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## *Print media's coverage of rural development; A comparative study of newspapers*

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*Abstract: The contribution of print media in providing information and transfer of knowledge is remarkable. Print media has a quality of making a longer impact on people (readers) mind with depth and analytical reporting. In developing countries like India, one of the main concerns is to optimize the role of print media in the rural area. In India, media is all about people, where approximately 70% of the population living in the rural area. Media helps the government to learn about public needs and plan their programmes accordingly. It also helps the public to know about government plans and policies. But a number of quantitative studies documented that a rural journalism in the mainstream press was negligible as compared to their marketing and industrial coverage. A holistic approach to the problems of rural India is yet wanting on the media front. In this study, we are going to calculate the coverage of rural news through English daily newspaper "The Time of India" and Hindi daily Dainik Jagran for 15 days on regular basis. To achieve the objectives the researchers have been used content analysis method in a qualitative & quantitative manner. The study is an attempt to understand the coverage provided by a daily newspaper in such issues- health, panchayat, agriculture, debt, farmer's suicide, and water issue etc.*

*Keywords: print media, rural problems, rural policies, rural development.*

### I. INTRODUCTION

India is a nation where nearly 70% of its population lives in rural areas. Rural development is always being a primary subject in government agenda. Apart from agriculture, there is also such issues like sanitation, health, farm debt, agriculture, poverty and drinking water that are the key areas of villages where a lot of work need to be required. There is a need for rural development communication and mass connection that can help them to get all the necessary information. Both development communication and mass connection call for the special attention of the government so that rural population get rid of their problems. Above mention problems are such big issues that play a huge role and give big challenges in front of the government since independence. If we will talk about our communication tool called media, which is not really playing a good role if we are looking towards rural problems of the country like India. Media is not seriously handling the issues related to rural problems and policies. How much amount of space a newspaper or a television channel gives to a single news of a rural problem conclude answer for itself. There is no need to explain further if we seriously going to watch out these problems suffered by rural people by is not going to published or broadcast anymore for development concern. Print or electronic not properly cover the news about rural policies and problem. Sashi Kumar, Chairman of Media Development Foundation and Asian College of Journalism, Chennai, said, "The occasional coverage of rural India was limited to reports on farm suicides and functioning of some khap panchayats. There was little coverage of the problems faced by people in the rural areas or about the plurality and diversity that were found in villages. Though environment and climate change were important issues, they were covered only

during natural disasters. The fact that climate change was going to affect the present and the future should necessitate it getting continuous and top coverage in newspapers and television channels. Issues such as child labour, malnutrition, rural-urban divide also needed more attention”.

In contemporary time, electronic media is busy with broadcasting programmes related to cricket, crime, corruption, and cinema. Whereas print media like the newspaper is publishing advertisements. It would be not wrong if we will call a newspaper advertisements paper because approximately 65% of all the newspapers filled with advertisement and there is rarely space is available that is occupied for all types of news so where a news like rural problem get a chance to published in any newspaper from. Newspapers are not featuring the stories on rural problems properly. They avoid publishing rural problems due to the market constraint. Whatever we discussed above are the reasons why the rural development is still a big challenge in front of the government and us.

## II. LITERATURE REVIEW

Haloi Ritumani (2015) stated that still there is some hole for which media has failed to play an effective role in some major political issues. Consequently, apart from political instability, the pace of socio-economic development of the people living in rural areas affected highly. Murali & Prakash new media may be used effectively for a plethora of activities ranging from the creation of employment of entrepreneurship skills to successful rural development. It has been that new media contribute to poverty reduction if it is tailored to the needs of the poor and if it is used in the right way for the right purpose and complemented with required reforms. Adhrit Chandra Pati Tripathi (2017) With reference to above discussion it is clear that media has been playing an important role in the Raebareli and Varanasi district of Uttar Pradesh in different dimensions but at the same time, it has some problems which are arrogant as well as operational in nature. So, the people linked with the media industry should be focused on the development aspect in such a way that people come forward and freely to cooperate with each other. Media strategy should be such that it can help in the development aspect and can provide minimum amenities in all areas of the state. Innovation, realistic, local resource person and local aspirations would have to be considered in media strategy for the greater interest of the society. The media strategies for rural development would, therefore, essentially include the rural press, local radio stations, rural programmes on television and reinforcement through extension agencies, community development programmes and agencies, so as to facilitate and reinforce the adoption process through interpersonal and face-to-face communication process.

