

ANALYTICAL STUDY ON THE ENGLISH DAILY- DECCAN HERALD ON THE ISSUES OF WOMEN POLITICIANS

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Abstract: The gender discrimination in society is still a great challenge before nation. From ancient years also woman has been undergoing various problems including inequality, health problems, female feticide, malnutrition, illiteracy, injustice, and domestic violence, blind beliefs, sexual exploitation in the name of rituals, etc. In short she has been treated as secondary citizen in independent India, even after the 70 years of independence. No field left where the woman is not participating. From first Woman Prime Minister Indira Gandhi till today women are actively participating in politics. The newspapers have been also bringing a qualitative change in women's life by bringing them to the lime light of society by encouraging them to take active part in the construction of society and they work effectively as forum for women to express their views and opinions. The newspapers play a decisive role in women empowerment through coverage of women issues. The present study is to know, how the Print Media Portrayal the women politicians in daily Newspapers. It is a study of Deccan Herald, a famous English Newspaper. For the present study contents of 4 months Deccan Herald Newspapers are taken for analysis. Deccan Herald which is the leading newspaper in Karnataka is analyzed. It is revealed that Deccan Herald cover political news extensively, but, Women Politicians news has less coverage.

Keywords: Newspaper, Portrayal of Women, Women's Politicians, Women Empowerment.

Introduction: newspaper played an important role in freedom straddle also. Newspapers have been playing important and crucial role from Pre Independent era to post independent Post Independence Newspaper is a great gift of advance technology. It is the fastest and cheapest means of communication. Newspaper plays an important role in day to day life. Newspaper is the carrier of news. Newspaper serves mankind in various manners. Newspapers are printed in many languages. All the easy and simple language is used. Almost every house is provided with newspaper service. Because of more number of pages it can carry more news. International, National and Local news are also covered. Supplements like Business, Agriculture, Films, Fashion and Health are also published. Platform for the readers is also available. The eader of the newspaper can know many important incidents happening through the world sitting in their house. Newspapers promote many interesting fact through the state and country. Newspapers increase the general knowledge of the people. They also increase the communication skill of the reader. Newspaper brings awareness of many anti social elements of the society. Newspapers are manufacture in a large scale. It provides employment to many thousands of people. It becomes of means living to many people. Newspapers are printed in all local language and also in English in India. Entertainment factor is also there in Newspaper. The Crossword, Puzzle, Sudoku everyone and also it increases the thinking ability of the people. Children enjoy this game, and will many more games. Tips for examination are also provided in newspaper, the tips are designed in such a manner

that they decrease the tension in the students. The newspapers are also available in internet; they are available in their respective official sites. This not only benefits people of India but also the world wide people can come to know about what is happening in the interior parts of the country. The sport column attracts all the sport lover and young stars, and the latest updates of various sport are mentioned in this column. The cinema column is attracted by most of the young stars and by all film lovers. They are many advantage of reading paper. They educate people a lot. Reading paper every day develops a strict discipline in the mankind. It also explains the various problems of this modern world. In the recent years Political news has got the more priority in the newspaper. Women are participating in the politics actively. So it is the time to assess the coverage for women politicians in the newspapers.

Deccan Herald: Deccan Herald: is an English daily newspaper Karnataka. It is published by the Printers (Mysore) Private Limited. Deccan Herald was started in 1948, with the famous journalist Pothan Joseph as its founding editor. and has a number of editions in Bengaluru, Hubballi, Davanagere, Hosapete, Mysuru, Mangaluru, Kalburgi and Delhi. Its sister publications are the Prajavani daily newspaper, the weekly magazine Sudha and the monthly magazine Mayura all of which are published in Kannada. The head office of the Deccan Herald is on MG Road, Bengaluru. According to the Indian Readership Survey 2013, Deccan Herald is among the top ten most widely read English language newspapers in India, with an average daily readership

of 458,000 (338,000 in Bengaluru city). Deccan Herald launched a mobile version of their website in 2013. Deccan Herald also launched their Android app and iPhone app in 2013

Review of literature: By Tsitsi Matekaire (2003), Analysis Of Coverage Of Women Politicians By The Print Media In Zimbabwe, The analysis of the media reports show that there is need for a lot of work to be done for women politicians to be reported on more often and in a positive manner that will bring out the fact that they are able and effective leaders. The challenge lies with the media to begin to recognize women politicians, their voices, their contributions in decision-making, their highlighting of women's issues and the work they are doing in their capacities as representatives of communities. There is need to highlight the women Councilors and the nature of women's political participation, which is greater at local government level.

