

## Chapter-IV

### Data Interpretation

The researcher has collected data for one year from “*The Shillong Times*” and “*The Meghalaya Times*”. Data was collected from 1. 10. 11 for ten days on a rotation every month. The date of the data collected by the researcher is from 1.10.11 to 17.9.12. Two magazines were analyzed for the period of one year. Twenty four issues of “*The Eastern Panorama*” and the “*The Northeast Today*” were taken for the study.

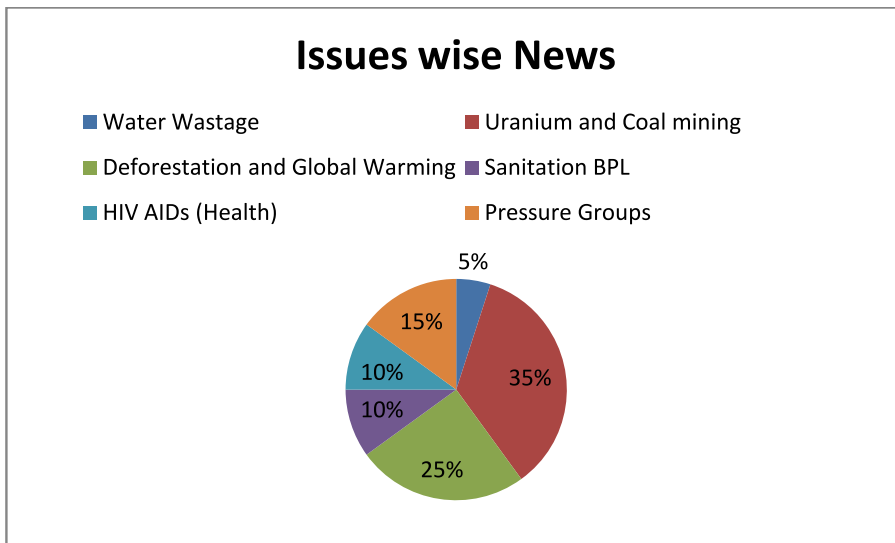
“*The Shillong Times*”, a newspaper published from Shillong has an average print space of 448 Col cm per page on an average day. The newspaper was scanned for one year with any random 10 days constituting a month for the purpose of the study. The news hole was measured after deducting the ad space from the total print space.

The table below shows the news hole of the paper for a period of one year.

Total Print Space for “ <i>The Shillong Times</i> ” – 448	News Hole for one year From 1.10.11 to 17.9.12 -163,520
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**Table 1.1**

<b>Issues wise News hole</b>	<b>Water Wastage</b>	<b>Uranium &amp; Coal Mining</b>	<b>Deforestation and Global Warming</b>	<b>Sanitation to BPL</b>	<b>HIV AIDS (Health)</b>	<b>Pressure Groups</b>
134,400	5%	35%	25%	10%	10%	15%



The researcher has calculated the issues wise news hole for “*The Shillong Times*” and the amount of space given to a specified issue. Water Wastage and Sanitation to BPL got 10% of space respectively for the duration of one year. The highest amount of space accorded was given to Uranium and coal mining with 35%, followed by Deforestation and Global Warming with 25%. HIV AIDS and health issues had a representation of 10% with pressure groups being given space up to 15% for the span of one year.

**Table 1.2**

<b>Water Wastage</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
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20	12	8	60%
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There were 20 news items published in Shillong Times during the period of the study. Out of this, 12 news items were published in the upper half of the newspaper. Location of the story is an important yardstick for measuring the perceived importance of a news story and the table above shows that 60% of the stories published by Shillong Times were given Upper Half treatment.

**Table 1.3**

<b>Uranium and Coal Mining</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
<b>78</b>	<b>40</b>	<b>38</b>	<b>51.25%</b>

There were 78 news items published in Shillong Times during the period of the study. Out of this, 40 news items were published in the upper half of the newspaper. Location of the story is an important yardstick for measuring the perceived importance of a news story and the table above shows that 51.25% of the stories published by Shillong Times were given Upper Half treatment.

**Table 1.4**

<b>Deforestation and Global Warming</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
<b>64</b>	<b>40</b>	<b>24</b>	<b>62.5%</b>

There were 64 news items published in Shillong Times during the period of the study. Out of this, 40 news items were published in the upper half of the newspaper. Location of the

story is an important yardstick for measuring the perceived importance of a news story and the table above shows that 62.5% of the stories published by Shillong Times were given Upper Half treatment. 24 stories were placed in the lower half.

**Table 1.5**

<b>Sanitation to BPL</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
<b>8</b>	<b>0</b>	<b>8</b>	<b>0%</b>

There were 8 news items published in Shillong Times during the period of the study. Out of this, no news items were published in the upper half of the newspaper. Location of the story is an important yardstick for measuring the perceived importance of a news story and the table above shows that none of the stories was published by Shillong Times was given Upper Half treatment. All stories were placed in the lower half. 100% stories were placed in the lower half.

**Table 1.6**

<b>HIV/AIDS</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
<b>30</b>	<b>20</b>	<b>10</b>	<b>66.66%</b>

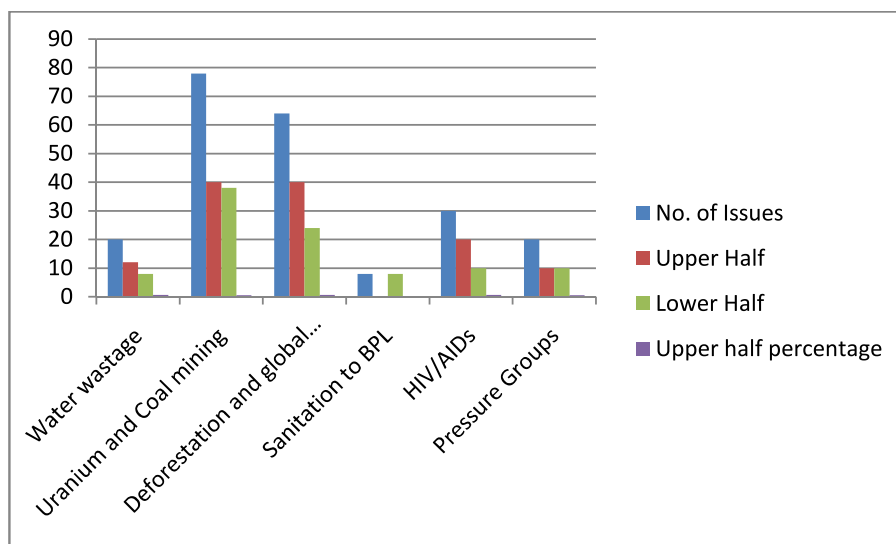
There were 30 news items published in Shillong Times during the period of the study. Out of this, 20 news items were published in the upper half of the newspaper. Location of the story is an important yardstick for measuring the perceived importance of a news story and the table above shows that 66.66% of the stories published by Shillong Times were given Upper Half treatment. 10 stories were placed in the lower half.

**Table 1.7**

<b>Pressure Groups</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
<b>20</b>	<b>10</b>	<b>10</b>	<b>50%</b>

There were 20 news items published in Shillong Times during the period of the study. Out of this, 10 news items were published in the upper half of the newspaper. Location of the story is an important yardstick for measuring the perceived importance of a news story and the table above shows that 50% of the stories published by Shillong Times were given Upper Half treatment. 10 stories were placed in the lower half stories were placed in the lower half.

**Graph 1**



“The Meghalaya Times” is an English daily published from Shillong. The Average Total Print space = 456 (57\*8)

**Table 1.8**

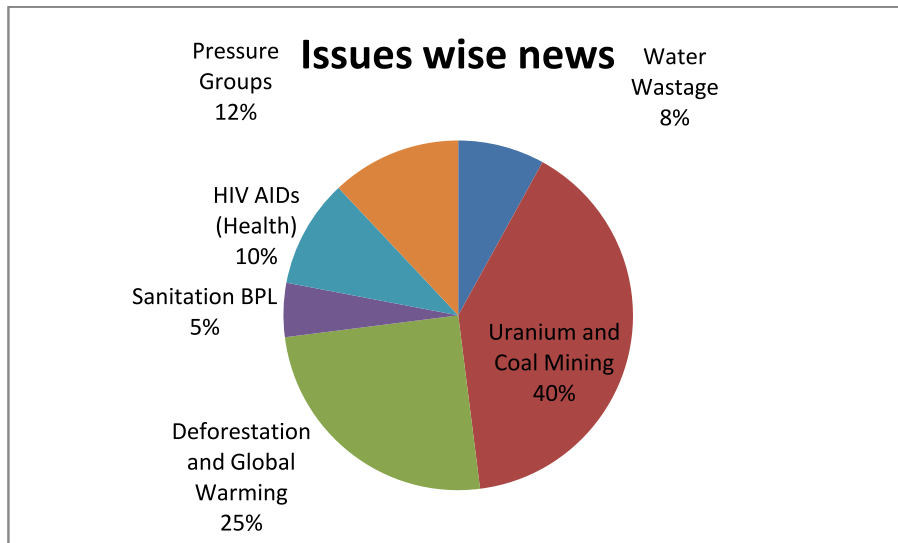
Total Print Space for “ <i>The Meghalaya Times</i> ” – 456	News Hole for one year From 1.10.11 to 17.9.12 -166,440
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“The Meghalaya Times”, a newspaper published from Shillong has an average print space of 456 Col cm per page on an average day. The newspaper was scanned for one year with any random 10 days constituting a month for the purpose of the study. The news hole was measured after deducting the ad space from the total print space.

**Table 1.9**

<b>Issues wise New hole</b>	<b>Water Wastage</b>	<b>Uranium &amp; Coal Mining</b>	<b>Deforestation and Global Warming</b>	<b>Sanitation to BPL</b>	<b>HIV AIDS (Health)</b>	<b>Pressure Groups</b>
<b>137,319</b>	<b>8%</b>	<b>40%</b>	<b>25%</b>	<b>5%</b>	<b>10%</b>	<b>12%</b>

**Graph 2**



“*The Shillong Times*” and “*The Meghalaya Times*” have a similar approach towards the covering an issue. There is not much difference in percentage of the issues covered. Most of the items which appear in “*The Shillong Times*” are apparently taken up by the “*The Meghalaya Times*”.

