

# A study on Role of Development Journalism in India

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Development Journalism is the kind of journalism that pays sustained attention to the coverage of ideas, policies, programs, activities and events dealing with the improvement of the life of people. When the mass media in India, was introduced various efforts were made to exploit their potential for developmental purposes. The use of higher media helps to achieve the required goal. The development in journalism is not always with the development of technology. It aims at recent skills and knowledge, generation of consciousness and development of human mind. It is communication with social conscience. It focuses on imparting ideas, cultivating the attitude and teaching skills that are required for the development of the man kind and nation. Thus, journalism is for planned change. It is purposive and positive. The sole purpose for the development in the field of journalism includes the information to the public for the need of these projects and their respective benefits and thereby inspiring people to work on the information acquired through these projects.

Shelton Gunarantne describes “development journalism as an integral part of new journalism that involves analytical interpretation, subtle investigation, constructive criticism and serious association with the grass roots”.

Developmental journalism could be considered a partner in government to discover which policies should be pursued by the authorities and not a mere propaganda by the government. It has its roots in development communication and can be considered as an independent investigator to have a deep knowledge and coverage of the subject. It can be considered as a critic which points out the mistakes and the dangers in the creation of policies by the government. The economic growth of country is basically confined to economy and economic growth which emanated from industrialization. The tradition, culture and transformation of society are ignored. It basically ignores the development process of human aspects. The areas of development started their inclusion over the sixth decade of the 20<sup>th</sup> century. Health and education for the first time were included in the plan but the concept of economic development was prioritized in comparison. Rural development and mass communication still call for a special attention. The areas like hygiene, population, food and employment found there place in 1970's plan. Science and technology advancement were considered and followed after 1980's.

Today even cultural development has become an integral part of the development journalism thus it can be considered that an integrated cultural process, include social relations in a natural environment along with education and general welfare of the people. The mass media motivates the masses about the local conditions, resources and language along with the flaws possibilities modes of production and marketing potential so that these can be used for the human development. This very reason makes development journalism associate with masses. A journalist should possess complete information and present them in a manner and clarity to the masses so that these can be well adapted by them to increase their knowledge in the areas like agriculture, health, science, technology, rural development, environment, education, women and child health care, economy, water, housing that is almost every subject related to the countries development.

With more than 70% of the population in India being rural the only plan which relates to rural development would be the right kind of welfare programme. Former president Dr. A.P.J Abdul Kalam in his vision 2020 gave his prime stress in the field of agriculture, women development, health, environment, education and economic development for the progress of the country but at present only 12% of these aspects are covered in the print media. Only the aspects which increase the TRP of a news channel and news paper circulation is given prime importance. The subjects of crime, rape, entertainment make up the front page of any known newspaper. The development aspects are shifted to the space left over by advertisements and news

related to sex and crime. The same treatment is given in news channels which give their prime slot to this news and shifting the issues of policy making, development and other social welfare programmes to other time slots. A comparative analysis of these social issues have been considered in this study

### Objectives:

1. To educate the people about the various skills, facts and information required for a healthy and a better lifestyle
2. To provide knowledge to the general masses about the various opportunities, events and dangers in their community, country and the respective world.
3. To present a medium where the social issues which affect the common life and the country can be shown.

The sole purpose of this research is to have a comparative analysis of the print media in context to the development journalism in today's world.

According to the registrar of newspapers for India, a total of 1, 05,443 newspapers/periodicals are registered as on 31<sup>st</sup> March 2015. Uttar Pradesh tops the list with more than 16,000 registration followed by Maharashtra with more than 14000. Delhi, Madhya Pradesh, Andhra Pradesh and Rajasthan follow in that order. As expected, most number are registered in Hindi (42493) followed by English (13661), Marathi (7818), Gujarati (4836) and Urdu (4770). Newspapers are registered in a total of 23 different languages. The lowest number are registered in Dogri language (2), followed by kashmiri (5) and bodo (5). The plan of the study is to see that how many developmental issues are there in newspapers. Main issues are family planning, agriculture, rural development, employment, social development, culture development, religion, media, issues related to sports e.t.c

### Methodology

To measure the amount of space given to developmental issues in the newspapers, researcher observed 5 daily newspapers for twenty days on a regular basis. Content analysis method is used to execute this. Out of five newspapers, three were English papers: Times of India, The Tribune , Indian express, Dainik Bhaskar as Hindi newspaper and one Ajit as Punjabi newspaper.

The different developmental content is used with the help of tables.

#### 1. Agriculture

India is known as the agriculture country where it is considered as one of the main occupation of people.65% of people are dependent upon agriculture but table shows that agriculture doesn't cover 1% in national newspapers.

