

Analysis of the Treatment of Corona related News in Newspapers of Lucknow, IN

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Abstract

Corona virus are large family viruses, COVID-19 is one of them which cause illness ranging from common cold to severe respiratory disease. Due to this new existing virus many rumors and infiltrated message came into existing, in this situation newspaper become a important source of information on which people rely. Newspaper plays a vital role in communicating corona related news and also in gathering public response to public health messages. The paper examines the print media extension to corona related news in Hindi newspaper of Uttar Pradesh. This study aims to analyze impact of news related to corona virus and how it was represented in newspaper. The study progressed by the content analysis of Hindi dailies newspaper Navbharat times and Dainik Jagaran for 24 days from 24 march to 14 April 2020. This study gave researcher a data of corona related news in both newspapers. Through this research, researcher analyze the number of national & international news, numbers of cartoon & graphics related to corona virus in newspaper, number of news related to government appeal and number of news for prevention from corona virus in both the news paper. This study recommend newspapers to publish more cartoon related to corona virus in order to create awareness among people, all newspapers should publish feature stories of front line warriors to show their importance in society.

Keywords: *corona virus, newspapers, preventions, cartoons, health, pandemic, advertisements.*

Introduction

Corona viruses are a family of viruses that cause disease in animals. Seven, including the new virus, have made the jump to humans, but most just cause cold-like symptoms. Covid-19 is closely related to severe acute respiratory syndrome (Sars) which swept around the world in 2002 to 2003. That virus infected around 8,000 people and killed about 800 but it soon ran itself out, largely because most of those infected were seriously ill so it was easier to control.

Another corona virus is Middle East respiratory syndrome (Mers), cases of which have been occurring sporadically since it first emerged in 2012 - there have been around 2,500 cases and nearly 900 deaths. Covid-19 is different to these two other coronaviruses in that the spectrum of disease is broad, with around 80 per cent of cases leading to a mild infection.

There may also be many people carrying the disease and displaying no symptoms, making it even harder to control. So far, around 20 per cent of Covid-19 cases have been classed as "severe" and the current death rate varies between 0.7 per cent and 3.4 per cent depending on the location and, crucially, access to good hospital care.

The source of the corona virus is believed to be a "wet market" in Wuhan which sold both dead and live animals including fish and birds. This outbreak start from such markets pose a heightened risk of viruses jumping from animals to humans because hygiene standards are difficult to maintain if live of animals are being kept and butchered on site. Typically, they are also densely packed allowing disease to spread from species to species.

The animal source of Covid-19 has not yet been identified, but the original host is thought to be bats. Bats were not sold at the Wuhan market but may have infected live chickens or other animals sold there. Bats are host to a wide range of zoonotic viruses including Ebola, HIV and rabies.

The corona virus disease of 2019 was given the abbreviated name of COVID-19 by the WHO in a press release on February 11, 2020. On December 31, 2019, a strange new pneumonia of unknown cause was reported to the Chinese WHO Country Office. A cluster of these cases originally appeared in Wuhan, a city in the Hubei Province of China.

These infections were found to be caused by a new corona virus which was given the name "2019 novel corona virus" (2019-nCoV). It was later renamed "severe acute respiratory syndrome corona virus 2," or SARS-CoV-2 by the International Committee on Taxonomy of Viruses on February 11, 2020. It was named SARS-CoV-2 because the virus is a genetic cousin of the corona virus which caused the SARS outbreak in 2002 (SARS-CoV). The unofficial name for the virus is "the COVID-19 virus." About 210 Countries and Territories around the world have reported a total of 1,929,633 confirmed cases of the corona virus COVID-19 that originated from Wuhan, China, and a death toll of 119,785 deaths

Following are the precautions to reduce your chances of contracting the new coronavirus, which causes the disease known as COVID-19:-

a) Know the signs - The symptoms of infection for the new corona virus are often similar to those of other respiratory virus infections, such as influenza. Symptoms can include fever, cough, or shortness of breath. Most people will only have mild symptoms, but some can become very sick. When person-to-person spread has occurred with other novel coronaviruses that caused diseases such as Middle East Respiratory Syndrome (MERS), it is thought to have happened mainly via respiratory droplets produced when an infected person coughs or sneezes, similar to how influenza and other respiratory pathogens spread. Spread of MERS and SARS has generally occurred between people in close contact.