**Table 1.10**

<b>Water Wastage</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
<b>25</b>	<b>12.</b>	<b>13</b>	<b>48%</b>

There were 25news items published in “*The Meghalaya Times*” during the period of the study. Out of this, 12 news items were published in the upper half of the newspaper. Location of the story is an important yardstick for measuring the perceived importance of a news story and the table above shows that 48%of the stories published by “*The Meghalaya Times*” were given Upper Half treatment. 13 stories were placed in the lower half.

**Table 1.11**

<b>Uranium and Coal Mining</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
<b>80</b>	<b>40</b>	<b>40</b>	<b>50%</b>

There were 80news items published in “*The Meghalaya Times*” during the period of the study. Out of this, 40news items were published in the upper half of the newspaper. Location of the story is an important yardstick for measuring the perceived importance of a

news story and the table above shows that 50% of the stories published by “The Meghalaya Times” were given Upper Half treatment. 40 stories were placed in the lower half.

**Table 1.12**

<b>Deforestation and Global Warming</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
<b>65</b>	<b>42</b>	<b>23</b>	<b>64.61%</b>

There were 65 news items published in “The Meghalaya Times” during the period of the study. Out of this, 42 news items were published in the upper half of the newspaper. Location of the story is an important yardstick for measuring the perceived importance of a news story and the table above shows that 64.61% of the stories published by “The Meghalaya Times” were given Upper Half treatment. 23 stories were placed in the lower half.

**Table 1.13**

<b>Sanitation to BPL</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
<b>10</b>	<b>0</b>	<b>10</b>	<b>0%</b>

There were 10 news items published in “The Meghalaya Times” during the period of the study. Out of this, no news item was published in the upper half of the newspaper.



Location of the story is an important yardstick for measuring the perceived importance of a news story and the table above shows that 0% of the stories published by “The Meghalaya Times” were given Upper Half treatment. All 10 stories were placed in the lower half.

**Table 1.14**

<b>HIV/AIDS</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
<b>40</b>	<b>20</b>	<b>20</b>	<b>50%</b>

There were 40 news items published in “The Meghalaya Times” during the period of the study. Out of this, 20 news items were published in the upper half of the newspaper. Location of the story is an important yardstick for measuring the perceived importance of a news story and the table above shows that 50% of the stories published by “The Meghalaya Times” were given Upper Half treatment. 20 stories were placed in the lower half.

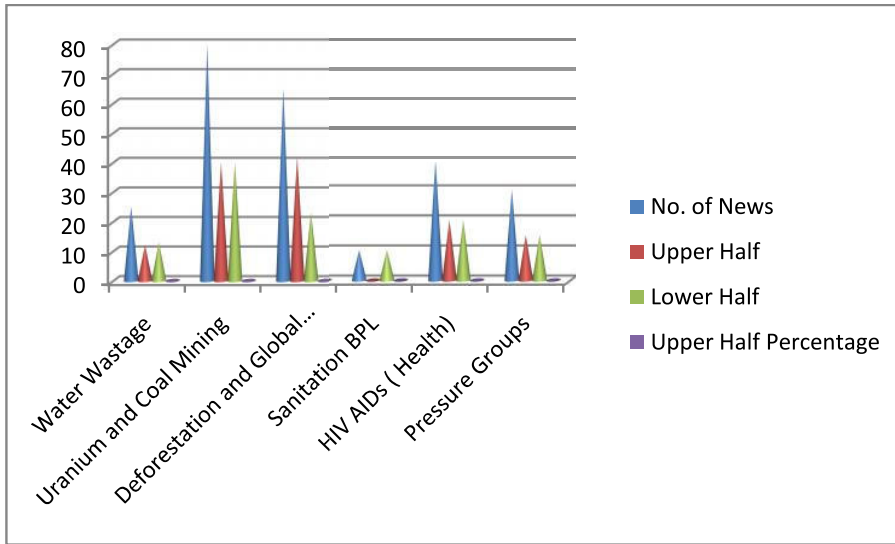
**Table 1.15**

<b>Pressure Groups</b>	<b>Upper Half</b>	<b>Lower Half</b>	<b>Upper Half Percentage</b>
<b>30</b>	<b>15</b>	<b>15</b>	<b>50%</b>

There were 30 news items published in “The Meghalaya Times” during the period of the study. Out of this, 15 news items were published in the upper half of the newspaper. Location of the story is an important yardstick for measuring the perceived importance of a

news story and the table above shows that 50% of the stories published by “The Meghalaya Times” were given UpperHalf treatment. 15 stories were placed in the lower half.

**Graph 3**

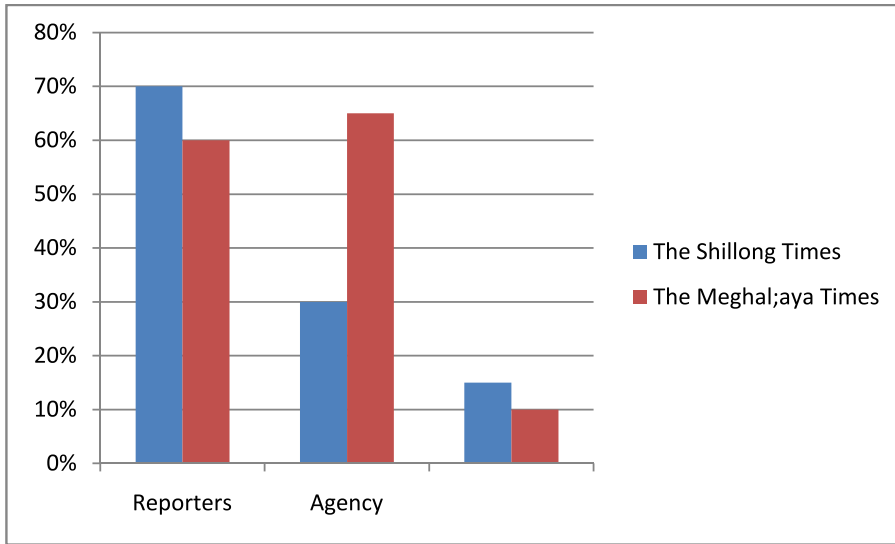


**Table 1.16**

**SUMMARY OF FINDINGS OF TYPE IN TWO NEWSPAPERS**

	<b>Pro active</b>	<b>Re active</b>	<b>Critical</b>
<b><i>“The Shillong Times”</i></b>	<b>29%</b>	<b>56%</b>	<b>15%</b>
<b>“The Meghalaya Times”</b>	<b>25%</b>	<b>65%</b>	<b>10%</b>

**Graph 4**

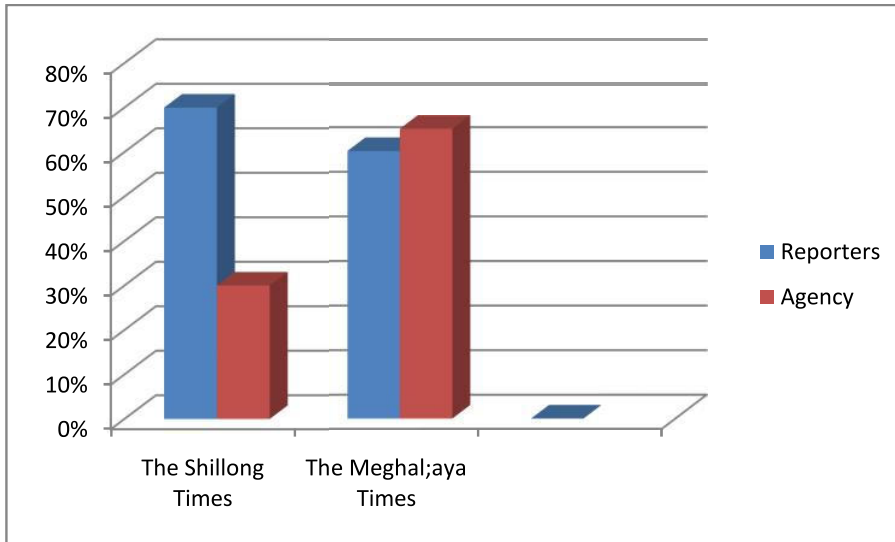


**Table 1.17**

**SUMMARY OF SOURCE IN Two NEWSPAPERS for one year from 2011-12**

	<b>Reporters</b>	<b>Agency</b>
<b><i>“The Shillong Times”</i></b>	70%	30%
<b><i>“The Meghalaya Times”</i></b>	60%	40%

**Graph 5**



Reports published in the front page on the concerned issues

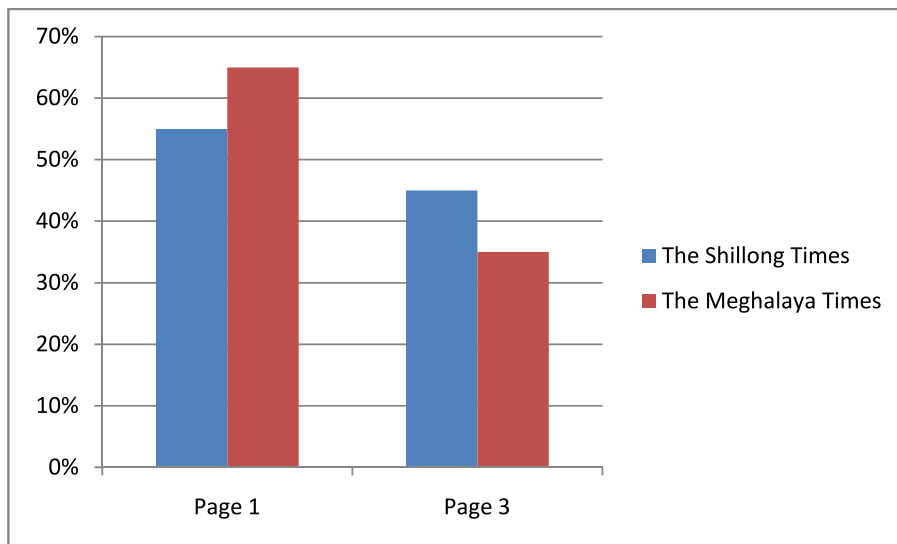
The tables below shows that in “*The Shillong Times*” 55% news on the concerned issues were taken in the front page whereas in “*Meghalaya Times*” 65% of news on the concerned issue was taken in front page.

