

AGENDA SETTING AND NEWS PAPERS

A CONTENT ANALYSIS OF FIRST PAGES IN TELUGU STATES

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Abstract

Though the newspapers have been increasing the number of pages and providing voluminous information first pages continue to be significant in their contribution. They not only attract the attention of the readers but also set the agenda to the public. The agenda help in prioritizing the issues and problems and also support by informing what to know and consequently what to do to solve the problems or how to make use of the disseminated information. In the new millennium the country and the public in turn have witnessed a paradigm shift as major changes such as globalization and economic reforms in socio, economic, political and cultural fronts and the media had also to reprioritized the coverage. The researchers tried to find out the drastic changes at global and national level in these fronts and whether the news papers through their coverage of news help the public in concentrating on these issues. Content analysis of two English and two Telugu newspapers that are published from the telugu states was done to find out as to which news is given priority and the probable reasons for it. The study showed that the news papers continue to highlight the news related to politics, government, crime etc. and other subjects that can support the improvement of quality of lives of the public such as development, science and technology or sports are given less priority.

Key words: Paradigm shift, globalization, coverage, political, economic, social.

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Introduction

The post 1991 scenario of progress witnessed by many sectors is evident in the case of mass media and entertainment too. The growth of Indian media is multidimensional in all its fronts such as print, electronic as well as new media and continue to be crucial in the contemporary times also. The newspaper industry which has experienced consolidation in the new millennium itself, began to reveal itself in India by 2002 (Kohli, 2003). Despite rapid transformation of media due to globalization and the penetration of digital media newspapers continue to organize information and draw attention in both public and elite (Hesmondhalgh, 2007, Anderson, Glaisyer, Smith, and Rothfeld, 2011). At a time when print newspaper circulation is declining in the United States, very large and newly literate publics in Brazil, India, China, and other recently industrialized nations are driving an unprecedented rise in total global newspaper circulation (“The Future of News,” 2011). In the context of the convergence and cross media ownerships global players have been pushing print, electronic media as well as new media which have been surging ahead in their reach, sales and also in profits. Even in this time of arithmetical growth of new media print media continue to draw the attention with the renewed vigour. Print media especially newspapers has also been trying to pool up all resources and push itself. The fact that newspaper coverage heavily influences both television and radio broadcast news agendas (McCombs, Lopez-Escobar, and Llamas, 2006) also shows that newspapers are still the channels for millions of people for the information. But the circulation figures and advertising revenue over took the editorial policies resulting in highlighting the commercial interests and pushing down the editorial department (Ray, 2006).

The Indian media has also been experiencing transformation in the direction of consumerism and its content is becoming more and more market driven (Sharma, 2002). “With post cold-war globalization, the US inspired news and entertainment programs have been dominating the media. Clausen’s (2004) ‘the transnational genre conventions’ which include game, chat, and reality shows have come to dominate the mediascape of the South, including the content of the Indian media” (Shakuntala and Johal, 2006). In the South the mediascape has been transformed in the 1990s under the impact of neo-liberal, market-oriented economic policies’ that encourage privatization and deregulation (Thussu, 2007). Jeffery (2000) in his exhaustive study on Indian news paper revolution emphasised on the strategies the strong corporate houses adopted,

especially proximity which made Indian print media as a saleable commodity. He observed that commercialization of local news in the form of color supplements on a variety of subjects has been the singular strategy for increasing advertisements and revenues, besides expanding the readership zones state and district wise.

Front page

First pages of newspapers establish the identity, character and freshness of the newspaper by means of title, through its display treatment and content. According to Harold Evans (1976), ‘the front page is not merely an act of publishing. It is an act of marketing. It is only the first of many pages of editorial, butte public is induced to buy it, or pick it up and read it. This dual function of the front page shows that it should be predominantly editorial.

In the recent past the concept of Manufacturing Consent, by Ed Herman and Noam Chomsky (1988) enhanced the quotient of interest in first page. While many scholars executed qualitative methods to explore the dynamics that shape the production of the newspaper’s front page Herman and Chomsky employed quantitative measures to provide empirical support. Based on the “propaganda model” they studied the pages with the help of column-inch comparison, number of articles, number of front page articles, and number of editorials (Herman and Chomsky, 1988). Yeuell (1928) analysed the three most popular Black newspapers, *New York Age*, *Pittsburgh Courier*, and *Chicago Defender*. He analyzed the content types of “social betterment”, “neutral” and “antisocial” and calculated them in column inches comparing the percentage of the total content by category. Researchers employing similar methods have over time, developed key metrics including number of articles, number of column lines, number of editorials, number of front-page articles, and column inches. In the last few decades many scholars have researched newspaper front pages and many have studied the production process of the newspaper front page. Number of studies explored the social, cultural, political, economic, and an interpersonal factor shape editorial decision in fixing the priorities of front-pages (Broder, 2000; Forrest, 1934; Gans, 1979). Stepp (1991) wrote that news papers are now moving ‘to embrace such topics as parenting or hobbies or shopping, and willingness to billboard such subjects on the front page-often at the expense of the government news papers have diminished.

