THE DECLINE OF INDIAN PRINT MEDIA

Purva Malik - poorvamalik93@gmail.com

ABSTRACT

It is said that the time of daily papers is verging on over. Indian daily papers have enrolled rotting readership as indicated by the late overviews. An overview in the final quarter of 2012 and the most recent one for 2015 express this for the main three English dailies. The Times of India has tumbled from 7.6 million to 7.2 million per users; Hindustan Times is up from 3.8 million to 4.3 million whereas The Hindu is down from 2.1 million to 1.4 million. This is fine and English readership has been pretty much stagnant for quite a while. This paper tries to examine the decline of Indian print media.

Key words: decline, Indian print media.

INTRODUCTION

In 2013, Dainik Jagran was 15.5 million (down from 16.3 million), Hindustan was 14.2 million (up from 12.2 million) and Dainik Bhaskar was 12.8 million (down from 14.4 million). In each dialect, from Malayalam to Gujarati and Marathi to Bengali, readership is down strongly. In India, most papers cost a few bucks and are twice as thick, which means radically more costly to create.

The other thing is the manner by which memberships are sold. In Gujarati, Hindi and other territorial markets, dailies offer plans. A formation is embossed in the paper on the first of the month and for three weeks, the paper conveys each day a little stamp that is to be cut and stuck on that shape. When it is gotten filled following three weeks, a blessing is given over. The aftermath is not holding up to be seen in some far off future. In Bangalore, The Indian Express, which was on paper under the National Standard masthead, and DNA have closed their versions in the most recent couple of weeks.

The daily papers are whipped off firstly by TV, then news sites and now by online networking, yet I think even different viewpoints are touched by this. The innovator and futurist Ray Kurzweil predicts that in only three decades, and soon thereafter a number of us will at present associate with, things will have advanced in science so far that PCs will assume control creation and science and each other thing that requires us today.

REASONS FOR THE DECLINE OF INDIAN PRINT MEDIA

The newspaper industry has always been cyclical, and the industry has weathered previous troughs. But while [television](http://en.wikipedia.org/wiki/Television)'s arrival in the 1950s presaged the decline of newspapers' importance as most people's source of daily news, the explosion of the internet in the 1990s and the first decade of the 21st century increased the panoply of media choices available to the average reader while further cutting into newspapers' hegemony as the source of news. Both television and the Internet bring news to the consumer faster and in a more visual style than newspapers, which are constrained by their physical form and the need to be physically manufactured and distributed. The competing mediums also offer [advertisers](http://en.wikipedia.org/wiki/Advertising) the opportunity to use moving images and sound. And the internet [search function](http://en.wikipedia.org/wiki/Web_search_engine) allows advertisers to tailor their pitch to readers who have revealed what information they are seeking—an enormous advantage.

Issues like the trivialization of content, paid news and editorial bias are not new to us and are in fact a major factor responsible for the loss of credibility in the Indian Newspapers. This research focused primarily on the editorial section of the Indian newspapers is a comparative quantitative content analysis of the editorial pages of the two newspapers i.e. Hindustan Times and The Hindu (chosen as per the recent circulation figures). Unlike the hard news pages, the editorial page’s function is to present an assortment of opinions and viewpoints. These pages not only provide the forum for competing arguments, they also help to interpret the events of the day (Mott, 1940).

REVIEW OF LITERATURE

THE GLOBAL SCENARIO

The news media are in emergency over the created world. Journalism as we probably am aware it is being depicted, clearly with some embellishment, as 'breaking down', 'deteriorating', in 'emergency'. In this computerized age, there is agony in most created nation, or 'full grown', media markets over the eventual fate of newspapers furthermore show TV. Two decades after a call issued from a meeting in Windhoek, Namibia for the foundation of World Press Freedom Day, 'the entry of the advanced upset – the development of the Internet, the rise of new types of media, and the ascent of online informal communities – has reshaped the media scene and made "the press" of 2011 something that those assembled in Windhoek in 1991 couldn't have envisioned' (UNESCO 2011). There is a solid sense that 'the news business is no more in control of its own future' (Rosenstiel & Mitchell 2011) and that it is innovation organizations like Google and the online networking that lead the way and look set to hegemonize general society space that once fit in with the news media.

