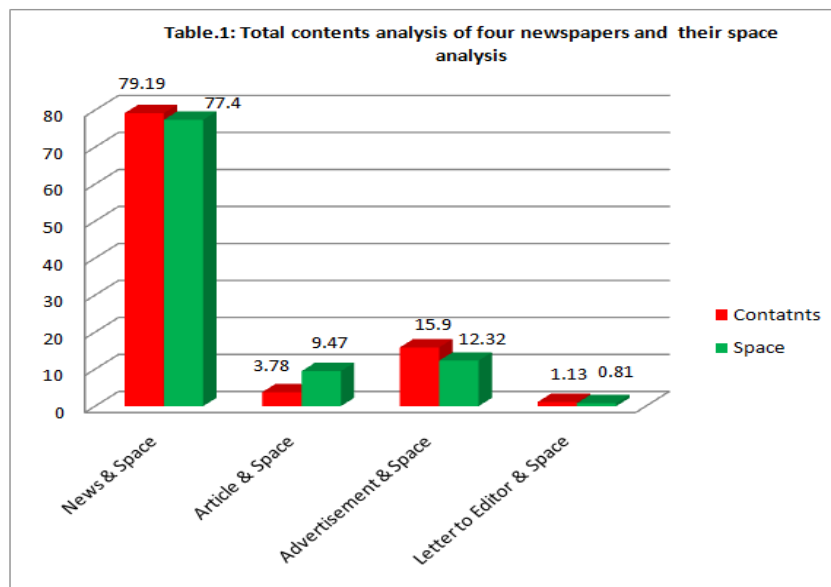


Table 1 revealed that four newspapers has carried 20147 total content and devoted 2749342 sq cm space in 6 months span i.e. January to June 2015. It includes 15954 news (79.19%) with the space 2128005 (77.40%)sq cm, 760 articles (3.78%) with the space 260265 (9.47%) sq cm,3204 advertisements(15.90%) with the space 338693 (12.32%) sq cm, and 229 letter to editor (1.13%) with the space 22379(0.81%) sq cm.

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

Contents	News	%	Space in sq cm	%
Regional News	14237	70.67	1850702	67.31
State News	1149	5.70	209794	7.63
National News	516	2.57	61459	2.24
InterNational News	52	0.25	6050	0.22
Total	15954	79.19	2128005	77.40

