

Development Journalism and Minorities: An Analysis of Development News Coverage of Two Hindi Newspaper in Bilaspur District of Chhattisgarh

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ABSTRACT

Development journalism is not different from ordinary journalism, but it promotes development issues. Its emphasis is more on development aspects keeping in view the context of development and it inspects critically and reports the relevance, portrayal and impact of developmental programmes. This research paper analyses the coverage of developmental news of minorities in two Hindi newspapers of Bilaspur District of Chhattisgarh for a period of July 2017 to December 2017. The paper will use content analysis and coverage analysis methodology. The analysis is mainly categorised on theme-based news and page wise analysis. It concludes that the coverage of minorities' developmental news is neither found significant nor encouraging in the sample dailies.

Keywords: Media, Minorities, Development

Introduction:

Development is a composite phenomenon to define and measure the standard of life of a human. Development communication is the systematic use of communication for the overall development of people of any nation. The term development communication has special implications in the context of India post-independence. It has been always focused towards development whether it is in rural or urban areas or in socially, economic or morally deprived. Development has been construed or defined in various ways by sociologists, economists, development planners and philosophers. It is defined as organised growth which is brought about with the desired positive changes in attitudes, institutions, and the condition of production and the level of living of the people; popularly it is known as growth plus social change.

The "Bretton Woods School of development communication" is a term, which has been applied to the development communication approaches that arose with the economic strategies outlined in the Marshall Plan after the Second World War, and the establishment of the Bretton Woods system and of the World Bank and the International Monetary Fund in 1944. The descriptive term is not widely used in the field but has been used to differentiate between different "schools" or approaches to development which have historically evolved, sometimes independently, at later points in history and in other parts of the world. Leading theorists under this school included Daniel Lerner, Wilbur Schramm and Everett Rogers.

Originally, the development paradigm involved production and planting of development in indigenous and uncivilized societies. This western approach to development communication was criticized early on, especially by Latin American researchers such as Luis Ramiro Beltran and Alfonso Gumucio Dagron, because it tended to locate the problem in the underdeveloped nation rather than its unequal relations with powerful economies. There was also an assumption that Western models of industrial capitalism are appropriate for all parts of the world. Many projects for development communication failed to address the real underlying problems in poor countries such as lack of access to land, agricultural credits and fair market prices for products. But the main purpose of development is to build an enabling environment so that people can enjoy their long healthy and creative life. Development is perhaps one of the most fiercely debated concepts in humanities. Thus the concept of journalism and development work together as development journalism.

Development communication used to be as a tool for the development of society. The importance of communication as a tool to motivate and encourage people for stimulating positive response to various development programmes took shape in the early 1960s in most of the developing countries which emerged after the colonization. Thus the origin of development journalism dated back to the origin of development communication, widely used for the development of Third-World nations in the international discussion at the Philippines University of Los Banos. In the beginning, development journalism was equated with economic reporting as economic development was deemed to be the sole indicator of development. During 1970 and 80s, development journalism was more effective as commitment journalism because it was

believed that journalism can accentuate the development process of a country by promoting ideologies and campaigns of the State (Murthy 2001).

Development journalism in India was started before the concept of development journalism popular in the world scenario. Mahatma Gandhi, Dr.Ambedkar and MaulanaAbulKalam Azad all are the prominent people whose started journalism as a weapon for the freedom movement. He wrote profusely on contemporary topics such as Hindu-Muslim unity, removal of untouchability, prohibition, promotion of khadi and other village industries (Murthy, 2016).But today the use of development journalism is used as propaganda and advocacy journalism;it's going to be more confusing or a work as a tool for promotion governments' time pass development policies. Western scholars like Righter (1979), Stevenson (1994:144) and Hachten (1996:30-35) viewed developmental journalism as advocacy journalism orpropaganda journalism by the government, becausejournalists mostly depended on government hand-outs(Murthy, 2016).

All parts of society need a development. At the same time, some communities are still backward, for whom the government is making many plans and policies. And the success of any plans depends on the access to information.The reality often proves much more complex than the theory.In the context of media studies, we found that the agenda-setting theory is relevant to this study. According to the study, the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. That is the most important theoretical base of this study.

