

CONTENT ANALYSIS OF WOMEN'S ISSUES IN NEWSPAPERS

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ABSTRACT

The present study was conducted in Bikaner city of Rajasthan. Two popular Hindi newspapers (Rajasthan Patrika and Dainik Bhaskar) were selected for the period of one month (1st May to 30th May) for content analysis. Only women's issues published during selected time were countable part of the study.

Nine women's issues were selected through pilot study on 25 urban identical respondents of Bikaner city and previous reviews of Newspapers. The results revealed that most of the women's issues were presented local/city page but career consult and business / economy does not consists of any women's issue in the selected news papers.

INTRODUCTION

Content analysis has developed as a significant branch of communication analysis. Wherever communication takes places, it has some content which is that body of meanings, through symbols which constitute the substantive part of the communication process.

Women's issues are usually discussed and debated by Newspapers from time to time but their quantity and quality is not per need. Therefore, the present study was conducted with following objectives.

1. To analyse the content of Newspapers quantitatively in regards to women's issues.
2. To analyse the content of Newspapers qualitatively in regards to women's issues.

RESEARCH METHODOLOGY

The Present study was conducted in Bikaner city of Rajasthan. Two popular Hindi newspapers (Rajasthan Patrika and Dainik Bhaskar) were selected for the period of one month (1st May to 30th May) for content analysis. Only women's issues published during selected time were countable part of the study.

Following 9 women's issues were selected through pilot study on 25 urban identical respondents of Bikaner city and previous reviews

of Newspapers.

1. Role of women in home and worked area.
2. Empowerment issues.
3. Success areas and achievements of women.
4. Potrayal of women in advertisements.
5. Carrier issues
6. Crime against women
7. Sexual harassment
8. Work exploitation issues.
9. Divorce / Married women's exploitation issues

Data were analysed with statistical tests like frequency, percentage and ranks etc.

RESULTS AND DISCUSSION

Content Analysis of Newspapers:

All the published information about selected women's issues in newspapers (Rajasthan Patrika and Dainik Bhaskar) were analyzed quantitatively as well as qualitatively as following.

i) Quantitative Analysis- Content of Rajasthan Patrika and Dainik Bhaskar for the period of one month (1st May- 30, 07) was analyzed for finding out the quantity and total space covered by Women's issues. The data regarding total space devoted to women's issues have been presented in Table 1.

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Table 1. Total space and number of items devoted to women's issues

| S. No. | Main areas of information | News Papers | |
|--------|---|-------------------|----------------|
| | | Rajasthan Patrika | Dainik Bhaskar |
| 1 | Total average printed area of the Newspapers per page (col. cms.) | 17028 | 17028 |
| 2 | Total number of items related to women's issues | 97 | 102 |
| 3 | Total space covered by women's issues (col. cms.) | 289.65 | 309.30 |
| 4 | Percentage space covered by women's issues | 2.03 | 2.00 |

When analyses the total number of items and total space covered by women's issues in relation to total average printed area of the News papers, it was found that 'Dainik Bhaskar' was leading as far as the number of items (102) and space covered (309.30 col. cms.) by women's issues concerned. Whereas, the coverage of 'Rajasthan Patrika' was not so far, it has covered 97 items and 289.65 col.cms. of space to women's issues.

As regards percentage space coverage, women's issues accounted for only 2.03 percentage of the total area in 'Rajasthan Patrika' followed by 'Dainik Bhaskar' with 2.01 percent. The data reveals similarity in percentage of total space covered for women's issues. Total space devoted to each category of women's issue was also analysed and their respective ranks were assigned accordingly. Data were presented in Table 2.