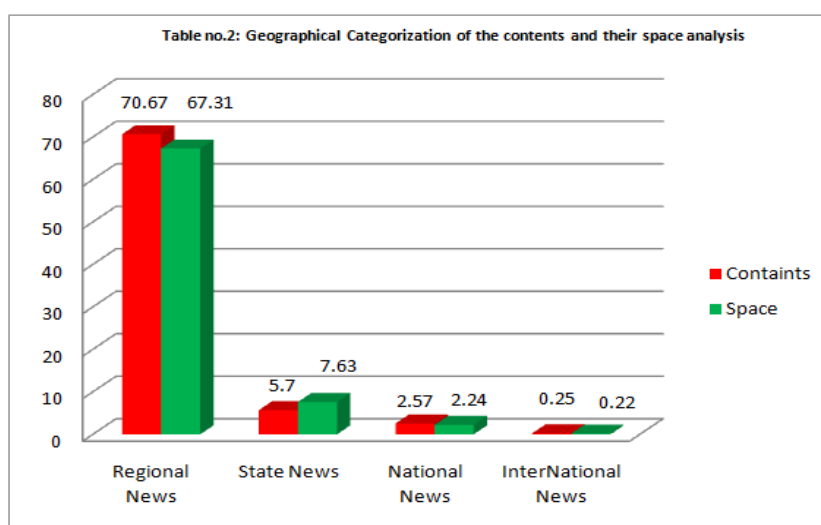
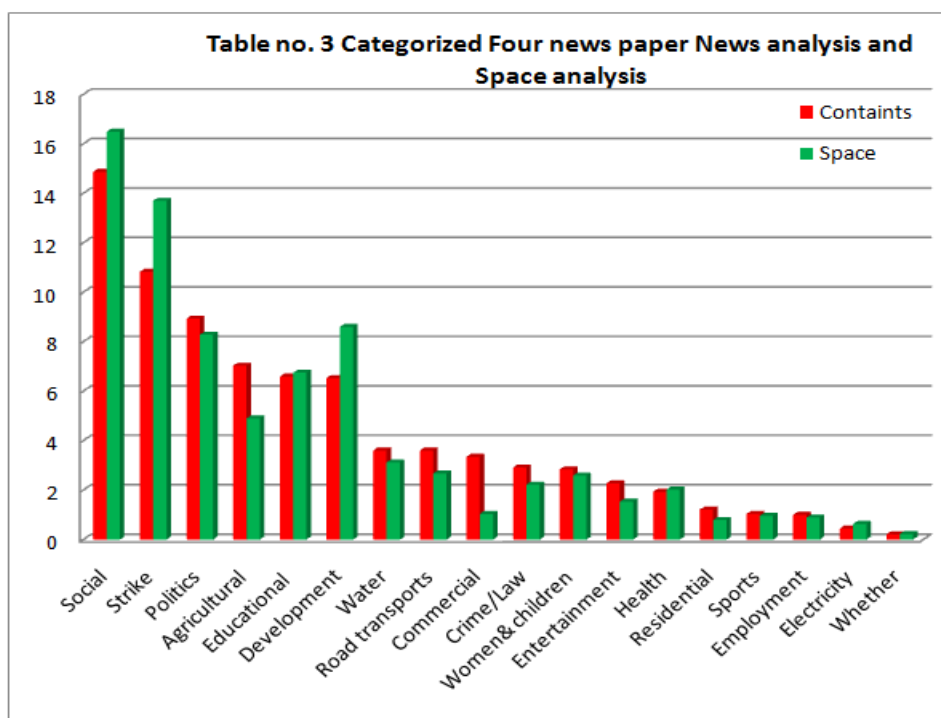


Table no. 2 shows that four newspapers carried most of the regional news are 14237 (70.67%)with the space 1850702 (67.31%) sq cm, state news are 1149 (5.70%) with the space 209794 (7.63%)sq cm, 516 national news are (2.57%) with the space 61459 (2.24%) sq c m, 52 international news are (0.25%)with the space 6050 (0.22%) sq c m.

Table no. 3 Categorized Four news paper News analysis and Space analysis

News	Number	%	Space in sq cm	%
Social	2995	14.87	453218	16.49
Strike	2183	10.83	376931	13.70
Politics	1800	8.93	227556	8.28
Agricultural	1417	7.03	134534	4.90
Educational	1326	6.59	185780	6.75
Development	1315	6.53	236535	8.60
Water	726	3.60	85769	3.12
Road transports	726	3.60	73337	2.67
Commercial	674	3.35	28468	1.03
Crime/Law	586	2.91	61196	2.22
Women& children	574	2.84	71155	2.59
Entertainment	456	2.27	42173	1.53
Health	387	1.93	55669	2.02
Residential	243	1.21	21618	0.79
Sports	211	1.04	26294	0.96
Employment	201	1.00	24298	0.89
Electricity	91	0.45	17306	0.63
Whether	43	0.21	6168	0.22
Total	15954	79.19	2128005	77.40