## III. RESEARCH OBJECTIVES

1. To study the coverage of rural news in English daily newspaper (Times of India).
2. To study the coverage of rural news in Hindi daily newspaper (Dainik Jagran).
3. To find out the nature of rural news.
4. What is the coverage of rural development on the editorial, front, national and state page?
5. A comparative study between both newspapers.

## IV. RESEARCH METHODOLOGY

In this study, a researcher is going to calculate the coverage of rural news through English daily newspaper “The Time of India” and Hindi daily newspaper “Dainik Jagran” for 15 days on regular basis. To achieve the objectives the researcher has been used the content analysis method in a qualitative & quantitative manner. The study includes all the news items, articles, and editorial appeared during 15 days from 1<sup>st</sup> October to 15<sup>th</sup> October 2018 on regular basis. The study is an attempt to understand the coverage provided by daily newspapers.

## V. DATA ANALYSIS AND INTERPRETATION

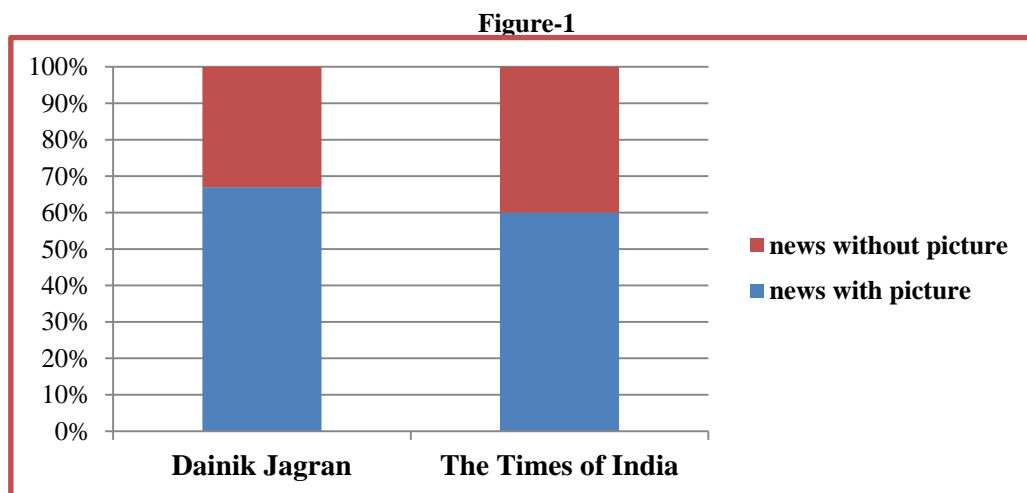
- News with picture and news without picture
- First page, national page, state page and editorial page
- Agriculture, farmer, village and farmer loan
- Problems, policies, motivational and management

## VI. RESULT AND DATA ANALYSIS

According to the table, shown below have documented the coverage that has been provided by *The Times of India* and *Dainik Jagran*. The data were reviewed to find out that the total number of issues regarding rural development have been published during the mentioned period of time.

