



# Framing Development in India's Small Hindi Newspapers: A Content Analysis of Local News Narratives

**DR. MUKESH KUMAR**

Assistant Professor,

PG Department of Journalism and Mass Communication

Maulana Mazharul Haque Arabic and Persian University, Patna (India)

[Mukesh29kumar@gmail.com](mailto:Mukesh29kumar@gmail.com)

## Abstract

This study analyses the nature, extent and framing of development related news in small Hindi newspapers in India, situating the inquiry within the theoretical perspectives of development communication and development journalism. This research foregrounds the role of Small Hindi Newspapers as potential vehicles for articulating grassroots development concerns. Methodologically, the research employs content analysis of news stories, editorials and letters to the editor published in 38 small Hindi newspapers across 19 Indian states and union territories. Using Stempel's stratified sampling technique, twelve issues per newspaper were analysed over a one year period. The findings indicate that although development issues such as agriculture, health, education, infrastructure, livelihoods and local governance are present, their overall visibility remains limited. Development news constitutes approximately 17% of news stories, 10.64% of editorials and 7.78% of letters to the editor. The study concludes that while small Hindi newspapers have the potential to strengthen participatory communication and democratic accountability, their developmental role remains uneven and constrained.

**Keywords:** Development Journalism, Development Communication, Small Hindi Newspapers, Local Development

## Introduction

The role of communication in accelerating the pace of rural developments and discusses the future implications of communication in the field of rural developments. 'Development Newsbeat is to critically examine, evaluate and report the relevance of development projects to national and local needs, the difference between a planned

scheme and its actual implementation, and the differences between its impact on people as claimed by government officials and its actual impact' (Aggarwala, 1979). There is a lot of communication loss and distortions in its movement from top to the bottom; a lot is lost in translation, sometimes. Third world countries share the notion that developmental journalism is a useful concept to assure the availability of mass communication for mobilization purposes. 'Development communication' is a form that accepts the media as a tool for development. The tension that exists between communication ideas for development and media development needs more thought and attention. Communication development uses media to educate and change behaviour on specific issues such as health care, poverty reduction, good governance and environmental protection (Deane, 2014). Development journalism implies that mass media has the ability and the power to influence the development process by giving coverage to development ideas. Development journalism is a kind of journalism which pays sustained attention to the coverage of ideas, policies, programs, activities, and events related to the improvement of the life of a people (Edeani D. O., 1993). Development journalism like all journalism is also information, analysis, comment and interpretation but it also includes motivating people and motivating policy builders to create policies as per people's wants and needs. Adversary journalism is the press's ability to scrutinize and criticize the performance and activities of public officials. Development news is more salient than human interest stories in the Indian elite press (Haque, 1986), Indian newspapers, as a rule, give little space to stories of human interest because they are preoccupied with the political problems of the day. But the Indian editorials are usually long, comprehensively elaborate and argumentative (Mani, 1952). Media has an important role to play in the development of society and is thus an important agent for the growth of democracy and society. Media helps in identifying the factors behind the major social problems. Media can be instrumental in bringing inclusive growth at the national level (Parihar, 2008). Thus, Development communication as a process of strategic intervention by institutions towards social change initiated by institutions and communities (Wilkins, Karin. Gwinn. & Mody, Bella., 2001) Development communication is the 'art and science of human communication applied to the speedy transformation of a country and its people from poverty to a dynamic state of economic growth' so as to achieve greater social equality. Media for development can foresee the fundamental strategies that drive the process of communication development based on the thinking emerging from development journalism and other social behavioural changes.

## Review Of Literature

According to Hemant Shah 'development news should, Emphasize development processes rather than events, Contain, when needed, content critical of developments projects, plans, policies, problems or issues, Discuss the relevance of development projects, plans, policies, problems or issues relevant to the national, the regional or the local population,, Provide contextual or background information about development projects, plans, policies, problems or issues, Speculate about the future in relation to development news, Discuss the impact of projects, plans, policies, problems or issues on peoples' lives, Discuss development processes prevalent in other regions and, Compare the outcomes with government claims (Shah, 1990). Rampal discusses the adversary and

developmental roles of mass media in India. He points out the two primary roles that the mass media plays in the Indian democratic system: Firstly, in national development and secondly, as an effective watchdog of the government (**Rampal, 1984**). Developmental news has great potential for making real, lasting contributions to rural and national development (**Kunczik, 1988**). The Press does not devote any attention to major problems facing the country such as family planning, agriculture developments, and other socio-civic needs of the country. The Press pays too much attention and gives too much space to political factions and personal activities of government officials and ignores development news (**Vilanilam J. V., 1975**). Haque highlighted that the development of news content in Indian newspapers have shown two basic trends very little coverage of development news and a preponderance of political and governmental news (**Haque, 1986**). Development journalism implies that development is a valid social goal. Furthermore, the media has a contribution to make towards it (**Domatob, Jerry Komia & Hall, Stephen, William., 1983**). A content analysis of Indian newspapers found vernacular papers surpassing the English-languages press in coverage of development news (**Vilanilam J. V., 1975**). Roling, Ascroft and Chege examine the influence of diffusion of innovations on the equity of development consequences. Diffusion strategies are practised by most change agencies. In this study, a field experiment in rural Kenya shows that diffusion programs can successfully reach the non-innovative “laggards”. The project obtained 100% adoption among those reaching directly (**Roling Niels G. & Ascroft Joseph & Chege, Fred Wa., 1976**).