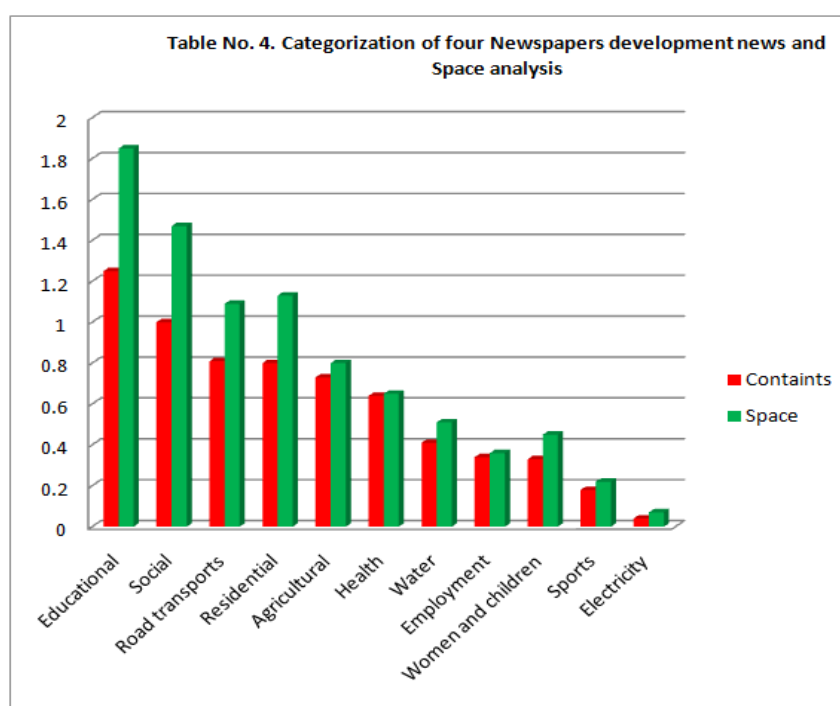


The analysis of Table no.3 indicates that in four newspapers of 6 months there are 15954 (79.19%) news are there. with the space 2128005 (77.40%) sq cm. Among them **Development news are 1315 (6.53%) with the space 236535 (8.60%) sq cm**, Social news are 2995(14.87%) with the space 453218 (16.49%) sq cm, Strike news are 2183 (10.83%), with the space 376931 (13.70%) sq cm, Politics news are 1800 (8.93%) with the space 227556 (8.28%) sq cm, Agricultural news are 1417 (7.03%) with the space 134534 (4.90%) sq cm, Educational news are 1326 (6.59%) with the space 185780 (6.75%) sq cm, Development news are 1315 (6.53%) with the space 236535(8.60%) sq cm, Water news are 726 (3.60%) with the space 85769 (3.12%) sq cm, Road transports news are 726 (3.60%) with the space 73337 (2.67%) sq cm, Commercial news are 674 (3.35%) with the space 28468 (1.03%) sq cm, Crime/Law news are 586 (2.91%), with the space 61196 (2.22%) sq cm, Women and children news are 574 (2.84%) with the space 71155 (2.59%) sq cm, Entertainment news are 456

(2.27%) with space 42173 (1.53%) sq cm, Health news are 387 (1.93%) with the space 55669 (2.02%) sq cm, Residential news are 243 (1.21%) with space 21618 (0.79%) sq cm, Sports news are 211 (1.04%) with the space 26294 (0.96%) sq cm, Employment news are 201 (1.00%) with the space 24298 (0.89%) sq cm, Electricity news are 91 (0.45%) with the space 17306 (0.63%) sq cm, Whether news are 43 (0.21%) with the space 6168 (0.22%) sq c m.

Table No. 4. Categorization of four Newspapers development news and Space analysis

Categories	Developmental news	%	Space in sq cm	%
Educational	252	1.25	50843	1.85
Social	201	1.00	40444	1.47
Road transports	164	0.81	30009	1.09
Residential	162	0.80	31048	1.13
Agricultural	147	0.73	22038	0.80
Health	128	0.64	17751	0.65
Water	82	0.41	14163	0.51
Employment	67	0.34	9948	0.36
Women and children	66	0.33	12435	0.45
Sports	37	0.18	6042	0.22
Electricity	9	0.04	1814	0.07
Total	1315	6.53	236535	8.60



