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DIRECTIONAL ANALYSIS OF INTERNATIONAL NEWS COVERAGE A CONTENT ANALYSIS OF TELUGU NEWSPAPERS

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Abstract

Agenda setting and media framing is an important part in news theories. News framing of incidents or events often restricts readers to take in a positive or negative side of about the event or parties involved in it. The study tried to analysis the treatment of international news coverage in regional telugu newspapers. Researcher observed that all three selected newspapers Eenadu, Andhra Jyothi and Sakshi are given more coverage to sports news in positive, negative and neutral tones. But lesser space is given for sports news in negative tone comparatively positive stories. There are more negative stories regarding to Pandemic issue, more neutral coverage to Business stories. The study tried to find out the probable reasons for the variation in the treatment for different subjects such as governance, sports, pandemic, business, politics etc, along with comparison between the selected newspapers and within the newspaper in the sample period of four years.

Key words: International news, coverage, treatment, telugu newspapers, positive, negative

Introduction

According to Lippmann in a hypothetical situation when a few Frenchmen, Germans and Englishmen were living peacefully on a remote Island in the year of 1914, when outbreak of the First World War occurred. But still these people live together for a six weeks peacefully, until when the mail steamboat arrived (Lippmann, 1922, p. 3). They were unaware of the fact that they had become enemies. Reason for it was that the lack of timely news there was no need to change the definition of their situation. Winfried Schulz, refers that, international news normally deal with unobtrusive issues and events. Foreign policy and strategies of country may be affected by its media framing of international events, according to an assumption. The leading papers play an important role in external relations of a country (Winfried Schulz, 2001, p.3).

According to Noshina Saleem, in spite of the increase in global economy, modern technology, an influential role of media in portraying other countries images in a striking way (Noshina Saleem, 2021, p.2). According to McNelly and Izcaray the mass media can contribute understanding or misunderstanding of people of each other's countries (McNelly and Izcaray, 1986, p. 546). Navasky analysed that in constructing the image of various societies and their peoples, mass media plays crucial role, "it is based largely on journalism that we make up our national mind" (Cited by Navasky in Zelizer & Allen, 2002, p. 1).

The role that the news media plays in shaping public opinion has long been recognized. McCombs and Shaw (1972) described the role media plays is fixing agenda setting, showing that the media can suggest the topics to which public attention can turn. Over the several decades, framing theory has proven particularly among scholars seeking to understand the role media plays in making public opinion.

Social psychologists (Goffman, 1974; Entman, 1991; Gitlin, 1980) developed an analytical technique of framing, to understand and study the role of the news media in defining issues for the public. The concept of 'framing' is now more or less established as a field in mass communication studies, according several studies.

According to Entman, 'frames are information-processing schemata (Entman, 1991, p. 7) which operates by selecting and focusing some features of reality and omitting others' (Entman, 1993, p. 53).

Further, studies observed that this phenomenon of framing a country or continent is everywhere and in all times. According to Mel Bunce(2016), the news coverage of Africa has become more positive in tone, and there is a decrease in human interesting stories, in comparison with 1990s and 2010s. According to some studies, these framings impact on journalists also. They were tried to apply strategies of the negative other-presentation. Russia was presented as aggressor and going to conquer Ukraine by Western dailies and at the same time Russia was described as motivator by Russian newspapers. (Anastasia V. Kolmogorova and Yulia A. Gornostaeva, 2017).

Review of Literature

Winfried Schulz, 2001, University of Erlangen-Nuernberg, did a comparative study on 'Foreign News in Leading Newspapers of Western and Post-Communist Countries'. Researcher analysed both frames of western media and as well as Post-Communist media. This study collected sample data from almost 40 countries across the globe. The research period was two random weeks, from September 3rd to September 9th and again from September 17th to September 23rd, 1995. Researcher depended on systematic content analysis. At the same time combined quantitative and qualitative approaches in the study.

The study observed that there was a little impact on the flow of international news on the fundamental geopolitical changes which happened in 1990s and most of the newspapers allotted 40 percentage of their international news stories with the considerable involvement of own nation.