**Table 1.18**

	<b>Page 1</b>	<b>Page 3</b>
<b>“<i>The Shillong Times</i>”</b>	55%	45%
<b>“<i>The Meghalaya Times</i>”</b>	65%	35%

The front page coverage on the news is depicted in the graph below

**Graph 6**



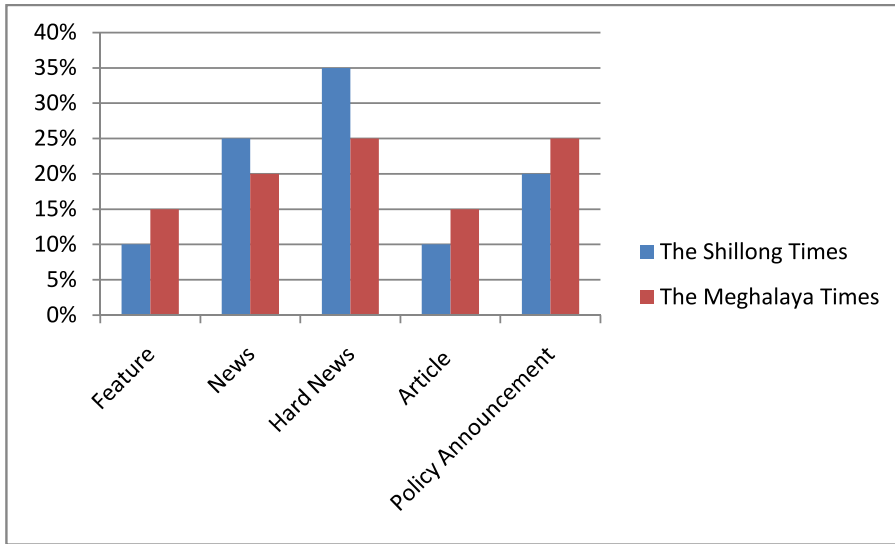
Orientation on news published in “*The Shillong Times*” and “*The Meghalaya Times*”

**Table 1.19**

The description of the news story are given below in the table

	<b>Feature</b>	<b>News</b>	<b>Hard News</b>	<b>Article</b>	<b>Policy Announcement</b>
<b>“<i>The Shillong Times</i>”</b>	10%	25%	35%	10%	20%
<b>“<i>The Meghalaya Times</i>”</b>	15%	20%	25%	15%	25%

**Graph 7**

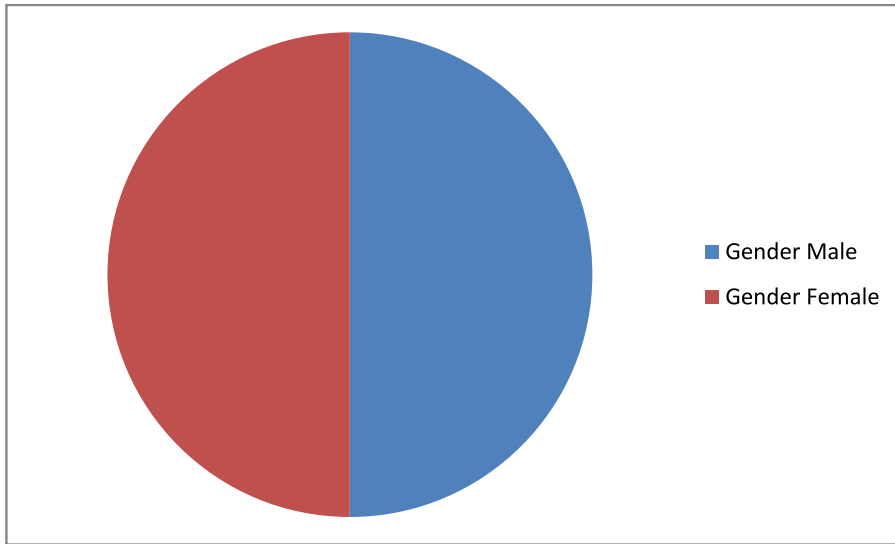


A survey was conducted of 100 urban newspaper readers of which 50 were male and 50 female.

Gender

Male	Female
50	50
<b>Total</b>	<b>100 respondents</b>

**Graph 8**

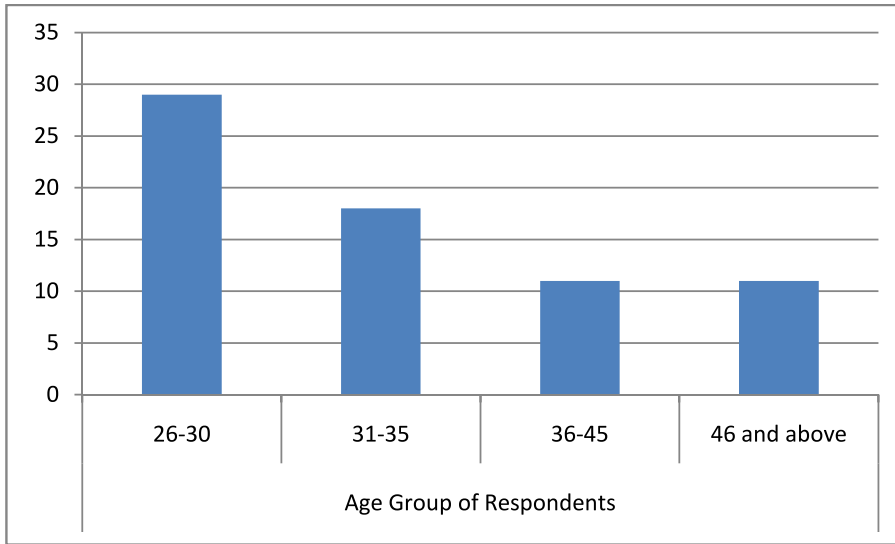


**Table 1.20**

Age Group of the respondents

20-25	26-30	31-35	36-45	46 and above
31	29	18	11	11
<b>Total 100 Respondents</b>				

**Graph 9**



Age groups of the respondents were ranged from 20 to 45 years and above. 31 respondents belonged to 20 -25, 29 respondents were from 26-30, 18 respondents from 31-35 and 11 respondents belonged to 36-45 and 46 and above respectively.

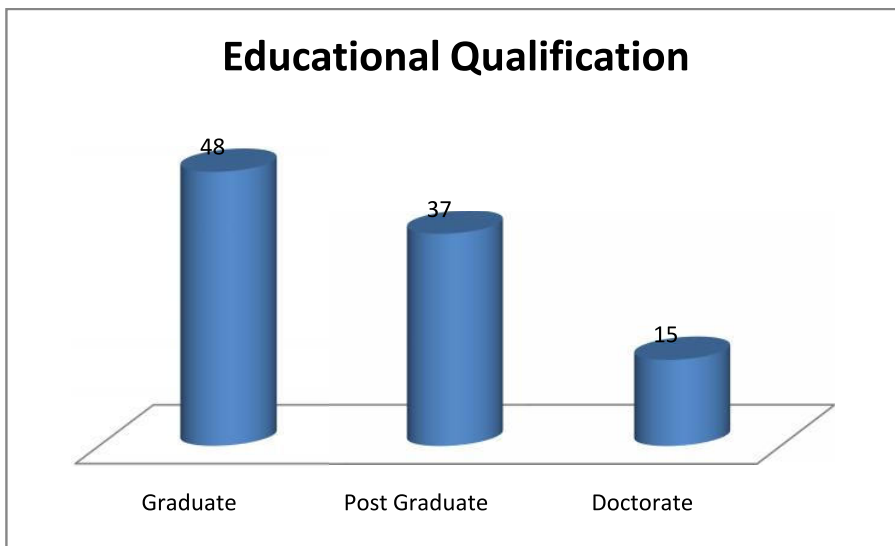
**Educational Qualification**

**Table 1.21**

<b>Graduate</b>	<b>Post Graduate</b>	<b>Doctorate</b>
<b>48</b>	<b>37</b>	<b>15</b>
<b>Total 100 respondents</b>		



**Graph 10**

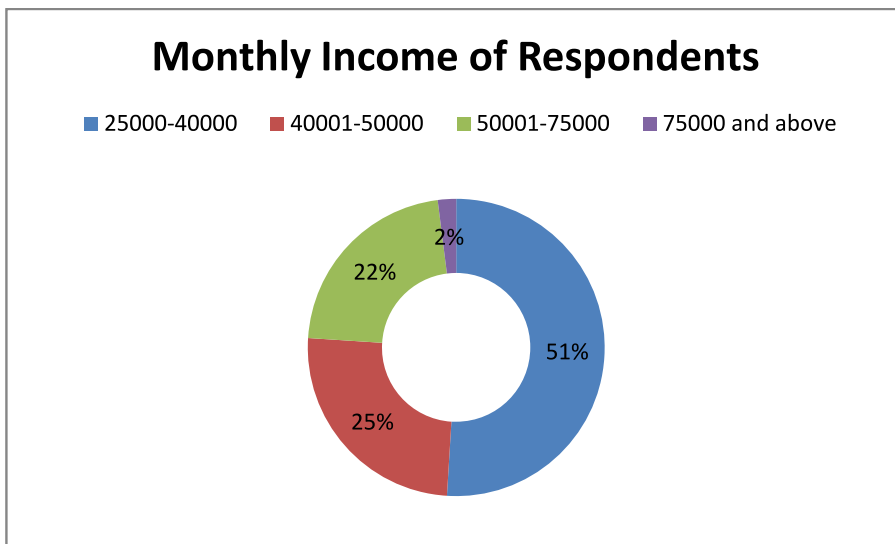


The educational qualifications of the respondents were 48% were graduate 37% post graduate and 15% doctorate.

