

THE ROLE OF KANNADA NEWS PAPERS IN POLITICAL EMPOWERMENT OF WOMEN: A CONTENT ANALYSIS

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Abstract : Media is a powerful agent of socialisation. It invariably exhibits societal conventions. In the existing world, the social, political and cultural course of the society is highly influenced by the information and communication. It just takes merely seconds for new ideas to reach any corner of the globe. Media and its agencies, especially a newspaper or television channel is a living organism reborn with each news cycles. News papers have played a number of roles in performing their duties to the society. Empowering women is to make them independent in all aspects from mind, thought, rights, decisions, etc by leaving all the social and family limitations. Women empowerment is very necessary to make the bright future of the family, society and country. The main objective of the study is to find out the role of Kannada press in Political empowerment of women. This study adopted content analysis method to compare the coverage of women empowerment issues in regional newspapers i.e. Vijayavani and Vijaya Karnataka respectively. A total of 36 issues from May 2016 to July 2016, containing 18 issues of each newspaper have been selected for this study.

Keywords: Empowerment, Media, Newspaper, Women.

Introduction: In the 21st century India is fast emerging as a global power but for half of its population, the women across the country, struggle to live life with dignity continues. Women are facing problems in every sphere of life whether employment, access to health care or property rights. The attention required is still not being paid to the issues that concern this section of population. Women empowerment in India is still a distant dream (Purnima 2010).

The 73rd and 74th Constitutional amendments set the stage for large scale entry of women into both rural and urban local bodies. The provision of 33 % reservation of seats was the first major step at engendering at least grassroots level institutions of governance. In the very first round of elections held in 1993-94 nearly 80,000 women entered India's political decision making process. The rise of Indian women as Panchayat leaders is a spectacular achievement given that India has one of the worst records with respect to the way it treats the females (Shruti I.L 2014).

The newspapers played very crucial role in achieving independence. women's historic exclusion from the formal arena of politics; analyze strategies adopted around the world to promote women's political participation/representation; identify internal and external conditions and factors that facilitate or hinder the creation of an enabling environment for women's political empowerment; and finally draw policy recommendations for the national and international actors. The development context of women's political participation at the community and national levels will be reviewed for nuanced understanding of the nature of women's participation and their share in development processes and outcomes. (Farzana Bari-2005).

This paper examines the role of newspaper in political empowerment of women. For this study two Kannada newspapers were selected to analyse and measure the news items published in both the Kannada newspaper.

Literature Review: Purnima (2010) said that women empowerment can be interpreted as totality of empowerment including political, social, cultural, and other dimension of human life as also the physical, moral and intellectual. Empowerment of women unlocks the door for modernization of any society. Participation and control over resources of power are critical indicators in the process of development. Women especially in rural areas possess the least proportion of these resources and are therefore dependent.

Shruti I.L (2014) have studied the role of media as One of the key issues which influence women's decision to enter politics is the relative lack of role models, not just viewed in terms of women's physical presence but also in terms of their public presence in media discourses. Barring a few exceptions, women's entry into politics is often determined by circumstances beyond their control and one can see that their political fortunes are controlled by either parties or those already in power.

Farzana Bari (2005) in her study stated that the global debate on the promotion of women's political participation/representation has been surrounded by intrinsic and instrumentalist argument. The former argues for equal participation of women in politics from the human rights perspective. Women constitute half of the world population and therefore, it is only fair that they should have equal participation and representation in world democracies.

Statement of the problem : The Role of Kannada

News Papers in Political Empowerment of Women: A Content Analysis

Objectives of the Study :

- To find out the coverage of major issues in Kannada Newspapers.
- To find the coverage of women political issues in the Kannada Newspapers.
- To find out the type of political empowerment

news covered in newspapers.

Methodology: The study was conducted by analyzing the quantitative aspect of two Kannada newspapers of Vijayavani and Vijaya Karnataka. A total of 36 issues from May 2016 to July 2016, containing 18 issues of each newspaper have been selected for this study. The space allotted to different news, editorial and feature categories in the newspapers have studied here.

Findings and analysis:

Table 1 : Space and quantity of categories of news items carried in VIJAYAVANI:

Items	Area (sq cm)	Percentage	Quantity	Percentage
Accident & Crime	20881.22	0.94%	199	10.88%
Advertisements	135821.2	6.16%	660	36.10%
Business	12537.14	0.56%	122	6.67%
Development	11793.03	0.53%	102	5.57%
Environment & Weather	13458.61	0.61%	101	5.52%
Education	1348946	61.22%	88	4.81%
Science & Technology	618137.1	28.05%	56	3.06%
Health	2565.35	0.11%	22	1.20%
Women	2565.35	0.11%	237	12.96%
Politics	36463.3	1.65%	241	13.18%
Total	2203168	100%	1828	100%

Table 1: Majority of the space given to **Politics 36463.3, Education 1348946 sq cm (61.22%) with 88 (4.81%) items**, followed by **Science & Technology covers 618137.1 sq cm (28.05%) with 56 (3.06%) items, Advertisement occupy 135821.2 sq cm (6.16%) and 660 (36.10%) items**. While 20881.22 sq cm (0.94%) with 199 (10.88%) is given accident & crime, business 12537.14 sq cm (0.56%) with 122 (6.67%) items, development 11793.03 sq cm (0.53%) with 102 (5.57%) items. Whereas environment & weather covers 13458.61 sq cm (0.61%) with 101

(5.52%) items, 2565.35 sq cm (0.11%) with 22 (1.20%) has given to health, Women occupy 2565.35 sq cm (0.11%) with 237 (12.96%) and only 36463.3 sq cm (1.65%) with 241 (13.18%) items is given to politics issues.

