

## MEDIA AND PUBLIC POLICY: An Analysis on the information dissemination of national policy by mainstream media

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**Abstract** Government of India has lead various national schemes for uplifting the livelihood of all people. One major concern for a developing country like India is creating suitable employment opportunities and training for skill development to all citizens. ‘Make in India’ is an initiative of the government to encourage multinational, as well as domestic, companies to manufacture their products in India, the major objective behind it is to focus on job creation and skill enhancement in twenty-five sectors of the economy. In order to fulfill this national initiative, it is important for all employable citizens of the country to understand how the scheme works and how the know-how to be industry ready while implementing the scheme. This knowledge transfer could be achieved only when the government takes all initiatives to spread the awareness to the employable citizens. This paper takes a qualitative content approach to investigate how government has used the regional newspapers of Tamil Nadu to transfer the idea behind ‘Make in India’ scheme work for the betterment of the country.

**Keywords:** Indian National Policies, Regional Newspapers, Policy Dissemination, Public Reach, Make in India.

### I. INTRODUCTION:

#### *Role and function of Media :*

The role of the media, the Fourth Estate, as an influence of public opinion has always been recognized by governments. Media freedom is generally accepted as a corner stone of modern democratic society. However there is also an acute awareness that the media should be responsible in what and how it reports and also clearly distinguish disseminating information from analysis and opinions. There is also considerable awareness that the media should be responsible in what and how it reports, and how it ought to distinguish between giving information and editorializing. (*Bhama Devi Ravi, The Hindu, 2014*). Newspapers attempt to provide the facts and analysis that allows informed citizens to make effective and responsible decision in a complex, information-saturated society. The role of newspapers has evolved in response to the changing needs of their readers and is currently going through a softening of news in reaction to other media’s coverage of lifestyle, entertainment and so on. (*Dr. Malik Zahra Khalid, Dr. Aaliya Ahmed, 2014*)

*Vajpayee (The Times of India, 2000)* says newspapers were destined to play a crucial role in shaping ideas and sensibilities and that the press should undertake this responsibility with a sense of mission. He says that a newspaper was not an assembly-line-production or a factory made commodity. There cannot be an alternative to a well planned managerial strategy. The press should inform, provoke debate, and even entertain. But it should refrain from distorting facts or sensationalizing events to attract readership. Restraint is needed while reporting sensitive incidents. While, zealously guarding facts, a newspaper should have an imprint of ideas on the conscience of its readers. Such deeply- embedded ideas will inspire people to meet a crisis situation. Pointing out that language newspaper has greater and more variegated role to play, Vajpayee says the responsibility of the media is commensurate with its larger role in the socio-political milieu of the country.

The role of press in society advanced by the pro-government campaign is summarized as follows;

- a) The advocacy of a cooperative role for the press in nation building and national development.
- b) The role of the press as a catalyst for social and political change and
- c) The duty of the press to
  - i) Educate instead of merely entertaining.
  - ii) Maintaining social stability and racial harmony.
  - iii) Aid in economic development and nation building.

The press in developing countries, therefore, serves a multiplicity of purposes. It is a medium of news, the source of information about world, national and local events and means of establishing mutual understanding. It is an instrument of education, contributing to the development of human resources and capital in promoting economic growth. It is a multiplier in the communication process, spreading widely and rapidly information which will aid national development (*Sommerland, 1981*). Academic American Encyclopedia (1989: 171) describes newspaper in a broad sense as “an unbound publication issued at regular intervals that seeks to inform, analyze, influence and entertain”.

A newspaper is a vehicle for transmitting news and ideas. The design is an integral part of that process. Every newspaper must be quite clear about its own role, its own priorities between news in depth, comment, interpretation and fun. (*Dr. Malik Zahra Khalid, Dr. Aaliya Ahmed, 2014*)

### **Public Policy and Media :**

News is written basically for the purpose of communication and as a way of disseminating information to a large group of people. (*Emmanuel Taiwo Babalola, 2002*)

As the researchers says , it's the role and function of mass media to inform public about government policies . Make in India, being one major policy with lots of challenges, opportunities and development , the importance of disseminating the policy to public seems to be more responsible task to the mass media. Researcher *Scammell* argues that The ‘basic’ and ‘rarely questioned’ duties of media in a democracy are to: supply accurate and sufficient information; reflect public opinion; and act as a watchdog against the state (*Scammell, 2000: xiii*). Mass media can, and often do, play a critical role in policymaking. The typical view of media is that they matter in the early stages of the policy process that media can help to set an agenda, which is then adopted and dealt with by politicians, policymakers, and other actors. (*Stuart Soroka, Andrea Lawlor ,Stephen Farnsworth ,Lori Young*). The role of media in policy plays a vital role, the media provides an objective view of the policies put forth by the government, and allows people to formulate their own opinions. ( *Patricia Muyagi and Onesmo Olengurumwa, 2014*)