Monthly incomes of the respondents were categorized as 25000-40000, 40001-50000, 50001-75000, 75000 and above.

25000-40000	40001-50000	50001-75000	75000 & above
51	25	22	2
Total respondents 100			

**Graph 11**



Monthly incomes of the respondents were categorized as 25000-40000, 40001-50000, 50001-75000, and 75000 and above of which 51 respondents belonged to 25000-40000, 25 respondents belonged to 40001-50000, 22 respondents belonged to 50001-75000, and only 2 respondents belonged to 75000 and above category respectively.

1) Do you have the habit of reading newspaper?

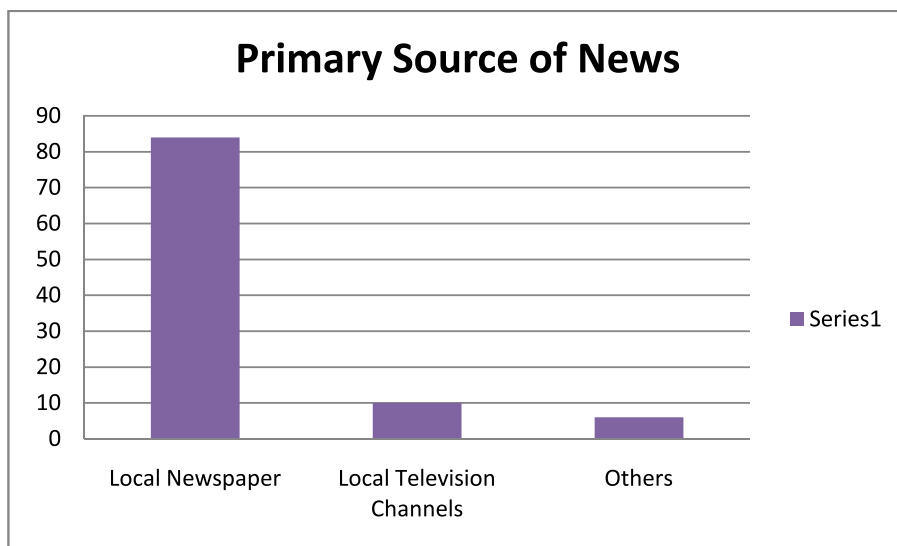
Yes	100
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All the respondents are found to have the habit of reading newspapers as it was a purposive sampling.

2) What is the primary source of news on your state of the following?

Local Newspapers	84
Local Television Channels	10
Others	6

**Graph 12**

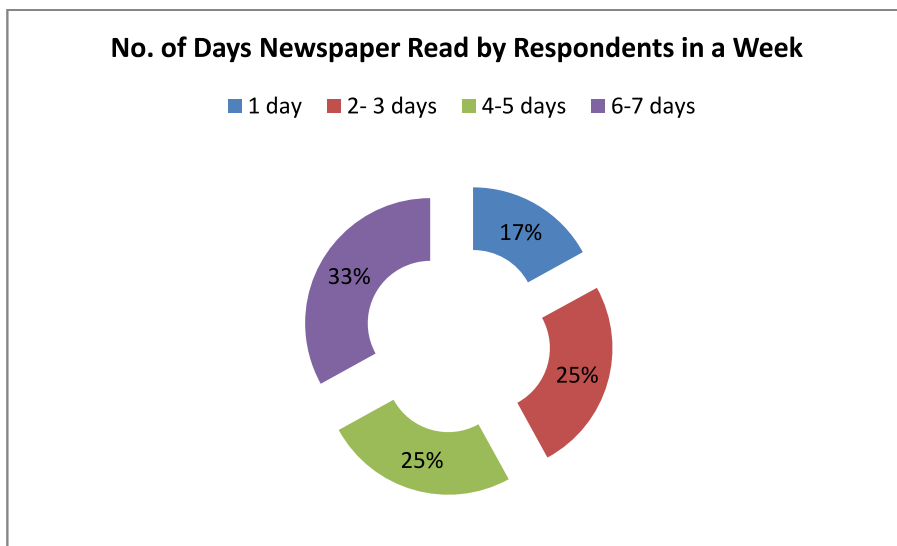


Among the 100 respondents 84 % agree that newspaper is the only source of information in the state whereas 10% depend on local channels.

3) If so how often do you read newspaper in a week?

<b>1s</b>	<b>2-3</b>	<b>4-5</b>	<b>6-7</b>
<b>17</b>	<b>25</b>	<b>25</b>	<b>33</b>
<b>Total 100</b>			

**Graph 13**



According to the survey conducted of 100 respondents 17 respondents read newspaper once a week were as 25 respondents read 2-3 times and 4-5 times a week respectively and 33 respondents read it daily that is 7 days a week.

4) What area of news do you like for in the newspaper?

<b>News</b>	<b>64</b>
<b>Entertainment</b>	<b>20</b>
<b>Sports</b>	<b>25</b>
<b>Business</b>	<b>9</b>

Others- Form 7- Articles, Political Issues

Form 30- Editorial Column

Form 73-Editorial

Form 78-Crime

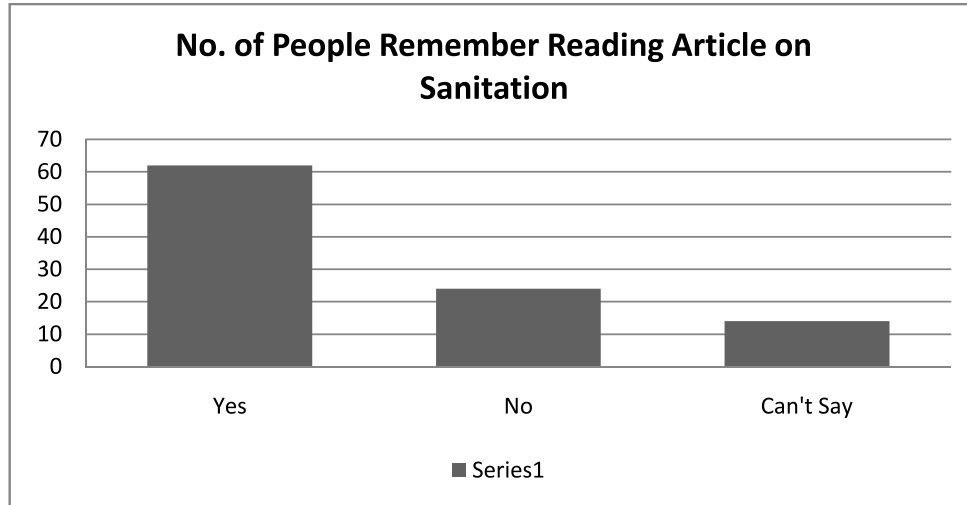
Form 81- Science and Technology

Among 100 respondents 64% said they look for news in the paper whereas 20% look for entertainment section, 25% read only sports and 9% read only business. Other sections which interest the reader are the editorial column, crime and science and technology.

- 5) Do you remember frequently reading article / news story in Shillong newspaper on sanitation in the last one year?

Yes	31
No	45
Can't Say	24

**Graph 14**



Among 100 respondents 31% say yes they remember reading article on sanitation whereas 45% say no and 24% cannot recollect reading any news on sanitation

- 1) Do you remember frequently reading article / news story in Shillong newspaper regarding environmental and climate change issues in the last one year?

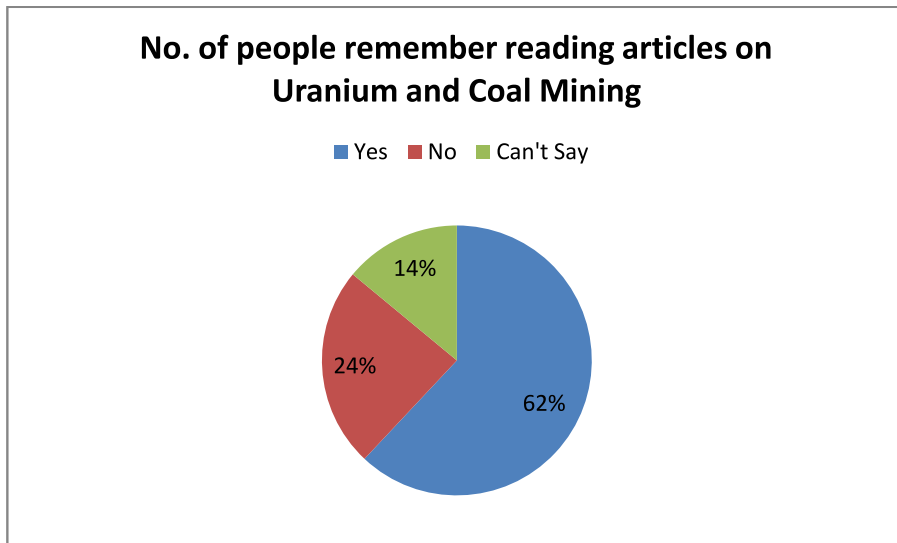
Yes	40
No	44
Can't Say	16

Among 100 respondents 40% say yes they remember reading article on climate change whereas 44% say no and 16% cannot recollect reading any news on sanitation.

- 2) Do you remember frequently reading article / news story in Shillong newspaper on Uranium and coal mining in the last one year?