The worldwide money related emergency and financial stoppage of 2008-2009 sent a few western media associations into a spiral. Promoting incomes, the life saver of the newspaper business, took a body blow amid this period. Numerous huge newspapers, whose qualities had been sapped and whose situational favorable circumstances had been undermined throughout the years, went into liquidation or assurance against chapter 11. The New York Times was ransomed by a crisis credit of US $250 million from Mexican very rich person Carlos Slim: 'to offer the newspaper some assistance with companying money its organizations' (NYT 2009). Countless columnists lost their employments in the United States, where newsrooms are 30 for each penny littler than in 2000 (Rosenstiel and Mitchell 2011), and crosswise over Europe.

DIGITAL AGE PARADOX

This conveys us to a paradox, which is by all accounts fundamental to this transformational age. Amidst this old media emergency, more individuals are perusing daily papers digitally and it is a worldwide gathering of people for the best distributions. Around the world, printed daily papers, with a reported course of 519 million, come to an expected 2.3 billion individuals consistently, 20 for each penny more than the web. Be that as it may, the 'terms of exchange' are moving callously for the web, versatile, and more up to date intuitive computerized stages. Numerous daily papers have amazing sites offering rich, versatile, multi-media content, including long-frame highlights, investigative articles, and insightful examination. A few news-casting schools round the world now consider advanced news coverage important.

TWO MEDIA WORLDS AND INDIA

Let us now turn to the differences in the situation of the news media across the world. These   
differences, which mirror the larger patterns of the world’s uneven economic and socio-political

development, run wide and deep and can even appear dramatic. How long this duality will

endure is a matter of conjecture. Let us call this situation ‘The Two Media Worlds’ and see how

India figures against this backdrop.

While daily print newspaper circulation has been in decline globally, by 17 per cent between

2006 and 2010 in the United States, 11.8 per cent in Western Europe, and 10 per cent in

eastern and central Europe, it has risen 16 per cent in the Asia-Pacific region and 4.5 per cent in

Latin America over the same period (Riess 2011).

With nearly three-fourths of the world’s 100 top-selling daily newspapers now published in

Asia, India and China are regarded as ‘the world absolute leaders in the newspaper industry’

(WPT 2009: 6), with current daily circulations in the vicinity of 110 million copies in each case. In

India, the growth trends in circulation and readership are especially strong in the Indian

language sectors of the press, led by Hindi. But the buoyancy and implications of this

development need not be embroidered as it comes on the back of extreme underpricing of

cover prices and the dumping of hundreds of thousands of copies that go straight to the

radhimarket.

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THE PRESS IN HISTORICAL AND SOCIAL CONTEXT

The Indian press is more than two centuries old. Its qualities have, all things considered, been shaped by its genuine experience and, particularly, by its association with the adaptability fight and likewise advancements for social freedom and change. The long fight for national freedom; talks and battles about social change; radical and dynamic goals and advancements; exchanging off and furthermore battling inclinations; and the resistance between self-serving and open organization longs for reporting – these have all found appearance in the character and execution of the Indian press as time goes on.