**Table 1-News with and without picture in Times of India and Dainik Jagran.**

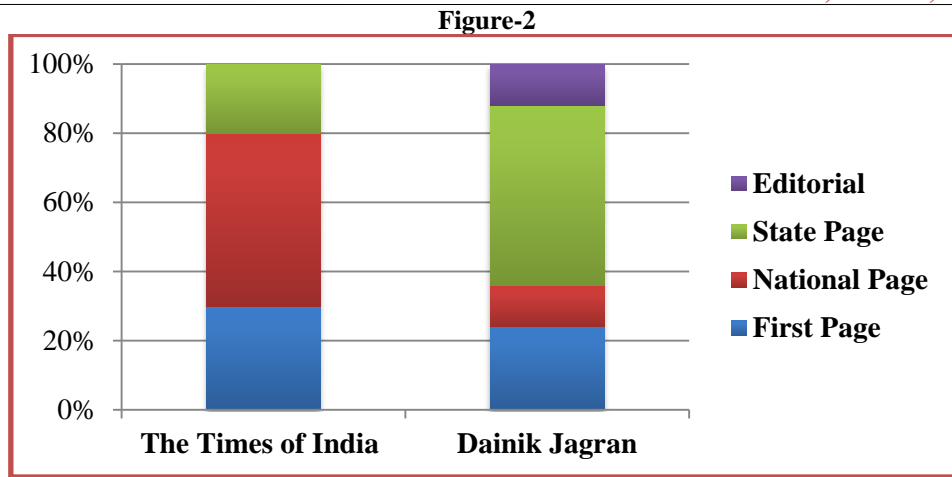
Units	Dainik Jagran	Times of India
News with picture	67%	60%
News without picture	33%	40%



Above mention, the table shows the data taken out from the newspapers *The Times of India* and *Dainik Jagran*. Data collected from 15 days of newspaper on regular basis. This column chart shows that 60% news has published with the picture in *The Times of India* about rural development and 67% news with the picture have published in *Dainik Jagran*. *The Times of India* has published 40% news without a picture and *Dainik Jagran* has published 33% news.

**Table 2. Analysis of news preference:**

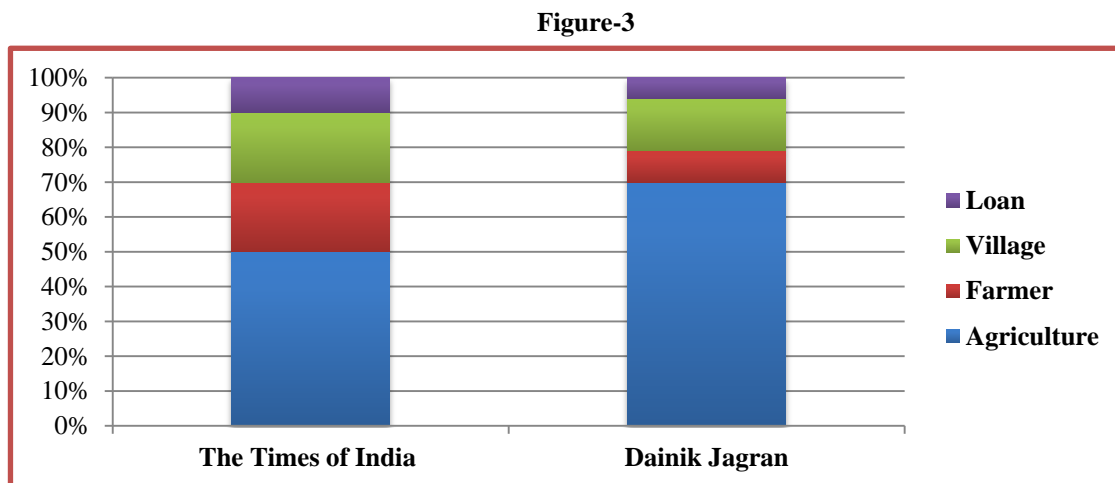
Units	The Times of India	Dainik Jagran
First page	30%	24%
National page	50%	12%
State page	20%	52%
Editorial	0%	12%



According to the figure above both newspapers gave different preference to news at difference space. The Times of India has given 30% of its total coverage on the first page but Dainik Jagran has given 24% of its total coverage. The Times of India has given 50% of its total coverage on the national page but compared to it Dainik Jagran gave only 12% of its total coverage. The Times of India and Dainik Jagran have given 20% and 52% of its total coverage to state page. This show that The Times of India has given more priorities to the national page for coverage of rural news but compare to it Dainik Jagran has given more priorities to state page for coverage of rural news. Dainik Jagran has given 12% of its total coverage on editorial but The Times of India has not published any editorial.