b) Keep things clean- Preventative measures are your first line of defense. The best way to protect yourself from COVID-19 is to practice good hygiene and to make these CDC recommendations part of your routine:

1. Wash your hands often with soap and water for at least 20 seconds, especially after going to the bathroom; before eating; and after blowing your nose, coughing, or sneezing.
2. If soap and water are not readily available, use an alcohol-based hand sanitizer with at least 60% alcohol. Always wash hands with soap and water if hands are visibly dirty.
3. Avoid touching your eyes, nose, and mouth with unwashed hands.
4. Avoid close contact with people who are sick.
5. Stay home when you are sick.

6. Cover your cough or sneeze with a tissue, then throw the tissue in the trash and wash your hands. If you don't have a tissue, cough or sneeze into your elbow, rather than into your hands.

7. Clean and disinfect frequently touched objects and surfaces.

c) Wear a cloth face mask - On April 3, the CDC changed its guidelines on face masks, recommending that people wear cloth face coverings in public settings. This is especially encouraged in situations where social distancing is difficult to maintain (such as in a grocery store or pharmacy) and in areas of significant community-based transmission. According to the CDC, studies have shown that individuals with the novel corona virus could be asymptomatic or pre-symptomatic, prompting them to make this new recommendation. While this measure is intended to help mitigate the spread, it's important to note that it does not replace social distancing recommendations. In addition, surgical masks and N-95 respirators should remain reserved for healthcare workers and medical first responders.

d) Avoid close contact - The CDC recommends maintaining a distance of approximately 6 feet from others in public places since respiratory droplets produced by coughing or sneezing do not travel more than 6 feet. While at home, remind everyone to practice every day preventive actions – such as washing hands and wiping down surfaces – to help reduce the risk of getting sick. If you are symptomatic and have tested positive for COVID-19 but do not require hospitalization, you should stay in a specific “sick room” and away from other people in your home as much as possible and use a separate bathroom, if available. If your living space makes it difficult to keep a 6-foot distance, stay as far apart as you can and continue to practice good hygiene and wear a mask.

e) Restrict your travel - Many states have put out the call for individuals to stay home, except to make essential trips to the grocery store, pharmacy or for some outdoor exercise. The CDC recommends that travelers avoid all nonessential travel to China, Iran, most European countries, the United Kingdom and Ireland. Most foreign nationals who have been in one of these countries during the previous 14 days will not be allowed to enter the United States. “For people at risk for the complications of COVID-19, such as those with underlying medical conditions or those who are older, it's prudent to avoid any long-distance travel,” says Dr. Goldberg.

Through this research study the researcher tries to find out the coverage of Corona related news in Print Media of Lucknow, U.P. The purpose of this study is to examine and analyze the Lucknow newspaper editions that how & what they have covered and communicated the Corona related news. The researcher also investigates that how they covered and what treatment they have given to the story.

Objective

1. To study the coverage of Corona related news in two Hindi dailies of Lucknow.
2. To find out the treatment and projection given to the Corona related news by the two Hindi dailies.
3. To study the comparative analysis of two Hindi newspaper in terms of their Corona related news coverage.

Review of literature

1. Content analysis as “a procedure designed to facilitate the objective analysis of the appearance of words, phrases, concepts, themes, characters, or even sentences and paragraphs contained in printed or audiovisual materials.” Similarly, Busha and Harter (1980) warn that unless categories of analysis are clearly and accurately defined and the classification and measurement of data are undertaken with objectivity, exactness and rigor, a so-called content analysis can produce loosely knit or meaningless data.(A. Bryman and R. G. Burgess,1994).
2. Content analysis has been defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding. (A. Ahuvia, 2001)
3. This assumption of easy identifiability of source and message no longer holds in the arena of interactive media, in which audience members have the “ability to shape their media environment” (Ramasubramanian & Martin, 2009, p. 114).
4. In this context, it is appropriate to recall the slogan, “Medium is the Message” Coined by Marshall McLuhan. This message implies that the carrier of Communication whether human voice, image or text – influences the message, The sender, the audience.
5. Media coverage and framing can even affect public policy.The media has many roles, including acting as a mouthpiece for public concerns, being an advocate for important public values, agendas, and opinions (Himmelboim & Limor 2010), and strongly shaping the manner in which issues resonate with the public.