### **Make in India Scheme :**

Indian government has lead various policies & Scheme for the development and well being of the society. One recent major initiative by government of India is the Make In India policy. Make In India is a new national program designed to transform India into a global manufacturing hub. It contains a raft of proposals designed to urge companies — local and foreign — to invest in India and make the country a manufacturing powerhouse. (*AlokSoni, 2015*)

The focus of Make In India programme is on creating jobs and skill enhancement in 25 sectors. These include: **automobiles, aviation, chemicals, IT & BPM, pharmaceuticals, construction, defense manufacturing, electrical machinery, food processing, textiles and garments, ports, leather, media and entertainment, wellness, mining, tourism and hospitality, railways, automobile components, renewable energy, mining, bio-technology, space, thermal power, roads and highways and electronics systems.** (*AlokSoni, 2015*).

AlokSoni also says that, Major highlights of the Make In India plans are :

1. Invest India cell
2. Consolidated services and faster security clearances
3. Dedicated portal for business queries
4. Interactions with the users/visitors
5. Easing policies and laws

## **II. REVIEW OF LITERATURE:**

Recent studies in western countries says press is seen as democratic institution "Why do media matter, and why is journalism important? The literature surrounding normative functions of the press in Western societies sees journalism as a democratic institution. (*Stefan Brambilla Hall, 2012*) as the previous researcher argues Journalism seen as more democratic , so when it comes to country like India, one of the world biggest democratic , the fourth estate media should also expected to be more democratic in delivering information to the masses.

### **2.1 Impact of Newspaper in Society:**

Newspaper Publisher *William Randolph Hearst* once said that, The force of the newspaper is the greatest force in civilization, under republican government, newspapers form and express public opinion. Newspaper really plays a predominant role in society by participating and in construction of society as *Schudson's* argues that 'newspapers participate in the construction of the mental worlds in which we live' (2000: 38) And also some studies says ,Journalism is able to shape issue agendas, public debate, opinions, identities and social reality (*Fairclough, 1995: 2; Richardson, 2007: 13*)

### **2.2 Media Role in Public Policy:**

Some studies argues that, the media use to play a very crucial role in setting policy agenda because they become a link between the public, policy actors and politicians. (*Patricia Muyagi and Onesmo Olengurumwa, 2014*)

Also to provide public awareness regarding the policy, researchers *Patricia Muyagi and Onesmo Olengurumwa*, says that , various media programs, news articles and press releases are commonly used by policy actors to inform the public about the policy objectives. Raising public awareness about the policy in its broadest sense is one of the main activities in policy implementation that requires media involvement. And the same researcher also explains Media as policy implementation monitors use features, interpretive news stories, and context-setting stories; and editorial materials, unsigned editorials, columns, letters-to-the-editor, and cartoons to convey policy messages.

During the policy formulation stage, the policy makers try to appeal to the people through the medium of the media. Politicians tell the media their ideas for a certain policy and then the media reports it to the people. ( *Patricia Muyagi and Onesmo Olengurumwa, 2014* ) They also says ,In policy formulation stage, the media is also busy researching the intricacies of policies put forth by policy makers. Then members of the media report these findings in a way that the public can understand what is going on.

That it is important to note that, the role of the media is key not just at the beginning but throughout the policy process, and also media can be not only as external player in policy process but as a key player (*Patricia Muyagi and Onesmo Olengurumwa, 2014*)

In each stage of policy process the mass media perform functions, although the functions seem more important in relaying information than in influencing the policy process ( *Patricia Muyagi and Onesmo Olengurumwa, 2014* )

### **2.3 Media Coverage in government policy:**

In one of the recent study undergone by *Patricia Muyagi and Onesmo Olengurumwa* at University of Dar Salaam 2014, the researchers claims that, Naturally, what happens to a policy is greatly determined by what kind of media coverage it has generated.

*Patricia Muyagi and Onesmo Olengurumwa* also says, If a proposed policy generates positive and steady publicity there is a good chance that policy will be enacted, and they also say , if a proposed issue generates negative publicity or if the coverage of that issue decreases, that policy may not become enacted. And this clearly states how newspaper coverage on government policy have a direct impact on the implementation of the policy itself.

