

CHAPTER - VI

SUMMARY AND CONCLUSION

The last chapter 'Summary and Conclusion' of this research work summarizes the findings of the research study and draws conclusion by generalizing the research findings. This chapter also gives suggestions for further improvement of the situation under study.

6.1. THE MAJOR FINDINGS OF “PRESS AND SOCIAL CHANGE: A STUDY OF LANGUAGE NEWSPAPERS IN SILCHAR TOWN OF ASSAM” ARE AS FOLLOWS:-

The content analysis of socio-economic development news coverage of two leading language newspapers namely, *Dainik Jugasankha* and *Samayik Prasanga* shows that in quantitative aspect the news items that have got extensive coverage in these newspapers is that terrorism (16812.21 col. cm. and 17211.45 col. cm.), violence and crime (14211.12 col. cm. and 13819.01 col. cm.), women empowerment (5113.02 col. cm. and 4821.82 col. cm.), domestic violence (4127.61 col. cm. and 2931.12 col. cm.), human rights (2992.78 col. cm. and 2520.10 col. cm.), respectively.

In terms of frequency it was found that during the period of study the number of occurrence of all these socio-economic development issues is also similar.

The content analysis of issues related to social aspects of two leading sample newspapers shows that in quantitative aspect the issues that have got extensive coverage in these newspapers is that politics (6423.18 col. cm. and 6564.21 col. cm.), economy (2911.34 col. cm. and 2522.35 col. cm.), fashion (0123.59 col. cm. and 0122.12 col. cm.), respectively.

Also, in terms of frequency issues related to social aspects in both the newspapers are also similar.

On the other hand, the content analysis of issues related to cultural aspects of both the newspapers shows that in quantitative aspect the issues that have got extensive coverage in these newspapers is that festivals (1424.22 col. cm. and 1446.41 col. cm.),

worship of God and Goddesses (1214.55 col. cm. and 1191.11 col. cm.), fair (0020.16 col. cm. and 0019.95 col. cm.), respectively.

Similarly, in terms of frequency issues related to cultural aspects in both the sample newspapers are also similar.

Thus, the quantitative analysis reveals that coverage in terms of column centimeter and frequency both the newspapers are almost same with each other so far as socio-economic issues, issues related to social aspects and cultural aspects are concerned.

PLACEMENT OF SOCIO-ECONOMIC DEVELOPMENT ISSUES

The front page is the most important news page for attracting the reader's attention. Placement analysis of socio-economic development issues in terms of space reveals that both the newspapers have more or less the same patterns of coverage so far as news stories on socio-economic development issues are concerned. While *Dainik Jugasankha* devoted 12.98 % of its space in the front page to socio-economic development issues, on the other hand *Samayik Prasanga* devoted 11.91 % in the front page. In contrast, the remaining stories that appeared in the inside pages are 87.02 % and 88.09 % respectively in both the newspapers.

Thus, the researcher observes that both the newspapers *Dainik Jugasankha* and *Samayik Prasanga* are similar in their approach to the placement of socio-economic development issues.

On further analysis the socio-economic issues that got prominence in the front and inside pages in both the newspapers, the data reveal that *Dainik Jugasankha* has given more prominence to terrorism 24.01 % followed by violence and crime 15.26 %, domestic violence 11.21 %, human rights 9.35 % and so on. Also, almost similar findings have been revealed after analyzing the news stories of *Samayik Prasanga*, top lists with terrorism 26.08 % followed by violence and crime 14.32 %, domestic violence 10.64 % and human rights 8.82 %.

NATURE OF SOCIO-ECONOMIC DEVELOPMENT ISSUES

In order to find out the nature of coverage of the socio-economic development issues, an attempt has been made to analyze the news stories under three different categories viz., positive, negative and neutral.

The study on nature of socio-economic development news coverage shows that 21.28 % of news contents in *Dainik Jugashankha* are positive in nature, 8.09% are negative whereas, 70.63 % news contents are neutral in nature. On the other hand, the analysis of *Samayik Prasanga* reveal that 19.21 % of the news contents are positive in nature, 9.04% are negative whereas, 71.75 % news contents are neutral in nature.

Thus, the analysis shows that both the newspapers *Dainik Jugasankha* and *Samayik Prasanga* contribute the highest percentage of neutral news contents.

FORMAT OF SOCIO-ECONOMIC DEVELOPMENT ISSUES

The format of the news stories have also been qualitatively analyzed and have been categorized on the basis of soft news, hard news, articles, editorials, letters to the editor, columns, features, middles and anchor stories.

