

Coverage of Development News in Print Media

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Abstract

Journalism has always thrived on the spirit of bringing positive change amongst the populace. Ever since it's advent, it has been regarded as agent of change and development. The mission and zeal with which many newspapers began their journey in the pre-independence era dried up with time. Strong inkling for profit, huge capital and evolved ownership patterns were the factors responsible which changed the newspaper content. The researchers have tried to analyze the content of e-papers of four highly read newspapers. The sample has been collected for a period of 45 days and analysis has been done. The results hints that the orientation of the English newspapers towards the development issues is more in comparison to Hindi newspapers. The research also throws light on the development issues being given most prominence and the areas of development which are highly neglected by the mainstream print media.

Keywords: Development Communication, Development Journalism, Development News

Introduction

The general understanding of the subject of development communication is that it is the use to which communication is put in order to further development. This concept of development communication has been given by Mass Communication expert Everett M. Rogers, who defined development communication as "It refers to the uses to which communication is put in order to further development. Such applications are intended to either further develop in a general way, such as by increasing the level of the mass media exposure among the nations citizen, in order to create a favorable climate for development, or to support a specific definite program or project"¹. Simply put, it is how the communication is used for creating an atmosphere which is conducive for development. Development Communication being a broader area includes development journalism within itself. It works the same way as journalism is a subset of communication.

J. Vilanilam defined development journalism as "journalism that deals with the process of development in developing

nations"². Here, the context becomes more specific and in place of talking about the entire spectrum of communication, the onus is on journalism dealing with the process of development in the developing countries.

Development journalism being an essential part of development communication needs to be seen from the right perspective. Fred Siebert, Theodore Peterson and Wilbur Schramm authored a book, Four Theories of the Press, in 1956, which formed the initial perspective on how development journalism was to be seen. It clearly stated the type of media and the functioning of the media in the light of the type of regime and political leadership. The initial four types of theories, which included authoritarian, libertarian, communist media and social responsibility theories did not seem to have incorporated all the types of media functioning. Debates across the world focused precisely on the social responsibility theory and as a result, the offshoot of social responsibility theory emerged and two more theories were added to the ones already proposed. The two offshoot were Democratic

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Participant theory and Development Media theory, the first having a view against commercialization and monopolization of the media institutes. The Development Media theory on the other hand treating newspapers, radio, television, films and national news services as mobilizing agents supported by the government to support nation building, building consensus, building political consciousness and assisting in economic development. This theory, in the light of the social responsibility of became to most talked about theory and most relevant to the third world³.

During the mid 40s and the early 50s of the twentieth century, many countries started gaining independence. For any newly independent country, development was high on the priority list of their agendas. Policy formations were swift and to make the policies work and make the fruits of development reach to the farthest person possible, seeking services of media was inevitable. The same applies in the case of India as well where media was seen as a major driving factor supporting the five year plans of India. For a very long time, the most important information disseminated was through TV and Radio in the form of programs like 'Krishi Darshan', the content of which empowered the huge population involved with the primary sector which included farming, animal rearing etc. The program was a huge success with a huge number of people waiting to watch it whenever it was telecast. The program continued for many decades. This passage of time however witnessed plenty of economic and political changes which led to change in the focus of five year plans. The focus shifted from agriculture to building infrastructure to information technology. This also led to various socio-economic changes finally leading to the gravest of all changes i.e. the 1991 economic reforms. This paved way for the plenty of news channels and newspapers. Many such avenues mushroomed post 1991. The post 1991 era witnessed many foreign media channels collaborating with Indian media channels, various newspapers starting, the newspapers turning colored and drastic rise in the number of pages and introduction

of heavy supplements along with the main newspaper. This led to the decline of the news related to various development related issues⁴.

Objectives & Methodology

The objective of this study is to find out the total number of development news and explore the total space covered by the development news in the four newspapers selected as sample in the study. The study also aims to analyze the manner of presentation of the of development news in the newspapers. In addition to this, the study also tries to find out which specific areas of development are given most and least space and hence importance.

Methodology

Content analysis is communication study. It is a method for coding and categorizing messages. Whether from TV, newspaper or of films may be analyzed according to their description, potency or critical content. The present study is content analysis and is taken up to identify the content and the treatment of development news in the newspapers. The particular method is therefore selected for study for the content and treatment of development news in the newspapers⁵.

This particular method is therefore, selected for study of the content and treatment of development news of the Hindi and English e-papers. Hence this method was incorporated for this research study. The data collected from the 45 issues of four English and Hindi dailies have been recorded, coded and categorized for this study.