Researcher analysed that most media houses gave negative shades in the news coverage of third world countries than economically developed nations. But the study observed that other than the post-communist newspapers, all western dailies gave negative frames in the coverage of central and eastern European nation. On the other hand, most post-communist papers gave negative reports on Western Europe in their news stories.

The study of Regina Cazzamatta, (2020), 'The role of the 'negativity' factor in international news coverage: A case study of Latin America in the German press' found that 43.05 percentage of news coverage on Latin American focused only negative events. The news stories on positive side were 32.58 percentages, and the percentage of neutral space was 24.36. The study did comparative analysis among the selected dailies. The category of 'negativity' coverage among individual newspapers, the amount varies from 39.6

percentages in FAZ to 48 percentages in SZ while the reporting pattern was same. The results of the research revealed that the news coverage of Latin America countries dominated by adverse events.

The study focused on the tendency towards 'negativity' while reporting Latin America issues. Three categories were distinguished as positive, negative and neutral.

Mel Bunce, (2016), in the study, 'The International news coverage of Africa Beyond the single story', revealed major changes in the tone of the newspapers. There were more positive stories in 2013 than 1994. According to the study more than half of the (52.7 per cent) newspaper articles published in 1994 was in a negative tone. And this percentage of negative coding came down to much lower, at 31.7 per cent in 2013 samples. Apart from the negative tone study also focused on the proportion of positive news stories in these two selected years. There was a significant raise in positive reporting in these papers. The percentage of positive coverage increased from 10.8 per cent 1994 to 29 per cent in 2013. There was a sharp contrast comparatively with previous researches on the international news coverage on African continent.

According to the study there was a decrease in the coverage of some subjects like humanitarian news stories. At the same time, there was a remarkable increase in the stories related to economy, business, and finance. Though this a positive sign, but in both the sample years 1994 and 2013, researcher found that there was an increase in conflict and crime coverage.

Need of the Study

The study of international news and as well as treatment or projection given for certain units in the newspapers is become significant as it shows the direction of newspaper. According to Tuchman (1978) the definition of media frames is, "the news frame organizes everyday reality and the news frames is the part and parcel of everyday reality... [it] is an essential feature of news" (p. 193). Framing implies how an event is portrayed in a particular story or article.

According to Herman and Chomsky (2000), in presenting, shaping or destroying the picture of an event or story, the role of media is crucial (Herman and Chomsky, 2000p.xiii). Noshina Saleem defines media framing as -

(1) Media frames can play a vital role in stimulating opposition to or support for an event or issue. (2) They provide causal interpretation and remedy/solution and moral judgment, for the problems focused by media. (3) Represent specific ideology. (4) Attractive words, metaphors, phrases etc also help to determine the "tone" of media coverage of an event or issue.

Methodology

Researcher adopted Content analysis method to find out the treatment of international news given in the three selected newspapers and compare among them. Content Analysis method plays an important role in journalism to do research and study (Rhee, 1997). The quantitative estimates of the treatment in international news were established by counting the frequencies of the news items numerically. For this, researcher selected three regional newspapers selected Eenadu, Sakshi and Andhra Jyothi. The period of study is 4 years from 2019 to 2022. In each year three months have been picked up, that means a total of 12 months analysed. The study tries to find out the reasons for positive, negative and neutral stories published in different subjects. Researcher took a total of 11 broad categories such as Political, Sports, Governance, Pandemic, Terrorism, Business, Culture and Arts, etc.