Yes	62
No	24
Can't Say	14

**Graph 15**

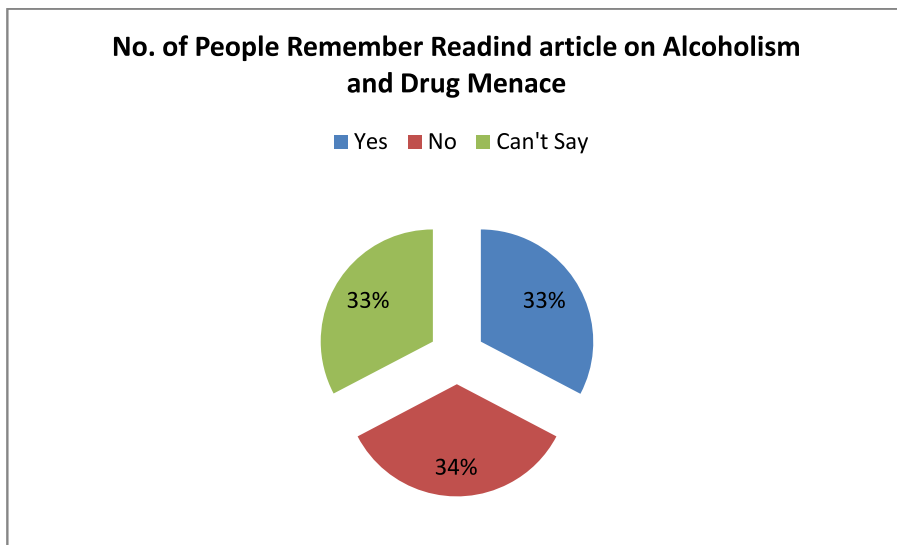


Among 100 respondents 62% say yes they remember reading article on Uranium and coal mining whereas 24% say no and 14% cannot recollect reading any news on sanitation.

- 3) Do you remember frequently reading article / news story in Shillong on Alcoholism and drug menace in the last one year?

Yes	45
No	36
Can't Say	19

**Graph 16**



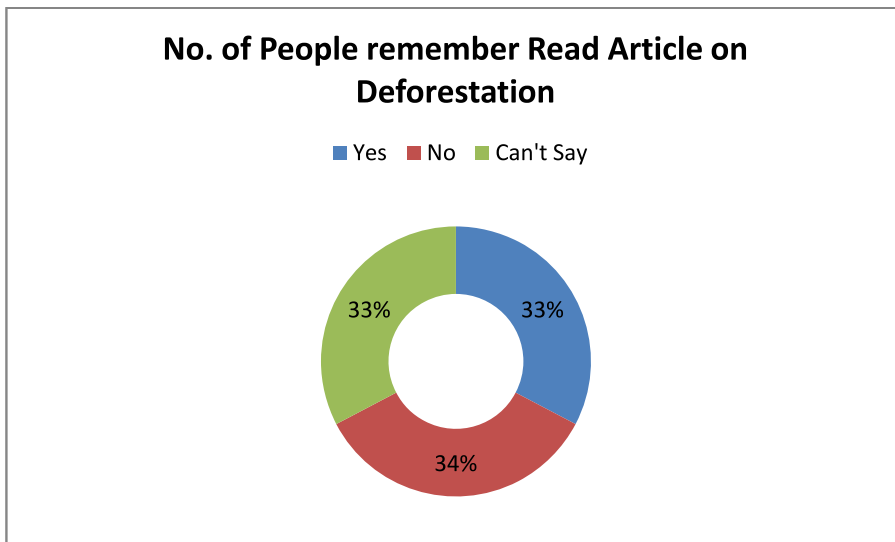
Among 100 respondents 45% say yes they remember reading article on drug menace whereas 36% say no and 19% cannot recollect reading any news on sanitation.



4) Do you remember frequently reading article / news story in Shillong newspaper on deforestation?

Yes	25
No	48
Can't Say	27

**Graph 17**

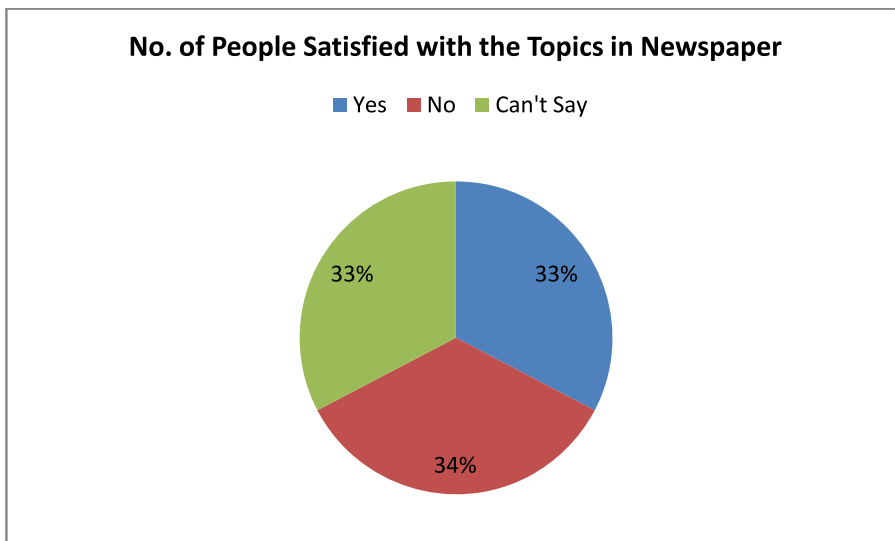


Among 100 respondents 25% could recollect reading stories on deforestation, 48% gave a negative response, whereas 27% did not recollect reading any such stories.

10) Are you satisfied with the content that you have read on the above mentioned topics in your newspaper?

Yes	33
No	44
Can't Say	23

**Graph 18**

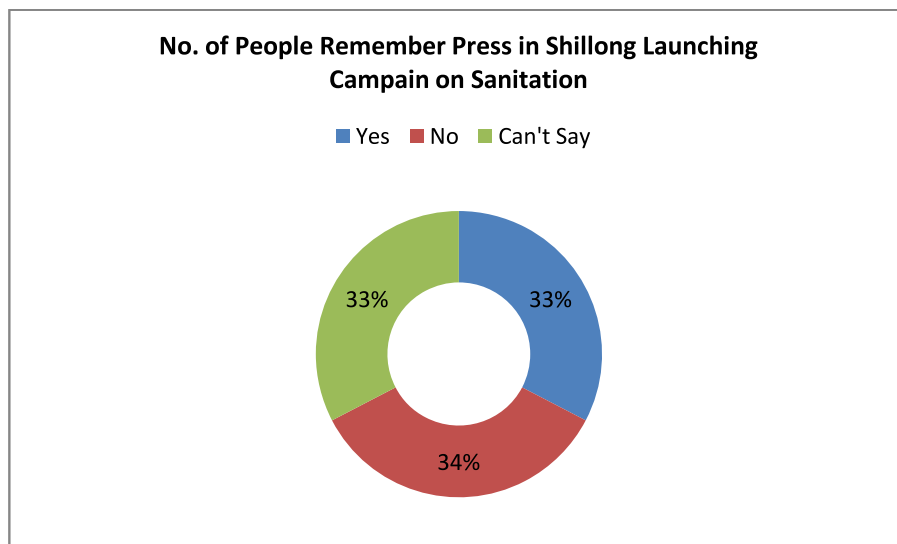


Among 100 respondents 44% are not satisfied with what they read, 33% are happy with what they read and 23% kept numb to it.

11) Do you remember press in Shillong launching any campaign on Sanitation?

Yes	24
No	49
Can't Say	27

**Graph 19**

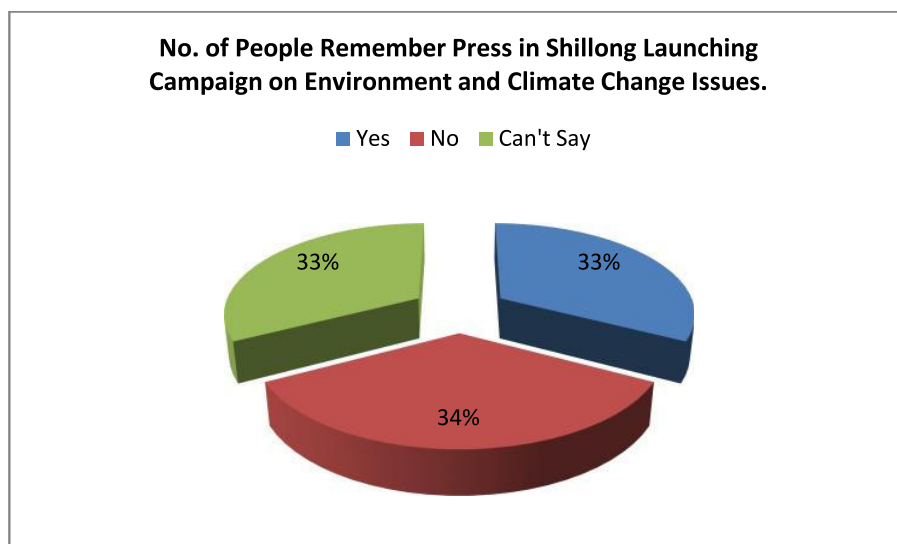


Among 100 respondents 24% could recollect reading stories on Sanitation and 49% gave a negative response, whereas 27% did not recollect reading any such stories.

12) Do you remember press in Shillong launching any campaign on environment and climate change issues?

Yes	36
No	43
Can't Say	21

**Graph 20**

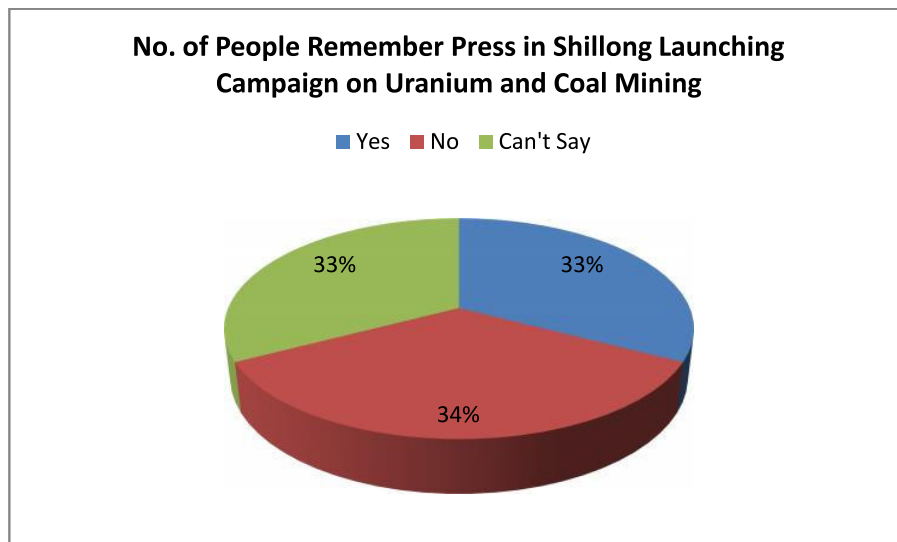


Among 100 respondents 36% could recollect reading stories on environment 43% gave a negative response, whereas 21% did not recollect reading any such stories.