Table 2. Number of items and space covered by different women's issues

| S. No. | Main items of Women's issues | Newspapers | | | | | |
|-------------------------------|---|-------------------------|--------------------------|------|-------------------------|--------------------------|------|
| | | Rajasthan Patrika | | | Dainik Bhaskar | | |
| | | Quantity (No. of items) | Space Covered (col. cm.) | Rank | Quantity (No. of items) | Space Covered (col. cm.) | Rank |
| 1. | Role of Women in home and work area | - | * | VI | 2 | 436 | VI |
| 2. | Empowerment issues | 12 | 1969.75 | IV | 20 | 1733.1 | II |
| 3 | Success area/ Achievements of Women | 26 | 2887.5 | I | 29 | 2589 | I |
| 4. | Portrayal of women in advertisements | 17 | 943 | II | 15 | 1724 | III |
| 5. | Career issues | - | - | VI | - | - | VII |
| 6. | Crime against women | 14 | 1154.25 | III | 20 | 1623.5 | II |
| 7 | Sexual Harassment | 11 | 570.75 | V | 8 | 498.75 | V |
| 8. | Work exploitation issues | - | - | VI | - | - | VII |
| 9 | Divorce/Married Women's exploitation issues | 17 | 1164 | II | 1 | 674.73 | IV |
| Total No. of items | | 97 | | | 102 | | |
| Total space covered (col. cm) | | 8689.75 | | | 9279.1 | | |

(Rank: In terms of total number of each issue)

Total number of items in each categories of women's issues, space covered by these issues and their ranks have been presented in Table 2. The data in table reveals that in case of Rajasthan Partika, total 97 women's issues were covered and their total space was 8689.75 col.cm.

It was also revealed that out of total selected women's issues, there were 26 items of "Success area/ Achievements of Women", 17 items each of

"Portrayal of women in advertisements "and "Divorce / Married women's exploitation issues", with 2887.5 col.cm,943 col. cm and 1164.5 col. cm. space covered, so they were assigned Ist and IInd ranks respectively.

The results further indicates that "Crime against women" (14 items, space covered 1154.25 col. cm.), 'Empowerment issue' (12 items, space covered 1969.75 col. cm.) and "Sexual Harassment"

issues (11 items, space covered 570.75 col.cm) occupied IIIrd , IVth and Vth ranks respectively.

Negligence (Zero items) was shown to "Role of women in home and work area", "Career issues", and "Work exploitation issues" and these were assigned VIth rank. Therefore, it was observed that these issues were neglected in Rajasthan Patrika and needed to be covered in some extent for betterment of coverage.

In case of quantitative analysis of Dainik Bhaskar, total published items of selected women's issues were 102 with 9279.1 col. cm of space. The data presented in table 4.1.1.II shows that "Success area/ Achievements of women" was the prime issue with total 29 items and 2589 col. cm of space and assigned rank Ist in Dainik Bhaskar newspapers. Rank IInd was given to both "Empowerment issues" and "Crime against women" with 20 items of each and 1733.1 col.cm. and 1623.5 col. cm of space respectively.

"Portrayal of women in advertisements" (No. of items 13, space covered 1724 col.cm) "Divorce/ married women's exploitation issues" (10 items, space covered 674.75 col.cm) and "Sexual Harassment" (8 items space covered 498.75 col.cm) were assigned IIIrd, IVth and Vth ranks respectively. Least covered women's issue in Dainik Bhaskar was "Role of women in home and work area" (2 items, space covered 436 col. cm) with rank VIth. Total negligence was shown to "Carrer issues" (Zero item) and placed at rank VIIth.

From the above findings, it could be concluded that neglected issues were common in both newspapers and ranking of other women's issues was also not so different. "Portrayal of women in advertisements", "Success area/ Achievements of published in both the selected news papers regularly. This represents the actual condition of women in transitional phase of media where on the one side positive image of the women was shown in both advertisements and in various fields such as sports, art, culture, education etc. and on other side crime is also prevalent yet among women. But most important issue i.e. "Career issue" for over all development and economic independence of women was totally untouched in both selected news papers.

The findings are in conformity with the findings of Radhakrishnan (2001) and Vora (2002) who reported that women in media are not only a locale of vulgarity, violence and crime but media has also changed her traditional image in society.

(ii) Qualitative Analysis

It refers to the efforts involvement and commitment of the newspapers to the cause of women. qualitative analysis was done under following categories.