Sinha examines. Very little or nothing reaches those who need them most the rural poor. Exposure to the development message through newspapers or any other print medium is minimal in rural areas due to a low literacy rate. Newspapers pertaining to development and progress have limited circulation and accessibility. The type of news that appears in the newspapers, prevalent in the rural areas, is of little or no relevance to the rural people and it rarely affects their immediate lives (**Sinha A. K., 1986**). Edeani highlights the potential of development journalism as a catalyst in the rural development process. The study showed the two national dailies would give little or no front-page coverage to rural news (**Edeani, 1993**). Oreh discusses how development journalism deals with economic developments, achievements, and motivations pertaining to a certain area. The news agencies of the west see the world through the eye of the developed world’s news agencies which means disseminating a world view and an opinion just the way the western world wants it formed (**Oreh, 1978**). Atton describes that ‘alternative media privileges journalism that is closely wedded to notions of social responsibility, replacing an ideology of objectivity with overt advocacy and oppositional practices (**Atton, What is ‘alternative’ journalism?, 2003**).

Ogan has informed that Western journalists have attacked development journalism as ‘Government say-so journalism’ but development news should not be equated with government-controlled news and information handouts, rather it should be looked upon as a new form of investigative journalism. A journalist's job on the development Newsbeat is to critically examine, evaluate, and report the relevance of a development project to the national and local population (**Ogan, Development journalism/ communication: the status of the concept, 1982**). Jerry and Hall describe that African development journalism not only strives to inform and educate but

motivates and entertains the people, thereby securing the public's participation in the growth process (**Domatob, Jerry Komia & Hall, Stephen William, 1983**). Mangla examines the pattern of reporting the tribal's and events related to them in the Indian press. The study covers all the items pertaining to the tribal community. It includes editorials, letters to the editor, and photographs excluding the advertisements. The proportion of length, measured in column- inches. This study focuses on the 90 days coverage between December 1970 to February 1971. Finding in this research paper indicates clear neglect of the tribal's in the Indian press; only 0.23% on the entire space was devoted to the tribal news item during the period under investigation (**Mangla, 1973**).

The study shows that 'development news items did not portray a wide range of topic, actors, sources or geographical areas. In fact, development news in the three newspapers is largely about four topics: international and domestic economic, social welfare, agriculture, and rural development, industry and science and technology. Development news content in Indian newspapers has primarily shown two basic trends very little coverage of development news and a preponderance of political and governmental news (**Shah, 1990**), it is also interesting to note that, Agriculture, one of our largest single industries, fails to attract serious analysis from the daily newspapers (**Morgan, 1934**). Mudgal highlighted that India's highest circulated English and Hindi newspapers devote only a minuscule proportion of their total coverage to rural India. The fact remains that the coverage of rural issues in all these six dailies continues to be almost negligible (**Mudgal, 2011**).

E. Childers describes development journalism as a discipline in development planning and implementation in which more adequate account is taken of human behavioural factors in the design of development projects and their objectives. Development supports communication strives to inform, educates, and motivates people to participate in the growth process (**Childers, 1976**). Rogers M Everett's describes that 'mass communication has an important role to play in the development process and communication studies encompassing the transfer of all messages (**Rogers, 1969**). Chaturvedi and Singh stressed that in the present scenario, promotion of development work, social awareness, and information and creation of active citizen participation are not the aims of media anymore as human beings are no more citizens but consumers or customers (**Chaturvedi, Jagdiswar & Singh, Sudha, 2008**). Vilanilam explains Development journalism is that which deals with the process of development and progress in developing nations. It relates to the projects and programs launched in an economically backward country to provide certain minimum living standards to its people (**Vilanilam J. V., 1975**). Anand in 'What Makes News: Development, No Development, or None of It' elaborated on the primary concerns covered in the Indian media. According to him, Indian media is increasingly devoting fewer media space to pro-poor issues coverage. In the present day coverage, issues related to poverty, agriculture, and rural dominions are consistently disappearing. For example, in the media issues of 29 March 2006, published in Mumbai, there was massive media space allocated to a model, Carol Gracias's, 'Wardrobe Malfunction'. However, the media did not devote sufficient media coverage to the demise of six children that died in the slum on the banks of river Yamuna in Delhi (**Anand, 2006**). Chopra sheds a light on the media imperialism in the third world countries in his book 'Media Aur Samaj.' Developed countries through their media try to establish their dominance in third world countries (**Chopra L., 2006**). Sparks describes Media imperialism as 'the process

whereby the ownership, structure, distribution or content of the media in any one country are singly or together subject to substantial external pressures from the media interests of any other country or countries without proportionate reciprocation of influence by the country so affected (**Sparks, 2007**). Ramsharan Joshi stressed that the responsibility of media is not only to provide news and entertainment but also stimulate a substantial development in the analytical awareness of the masses. Media should focus on its developmental role in third world countries as one of its primary responsibilities (**Joshi R. , 2015**). Most of the news about politics that saw a spectacular rise in vernacular readership had much to do with increased politicization among the middle to lower rungs of society as affirmed in the following statement, 'that politics, in particular, the political game is part of popular culture in India just as films and cricket are' (**Per, 2005**).

(**Christopher J. Coyne & Peter T. Leeson., 2009**), explain that the media can influence policies within given institutions and media serves as a catalyst of gradual and dramatic institutional change and as a mechanism for reinforcing those changes once they take place. Vilanilam in his paper 'Ownership versus Developmental News Content: An Analysis of Independent and Conglomerate Newspapers in India' explains that a major part of conglomerate newspapers is devoted to political and government-related news whereas independent newspapers have a majority of their page portions devoted to development news. A content analysis conducted on four newspapers has shown that as compared to reports on education, health, medicine, family planning, employment, labour progress, housing, agricultural and urban development, newspapers are centred around political, parliamentary, partisan politics, and governmental activities (**Vilanilam J. V., 1975**).

'In India, 7 conglomerate corporations control fifty per cent of the total newspaper readership'. Many Indian newspapers are part of giant industrial conglomerates. These news organizations provide only a trickle of development news that covers a narrow range of topics, actors, and setting. They use a limited variety of sources (**Shah, 1990**).