## **III. OBJECTIVE OF THE STUDY:**

- To analyze the coverage of news on Make in India Campaign from the beginning of its stages in Regional newspaper in Tamil Nadu
- To analyze how Make in India news has portrayed by the English and Tamil Newspapers in the Region of Tamil Nadu

## **IV. METHODOLOGY**

The methodology adopted for this study is Quantitative content analysis. The Analysis is done over two English dailies namely The Hindu and Times of India and two Tamil dailies namely Dinathanthi and Dinakaran and their coverage on Make in India Campaign for a period of three months Sep, Oct & Nov 2014 since the beginning of Campaign, and the analysis as follows

**Table 1 : Policy related News Appeared in the Newspaper**

Newspapers	Language	Number of articles	Total Percentage %
The Hindu	English	36	37.5
Times of India		46	47.91
Dinathanthi	Tamil	9	9.37
Dinakaran		5	5.20
Total		96	100

**Figure 1 :**

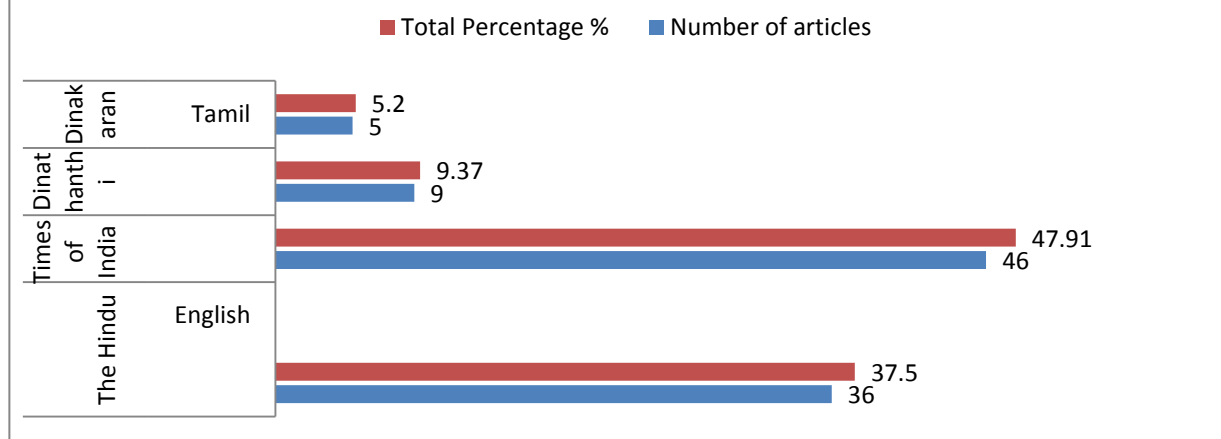
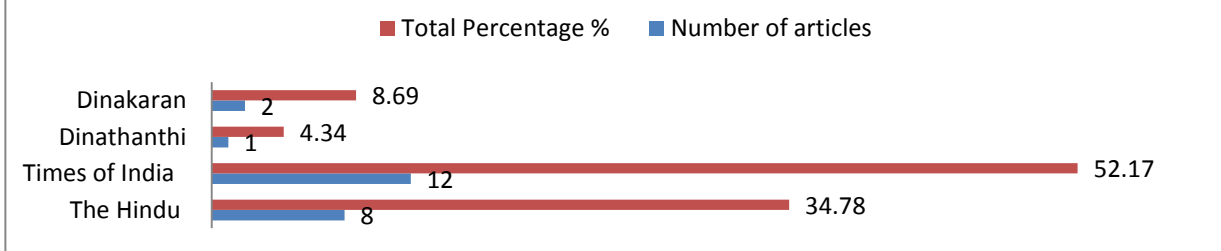


Table 1 & Figure 1 describes that the maximum number of news articles were covered in Times of India followed by The Hindu, whereas the least were done by Dinakaran

**Table 2: Policy News covered in the First page Newspaper**

Newspapers	Number of articles	Total Percentage %
The Hindu	8	34.78
Times of India	12	52.17
Dinathanthi	1	4.34
Dinakaran	2	8.69
<b>Total</b>	<b>23</b>	<b>100</b>