The concept of "minority" has been derived from the Latin word "minor" and the suffix 'ity', which means "small in number". According to Encyclopedia Britannica minorities means "group held together by ties of common descent, language or religious faith and feeling different in these respects from the inhabitants of a given political entity" (Dennis, 2014). In India, twenty percent of the total population consists of minorities. According to National Commission for Minorities Act, 1992, five religious groups, Muslim, Christian, Sikh, Buddhist and Parsis, were listed under minority population. Now Jain Community is the sixth designated minority community in the country (NMC, 1992). Numerous reports published by thegovernment makes it clear that minorities in the country have pitiable political, social, economic and literacy condition. In India, 90 per cent of the minorities have the same economic and social condition as lower caste (Dalit) and backwards in Hindu society. Weavers and butchers are some of those social groups whose conditions are among worst. Keeping in consideration the current status of minorities, thegovernment have started lots of different schemes. For every governmental scheme to be successful, common people have to be aware of the scheme and their rights associated with the scheme, and in every society, awareness depends on how much mass media is utilized in that society.Mass media decides how information should flow and how information of different schemes can reach from thegovernment to the common people properly. In this time of information revolution, the one who has the information has the power. Mass media have an important power to influence the development. In this research, the main aim is to find out, how mass media creates awareness and helps in the development process of a particular community.

The objective of the Study:

- To analyse the media coverage on Minorities social development issues.
- To analyse that how the newspaper cover government plans and policy for minorities in the research area.
- To analyse the media campaigns on government plan and policies pertaining to the minority community.

Statement of Problem:

Media and society both are inter-related to each other, the media represents social phenomenon. Is there any effect on the society?Media work as a tool for accentuating the overall development of the society. Diversity is the most important part of the Indian culture without it we cannot imagine India will be developed. The marginalised community have also rights to development and media should give all issues in considerable space. In this session (July 2017 to December 2017) the minorities' budget was highly increased.2017-18 will be helpful in the socio-economic-educational empowerment of Minorities. The Budget of Minority Affairs Ministry has been increased to Rs 4195.48 crore for 2017-18.This is Rs 368.23 crore more than 2016-17 Budget of Rs 3827.25 crore with an increase of about 9.6 percent.The Central Government's focus is on education and skill development of Minorities. The maximum part of theBudget 2017-18 would go for educational empowerment and skill development of the Minorities. If there are so me plan and policies for the minorities then it needs to be seen that whether the minorities are taking the advantages or not. And what kind of role is played by the print media for the social economic development of minorities' community in society.Doesprint media work for accentuating the development of

minorities? And how minorities' development related news is covered by the print media. Which types of news are getting more coverage on the main page and what kind of issues get a place in the editorial?

Methodology:

The method of news coverage analysis was used to examine the extent of coverage given to social development news pertaining to the minorities in terms of space, issues and sources. The study consists of all the news items, basically main page, editorial page, photographs, and social development issues during the last six months of 2017 (July 1, 2017, to December 31, 2017) in two sample Hindi dailies viz., Nava Bharat and Dainik Bhaskar. These two dailies from Bilaspur edition were selected on the basis of their circulation, the language in the research area and through a pilot study.

In the duration of six months, the data have been obtained from all the proposed six-month editions (a total of 184 issues) from both newspapers. The units of analysis were a news item, editorial, and letter to the editor. Space for all news items was measured in square centimetres. When a news item is supported by a photograph, it was also treated as a news item. Photographs were analysed separately with help of focus group panel (minority people from the age group of 23–60 years).

For the analysis of the social development news, the overall newspaper was taken into consideration but the primary emphasis was given to the main page, editorial page and regional news page; but for the data collection of regional news, only those pages were selected where the regional news had been published. We categorised as per some issues based news viz. government plans and policies for minorities, health, education, woman development related news, conflict, transport and communication, occupation, human rights and national integration or harmony. The analysis of the government development program for minorities were extracted from the objectives set forth in the Prime Minister's 15 Point Program for minorities. Other themes i.e., minorities issues, harmony, national integration were included because of their contemporary relevance and significance in the national context. Considering the limitation of the research, we have selected two minority communities, Muslims and Christians on the basis of the census report.

Analysis and Interpretation of Data:

A total of 264428.1 square centimetre areas have been analysed from the main page of Dainik Bhaskar and 261081.8 square centimetre area from the Nava Bharat. In both the newspapers, there was negligible coverage in terms of total published news related to minorities' development. Approximately both newspapers covered the same kind of news about minorities. 1607 sq.cm space covered the news related to the development of minorities from the total area on the main page of Dainik Bhaskar. This covered around 0.61 percent of the total area. Similarly 690 sq. cm spaces cover out of 261081.8 sq. cm in Nava Bharat. This is 0.26 percent of overall space in the main page of Nava Bharat. Both newspapers gave space to national-level news and regional level news was hardly given any place. Any kind of issues related to regional minority development was never given prominence by both the newspapers. It was important to understand the news sources of these news articles. After the analysis, we found that most of the national level news depends upon the news agencies. News stories related to the development of minorities at the regional level have never been prominently published on the main page. Most news stories are small and are published in the bottom of the page. The area of 1607 sq.cm and 690 sq.cm was given in the main page in case of the Triple Talak news. Over this period of six months, the only single news was related to the *Shagun Scheme* for minorities' women and that too was published in the box.