13) Do you remember Press in Shillong launching any campaign on Uranium and coal mining?

Yes	33
No	39
Can't Say	28

**Graph 21**

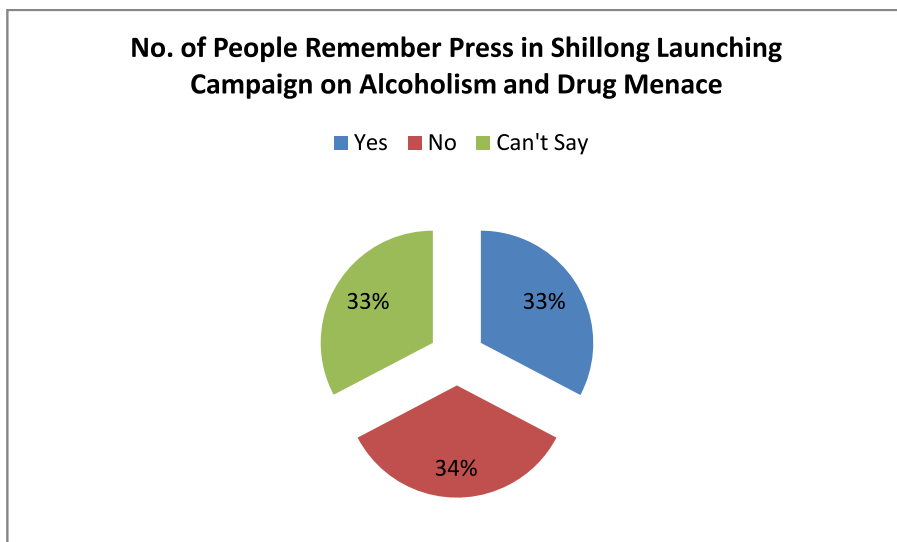


Among 100 respondents 33% could recollect reading stories on Uranium and coal mining, 39% gave a negative response, whereas 28% did not recollect reading any such stories.

14) Do you remember press in Shillong launching any campaign on Alcoholism and drug menace?

Yes	28
No	43
Can't Say	29

**Graph 22**

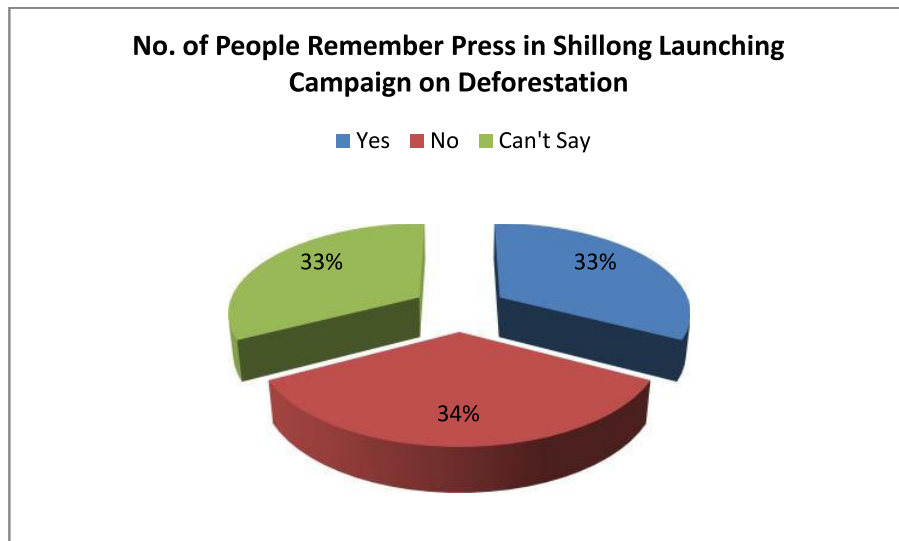


Among 100 respondents 28% could recollect reading stories on Alcoholism and Drug menace, 43% gave a negative response, whereas 29% did not recollect reading any such stories.

15) Do you remember press in Shillong launching any campaign on Deforestation?

Yes	27
No	49
Can't Say	24

**Graph 23**

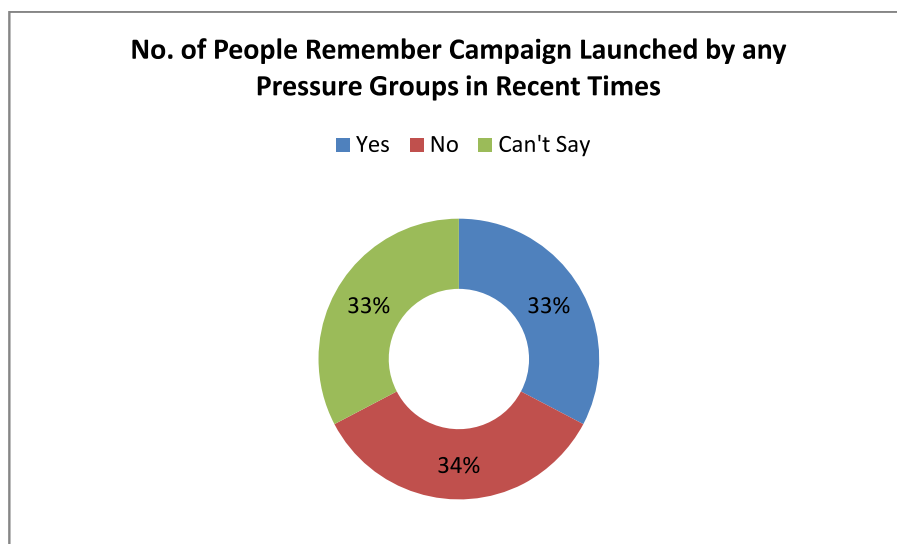


Among 100 respondents 27% could recollect reading stories on deforestation, 49% gave a negative response, whereas 24% did not recollect reading any such stories.

16) Is there any campaign launched by any pressure groups in recent time on these issues?

Yes	31
No	34
Can't Say	35

**Graph 24**



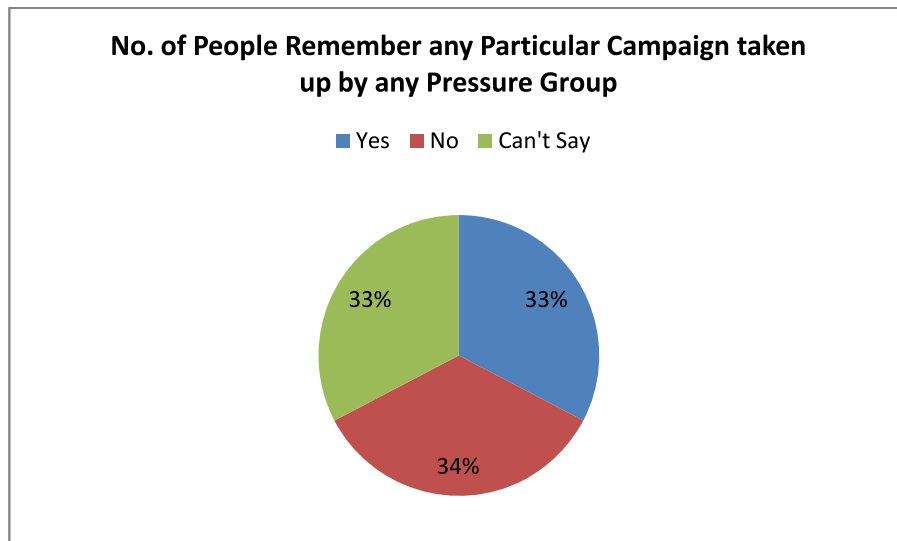


Among 100 respondents 31% could recollect reading stories on campaign launched by pressure groups, 34% gave a negative response, whereas 35% did not recollect reading any such stories.

17) Do you remember any particular campaign taken up by any pressure group in recent times?

Yes	31
No	39
Can't Say	30

**Graph 25**

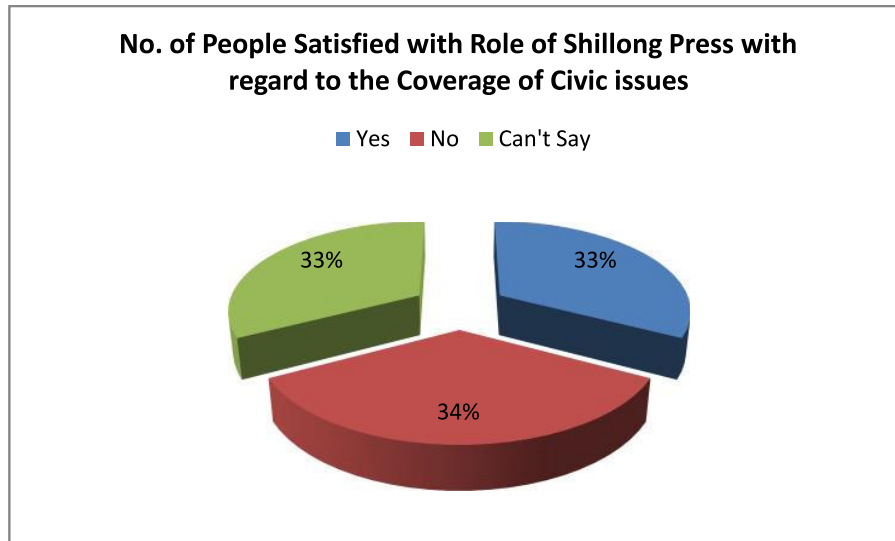


Among 100 respondents 31% could recollect reading stories on campaigns 39% gave a negative response, whereas 30% did not recollect reading any such stories.