1. Source of information

The source for the purpose of content analysis included following categories and measured as follows:

Table 3. Sources of information for different women's issues

| S. No. | Source of information | Newspapers | | | |
|--------|----------------------------------|-------------------------|------|-------------------------|------|
| | | Rajasthan Patrika | | Dainik Bhaskar | |
| | | Quantity (No. of items) | Rank | Quantity (No. of items) | Rank |
| 1. | Newspapers own correspondent | 26 | I | 29 | II |
| 2. | Wife Services | | | | |
| | (i) National Wire Services | 8 | V | 10 | IV |
| | (ii) International Wire Services | 6 | VI | 2 | V |
| 3 | Freelance Journalists | 14 | IV | 10 | IV |
| 4 | Manufacturing company | 16 | III | 10 | IV |
| 5. | Letter to editor | 4 | VII | - | VI |
| 6. | Photographs | 2 | VIII | 11 | III |
| 7. | No source mentioned | 21 | II | 30 | I |
| | Total | 97 | | 102 | |

The data presented in Table 3 reveals that most of the information was collected from 'Newspapers own correspondent' with total 26 number of items and assigned rank Ist in case of Rajasthan Patrika. 'No source mentioned' (21 items) 'Manufacturing company' (16 items) 'Freelance Journalists' (14 items) were given ranks IInd, IIIrd and IVth ranks respectively for sources of information.

Least used sources of information for various were 'National wire services' (8 items) 'International wire services' (6 items), 'letter to editor' (4 items) and 'Photographs' (2 items) with Vth, VIth, VIIth, and VIIIth ranks respectively.

In case of second selected newspaper i.e. "Dainik Bhaskar", majority of the items were from the categories of 'No source mentioned' (30 items) and 'Newspapers own correspondent' (29 items) information sources with Ist and IInd ranks respectively.

Table also reveals that 'Photographs', 'Freelance Journalists', 'Manufacturing company' and 'National wire service' were major categories of information sources with 11, 10, 10, 10 items respectively and placed IIIrd and IVth ranks. Least number of women's issues (2 items) were collected

from 'International wire services' with Vth rank and not a single issue was undertaken from the VIth category or source of information i.e. 'letter to editor.'

From the above findings it could be concluded that there is no set pattern of used information sources in selected two newspapers. But 'Newspapers own correspondent', 'Freelance Journalists' and 'Manufacturing company' are most commonly used sources of information in both news papers. This may be due to the fact that most of the women's issues were found to be covered in the form of news articles/ editorials and advertisements which were mostly written and presented by these three sources. Similar results were reported by Sangwan (1998) who studied coverage of women's issues in four National Dailies and found these three sources as most common sources in Hindi and English news papers.

2. Form of Presentation

Form of presentation is one of the key indicators of the significance attached to any item by the newspaper. It was measured under the following heads.:

Table 4. Form of presentation of different items

| S. No. | Form of Presentation | Newspapers | | | |
|--------------|----------------------|----------------------------|------|----------------------------|------|
| | | Rajasthan Patrika | | Dainik Bhaskar | |
| | | Quantity (No. of items) | Rank | Quantity (No. of items) | Rank |
| 1. | Article | 3 | III | 15 | II |
| 2. | Feature | 2 | IV | - | V |
| 3. | News | 71 | I | 71 | I |
| 4. | Advertisements | 16 | II | 11 | III |
| 5. | Editorial | 3 | III | - | V |
| 6. | Middle | - | V | - | V |
| 7. | Photographs | 2 | IV | 5 | IV |
| Total | | 97 | | 102 | |

The data presented in Table 4 reveals that in case of "Rajasthan Patrika", majority of the items of Women's issues were published in the form of 'News' (71 items) with rank Ist, followed by 'Advertisements' (16 items) with rank IInd. Less used forms of presentation were 'Article (3 items),'

'Editorial' (3 items) and "Photographs"(2 items) with ranks IIIrd and IVth respectively. Middle was not used for publication of any issue.

In other case of issues published in 'Dainik Bhaskar' majority of the items were published in the form of 'News' (71 items) followed by 'Article' (15

items) which were assigned ranks Ist and IInd. Third and fourth ranks were occupied by 'Advertisements' (II items) and 'Photographs' (5 items). Not a single item of women's issues was related to 'feature', 'editorial and Middle'

From the above findings it could be concluded that most of the coverage of women's issues was in the form of 'News', 'Article' and 'Advertisements'. Results shows similarity with the "Report of Serial

and Government Publication Division (2005) which reported that newspaper not only by the content of the Article but also by the placement of an issues in Advertisements are very strong source for raising voice of women.

(3) Level of coverage

It refers to reporting of women's issues at various levels. Coverage level was measured in the following manner.