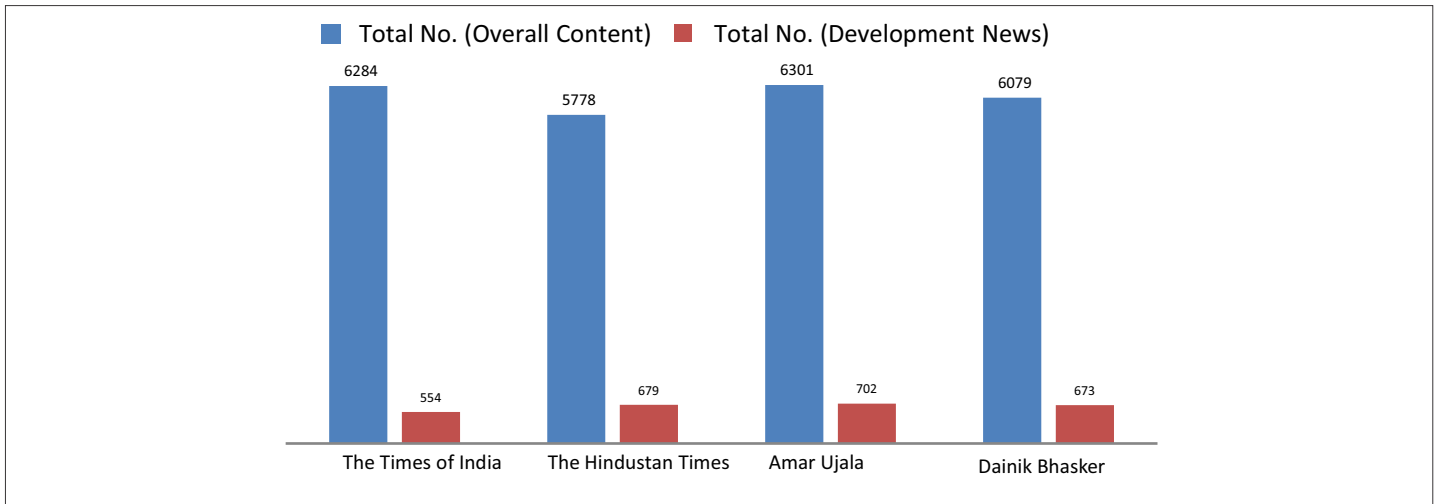
The Researcher has purposely selected the four English and Hindi daily newspapers based on the circulation and readership figures in Haryana. Both English and Hindi newspapers were taken under study to know the coverage development news.

Tabulation & Analysis

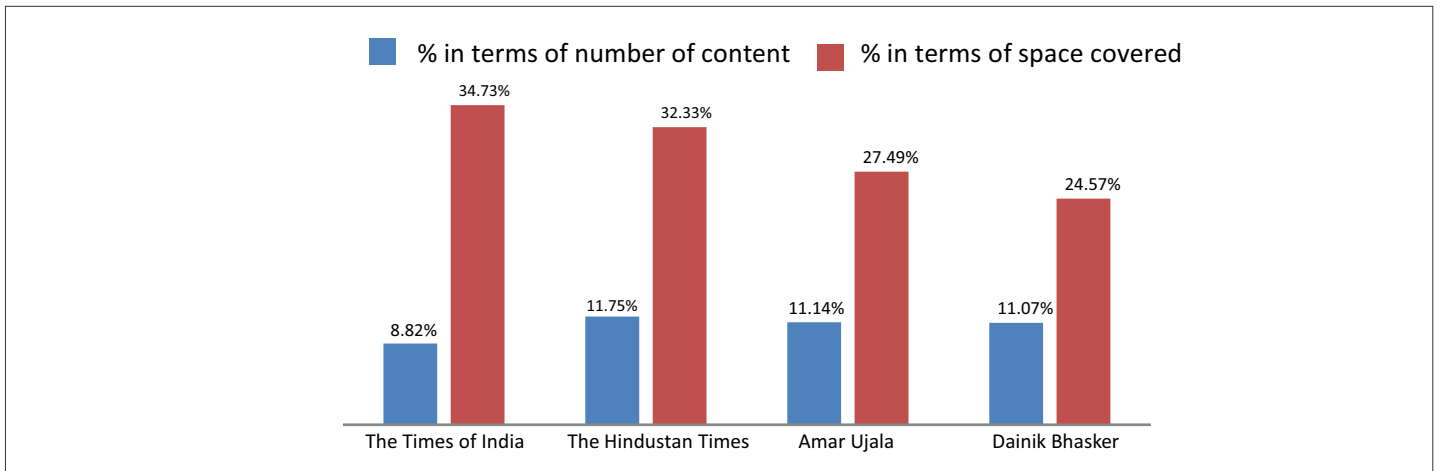
Name of the Newspaper	Content		Development News		Development Content (%)	
	Total No. (N)	Space Covered (cm ²)	Total No. (n)	Space Covered (cm ²)	% in terms of number of content	% in terms of space covered
The Times of India	6284	1756950	554	610137	8.82%	34.73%
The Hindustan Times	5778	1769823	679	572160	11.75%	32.33%
Amar Ujala	6301	1333200	702	366519	11.14%	27.49%
Dainik Bhaskar	6079	1477060	673	362982	11.07%	24.57%
TOTAL	24442	6337033	2608	1911798	10.67%	30.17%