There have dependably been sharp ideological and political fragments inside of the Indian squeeze custom. It might be said, the contemporary division between consistently papers that widely take a standard vote based stand and those that have come constantly to strengthen the conviction system, definitive issues, and approaches of the Hindu Right – the SanghParivar and some of its accomplices – can be said to be in every practical sense proportionate to the package between the "patriot" and "supporter" press amidst the versatility battle (Ibid.: 244). Yet, such gathering, while honest to goodness, is not by any extend of the creative energy adequate. Inside of the "ordinary" press as much as inside of the "follower" press of the pre-

ELEMENTS OF THE PRESS

The thought that data, and particularly the news media, can play a substantive and even a significant part in the development of general sentiment in the public arena and in molding open strategy on real social, political, and monetary issues is an engaging one in scholarly and socio-political terms. The disclosure that on imperative matters, for example, mass appetite, hardship, and a sudden crumple of qualifications, opportune and applicable data has a subjective effect to the way general supposition is molded and official approach is made to react is to some degree complimenting to the mental self view of expert news coverage. It could be said, it asks a much bigger question. It relies on upon the sort of free, or generally autonomous, part that daily papers and different news media are permitted to play in the public eye; and this thusly relies on upon the political framework and practice, the protected and legitimate shields, and the data societies that win in the nation being referred to (Ram 1990: 146; 2000: 267). These perceptions apply essentially to the printed squeeze, which has assumed the most substantive part in the arrangement of open

supposition in the public eye and can guarantee pre-distinction in an authentic sense.

THE STATUS OF MEDIA FREEDOM IN INDIA

There are differentiating points of view of the status of press and media opportunity in India. Some external onlookers consider the Indian news media to be in an invaluable position in the making scene, their adaptability, space, robustness, and security gathered from history, set up confirmation, the workings of a lion's share manage political system, and their own specific quick advancement and expansion over the past quarter-century. Others, mostly media insiders, believe these purposes of hobby are counteracted a huge extent by an illiberal arrangement of laws, doing a reversal to the British Raj, which cover criminal and normal defamation, scorn of court, regulatory advantage, official secrecy, national security, and actuation to offenses – and have a chilling effect on chance of expression.

Day by day papers in free India limit within a good structure of registration; since there is no allowing, they can't be de-approved. By contrast, while physical TV is a state controlling base and All India Radio alone is allowed to do news and current endeavors radio telecasts from inside of India, private television stations and FM radio stations capacity under a permitting framework and can be removed the air for charged genuine transgressions of the rules. Paradoxically, practically speaking, while the press has a statutorily settled watchdog, the Press Council of India, set up, there is no lawful administrative framework for private satellite TV slots, which have pulled in developing public complaint that they are a law unto themselves.

CIRCULATION FIGURES (INDIAN READERSHIP SURVEY)

Top three dailies – The Times of India, Hindustan Times and The Hindu have seen growth in the quarter. The Hindu (placed at number three), has registered the maximum growth (50,000 reader), from 2,208,000 in Q2 to 2,258,000 in Q3. The Times of India, which continues to lead the list of top 10 English dailies, has shown a growth of 10,000 readers, while Hindustan Times, placed second, has grown by 0.5 per cent, from 3,767,000 in Q2 to 3,786,000 in Q3.

RESEARCH QUESTIONS

RQ1. In what way the viewpoints presented in the editorials differ in different newspapers?

RQ2. While writing editorials, what types of issues are generally preferred by the editorial staff?

RQ3. Do the Indian Print Media still hold accountability of the readers? Do readers rely on editorials for unbiased and objective opinion?

RESEARCH METHODOLOGY

The study is a qualitative content analysis of the editorials of the two leading Indian newspapers namely The Times of India and The Hindu. The Times of India is the most widely read newspaper in India according to Indian Readership Survey with a readership of 7.642 million and The Hindu is the third largest newspaper in India according to the same survey. This study is basically conducted to explore the difference of opinion in the editorials of two leading newspapers. For that, the editorials are divided into some categories and sub-categories- this categorization is going to lead us to the results for this analysis. The research period chosen for this research is 15 days, i.e. from February 23, 2015 to March 9, 2015.

PURPOSE OF THIS STUDY

1. To explore the difference of opinion in the editorials of the two leading newspapers, if any.
2. To discover the factors responsible for decreasing accountability or readership (in the broader sense) in the Indian Newspapers.
3. To identify the issues which are given more preference while writing editorials?
4. To find out whether the readers still find editorials accountable?