Theoretical Background

The study is set within the framework of agenda setting theory (McCombs and Shaw, 1972) which says that correlation is observed between the rate at which the media cover a story and the extent to which people think that the story is important. This McCombs' and Shaw's theory summarized, however, that the study of agenda-setting demonstrates a cause-and-effect relationship between media agenda and public agenda.. The public look upto news professionals for cues on where to focus their attention (Griffin, 2009). This agenda setting function has evolved over the years and agenda building as well as framing seems to have been the order of the days. The media do not just tell us what to think about but also influence the way we think, a process that is described as framing (McCombs and Shaw, 1972). This phenomenon is more pronounced in case of first page which is also called as cover page of newspapers. Since it is the face of the newspaper the news items published in it readily catches the attention of them. Along with the news and stories even photos, cartoons are also crucial in impressing the reader to pay attention to. The motive of prioritising the news would be able to guide the audience, the media themselves or other social institutions. Since the space is a major constraint in case of some newspapers the job of editors in finalizing the news of first page becomes more crucial as gate keeping assumes significance. Analysis of the content and framing of front page stories also depicts the paper's "hidden" editorial stance (Álvarez Peralta, 2010).

Review of Literature

With the help of a meta-analysis Alessio and Allen (2000) conducted research on presidential campaigns in the USA and the role played by the media over fifty years, i.e. since 1948, and found it to be only meagerly present in the television network. No significant biases were found for the newspaper industry. Such studies help to bring out the factors operating behind the polity. More recently, a number of communication scholars have developed metrics that study the number of articles found on newspaper front pages. Boydston (2013) created a database that categorizes every front page article (1998–2006) from the *NYT*. The dataset enables scholars to analyze front page attention to topics over time and to compare front page coverage to full-paper coverage. Wolfe, Boydston, and Baumgartner analyzed Boydston's data found that front page coverage is more likely to repeat topics that were covered on the previous day, as compared to full-paper coverage. They also found some important differences between the topics that

dominate the front page and those that occupy full-paper coverage, although overall they note a strong positive correlation ($r = 0.78$) between front-page coverage and full paper coverage of any given topic (Wolfe et al., 2009). Chaqués-Bonafont, Palau, and Baumgartner (2014) analyzed 13 years of front pages of the two main Spanish newspapers to study media bias and the impact of media coverage of corruption on Spanish public opinion. Di Tella and Franceschelli (2009) measured the percentage of newspaper front pages dedicated to corruption scandals in the four main newspapers in Argentina during the period 1998–2007. It demonstrated a negative correlation between corruption coverage and government advertising (more government advertising correlated with less corruption coverage), a finding consistent with independent reports of provincial officials withholding advertising as a punishment for papers that provided critical coverage.

A critical analysis of the first-page reporting priorities of the four leading newspapers *The Times of India*, *The Indian Express*, *The Hindustan Times* and the *Hindu* reveals a number of interesting shifts in the paradigms of news reporting and values. The analysis, which involves the first-page news coverage (including headlines, type of content, photos, and advertisements), offered an insight into the departures from the traditional news values (Bogart, 1982).

Though the number of pages has been increased by virtually newspapers of all sizes i.e broadsheet and tabloid editions of large, medium and small newspapers also the first page continues to be special in drawing the attention especially setting the ball rolling for development. It could set of development for the government, parties as well as public. The best example being the Swatch Bharat campaign by Mass media especially news papers that published a good number of news items and photos.

Need of the study

Price war, special pages, colour printing, participation have brought newspapers close to the readers. Many news papers have been trying to impress the readers with a multitude of formats.

The black and white mastheads of the majority English national news papers (papers turned into color, followed by coloured pages in *The Hindu*, *The Times of India*, *The Hindustan Times*, etc)

and the regional news in Telegu (*Eenadu Vaartha*, and *Andhra Jyoti* etc in Telugu), special Sunday editions and supplements are some value additions (Jeffrey, 1998 and 2000). In the regional editions, zone wise publications, aptly called ‘district editions’ in half-demy size began during the 1990s with colored mastheads. *Eenadu* alone had around 32 such zonal editions attached to main newspapers (Jeffrey, 2000). Soon this was followed by other competitors *Vaartha*, *Andhra Bhoomi*, *Andhra Jyoti*, etc. in Andhra Pradesh. Later this culture spread through the entire South India (Ninan, 2007; Kohli, 2003; Jeffrey, 1998, 2000). In this phase of voluminous growth of pages also the first page needs to become a more valuable component in the newspaper setup. From the earlier days itself analysis of front pages of newspaper has been important for communication scholars. At a time when newspapers are competing with a broad set of platforms to draw audience attention and as the print editions of many papers are struggling to find their footing in digitally converged media ecology, newspaper front pages remain key spaces of communication. They continue to shape attention and contribute to set the news agenda across multiple media platforms. Analysis of the contents of newspaper front pages therefore retains analytical force. In this context the study becomes significant as it denotes the direction of shift of news papers. In their agenda setting and how the public agenda dominate the coverage as it is the ultimate in social responsibility of media.