Table 1. Coverage of Development News with space

Graph 1. News vs Development News



Graph 2: Number of news vs number of development news



Graph 2: Number of news vs number of development news

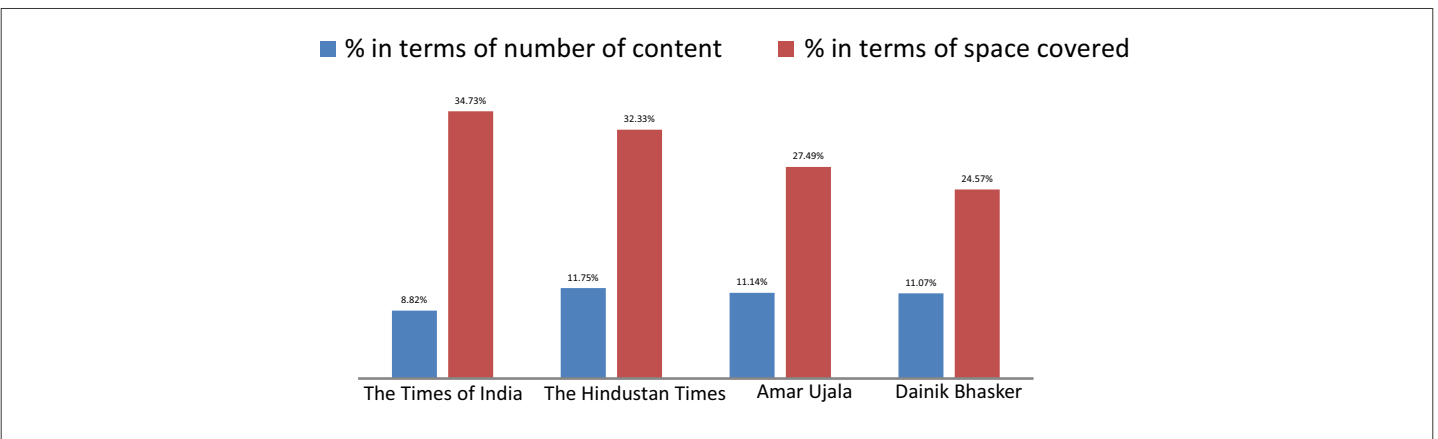


Table 1 shows that the total number of news items in the four newspapers during the 45 days were 24442 which covered 6337033 cm2 space. Total number of development news were 2608. This made up 10.67% of news to be development news.

Looking at the development news from the perspective of space covered, development news comprised of 30.17% of the total space covered. Among the four newspapers, Amar Ujala (702) had highest number of development news which

comprised of 11.14% of the total news. Amar Ujala had 27.49% space covered with development news. Followed by Amar Ujala, The Hindustan Times (679) has second highest number of development news. This made up 11.75% of the total news items found in The Hindustan Times. The percentage of development news in the context of space covered for The Hindustan Times was 32.33%. In terms of number of development news, third highest development news were

Table 2 shows that the percentage of number of development news in Hindi dailies is 11.2% and the same for English dailies is 10.22%. There is very less difference between the two newspapers when it comes to number of development news published. However, looking at the percentage of space covered by development news in the Hindi dailies, there is difference of bigger magnitude. In comparison to the Hindi newspapers

Language of the Newspaper	Number of content	Space covered by content (cm ²)	Total number of development news	Total Space covered by development news (cm ²)	Percentage of number of development news (%)	Percentage of space covered by development news (%)
Hindi Language Newspaper	12380	3526773	1375	729501	11.12%	20.68%
English Language Newspaper	12062	2810260	1233	1182297	10.22%	42.07%
TOTAL	24442	6337033	2608	1911798	10.67%	30.17%

Table 2. Priority of Development News in Hindi and English Newspaper

found in Dainik Bhaskar (673). Dainik Bhaskar had 11.07% of the total news and development news in Dainik Bhaskar comprised of 24.57% of the total space. The Times of India had 554 development news which made up 8.82% of the total number of news items and covered 34.73% of the total space.

which have dedicated only 20.68% space to the development news, English dailies have given 42.07% space to the development news which is 21.39% higher than what the Hindi dailies are dedicating to the development news.

Name of the Newspaper	Content		Development News		Classification of Development News													
	Total No.	Space Covered	Total No.	Space Covered	Agricultural Development		Food Production		Trade, Tariffs & Prices		Economic Performance		Economic Planning		Rural Development		Urban Development	
	(N)	(cm ²)	(n)	(cm ²)	No	Space (cm ²)	No	Space (cm ²)	No	Space (cm ²)	No	Space (cm ²)	No	Space	No	Space (cm ²)	No	Space (cm ²)
The Times of India	6284	1756950	554	610137	18	45122	9	11021	7	21093	21	56322	9	7036	31	20921	20	27002
The Hindustan Times	5778	1769823	679	572160	15	35724	14	16316	5	15335	31	70556	11	12319	45	15912	27	29094
Amar Ujala	6301	1333200	702	366519	29	25470	18	14230	17	9666	19	31025	17	10912	51	31896	28	20117
Dainik Bhaskar	6079	1477060	673	362982	36	22363	17	11295	12	6077	25	21872	14	15224	42	27847	35	14230
TOTAL	24442	6337033	2608	1911798	98	128679	58	52862	41	52171	96	179775	51	45491	169	96576	110	90443