Table 1 Space cover on the main page of Dainik Bhaskar and Nava Bharat, Bilaspur Chhattisgarh Edition:

Newspaper, July to December 2017	Total Print Space Main Page (in cm sq.)	Total Published News of Minorities Development (in cm sq.)	Total Published News of Minorities Development (National Level) (in cm sq.)	Total Published News of Minorities Development (Local Level) (in cm sq.)
Dainik Bhaskar (square cm)	264428.1	1607	1607	0
% of space cover	100	0.60	0.61	0
Nava Bharat (square cm)	261081.8	690	690	0
% of space cover	100	0.26	0.26	0

Table 2 Total number of published news sources wise in sample dailies:

July to December 2017	Agency NLN*		Correspondence LLN**		Correspondence NLN*		Citizen Journalism		Govt. News		Desk News	
	Dainik Bhaskar	Nava Bharat	Dainik Bhaskar	Nava Bharat	Dainik Bhaskar	Nava Bharat	Dainik Bhaskar	Nava Bharat	Dainik Bhaskar	Nava Bharat	Dainik Bhaskar	Nava Bharat
Main Page	10	10	0	0	0	0	0	0	0	0	0	0
Editorial Page	5	4	0	0	0	0	0	0	0	0	0	0
Inside Page	7	16	1	1	0	0	0	0	0	0	0	0
Regional Section+	0	0	13	18	0	0	0	0	0	0	0	0
Total	22	30	14	19	0	0	0	0	0	0	0	0

+Only those pages were selected where the regional news has published.

* National Level, ** Local Level News.

During the research period, we categorised source based news for analysing that how print media in Bilaspur select the news for publication. It is important as the news source can determine the image of a media institution and it also decides the media's credibility. According to the analysis of the data, the overall newspaper coverage of the minorities' development related news is approximately negligible. According to the data obtained from the research, the coverage on government schemes related to the development of minorities in newspapers is also found to be very negligible. Only ten news related to the development of minorities was published on the main page of the two newspapers in the period of the research. Regional level news, articles, and editorials were not published on the editorial page. The publication of national-level articles and editorials related to the development of minorities on the editorial page of both newspapers is almost equal. The most important findings in our research are that the concept of letters to the editor is too old, and in this context, Dainik Bhaskar has taken out a new way and it presents the idea of youth. Dainik Bhaskar has given more importance to the idea of youth by eliminating the tradition of writing a letter to the editor. Another newspaper Nava Bharat is still publishing the Letters to Editor but not a single letter was received during the research period on minorities' development, problems and issues. According to data of research, changes in the trend of readers' feedback in the print media are being seen.

It is found in the figures of inside page of the newspaper that more than 50 per cent agency news were published in Nava Bharat in comparison to Dainik Bhaskar. There is no agency news at the regional level. The reporter is more active at the regional level. At the national level, the regional news was not received during research. The news published only at the national level during some major events. Citizen Journalism, Government News, Desk News; news from these sources has not been published. While comparing both the newspapers, publication of news related to the development of minorities was found to be more in Navbharat than Dainik Bhaskar. According to data, Navbharat gives more space to the news related to the development of minorities rather than Dainik Bhaskar. The news related to minority development needs to be given more space.

Table 3 Space cover in Editorial Page of Dainik Bhaskar and Nava Bharat, Bilaspur Chhattisgarh Edition:

July to December 2017 Bilaspur Edition	Total Space Editorial Page (Bilaspur Ed.) (in cm sq.)	Total Published News of Minorities Development (in cm sq.)	Total Published News of Minorities Development (National Level) (in cm sq.)	Total Published News of Minorities Development (Local Level) (in cm sq.)
Dainik Bhaskar Space cover in square cm	246176	1342	1342	0
% of space cover	100	0.55	0.55	0
Nava Bharat Space cover in square cm	241623	1430.14	1430.14	0
% of space cover	100	0.59	0.59	0

According to the data of an editorial page of both newspaper Dainik Bhaskar and Nava Bharat, it was found to be similar almost in minorities' developmental news. Articles and editorials related to Triple Talak, Vice

Presidents' statements on minorities fear and Politics have been published in the editorial page of Dainik Bhaskar and Navabharat published 0.55 percent and 0.59 percent respectively.