Chopra studied media from a sociological perspective in the era of globalization. He emphasizes Media should act as a public welfare expert while being a creative medium of communication (**Chopra, Jansanchar Ka Samajshastra., 2011**). Anil Chamadiya emphasizes that media is not fulfilling its social responsibility as it is mainly focusing on revenue generation. The main role of media in any democracy should be to act as a catalyst in the development (**Chamadiya, 2009**).

Rao and Basanti have highlighted that how development news in the media is declining (**Rao, N. B. and Basanti, P. N., 2009**). Now, News is not like any other consumable product to be sold in the market for any price it has a profound impact on society (**Sinha A. K., 1986**).

Manyozo in his book 'Media, Communication and Development: three approaches' has divided Development communication into three approaches 'the media for development', 'media development' and 'participatory communication approach'. Communication, as per this approach, encompasses the centralized processes of reporting and communicating development in which the mass media formulates the control strategy regarding public communication issues. The third approach refers to the organized decentralization of decision making structures and processes that focus on the community as a collective unit of policy and implementation at the

local level (Manyozo, 2012).

## Theoretical perspective

**The Development Communication Theory:** Development communication is the “study of social change brought about by the application of communication research, theory and technologies to bring about development. Development is a widely participatory process of social change in society, intended to bring about both social and material advancement, including greater equality, freedom and other valued qualities for the majority of people through their gaining greater control over their environment” (Rogeres, 1976).

Development communication is the study of change brought about by the application of research, theory and technologies of communication. Development is a broad participatory process of social change in society. The main idea behind development communication theory is media stands for the development of people in a nation or helps the target population. Development is an extensive participatory process of social change in a society that brings about both social and material development and upholds the pillars of democracy for everyone.

## Research Methodology

### Objective

1. Examine the Developmental content in the small Hindi newspapers in News stories, Editorials and Letter to the Editor

### Sampling

Considering the objectives of this study, two Hindi newspapers each from 19 States (including 3 union territories) were selected for the study, amounting to a total of 38 newspapers. The selected 19 states are the only states which show a significant presence of small newspapers in the Hindi language. The sampling of newspaper issues (edition dates) was undertaken based on the sampling technique devised by Stempel (1952): a monthly stratified sample of 12 issues (one issue per month) for a single newspaper for one entire year was taken (Stempel, 1952).

Procedure for selection of sample: - For selection purposes and to rule out the element of bias, the states were first arranged in alphabetical order as shown in column one. Thereafter, two daily newspapers each with the largest circulation in respective states were chosen. These newspapers were arranged in chronological order according to the unique numbers assigned to each one of them, as shown in column two and three of the chart.

Andhra Pradesh	1.SWATANTRA VAARTHA(Nizamavad)	2. SWATANTRA VAARTHA(Vishakhapatnam)
Assam	3.DAINIK PURVODAY(Guwahati)	4. DAINIK PURVODAY (Jorhat)
Bihar	5.BIHAR KI HAKIKAT(Muzaffarpur)	6.MONA TIMES(Muzaffarpur)
Chandigarh	7.PAHALI KHABAR(Chandigarh)	8.JANSATTA(Chandigarh)
Chhattisgarh	9.SAMACHARKHOJ(Raipur)	10. CHHATTISGARH SWAR(Raipur)
Daman and Diu	11. SAVERA INDIA TIMES (daman)	12. ASALI AZADI(Daman)
Delhi	13.RASHTRAWADI TIMES(Delhi)	14. ISHAN TIMES(Delhi)
Gujarat	15.JANABHUMI HERALD(Surat)	16.JAN HITAISHI(Baroda)
Haryana	17.BABYYIAN TIMES (Rohtak)	18.TYAGI TIMES(Sonipat)

Himachal Pradesh	19.DAINIK BHASKAR(Shimla)	20.JAGRAN DAINIK (kangra)
Jharkhand	21.CHAMAKTHA AIYNA(Jamshedpur)	22.APNA INDIA (Ranchi)
Jammu and Kashmir	23.DAINIK JAGRAN (Jammu)	24.NORTHEN TIMES(Jammu)
Maharashtra	25.DOPAHAR KA SAMANA(Mumbai)	26.TARUN MITRA(Thane)
Madhya Pradesh	27.DAINIK ALOK(Bhopal)	28.KRITI KRANTI(Bhopal)
Punjab	29.DAINIK JAGRAN(Patiala)	30.DAINIK JAGRAN(Bathinda)
Rajasthan	31.ASIAN STANDARD(Jaipur)	32.HELLO TIMES(Jodhpur)
Uttar Pradesh	33.CITY TIMES(Lucknow)	34.NEWS READER(Lucknow)
Uttarakhand	35.RUDRA TIMES(Haridwar)	36.KUMAON TIMES(Haldwani)
West Bengal	37.HIND SAMWAD(Asansol)	38.RAJASTHAN PATRIKA(Kolkata)

**Table 1: Newspapers sample arranges chronologically and state-wise**

Content analysis is a “popular research method in social sciences, primarily used in analyzing written, verbal, or visual messages in any channel of communication”(Cole, 1988). It is generally defined as “a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use” (Krippendorff K. , 2013). As a research method, it is a “systematic and objective means of describing and quantifying phenomena”(Krippendorff K. , 1980). For quantitative and Qualitative content analysis of News items, Editorials, and letters to the editor researcher use numeric Scale for Newspaper content analysis.

For the quantitative content analysis, the following factors were taken into consideration: The three major Samples are to be analyzed on the basis of under mention as contents in the sample.