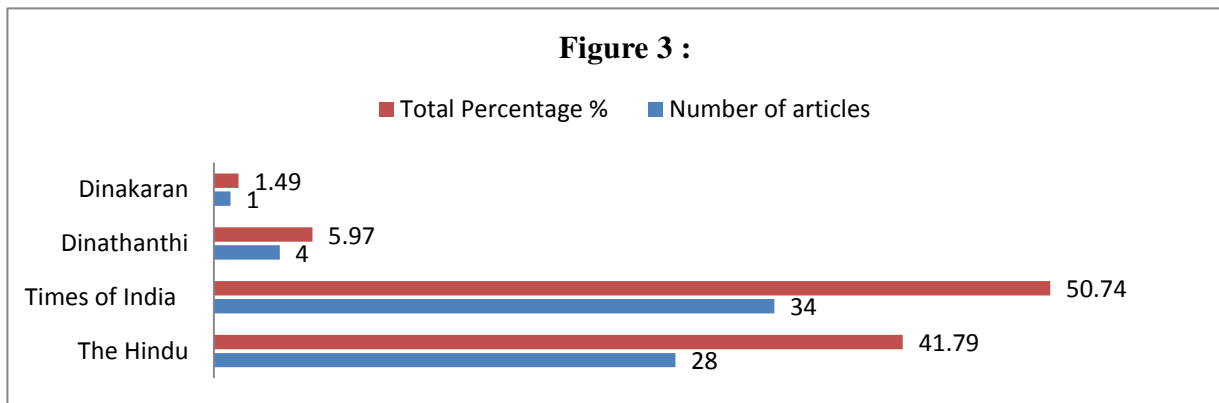
**Figure 2 :**



It is evident from Table 2 & Figure 2, that Times of India had covered the maximum no of policy news in Front Page, and next high front page coverage was given by The Hindu followed by Dinakaran and Dinathanthi

**Table 3 : Policy News in the reader friendly page (Odd Page)**

Newspapers	Number of articles	Total Percentage %
The Hindu	28	41.79
Times of India	34	50.74
Dinathanthi	4	5.97
Dinakaran	1	1.49
<b>Total</b>	<b>67</b>	<b>100</b>



According to Table 3& Figure3, the majority of articles in the Reader friendly page(Odd page) was covered by Times of India, Second majority of article on odd page was covered by The Hindu, Tamil newspaper Dinathanthi and Dinakaran has very less articles in Reader Friendly Page.

**Table 4: No of Articles by Story Type**

Newspapers	The Hindu	Times of India	Dinathanthi	Dinakaran	Total	Percentage %
News	14	18	7	4	43	44.79
Feature	4	6	1	-	11	11.45
Comment	6	8	1	-	15	15.62
Interviews	2	4	-	1	7	7.29
Letter to the editor	4	4	-	-	8	8.3
Editorial	6	6	-	-	12	12.5
<b>Total</b>	<b>36</b>	<b>46</b>	<b>9</b>	<b>5</b>	<b>96</b>	<b>100</b>