Table 3. Classification of Development News

Table 3 shows that Dainik Bhaskar published maximum number of agricultural development related news (36), followed by Amar Ujala (29). The frequency of agricultural development related news was lesser in English newspapers in comparison to Hindi newspapers. The Times of India and The Hindustan Times had 18 and 15 stories related to agricultural development. The table also depicts that the stories related to food production were published most by Amar Ujala (18) followed by Dainik Bhaskar (17). English newspapers again had published lesser stories related to food production than the Hindi newspapers. It is however to be noted that even though the agricultural development stories were lesser in English newspapers, The Times of India still had given maximum space to the agricultural development related news in comparison to the Hindi newspapers. Whereas Dainik Bhaskar, which had published maximum number of agricultural development stories had dedicated least space to the same. Which means English newspapers had been giving lesser stories but whichever stories they did on the agriculture, those stories were detailed and in-depth. Trade, price and tariff based stories were not very frequent and were even lesser frequent in English newspapers. Amar Ujala had given maximum number of space to such development news with The Times of India still giving maximum

space to such development stories. Economic performance as the development story was published most by The Hindustan Times (31) followed by Dainik Bhaskar (25) and The Times of India (21) and Amar Ujala (19). The data depicting the space dedicated correlated with the other data and The Hindustan Times gave maximum space to the economic performance related news. Economic planning as development news was discussed mostly by Amar Ujala and Dainik Bhaskar. The English newspapers lagged behind the Hindi newspapers in the context of development news related to the economic planning. Rural development was discussed maximum number of times by the Hindi newspapers with Amar Ujala giving maximum frequency and space to the rural development related news. In case of urban development, the maximum number of stories appeared in Dainik Bhaskar but highest space was given by The Hindustan Times.

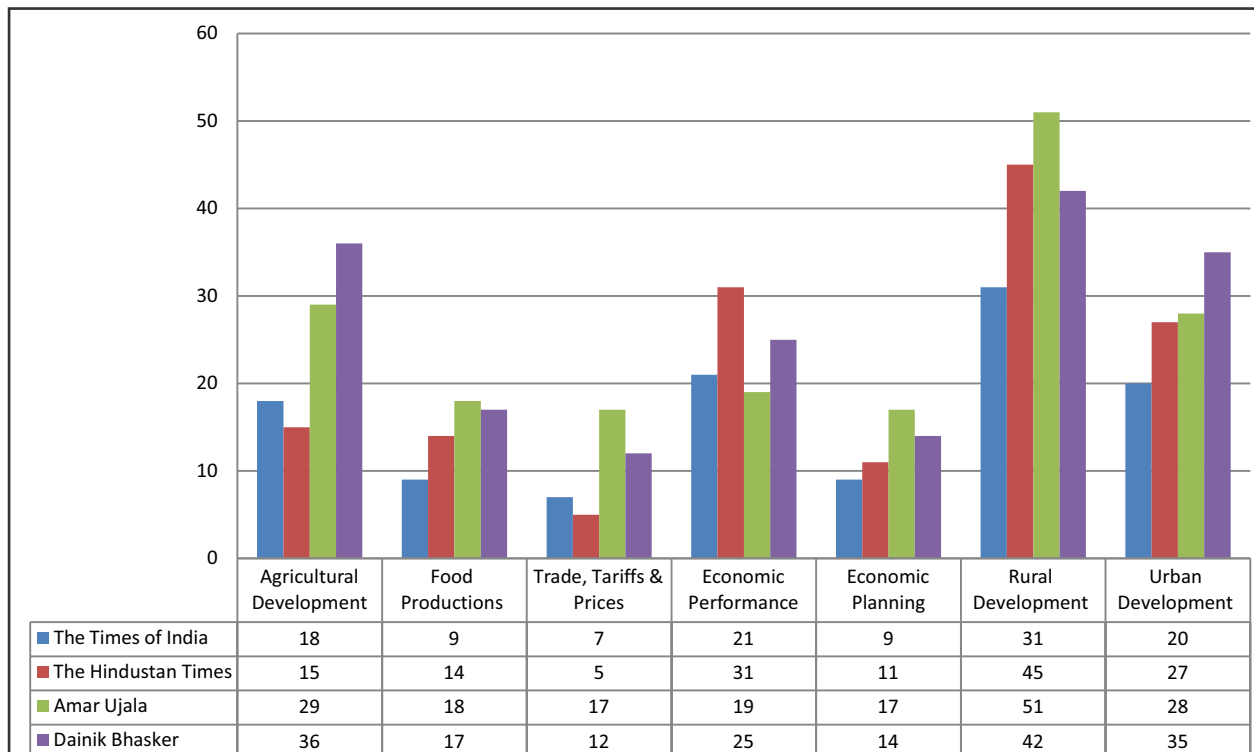
Table 4 shows that the economic development news was most frequently seen in Dainik Bhaskar (26.89%) followed by Amar Ujala (25.50%). The percentage of English newspapers were 20.76% and 21.80% (The Times of India and The Hindustan Times respectively).