Table 4 Space cover with Photographs of Minorities in Dainik Bhaskar Bilaspur Chhattisgarh Edition:

Name of Newspaper	Violence (area in cm sq. / Number of Photos)	Peace /Harmony (area in cm sq. / Number of Photos)	Conflict (area in cm sq. / Number of Photos)	Development Issues (area in cm sq. / Number of Photos)
Dainik Bhaskar	0 / 0	100 / 01	0 / 0	100.3 / 01
Nava Bharat	0 / 0	106.8 / 01	0 / 0	106.2 / 01

For the present study, the data on photography have been categorised based on the four themes such as; violence, peace and harmony, conflict, and development issues. During the research period, only one photograph related to peace or harmony and development issues in both newspapers was found. Photographs related to Violence and Conflict was not published at all. According to the data, the space given for a photograph is also found to be very low. The photo spread a kind of ideology that changes the thinking of a society. According to the data obtained in research, only one photograph was given to peace, harmony and minorities development. The positive sign is that there are no photographs published related to violence and conflict of minorities. It is not that the disputes arising from minorities are not there but the newspapers have been more cautious in this context.

Table 5 Area of published news during July to December 2017 on issues based inside page of Dainik Bhaskar and Nava Bharat, Bilaspur Chhattisgarh Edition (in cm sq.):

Name of the Newspaper	News on Education (area in cm sq. / Number of News)	Govt. Plan and Policies for Minority (area in cm sq. / Number of News)	News* (area in cm sq. / Number of News)	Minorities Women Related News (area in cm sq. / Number of News)	Minorities Develop issues (area in cm sq. / Number of News)	Minorities conflict (area in cm sq. / Number of News)
Dainik Bhaskar	152.4 / 2	0 / 0	4005.1 / 17	2463.60 / 2	171.98 / 3	1555.33 / 7
Nava Bharat	304.46 / 4	196.34 / 2	4219.9 / 20	914.74 / 8	132.62 / 3	201 / 4

News: an event or any other, religious event.

News published in Inside Page is divided into following topics according to the issues; news on education, government plan and policies for minorities, social and religious programs are kept in the category of news, minorities' women-related news, minorities' development issues and minorities' conflicts. There is very insufficient coverage of news related to minority education in both newspapers. For example, around four news articles are published related to minorities' education. In Dainik Bhaskar, there is no news published about government plan and policies for minorities and only two news items were published in Nava Bharat regarding government policies for minorities and it covered a space of 196.34 square centimetres space which is comparatively little.

This study also tried to analyse the coverage of religious programs, festivals and social ceremonies as a category of news. In Dainik Bhaskar, news related to festivals was published in a page called Dharm-Samaj-Sanstha. Coverage of news related to festivals, community programs and religious programs is satisfying in both the newspapers. One of the reasons can be that the religious programs related to minorities are very rare and both newspapers give sufficient coverage on minorities' social programs and events. But in the context of news publication, the news is not written in new ways and traditional methods are also adopted in the presentation. The research findings also show that newspapers usually do not justify the coverage of minorities' issues and do not give appropriate importance to the minority community. In the period of six months of this study, if the total printed space of the inside pages of the two dailies given to minority issues is measured it will account for less than 0.5 per cent of the total area.

The next category of inside page analyses the minorities woman development related news. During the research, all the data related to the development of minorities' women have been received during to the issue of Triple Talak. News of the Honourable Supreme Court decision on triple divorce in Dainik Bhaskar was prominently published. At the same time, a complete page on this issue was published separately. Nava Bharat published the news but presentation on this issue was normal. News about Triple Talak was prominently published on the first page of Nava Bharat.

Table 6 News published in Bilaspur Bhaskar, analysis of news published page:

Name of the Newspaper	Overall printed space (in cm sq.)	Published News (in cm sq.)	Percentage of space cover
Bilaspur Bhaskar	288512	1250.9	0.43
Nava Bharat Nyaydhani	283176	1562	0.55

According to the data of regional level news, both newspapers have given approximately equal space. Dainik Bhaskar has given 0.43% space out of the overall space and the Nava Bharat has given 0.55% of the overall space.

Conclusion and Suggestions:

According to the data obtained in research, the print media of Bilaspur gives very little coverage of the news related to the development of minorities. There is no media campaign for the underprivileged sections of the society. In this research, it was found that coverage on minorities' development news was very few, which is very disappointing. In this research, the problem of poverty, health, education, employment and ghetto has been kept in the category of minorities' development issues. The publication of the news in this perspective has also found to be very little. According to the data of research, Dainik Bhaskar has given more space in minorities' conflict than minorities' development news. The data of Nava Bharat shows a balance between all types of news. Nava Bharat has given approximately equal space to conflict and developmental issues of minorities. Figures also show that Dainik Bhaskar gives more importance to minorities' sensation and controversial news which creates a negative image in the society.

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