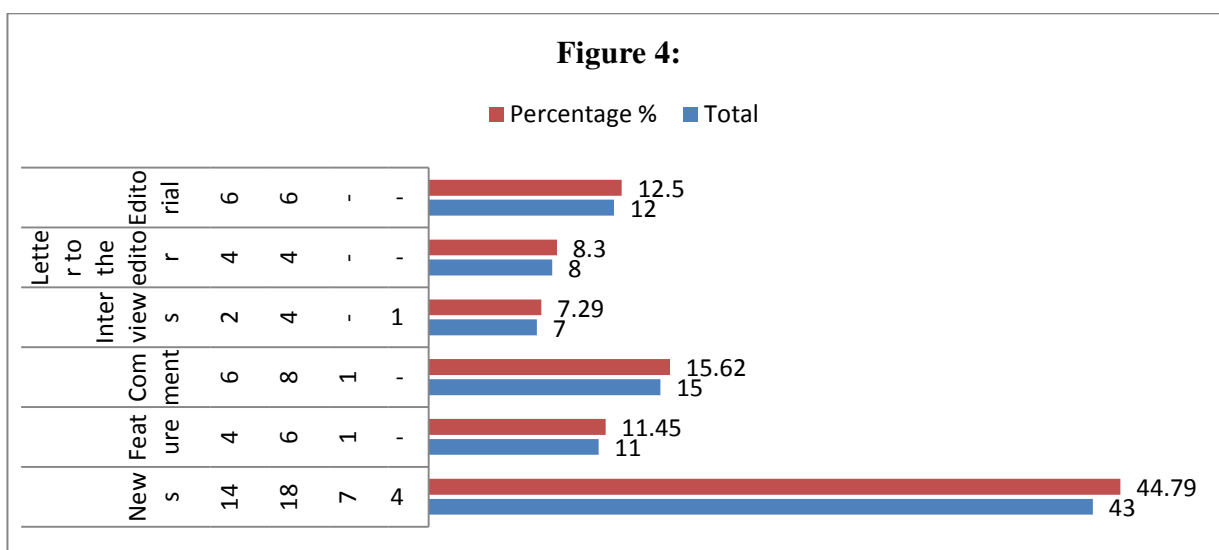
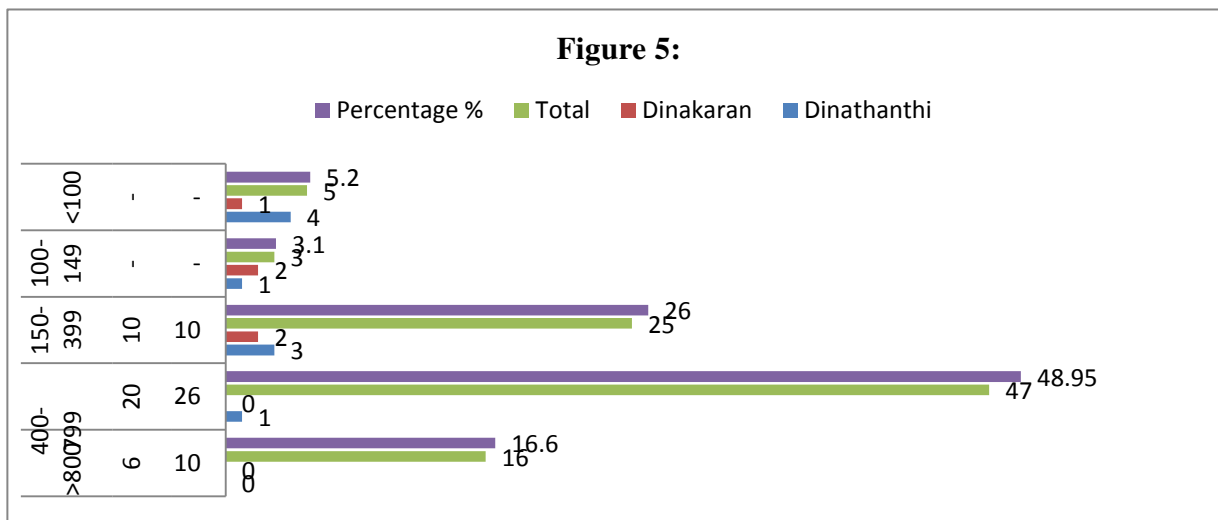


Table 4 & Figure4, displays the number of policy articles by story type , In which 43 percentage of policy related News Article are maximum news types, 15 percentage are comment types and few are Editorial.

**Table 5: Policy related Articles By Length**

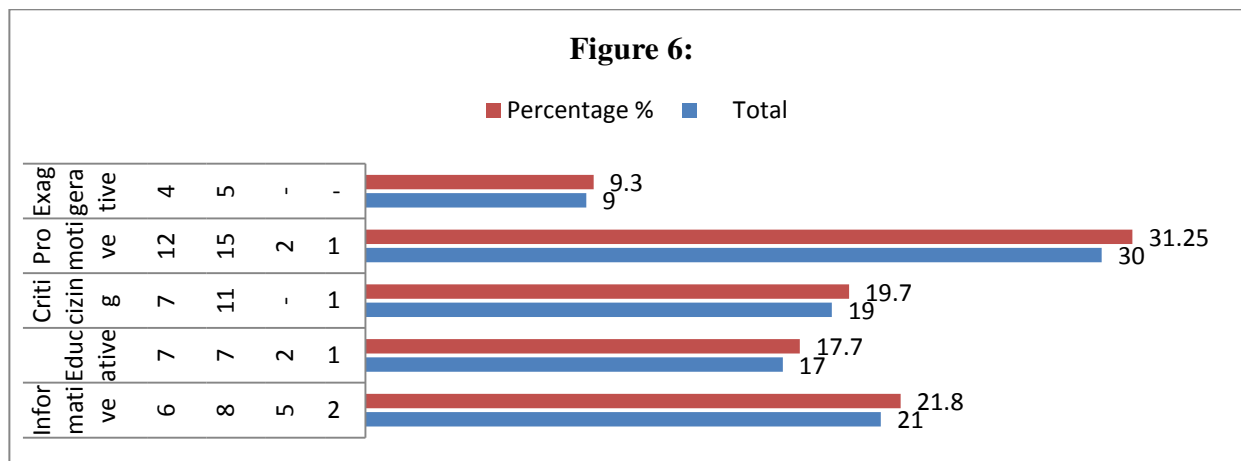
Number of words	The Hindu	Times of India	Dinathanthi	Dinakaran	Total	Percentage %
>800	6	10	-	-	16	16.6
400-799	20	26	1	-	47	48.95
150-399	10	10	3	2	25	26.0
100-149	-	-	1	2	3	3.1
<100	-	-	4	1	5	5.2
<b>Total</b>	<b>36</b>	<b>46</b>	<b>9</b>	<b>5</b>	<b>96</b>	<b>100</b>



