

PRINT MEDIA TRENDS AND ANALYSIS (SEP - OCT) 2014



एक कदम स्वच्छता की ओर



CMS ENVIS Centre



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BACKGROUND

On 2nd October, 2014 Prime Minister of India launched a campaign 'Swachh Bharat Abhiyan' under the programme 'Swachh Bharat Mission (SBM)' marked the beginning of the largest programme on sanitation by the Government of India till date. The campaign is to create massive public awareness for 'Cleanliness' in terms of participation of every individual of India. The government and public sectors, non government organisations, education (government and private schools, colleges), health institutions, rural and urban local bodies, media etc., were engaged majorly to participate in this drive. These societies with the active participation had conducted the cleaning of public places (such as streets, roads and markets, railway station and bus terminals, statues, monuments, rivers, lakes, ponds, parks) or homes, government offices, schools, hospitals and workplaces. The print and electronic media contributed in publishing the development of the campaign. The intensive nationwide campaign "Swachh Bharat Abhiyan (SBA)" was undertaken from 25th September, 2014.

Until this date, the cleanliness or open defecation issues at local or national level have always remained the most focused area in media. The sweeping of streets, dumping of domestic garbage or waste management system of urban areas, polluted streams, groundwater contamination, industrial waste removal and or lack of toilet facilities in slums or rural areas have occupied media's centre stage. This is media that reach out to the common public to create awareness and to maintain the streets, buses, railways or local areas through advertisements or short-term programmes. However, the electronic media have the larger platforms to showcase their performances; print media is the most former medium to spread the messages in common public from urban to rural areas. Several newspapers in local or national languages placed such issues of interest regularly.

CMS ENVIS Centre, New Delhi is designated by Ministry of Environment, Forests and Climate Change (MoEF&CC) to facilitate information dissemination and further the cause of environment awareness and sensitization through media. Under the 'Swachh Bharat Abhiyan' CMS ENVIS studied and analysed the print media extensive role in spreading the need of the cleanliness drive. The following are the objectives of the study

- To comprehend the information covered by the print media during the campaign
- To ensure the role and participation of the CMS ENVIS centre by disseminating the media responses during the national cleanliness campaign through this analytical study.
- To focus on minimizing the data gap with the compilation of diverse news forms covered by the print media



APPROACH OF THE STUDY

The study adopted the following procedure for data collection and analysis:

- Three prominent Hindi newspapers (Dainik Jagran, Hindustan and Dainik Bhaskar) and three English newspapers (The Hindu, The Times of India and Hindustan Times) were reviewed for one month from 25th September to 25th October, 2014
- The coverage of news, editorials, reports, featured articles, columns and advertisements were reviewed on a daily basis for a month.
- The categorization of news published, on the priority basis, on important pages with given size of the space of the newspapers were also assessed.

STUDY FINDINGS

Active Dailies in the Coverage of 'SBA'

The two languages the Hindi dailies had the highest coverage news/stories of 'Swachh Bharat Abhiyan'. More than 60% of news was covered by the three Hindi news papers (Fig. 1) i.e. Total coverage of 268 number of news (Table 1). In Fig 2 the 41% Dainik Jagran Hindi newspaper had the highest coverage of maximum news (183 nos. of news) during the campaign (Table 1). Dainik Jagran is the most readable newspaper among the Hindi speaking readers. Dainik Jagran is distributed all the major regions across the Hindi belt of the country. It caters all the prime locations of Uttar Pradesh, Uttarakhand, Bihar and Jharkhand, Himachal Pradesh, West Bengal, Haryana and Punjab. It also serves the capital city of India, Delhi.

Classification of News coverage by major dailies in September-October, 2014

Figure 1 Hindi dailies with maximum news coverage (in %)

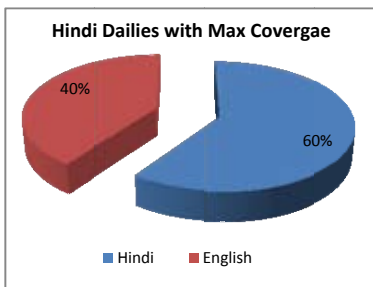
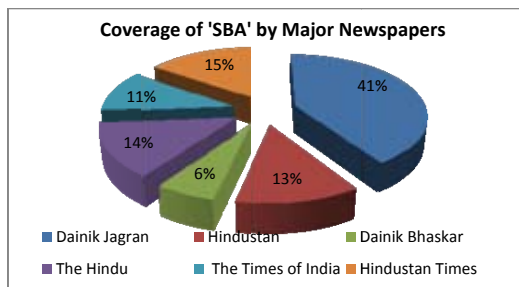


Figure 2 Major dailies with the % of SBA news coverage (in %)



News Reports

Table 1 and Fig 3 illustrated that the Hindi newspaper Dainik Jagran covered the highest 56% of information in the form of 'News Reports' (151 nos.). The news reporting was mostly emphasised on the preparation of the Swachh Bharat Campaign on local and national level. For ex. India Gate is selected by the government to take the pledge on SBA day by the Prime Minister of India; the



preparation status by the school/colleges to conduct the campaign; government offices get clean, Delhi University will keep going with SBA till 2015; report on traffic regulations on SBA day etc. The Hindustan Times (English newspaper) stands the second highest in reporting 25% news in 'News Report' category on the pre and post-impacts of the campaign on the government, school/colleges and public sectors. The publishing of news under this category was followed by 'The Hindu' dailies 23% and Hindustan as 15% (Fig.3).