After comparing the data regarding format of the news stories the data shows that 51.55 % hard news are published in *Dainik Jugasankha* while 53.21 % are found in *Samayik Prasanga*. Amount of soft news published in *Dainik Jugasankha* is 29.02 % compared to 28.92 % in *Samayik Prasanga*. The amount of features found in *Dainik Jugasankha* 6.25 % while *Samayik Prasanga* possesses 7.13 %. 5.36 % and 4.92 % of editorials are found in *Dainik Jugasankha* and *Samayik Prasanga* respectively. Letters to the Editor found in both these newspapers are of 2.26 % and 1.96% in *Dainik Jugashankha* and *Samayik Prasanga* respectively. Columns published in *Dainik Jugasankha* are 2.12 % compared to 1.06% in *Samayik Prasanga*. Middles, Articles and Anchors are found in negligible amount as compared to other formats.

Format analysis reveals that hard news is the most common format adopted by both the newspapers in covering socio-economic development issues.

CONTEXT OF SOCIO-ECONOMIC DEVELOPMENT ISSUES

Context are dateline specific news stories published from various locations. It also shows the extent of dependence of newspaper organization on external agencies. Context has been categorized under local, regional, national and international.

While comparing the data regarding the context of news stories in terms of its place of origin it was found that 37.19 % local news are published in *Dainik Jugasankha* compared to 38.12 % found in *Samayik Prasanga*. Amount of regional news published in *Dainik Jugasankha* is 20.02 % compared to 18.04 % in *Samayik Prasanga*. National news amounting to 23.92 % is found in *Dainik Jugasankha* compared to 27.06 % found in *Samayik Prasanga*, while the international news devoted in *Dainik Jugasankha* is 18.87% and *Samayik Prasanga* 16.78 % respectively.

Thus, context analysis reveals that both the language daily namely, *Dainik Jugasankha* and *Samayik Prasanga* in their socio-economic development issues focused mainly on local news.

TYPES OF COVERAGE OF SOCIO-ECONOMIC DEVELOPMENT ISSUES

Types of coverage refer to the analytical and informative nature of news reports that appeared in both the two publications under study.

While analysis on types of coverage on socio-economic development issues it shows that *Dainik Jugasankha* published 43.06 % analytical news items while *Samayik Prasanga* published 40.53 %. On amounting informative news items it was found that *Dainik Jugasankha* devoted 56.94 % while *Samayik Prasanga* devoted 59.47 % respectively.

Thus, the analysis shows that *Dainik Jugasankha* publishes the highest number of analytical news items than *Samayik Prasanga* while *Samayik Prasanga* publishes the highest number of informative news items than *Dainik Jugasankha*.

PLACEMENT OF ISSUES RELATED TO SOCIAL ASPECTS

Placement analysis of issues related to social aspects in terms of space reveals that both the newspapers have more or less the same patterns of coverage so far as news stories on social aspects are concerned. While *Dainik Jugasankha* devoted 08.97 % of its space in the front page to issues related to social aspects. On the other hand, *Samayik Prasanga* devoted 09.21 % in the front page. Thus, in contrast, the remaining stories that appeared in the inside pages are 91.03% and 90.79% respectively in both the newspapers.

Thus, inferences can be drawn that both the two leading newspapers of Silchar town have the same patterns of placing issues related to social aspects in front and inside pages.

On further analysis the social aspects issues that got prominence in the front and inside pages in both the sample newspapers, the data reveal that *Dainik Jugasankha* has given more prominence to politics 48.31 % followed by economy 22.37 %, family/kinship 15.78 %, and so. After analyzing the news stories of *Samayik Prasanga* almost similar findings have been revealed, top lists with politics 49.49 % followed by economy 22.07 % and family/kinship 15.45 %.

CONTEXT OF ISSUES RELATED TO SOCIAL ASPECTS

Comparing the data regarding the context of issues related to social aspects in terms of its place of origin the data reveals that 46.61 % regional news are published in *Dainik Jugasankha* compared to 40.89 % found in *Samayik Prasanga*. National news amounting to 29.42 % is found in *Dainik Jugasankha* compared to 32.43 % found in *Samayik Prasanga*. Amount of local news published in *Dainik Jugasankha* is 15.78 % compared to 16.71 % found in *Samayik Prasanga*, while the international news devoted in *Dainik Jugasankha* is 8.19 % and *Samayik Prasanga* 9.97 % respectively.

Thus, context analysis of issues related to social aspects reveals that both the sample newspapers focused mainly on regional news.

PLACEMENT OF ISSUES RELATED TO CULTURAL ASPECTS

Similarly, placement analysis of issues related to cultural aspects in terms of space reveals that both the newspapers have more or less the same patterns of coverage so far as news stories on cultural aspects are concerned. While the data revealed that *Dainik Jugasankha* devoted 04.28 % of its space in the front page to cultural aspects. On the other hand, *Samayik Prasanga* devoted 04.36 % in the front page. In contrast, the remaining stories that appeared in the inside pages are 95.72% and 95.64 % respectively.