18) Are you satisfied with the role of Shillong Press with regard to the coverage of these civic issues?

Yes	33
No	35
Can't Say	33

**Graph 26**



Among 100 respondents 33% are satisfied with the content, 35% gave a negative response, whereas 33% did not have a say on the matter.

The researcher has collected the data of the two magazines covered during the span of one year, “The Eastern Panorama” and “The North East Today”. A total of 24 magazines were scanned out which only seven stories were reported on the concerned issues. A detail of which is given below

Eastern Panorama on the December issue on 2011 carried a story on environment entitled “Lukha river discoloration an annual story”. The story was on the left side of the magazine. The story depicted how due to chemicals disposed in the river the water of the river turns blue hampering the aquatic life underneath. It also mentioned that fishing is an integral part of the tribal life style so hence forth hampering the humans. January 2012 edition of “The Eastern Panorama” devoted a cover story on the burning issue of “coal mining”. It was an investigative story entitled “Mining your own business”. It appeared on the left side of the magazine.

The June 2012 edition of eastern panorama carried a story on the “opium” business in the state. The story was entitled as “Opium reality’s Dark Dream”. The story on the dreaded killer smoke was carried in the left side of the magazine.

“The North East Today’s” awareness on the concerned issues was a margin higher than that of “The Eastern Panorama” as they had featured four stories, during the span of one year.

December 2011 issue featured a cover story on drugs depicting north east as a drug addicts paradise. January 2012 featured a story entitled “North East and its rental economy”. The story focused on the burning issue of mining. The 2012 June edition of the north east today featured an article entitled “Powerful mining lobbies of India’s North East”. The July 2012 edition featured a story entitled “Tourism for Economy”. All the above articles were placed on the left side of these magazines.

The editorials of both the newspapers and magazine were also studied as a part of the data analysis. The analysis revealed that the papers and magazines are not sensitive to the issues concerned. The editorials carried on the environmental issues are very few. An editorial entitled “Calamity waiting to happen” was carried on October 3rd 2011 by “*The Shillong Times*”. “*The Meghalaya Times*” did not carry any editorial. The magazines were totally insensitive towards the issues.

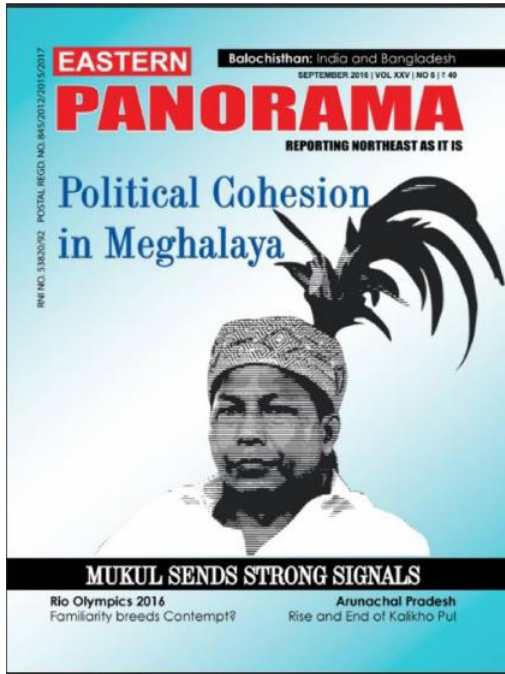


Plate 1 :- Screen Shot of “The Eastern Panorama”

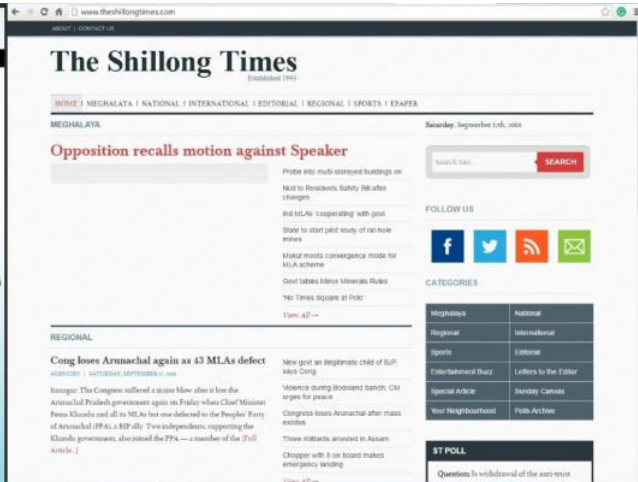


Plate 2 :- Screenshot of “The Shillong Times”

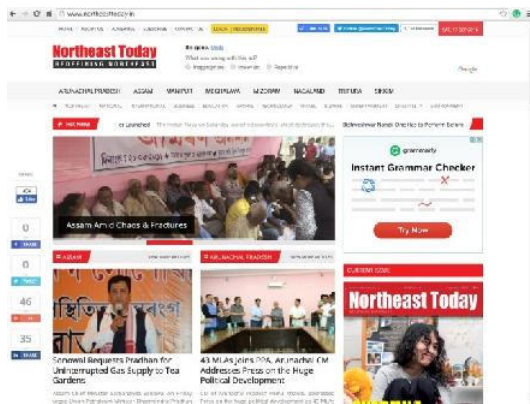


Plate3 :- Screenshot of “The North East Today”



Plate 4:- Screenshot of “The Meghalaya Times”

## **4.1 STORY ANALYSIS OF “THE SHILLONG TIMES”**

“*The Shillong Times*” has carried a wide range of stories covering the issues identified. During the span of one year “*The Shillong Times*” has carried 73 stories on the varied issues specified in the research objectives. Descriptions of few selected headlines covered by the newspaper are given below:-

### **March 13<sup>th</sup> 2011 “World Water Day message Turn garbage to gold”**

A policy announcement on world water day was published. The story was carried in page one of the paper as a feature story. Feature stories are done very rarely by the newspaper.

### **October 2<sup>nd</sup> 2011 “Complete ban on plastic bags from today, action against violators”**

It is a policy announcement by the government published in the upper half of the front page of the paper. The ban on plastic bags was put by the government to put a stop on the pollution caused by plastics

### **October 4<sup>th</sup> 2011 “Banned plastic bags still a common sight in the city”**

It’s a reactive news story with photograph taken by the paper in the lower half of the front page. Plastics were banned in the city the reactive story came after the government put a ban on plastic bags.

### **October 5<sup>th</sup> 2011 “Mining Policy to safeguard land, greenery”.**

Mining is one of the most pressing issues in the state. A large part of the revenue is generated from mining. It is a reactive news item on mining. The story is pro Govt.

### **October 8<sup>th</sup> 2011 “Bitumen-plastic roads find favors”**

The discussion in the assembly house on to construct plastic roads found place in the lower half of the front page of the paper. It's a reactive hard news item.

**November 11<sup>th</sup> 2011 “Safe Blood”**

A news item on the extreme left of the third page was published. The newspaper shows the efforts taken up by the government on the health policy of the state.

**November 11<sup>th</sup> 2011 “Water Scheme”**

On the extreme right of the newspaper a news item was published on the policy announcement of the government on the water scheme. The city is known to have acute water shortage and the initiative taken up by the government is reported in the newspaper.

**November 12<sup>th</sup> 2011 “State MeECL will benefit from Leshka project”**

A policy announcement of the government was carried in the extreme right of the front page. The news item was based on the power projects taken up by the government for rural electrification.

**December 24<sup>th</sup> 2011 “Decision on four lane project in January”**

It is a reactive policy announcement taken by the paper on the traffic scenario of the state. It appeared in the upper half extreme right of the paper.

**December 25<sup>th</sup> 2011 “State’s rural health care system in shambles” (Anchor story)**

It's a feature story in which the plight of the rural people was depicted. It is an investigative news story. In which the attention of the government was drawn on the plight of the people. It's a feature news story

**January 3<sup>rd</sup> 2012 “Tourist sports in WKH remain unattended”**

An investigative anchor story on tourism was published in the page three of the paper. Tourism is one of the major sources of revenue for the government. The lack of initiative on the governments' front to develop tourism was reported in the paper

**January 4<sup>th</sup> 2012 “ISBT, ISTT project get plan panel nod”**

The news item on ISBT was published to announce the policy of the government. The news was carried on the extreme right in front page of the paper. The state does not have an ISBT; the policy announcement of the project was published in the paper

**January 5<sup>th</sup> 2012 “NGO-politics ultras nexus come to fore”**

The lower half of the front page carried a hard news on the NGO activities in the state. The NGO's on the state are very active.

**January 8<sup>th</sup> 2012 “Forest cover on the decline in Meghalaya rest of N.E”**

A special investigative story on the forest cover was published in the lower half of the paper. The investigative story on the decline in forest cover, was a pro- active news published by the paper.

**January 10<sup>th</sup> 2012 “City witnesses overcast weather with moderate rainfall January”**



The lower half of the page three carried a news report on the on the rainfall scenario in the state. The rain fall in the state is in a dwindling condition the pro-active news carried reported the decline in rainfall.

**February 19<sup>th</sup> 2012 “Water goes waste from leaking pipes”**

An investigative hard news was carried on the upper half of the news paper. The proactive news was on the water wastage scenario on the part of the government.

**March 25<sup>th</sup> 2012 “Water of 28 out of 31 water bodies of 6 districts unfit for drinking”**

A lead story on the drinking condition of water was published in the paper. This is proactive news on the condition of water supply in the state. The news story highlighted the loop holes in the functioning of PHE.

**March 27<sup>th</sup> 2012 “Goenkna honored for pioneering work with health scenario”**

A feature story was published in the lower half of page three. Felicitations of a social worker was published in the paper highlighting his contributions in the health sector.

**March 29<sup>th</sup> 2012 “Meghalaya fined Rs 50,000 for delay in implementation of state mining policy”**

A lead story on the mining issue was published in the paper. It's a hard news. The proactive news was published highlighting the ambiguity on the part of the government towards the mining policy.