From Table 5 & Figure 5, it is clearly revealed that the length of article in majority of newspaper is (400-799) which is above average size of news showing us the coverage is detailed and descriptive, and the least sized articles in the regional newspaper coverage is off length <100 words.

**Table 6: Tone of the headline**

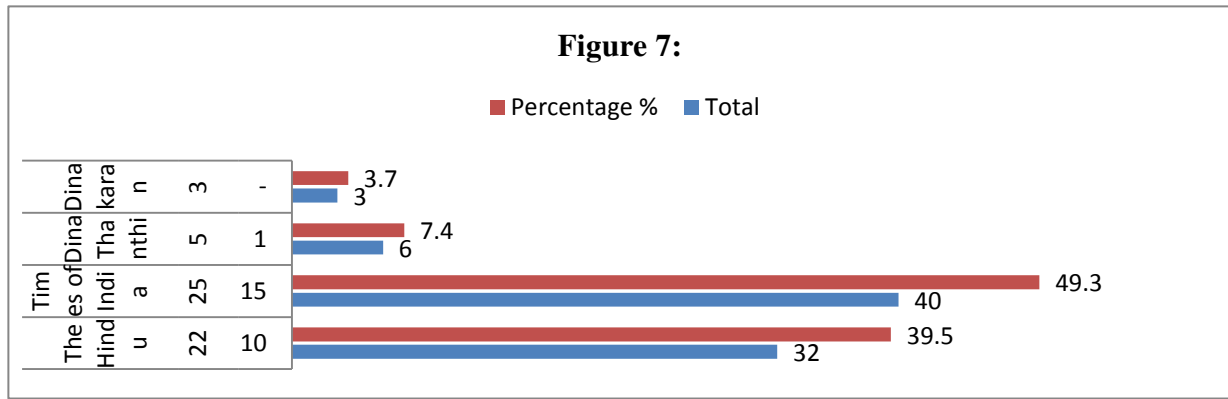
Tone of News headline	The Hindu	Times of India	Dinathanthi	Dinakaran	Total	Percentage %
Informative	6	8	5	2	21	21.8
Educative	7	7	2	1	17	17.7
Criticizing	7	11	-	1	19	19.7
Promotive	12	15	2	1	30	31.25
Exaggerative	4	5	-	-	9	9.3
<b>Total</b>	<b>36</b>	<b>46</b>	<b>9</b>	<b>5</b>	<b>96</b>	<b>100</b>



As Table 6 & Figure 6, indicates majority of Regional newspapers tries to promote the campaign, next majority attempt to criticize and others tries to inform and educate. The Hindu and Times of India has more number of Newspaper articles headline which are promotive in nature.

**Table 7: Number of Pictures & Graphics in Policy related News**

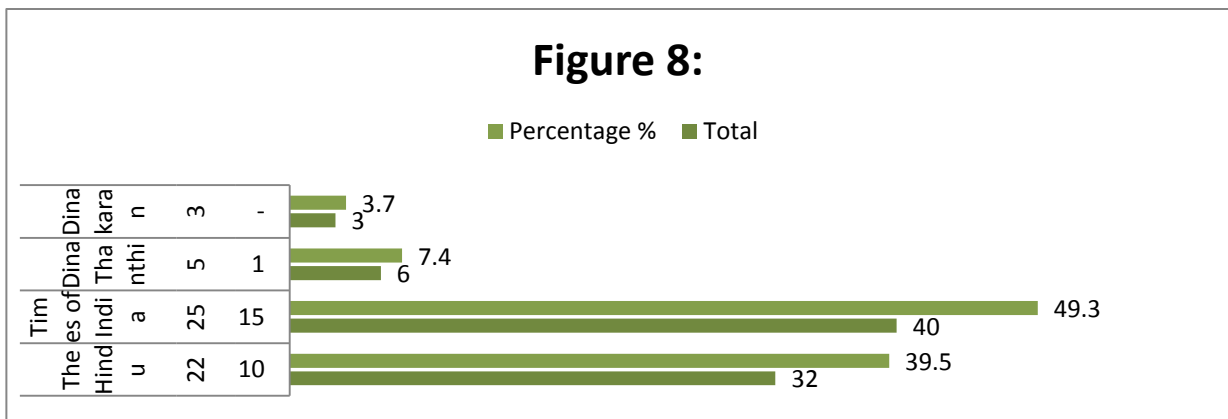
Newspapers	Pictures	Graphics	Total	Percentage %
The Hindu	22	10	32	39.5
Times of India	25	15	40	49.3
Dina Thanthi	5	1	6	7.4
Dinakaran	3	-	3	3.7
<b>Total</b>	<b>55</b>	<b>26</b>	<b>81</b>	<b>100</b>