W. Lance Bennett, (2004), Media, Politics, and Democracy: Americans have grown increasingly cynical about politics, politicians, and the media. Yet media, civic engagement, and governing are intertwined, for better and worse. The relationships between citizens, information, and action are constantly changing as new media and technologies expand.

Rachel Joy Larris and Rosalie Maggio, (2013), *The Women's Media Center's Media Guide to Gender Neutral Coverage of Women Candidates + politicians*, The most interesting finding of this study is -when voters heard a candidate's response to a sexist incident, they still responded positively to the candidate even when they never heard the original slur. For years, women candidates have been advised not to respond to such incidents for fear of spreading the charges farther than the original event. There's a much higher potential cost to candidates who brush off even subtle sexism.

Caroline Heldman, Susan J Carroll and Stephanie Olson, (2003), *Gender Differences in Print Media Coverage of Presidential candidates*, Elizabeth Dole's Bid for Republican Nomination, This study shows that Elizabeth Dole received a differential amount of media coverage than the male republican presidential hopefuls, she received a different type of coverage along gender lines, and her in depth coverage, was decidedly gendered in ways that likely hindered her candidacy.

Carlin, Diana B. and Kelly L. Winfrey, (2008), "Have You Come a Long Way, Baby? Hillary Clinton, Sarah Palin, and Sexism in 2008 Campaign Coverage" This article examines how sexist media coverage during the 2008 U.S presidential campaign of Democratic challenger Hillary Clinton and Republican vice presidential nominee Sarah Palin can potentially increase public skepticism about a woman's fitness to

serve as President or Vice President of the United States. The media coverage of Clinton and Palin centered on common stereotypes of corporate women (e.g., "sex object" "mother" "pet/cheerleader" and "iron maiden"). In moving forward, Cardin and Winfrey suggest that the media and the campaigns of female presidential candidates must attack sexism early to deter its negative influence. Moreover, scholars must educate the public about the prevailing gender stereotypes that took place during the 2008 Presidential campaign if the United States is ever to elect a female President or Vice President.

Falk, Erika. (2010) *Women for President: Media Bias in Nine Campaigns*. 2nd ed. Urbana: University of Illinois Press, Falk uses paired comparisons of male and female presidential candidates throughout U.S. history to study media coverage of campaigns. Her study of nine women's candidacies extends from the 1800s through the 2008 election, ending with Hillary Clinton's candidacy. Her analysis reveals the uphill battle of women presidential candidates due to the biased nature of media coverage, including recurring themes that women are not viable or competent to be president. Media coverage of Clinton showed improvement over that of past female candidates but many of the stereotypical coverage patterns persisted. Helena Markstedt, (2007), *Political handbags*. 'The representation of women politicians. A case study of the websites and newspaper coverage of the women candidates in the Labour Party Deputy Leadership election' The findings show that there are few differences between the website texts and newspaper articles in terms of focus, but that the presentation of the candidates as individuals is often unfavorable in media. The conclusion indicates that the research model needs to be expanded to include interviews with politicians, advisors and journalists, and conduct a more qualitative discourse analysis.

Banwart (2002). She analyses textual content in terms of issue coverage, character traits, appeal strategies and non-textual content such as photos and graphics and also looks at the interactive content. Her conclusion of the study of men and women candidates' websites in the 2000 elections in the United States is that they are generally similar. The webstyle concept was developed by Banwart.

Karen Ross (2003). *Women Politicians and Male stream Media: a Game of Two Sides*, Women politicians coverage is less when compared to male politician.

Riccardo Puglisi, James M. Snyder Jr *Media, (2008), Coverage of Political Scandals*,: analyze the coverage of U.S. political scandals by U.S. newspapers during the past decade. Using automatic keyword-based searches we collected data on 35 scandals and approximately 200 newspapers. It was found that Democratic-leaning newspapers -- i.e., those with a

higher propensity to endorse Democratic candidates in elections -- give relatively more coverage to scandals involving Republican politicians than scandals involving Democratic politicians, while Republican-leaning newspapers tend to do the opposite. This is true even when controlling for the average partisan leanings of readers. In contrast, newspapers appear to cater to the partisan tastes of readers only for local scandals.