Table 5. Level of coverage of different items in Newspaper

| S. No. | Level of coverage | Newspapers | | | |
|--------------|--|----------------------------|------|----------------------------|------|
| | | Rajasthan Patrika | | Dainik Bhaskar | |
| | | Quantity (No. of items) | Rank | Quantity (No. of items) | Rank |
| 1. | National Level | 25 | II | 30 | I |
| 2. | International Level | 09 | III | 11 | III |
| 3 | State level | 28 | I | 22 | II |
| 4 | District level | 25 | II | 30 | I |
| 5. | Village/ Rural level | 04 | V | 07 | IV |
| 6. | Other (Photographs features, articles etc) | 06 | IV | 02 | V |
| Total | | 97 | | 102 | |

The data presented in Table 5 reveals that items of women issues showed different levels of coverage in both newspapers in case of 'Rajasthan Patrika', maximum coverage was from 'State level' (28 items) and assigned rank Ist followed by 'National level' (25 items) and 'District level' (25 items) with IInd rank equitable. Only 9, 6 and 4 number of items of Women's issues were from 'International level' 'Others' (Photographs, features, articles etc.) and 'Village/Rural level and ranks assigned to these were IIIrd, IVth and Vth respectively.

On the other hadn, in case of "Dainik Bhaskar", maximum numbers of items were from 'National level' and 'District level' with 30 from each level and given Ist rank. Table also reveals that 'State level' coverage was placed at IInd rank with 22 items followed by 'International level' (7 items) and 'Others' (2 items) with ranks IIIrd, IVth and Vth respectively.

From the above findings it could be concluded that most of the coverage of women's issues was from 'National level' 'District level' and state level which shows that the coverage of issues was on

main pages of news papers. But content was not adequate as on these pages contains only news items which can not reflect real situation of women.

4. Placement of coverage

It refers to location of different items on newspapers and measured under the following heads.

Placement of different items of women's issues was presented in Table 6. The data presented in table reveals that in case of 'Rajasthan Patrika', majority of issues (32 items) were placed on Local/ City page with rank Ist followed by National page and Front page with 22 and 14 number of items and assigned IInd & III ranks respectively. Only 8, 7 and 5 number of items of women's issues were placed on Last page sports page and international page with IVth Vth & Vith ranks respectively.

Minimum number of items of women's issues were on Editorial (3 items), Classified Page (3 items), and Special Supplement (3 items) with VIIth rank equitably Not a single item of women's issue was placed on Career consult and Business/ Economy page.

Table 6. Placement of coverage of different items in Newspapers

| S. No. | Placement of Coverage | Newspapers | | | |
|--------------|------------------------|---|------|--|------|
| | | Rajasthan Patrika Quantity (No. of items) | Rank | Dainik Bhaskar Quantity (No. of items) | Rank |
| 1. | Front Page | 14 | III | 09 | IV |
| 2. | Local/ City Page | 32 | I | 40 | I |
| 3 | National Page | 22 | II | 12 | II |
| 4 | International Page | 05 | VI | 02 | VI |
| 5. | Editorial | 03 | VII | 01 | VII |
| 6. | Classified Page | 03 | VII | 08 | V |
| 7. | Sports Page | 07 | V | 12 | II |
| 8. | Career Consult | - | VIII | - | VIII |
| 9. | Special Supplement | 03 | VII | 10 | III |
| 10. | Business/ Economy Page | - | VIII | - | VIII |
| 11. | Last Page | 08 | IV | 08 | V |
| Total | | 97 | | 102 | |

Data presented in Table 6 also reveals that in Dainik Bhaskar majority of issues (40 items) were placed on Local/ City page with rank Ist followed by National Page (12 items) with IInd rank and Special supplement (10 items) which was assigned IIIrd rank. Front page Secured IVth rank with 9 number of items Classified page and Last page secured Vth rank with 8 items each.

Least number of issues i.e. 2 and 1 were placed on International page and Editorial with VI & VIIth ranks respectively. Not a single item of women's issue was on Career Consult and Business/ Economy page therefore these both were placed at VIIIth or last rank.

CONCLUSION

From the above findings it could be concluded the most of the women's issues were presented in Local / City page but career consult and Business/ Economy page does not consists of any women's issue in the selected news papers. Results showed

similarity with the findings of the survey of "The Hindu" (2005) newspaper which reported that localized coverage of women's issues is useful to raise voice of women.

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