Name of the Newspaper	Agricultural Development	Food Productions	Trade, Tariffs & Prices	Economic Performance	Economic Planning	Rural Development	Urban Development	Total Economic Development News	Total No. of Development News	%age
The Times of India	18	9	7	21	9	31	20	115	554	20.76
The Hindustan Times	15	14	5	31	11	45	27	148	679	21.80
Amar Ujala	29	18	17	19	17	51	28	179	702	25.50
Dainik Bhaskar	36	17	12	25	14	42	35	181	673	26.89
TOTAL	98	58	41	96	51	169	110	623	2608	

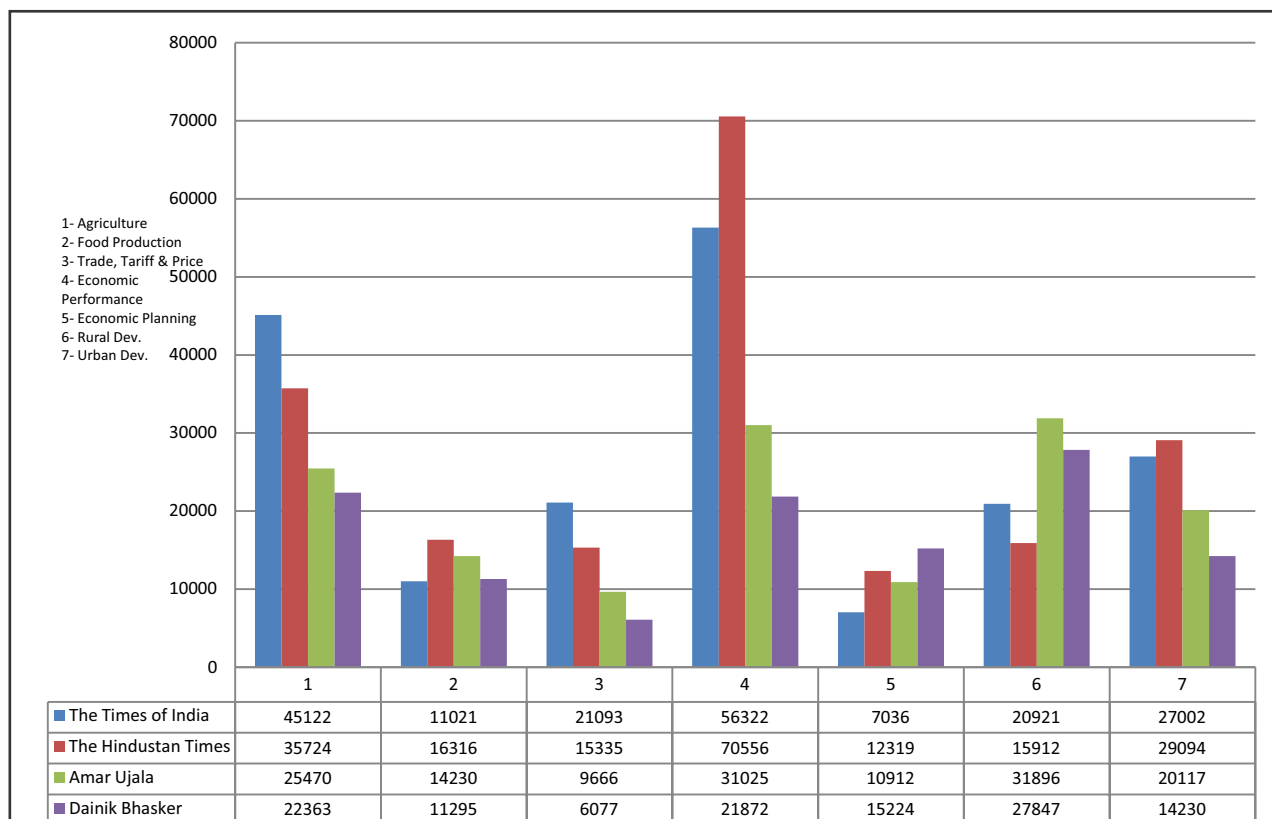
Table 4. Number of Development News

Name of the Newspaper	Content		Development News		Development News (classified on the basis of economical aspect)						
	Total No.	Space Covered	Total No.	Space Covered	Agricultural Development	Food Productions	Trade, Tariffs & Prices	Economic Performance	Economic Planning	Rural Development	Urban Development
	(N)	(cm ²)	(n)	(cm ²)	Space (cm ²)	Space (cm ²)	Space (cm ²)	Space (cm ²)	Space (cm ²)	Space (cm ²)	Space (cm ²)
The Times of India	6284	1756950	554	610137	45122	11021	21093	56322	7036	20921	27002
The Hindustan Times	5778	1769823	679	572160	35724	16316	15335	70556	12319	15912	29094
Amar Ujala	6301	1333200	702	366519	25470	14230	9666	31025	10912	31896	20117
Dainik Bhaskar	6079	1477060	673	362982	22363	11295	6077	21872	15224	27847	14230
TOTAL	24442	6337033	2608	1911798	128679	52862	52171	179775	45491	96576	90443