1. Measuring the data text in cm square.
2. Measure the picture images in cm square.

## Finding

### Examine the Developmental content in the small Hindi newspapers in News stories, Editorials and Letter to the Editor

The developmental news stories published in the small Hindi Newspapers are related to Administration, Agriculture, Defense missile development, Electricity, Gym, Environment, Education, Gas related issues, irrigation, health, food security bill, Infrastructure, Livelihood policy, Local area development program, Memorial spot development, National employment guarantee program, Park, Planning related issues, Railway station development, Roads, School, water, Science congress, , Solar plant, Transport, Special protection force policy, Wage policy, Wan program and Water drain issues.

The developmental related editorials published in the small Hindi Newspapers are related to Administration, Education, Environment, Food, Governance, Health, Information technology, Labor, Livelihood Planning, Planning, Policy for livelihood, solar energy, Tourism development planning and Water.

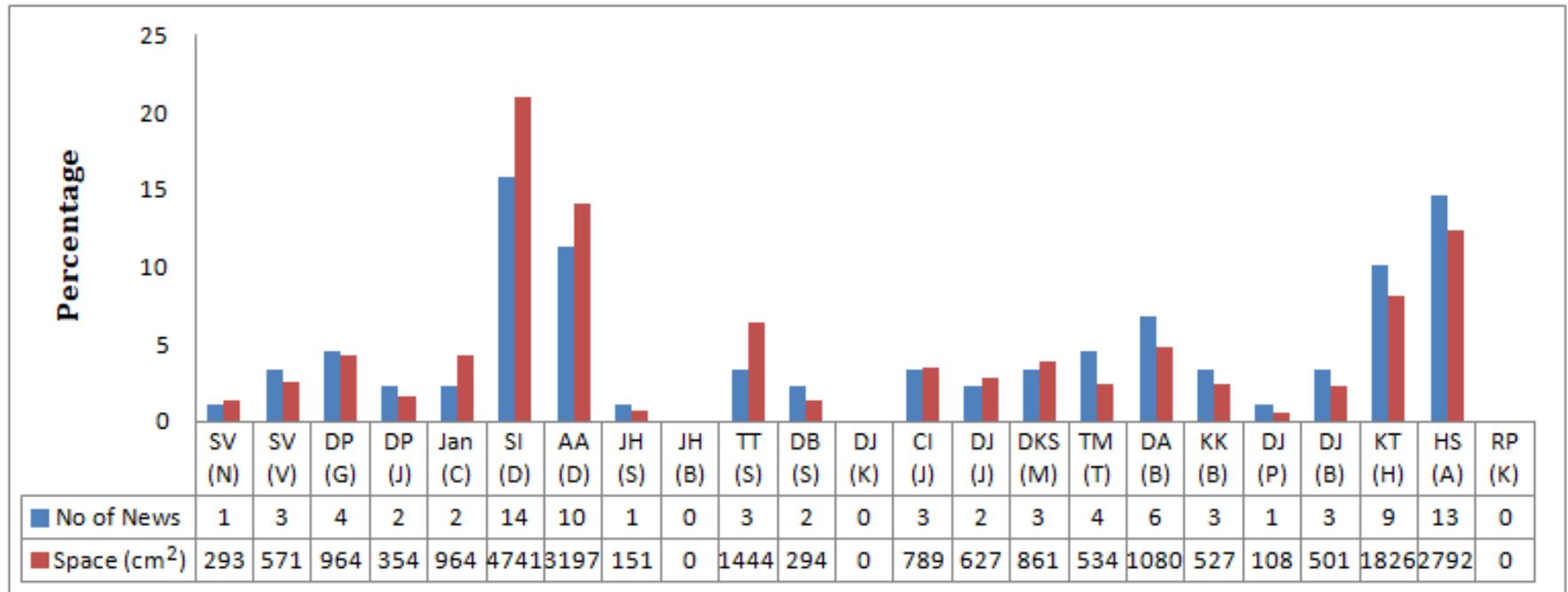
The developmental related LTE published in the small Hindi Newspapers are related to Cleanness drive, De-addiction centre issue, Education, Farmer loan, Food bill, Girl’s hostel, Health, Indian space research development, Job policy, Literacy, Rickshaw, Road and Tourism.

**Examine the Developmental content number and space in the Small Hindi Newspapers in News Stories.**

This graph shows developmental news stories published in small Hindi Newspaper. During the content, analysis totals 89 stories published in the newspaper's two main lead stories. The maximum number of the developmental news stories (14) published by Savera India Times (Daman). This is followed by Hind Samwad, Asansol 13 news stories, Asli Aazadi, Daman 10 news stories, Kumaon Times, Haldwani 9 news stories and Dainik ALOK, Bhopal 6 news stories.

Jan Hitaisi (Baroda), Dainik Jagran (Kangra) and Rajasthan Patrika (Kolkata) have not been given any space for developmental news stories.

According to maximum space given to developmental news stories, Savera India Times gives 20.96% space in the newspaper for developmental news stories. This is followed by Asli Azadi, Daman (14.14%), Hind Samwad, Asansol (12.23%), Kumaon Times, Haldwani (8.08%) and Tyagi Times, Sonipat (6.38%). The rest of the newspapers have given less than 5% space to developmental news stories.