Scope and Significance of the study: Newspaper has become the important and popular media among the people. They use Newspapers their day to day life. Newspaper provides information, Education, awareness among the public. Usually, Political news is at the main page. In 21st century women are also participating actively in politics. This is the high time to study the coverage for women politicians in Newspapers.

Statement of the problem: For understanding the background of the research topic, "Coverage of Women Politician Issues in English Newspaper: A Case Study of Deccan Herald", Literature review of the relevant studies has been carried out. There are no much studies have been reported in this area. Hence, with this advantage the study has been taken with the following objectives.

Objectives of study:

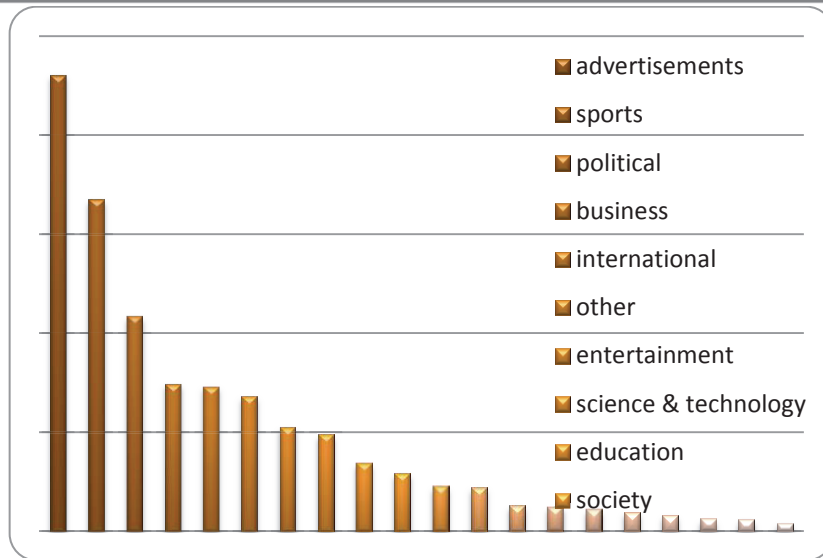
1. To find out the total content of Deccan Herald an English newspaper.
2. To know what extent Deccan Herald cover women politician issues.
3. To evaluate the space given to women politician issues in Deccan Herald
4. To find out which news are preferred in Deccan Herald.
5. To understand which format of women politician issues is repeated most.

Methodology used for Study: Content analysis is adopted for this study. "Coverage of Women Political Issues in English Newspapers: A Case Study OF Deccan Herald". Four Month Newspapers namely, January, February, March and April 2016 are taken for the study. Each news content of the newspaper is analyzed. Statistical method is used to draw the percentage.

The content of newspapers are categories in different category as Political, Health, Sports, Crime, Education, Accident, Society, Development, Women Politician, Religion, Science And Technology, Women And Child, Advertisement, Others Etc.

Table No: 1 Total news content of Deccan Herald and their spaces.

Sl. no	News Items	No	%	News Items	Space	%
1	Advertisements	559990	23.02	advertisements	5920	32.83
2	Sports	407264	16.74	political	1576	8.74
3	Political	263619	10.84	sports	2632	14.6
4	Business	180829	7.43	business	1416	7.85
5	International	177534	7.3	other	1320	7.32
6	Other	164925	6.78	international	1244	6.9
7	Entertainment	127555	5.24	society	620	3.44
8	Science & Technology	118825	4.88	science & technology	600	3.33
9	Education	83280.6	3.42	judicial	396	2.2
10	Society	70672.4	2.91	education	372	2.06
11	Judicial	55060.8	2.26	entertainment	304	1.69
12	Health	53436.2	2.2	health	276	1.53
13	Development	31640.4	1.3	accident	268	1.49
14	Accident	29891.3	1.23	development	244	1.35
15	Women and Child	26602.1	1.09	crime	240	1.33
16	Crime	23415.3	0.96	environment	156	0.87
17	Environment	19904.4	0.82	women and child	144	0.8
18	Protest	14659.9	0.6	protest	132	0.73
19	Religion	14047.5	0.58	religion	108	0.6
20	Women Politician	9835.76	0.4	women politician	64	0.35
	TOTAL	2432479	100		18032	100