Research Questions

The study tried to find out how regional telugu newspapers give coverage of international news, in which tone and which subjects. Researcher analysed how the regional newspapers have been handling International issues of public interest and importance. The following are the research questions of the study-

1. Directional analysis frequency and space of the international news of various subjects in sample newspapers
2. Positive news analysis frequency and space of the international news of various subjects in sample newspapers
3. Negative news analysis frequency and space of the international news of various subjects in sample newspapers
4. Neutral news analysis frequency and space of the international news of various subjects in sample newspapers

Data Analysis

The overall news items in the coverage of international news in selected newspapers Eenadu, Andhra Jyothi and Sakshi in the sample period, from 2019 to 2022, shows that among all the 3 newspapers Sakshi (4355) gave more news items followed by Eenadu (3439) and Andhra Jyothi (3471). In the newspaper wise analysis it is observed that Sakshi is far ahead of other two dialies and Andhra Jyothi is in the last position in the list. On the other hand, the overall space allocations for the coverage of international news show that among all the 3 newspapers Sakshi (646999) gave more space followed by Eenadu (539798) and Andhra Jyothi (467125). The overall result among the three newspapers is same in frequency and space. (Table-01)

Tab- 01 Distribution of frequency and space of international news coverage of sample dailies.

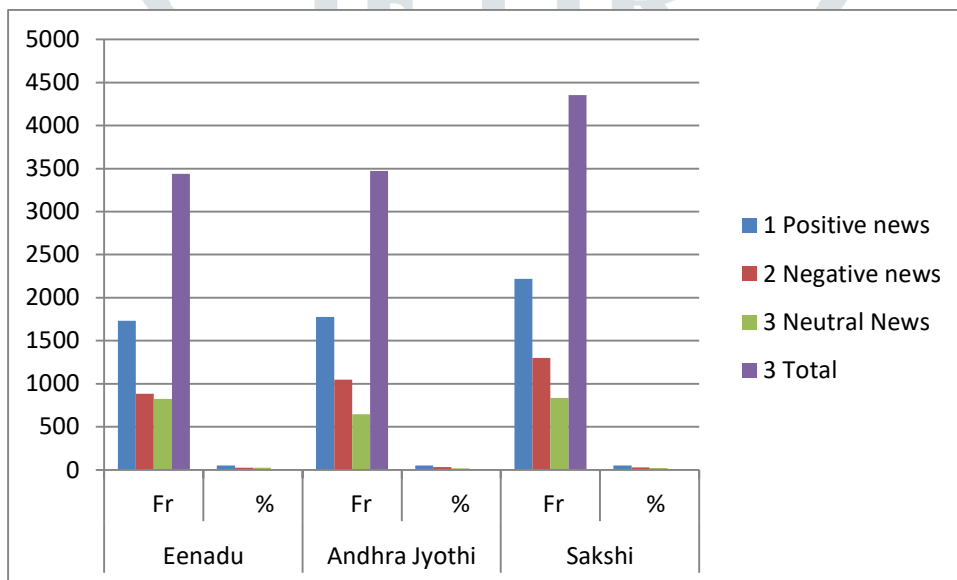
Sl No.	Name of the daily	Total News	
		Fr	Sp
1	Eenadu	3439	539798
2	Andhra Jyothi	3471	467125
3	Sakshi	4355	646999
	Total	11265	1653922

Directional analysis of the coverage of international news frequency in selected newspapers in the sample period shows that all three newspapers have given half of the news in positive tone in total number. Neutral news coverage gets lesser priority. In newspaper wise analysis eenadu give more positive news (50.36%), followed by negative news (25.64%) and neutral(23.98%). Andhra jyothi also followed in same lines and gave more positive news coverage of international news (51.22%), followed by negative news (30.16%), and neutral (18.61%). Whereas Sakshi has given more positive news (50.92%), followed by negative (29.85%), and neutral (19.21%) (Table-02)

Tab- 02 Frequency distribution total Positive, Negative, Neutral news

Sl No.	Name of the daily	Eenadu		Andhra Jyothi		Sakshi	
		Fr	%	Fr	%	Fr	%
1	Positive news	1732	50.36	1778	51.22	2218	50.92
2	Negative news	882	25.64	1047	30.16	1300	29.85
3	Neutral News	825	23.98	646	18.61	837	19.21
	Total	3439		3471		4355	