Research Methodology

In order to calculate the coverage of the Corona related news in newspaper the researcher observed to Hindi dailies newspapers (Navbharat Times and Dainik Jagran) for 24 days on regular bases. To achieve the objectives, the researcher took the help of content analysis method. The universe of the study comprised the all news items and articles appeared during 24 days that is from March 22 to April 14, 2020 in the two Hindi dailies Navbharat and Dainik Jagran. The non-probability sampling was adopted to choose the sample. The method of purposive sampling was used in the study.

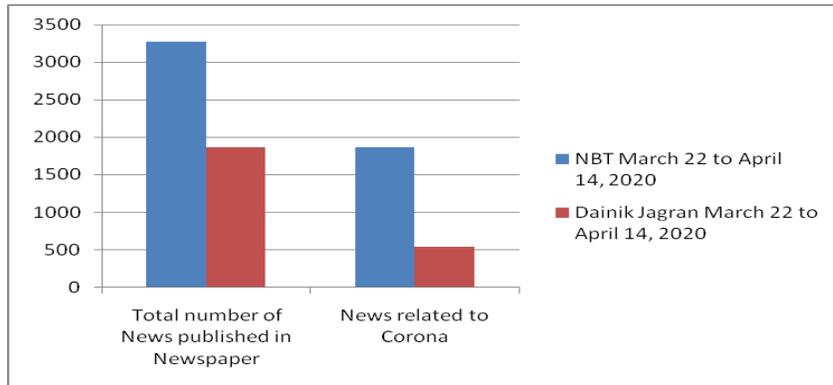
Research Findings:

According to the table no.1 shown below, it is clear that NBT Newspaper has covered 3275news items in one month in which 1866 total news related to corona with total percent 56.9% whereas Dainik Jagran covered 1861 total news in which 530 corona news with total percent 28.4% so here by maximum number of news covered by NBT.

Table 1: Number of Corona related news published in newspapers of Lucknow:-

S.no.	Newspaper	Duration	Total number of News published in Newspaper	News related to Corona	Percentage
1	NBT	March 22 to April 14, 2020 (24 days)	3275	1866	56.9%

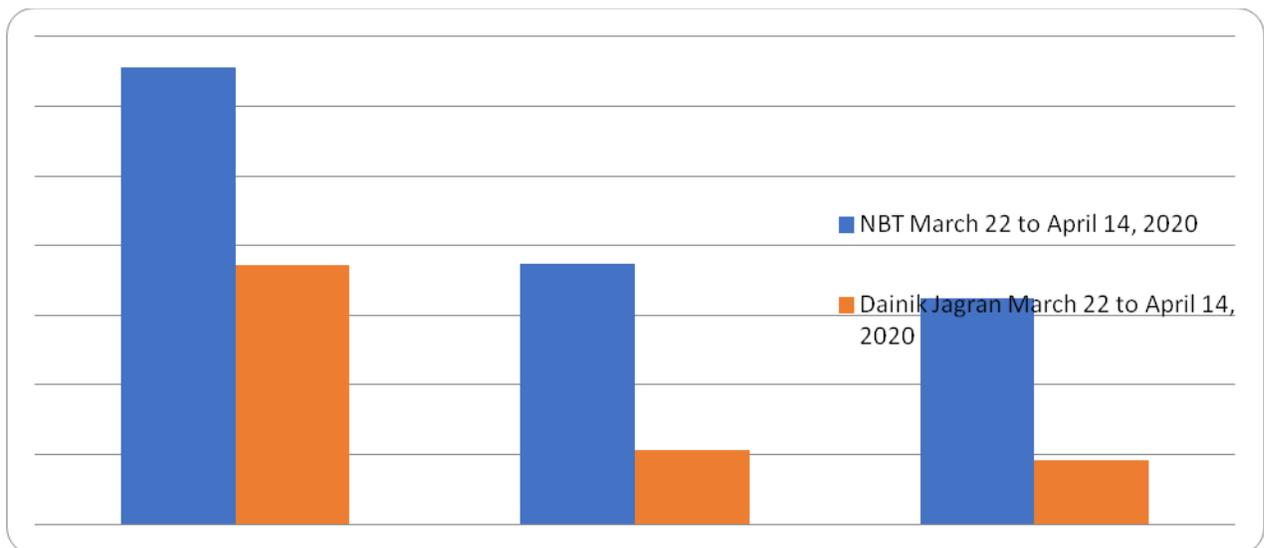
2	Dainik Jagran	March 22 to April 14, 2020 (24 days)	1861	530	28.4%
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According to the table given below, 1620 total number of national news related to corona published in newspaper of Lucknow in NBT and 462 total number of national news published by DainikJagran, here is result that NBT covered maximum number of national news related to corona in comparison to Dainik Jagran.