The Table no.4 shows the analysis of developmental news content of Four newspapers. Developmental news are categorized in 14 categories namely Education, social developmental news, Road-Transportation, Residential, Agriculture, Health, Water Facility, Employment, Women and children, Sports, Electricity Facility and Entertainment, Strike, Commercial. These four newspapers carried **1315 developmental news** in 6 months. These **1315(6.53%) have covered the space of 236535 (8.60%) sq cm**. In all these developmental news Educational developmental news are more 252 (1.25%) with the space 50843 (1.85%) sq cm. Social developmental news are 201 (1.00%) with the space 40444 (1.47%) sq cm, Road transport developmental news are 164 (0.81%) with the space 30009 (1.09%) sq cm, Residential developmental news are 162 (0.80%) with the space 31048 sq cm (1.13%). Agricultural developmental news are 147 (0.73%) with the space 22038 (0.80%) sq cm, Health developmental news are 128 (0.64%) with the space 17751 (0.65%) sq cm. Water development news are 82 (0.41%) with the space 14163 (0.51%)sq cm, Employment developmental news are 67 (0.34%) with the space 9948 (0.36%) sq cm, Women and Children developmental news are 66 (0.33%) with the space 12435(0.45%) sq cm, Sports developmental news are 37 (0.18%) with the space 6042 (0.22%) sq cm, Electricity developmental news are 9 (0.04%) with the space 1814 (0.07%) sq cm. No development news for Entertainment, Strike and Commercial.

VI. Conclusion

From the data of Table – 4 we come to know that the space devoted and the importance given to the development news by all the four newspapers. We know that the most essential and basic need in rural areas is the Water, Education, Road Transport and Health facilities. From the data of Table – 4 we observe that the above all 4 issues are being covered with the highest priority and the sufficient space also allotted for them.

When we observe Table – 3 which gives the data of news in general of different categories considering the above mentioned 4 categories we find that all the 4 regional newspapers have showed their responsibilities in focusing the problems and giving their opinions towards the basic needs of rural peoples. i.e., Water, Education, Road & Transport and Health. So, these four regional News Papers are playing greater role in alerting the local administration to take necessary action towards the problems.

When we consider social issue we observe that the social category stands first in general news coverage and second in development issues coverage by this we say that 4 regional Newspapers have proved themselves as the regional papers by covering the social news with the ground reality and devoting highest space which is one of the major factor in leading towards a constructive environment in the social life. As most of the readers depend on these regional dailies in getting information related to the society they live in.

For a movement or a voice against any issue there is a need of public support to get success regarding the issues, ultimately there is a need of awareness to get support from the public whether it may be a regional issue as the state issue, this work is done by the regional dailies which reaches the local peoples and provide reality check about the movements. In this view all the four regional papers have given second priority in coverage of news and allotting highest space to the strike related issues.

Development news related to Agriculture has been covered with the highest priority and also the general news related to Agriculture are also published with sufficient space. This shows the rural concern by all the four regional Dailies, by this we can conclude that these four regional dailies are playing key role in betterment of rural life by providing necessary awareness and information related to agriculture which is their main occupation.

Development News related to residential has been covered with the highest priority and also the general news related to the issue are also published with suitable priority which is considered to be informative which leads to the standardization of residences of rural people.

Development and general news related to women and children are also given suitable priority in publishing by all the four regional dailies, by this the four dailies are doing their job in creating awareness and providing more information regarding the issue which leads to the healthy society.

The other issues related to commerce, Entertainment, Crime/Law, Sports, Weather, Employment are also given importance in publishing with the correct information has also taken care by all four regional dailies with a small space allotted, this proves that regional dailies provide every information for day to day life which helps in betterment of the local peoples.

When we consider the electricity issue Development or the general news coverage we observe a poor coverage of the matter relating to the issue but the electricity problem is very bad in the rural region so there is a need of coverage of the issue with greater importance by all the four regional dailies.

Overall we can conclude that the four regional dailies Andolana, Suddimoola, Prajapragati and Hasirukranti are playing a greater role by serving the local people particularly the rural people in all respects. They have proved from the above research that these dailies are serving for the betterment of the Socio-Economic life of the rural people.

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