Thus, inferences can be drawn that both the two leading newspapers of Silchar town have the same patterns of placing cultural aspects in front and inside pages.

On further analysis the cultural aspects issues that got prominence in the front and inside pages, it was found that *Dainik Jugasankha* has given more prominence to worship of God and Goddesses 54.02 % followed by festivals 33.21 %, fair 9.44 %, and so on. After analyzing the cultural aspects news stories of *Samayik Prasanga* almost similar findings have been revealed i.e., worship of God and Goddesses 53.76 % followed by festivals 34.94 % and fair 8.10 %.

CONTEXT OF ISSUES RELATED TO CULTURAL ASPECTS

Regarding the context of issues related to cultural aspects in terms of its place of origin the data shows that 52.29 % local news are published in *Dainik Jugasankha* compared to 51.67 % found in *Samayik Prasanga*. Regional news amounting to 41.69 % is found in *Dainik Jugasankha* compared to 43.56 % found in *Samayik Prasanga*. Amount of national news published in *Dainik Jugasankha* is 5.02 % compared to 3.86 % found in *Samayik Prasanga*, while the international news devoted in *Dainik Jugasankha* is 1.00 % and *Samayik Prasanga* 0.91 % respectively.

Thus, context analysis of issues related to cultural aspects reveals that both the sample newspapers focused mainly on local news.

Hence, inferences can be drawn from the above discussion that so far as placement is concerned both the two leading newspapers of Silchar town have the same patterns of

placing socio-economic development issues, issues related to social aspects and cultural aspects in front and inside pages.

Regarding the context analysis it reveals that both the language daily namely, *Dainik Jugasankha* and *Samayik Prasanga* in their socio-economic development issues and issues related to cultural aspects focused mainly on local news. But, context analysis of issues related to social aspects reveals that both the sample newspapers focused mainly on regional news.

6.2. CONCLUSION

The findings of the study seem to prove that though both the newspapers namely, *Dainik Jugasankha* and *Samayik Prasanga* give almost the same coverage with each other so far as socio-economic development issues and issues related to social aspects and cultural aspects is concerned in terms of column centimeter and frequency yet socio-economic development news coverage and coverage related to social aspects and cultural aspects is not very significant in Indian newspapers.

It also showed that both the sample newspapers covered less women related issues. Comparing to other socio-economic development issues women related issues get the lowest priority in these newspapers. Socio-economic development issues are of vital importance to a developing country such as India in general. But Assam, in particular and especially in Silchar women related issues are very poorly represented in the newspapers.

Further, it shows that regarding social aspects issues, politics gives extensive coverage but issues such as family/kinship, government schemes gets very least coverage. Thus, it can be conclude that people in Assam takes interest in political affairs but when it comes the matter of family/kinship, government schemes, etc. they shows very least interest which actually hindered the development of the state.

Further, it also shows that regarding cultural aspects, issues such as worship of Gods and Goddesses get the highest priority but on the other hand, issues such as worship of deities of specific diseases get the lowest priority. Thus, the researcher can draws a

conclusion that people in Assam have faith and belief in God but at the same time they are little far away from superstition belief.

The study also shows that in language newspapers, issues related to socio-economic development and issues related social aspects and cultural aspects finds its place mostly in inside pages. It emphasizes that both the sample newspapers namely, *Dainik Jugasankha* and *Samayik Prasanga* publishes maximum number of socio-economic development issues, social aspects and cultural aspects issues in inside pages and minimum numbers in front pages.

The researcher also finds that both the newspapers have the same patterns of placing socio-economic development issues, social aspects and cultural aspects issues in front and inside pages.

Moreover, the study also shows that the local language daily, *Danik Jugasankha* and *Samayik Prasanga* adopts a neutral attitude in giving coverage to socio-economic development related issues. Thus, the study concludes that the language dailies are more vocal in highlighting neutral aspects of socio-economic development.

From the study the researcher finds that hard news is the most common format of socio-economic development issues. In each of the two newspapers the highest number of socio-economic development issues appears in hard news format. Also some amount of the presence of socio-economic development issues on which the study has been undertaken can be seen in editorials, letters to the editor and features. But however, it can be concluded that both these language newspapers have a long way to go so far as editorials and opinion pieces on socio-economic development issues are concerned.

The study also shows that the local language dailies *Dainik Jugasankha* and *Samayik Prasanga* in their socio-economic development issues and cultural aspects issues focused mainly on local news but regarding social aspects issues both the sample newspapers focused mainly on regional news.