Table 2: Number of National news related to Corona published in Newspapers of Lucknow

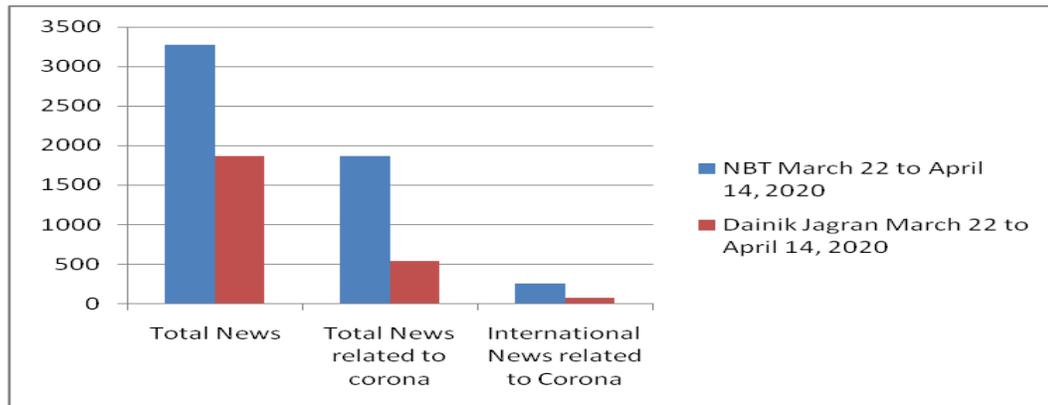
S.no.	Newspaper	Duration	Total News	Total News related to corona	National News related to Corona	Percentage
1	NBT	March 22 to April 14, 2020	3275	1866	1620	49.4%
2	Dainik Jagran	March 22 to April 14, 2020	1861	530	462	24.8%



According to the table below, 246 total number of International news related to corona published in newspaper of Lucknow in NBT and 68 total number of International news published by Dainik Jagran, here is result that NBT covered maximum number of International news related to corona in comparison to Dainik Jagran.

Table 3: Number of International News related to Corona published in newspapers

S.no.	Newspaper	Duration	Total News	Total News related to corona	International News related to Corona	Percentage
1	NBT	March 22 to April 14, 2020	3275	1866	246	7.5%
2	Dainik Jagran	March 22 to April 14, 2020	1861	530	68	3.6%



As per the table 4 source of NBT Lucknow newspaper Corona related news is concerned in National sources of news total 921 news 201 news were covered by the reporters and 268 news items were related to Bureau and only 90 news of national news agency, whereas 216 pool news published and 146 byline published. Whereas in Dainik Jagarn newspaper 342 total sources news covered 101 reporters news and 147news were related to Bureau only. National news agency published 52 total news, 41 pool news published and 179 byline published

Table 4: Sources of National news related to Corona:-

S.no.	Newspaper	Duration	Total news in Newspaper	Sources of National News related to Corona	Total	Percentage

1	NBT	March 22 to April 14, 2020	3275	Reporter	Bureau	Byline	Pool	Agency	921	28.1%
				201	268	146	216	90		
2	Dainik Jagran	March 22 to April 14, 2020	1861	101	147	179	41	52	342	18.3%