Graph 1: Number and Space of News Stories on Developmental Beat

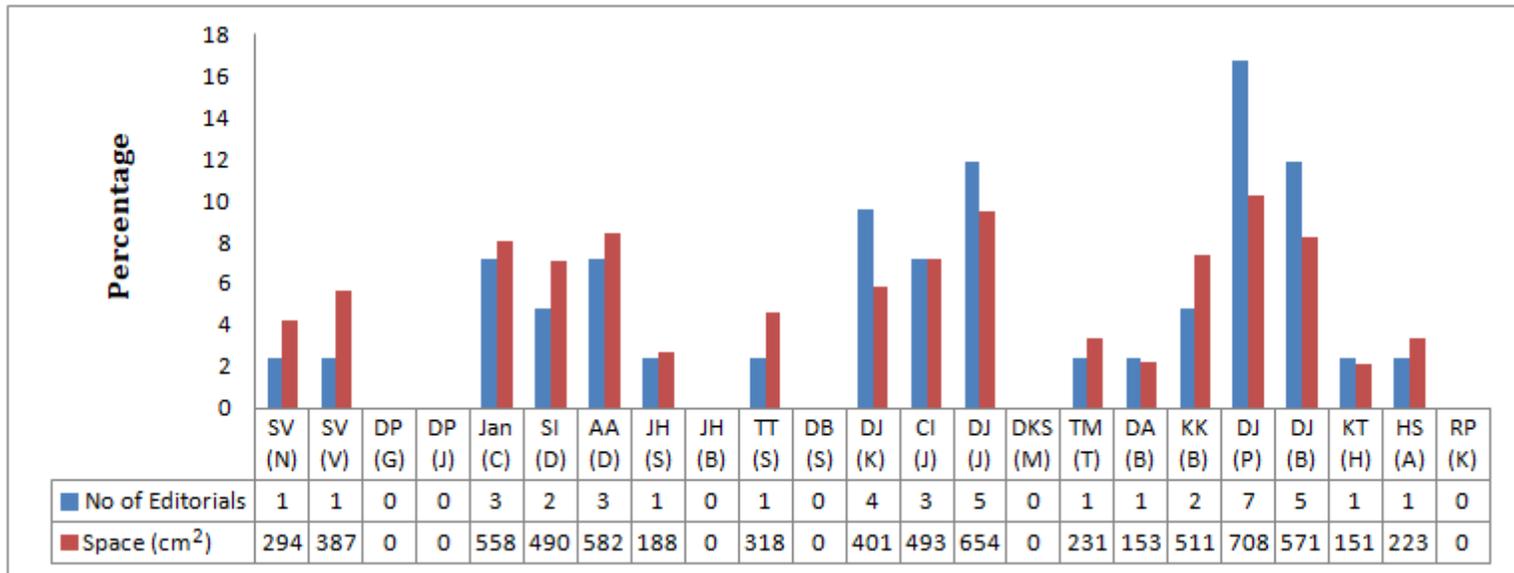
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## **Examine the Developmental content number and space in the Small Hindi Newspapers in Editorials.**

This graph shows editorials on developmental issues published in small Hindi Newspaper. During the content, analysis totals 42 editorials published in the newspaper. The maximum number of the editorials on developmental issues (7) published by Dainik Jagran (Patiala). This is followed by Dainik Jagran, Jammu (5) and Dainik Jagran, Bathinda (5).

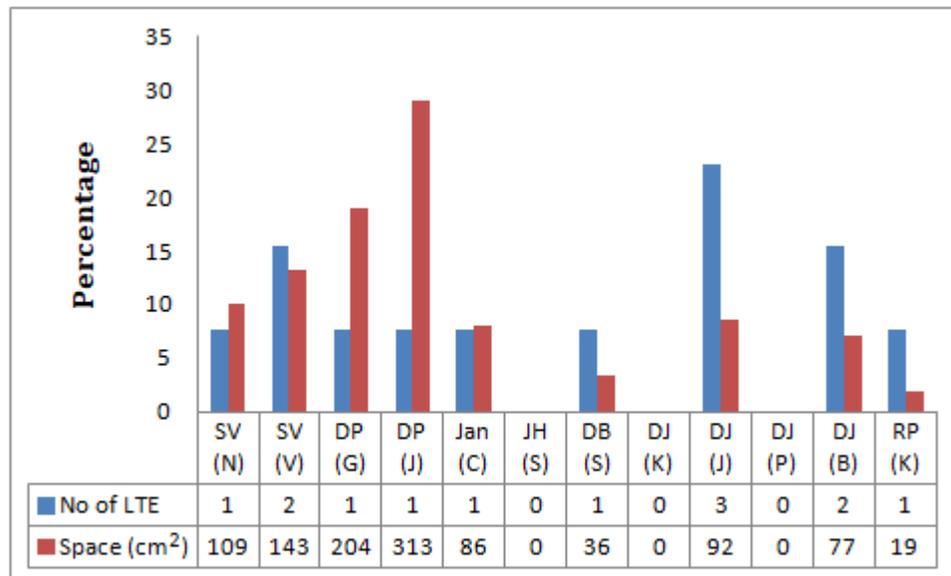
Dainik Purvoday (Guwahati), Dainik Purvoday (Jorhat), Jan Hitaisi (Baroda), Dainik Bhaskar (Shimla), Dohapar ka Sanama (Mumbai) and Rajasthan Patrika (Kolkata) have not been given any space on editorials on developmental related issues.

According to maximum space given to editorials on the developmental issue, Dainik Jagran (Patiala) gives 10.24% space in the newspaper. This is followed by Dainik Jagran, Jammu (9.46%), Asli Azadi, Daman (8.42%) and Dainik Jagran, Bathinda (8.26%).



