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Anna movement and media agenda setting: A study of four national dailies

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Abstract

This paper examines the role of media in the agenda-setting function of the Anna movement and its coverage. How 4 Indian National dailies dealt with the issue while covering the issue. It is observed that all the four national dailies have given immense publicity. Newspapers like Dainik Jagran and Dainik Bhaskar published hundreds of columns as the data presented in the table. It was found that the coverage was extremely pro-movement. Hindi newspapers were keen to favor the civil society Anarchy as all solutions lie in setting up a Lokpal. The data is collected for the quantitative and qualitative analysis.

Keywords: Agenda setting, civil society, media agenda setting

Introduction

It has been a serious problem to identify the media content which shapes our picture of the world. As Bernard Cohen (1963) quoted the world looks different to different people as a map drawn by Newsmen, Editors, and Writers having their social, political, and cultural inclinations. Social scientists have done a great job by conducting studies on how media content affects our orientation and what we think about our surroundings. All we know about issues; and events are a product of mediated content broadcasted or published by media. As McComb and Donald Shaw (1972) [2] coined out the media not only tells the people what to think it also tells the people what to think about. It means that media shapes our picture of the world of the world. This phenomenon this phenomenon came to be known as Agenda came to be known as Agenda setting function of the media setting function of the media. The long history of Agenda setting research found that audience got their agenda as media Anna movement (2011) has been an event while looking at the prospect of media for being influential in agenda setting. Plenty of research work has been done so far for agenda setting but not in the Indian context.

The current study aims to examine the role of agenda-setting function in the Indian print media context. The data of the study will provide new facts & facets related to agenda-setting metaphors and also will enable the media researchers and students for comprehensive ideas, thoughts, and understanding.

Review of Literature

Keeping in view the theme of the current research, a review of related literature has been done as follows.

Shintaro Hamanaka (2014) [8] found that the formation of regional economic partnerships can be observed as a dominant state effort to form a favorable regional framework so that they can uphold their economic and political interest exclusively. It is important to note which countries are included and which countries are excluded from it. The given example is China which is excluded from the Transpacific Partnership (TPP). In regional comprehensive economic partnership (RCEP) U.S.A. is the establishment of a regional framework is to exclude the target country.

Oxafor Godson Okwuehukwu (2014) the result of the study revealed that federal and state level government officials, and politicians, as well as an influential businessman in Nigeria. The study concluded that these ruling groups are the real newsmakers. Whose opinions, and views, dominate most of the time in information disseminated patterns in Nigeria, they create hindrances before the media to work independently.

Niina Merilainen *et al.* (2011) [9] the study pointed out that N.G.O. sought to have initiated dialogue by attracting people to their issues so that they could influence the media and political agenda as well. The finding shows that most of the time N.G.O. aims at setting the

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public agenda for social changes but the role of media and political agenda setting has application.

Iro Sani *et al.* (2006) This study indicates that 80% of the trance focused can substantive issues through which the social agenda is set to reflect social practices in the Nigerian social politics context. The study found that political cartoons set social agendas about current and sensitive issues that are concerned much by the people.

Joseph Burns's (1998) study found that agenda-setting has applications outside the news and political issues. The result suggests that radio airplay also has a share in creating perceived popularity. There was a correlation between the song mentioned by listeners and songs played at radio stations as considered popular.

In agenda setting research Macomb (1981) developed a four-type cell typology. McCombs four-cell typology was described as aggregate versus individual data and sets of issues versus a single issue.

The objective of the study: The current study aims to focus

on the role of four national dailies in agenda-setting function while covering the Anna movement

Research Design: while studying the media content, the content analysis method is employed. The study is conducted on four national dailies, two from Hindi, and two from English. The period for conducting the study is one month of continuous coverage of each daily from the date of happening of said event. The researcher has studied 10 variables which are as under.

1. Total column.
2. Editorial.
3. Placement on 1st page.
4. Placement on 2nd page.
5. Treatment as 1st lead.
6. Anchor stories.
7. Letter to Editor.
8. Colored photos.
9. Article published.