Table 5. Space covered by Development News



Graph 4. Economical Development News

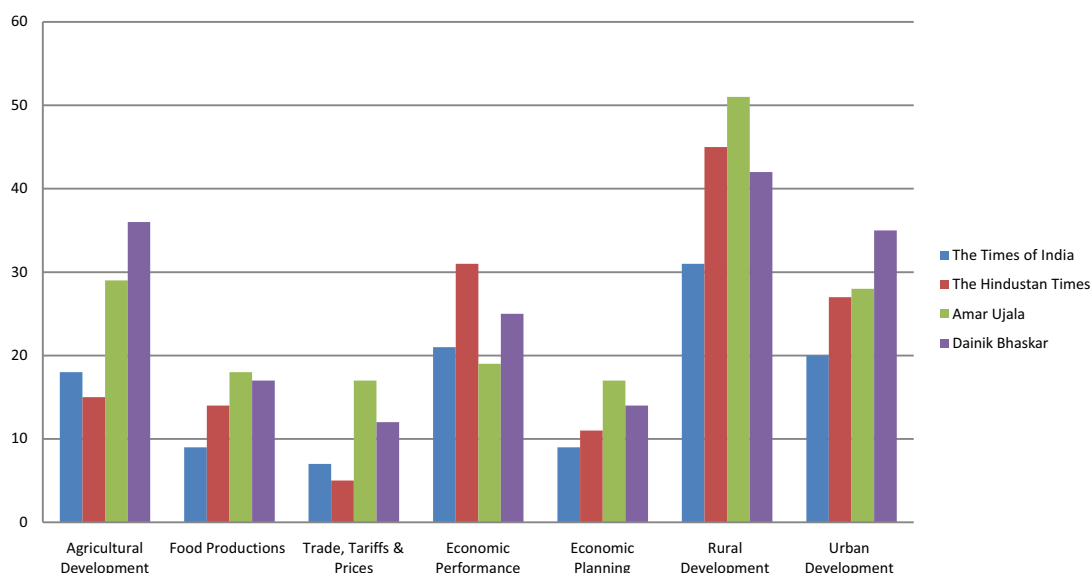


Graph 5. Development News (classified on the basis of space covered in cm2)

	Content		Development News		Social Development News													
Name of the Newspaper	Total No.	Space Covered	Total No.	Space Covered	Education		Employment		Labor Welfare		Population & Family Planning		Health and Nutrition		Hygiene		Human Rights	
	(N)	(cm ²)	(n)	(cm ²)		Space		Space		Space		Space		Space		Space		Space
					No	(cm ²)	No	(cm ²)	No	(cm ²)	No	(cm ²)	No	(cm ²)	No	(cm ²)	No	(cm ²)
The Times of India	6284	1756950	554	610137	39	17880	9	9773	4	4230	9	11272	6	5403	16	10640	28	15436
The Hindustan Times	5778	1769823	679	572160	51	25481	6	11753	3	3698	7	15192	17	10951	21	17541	28	17852
Amar Ujala	6301	1333200	702	366519	39	13719	17	11312	1	898	11	14517	9	6092	13	12180	20	10178
Dainik Bhaskar	6079	1477060	673	362982	41	16711	11	7984	2	1798	9	9004	4	4567	18	15345	18	9704
TOTAL	24442	6337033	2608	1911798	170	73791	43	40822	10	10624	36	49985	36	27013	68	55706	94	53170

Table 6. Social Development News

Table 6 depicts the number of social development news. Education news was most frequent on The Hindustan Times (51) followed by Dainik Bhaskar (41). The Times of India and Amar Ujala have had 39 news each on education. The space given to the education news was highest by The Hindustan Times. The Hindustan Times gave 25481 cm² space to the education news. Amar Ujala had maximum number of news stories on employment (17) and The Hindustan Times had the lowest number of news stories on employment (6), however maximum space given to the employment news was by The Hindustan Times (11753 cm²) followed by Amar Ujala. Labor welfare news stories were least in number. Population and family welfare news was highest in Amar Ujala (11) followed by The Times of India and Dainik Bhaskar with nine stories each on population and family welfare. Hygiene and Health and Nutrition based development news were most frequent on The Hindustan Times (21 and 17 respectively) with maximum space also dedicated also by The Hindustan Times (17541cm² and 15192 cm² respectively).



Graph 6. Number of Social Development News

Name of the Newspaper	Content		Development News		Information Technology & Infrastructure Development News											
Name of the Newspaper	Total No.	Space Covered	Total No.	Space Covered	Industries		Scientific and Technology		Power and Energy		Mass Comm		Telecommunication		Infrastructure	
	(N)	(cm ²)	(n)	(cm ²)	No	Space	No	Space	No	Space	No	Space	No	Space	No	Space
						(cm ²)		(cm ²)		(cm ²)		(cm ²)		(cm ²)		(cm ²)
					The Times of India	6284	1756950	554	610137	13	30123	23	40246	11	10351	13
The Hindustan Times	5778	1769823	679	572160	23	33765	31	39842	15	9703	13	8796	8	6532	15	29675
Amar Ujala	6301	1333200	702	366519	17	17865	18	13318	8	6783	21	5600	3	2321	11	11740
Dainik Bhaskar	6079	1477060	673	362982	11	15063	19	14095	3	3342	18	14233	3	3127	13	14675
TOTAL	24442	6337033	2608	1911798	64	96816	91	107501	37	30179	65	40692	19	19666	57	100077