**Graph 2: Number and Space of Editorials on Developmental Issues**

## Examine the Developmental content number and space in the Small Hindi Newspapers in Letters to the Editor.



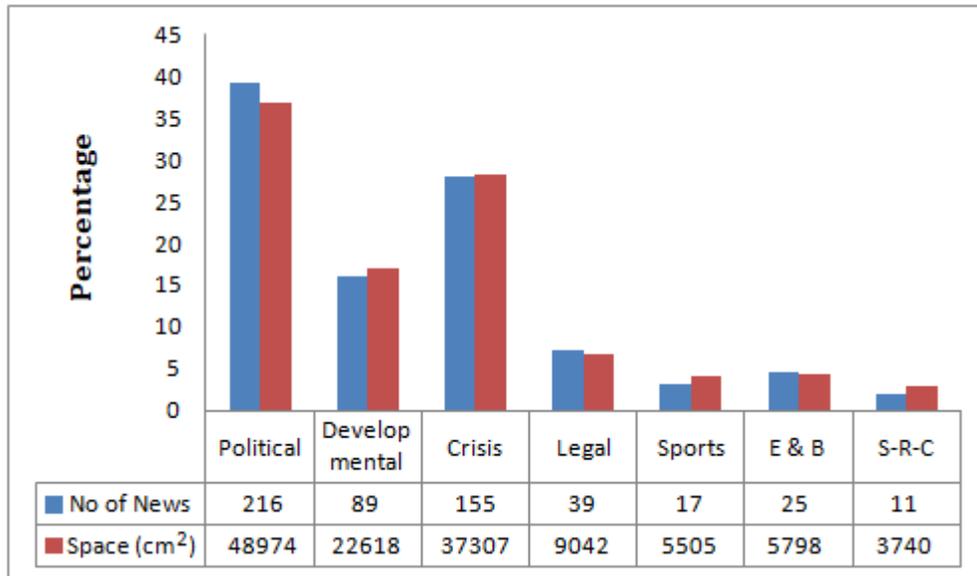
**Graph 3: Number and Space of LTE on Developmental issues**

This graph shows LTE on developmental issues published in small Hindi Newspaper. During the content, analysis totals 13 LTE published in the newspaper. The maximum number of the LTE on developmental issues (3) published by Dainik Jagran (Jammu). This is followed by Swatantra Vaartha (2) and Dainik Jagran, Bathinda (2).

Janabhumi Herald (Surat), Dainik Jagran (Kangra) and Dainik Jagran (Patiala) have not been given any space on developmental related issues in LTE.

According to maximum space given to LTE on the developmental issue, Dainik Purvoday (Jorhat) gives 29% space in the newspaper. This is followed by Dainik Purvoday, Guwahati (18.90%) and Swatantra Vaartha, Visakhapatnam (13.24%).

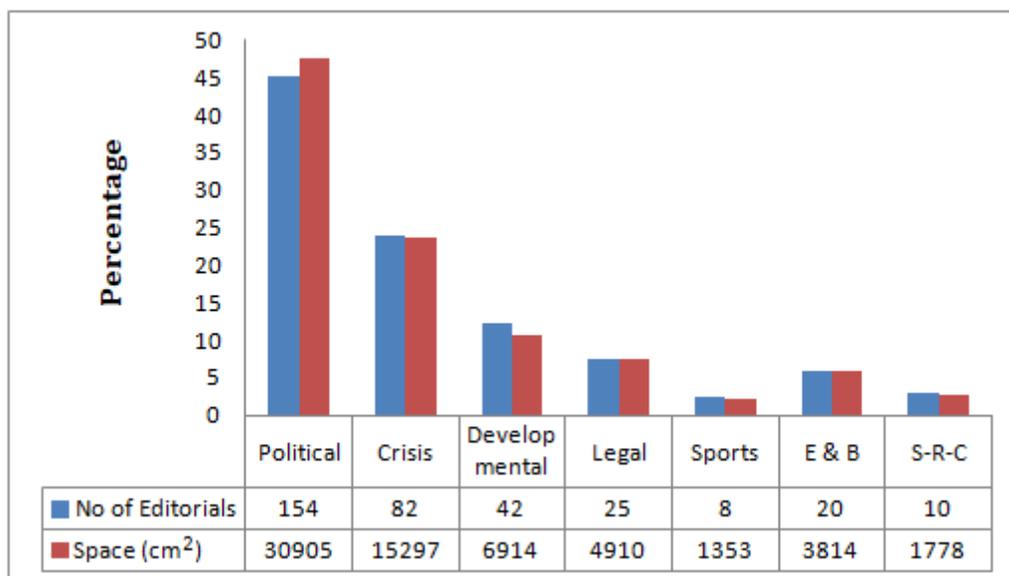
To determine Developmental News content gets more coverage in Small Hindi Newspapers as compared to Political, Crisis, Sports, Legal, Economy & Business and Social-Religion-Cultural in News Stories.



Graph 4: News stories and News Beat

The small Hindi newspaper carries maximum news stories (216) of political content (36.80%) and the lowest number of stories (11) on Social-religion-cultural content 2.81%. This is followed by crisis news content (28.10%), Developmental news content (17%), Legal (6.79%), Economy & Business (4.35%) and Sports (4.13%).

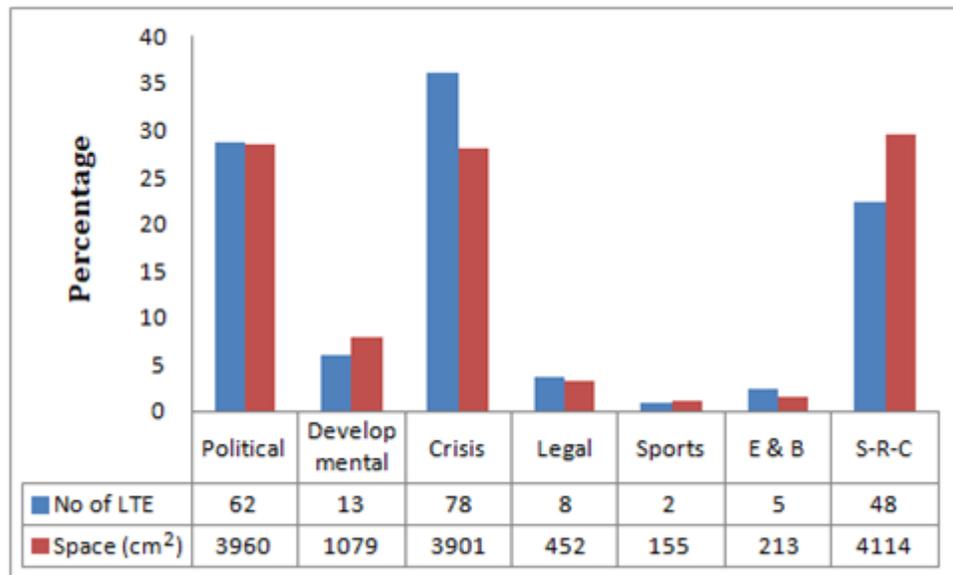
To determine Developmental News content gets more coverage in Small Hindi Newspapers as compared to Political, Crisis, Sports, Legal, Economy & Business and Social-Religion-Cultural in Editorials.