Advertisement

Data in table 1 and Fig 3 show that the use of newspaper as an advertising medium for SBA messages was highest in 'The Times of India' 11% (20 nos.) followed by 'The Hindu' 8% (15 nos.) and 'Dainik Jagran' 4% (11 nos.). The 'Hindustan Times' and 'Dainik Bhaskar' newspapers used their medium less extensively in luring the public to SBA campaign and services.

The SBA advertisement topics covered by the newspapers were mostly to motivate the common people in keeping the local area clean or to participate in Swachh Bharat Abhiyan. Most of the advertisements were based on the following: Swachh Rails Swachh Bharat; Park the vehicles in the parking areas to keep Delhi clean; keep clean remain healthy; government initiatives with public support etc

Feature stories and Columns

Out of six dailies, Hindustan Times the English most readable newspaper published around 12% explicit columns containing the opinion on the campaign or the Swachh Bharat Mission (Fig.3). These articles or columns were written by the regular columnists of the newspaper. The least publications of the columns were by the Dainik Jagran 4% (11 columns) followed by the Hindu 0.6% (1 column). The nationwide biggest campaign had not fascinated the columnists of Hindustan, Dainik Bhaskar and The Times of India newspapers. These newspapers had not featured any such issues under the column category during the SBA campaign.

A **feature story** is a special [human interest story](#) article that is not closely tied to a recent news event. It was recorded that Dainik Jagran was the only Hindi newspaper had covered 1% (4 articles) under the 'Feature Article' categories on the events of SBA. The featured articles were mostly based on the great details of the concepts and ideas of the specific market interest.

Editorials

During the one-month survey, all six surveyed dailies documented very less editorial news on SBA. However, Dainik Jagran and Hindustan the Hindi newspapers reported around 2% the featuring of editorials on clean drive, mission clean up, importance of people involvement, human rights in the toilet etc., (Table 1 and Fig.3). It was closely followed by The Times of India and Dainik Bhaskar newspapers.

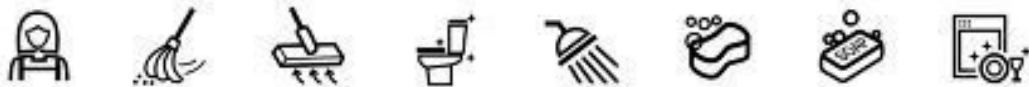
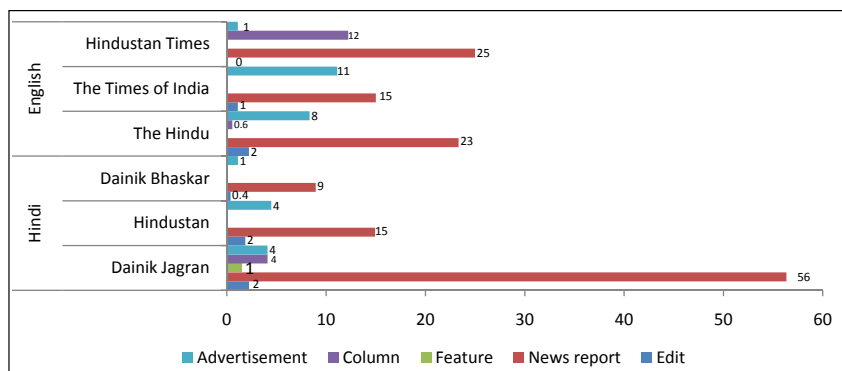


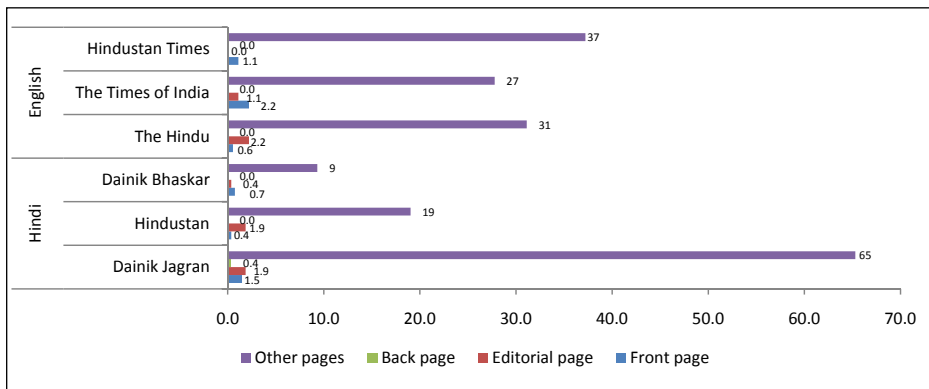
Table 1: Coverage of SBA news/stories in Hindi and English dailies (in numbers)