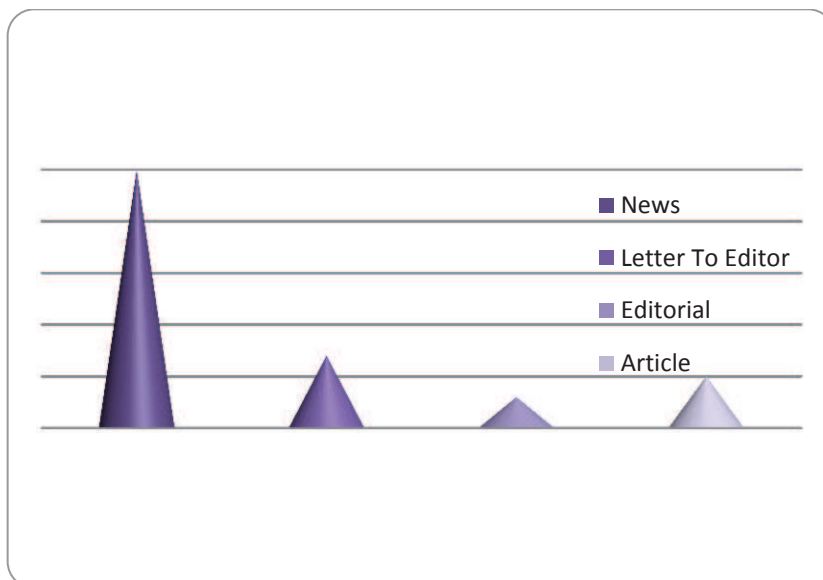


The above table shows that the Deccan Herald newspaper contains 24,32,479 (100%) with the space 18,032 sq cm (100%). Among that Advertisement 5,59,990 (23.02%) with space 5,920 (32.83%) sq cm Sports 4,07,264 (16.74%), 2,632 sq cm (14.6%), political 2,63,619.4(10.84%), 1,576 sq cm (8.74%), Business 1,80,828.5 (7.43%), 1,416 sq cm (7.85%), International 1,77,533.6 (7.3%), 1,244 sq cm (6.9%), others 1,64,924.8 sq cm (6.78%), 1,320 (7.32%), Entertainment 1,27,554.5 (5.24%), 304 sq cm (1.69%), Science and technology 1,18,824.5(4.88%), 600 sq cm

(3.33%), Education 83,28,036 (3.42%), 372 sq cm (2.06%), Society 70,67,236 (2.91%), 620 sq cm (3.4%), Judicial 55,060.8 (2.26%), 396 sq cm (2.2%), Accident 29,891.26 (1.23%) 268 sq cm (1.49%), Development 31,640.36 (1.3%), 244 sq cm (1.35%), Crime 23,415.28(0.96%) 240 sq cm (1.33%), Environment 19,904.4 (0.82%) with space 156 sq cm (0.87%), Protest 14,659.92 (0.6%) with space 132 sq cm (0.73%), Women politician 9,835.76 (0.4%) with space 64 sq cm (0.35%), It is clear that this newspaper gives very less coverage to women politician issues.

Table No.2. Categorization of Women Political Issues in Deccan Herald Newspaper.

Women Politician Issues	News Items	%	SPACE	%
News	40	0.22	5976.16	0.25
Letter To Editor	8	0.04	1795.6	0.07
Editorial	8	0.04	768	0.03
Article	8	0.04	1296	0.05
Total	64	0.35	9835.76	0.4



The above table shows the categorization of women politician news in Deccan herald. There are totally 64 items (0.35%), among them Articles 8 (0.04%), News reports 40 (0.22%), Editorials 8(0.04%), Letter to editor 8(0.04%), are seen in the newspaper.

Conclusion: Four months newspapers are analysed to study the coverage for women political issues and study shows that, The Deccan Herald contains

2432479 news with 8032 sq cm spaces. It contains more advertisements 559990 (23.02%) with space 5920 (32.83%). It contains women politician news 9835.76(0.4%) with space 64(0.35%). Among women political issues news report 40 (0.22%), Articles 8(0.04%), Editorial 8(0.03%) Letter to editor 8(0.04%). It means among the covered issues more news format is preferred.

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