Methodology

To find out the amount of coverage given by the four news papers and compare among them the researchers have adopted content analysis method. Rhee brings to play content analysis which is absolutely crucial to research and studies in journalism (Rhee, 1997). The quantitative estimates of the first page contents were established by counting the frequencies of the items numerically. Two English news papers *The Times of India* as well as *The Hindu* and two Telugu newspapers *Eenadu* and *Andhra Jyothi* of 10 years were selected for the study. They were picked up from the year 2008 to 2017 and a sample of 42 newspapers for each year was drawn by means of constructed and continuous week methods. The study tried to analyse the first page coverage of all the units including stories, news and photos whose numbers were counted per page and were put under different content categories. For the purpose of the study, the researchers divided the content of the first page into 13 broad categories Political, Crime, Agriculture, Economic, government and development etc.

Research Questions

The researchers tried to find out as to how the first pages focus on issues and set agenda for the public as well as the government and others. The study explores how the vernacular as well as national newspapers have been handling issues of public interest and importance.

The following research questions were set for the study.

1. What type of units is positioned in the first pages of national and vernacular newspapers especially those that are published from Andhra Pradesh?
2. Which units are given more weightage?
3. Which subject category of news/ stories was given more coverage?
4. Is there any significant difference/correlation coverage among the newspapers?

Data Analysis

The overall picture of coverage of first pages of the selected dailies shows that among all the four newspapers *The Hindu* gave more number of news and stories followed by *The Times of India*, *Andhra jyothis* and *Eenadu*. In the quantity wise analysis it is noticed that *The Hindu* is far ahead of others and *Eenadu* is in the last position in the list. (Table.1)

Table 1. Details of no. of items published by the sample dailies in ten years

Sl.No.	Name of the Daily	No. of items
1	The Hindu	4715
2	<i>The Times of India</i>	4582
3	<i>Andhra Jyothi</i>	4511
4	<i>Eenadu</i>	4351
	Total	18159

The year wise distribution of the frequency of news coverage shows that in 2008 *The Hindu* topped the list followed by *AJ*, *Eenadu* and *The Times of India*. In 2009 *Andhra Jyothi* gave more news followed by *The Hindu*, *Eenadu* and *The Times of India*. In 2010 Telugu news papers, *Andhra Jyothi* (532) and *Eenadu* (528)) gave more coverage followed by English newspapers i.e *The Hindu*(414), *The Times of India*(334). In 2011 also the same trend is

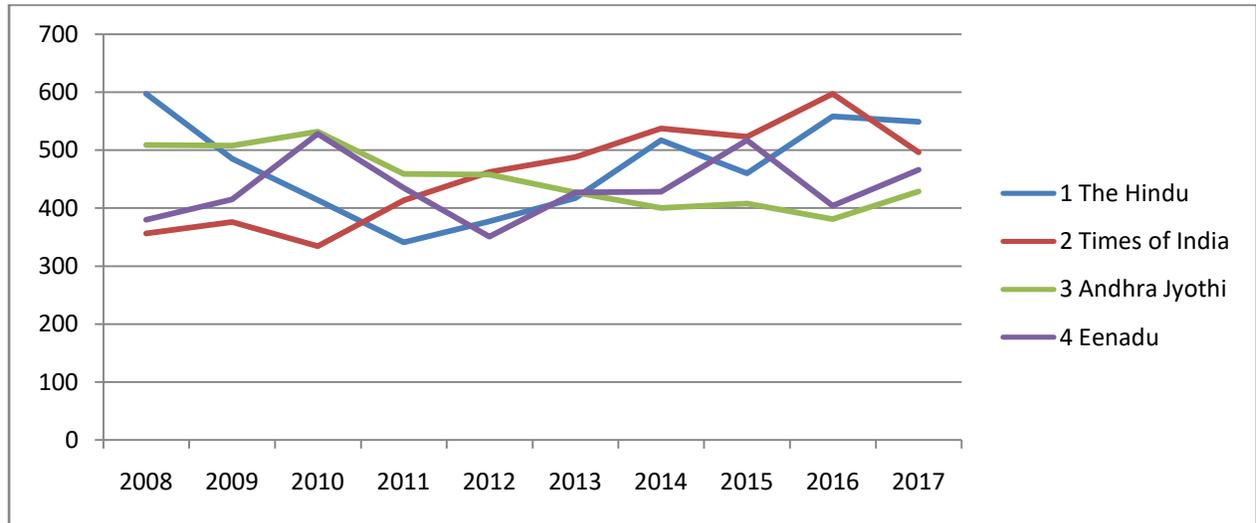
observed where *Andhra Jyothi*(459)gave more coverage followed by *Eenadu* (453), *The Hindu*(341) and *The Times of India* (341). In the next year i.e. in 2012 *The Times of India* (462) topped the coverage followed by *Andhra Jyothi* (458), *The Hindu* (377), *Eenadu* (351).

In the next five years English news papers are better placed than Telugu newspapers in the coverage of first pages. In 2013 the *Times of India* (488) is better placed than the rest of the three i.e. *The Hindu*(417), *Andhra Jyothi* and *Eenadu* have published and equal number (427) of items in their first pages. In 2014 *The Times of India* (537) stood first followed by *The Hindu*(517) *Eenadu*(428) and *Andhra Jyothi*(400). In 2015 also the same situation is repeated as *The Times of India* (523), *Eenadu*(517), *The Hindu*(460)and *Andhra Jyothi*(408). In 2016 again the English newspapers topped the coverage *The Times of India* (597), *The Hindu* (558) followed by telugu newspapers *Eenadu*(404), *Andhra Jyothi* (381) were published. In 2017 also English news papers dominated in their coverage as *The Hindu* published more news (549) followed by *The Times of India* (496), *Eenadu*(466) and *Andhra Jyothi*(429)(Table 2).