Graph 5: Editorials and Topic

The small Hindi newspaper carries maximum editorials content (154) of political content (47.56%) and the lowest number of stories (8) on Sports 2.08%. This is followed by crisis news content (23.54%), Developmental news content (10.64%), Legal (7.55%), Economy & Business (5.87%) and Social-religion-cultural (2.76%).

**To determine Developmental News content gets more coverage in Small Hindi Newspapers as compared to Political, Crisis, Sports, Legal, Economy & Business and Social-Religion-Cultural in Letters to the Editor.**



**Graph 6: Letter to Editor and Topic**

The small Hindi newspaper carries maximum news LTE content (62) of political content (28.54%) space but Maximum space given to Social-religion-cultural content (29.65%) and lowest number of stories (2) on Sports LTE content 1.11%. This is followed by crisis news content (28.11%), Developmental news content (7.78%), Legal (3.28%) and Economy & Business (1.53%).

**Discussion**

Development as a concern of the Public Sphere: Local newspapers began to serve as an important conduit of information for development agents at the level of villages. Localization has affected the development discourse in the states of the Hindi belt. This is because many kinds of small news found their way into these local editions and circulated in the area. Those working in to train the panchayats in rural areas sensed that the change newspapers were bringing about was of political nature. “They brought transparency in the dynamics of political parties with the reporting they did. Moreover, developing journalist networks and using them to highlight problems was skill social workers and activists everywhere were learning to acquire” (Ninan, 2007).

The development news stories published in the small Hindi Newspapers are related to Administration, Agriculture, Defense missile development, Electricity, Gym, Environment, Education, Gas related issues,

irrigation, health, food security bill, Infrastructure, Livelihood policy, Local area development program, Memorial spot development, National employment guarantee program, Park, Planning related issues, Railway station development, Roads, School, water, Science congress, Solar plant, Transport, Special protection force policy, Wage policy, Wan program, and Water drain issues.

The development-related editorials published in the small Hindi Newspapers are related to Administration, Education, Environment, Food, Governance, Health, Information technology, Labor, Livelihood Planning, Planning, Policy for livelihood, Solar Energy, Tourism development planning and Water.

The development-related LTE published in the small Hindi Newspapers are related to Cleanness drive, De-addiction centre issue, Education, Farmer loan, Food bill, Girl's hostel, Health, Indian space research development, Job policy, Literacy, Rickshaw, Road and Tourism.

There have been implications of newspaper localization for the development agendas of civil society and the state and for the nature of the discourse on the issue of development that was emerging in India's districts and in the regional press (Ninan, 2007).

Development news gets little space. This is also substantiated by (Morgan, 1934), (Mangla, 1973), (Vilanilam J. V., 1975), (Aggarwala, 1979), (Haque, 1986), (Sinha A. K., 1986), (Shah, 1990), (Edeani, 1993), (Vermeer, 2002), (Anand, 2006), (Mudgal, 2011). During the content analysis, a total of 89 stories were published in a newspaper with only 2 main lead stories. The maximum number (14) of the development news stories were published by *Savera India Times* (Daman). This newspaper was followed by *Hind Samwad* (Asansol) with 13 news stories, *Asli Aazadi* (Daman) with 10 news stories, *Kumaon Times* (Haldwani) with 9 news stories and *Dainik Alok* (Bhopal) with 6 news stories.

*Jan Hitaisi* (Baroda), *Dainik Jagran* (Kangra) and *Rajasthan Patrika* (Kolkata) have not been giving any space to development news stories.

In terms of space coverage percentage, the maximum space given to development news stories is by *Savera India Times* with 20.96% space in the newspaper. Followed by *Asli Azadi*, Daman (14.14%), *Hind Samwad*, Asansol (12.23%), *Kumaon Times*, Haldwani (8.08%) and *Tyagi Times*, Sonipat (6.38%). Rest of the newspapers has given less than 5% space to development news stories.

During content analysis, it was found that editorials on development issues were 42 in number. The maximum number of editorials published on development issues (7) were by *Dainik Jagran* (Patiala). Followed by *Dainik Jagran*, Jammu (5) and *Dainik Jagran*, Bathinda (5). *Dainik Purvoday* (Guwahati), *Dainik Purvoday* (Jorhat), *Jan Hitaisi* (Baroda), *Dainik Bhaskar* (Shimla), *Dohapar ka Saamana* (Mumbai) and *Rajasthan Patrika* (Kolkata) have not been given any space to editorials on development related issues.

In terms of space coverage allocated in editorials to development issues: *Dainik Jagran* (Patiala) gives 10.24% space in the newspaper. It is followed by *Dainik Jagran*, Jammu (9.46%), *Asli Azadi*, Daman (8.42%) and *Dainik Jagran*, Bathinda (8.26%).

