Content Analysis of Chhattisgarh Based Newspapers in Special Reference to Science & Technology Beat

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ABSTRACT

The emergence of science and technology communication is generally attributed to the invention and dissemination of the information about fire churning technology. The objective of the study was to find out the coverage and space given to scientific and technological information in newspapers of Chhattisgarh. The result indicates that science gets very little space in newspapers and English newspapers cover science more prominently than Hindi newspapers. It also reveals that the health is the most preferred topic in Indian newspapers followed by environment. However, news is the most favored format for disseminating scientific information in Indian print media.

Key Words: Science Communication, Media Coverage and Disseminating Scientific Information

1. INTRODUCTION

India is one of the most populated countries in the world and still has a strong vision in the field of Science and Technology. Under the visionary leadership of the first Prime Minister Pt. Jawaharlal Nehru, India has become one of the frontiers in the field of Science. Latest achievements in scientific world of India, "Mission Chanderyaan" and "Mission Mangalyaan" are highest strides of Indian scientific research.

Media has also played a crucial role in dissemination of scientific knowledge to its audience. Many scientists and social scientists have shown interest in investigating the amount of Science coverage in media and its effects on public understanding of Science. Science communication is the key to the real treasure of scientific knowledge and scientific temper, only by which the benefits of science and scientific temper could be carried to the common man, and thus the common man is benefited with the new advancements in various fields of science and technology and be able to fight against hunger, diseases, drought and social evils, like superstitions, etc., with courage and self-confidence.

2. LITERATURE REVIVEW

Numerous research studies have been carried out to find out the status of science and technology in newspapers and magazines which are as following:

Marianne G. Pellechia (1997)," Trends in science coverage: a content analysis of three US newspapers", Public Understanding of Science, 1997 vol.6 no. 1 49-68.

This paper describes a content analysis of science news reporting in three major daily newspapers, the *New York Times*, the *Chicago Tribune*, and the *Washington Post*, during the last three decades. It was found that although science articles represent only a small percentage of the total number of articles printed; this percentage has steadily increased with each time period. The results also show that, at least in the newspapers analyzed, science coverage does not differ substantially in terms of the range of topics covered, as well as information that has been both included and omitted from science news accounts. Although there were some differences between articles appearing in the different time frames, in general science news reporting has not changed significantly in terms of the comprehensiveness of accounts. An especially significant finding is that articles frequently omitted methodological and contextual information, features most often mentioned as critical for a complete journalistic account of science.

Evan Szu& Jonathan Osborne (2016), "Factual accuracy and the cultural context of science in popular media: Perspectives of media makers, middle school students, and university students on an entertainment television program", Public Understanding of Science June 23, 2016.

This study contributes to understanding the connection from science consultants to popular media to public outcomes. A science-based television series was examined for intended messages of the creator and consulting scientist, and received messages among middle school and non-science university students. The results suggest the consulting scientist missed an opportunity to influence the portrayal of the cultural contexts of science and that middle school students may be reading these aspects uncritically—a deficiency educators could potentially address. In contrast, all groups discussedthe science content and practices of the show, indicating that scientific facts were salient to both media makers and audiences. This suggests popular media may influence the public knowledge of science, supporting concerns of scientists about the accuracy of fictional television and film.

Bharvi Dutt, K.C. Garg(2012), " S&T coverage in English-language Indian dailies" , Journal of Science Communication, ISSN 1824 – 2049.

The paper examines the coverage of S&T related items published in selected English language Indian newspapers in terms of their quantification and thematic representation. S&T is not the priority of the English-language newspapers in India. Even sports get several times more coverage than science. There is a case for amply visible representation of science in the press. Health, Environment, Space S&T, and Astronomy were the four dominant subjects covered. Most of the science covered in the newspapers was performed in the US, the UK and other advanced countries of Europe. Among all the newspapers, The Times of India devoted the maximum space to S&T coverage.

K Meenu (2013), "Comparison of Science Coverage in Hindi and English Newspapers ofIndia: A Content Analysis Approach", Global Media Journal, Summer Issue / June 2013/ Vol.4/No.1.