*Times of India and The Hindu provides more Pictures and graphics in policy related news coverage, Dinathanthi more picture than Graphics and Dinakaran has only picture and no graphic in Campaign news coverage, as shown in Table 7& Figure 7.*

**Table 8: Frequency of Story by Month**

Month	The Hindu	Times of India	Dina Thanthi	Dinakaran	Total	Percentage %
Sep 2014	2	2	3	4	11	11.45
Oct 2014	26	31	2	1	60	62.5
Nov 2014	8	13	4	-	25	26
Total	36	46	9	5	96	100



*Table 8 & Figure 8, exactly provide us the details of Frequency of Story for three months from Sept to Nov 2014, the maximum number articles were covered during the month Oct 2014 and followed by Nov2014 and Sep 2014. Times of India has the maximum number of news coverage on Make in India Campaign adding all three months ,The Hindu provides second maximum news coverage on make in India Policy, Dinakaran had a maximum coverage on Sept 2015 , the time campaign was launched and least coverage on Oct 2014 and nil coverage on Nov 2014.*

**V. ANALYSIS AND INTERPRETATION:**

- Number of Article related to Make in India campaign is high in Times of India 47.91% , and The Hindu 37.5 % , but articles are comparatively low in Dinathanthi 9.37 %and Dinakaran 5.2% (Table 1)
- It's Basically the first page articles that carries heavy weightage compared to other pages and attracts readers attention comparatively, in such case Times of India had 12 articles 52.17 % covered in Front Page giving more preference for Make in India policy, which will literally make readers understand the news value and significance of the government policy , followed by the Hindu with 8 article 34.78 % in first page giving average importance to policy news following with Dinathanthi 4.34 % and Dinakaran8.69%giving least preference for Make In India Policy news in front page coverage (Table 2).
- Odd pages in newspaper are the one that is described as reader friendly pages, out of the total number of Make in India campaign articles Times of India carried 34 articles during three months in Odd page with

50.74 % and The Hindu with about 28 articles in the odd page which is 41.79% and Dinakaran carries just one news in Odd page during three months (Table 3).

- On studying the story type of Policy related Articles, Generally news type is very common, majority of campaign news are features makes articles more interesting , were interviews will have experts opinions , which adds interest and authenticity to article, it allows the masses think about the campaign, In that manner majority of the coverage were just news type 44.79% second majority of coverage was Comment type with 15.62 % , article covered in editorial 12.5% (Table 4).
- The length of the news article tells us how deeper and informative the news is covered and portrayed to reader, totally 47 articles with 48.95 % has average length of (400-800)words each, which describe a lengthy and detailed coverage and next is 25 articles 26.1% with length of (150-400)words has brief content coverage (Table 5).
- On analyzing the tone of the headline in Policy related Articles, maximum headlines were promotive in nature 31.25 % which denotes regional newspapers attempt to promote Government policy news, an average amount of article headline are critical in nature 19.7 % , which clearly show newspapers also criticize Make in India campaign (Table 6).
- Pictures and Graphics has more values to news, more than bold headlines , pictures and graphics are the one that really and quickly gather reader attention and curiosity, So the usage of pictures and graphics plays vital role in news coverage, in such manner Times of India covers 40 pictures with 49.3% by increasing readers attention towards Make in India policy , followed by The Hindu with 32 picture 39.5% and Dinathanthi and Dinakaranwith 7.4 % and 3.7 % giving poor attention to the masses regarding policy (Table 7)
- Frequency of story by month , clearly states how many news are covered by newspaper in each month, Make in India campaign launched at mid of September 2014 , the coverage was 11 articles totally 11.45 % , the coverage for month Oct 2014 it raises high up to 60 articles making the maximum of the total coverage with 62.5%

During Oct 2014, The Hindu covers 26 articles and Times of India 31 articles but saddest part is, coverage of Dinathanthi is 2 articles and Dinakaran just 1 articles which is comparatively very low, there were more number articles in Dinathanthi and Dinakaran regarding Clean India campaign (Swatch Bharat) more than Make in India Campaign at Oct 2014. During Nov 2014 the number of articles gradually decreases considerably in every newspapers to 26.1 % , which denotes Make in India Policy was given importance only during time of its announcements and gradually loses coverage in the consecutive months.