RESEARCH TECHNIQUE

1. Content Analysis: Content analysis is a method for summarizing any form of content by counting various aspects of the content. This enables a more objective evaluation than comparing content based on the impressions of listener/reader. Content analysis, though it often analyses written words, is a quantitative method. For this research, we analyzed the content of the editorials published in the two leading newspapers, namely The Times of India and The Hindu. After deciding the units of analysis, we divided the content into a few categories and those categories into a few sub categories. Based on them, we conducted this research to uncover the causes.
2. Survey Method: In order to uncover the causes, we conducted the content analysis. And to link these causes to the effects, we conducted the survey basically to find out the opinions of the readers towards the causes uncovered.

SAMPLING METHOD

Data was collected from the two leading newspapers, The Times of India and The Hindu from February 23, 2015 to March 9, 2015.

NOTEWORTHY EVENTS

During the collection time frame, several key events took place that had the potential to alter the results of this research. These events include the announcement of the Union and Railway Budget, India’s Daughter documentary got banned, Cricket World Cup 2015, etc.

PROCEDURE

The substance analysis of the articles of both the daily papers looks to assess the distinction of feeling in both the daily papers, assuming any. That is the reason; we dissected the articles for 15 back to back days. This gave a preview of the publications of both the daily papers. The exploration assessed the substance of the publications by first separating the 25 articles of The Times of India and 23 publications of The Hindu in various classes. These classifications are:

1.POLITICAL: During the gathered time span, numerous political occasions occurred which got secured in the chose daily papers. These political occasions incorporate Prime Minister's Modi Sri Lanka visit, Political break on the Land Acquisition Bill, Congress' Rahul Gandhi went on leave, AAP's administration curse and so forth. Not to overlook the coalition government in Kashmir-this was the highlight of the examination time allotment. The publications on these news stories are a part of this "Political" Category.

2.BUDGET 2015: The present government's first Union and Railway Budget was the highlight of this exploration time span. Both the daily papers distributed numerous publications envisioning the Budget and after that assessing and opinionating it. Each article identified with the Budget 2015 are a part of this class.

3.CORPORATE INTEREST/ECONOMIC: Editorials on Corporate Espionage, Cooperative Federalism and things like that goes under this classification.

4.OTHERS: This class incorporates different issues going from the most theoretical, educational to the inclining ones. Additionally incorporates the welfare plans by the administration.

This examination separated the articles into these classes fundamentally to discover the commanding issues for the publications.

The examination additionally assessed the articles in three distinctive ways: Analogous, publications distributed in both the daily papers are diverse in setting yet comparative in nature. Various, articles showcasing diverse perspectives around a same story-even the publication distributed in a daily paper going an additional mile in giving reasonable realities are incorporated into this. Special publications that is novel to a specific daily paper. This assessment strategy is particular to this study.

For this examination, the terms Analogous, Diverse and Unique were connected according to the accompanying definitions:

1. Practically equivalent to: More particularly, this term alludes to the articles that were comparative in nature, yet diverse in setting. The articles which took after the same arrangement of saying truths, suppositions and proposals without getting into much profundity.

2. Various: Editorials characterized into the assorted classification were on the same theme however had distinctive perspective. These publications differ as far as perspectives.

3. Exceptional: Editorials that were selective to a specific daily paper.  
  
DATA COLLECTION AND ANALYSIS

## A sum of 48 publications consolidated whole from both the daily papers were coded. The publications were coded according to the previously stated coding conspire, searching for the distinction of feeling assuming any.

## The information was coded and sorted into four classifications and three sub classes remembering the imperative occasions and significant substance. The classifications were: Political, Budget 2015, Corporate Interest and Others. The sub classes included: Analogous, Diverse and Unique. The articles distributed in both the daily papers on the same news story, taking after nearly the same configuration with adjusted truths and conclusions were incorporated into the Analogous class. The articles expressing an alternate perspective and more top to bottom data and foundation on an issue were incorporated into the diverse classification. What's more, the publications that were restrictive to a specific daily paper were considered in the Unique Category.

