



## *International Journal of Financial Management and Economics*

P-ISSN: 2617-9210  
E-ISSN: 2617-9229  
IJFME 2020; 3(2): 85-87  
Received: 08-05-2020  
Accepted: 16-06-2020

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### **International print media and development in India**

**Abhishek Jaiswal and Kuldeep Kumar**

#### **Abstract**

Modernization assumes that North American and European development models could be replicated in other regions of the world-newspapers with high readership manifest preponderance of development news either from Europe or the U.S.A. A trend towards a negative portrayal of news from Africa can also be witnessed simultaneously. Being a developing country with limited resources, India faces challenges on the social, economic, and political front. The difficulty escalates when in the name of development and modernization, the West's political philosophy is propagated, and the third world is disregarded in the international print media. Therefore, this paper seeks to address modernization's abstraction that has shaped the communication on development news. This research attempts to identify the disparity between India's developmental activity and a rather negative portrayal by the international print media, focusing only on the social exceptions. It germinates from the affirmation towards the human tendency of prioritizing the negative over positive news content. It is an endeavor to recognize the development model's disenchantment, which occurs in the third world. Print media could provide the faculty with wider horizons. Furthermore, it would place India in a better position when going through international negotiations for resource mobilization. Therefore, the paper deals with the omnipresent predicament of India's negative depiction, a developing economy, by international print media.

**Keywords:** Premium, capital formation, insurance business, Nigerian, ordinary least squares

#### **Introduction**

The media is essential in shaping a country's development, as it is not just a significant source of information dissemination but also the fourth estate of democracy. However, after the advent of media globalization, the developing world faces a crisis of adverse news reporting by international newspapers. Not only are the developing countries classified under a particular category of "South-Asia," but the scorn of predominant adverse reporting accompanies this.

The dissertation sets out to study India's negative portrayal of development news by international print media. This has been brought to light by putting the same dimensions of analysis in scrutiny in an Indian Newspaper.

The study also explores development news apart from political and economic perspectives, which settle with the western notion of development. Instead, the investigation takes the multidimensional view of evolution. It explores the relationship of development communication in print media, especially after the advent of globalization.

This study's research method is content analysis, a very frequently used approach in media studies. Another method used is comparative analysis, done using a quantitative study of news items in the text.

This research is structured with sections. The first section is of Literature Review, which elaborates on the rise of malicious news content in the third world by international print media. It elaborates on the critical concept of media imperialism, which is linked to this study. This is ensured by the methodology chapter that delves into the details of the content analysis and comparative analysis methods used in this research, explaining the quantitative technique used, the units of analyses, the research time frame, etc. This is followed by the Findings and Analysis section, in which the results of the content analysis are presented. The study ends with a conclusive note.

#### **Literature Review**

Development is multidimensional. It can be viewed from different dimensions, each dimension bringing its point of view.

For somebody, the fulfillment of basic needs is development, while for someone else, freeing oneself from a conflict could be development. Ensured equality of outcome/opportunity, justice at every level, dignified life, and freedom from various vices can also be assessed as tenets of development. Rogers states that "development is a long participatory process of social change in the society whose objective is the material and social progress for most of the population through a better understanding of their environment." ROGERS (1990:30). Tayebwa states that development is a broad term that should not be limited to mean economic development, economic welfare, or material well-being; development generally includes improvements in economic, social, and political aspects of society like security, culture, social activities, and political institutions. T.A.Y.E.B.W.A. (1992:261). Dudley Sears (1985) posited that development involves the creation of opportunities for the realization of human potentialities. Development is neither a simple nor straightforward linear process. It is a multidimensional exercise that seeks to transform society by addressing the entire complex interwoven strands, living in pulses that are a part of an organic whole. (Dr. Malik Zahra Khalid, Nov. 2015) (Haqqani, 2003)

Therefore, it could be understood that development involves transformations or advancement in multiple dimensions to improve the political, economic, and socially lives of the people in a nation. It consists of accommodating non-linear perspectives, not limiting itself to the sphere of political and economic welfare but also inclusive of security, culture, and society.