## VI. FINDINGS:

- Make in India Campaign has maximum coverage in Times of India 46.91% , The Hindu has second maximum coverage 37.5% and very least coverage is Dinakaran 5.2 %.
- When Analyzed the front page coverage of Make in India Policy news is very high in Times of India 52.17% giving more news value and importance to policy news and moderately high The Hindu 34.78% but comparatively very low in the Tamil Dailies Dinathanthi 4.3% and Dinakaran 8.6% which indicates the Make in India campaign is not given news value and significance by Tamil newspaper.
- Policy Related News for three months covered in Odd page in The Hindu its 41.79% and Times of India its 50.74% and Dinathanthi has 5.97% coverage and Dinakaran has only 1.49 % coverage, the low factor is very identical in the Tamil newspapers compared to English Dailies.
- The coverage of policy news in length wise, 20 articles in The Hindu and 26 Articles in Times of India had a descriptive coverage of the Policy news of about( 400-799 )words each article, meanwhile Dinathanthi has 1 article in wide coverage and Dinakaran as no descriptive articles, which denotes Tamil newspapers didn't have detailed coverage, and ultimately fails to explain the features, schemes, scopes, significance and opportunities in Make in India Policy to the masses in Tamilnadu.
- Times of India has 46 articles in total in that 15 article headline is promotive and 11 articles headline are critical towards the campaign and The Hindu covered 36 articles in total in that 12 article headlines were promotive towards Make in India, but maximum number of Article Headline of Dinathanthi and Dinakaran are just informative and a general way of news coverage



- Pictures & Graphics used by The Hindu is 39.5 %, Times of India is 49.5 % the newspapers gathered readers attention towards make in India policy by adding Pictures and graphics to the news Whereas Dinathanthi used very least amount of pictures and Graphics in this coverage doesn't tries to gather public interest toward the campaign news in Tamilnadu.
- During the launch of Make in India campaign Sep 2014, Dinathanthi and Dinakaran has the maximum coverage, attempt to make good coverage at the initial stage of the campaign whereas on the next month Oct 2014 Time of India and The Hindu has maximum to 60% having a significant reach towards the public , but Dinathanthi has 2 article and Dinakaran just 1 article leading to low coverage on policy during the month of Oct 2014 , Tamil Regional newspapers concentrated more on the Swatch Bharat Campaign and regional political issues leaving people of Tamil Nadu less informed about Make in India Policy. During the month of Nov 2014 Dinathanthi has 4 articles at least but Dinakaran has no coverage in the Public Policy news leaving its readers totally uninformed with respect to make in India Campaign.

## VII. CONCLUSION:

Government of India provide various Public policies and schemes for the well-being of all the citizen of nation for the development of their livelihood. Make in India is one lion's step taken by government to create massive economic development for the country by creating vast employment opportunities, providing technical and Entrepreneurial Skill training for every citizen. To fulfill the government initiative a common man of the country must know how the scheme works, its benefits and significance. The knowledge transfer from the government to the public is done through media, it's a very responsible obligation of media to take the government initiatives to the public and provide them adequate awareness related to the policy and keep them informed, educated and updated. English dailies The Hindu and Times of India , on a comparative study, Times of India really taken the campaign to the maximum reach in Tamilnadu to its readers, The Hindu tries to effectively promote the public Policy Make in India to its best to regional public, whereas most of the masses in region of Tamilnadu are not effective readers of English, the vernacular language of Tamilnadu plays a vital role in region, so study says that vernacular newspaper Dinathanthi and Dinakaran has less attempted to inform, promote, educate and update the Public policy Make in India, an initiative of Government of India, to the people of Tamilnadu. The success of a Public policy depends on the reach and awareness level among public, this is completely taken through media, a wide and promotive coverage of a public policy can create valid and standard awareness amongst public and a poor and ineffective media coverage may literally dilute the policy from the minds of public, diverting them to some other issues. . So media plays an effective role in taking the policy to the public and media coverage will have a direct impact on the people and policy.

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