Hindi Dailies	Classification					Total No. of News covered
	News report	Advertisement	Feature	Column	Editorial	
Dainik Jagran	151	11	4	11	6	183
Hindustan	40	12	0	0	5	57
Dainik Bhaskar	24	3	0	0	1	28
Total	215	26	4	11	12	268
English Dailies	Classification					Total No. of News covered
	News report	Advertisement	Feature	Column	Editorial	
The Hindu	42	15	0	1	4	62
The Times of India	27	20	0	0	2	49
Hindustan Times	45	2	0	22	0	69
Total	114	37	0	23	6	180



Prioritization of News

In all six dailies, the news coverage under the news report, featured articles, columns or advertisements categories related with Swachh Bharat Abhiyan had given the priority on the 'other pages' of the newspapers. Here, the 'other pages' are classified as city news, state news, national news and business pages of the newspaper. Dainik Jagran newspaper 65% was among the highest coverage of news on other pages of the newspaper followed by the Hindustan Times 37%, The Hindu 31% and The Times of India 27% (Fig.4). Dainik Bhaskar and Hindustan had very less coverage of news. The editorials were however, had given priority to publish on Editorial pages of the newspapers. On the editorial pages, the separate space was given to display the comments by the viewers on editorials or the SBA campaign. The newspapers also published the messages of the 'Twitter', the social networking site, posted by the readers of the newspaper. There were some advertisements on SBA that was published on the back pages of the Dainik Jagran newspaper.



CONCLUSION

The economic, health and ethical imperatives for sustainable clean environment, human development and environmental education place enormous burden on a number of stakeholders as well as on the mass media whose statutory responsibilities include ecological vigilance and environmental education. Generally speaking, a reasonable effort was made by the newspapers to cover every aspect of 'Swachh Bharat Mission' during the campaign period.

Dainik Jagran Hindi newspapers performed the best in overall advocacy for this nationwide cleanliness mission, followed by the Hindustan Times group English and Hindi newspapers. The results showed that, the print media seems to have understood that educating members of the public on cleanliness and health security measures, as well as on global and national environmental problems is now the part of their responsibilities. Somehow, the media had managed to cover all aspects of the campaigning trends. Due to the media the pre and post- developments on cleanliness campaign had reached to the common people from the urban to the rural areas. The major role on spreading the awareness to involve every individual from each sector's for the campaign were mostly done by the national language newspapers as the readers of Hindi newspapers were from low income groups to higher income groups. It is only right and necessary for the other mass media outfits to follow this trend by monitoring, regulating the government and private agencies are responsible for enforcing environmental laws and regulations, and to report breach of such provisions on their pages. Newspapers are readily available in most cities of the country. Furthermore, the level of education of the average Indians has so improved that he can decipher ideas presented either in words or pictorially. Newspapers cannot afford to abdicate their advocacy responsibilities as India pursues her vision and goal of having a safe and healthy environment that secures the economic and social well-being of the present and future generations.



CMS Environment

Promoting Responsibility

Established in 1991, CMS has carved out a niche for itself as a research based think tank committed to rigorous and objective analysis to support improved policymaking.

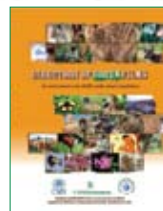
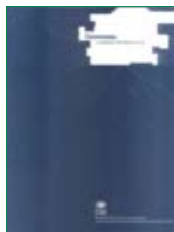
CMS Environment, the team behind all the environmental endeavours of CMS, has been involved multifariously in policy research and programme evaluation aimed at creating sustainable solutions for environment protection. CMS Environment Team has also been consistently undertaken capacity building and enhancing initiatives with range of stakeholders to orient on contemporary environment issues like climate change, sustainable transport, conservation, etc.

CMS ENVIS CENTRE

Established in 2000, **CMS ENVIS is a premiere centre** designated by Ministry of Environment and Forests (MoEF), Government of India **to facilitate information dissemination** and further the cause of environment awareness and sensitisation. A separate space in its campus has been allocated to house documentary films, spots/ public service messages, info-mercials, quiz programmes, jingles etc. on environmental and wildlife issues. www.cmsenvis.nic

Green films resource centre

Established in 2007, the Audio Visual Resource Centre (AVRC) is a state-of-the-art archive of documentaries, films and audio spots on environment and development issues.



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