**April 2<sup>nd</sup> 2012 “Government urged to solve water crisis in Nongpoh”**

The lower half of page three carried a news item on the water crisis in the districts of the city. The news report published states the plea of the NGO's in solving the water shortage.

**April 2<sup>nd</sup> 2012 “Safe drinking water project launched”**

A news item was carried to announce the policy of the government on drinking water scheme. The story was carried in the upper half of page three.

**April 4<sup>th</sup> 2012 “Poor maintenance by PHE unearthed”**

The lower half of the newspaper carried an investigative story on the poor maintenance of PHE. The proactive story was published to highlight the corrupt activities of PHE.

**April 9<sup>th</sup> 2012 “Stress on need for medical help for the poor”**

A news item on the medical help for poor was published in the lower half of page three. NGO's plea on the implementation of the state health policy was published.

**June 3<sup>rd</sup> 2012 “DONER on climate change”**

The page three of the newspaper carried an agency report on climate change on the lower half of the paper.

**June 24<sup>th</sup> 2012 “Separate Directorate of Environment by year end” (Anchor Story)**

A story on a separate directorate for environment was reported in the paper. It is a reactive story, on the policy announcement of the government. The story was taken in the front page of the paper.

**June 26<sup>th</sup> 2012 “JN Stadium turns into dumping ground”. (Anchor Story)**

The story is an investigative one with a byline. The newspaper reported the condition of the only stadium in the city. It's a rare investigative kind of story taken up by the newspaper.

**June 30<sup>th</sup> 2012 “Lack of proper planning hampers growth in NE”.**

The story above appeared as an anchor story in which the unplanned urbanization scenario was presented to the readers. It is a reactive feature story.

**July 1<sup>st</sup> 2012 “Voluntary blood donation low is state”**

It's a reactive story in the page three of the newspaper. The news story was placed in the upper half of the paper.

**July 2<sup>nd</sup> 2012 “AIDS awareness programme”**

It is a reactive story which appeared in the page three of the newspaper. It's a news story which appeared in the upper half extreme right of the paper.

**September 9<sup>th</sup> 2012 “BPL welfare scheme launched”**

A reactive story on the BPL welfare scheme was published in the lower half of the third page of the newspaper.

**November 11<sup>th</sup> 2011 “Safe Blood”**

A news item on the extreme left of the third page was published. The news report published reported the efforts taken up by the government on the health front.

**November 11<sup>th</sup> 2011 “Water Scheme”**

On the extreme right of the newspaper a news item was published on the policy announcement of the government on the water scheme.

**November 12<sup>th</sup> 2011 “State MeECL will benefit from Leshka project”**

A policy announcement of the government was carried in the extreme right of the front page.

**November 15<sup>th</sup> 2012 “Mawlai residents get waste water supply”**

An investigative story on the upper half of the newspaper was published the water supplied in some parts of the city.

**November 16<sup>th</sup> 2012 “PHE Dept refutes “waste water” supply charge”**

A news item was carried as a reaction on the investigative story published by the paper. It was published in the lower half of the front page to give the government side of the story.

**November 17<sup>th</sup> 2012 “Rift among Ri-Bhoi, NGO’s over highway alignment”**

A news story on the role of NGO was published in lower half of page one. The reactive story reported a rift among NGO’s

**4.2 STORY ANALYSIS OF “*The Meghalaya Times*”**

*“The Meghalaya Times”* carried 57 stories covering the issues identified in the research, during the span of one year. Descriptions of the few selected headlines of the stories are given below:-

**October 2<sup>nd</sup> 2011 “Public rally on plastic ban”**

A reactive story on plastic ban was published in the lower half of front page. Plastics bags were banned by the state government; the policy announcement was published in the paper highlighting a rally carried out by citizens to support government’s decision.

**October 3<sup>rd</sup> 2011 “Cleaning drive on Oct 4<sup>th</sup>”**

A reactive story on cleaning drive was published in the lower half of front page. Cleaning drive taken up community in collaboration with the NGO’s was published by the paper.

**October 5<sup>th</sup> 2011 “Community should ensure clean environment”**

A reactive story on the upper half on the front page was carried by the newspaper on the clean environment.

**October 7<sup>th</sup> 2011 “Awareness Building Prog at KGP”**

A reactive news story was published in the lower half of the front page about an awareness programme organized by NGO

**November 14<sup>th</sup> 2011 “Health Mela held”**

A reactive story on health mela organized was published in the lower half of front page . It was an agency report.

**November 18<sup>th</sup> 2011 “Painting competition on water conservation held”**

A reactive story was published in the extreme left on the upper half of the paper. The state government organized a painting competition in collaboration with NGO's was published in the paper.

**November 20<sup>th</sup> 2011 “Awareness campaign on HIV/AIDS organized by NSS”**

A reactive news story was published in the lower half of the front page about an awareness programme organized by NGO

**January 14<sup>th</sup> 2012 “Umroi- Nartiang bye pass operational, city traffic reduces”**

A reactive story with a positive tone was carried in the papers to show the achievement of the government in reducing traffic. It was published in the lower half of the front page.

**February 11<sup>th</sup> 2012 “A glowing hope to bring WahUmkhrah’s glory back”**

The rivers of Meghalaya are a major concern for the NGO's and the reactive story was taken on the upper half of the front page.

**March 21<sup>st</sup> 2012 “Khlieriat to host world forestry day”**

A policy announcement on the part of the government was carried in the upper half of the front page. The policy was to host the world forestry day.

**March 24<sup>th</sup> 2012 “90% water not drinkable in Meghalaya”**

An investigative story on drinkable water was published in the upper half of the front page. It was an investigative story on the water received by the residents for drinking.

**March 25<sup>th</sup> 2012 “Meghalaya turns SLRM for effective garbage disposal”**

A reactive anchor story on the solid waste management was published in the paper. The steps taken by the government on solid waste management was taken up by the paper.

**March 28<sup>th</sup> 2012 “Nine people detected HIV positive at Nongstoin”**

A reactive story on the alarming rise in HIV cases was published in the lower half of page one.

**April 2<sup>nd</sup> 2012 “Water filters to 200 BPL families distributed”**

A reactive story was published about the BPL in the upper half of the front page. BPL gets the minimal representation in the newspapers. But the effort of NGO to provide safe drinking water by distributing filters was carried by the paper.

**April 4<sup>th</sup> 2012 “PHE water in Mawlai “unfit” for drinking”**

An investigative story was published on the upper half of the front page. The story unearthed the loop holes in functioning of PHE.

**April 5<sup>th</sup> 2012 “Awareness march to save degrading earth organized”**

A reactive story of the lower half of the front page was published on the awareness campaign held.

**April 9<sup>th</sup> 2012 “Disease free body through yoga stressed on World Health Day”**

A reactive anchor story on world health day was carried to stress on yoga. Yoga being the mantra for good health was stressed upon in the newspaper.

**April 9<sup>th</sup> 2012 “Road safety week from April 9-13”**

A reactive story on road safety was published in the lower half of the front page. To mark the road safety week a feature was published in the paper.

**April 20<sup>th</sup> 2012 “Adaptation to climate change a must –Mukul”**

A reactive news story pro government was carried in the upper half of the front page. The chief ministers policy to combat climate change was appreciated the news item.

**June 25<sup>th</sup> 2012 “Only 40% schools in Shillong give importance to environment education”**

A news feature on the importance of environment education was carried as an anchor story in the paper.

**June 27<sup>th</sup> 2012 “Denrite to be banned”**

A news report was carried in the front page of the paper to sensitize the people about the government’s policy to ban denrite

**June 30<sup>th</sup> 2012 “Unplanned urbanization”**

A news feature on unplanned urbanization was published in the paper as an anchor story.

**July 3<sup>rd</sup> 2012“*BSF seize 3kg of Hemp*”**

A reactive news report on drug menace appeared on the upper half of the third page of the paper. Drug menace is one of the major concerns of the state as per a survey conducted by the government of India there is a high rise of drug users in the region.

**July 4<sup>th</sup>2012“*Students organize free Medical cum Eye Check Camp*”**

The news report states a medical camp organized by the NSS unit in collaboration with the hospitals. The story was published on the lower half of page three of the paper

**July 5<sup>th</sup> 2012“*Uranium in Meghalaya needed for power generation*”**



Uranium mining is one of the major issues of the state .A reactive report was carried in the upper half of the front page of the paper.

**July 7<sup>th</sup> 2012 “DTH water supply under GSWSS to be delayed”**

The informative story was taken to report the progress of the water scheme. The report was carried in the front page of the lower half of the paper.

**July 9<sup>th</sup> 2012 “Water Resources Ministry driving “model to purify acidic” rivers of Meghalaya**

A policy announcement of the government was carried to provide information to the readers on the steps taken by the government for purifying the rivers. The story appeared on the upper half of the front page of the paper

**August 18<sup>th</sup> 2012“The environmental awareness campaign held”**

The reactive news story appeared on the lower half of page three of the newspaper and depicts the campaigns held by the NGOs on spreading environmental awareness.

**August 19<sup>th</sup> 2012“Meghalaya governor advocates Uranium mining”**

A lead story was published in the paper on the burning issue of mining in the state.Uranium mining is one of the issues which catch the attention of the media.

**August 20<sup>th</sup> 2012 “Mining needs to be addressed rationally”**

An anchor story was taken on the mining issue. The reactive story was taken to provide information to the readers about the pros and cons on mining.

**September 1<sup>st</sup> 2012 “Delay in renewal of BPL list irks villagers”**

An investigative anchor story on the BPL was published in the newspaper. The story published was to project the woes of the BPL in delay of ration cards, though which they could get subsidies commodities.

**September 22<sup>nd</sup> 2012 “Indian municipalities lack understanding of effect of climate change”**

An anchor story was taken by the paper to depict the understanding of climate change. It's a reactive news story to represent the effects of climate change in the society.

**September 27<sup>th</sup> 2012 “Drive against illicit liquor”**

The story was carried to provide information to the reader on the drive carried against illicit liquor. The story appeared on the upper half of the front page of the paper.