**Table 3.analysis of types of units:**

Units	The Times of India	Dainik Jagran
Agriculture	50%	70%
Farmer	20%	9%
Village	20%	15%
Loan	10%	6%

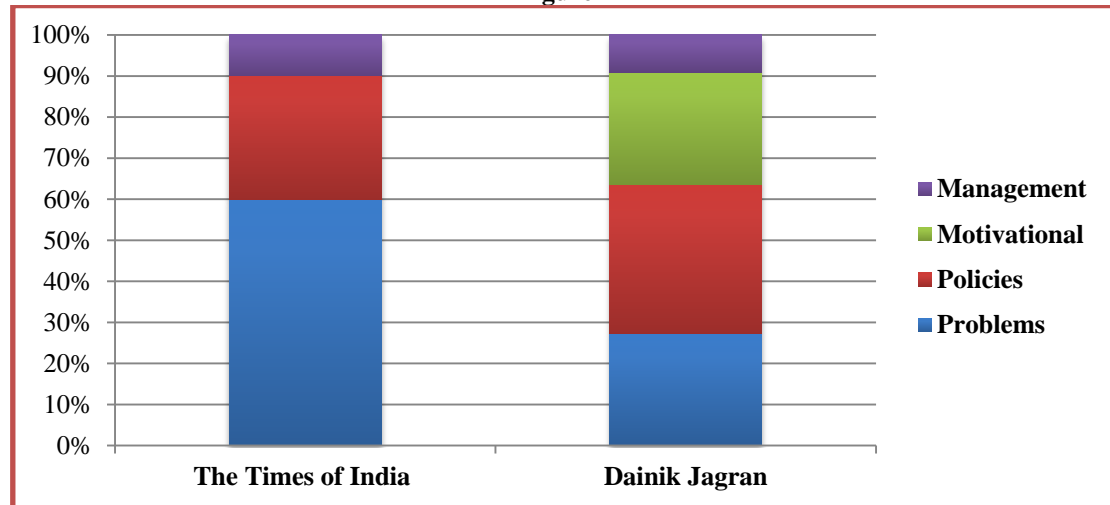


From the above figure, Dainik Jagran has given 70% space of its total coverage on the agriculture-related news but The Times of India gave 50% space of its total coverage. The Times of India has given 20% space of its total coverage on farmer related news but Dainik Jagran gave only 9%. The Times of India has given 20% space of its total coverage on village related news and Dainik Jagran gave 15% space of its total coverage. The Times of India has given 10% space of its total coverage on loan related news and Dainik Jagran gave 6% space of its total coverage. It’s found that both the newspapers gave more priority to the agriculture-related news.

Table 4-analysis of nature of units:

Units	The Times of India	Dainik Jagran
Problems	60%	27%
Policies	30%	36%
Motivational	0%	27%
Management	10%	9%

Figure-4



According to the above figure, The Times of India published 60% of total news related to problems but another side Dainik Jagran published only 27% of the total news. Both newspapers The Times of India and Dainik Jagran published near about the same news related to policies that are 30% and 36%. Dainik Jagran published 27% of total news related to motivational nature but The Times of India did not publish any news related to motivational nature. The Times of India and Dainik Jagran published 10% and 9% of total news about management.

## VII. CONCLUSION

All the information we have given above and discussed related to rural areas are not properly covered by the media. From the time of Independence, rural issues, problems and policies have been an important part of our community and it always plays an important role in the political sphere too. Despite all this, the rural problems in newspaper coverage have not been covered properly nor any more talk about it. This is very shocking for us to know that the newspaper is not publishing the maximum number of rural news. In our research, we have found news stories like accident, crime, events, and political development in villages carried a majority of space than any rural development.

It is said that media works as a bridge between the government and the common people. Accordingly, the media should do the job of providing information to the general public very well. But in this study, we have seen English print media like The Times of India newspaper failed to provide a good amount of important information to the common people. The condition of the editorial is also worse. Not single editorial and motivational news was published on these issues during these 15 days.

## VIII. SUGGESTIONS

Maximum news regarding rural problem and policy should be published in the newspaper.

Reporters need to understand the importance of rural people and their problems so that they can help them out from their problems such as health, environment, corruption, agriculture etc. Different workshops, training programmes must be organised by the government of India at National and International level.

The newspaper is also read by most policymakers, so, for this reason, it is necessary that newspaper print more and more news about rural problems so that policymakers can go through with this and make policies according to the people need.

Development communication is also very important for rural development so it becomes necessary for reporters to must know how to write development stories.

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