Table 2. Distribution of number of items published in first pages of sample dailies in 10 years

S.No.	Name of the Daily	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Total
1	<i>The Hindu</i>	597	485	414	341	377	417	517	460	558	549	4715
2	<i>The Times of India</i>	356	376	334	413	462	488	537	523	597	496	4582
3	<i>Andhra Jyothi</i>	509	508	532	459	458	427	400	408	381	429	4511
4	<i>Eenadu</i>	380	415	528	435	351	427	428	517	404	466	4351
	Total	1842	1784	1808	1648	1648	1759	1882	1908	1940	1940	18159

Figure 1. Distribution of number of items published in first pages of sample dailies in 10 years



The category wise distribution of first page items of the sample papers for all the 10 years shows that all the newspapers gave top priority to the Political and Government news. With regard to second place Development was given second place by both the Telugu news papers i.e. *Andhra Jyothi* and *Eenadu* whereas *The Hindu* and *The Times of India* gave second place to Crime, Public Moral Problems, Conflicts and Law (Table 3).

When *The Hindu's* coverage is observed Development (10.10%) was given fourth place, followed by General Human Interest (6.51%), Economic activity Travel and Transport (5.49%), Accidents and Disasters (3.92%), Sports (3.69%), Art, Education Popular Amusements (3.61%). Even in *The Times of India* Development (12.29%) was given third place followed by Sports (7.12%), General Human Interest (6.85%), Art, Education Popular Amusements (5.48%), Economic activity Travel and Transport (5.24%), Accidents and Disasters (3.89%). In both these news papers War and protests, Science and Invention, Women, Public, Health and Welfare, SC and ST were in less number in the first pages.

Andhra Jyothi gave third priority to Crime, Public Moral Problems Conflicts and Law (7.89%), followed by General Human Interest (5.54%), Art, Education Popular Amusements (4.99%), Sports (3.13%), Economic activity Travel and Transport (2.86%), Accidents and Disasters (2.75%), War and Protests (2.02%). Women, Science and Invention, Public, Health and Welfare as well as SC and ST occupy less than 1% each. On the same lines *Eenadu* also gave third

priority to Crime, Public Moral Problems, Conflicts and Law (5.54%) followed by Economic activity Travel and Transport (5.52%), General Human Interest (3.93%), Art, Education Popular Amusements (3.68%), Accidents and Disasters (3.15%), Sports (2.09%). War and Protests, Science and Invention, Women, Public, Health and Welfare and SC and ST are less than 2% in frequency (Table3).

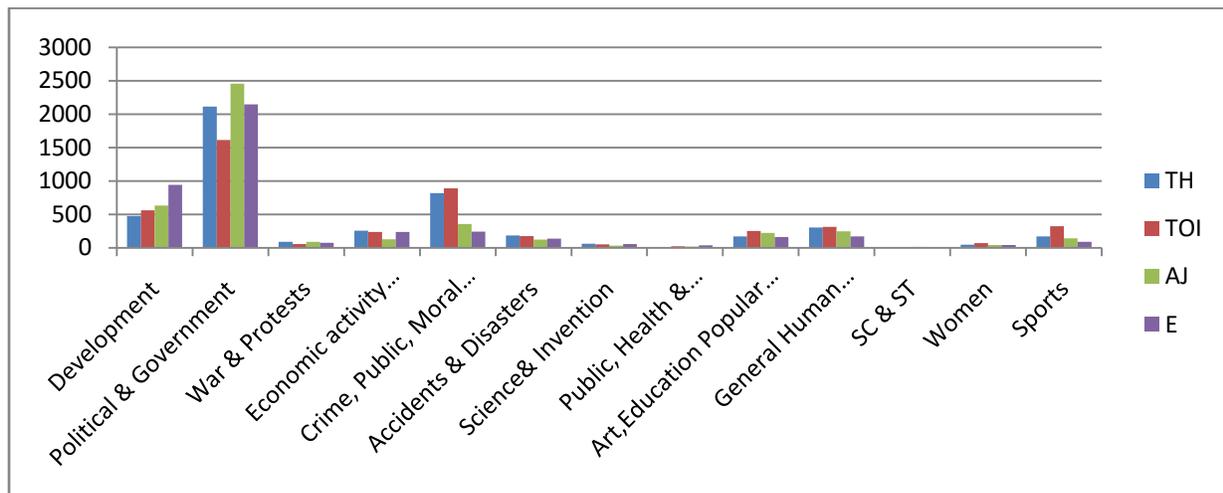
Coefficients of correlation among the subject categories of selected news papers shows that *Andhra jyothis* and *Eenadu* are closely correlated followed by English newspapers (Table 4).