Table 7. Information Technology & Infrastructure Development News

Table 7 shows that industrial development news is covered most frequently by The Hindustan Times (23) and also highest space is provided by The Hindustan Times only (33675 cm²). This is followed by Amar Ujala (17), The Times of India (13) and Dainik Bhaskar (11). Dainik Bhaskar has given least space to the news related to industrial development. Science and technology development news is covered highest by The Hindustan Times (31) followed by The Times of India (23), Dainik Bhaskar (19) and Amar Ujala (18). Although The Times of India did not have maximum number of stories but has devoted maximum space or science and technology related news. The Times of India and The Hindustan Times have done better than Amar Ujala and Dainik Bhaskar in the context of power and energy development news. Mass Communication is covered highest by Amar Ujala (21) followed by Dainik Bhaskar (18). In contrast, The Times of India and The Hindustan Times have covered mass communication related development news 13 times each. The highest space dedicated however has been by Dainik Bhaskar dedicating 14233 cm² space. Telecommunication as an agent of development was mentioned more frequently by The Hindustan Times (8) followed by The Times of India (5), Amar Ujala (3) and Dainik Bhaskar (3). Infrastructural development has been covered the most by The Times of India (18), the frequency with which the infrastructural development has been covered, the space covered is very high. This indicates very in-depth and detailed development news on infrastructural development. The Times of India has given 43987 cm² space to the infrastructural development which is very high in comparison to The Hindustan Times, which has devoted 29675 cm² area to the infrastructural development. The Hindi newspapers, Amar Ujala and Dainik Bhaskar are lagging far behind with 11740 cm² and 14675 cm² respectively.

Name of the Newspaper	Content		Development News							
	Total No.	Space Covered	Total No.	Space Covered	National Integration		Social Issues & Reforms		Culture & Religion	
					Space		Space		Space	
	(N)	(cm ²)	(n)	(cm ²)	No	(cm ²)	No	(cm ²)	No	(cm ²)
The Times of India	6284	1756950	554	610137	51	20151	51	30171	37	17817
The Hindustan Times	5778	1769823	679	572160	69	32452	56	34138	43	17232
Amar Ujala	6301	1333200	702	366519	86	21450	71	13456	51	12022
Dainik Bhaskar	6079	1477060	673	362982	73	23122	69	25650	61	15716
TOTAL	24442	6337033	2608	1911798	279	97175	247	103415	192	62787

Table 8. Humanities and National Development News

			News		Others													
Name of the Newspaper	Total No.	Space Covered	Total No.	Space Covered	Administrative Reforms		Political Diplomacy		International Treaties		Military Matters		Nature and Environment		Medicine		Housing	
						Space		Space		Space		Space		Space		Space		Space
	(N)	(cm ²)	(n)	(cm ²)	No	(cm ²)	No	(cm ²)	No	(cm ²)	No	(cm ²)	No	(cm ²)	No	(cm ²)	No	(cm ²)
The Times of India	6284	1756950	554	610137	31	9242	19	98255	2	1012	16	10348	18	6721	9	3402	11	5421
The Hindustan Times	5778	1769823	679	572160	19	11016	26	14504	1	900	19	11360	24	12633	14	5647	22	6242
Amar Ujala	6301	1333200	702	366519	16	7866	30	9140	3	3190	31	11020	21	8003	7	4314	19	6219
Dainik Bhaskar	6079	1477060	673	362982	27	9234	31	13712	3	2120	18	9061	25	9567	1	800	14	5340
TOTAL	24442	6337033	2608	1911798	93	37358	106	135611	9	7222	84	41789	88	36924	31	14163	66	23222

Table 9. Other Development News

Table 9 shows that the development news related to administrative reforms were highest in The Times of India (31), on the contrary, highest space dedicated was by The Hindustan Times (11016 cm²). This is followed by Dainik Bhaskar (27), The Hindustan Times (19) and Amar Ujala (16). Political diplomacy for development was covered highest by Dainik Bhaskar (31) with the highest space being given by The Hindustan Times (14504 cm²). International treaties were the most ignored factors of development with only nine stories appearing in all the newspapers. Military matters related development stories appeared highly in Amar Ujala (31) followed by The Hindustan Times (19), Dainik Bhaskar (18) and The Times of India (16). Highest space to the military matter related development news was given by The Hindustan Times. Nature and environment is one aspect of development which has direct and indirect implications on every aspect of our lives. Dainik Bhaskar (25) and The Hindustan Times (24) were the two newspapers having first and second highest number of development stories discussing nature and environmental challenges. Highest space was given by The Hindustan Times. Medicine and Housing were covered most extensively by The Hindustan Times. The Hindustan Times has 14 and 22 news stories on medicine and housing. The highest space is also given by The Hindustan Times.