As per the table 5 source of NBT Lucknow newspaper Corona related news is concerned International sources of news total 342 news 20 news were covered by the reporters and 33 news were related to Bureau and 105 news of international news agency, whereas 43 pool news published and 36 byline published. Whereas Dainik Jagran newspaper 72 total international source of news, 2 news covered by the reporters and 5 news are from Bureau, international agency news are 54 and 9 pool news published and 2 byline published

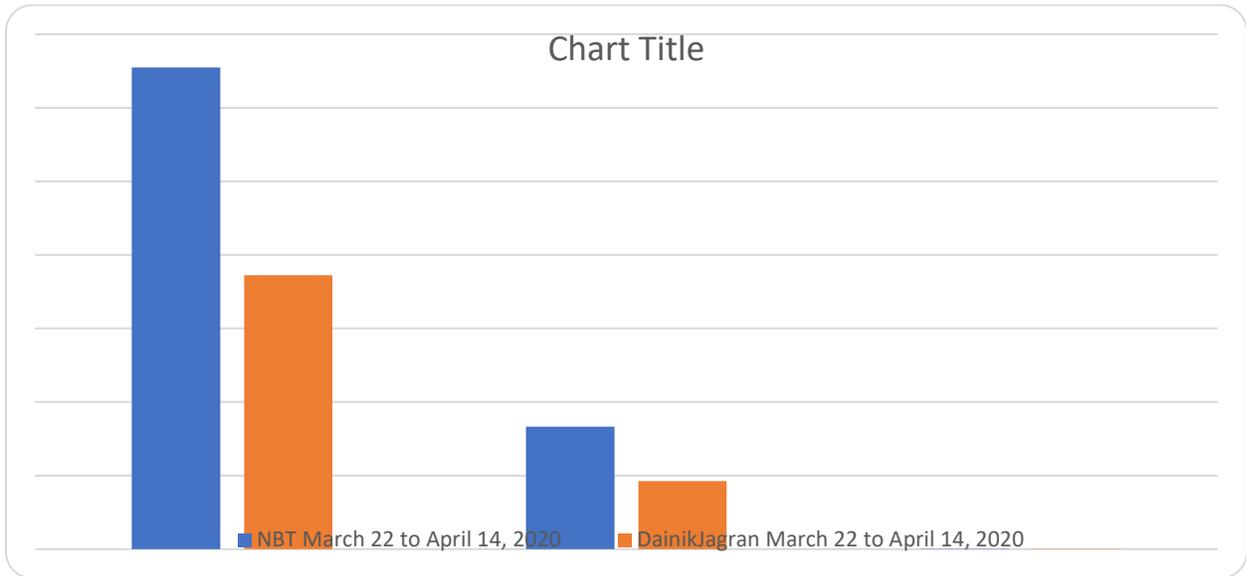
Table 5: Sources of International news related to Corona:-

S. no.	Newspaper	Duration	Total news in Newspaper	Sources of National News related to Corona					Total	Percentage
				Reporter	Bureau	Byline	Pool	Agency		
1	NBT	March 22 to April 14, 2020	3275	Reporter	Bureau	Byline	Pool	Agency	342	10.4%
				20	33	36	43	105		
2	Dainik Jagran	March 22 to April 14, 2020	1861	2	5	2	9	54	72	3.8%

According to the table 6 shown below represent other news which is not related to corona NBT Lucknow published total number of news 833 news not related to corona with total percent 15.43% Whereas Dainik Jagran Lucknow published total no. of news 462 which is not related to corona with total percentage 24.82%. Here the table shows that NBT published maximum no. Of news which is not related to Corona.