Table 3 Distribution of first page items under subject category for 10 years

Subject category	<i>The Hindu</i>		<i>The Times of India</i>		<i>Andhra Jyothi</i>		<i>Eenadu</i>	
	fr.	%	fr.	%	fr.	%	fr.	%
Development	476	10.10	563	12.29	633	14.03	944	21.70
Political and Government	2114	44.84	1614	35.23	2455	54.42	2147	49.34
War and Protests	90	1.91	56	1.22	91	2.02	74	1.70
Economic activity Travel and Transport	259	5.49	240	5.24	129	2.86	240	5.52
Crime, Public, Moral Problems Conflicts and Law	819	17.37	889	19.41	356	7.89	241	5.54
Accidents and Disasters	185	3.92	178	3.89	124	2.75	137	3.15
Science and Invention	61	1.29	54	1.18	32	0.71	57	1.31
Public, Health and Welfare	9	0.19	23	0.50	17	0.38	40	0.92
Art, Education, Popular Amusements	170	3.61	251	5.48	225	4.99	160	3.68
General Human Interest	307	6.51	314	6.85	250	5.54	171	3.93
SC and ST	1	0.02	1	0.02	13	0.29	5	0.11
Women	50	1.06	72	1.57	45	1.00	44	1.01
Sports	174	3.69	326	7.12	141	3.13	91	2.09
<i>Total</i>	4715	100	4581	100	4511	100	4351	100

Table 4. Coefficient of correlation of first page items under subject category for 10 years

	<i>The Hindu</i>	<i>The Times of India</i>	<i>Andhra Jyothi</i>	<i>Eenadu</i>
<i>The Hindu</i>				
<i>Times of India</i>	0.97			
<i>Andhra Jyothi</i>	0.96	0.21		
<i>Eenadu</i>	0.93	0.89	0.98	

Figure. 2 Distribution of first page items under subject category for 10 years

Formats. The researcher studied the distribution of first page items as per the formats of “Banner” items and “others” in the sample news papers for all the 10 years. Just like the subject category wise analysis the format wise analysis also shows that even in the total coverage that includes “Banners” and “others” also Political and government category is dominating in all the four papers. Whereas Development is given second place in Telugu newspapers and English newspapers gave second place to Crime, public, moral problems, conflicts and law. An overall look at these formats of sample newspapers shows that Science and invention, Women, Public, health and welfare, SC and ST have covered less than 1%.

When the paper wise total of banners and other stories in *The Hindu* were analyzed nearly half are Political and Government and next priority was given to Crime, Public, Moral Problems, Conflicts and Law followed by Development, General Human Interest, Economic Activity Travel and Transport, Accidents and Disaster, Sports, Art, Education Popular Amusements, War and Protests (1.66%), Science And Invention (0.71%). In *The Times of India* the total of both the

formats i.e., banner, others shows that Political and Government and Crime, public, Moral problems conflicts stood in first two places. Development is found in the third place followed by General human interest, Economic activity, travel and Transport, Sports, Art, Education, Popular amusements, Accidents and Disasters, War and protests, Science and invention.

In *Andhra Jyothi* the total of both the formats of Banner, others shows that Political and government, Development and Crime, public moral problems conflicts and law stood in the first three places where as Public health and welfare, Science and invention and SC and ST were given less than 1% coverage. The total of both the formats of Banner, others in *Eenadu* shows Political and government and Development were given first and second places followed by Economic activity, travel and transport, Crime, public moral problems conflicts and law, General human interest, Sports etc. in the total of both these formats (Table 5).

Coefficients of correlation of the news papers as per the total coverage of first ages that include banner items and others shows that *Andhra Jyothi* is closely related to *Eenadu* and *The Times of India* followed by *The Hindu* and *The Times of India* (Table 6).

Table 5. Distribution of total items of Banner and Others in first pages of sample dailies.

Subject Category	The Hindu				Times of India				Andhra Jyothi				Eenadu			
	B fr.	O fr.	Tot al	Total %	B fr.	O fr.	Tot al	Total %	B fr.	O fr.	Tot al	Total %	B fr.	O fr.	Tot al	Total %
Development	28	376	404	10.78	36	430	466	13.67	49	413	462	17.10	77	574	651	23.71
Political & Government	248	1385	1633	43.59	187	975	1162	34.08	252	1149	1401	51.85	214	1077	1291	47.01
War & Protests	7	64	71	1.90	6	44	50	1.47	6	41	47	1.74	7	33	40	1.46
Economic activity Travel& Transport	18	201	219	5.85	23	184	207	6.07	10	82	92	3.40	27	152	179	6.52
Crime, Public Moral Problems Conflicts & Law	58	651	709	18.93	79	642	721	21.14	30	190	220	8.14	24	130	154	5.61
Accidents & Disasters	11	137	148	3.95	12	127	139	4.08	10	58	68	2.52	15	63	78	2.84
Science& Invention	3	46	49	1.31	4	41	45	1.32	2	15	17	0.63	9	29	38	1.38
Public, Health & Welfare	0	7	7	0.19	3	15	18	0.53	3	6	9	0.33	3	28	31	1.13
Art, Education Popular Amusements	7	116	123	3.28	8	133	141	4.13	20	108	128	4.74	13	81	94	3.42
General Human Interest	25	206	231	6.17	33	203	236	6.92	18	131	149	5.51	15	93	108	3.93
SC & ST	0	1	1	0.03	0	1	1	0.03	0	7	7	0.26	1	2	3	0.11
Women	1	37	38	1.01	3	50	53	1.55	7	22	29	1.07	3	25	28	1.02
Sports	15	98	113	3.02	24	147	171	5.01	9	64	73	2.70	12	39	51	1.86
Total	421	3325	3746	100.00	418	2992	3410	100.00	416	2286	2702	100.00	420	2326	2746	100.00