## The following are the samples for every sub classification:

## Closely resembling: The article under political classification 'Developmental Pangs: Kejriwal has risen successful in AAP's engagement, yet he should assign power' showed up in TOI on March 6, 2015. The publication on the same story showed up in The Hindu also on the same date with verging on same realities and recommendations. The article was on the emergency that scrutinized the administration of Mr. ArvindKejriwal. Both the articles recommended Kejriwal to figure out how to delegate power so as to successfully deal with the popularity based hierarchical structure and to give motivation to a solidification of mass assessment in the AAP's support. There were numerous different illustrations also for undifferentiated from articles.

## Differing: The article showed up in The Hindu 'Engaging the states' on February 26, 2015 discussed the proposals by the fourteenth Finance Commission in which the commission prescribed a more prominent devolution of supports from the Center's separable pool of assessment incomes to the states. The Hindu moved down the article with important samples, inside and out data and foundation keeping in mind the end goal to make the publication justifiable while TOI in the article 'Going Federal: The fourteenth Finance Commission engages states by putting more cash in their grasp's on the same day mentioned the pros and cons along with suggestions, thereby- making the story equally understandable. The approach used by both the writers was different but the editorial published by The Hindu relayed pertinent information in more sensationalized and detailed manner.

Unique: There were many editorials that were exclusive to both the newspapers. For example, The Hindu published an editorial ‘Cost of Negligence’ on February 23, 2015 which talked about the failure of successive governments in India in addressing the critical issue of health care providers in India. There were other editorials as well such as ‘The return of Father Alexis’ and ‘Welcome push on Infrastructure’. Talking about The Times of India, there were many exclusive stories published during this research period ranging from speculative, funny to innovative. These were ‘License to laugh: Humour lessons India should learn from the Oscar Jokes’, ‘Garbled Signals: For digital India to succeed, the government needs to get its spectrum policy right’ and many more.

IMPLICATIONS OF THE RESEARCH QUESTIONS

RQ1: In what way the viewpoints presented in the editorials differ in different newspapers?

Talking about The Hindu, a total of 23 editorials that appeared were read and analyzed. The editorials were divided into three sub categories: Analogous, Diverse and Unique. As per this pie chart, 48% of the editorials published in The Hindu were unique. That means, the editorial staff of The Hindu prefer to opinionate diversified news events in a varied manner. Many of the editorials were exclusive that means the newspaper believe in informing, persuading and entertaining the readers on most of the happenings of the world. About 30% of the content was under diverse category and about 22% was analogous. That means if we compare and analyze the editorials of both the newspapers, we’ll find a decent percentage of editorials on the same trending issue but with different angles and viewpoints. For example, most of the editorials in The Hindu were backed up with relevant understandable examples, more in depth information and suggestions without exceeding the word limit. Quite a talent in itself!

Discussing The Times of India, 52% of the publications distributed in this daily paper were novel and 20% were Diverse. With this we can say that TOI for the most part want to keep its substance as restrictive and special as could reasonably be expected without getting into more profundity particularly with regards to opinionate on the inclining issues. TOI want to stay exact and to the point while covering just important and vital statistical data points.

A percentage of the daily papers favor an inside and out target approach while composing articles while some others have a tendency to get impacted by either the powers or the political gatherings to compose a somewhat inclined perspective around a drifting political point. For this examination, we picked two driving daily papers to decide how the perspectives vary. Keeping in mind investigating the articles, we became more acquainted with that there are no such noticeable contrasts in the information gathered aside from the way that The Hindu like to go down the focuses expressed utilizing foundation data and some reasonable illustrations while The Times of India want to give important and important to the point certainties and conclusions.

RQ2: While writing editorials, what category of issues is generally preferred by the editorial staff?