Table 6: Other news published in newspaper which is not related to Corona:-

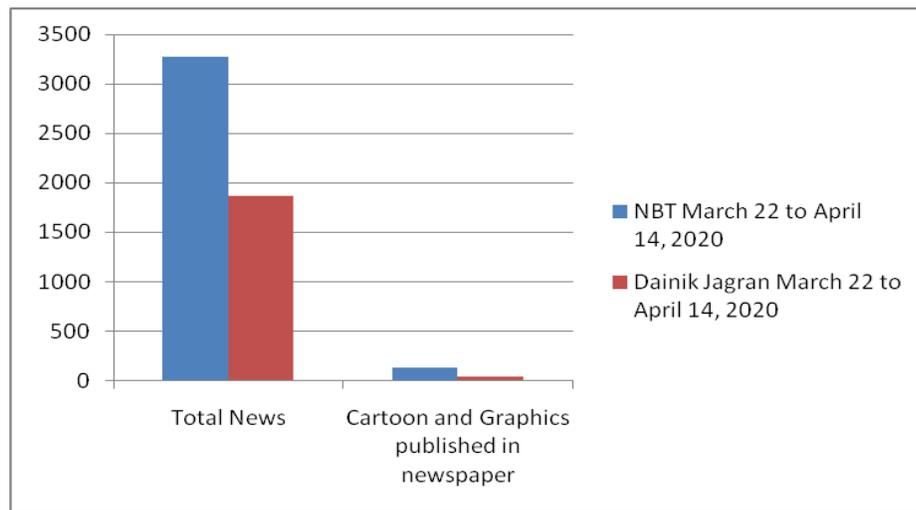
S.no.	Newspaper	Duration	Total News	News which is not related to Corona	Percentage
1	NBT	March 22 to April 14, 2020	3275	833	25.43%
2	Dainik Jagran	March 22 to April 14, 2020	1861	462	24.82%



According to the table 7 shown below represent Cartoon and graphics published in newspaper related to corona total no. of news 120 with total percentage 3.6% in NBT Lucknow where as total no. of cartoon and graphics related to corona30 news published in DainikJagran with total percentage 1.6%.

Table 7: Cartoon and graphics published in Newspaper related to Corona:-

S.no.	Newspaper	Duration	Total News	Cartoon and Graphics published in newspaper	Percentage
1	NBT	March 22 to April 14, 2020	3275	120	3.6%
2	DainikJagran	March 22 to April 14, 2020	1861	30	1.6%

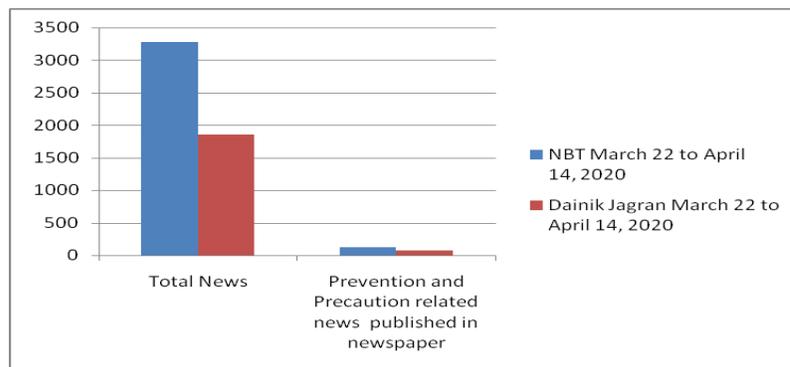


According to the table 8 represent Prevention and precaution related news published in newspaper related to corona total no. of news 127 with total percentage 3.8% in NBT Lucknow which is maximum in number

in comparison to Dainik Jagran. Whereas total no. of Prevention and precaution news related to corona 79 published in Dainik Jagran with total percentage 4.2%. Here the table shows that NBT published prevention and precaution related news more than Dainik Jagran.

Table 8: Prevention and Precaution related news published in Newspaper related to Corona:-

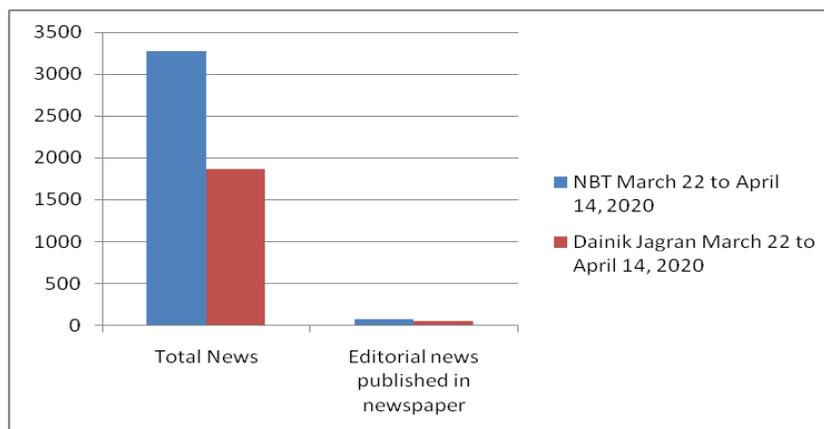
S.no.	Newspaper	Duration	Total News	Prevention and Precaution related news published in newspaper	Percentage
1	NBT	March 22 to April 14, 2020	3275	127	3.8%
2	DainikJagran	March 22 to April 14, 2020	1861	79	4.2%