Table 6: Coefficients of correlation among the subject categories of selected news papers

	<i>The Hindu</i>	<i>The Times of India</i>	<i>Andhra Jyothi</i>	<i>Eenadu</i>
<i>The Hindu</i>				
<i>Times of India</i>	0.9795			
<i>Andhra Jyothi</i>	0.9541	0.9814		
<i>Eenadu</i>	0.9099	0.8756	0.9814	

Coverage of banner items

When “banners” were studied all the newspapers gave first priority to Political and Government whereas the second priority changed from English to Telugu newspapers. Development received second highest coverage in *Andhra Jyothi* and *Eenadu* where as Crime, Public Moral Problems Conflicts and Law appeared in the second place in the English newspapers that is *The Hindu* and the *The Times of India*. Third place was received by an altogether different subject category such as Development (*The Hindu*) General Human Interest (*The Times of India*) Crime, Public, Moral Problems, Conflicts and Law (*Andhra Jyothi*), Economic activity, Travel and Transport (*Eenadu*). In *The Hindu* General human interest, Economic activity, travel and transport, Sports, Accidents and disasters, Art, education popular amusements, War and protests were given priorities, Science and invention and women received less than 1% coverage where as Public health and welfare, SC and ST did not receive any coverage. In *The Times of India* in banner news development, Sports, Economic activity, travel and transport, Accidents and disasters, Art, education, Popular amusements, War and protests are in the order of priority. Science and invention, Public health and welfare as well as Women are less than 1% each and no item related to SC and ST category is noticed.

In *Andhra Jyothi* Art, education, popular amusements received fourth place as banners followed by General human interest, Accidents and disasters, Economic activity travel and transport, Sports, Women, War and protests. Public health and welfare, Science and invention, received less than 1% and SC and ST did not figure in the coverage. In *Eenadu* Crime, Public, Moral Problems, Conflicts and Law received fourth place followed by General human interest, Accidents and disasters, which were given equal importance followed by Sports, Science and invention, Art, education popular amusements, War and protests (Table 7).

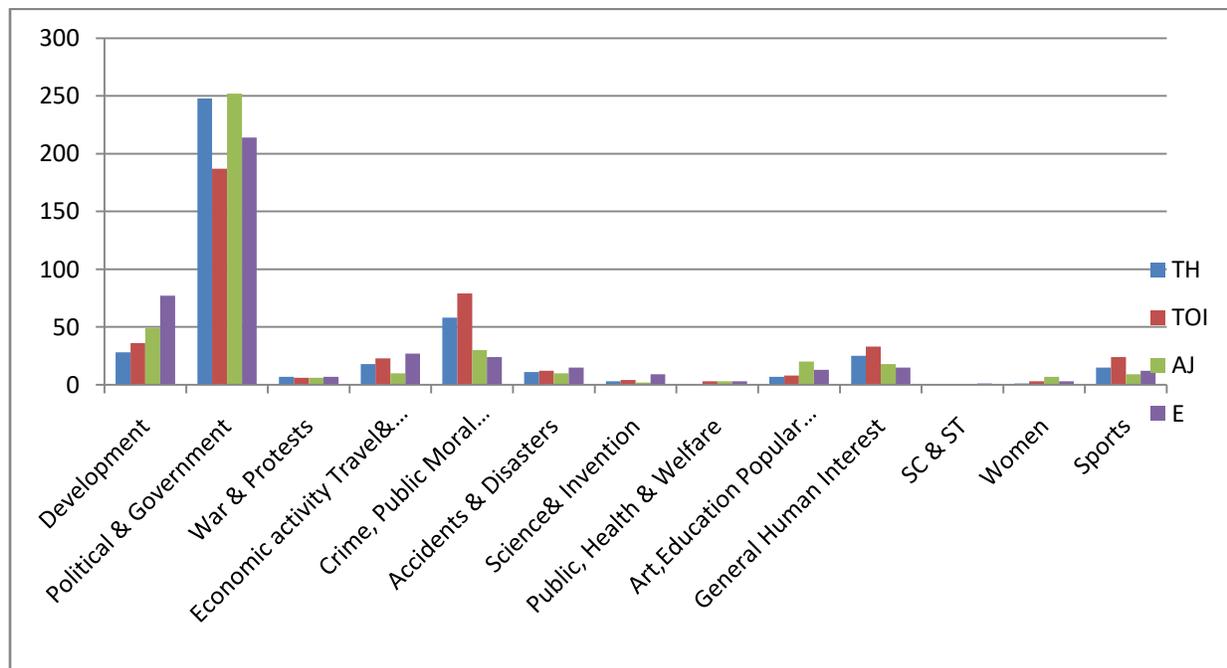
Coefficient of correlation of first page banner items under subject category for 10 years shows that the Telugu news papers i.e *Andhra jyothis* and *Eenadu* are closely related followed by The English newspapers i.e *The Times of India* and *The Hindu* (Table 8).