Communication acts a crucial role in the development of any nation. After the advent of globalization, communication became globalized with the advent of technology; Thus, media globalization took place. The role of the media is not limited to information dissemination but also affects Developmental policies. Similarly, International media plays a role in the development of a nation. It influences the sources of resource mobilization and portrayal of a country in international platforms, increasing the probability of international investment in a nation. This Influence exerted on development by the media is what is known as "development communication." It involves using communication to change or improve something. Print media and electronic media both perform a significant role in the development of communication of any country. Print media has been endowed with the crown of the traditional source of media. Even after the advent of electronic media like radio and television, the print media stands still with its relevance intact. It has been found to have a more profound impact on the reader's mind as it does in-depth reporting and analysis. (Patil, December 2011) With the globalisation in technology and development communication, print media's circulation has sped up in recent years. With all significant newspapers being available online at a low price, they impact a particular nation's portrayal. India, categorized in "Asia-pacific," not just shows the level of importance given to the region, but detailed analyses reflect India's nuances to the world. Thus, it becomes imperative to study development communication in the light of print media.

Imperialism was a sentiment rather than a policy; its foundations were moral rather than intellectual. (Nandy, 1983) <sup>[3]</sup> Herbert Schiller, an American sociologist, talked about cultural imperialism. Cultural Imperialism Theory states that Western nations dominate the media worldwide,

which in return has a powerful effect on Third World Cultures by imposing them Western views and therefore destroying their native cultures. In the 1960s, cultural imperialism was used in communication to understand the - complex phenomenon of U.S. media domination. (Chang, 2010, p.9)

Media plays a significant role in making sentiments, and therefore as a receptor to media coverage, developing nations are passing through media imperialism.

Being a victim of media imperialism of the developed world, third-world countries face a lacuna of positive development news highlighted in the international newspapers. Foreign news has a significant role. Coverage of a foreign nation can affect people's perception of the foreign nation (Perry, 1990; Salwen & Matera, 1992). Apart from building knowledge of the reader in a foreign nation, news creates a portrayal. If negative, or if the majority of the content is negative, it would create a negative image of the image, which certainly makes it less likely to impact its economy or politics positively. (Gupta, 2012) <sup>[2]</sup> Sharma J. (2005), who reports in his book '*Ethics and Journalism*' states that, 'Media are playing a vital role in informing the people and influencing their thinking and shaping their attitudes. Journalists have to act with a great sense of responsibility because their writing has a tremendous impact on society.' A journalist is thus a fundamental unit of any democratic system.

However, it remains a matter of debate about why only a few countries get better coverage and not others. Looking into history, we find, the changing world order after the collapse of the Soviet Union in 1991 changed the determinants of international news coverage to a certain extent (Boccardi, 1993); for nearly four decades, the U.S. media portrayed the image of the U.S.S.R. as -an evil empire, a secret society, and an ultimate enemy (Wang, 1995, p. 228). Some of the studies found that China became the new adversary of the U.S.A. Studies found that the U.S. media started giving more coverage to China after the fragmentation of the U.S.S.R. The U.S. media that considered China a harmless nation started carrying more negative news about China after the Cold War (Stone & Xiao, 2007).

The U.S. media then also found adversaries with Middle-East nations, including Iran, Iraq, and Afghanistan. Galtung and Ruge also prognosticated that reference to something negative is a good predictor of news. The terrorist attacks on 9/11 were another occasion that changed the landscape of international news coverage. Chang & Chang (2003), in a study of world editorials on the September 11 attack, studied the use of religion as a determinant for international news coverage. They found that-editorials in Muslim countries were less likely than those in non-Muslim countries to focus on an international coalition, 'while editorials in Galtung and Ruge in their 12 predictors of news included reference negativity. Charles *et al.* (1979), in their examination of coverage by *the New York Times* of 18 African countries, found that news of violence received more prominence than other factors. Studies confirmed that most newspapers give more significance to negative news originating from the Third World countries than the industrialized and developed nations (Schulz, 2001).

In a study of three television networks, A.B.C., N.B.C., and C.B.S., Larson (1982) discovered that around 50 percent of a foreign country's international news had U.S. involvement

in one way or another. In the same vein, Riffe (1996), in a study of *New York Times* coverage of foreign nations from 1980 to 1990, found 39 percent of the news report had linkage to the United States' interest. (Gupta, 2012)<sup>[2]</sup>.