Figure 01- Frequency distribution total Positive, Negative, Neutral news

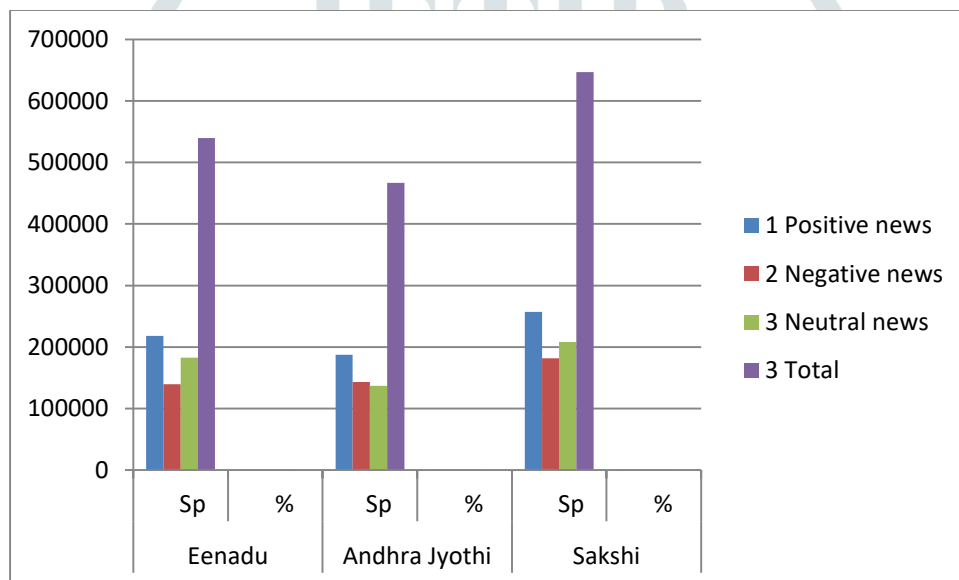


Directional analysis of the coverage of international news space in selected newspapers in the sample period shows that all three newspapers have given more positive news in total space but the percentage is less comparatively with frequency. There is significant difference in frequency and space. In newspaper wise analysis eenadu give more positive news (40.36%), followed by neutral(33.86%) and negative news (25.76%). Andhra jyothi has given more positive news coverage of international news (40.07%), followed by negative news (30.65%), and neutral (29.27%). Whereas Sakshi has given more positive news (39.75%), followed by neutral (32.17%), and negative (28.06%). Eenadu and Sakshi given second priority to neutral news stories. (Table- 03)

Tab- 03 Space distribution Positive, Negative, Neutral news

Sl No.	Name of the daily	Eenadu		Andhra Jyothi		Sakshi	
		Sp	%	Sp	%	Sp	%
1	Positive news	217905	40.36	187178	40.07	257242	39.75
2	Negative news	139094	25.76	143199	30.65	181591	28.06
3	Neutral news	182799	33.86	136748	29.27	208166	32.17
	Total	539798		467125		646999	

Figure 02: Space distribution Positive, Negative, Neutral news



Frequency distribution of positive news and features in all pages in the selected newspapers shows that Sakshi (2218) is given more positive news comparative to other two newspapers. Andhra Jyothi (1778) and Eenadu (1732) close to each other in total number of positive items. Newspapers wise analysis shows that Eenadu is given much priority to Sports (45.95%) followed by pandemic (12.93%), business (11.14%), governance (10.50%) etc. Andhra Jyothi also given more positive news items of sports (45.50%) then pandemic (16.59%), business (14.96%), governance (11.30%) etc. Sakshi also given higher priority to Sports (48.51%) followed by governance (13.34%), business (13.07%), pandemic (10.73%) etc. In overall all three newspapers given top priority to Sports news and features in positive category. (Table 04).