According to the table 9 represent Editorial published related to corona news in NBT Lucknow covered total no. of news 68 with total percentage 2% , where as total no. of Editorial news related to corona 51 published in DainikJagranwith total percentage 2.7%.

Table 9: Editorial published in Newspaper related to Corona:-

S.no.	Newspaper	Duration	Total News	Editorial news published in newspaper	Percentage
1	NBT	March 22 to April 14, 2020	3275	68	2.0%
2	DainikJagran	March 22 to April 14, 2020	1861	51	2.7%



According to the table 10 it is clear that NBT Lucknow published total no. of appeal news by government 50 as well as 50 by media here by total is 100 with total 3.0% where as DainikJagran published appeal by government 32 and 77 appeal by media here total appeal 109 news published with 5.8% in Newspaper, therefore Dainik Jagran Lucknow published maximum number of appeal by government and media both in comparision to NBT Lucknow.

Table 10: Appeal published in Newspaper related to Corona:-

S.no.	Newspaper	Duration	Total News	Appeal published in newspaper		Total	Percentage
1	NBT	March 22 to April 14, 2020	3275	Govt.	Media	100	3.0%
				50	50		
2	DainikJagran	March 22 to April 14, 2020	1861	Govt.	Media	109	5.8%
				32	77		

Conclusion:

Newspaper gives information to mass audience by its message results as dissemination of information or change in people’s belief. This study reveals the coverage of news by two Hindi dailies of Uttar Pradesh by examine the number of news related to corona, their difference in news framing, source from where news was cited and this research study reveals that the information related to Corona are properly covered by the Print Media of Uttar Pradesh. The coverage percentage of Corona related news in newspapers of Lucknow is very less in Dainik Jagran and high in NavBharart Times. Corona related news appears almost all pages of both the newspapers. The coverage of corona related news in NavBharat Times is 56.9% while in Dainik Jagaran it covers only 28.4% shows that NavBharat Times is more conscious about news of Corona than Dainik Jagaran.

Detailed research on these two newspapers concluded that both the papers provide news regarding health issues i.e corona this time, from this study it is clear that health news rely heavily as researcher found corona related news in almost every page of newspaper. The study clears that both newspapers publish news related to corona but did not give same importance to the news as shown in table 1.

Print media serves a vital role providing for both breaking news stories and for analyzing these stories from various perspective. Print media serves important role from beginning of corona virus by covering different types of news related to corona, also reported the context, such as international information about corona, national information about corona, WHO guidelines, impact on economy, effect on supply chain, cartoons related to corona for awareness of people. This study shows that the number of appeal by government and media was published more in Dainik Jagaran than NavBharat Times, reveals that Dainik Jagaran was more concern for appealing shown in table 10. Beside this comparative research this study reveals that there is need to promote information literacy not only in citizens but also in media persons.

Suggestions and recommendations:

1. It is recommended that the maximum number of corona related news should be published in all newspaper of Lucknow.
2. It is suggested that all newspapers must help in reducing the misinformation or rumors by publishing right and accurate information about corona virus disease.
3. Corona related news must be short and accurate because individual who rarely read news in newspaper then they will grasp the news quickly in less time.
4. Number of editorial and number of cartoon related to corona pandemic should be increase in order to create awareness among people.
5. It is recommended that all newspaper should try to keep publishing frequently about the symptoms of corona and WHO guidelines.
6. Newspaper must publish recovered cases everyday n order to bring positive attitude in people.
7. All newspaper of Lucknow should publish feature stories of front line warriors to represent their importance in our society.

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