One crucial reason for the imbalance is a lack of communication resources in Third World countries. The major global news agencies- A.P., U.P.I., Reuters, and AFP- are located in developed countries: United States, France, and Britain (Chang, Shoemaker, & Brendlinger, 1987).

In 1979, Charles, Shores, and Todd examined coverage by *the New York Times* of 18 African countries and found that news of violence was given prominence over other issues. In the 1980s, India complained of similarly unfair treatment by Western media. The Western media were blamed for covering negative news of drought, flood, and civil war in India and ignoring the nation's entry into space and satellite launches (Yadav, 1984).

Herbert Schiller was among the few who raised questions on media imperialism and cultural homogenization, and the subsequent dominant position asserted by America in the media industry in the post-war period. This has paved the path to a global media industry dominated by some media conglomerates.

### Methodology

The study is a simple descriptive and analytical content analysis and comparative analysis, through quantitative estimates of the top relevant news of two international newspapers and one national newspaper. International newspapers are- the *New York Times* and *The Guardian*, and national Newspaper- the *Hindu*. For the international newspaper, all the news ranging from January 2018 to August 2018 is taken, and for the Indian newspaper, the most relevant news ranging up to fifty on each dimension of development is analyzed. Content categories analyzed are Women, Environment, and Education for record units being news items. The environment and Education have been taken as the key components to assess development news in the study.

Quantitative content analysis can be defined as the compartmentalization of communication texts into categories defined and constructed by the researcher and the analysis of these categories' relationships using statistical techniques (Riffe *et al.*, 2005:3). Wimmer and Dominick (2006) state that because the content analysis is quantitative, it allows the researchers to obtain precision in the results. (Patil, December 2011)

**Table 1:** Show the Development discourse

Name of Newspaper	Development discourse	Total News items	Positive news	Negative news
The Guardian	Education	25	7(28%)	18(72%)
	Women	61	13(21%)	47(79%)
	Environment	22	3(13. 6%)	19(86.3%)
The New York Times	Education	14	1(7%)	13(93%)
	Women	31	5(16%)	26(84%)
	Environment	8	2(25%)	6(75%)
The Hindu	Education	52	47(90%)	5(10%)
	Women	47	36(76%)	11(24%)
	Environment	48	42(87%)	6(12.5%)

### Content analysis through quantitative method

Over eight months, ranging from January 2018 to August 2018, The Guardian's analysis showcases a trend of showing

malicious news content on India on all three dimensions taken to assess developmental news. For education, women, and the environment, the study revealed the negative content is 72%, 79%, and 86.3%, respectively. The positive content was as low as 28%, 21%, and 13.6%, respectively. The study also revealed a similar trend in another international newspaper, The New York Times. There can be a massive amount of negative news content on Education, women, and Environment, with the respective percentage share being 93%, 84%, and 75%. Such negative portrayal of India, with showcasing positive news content as low as 7%, 16%, and 25%, respectively, indicates poor depiction of the country's development when analyzed in reference to an Indian newspaper. Analyzing The Hindu revealed glaring disparities in development news on the same dimensions of education, women, and the environment. It brought to light that positive news was respectively 90%, 76%, and 87% compared to New York Times, which shows only 7%, 16%, and 25% of the overall news content analyzed over a much larger frame of time.

In education, there is comprehensive coverage of news such as cheating in the exam is common in India, paying large bribes to buy test papers, Hindu nationalist agenda influencing textbooks and so on. Use of headlines such as "India tried to stop cheating in school- so half a million students just skipped exams." Even positive news is also tinted with a negative backlash. For example, India's news coverage introducing happiness classes ended with commentary stating that there is no proof of its workability in the *New York Times*. On the other hand, a massive percentage of positive news of quality educational development seems to be ignored, which we can see features in The Hindu. A similar trend is to be seen in the Women and Environment dimension.

### Conclusion

From the above discussion, it can be concluded that development communication in India's context has shown a negative portrayal. The vast disparity in percentage share of positive news on Indian development in International print media- New York Times and The Guardian with Indian print media- The Hindu can be witnessed through the finding. India is one sub-category in the category of "Asia-pacific"; therefore, limited coverage is provided, which is also negative. A very low percentage of complimentary news items reveal negativity associated with the Indian understanding of development and estrangement to India's development pace. Therefore, the quantitative analysis proves the hypothesis of Indian development being wrongly portrayed in International media.

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