Tab-04 Frequency distribution of positive news and features in all pages

Subject	<i>Eenadu</i>		<i>Andhra Jyothi</i>		<i>Sakshi</i>	
	<i>frequency</i>	<i>%</i>	<i>frequency</i>	<i>%</i>	<i>frequency</i>	<i>%</i>
Political	14	0.80	8	0.44	20	0.90
Governance	182	10.50	201	11.30	296	13.34
Sports	796	45.95	809	45.50	1076	48.51
War, Conflict	41	2.36	32	1.79	26	1.17
Pandemic,	224	12.93	295	16.59	238	10.73
Business	193	11.14	266	14.96	290	13.07
Natural Calm	18	1.03	17	0.95	34	1.53
Culture, Arts	72	4.15	38	2.13	62	2.79
Terrorism	22	1.27	25	1.40	22	0.99
Environment	22	1.27	8	0.44	27	1.21
Others	148	8.54	79	4.44	127	5.72
Total	1732		1778		2218	

Space distribution positive news and features in all pages shows that Sakshi (257242 sq inches) is given more space followed by Eenadu (217905) and Andhra Jyothi (187177). Newspaper wise analysis shows that Eenadu given top priority to Sports (53.72%) followed by business (10.92%), pandemic (8.65%) etc. Andhra Jyothi also given much space to Sports (57.13%), followed by business (13.14%), governance (11.35%), pandemic (8.47%). Sakshi also given top priority to Sports (50.23%) followed by business (14.52%), governance (13.08%), pandemic (8.03%) etc. Other subjects like environmental, war and conflict, political, terrorism etc are given lesser space in total space count in all the three newspapers. (Table 05).

Tab- 05 Space distribution of positive news and features in all pages.

Subject	<i>Eenadu</i>		<i>Andhra Jyothi</i>		<i>Sakshi</i>	
	<i>Space</i>	<i>%</i>	<i>Space</i>	<i>%</i>	<i>Space</i>	<i>%</i>
Political	184	0.08	472	0.25	1360	0.52
Governance	17040.5	7.82	21261.25	11.35	33647.5	13.08
Sports	117074.25	53.72	106939	57.13	129229.25	50.23
War, Conflict	3075.75.	1.41	1914.25	1.02	3202.5	1.24
Pandemic,	18855.75	8.65	15863	8.47	20662	8.03
Business	23803.5	10.92	24599.25	13.14	37371.25	14.52

Natural Calm	1363.75	0.62	724.5	0.38	1954.5	0.75
Culture, Arts	10657.25	4.89	5544.25	2.96	10608.5	4.12
Terrorism	1201.75	0.55	1306	0.69	1554.5	0.60
Environment	2619.25	1.20	383	0.20	3999.5	1.55
Others	21029.25	9.65	8171	4.36	13652.25	5.30
Total	217905		187177		257242	

Frequency distribution of negative news and features shows that Sakshi (1300) is given higher coverage of negative news and features in all pages than other two newspapers. Newspaper wise analysis shows that in Eenadu given top priority to sports (44.33%) followed by governance (15.64%), pandemic (13.03%), war and conflict (8.16%), terrorism (7.36%) etc. Whereas Andhra Jyothi give almost half of the news items of sports (48.61%) followed by pandemic (19.29%), governance (12.70%) etc. Sakshi also given top priority to Sports (40.15%), followed by pandemic (16.15%), governance (15.69%), war and conflict (11.07%), terrorism (7.61%) etc. In overall all the three newspapers given first priority to Sports. (Table 06).

Tab- 06 Frequency distribution of negative news and features in all pages

Subject	<i>Eenadu</i>		<i>Andhra Jyothi</i>		<i>Sakshi</i>	
	<i>frequency</i>	<i>%</i>	<i>frequency</i>	<i>%</i>	<i>frequency</i>	<i>%</i>
Political	10	1.13	0	0	13	1
Governance	138	15.64	133	12.70	204	15.69
Sports	391	44.33	509	48.61	522	40.15
War, Conflict	72	8.16	64	6.11	114	11.07
Pandemic,	115	13.03	202	19.29	210	16.15
Business	37	4.19	69	6.59	60	4.61
Natural Calm	37	4.19	23	2.19	44	3.38
Culture, Arts	3	0.34	2	0.19	4	0.30
Terrorism	65	7.36	37	3.53	99	7.61
Environment	7	0.79	5	0.47	8	0.61
Others	7	0.79	3	0.28	22	1.69
Total	882		1047		1300	