Name of the Newspaper	Supporting Government		Criticizing Government		Neutral / Not Clear		Total	
	No.	Area Covered (cm ²)	No.	Area Covered (cm ²)	No.	Area Covered (cm ²)	No.	Area Covered (cm ²)
The Times of India	233	144276	156	87033	165	378828	554	610137
The Hindustan Times	197	154434	188	176002	294	241724	679	572160
Amar Ujala	293	173540	177	78889	232	114090	702	366519
Dainik Bhaskar	311	158987	198	90922	164	113073	673	362982
TOTAL	1034	631237	719	432486	855	847715	2608	1911798

Table 10. Inclination for Development News

Table 10 shows the inclination for development news. It was seen that more number of stories were supporting the government either for the policy formation or for the various initiatives taken by the government to bring the economy and country on the path of the development. Out of total 1034 stories in favor of the government, Dainik Bhaskar had 311 stories favoring the government followed by Amar Ujala favoring government in 293 stories, The Times of India supporting the government action and appreciating the efforts of the government was seen in 233 stories with only 197 stories appearing in The Hindustan Times favoring or supporting the government initiatives. On the contrary, The Hindustan Times (188) had the second highest number of stories criticizing government initiatives, policies and development programs. Neutral stories or such stories where the inclination was not clearly recognizable was highest in The Hindustan Times (294) followed by Amar Ujala (232). Neutral stores were least visible in Dainik Bhaskar (164) followed by The Times of India (165).

Name of the Newspaper	Colored Font	Photograph	Box Item	Color in News	Graphics	Caption	Multiple font size
The Times of India	12	336	147	189	211	197	121
The Hindustan Times	79	287	161	97	312	190	243
Amar Ujala	8	253	93	121	391	109	179
Dainik Bhaskar	21	311	67	117	379	81	113
Total	120	1187	468	524	1293	577	656

Table 11. Presentation of Development News

Table 11 shows the way development news is presented in the four newspapers. Colored fonts to grab attention was used in highest number by The Hindustan Times (79) and least number of times by Amar Ujala (8). The Times of India used photographs highest number of times i.e. 336 times. Dainik Bhaskar was second in this with photographs used 311 times in the development news. Box item used to add prominence to a news story was used mostly by The Hindustan Times (161) followed by The Times of India (147). Dainik Bhaskar used the same object least number of times (67). Color in news was used as an object for adding details and attributing more importance. This was used in highest number by The Times of India (189) and least by The Hindustan Times (97). Graphics were the highly used objects in the presentation of development news. 1293 news stories witnessed the usage of graphics with Amar Ujala using the graphics highest number of times (391) and Times of India using least number of graphics in the development story. Captions were seen mostly in the development stories published in The Times of India followed by The Hindustan Times (190). Dainik Bhaskar used captions least number of times (81). Multiple font sizes in the same development news were mostly visible in The Hindustan Times (243) followed by Amar Ujala (179). Dainik Bhaskar has used this way of presentation least number of times (113).

FINDINGS

- 1) The percentage of development news found in all the newspapers is very low whereas the space covered is higher in comparison. This means that even if development news lesser presence, they were in-depth and had relatively better presence in terms of space covered.
- 2) It was The Times of India which had least number of stories on development yet had devoted the highest space.
- 3) Classifying the newspapers on the basis of the language gave a grim picture of the Hindi newspapers. Although the number of stories in both English and Hindi newspapers were almost similar but the space devoted by English newspapers to the development news was almost double that of the space offered by Hindi newspapers.
- 4) It was seen that the Rural development was given the highest importance by overall newspapers which was followed by Urban development news. It was however seen that no aspect of development got a share of more than 7-8%. Agriculture development stories made only around 3% of the total development stories. The situation stands better in terms of space covered though.
- 5) Education had a share of around 7% whereas some very important aspects of development were completely ignored by all the newspapers. Areas like labor welfare did not even have 0.5% share in the development news. Issues like health & nutrition and employment have fared a little better but have still been on the lower side. Health and Nutrition being an important factor in the development process is having very less presence in the print media. Only 36 news stories out of 2608 stories discussed health and nutrition.

- 6 It is seen that the highest number of development stories and the highest space in the social development news has been in the case of education related development news. This may have been possible because of the various programmes initiated and promoted by the government. It was seen that majority of the development news on education had reference of Beti Bachao, Beti Padhao which shows that with the help of support from the government certain facets of development can be promoted and their percentage in terms of number and space covered can be improved.
- 7 IT and infrastructure were covered extensively with great depth and details in comparison to the other types of development news. The number does not justify it but the space covered in comparison shows the best proportion. It may have been because the duration in which the data was collected was when the Rio Olympics were going on. This led to great debates and talks on the lack of medals for India at Rio and its relationship with the lack of infrastructure. It therefore witnessed relatively high space coverage.
- 8) Social Issues, National Integration and Culture and Religion were discussed at length by all the newspapers. There were many special reports on caste divide and communal divide. The numbers of such stories are highest but the space is relatively less in comparison. This means that development stories on the mentioned themes were frequent.
- 9) Power and energy is covered very scantily by all the newspapers. In the era of sustainable power and energy sources, such news stories need to be given more space and prominence.
- 10) It was seen that the number of development stories favoring or appreciating the government's initiatives or the programs started by them outwitted the ones which criticized them in number. Higher percentage of stories were supporting of the government which includes both

the government at the central level and the state level. In fact the ones in which the rhetoric was critical of the various government policies and programs was also bypassed by the stories which were neutral. It can be said that the development news stories either appreciated the various development initiatives of the government or it stood neutral and gave a very objective view of the various issues pertaining to development.

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