Table 7. Distribution of first page items as per Banner coverage of newspapers of 10 years

Subject category	<i>The Hindu</i>			<i>The Times of India</i>			<i>Andhra Jyothi</i>			<i>Eenadu</i>		
	fr.	%	Rank	fr.	%	Rank	fr.	%	Rank	fr.	%	Rank
Development	28	6.65	3	36	8.61	4	49	11.78	2	77	18.33	2
Political and Government	248	58.91	1	187	44.74	1	252	60.58	1	214	50.95	1
War and Protests	7	1.66	8	6	1.44	9	6	1.44	9	7	1.67	9
Economic activity Travel and Transport	18	4.28	5	23	5.50	6	10	2.40	6	27	6.43	3
Crime, Public Moral Problems Conflicts and Law	58	13.78	2	79	18.90	2	30	7.21	3	24	5.71	4
Accidents and Disasters	11	2.61	7	12	2.87	7	10	2.40	6	15	3.57	5
Science and Invention	3	0.71	9	4	0.96	10	2	0.48	11	9	2.14	8
Public, Health and Welfare	0	0.00	-	3	0.72	11	3	0.72	10	3	0.71	10
Art, Education Popular Amusements	7	1.66	8	8	1.91	8	20	4.81	4	13	3.10	6
General Human Interest	25	5.94	4	33	7.89	3	18	4.33	5	15	3.57	5
SC and ST	0	0.00	-	0	0.00	-	0	0.00	-	1	0.24	11
Women	1	0.24	10	3	0.72	11	7	1.68	8	3	0.71	10
Sports	15	3.56	6	24	5.74	5	9	2.16	7	12	2.86	7
Total	421	100		418	100		416	100		420	100	

Table 8. Coefficient of correlation of first page banner items under subject category for 10 years

	<i>The Hindu</i>	<i>The Times of India</i>	<i>Andhra Jyothi</i>	<i>Eenadu</i>
<i>The Hindu</i>				
<i>Times of India</i>	0.97			
<i>Andhra Jyothi</i>	0.96	0.21		
<i>Eenadu</i>	0.93	0.89	0.98	

Figure 3. Distribution of subject categories in Banner coverage**Other items**

When items “other” than “banner” were studied just like in case of banner Political and Government were given top priority by all the news papers uniformly. With regard to second place English newspapers covered Crime, Public, Moral Problems, Conflicts and Law as *second priority* where as Telugu news papers *Andhra Jyothi* (18.07%) and *Eenadu* (24.68%) have given second importance to development. Development received third place in English news papers. With regard to third place in Telugu dailies again different subjects such as Crime, Public, Moral Problems, Conflicts and Law (*Andhra Jyothi*), Economic activity, Travel and Transport (*Eenadu*) are noticed. With regard to *The Hindu* subjects such as General human interest, Economic

activity, Travel and Transport, Accidents and Disasters, Art, Education Popular Amusements, Sports, received the priority in descending order. War and Protests, Public Health and Welfare, Women received little more than 1% whereas SC and ST, and Public, Health and Welfare are highly insignificant. In case of *The Times of India* General human interest received fourth place followed by Economic activity, Travel and Transport, Sports, Art, Education, Popular Amusements, Accidents and Disasters. Women, War and Protests, Science and Invention received little more over 1%, whereas Public, Health and Welfare and SC and ST are highly insignificant.

Crime, Public Moral Problems Conflicts and Law received third place in *Andhra Jyothi* followed by General human interest which is sometimes the outcome of crime received fourth place. Art, Education, Popular Amusements, Economic activity, Travel and Transport, Sports, Accidents and Disasters, War and Protests occupied next positions. Women, Science and invention, SC and ST as well as Public Health and Welfare are very insignificant in coverage. On the same lines of *Andhra jyothi*, *Eenadu* also gave top priority to Crime, Public Moral Problems Conflicts and Law, followed by General human interest which is mostly based on the Crime. Sports, Science and Invention, Public health, War and Protests, Women, SC and ST received very less compared to the above category (Table 9).

Coefficient of correlation of first page “other” items of 10 years shows that the Telugu news papers i.e. *Andhra jyothi* and *Eenadu* are closely related followed by The English newspapers i.e. *The Times of India* and *The Hindu* (Table 10).