Newspapers	% of agriculture
1. Times of India	0.086
2. The Tribune	0.033
3. Indian Express	0.41
4. Dainik bhaskar	0.150
5. Ajit	0.11

#### 2. Family Planning

In 1951 family planning was introduced to control population and other products. But its implementation is not very much successful. It is evident from population of India is 1,210,854,977 (2011 census). Only three newspapers covered the issue that too not very much.

Newspapers	% of family planning
1. Times of India	--
2. The Tribune	--
3. Indian Express	0.79788
4. Dainik bhaskar	--
5. Ajit	1.1

### 3. Education:

Education is the prime requirement of every nation development. After 68 years of independence the literacy rate is 74.04 % according to 2011 Indian census report 80.9% men and 64.6% women according to 2011 census. The low female literacy rate has had a dramatically a negative impact on family planning and population stabilization efforts in India.

This main issue is not getting focus in newspapers

Newspapers	% of education	% of literacy
1. Times of India		---
2. The Tribune		0.198
3. Indian Express	0.7874	0.02698
4. Dainik bhaskar	1.4	--
5. Ajit		0.3

### 4. Health

The main factor to asses health of a country is child death rate (IMR) , male IMR, female IMR, accurate pregnancy rate, house with water supply , doctors on per lakh population, male female population ratio, expenditure on family planning are not covered by most of the newspapers.

Newspapers	% of health
1. Times of India	1
2. The Tribune	
3. Indian Express	0.45906
4. Dainik bhaskar	0.43
5. Ajit	0.05

### 5. Environment

Good environment is very important for the progress of the country. Global warming is a serious problem faced by the whole world and India is no exception. But again coverage on this issue is very less.

Newspapers	% of environment
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1. Times of India	0.6%
2. The Tribune	0.43%
3. Indian Express	0.6191124%
4. Dainik bhaskar	0.49
5. Ajit	0.07

## 6. Urbanization

According to the census 2011, 31.16% population lives in cities. Because of urbanization the pressure of population is increasing in urban areas resulting in violence and imbalance in the economy. But again this important issue is not very well covered in newspapers.

Newspapers	% of urbanization
1. Times of India	0.9
2. The Tribune	0.117
3. Indian Express	0.2037530
4. Dainik bhaskar	0.014
5. Ajit	0.01

## 7. Rural development

More than 70 % of the population of India lives in rural areas. But such an important issue is not covered so well in newspapers.

Newspapers	% of rural development
1. Times of India	0.04
2. The Tribune	0.098
3. Indian Express	0.1902734
4. Dainik bhaskar	0.024
5. Ajit	---

## 8. Economic development :

Newspaper only shows the development of big companies in case of economic development, sensex and the economic growth. The rural market, consumers and investment related issues are far from getting any attention by these newspapers.

Newspapers	% of economic development
1. Times of India	0.27
2. The Tribune	0.39
3. Indian Express	0.150467
4. Dainik bhaskar	0.34
5. Ajit	0.18

## 9. Scientific development :

There are number of scientists in India working successfully and being a progressive country science is playing a major role. The coverage in newspapers is related to launching of satellite and a major research in the field and not much related to the field.

Newspapers	% of scientific development
1. Times of India	0.4
2. The Tribune	0.703
3. Indian Express	0.4689
4. Dainik bhaskar	0.455
5. Ajit	0.12

## 10. Railways

The Indian economy is very much dependent upon railway. This sector is mostly covered when budget is out. Otherwise the coverage is least.

Newspapers	% of railways
1. Times of India	0.04
2. The Tribune	0.1
3. Indian Express	0.3436506
4. Dainik bhaskar	0.098
5. Ajit	---

## 11. Power

The development of the country depends on the power. But the policies related to power and its important factors like wind energy, hydro energy, solar energy are not covered by the newspapers. After any deal only we can see some of the coverage.

Newspapers	% of power
1. Times of India	1.12
2. The Tribune	3.5
3. Indian Express	0.65906
4. Dainik bhaskar	0.354
5. Ajit	0.34

## 12. Employment

The economy which is strong provides employment opportunities. But as one of the main sector media should provide information about employment opportunities. The coverage is very less.

Newspapers	% of Employment
1. Times of India	0.84
2. The Tribune	0.12
3. Indian Express	0.1556896
4. Dainik bhaskar	0.08
5. Ajit	0.05

## 13. News ideas

Newspapers are filled with news related to sex, violence and entertainment but newspapers also require news ideas.