Space distribution of negative news and features in shows that Sakshi has given more negative news and features followed by Andhra Jyothi and Eenadu. The coverage of Eenadu and Andhra Jyothi is close to each

other in total allocation of space. Newspaper wise analysis shows Eenadu has given much more priority to Sports (35.75%), followed by pandemic (27.31%), governance (14.12%), war conflict (9.11%) etc. Whereas Andhra Jyothi has given top priority to sports (41.22%), followed by pandemic (21.96%), governance (15.23%), War and conflict(7.02%) etc. Sports is almost double of the space to pandemic (21.96%). Sakshi given more space to sports (38.77%) followed by pandemic (19.22%), governance (14.86%). But the difference between sports (38.77%) and pandemic (19.22%) is much wider and hardly half of the sports. (Table 07).

Tab- 07 Space distribution of negative news and features in all pages

Subject	<i>Eenadu</i>		<i>Andhra Jyothi</i>		<i>Sakshi</i>	
	<i>Space</i>	<i>%</i>	<i>Space</i>	<i>%</i>	<i>Space</i>	<i>%</i>
Political	1087	0.78	0	0	1241	0.68
Governance	19648	14.12	21815.25	15.23	27001.75	14.86
Sports	49737	35.75	59028.25	41.22	70413.75	38.77
War, Conflict	12677.5	9.11	10052.75	7.02	17451.25	9.61
Pandemic,	37994	27.31	31451.25	21.96	34911.75	19.22
Business	4025.25	2.89	11043	7.71	10455.75	5.75
Natural Calm	4715.25	3.38	2724.5	1.90	5505.25	3.03
Culture, Arts	384	0.27	0	0	1788	0.98
Terrorism	7396.25	5.31	6395	4.46	9622.75	5.29
Environment	834.25	0.59	188	0.13	1265.75	0.69
Others	5955	4.28	501	0.34	1933.75	1.06
Total	139094		143199		181591	

Frequency distribution of neutral news and features shows that Sakshi(837) gave more neutral news followed by Eenadu and Andhra Jyothi. Newspaper wise analysis shows that Eenadu given higher priority to sports (39.51%) followed by business (15.51%), pandemic (15.27%), etc. Whereas Andhra Jyothi given same priority to sports (19.84%), followed by Business (18.73%), pandemic (14.39%), governance (9.13%) etc. Sakshi also given higher priority to Sports (43.96%), followed by business (16.72%), governance (12.90%), and pandemic (12.30%), etc. Total number of items regarding to sports in all three newspapers are close to each other. (Tab 08)

Tab- 08 Frequency distribution of neutral news and features in all pages

Subject	<i>Eenadu</i>		<i>Andhra Jyothi</i>		<i>Sakshi</i>	
	<i>frequency</i>	<i>%</i>	<i>frequency</i>	<i>%</i>	<i>frequency</i>	<i>%</i>
Political	6	0.72	2	0.30	2	0.23
Governance	122	14.78	59	9.13	108	12.90

Sports	326	39.51	322	19.84	368	43.96
War, Conflict	33	4.00	12	1.85	14	1.67
Pandemic,	126	15.27	90	14.39	103	12.30
Business	128	15.51	121	18.73	140	16.72
Natural Calm	16	1.93	7	1.08	19	2.27
Culture, Arts	12	1.45	3	0.46	9	1.07
Terrorism	16	1.93	5	0.77	5	0.59
Environment	27	3.27	11	1.70	22	2.62
Others	13	1.57	14	2.16	47	5.61
Total	825		646		837	

Space distribution of neutral news and features in shows that Sakshi is given more space for neutral news than other two newspapers. Newspaper wise analysis shows that Eenadu given more space for sports (40.97%) followed by business (22.82%), pandemic (13.16%), governance (12.85%) etc. Andhra Jyothi give more than half of the space to sports (55.61%), followed by Business (16.69%), pandemic (11.95%), governance (9.81%) etc. Sakshi also given wider space to Sports (46.1%), followed by business (21.05%), pandemic (10.41%) etc. Total number of items of sports in Eenadu and Andhra Jyothi are close to each other. (Tab 09)