Table 1: The data collected is shown in the table below

News items studied	The Hindu	TOI	Dainik Bhaskar	Dainik Jagran
Total columns	270	331	246	358
Editorials	1	10	5	13
Placement 1 st pg.	26	27	23	52
Placement 2 nd Pg.	9	0	8	17
Total news	100	96	59	151
Treatment 1 st Lead	14	16	19	18
Treatment 2 nd Lead	9	13	10	15
Anchor story	3	0	0	0
Letters to the Editor	42	7	2	18
Colored photo	31	22	29	28
Article published	5	15	14	21

Data analysis and interpretation

Total columns published

As the data of the table suggests Dainik Jagran seems very keen for the wide spread by giving ample coverage. As the study was about to analyze one month continue coverage. Jagran has published 358 columns, followed by The Times of India 331, The Hindu 270, and Bhaskar 246. The interesting thing was that all the coverage that appeared in the said newspapers seemed pro-Anna and their allies.

Editorials

The data shown in the table indicates that Jagran topped again while considering the space got published as editorials. Dainik Jagran has published 13 editorials followed by TOI 10, Dainik Bhaskar 5, and The Hindu. If we look at the qualitative side, all Editorials look positively towards the Anna movement.

Placement as 1st page

It is again evident that Jagran has given 52 news on the 1st page followed by the TOI 27, the Hindu 26, and Bhaskar ranked 4th in giving the news stories on the 1st page.

Placement as 2nd page

The data shows again that Jagran again topped to giving space on the 2nd page. Jagran published 17 news followed by The Hindu 9, and Bhaskar 8 whereas no news was published by TOI on the 2nd page.

Total news published

Dainik Jagran has published 151 news in the duration of one month followed by The Hindu 100, TOI 96, and Dainik Bhaskar published 59 news of the said movement.

Treatment as 1st lead

As the table shows Dainik Bhaskar topped the rank for publishing the 19 news of Anna movement as 1st Lead followed by Dainik Jagran 18, TOI 16, and The Hindu has published 14 News of said event.

Treatment as 2nd lead

Dainik Jagran treated 15 news stories as 2nd lead followed by TOI 13, DB 10, and The Hindu ranked 4th position by publishing 9 news stories.

Anchor stories

Anna's movement has not registered prominence at least in Achor stories as the table suggest that only The Hindu had published only 3 while the other three national dailies were not considered worth publishing this as Anchor stories.

Letter to Editor

Letter to Editor (LTE) is the main mechanism for the feedback of Readers / Audience.

Someone can draw an idea about how the issue or event/incident is registering importance among the readers. If the majority of the letters to the editor received during coverage of said event/incident are of a positive sense then

there is the likelihood of effect of coverage. The same was the case with Anna's movement. The Hindu published 42 LTE followed by DJ 18 and TOI 7 while DB published only 2.

Colored Photographs

It's the photographs that assign value and importance to any news story, Anna movement had that charm to attract photographers. Data suggest every Newspaper was giving enough colored photos regarding the said event at least at the initial stage. The Hindu published 31 coloured photos followed by DB 29, DJ 28, and TOI 22. The numbers of photos suggest clearly about the salient given by four national dailies.

Articles Published

Although articles carry personal opinions, they have some angles and perspectives. What if they prefer to favor any happening or event? If so, it creates an impression among readers / audience. Most of the articles published at that time were positive towards the Anna movement. As the table shows DJ has published 21 followed by TOI 15, and DB 14 whereas The Hindu published only 5 articles.

Conclusion

When it concludes data indicates that there are reasons to believe the agenda-setting function was at its peak during the coverage of said event / incident. Dainik Jagran was so keen to offer even special pages for the coverage. Even DJ has declared it as the 2nd freedom movement.

Two separate pages have been published by the Jagran group. The other three were also on the same line but did not follow the Jagran path. A new distinction has been added by the vernacular language newspapers, which indicate that they are more prone to Agenda setting function.

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