Newspapers	% of news ideas
1. Times of India	0.06
2. The Tribune	0.350
3. Indian Express	0.45906
4. Dainik bhaskar	0.40
5. Ajit	0.05

#### 14. Social development

The male female equal status, gender budgeting, social equality are covered. Political parties use several of these issues for their own interest and media is the main helping hand to these parties. Otherwise these matters are not a part of news for media.

Newspapers	% of Social development
1. Times of India	0.04
2. The Tribune	0.554
3. Indian Express	0.1685
4. Dainik bhaskar	0.0121
5. Ajit	0.41

#### 15. Cultural Development

In the world of globalization, countries exchange economic and cultural matters with each other but newspapers show only the economic aspect the most and least about the cultural exchange.

Newspapers	% of cultural development
1. Times of India	0.17
2. The Tribune	0.097
3. Indian Express	0.1745
4. Dainik bhaskar	0.034
5. Ajit	0.06

#### 16. Religion

Religion is a crucial part of the development journalism. People can understand the concept of castes and other social aspects very deeply with religion only. But religion is dividing the society. Newspapers don't write about the positive aspects of a religion.

Newspapers	% of religion
1. Times of India	0.04
2. The Tribune	0.108
3. Indian Express	---
4. Dainik bhaskar	0.316
5. Ajit	---

#### 17. Women

50% of population is women in India. But issues related to women safety and welfare are overshadowed by issues like violence against women, sex, women oriented entertainment subjects. Rest of the issues are ignored.

Newspapers	% of women empowerment	% of women issues
1. Times of India	1	0.09
2. The Tribune	0.21	---
3. Indian Express	-----	0.48456
4. Dainik bhaskar	0.432	0.125
5. Ajit	---	0.20

### 18. Crime against women

Crime against women is increasing day by day and coverage is decreasing by time

Newspapers	% of dowry	% of rape	% of crime against women
1. Times of India	---	--	--
2. The Tribune	--	--	0.08
3. Indian Express	---	---	---
4. Dainik bhaskar	--	--	0.035
5. Ajit	0.18	--	0.03

During the study period of 20 days, two newspapers Indian express and Hindustan times were completely silent on the issue.

### 19. Sports

Every newspaper has one sports page. But out of many games only cricket is covered. Other sports are ignored.

Newspapers	% of sports
1. Times of India	1.53
2. The Tribune	0.98
3. Indian Express	1.973316
4. Dainik bhaskar	0.44
5. Ajit	0.398125

### Placement of development content

The news related to development gets less space on front page of the newspapers.

Newspapers	Front page	Editorial	Features/ articles	Photos / cartoons	Ads	Letter to editor
1. Times of India	25	--	11	8	8	9
2. The Tribune	10	--	2	3	14	3
3. Indian Express	26	0	2	4	6	8
4. Dainik bhaskar	14	--	2	8	1	1
5. Ajit	14	3	6	0	4	0

### Conclusion:

Research proved that developmental issues do not get more than 14% coverage in the newspapers. The main page of the newspapers is generally covered with violence, politics, and other issues. The development related issues are shown on third and fourth page of the newspapers. The twenty days study shows that agriculture is covered in least newspapers. The health and weaker section get more than one percent coverage in The tribune. The newspapers are just doing formalities by covering environment, rural development and urbanization. The most appealing fact is that come out that no newspaper is bothered about crime against women. The maximum editorials on agriculture are 2% , economic development, and environment subjects and minimum 0.2% editorials were on education, women etc. On the front page of the papers maximum coverage is given to education, weaker section, national integration and minimum to rural development, cultural development, environment etc. Likewise the last page covered news on sports, religion, and others. The major subjects do not get space on the last page even.

The coverage of agriculture related issues in print media is far from being adequate, this is clearly evident from the study.

The developmental news is only 5% to 8% news published in newspapers in print in Punjab are development related news. Agriculture news is less than 4% of the total news published in a newspaper. With such a fewer coverage, how anyone can bring agriculture development and prosperity amongst the people involved in agriculture especially Punjab.

When it comes to agriculture news, the situation is even worst. The study revealed that overall coverage of agriculture news by any newspaper of Punjab is less than 3%.

The scenario shows that it is very alarming that how media is handling the important issue. The trend shows that newspaper is very dangerous for development of different neglected sectors and it will be difficult to revive in future.

In order to bring overall development in Punjab, media has very significant role to play. The media could transfer the otherwise marginalized section of society into participants and decision making process. And this is only possible when media not only publish more and more developmental issues like rural development, agriculture, and education but also highlight the wrong doing time to time.

Revival of Indian agriculture needs more intrusion, which is unlikely to consider the facts discovered by these present studies. An editorial is always considered as a face of the newspaper. These studies revealed that number of editorial published on agriculture are not even once in a week which tells the true face of media and its role in promoting development.

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