Tab- 09 Distribution of neutral news and features as per space

Subject	<i>Eenadu</i>		<i>Andhra Jyothi</i>		<i>Sakshi</i>	
	<i>Space</i>	<i>%</i>	<i>Space</i>	<i>%</i>	<i>Space</i>	<i>%</i>
Political	1216	0.66	180	0.13	1053	0.50
Governance	23503.75	12.85	13421.75	9.81	19335.5	9.28
Sports	74904.5	40.97	76057	55.61	95969.5	46.10
War, Conflict	6618.5	3.62	1662	1.21	3028	1.45
Pandemic,	24063.75	13.16	16344.5	11.95	21686.25	10.41
Business	41731	22.82	22833.5	16.69	43822.5	21.05
Natural Calm	1882.5	1.02	541.5	0.39	1782	0.85
Culture, Arts	1320	0.72	1485	1.08	2075	0.99
Terrorism	1044.5	0.57	429	0.31	1115	0.53
Environment	5255.75	2.87	1367.5	1.00	5231.5	2.51

Others	1259	0.68	2426	1.77	12888	6.19
Total	182799.25		136747.75		208166.25	

Conclusion

The study of the international news coverage and its treatment in the selected three telugu language papers in the sample period shows that, in total Sakshi has given more number of international news. All the three telugu newspapers have been following the same concept in giving priority to the subjects like sports, governance, pandemic and business. Researcher found that sample newspapers devoted more positive stories in sports subject. In total number of news items 40 to 50 percent of news related to sports only. Eenadu and Andhra Jyothi given second priority in for Pandemic related news coverage. Reason for this was that in the Pandemic time stories on vaccination, precautions, advices from doctors and scientists, opportunities, technological transfer, mutual co-operation among member countries were given more importance.

Under the Vaccine Maitri initiative Indian government supplied Covid-19 vaccine all over the world. Government of India has delivered approximately 1.43 crore doses free of cost out of 16.29 crore doses of vaccine supplied to the countries around the world. Apart from this India donated 2 lakh doses of COVID-19 vaccines to the United Nations for peacekeeping mission. These developments are also one of the reasons for more positive stories in regional media.

As the sports events of international level are held in other countries all over the globe and Indian players from different sports participate, the coverage has been extensive. Because of that, sports events presented in positive tone in all three selected news dailies.

Another observation is that, sports is given top priority in all three treatment categories positive, negative and neutral, but percentage of priority varies. For example in positive news regarding to sports is space wise is given from 50 to 57 percentage, whereas in negative treatment sports given 35 to 41 percentage of space.

Researcher found that in neutral treatment business has been given more priority after sports, where as in positive and negative news coverage Pandemic given more priority after sports. Covid Pandemic situation impacted negatively on the society. News stories related to business and Governance also given third and fourth priority. Pandemic and Governance are close to each other in neutral treatment given by all three newspapers.

In overall all three newspapers Eenadu, Andhra Jyothi and Sakshi gave almost around 70 to 80 percentage of news items related to sports, pandemic, governance, business, war and conflict.

Suggestions:

It is welcome tendency to see that on par with English newspapers, telugu newspapers has also contribute immensely to international news, though global crisis in the form of pandemic has forced them to do so. It has become a trend which can be continued to creat awareness about issues of global significance.

Following are some suggestions to improve the quality of coverage regarding to global news in the treatment in the vernacular media are-

1. More coverage should be given to the subjects like pollution control , measurement, climate change etc.
2. It is also important to give more stories on sustainable development.
3. It is also need to focus on new trends in international business and trade related issues such as crypto currency, currency exchange, credit policy etc.

4. International brands are entering in Indian market and these are giving more opportunities to Indian entrepreneurs. Stories on these topics will be more useful for the readers.

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