It also emphasizes that *Dainik Jugasankha* publishes the highest number of analytical news items than *Samayik Prasanga* while *Samayik Prasanga* publishes the highest number of informative news items than *Dainik Jugasankha*.

The findings also revealed that these language newspapers are usually considered to be indifferent to most pressing social concerns and in the process neglect social obligations, likewise the regional newspapers of this part of the country also do not give reasonable importance to various socio-economic development issues, social aspects issues and cultural aspects issues. This is not the scenario in the whole wide spectrum of socio-economic development issues or issues related to social and cultural aspects. This shows that regional language newspapers in this region are very less conscious of their social responsibility thrust upon them and their editorial policy shows the sign of being only to a limited extent aware of their responsibilities towards the society and readers. There have been many a occasion when newspapers have been known to be a little carried away by their proclivity to set an agenda on a particular issue, but in case of Silchar language newspapers, it is found that both the newspapers have tried to show restraint in terms of pursuing any particular line on the issues discussed earlier. Both the newspapers are seen to have adopted a balanced approach in their lack of presentation of socio-economic development issues and issues related to social aspects and cultural aspects are concerned and it also acts as a pointer to the existing competitive environment.

On the whole though these language newspapers have been able to establish a healthy set of journalistic practices in an age of cut-throat competition but still the study shows that these newspapers are lagging behind in performing their duties. Thus, the newspapers have a long way to go so far as coverage of various socio-economic development issues and issues related to social aspects and cultural aspects are concerned. Also, since language newspapers are mainly read by common people and it influences the common people hence, it possesses great potential to aware people about various socio-economic developmental, social and cultural needs in our society.

6.3. RECOMMENDATION

On the basis of the findings of the study, the researcher concludes that socio-economic development issues like terrorism, violence and crime, domestic violence is receiving the importance in language newspapers. But an issue related to health such as AIDS is not receiving the kind of importance that it deserves in the context of Indian society.

Not only the low share of socio-economic development news reports is alarming but also the total presentation and coverage of such reports in terms of placement, nature, format context and types of coverage, is a matter of serious concern.

Further, on the basis of the above findings the researcher also came into conclusion that social aspects issues such as politics is receiving much importance and priority in local dailies comparing to issues such as family/kinship, government schemes, etc. On the basis of the findings regarding the cultural aspects issues the researcher found that issues such as worship of Gods and Goddesses get the highest number of coverage but on the other hand, issues such as worship of deities of specific diseases get the least coverage. Thus, it can be conclude that people in Assam have faith and belief in God but at the same time they are little far away from superstition belief. The study also thus brings to light a very poor and discouraging picture of socio-economic development reporting by the newspapers in India. It also brings to light very poor and discouraging picture of social aspects issues.

The reason may be due to lack of awareness or concern on the part of the sample newspaper's publishers, editors, journalists /reporters about numerous problems which people are struggling with. Perhaps they may have forgotten their duty of being the vanguards of democracy. This calls for a change in reporting practice of the journalists/reporters of newspapers under study. Their reporting should be in consonance with actual socio-economic development needs of our society. According to the researcher the press can bring social change if following measures are taken:-

- i) Editors and journalists/reporters should be aware about the socio-economic development process of the country. They should also be aware about issues related to social and cultural aspects. They must have a clear and better

understanding of the various socio-economic development issues, issues related to social aspects and cultural aspects of the Indian society. There should be a sense of strong commitment on the part of the journalists/reporters and editors that they should make involvement to the actual problems of the people and offer solutions to them. The press in India should be extremely good to highlight the urgent needs for socio-economic development and by doing so; they will be able to draw attention of the government, civil society and people at a large extent.

- ii) Newspapers should also appoint full time journalists/reporters to cover socio-economic beats like AIDS, drug addiction, insurgency, environment, women empowerment, etc. They should also appoint full time journalists/reporters to cover social aspects beats like family/kinship, government schemes and cultural aspects beats like performing rituals, fair, etc. There should also be full-time rural journalists/reporters to report exclusively on the problems and needs of the rural masses.
- iii) India is a developing country where huge numbers of people are illiterate. Maximum people are unaware or have a very little knowledge about AIDS. Here, the language newspapers have a great responsibility, as language dailies are not only read but read out to illiterates also. Thus, the newspapers can help the people to gain knowledge about AIDS by providing information about AIDS.
- iv) Also an attempt should be undertaken to conduct more research studies to ascertain the practice of socio-economic development, social aspects and cultural aspects reporting by Indian media. For this research studies various mass media channels like newspapers, radio and television can be included in the study.