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| --- | --- | --- | --- | --- | --- |
| S.No. | Categories | TOI\* | Percentage (%) | The Hindu\* | Percentage (%) |
| 1. | Political | 10 | 40 | 6 | 26.08 |
| 2. | Budget 2015 | 6 | 24 | 5 | 21.73 |
| 3. | Economy Oriented | 2 | 8 | 2 | 8.69 |
| 4. | Others | 7 | 28 | 10 | 43.47 |

\*Number of Editorials published

During the research period, The Hindu published 43% of the content in the ‘Others’ category and 26% of the editorials were on the ‘Political’ issues. Then comes ‘Budget 2015’ which covered around 22% of the editorial content and the issues related to ‘Economy’ were at the last place. Turns out, The Hindu provides a great diversity in coverage in the ‘Others’ category. The editorials in the ‘Others’ category included editorials on development and welfare schemes, anticipating Political or issues of news value.

During the research time frame, 40% of the editorials in TOI were on the ‘Political’ issues and the least number of editorials were on the issues of economic interest. Political issues were preferred majorly by The Times of India and then the issues under ‘Others’ category.

Looking at the graph, we can say that most of the editorials published in The Hindu come under the category ‘Others’. ‘Others’ category includes editorials like ‘Cost of Negligence’, ‘India on a Roll’, ‘The return of Father Alexis’, ‘Oscar Accolades’, ‘Surprises in quick succession’, ‘A Discriminatory Decision’ etc. Whereas most of the editorials published in TOI in the time frame of 15 days were under the category ‘Political’.

RQ3: Do the Indian Print Media still hold accountability of the readers? Do readers rely on editorials for unbiased and objective opinion?

In order to answer this research question, we conducted a survey basically to find out whether the readers consider newspapers credible enough to support their point of view. The target audience for this survey consists of a majority of people in the age group 20-30 who read either The Hindu or The Times of India. The questions were designed keeping in mind the objectives of this research. The sample size is 60.

1. Do you read editorials?

About 72% of the target audience prefers reading editorials. This question was asked basically to find out about how many people prefer to read editorials. Turns out there were people who don’t like reading anything apart from hard news stories.

2. Among the given options, what do you think is the most appropriate?

About 45% of people think that the editorials play a substantive role in developing public opinion. 24% thinks reading editorials provide an insight into the newspaper’s official stance, and around 21% of the people think editorials helps in analyzing the news story better. This question was asked basically to know about the perception of people regarding editorials. After getting the results, we got to know that a majority of people think that editorials help in shaping up people’s opinion.

3. What type of issue you generally prefer to read an editorial on?

This question was asked to know what kind of issues people generally prefer to read as editorials. And as per the results, about 34% of people prefer editorials on a diverse range of issues rather than sticking to any one type. 25% of people prefer editorials on political issues and after that the editorials on issues that are trending.

4. Which medium you generally prefer to read editorials?

About 54% of the people still prefer to read editorials through newspapers despite the digitization that means newspapers in India have still not completely lost its very essence. After newspapers, comes Websites of the newspapers. Around 24% of the people prefer websites when it comes to reading editorials. People also prefer to read news stories and editorials on social media.

5. Do you think editorials provide an unbiased objective approach towards an issue?

A majority of target audience thinks that the editorials don’t always provide an unbiased objective approach towards an issue. Especially when it comes to political issues- slight editorial bent or orientation can be easily identified in the editorials nowadays. From this, we can say that the readers do rely on editorials for unbiased facts and opinions. But somewhere newspapers are on the verge of losing their credibility. People have now started looking for other options for developing their opinion.

CONCLUSION

The study was basically a comparative quantitative content analysis of the two Indian leading newspapers, The Times of India and The Hindu. Through this research, we got to know that the editorials in the newspapers still hold accountability of the readers. Despite the emergence of social and digital media, newspapers have still not lost its very essence- there exists people who purchase information when social media sites are resources for free news.

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