Table 9. Distribution of first page items as per category “Others” for 10 years

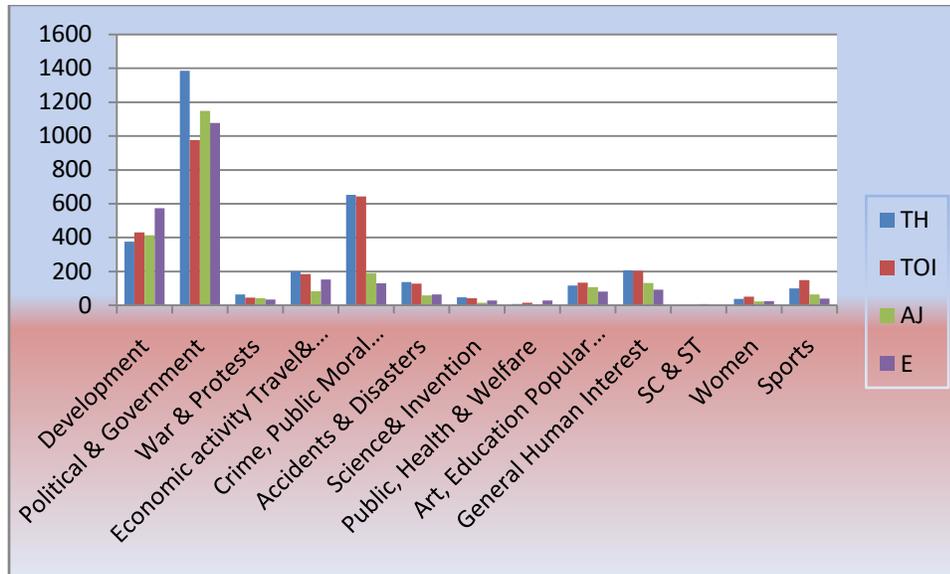
Subject Category	The Hindu			The Times of India			Andhra Jyothi			Eenadu		
	fr.	%	Rank	fr.	%	Rank	fr.	%	Rank	fr.	%	Rank
Development	376	11.31	3	430	14.37	3	413	18.07	2	574	24.68	2
Political and Government	1385	41.65	1	975	32.59	1	1149	50.26	1	1077	46.30	1
War and Protests	64	1.92	9	44	1.47	10	41	1.79	9	33	1.42	8
Economic activity Travel and Transport	201	6.05	4	184	6.15	5	82	3.59	6	152	6.53	3

Crime, Public Moral Problems Conflicts and Law	651	19.58	2	642	21.46	2	190	8.31	3	130	5.59	4
Accidents and Disasters	137	4.12	6	127	4.24	8	58	2.54	8	63	2.71	7
Science and Invention	46	1.38	10	41	1.37	11	15	0.66	11	29	1.25	10
Public, Health and Welfare	7	0.21	12	15	0.50	12	6	0.26	13	28	1.20	11
Art, Education Popular Amusements	116	3.49	7	133	4.45	7	108	4.72	5	81	3.48	6
General Human Interest	206	6.20	5	203	6.78	4	131	5.73	4	93	4.00	5
SC and ST	1	0.03	13	1	0.03	13	7	0.31	12	2	0.09	13
Women	37	1.11	11	50	1.67	9	22	0.96	10	25	1.07	12
Sports	98	2.95	8	147	4.91	6	64	2.80	7	39	1.68	9
Total	3325	100		2992	100		2286	100		2326	100	

Table 10: Coefficient of Correlation of first page items under subject category for 10 years

	<i>The Hindu</i>	<i>The Times of India</i>	<i>Andhra Jyothi</i>	<i>Eenadu</i>
<i>The Hindu</i>				
<i>Times of India</i>	0.9785			
<i>Andhra Jyothi</i>	0.9462	0.8986		
<i>Eenadu</i>	0.8987	0.8651	0.9814	

Figure.4: Distribution of subject categories in the format of “others”



Conclusions and Suggestions

The study of coverage of news has shown that still the newspapers have been following the old concept of prioritizing the Political and Government news. It seems to be unanimous choice of all the news papers irrespective of the geographical scope of national or regional. But from the second place onwards the choices have been changing very drastically. Crime and its related topics such as General human interest are getting more coverage. Whereas, development also seems to be the favorite in second or third place. Compared to English Telugu newspapers prefer more development related topics. This could be due to the fact that Telugu newspapers are regional oriented and they cover more of rural and semi urban areas as well as urban regions. So development is given more or less equal priority of all areas. In the tabloids which are very common in Telugu dailies agriculture, health, education issues are covered more than the English news papers.

Based on the study the following suggestions are offered to improve the quality of coverage and make it more useful for the public.

- No doubt politics, government are very important subjects for public but more coverage about other categories of news and stories such as economic, business, science and technology should be taken up.
- Their frequency should be increased as most of the time the coverage is in the form of index only which may not hold the attention of the reader

- The news may be given different treatment in presentation, layout so that they would remove monotony and attract the attention
- The number of investigative and human interest stories may be raised as they would help in setting the agenda for the government machinery to take up the activities as per the needs of the public.
- Topics such as women, science and technology need to be enhanced as they are the driving forces of development of the nation.
- Since the information is also a right of the reader he should not be deprived of certain topics.
- Exclusive and contemporary ideas like Sports, Literacy might throw more light on the well being of the health of the nation.
- The number of positive stories should also be raised as they may motivate others to try and follow them.
- In the first page the advertisements shall also be restricted and the rule of 60:40 should be strictly followed.
- The formats of coverage also should be changed from descriptive to analytical as television channels would be covered in a detailed and would be updated regularly throughout the day.
- If necessary special training may be given to journalists to cover these topics as they need technical knowledge about the jargon and aspects.
- Since the media act as change agents the subjects should be focused in multi dimensional manner.

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