Number of LTE on development issues published in small Hindi Newspapers were found to be as following during content analysis. A total of 13 LTE published were in a newspaper. The maximum number of LTE on development issues published by *Dainik Jagran* (Jammu) which was 3. It is followed by *SwatantraVaartha* (2) and *Dainik Jagran*, (Bathinda) (2). *Janabhumi Herald* (Surat), *Dainik Jagran* (Kangra) and *Dainik Jagran* (Patiala) have not been giving any space to development-related issues in LTE.

In terms of space coverage given to LTE on development issues: *Dainik Purvoday* Jorhat gives 29% space in the newspaper. It is followed by *Dainik Purvoday*, Guwahati 18.90% and *Swatantra Vaartha*, (Visakhapatnam) 13.24%.

### Example

- Rudrapur me Mgnrega ke tahat huye karyon ki samiksha baithak sampan (News, Kumaon Times, Haldwani).
- Asansol me vikas ki bayar (News, Hind Samwad, Asansol).
- Paryavaran sanrakshn ke liye vriksh sarvitam vikalp – B.S.Bhalla (News, Ashali Azadi, Daman).
- Danah me sarswati sadhna yojna ke tahat chhatrayon ko prashasan dwara Cycle ka vitran (News, Savera India Times, Daman).
- Shiksha evam kaushal vikas ke liye kai kadam uthayegi sarkar (News, Kirti Kranti, Bhopal).
- Pani ka paimana (Editorial, Jansatta, Chandigarh).
- Marijon ki badhti jagrukta (Editorial, Dainik Jagran, Jammu).
- Sabko bhojan (LTE, Rajasthan Patrika, Kolkatta).
- Safai ki jimmedari (LTE, Dainik Jagran, Bhatinda).

### Conclusion

- The development news stories published in the small Hindi Newspapers were related to Administration, Agriculture, Defense Missile Development, Electricity, Gym, Environment, Education, Gas related issues, Irrigation, Health, Food Security Bill, Infrastructure, Livelihood Policy, Local area development program, Memorial spot development, National employment guarantee program, Park, Planning related issues, Railway station development, Roads, School, Water, Science congress, Solar plant, Transport, Special protection force policy, Wage policy, Wan program and Water Drainage issues.
- Editorials pertaining to the development issues were also published in small Hindi Newspapers. These were related to Administration, Education, Environment, Food, Governance, Health, Information technology, Labor, Livelihood Planning, Planning, Policy for Livelihood, Solar Energy, Tourism Development Planning and Water.

- The development-oriented LTE published in small Hindi Newspapers was dedicated to Cleanness drive, De-addiction Center issue, Education, Farmer loans, Food bill, Girl's hostel, Health, Indian Space Research Development, Job policy, Literacy, Rickshaw, Road, and Tourism.
- A total number of 89 news stories pertaining to development and progress were published in small Hindi newspapers.
- The maximum number of the development-related news stories that were published by *Savera India Times* (Daman) was 14, Followed by *Hind Samwad*, Asansol 13 news stories, *Asli Aazadi*, Daman, 10 news stories, *Kumaon Times*, Haldwani, 9 news stories, and *Dainik Alok*, Bhopal 6 news stories.
- *Jan Hitaisi* (Baroda), *Dainik Jagran* (Kangra) and *Rajasthan Patrika* (Kolkata) did not give any space to development news stories.
- The maximum space was given to development news stories in *Savera India Times* which had about 20.96% of space devoted to development-related news stories. This percentage was followed by *Asli Azadi*, Daman (14.14%), *Hind Samwad*, Asansol (12.23%), *Kumaon Times*, Haldwani (8.08%) and *Tyagi Times*, Sonipat (6.38%). The remaining newspapers gave less than 5% space to developmental news stories.
- About 42 editorials on development issues were published in small Hindi Newspaper. The maximum number of the editorials on developmental issues was 7 in *Dainik Jagran* (Patiala). Followed by *Dainik Jagran* (Jammu) 5 and *Dainik Jagran* (Bathinda) 5.
- *Dainik Purvoday* (Guwahati), *Dainik Purvoday* (Jorhat), *Jan Hitaisi* (Varodra), *Dainik Bhaskar* (Shimla), *Dohapar ka Sanama* (Mumbai) and *Rajasthan Patrika* (Kolkata) did not give any space to development related editorials.
- The maximum space given to editorials on development issues was in *Dainik Jagran* (Patiala) 10.24%, Followed by *Dainik Jagran*, Jammu (9.46%), *Asli Azadi*, Daman (8.42%) and *Dainik Jagran*, Bathinda (8.26%).
- 13 LTE on development issues were published in small Hindi Newspapers. The Maximum number of the LTE on development issues was 3 in *Dainik Jagran* (Jammu). Followed by *Swatantra Vaartha* 2 and *Dainik Jagran*, Bathinda 2.
- *Janabhumi Herald* (Surat), *Dainik Jagran* (Kangra) and *Dainik Jagran* (Patiala) did not give any space on development issues in the LTE.
- The maximum space given to LTE on the developmental issue was in *Dainik Purvoday* (Jorhat) which gave 29% space in the newspaper. Followed by *Dainik Purvoday*, Guwahati (18.90%) and *Swatantra Vaartha*, Visakhapatnam (13.24%).

Development communication is the study of change brought about by the application of research, theory, and technologies of communication. Development is an extensive participatory process of social change in a society that brings about both social and material development and upholds the pillars of democracy for everyone. *Hind samwad, Tyagi Times, Kumaon Times, Dainik Alok, Kirti Kranti, Asli Azadi, Savera India Times* and *Chamaktha Aiyana* are the newspapers which are trying to create an environment for development to take place. They publish news about a local area's problems so that they are noticed by the government which in turn can begin the process of ensuring that correct measures are taken place.

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