The present study focuses on coverage of science and technology in major Hindi and English newspapers of India. The objective of the study was to find out the space given to scientific and technological information in newspapers. The comparison has also been made in Hindi and English newspapers in terms of coverage, their preferences in dealing with the subjects, the formats being used in disseminating scientific information, and the sources of information whether Indian or foreign. The research methodology which is being used is content analysis. The result indicates that science gets very little space in newspapers and English newspapers cover science more prominently than Hindi newspapers. It also reveals that the health is the most preferred topic in Indian newspapers followed by environment. However, news is the most favored format for disseminating scientific information in Indian print media.

3. OBJECTIVES & METHODOLOGY

1. To find out the coverage and space given to scientific and technological information.
2. To compare the coverage of science and technology in Hindi and English newspapers of Chhattisgarh.
3. To compare the sources of news published in the Hindi and English newspapers of Chhattisgarh.

3.1 Methodology

Sampling: Four newspapers available from leading newspapers published by Registrar News papers India, has been selected for the study**.** These newspapers are- The Hitavada, Central Chronicle and DainikBhaskar and Patrika in Hindi. Time period of study is spread over three months. The sample of 15 issues of each newspaper out of 365 issues has been selected by systematic sampling method. In total 60 issues have been analyzed.

Scientific and technological information which were published anywhere in the newspapers were treated as a unit of analysis and were coded on a number of variables like the area, topics, format of publication and the sources of the information. The content is further categorized in different scientific fields like health, environment, space, astronomy etc. and its area was calculated.

4. DATA INTERPRETATIONS

4.1 Coverage of Science & Technology in the Newspapers of Chhattisgarh

The Hitavada	Central Chronicle	Dainik Bhasker	Patrika
23	21	17	18

The above data revealed that among selected newspapers The Hitavada provides 23 stories, central Chronicle Provided 21 stories, DainikBhasker provided 17 stories and Patrika provided a total of 18 stories based on Science & Technology.

4.2 Subjects/Beats of Science & Technology in Hindi and English newspapers

Subjects	The Hitavada	Central Chronicle	Dainik Bhasker	Patrika
Health	6/23	5/21	4/17	5/18
Environment	9/23	7/21	7/17	8/18
Space	2/23	2/21	2/17	1/18
Astronomy	1/23	-	1/17	-
Information Technology	1/23	2/21	1/17	1/18
Technology	2/23	1/21	-	2/18
Agriculture	2/23	2/21	2/17	1/18
Others	-	2/21	-	-

4.3 Format of Scientific Information Published in Hindi and English Newspapers

Format	The Hitavada	Central Chronicle	Dainik Bhasker	Patrika
News	14	12	12	12
Article	4	3	1	2
Editorial	31	3	3	2
Interview	2	3	1	2
Total	23	21	17	18

Sources of News

Source	The Hitavada	Central Chronicle	Dainik Bhasker	Patrika
Staffer	4	3	4	3
News Agencies	10	7	4	5
International Source	7	9	5	5
Bureau Report	2	2	4	5
Total	23	21	17	18

5. FINDINGS OF THE STUDY

On behalf of other data following are the major findings of the study

1. Maximum news on science and scientific information are published by Patrika newspaper.
2. Maximum Articles on science and scientific information are published by The Hitvada newspaper

3. Maximum Editorials on science and scientific information are published by DainikBhasker.
4. Maximum numbers of interviews on science and scientific information is published are also published by DainikBhasker
5. As far as news sources are concern News articles and stories based on science were taken maximum by Central Chronicle from International Sources followed by the Hitvada, though all other selected newspapers have also international sources.

6. CONCLUSION

On behalf of this study it can be stated that all the selected newspapers of Hindi and English Languages provides coverage on science and scientific information time-to-time but the frequency of this type of information is very less in comparison to political and crime news. As like government of India is promoting Science Communication through different mediums, these selected newspapers must also highlight Science information and communication in a good frequency so that people can be more science literate and informed.

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