This table shows that Vijayavani newspaper has given majority of the space to Education. Because that time Result of educational academic year were announced during this period and very less space is given to women issues.

Table 2: Space and quantity of categories of political women empowerment in VIJAYAVANI :

Items	Area (sq cm)	Percentage	Quantity	Percentage
Rights	3007.13	26.40%	22	25.58%
Law	2168.03	19.03%	20	23.25%
Justice	1560.32	13.70%	11	12.79%
Policy	712.2	6.25%	6	6.97%
Governance	1320.36	11.59%	6	6.97%
Women Reservation	1388.43	12.19%	9	10.46%
political	1231.71	10.81%	12	13.95%
Total	11388.18	100%	86	100%

Table 2 According the table **shows that 3007.13 sq cm (26.40%) with 22 (25.58%) items is given to Rights, followed by Law 2168.03 sq cm (19.03%) with 20 (23.25%) items, Justice 1560.32 sq cm (13.70%) with 11 (12.79%) items** While Policy occupy 712.2 sq cm (6.25%) consisting of 6 (6.97%) items,

governance 1320.36 sq cm (11.59%) with 6 (6.97%) items. Women Reservation 1388.43 sq cm (12.19%) with 9 (10.46%) and 1231.71 sq cm (10.81%) with 12(13.95%) items is given to political issues.

Women rights are given the highest space in vijayavani and Vijayavani newspaper is playing a

crucial role in creating awareness about women rights.

Table 3 : Space and quantity of categories of news items carried in VIJAYA KARNATAKA:

Items	Area (sq cm)	Percentage	Quantity	Percentage
Accident & Crime	32930.76	5.23%	241	10.04%
Advertisements	127028.8	20.19%	1181	49.20%
Business, Commerce & Economics	17286.93	2.74%	96	4%
Development	23507.46	3.73%	147	6.12%
Environment & Weather	12745.89	2.02%	78	3.25%
Education	26468.43	4.20%	168	7%
Science & Technology	3020.04	0.48%	36	1.5%
Health	8046.09	1.27%	48	2%
Politics	363968.5	57.87%	300	12.5%
Women	13916.4	2.21%	105	4.37%
Total	628919.3	100%	2400	100%

According to table 3, Vijaya karnataka has covered **Politics 363968.5 sq cm (57.87%) with 300 (12.5%) items, followed by Advertisements 127028.8 sq cm (20.19%) and 1181 (49.20%) numbers, Accident & Crime 32930.76 sq cm (5.23%) with 241 (10.04%) items. Whereas** business covers 17286.93 sq cm (2.74%) with 96 (4%) items, 23507.46 sq cm (3.73%) with 147 (6.12%) items space is allotted to Development. While Environment & Weather covers 12745.89 sq cm (2.02%) with 78 (3.25%) items,

Education covers 26468.43 sq cm (4.20%) with 168 (7%) items, 3020.04 sq cm (0.48%) with 36 (1.5%) items space is given to Science & Technology. The space provided to Health is 8046.09 sq cm (1.27%) with 48 (2%) items and for Women issues 13916.4 sq cm (2.21%) with 105 (4.37%) items space is given.

This table found that Vijaya Karnataka has given majority of the space to political issues and women issues are very rarely published.

Table 4: Space and quantity of categories of political women empowerment in VIJAYA KARNATAKA:

Items	Area (sq cm)	Percentage	Quantity	Percentage
Rights	7848.57	58.12%	51	47.22%
Law	1320.72	9.78%	18	16.66%
Justice	616.5	4.56%	6	5.55%
Policy	543.27	4.02%	9	8.33%
Governance	399.9	2.96%	6	5.55%
Women Reservation	252	1.86%	3	2.77%
political	2521.23	18.67%	15	13.88%
Total	13502.19	100%	108	100%

Table 4 depicts women political issues coverage in Vijaya Karnataka. Majority of the space **7848.57 sq cm (58.12%) with 51 (47.22%) items** is given to **Rights, followed by Law 1320.72 sq cm (9.78%) with 18 (16.66%) items**, Justice covers 616.5 sq cm (4.56%) with 6 (5.55%) items, Policy covers 543.27 sq cm (4.02%) with 9 (8.33%) items. While for governance 399.9 sq cm (2.96%) with 6 (5.55%) items space is allotted, very less space 252 sq cm (1.86%) 3 (2.77%) is given to women reservation, **political covers 2521.23 sq cm (18.67%) with 15 (13.88%) items**. Vijaya Karnataka has given more coverage to women political issues.

Conclusion: As observe the elections in the twenty first century, it is found that media coverage of

women and men issues is mostly fair in terms of quantity as well as quality, e.g., assessments of their viability, positive versus negative slant, and mentions of their appearance. Whereas, the media continue to associate men politicians more often with "masculine" issues and images and women politicians with "feminine" image traits. This study shows that both the selected newspaper Vijayavani and Vijaya Karnataka has given less coverage to women politicians. While comparing Vijaya Karnataka newspaper has given more space to women political empowerment issues than Vijayavani. Vijayavani and Vijayavani have allotted majority of the space to women rights.

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