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## AGENDA SETTING IN INTERNATIONAL NEWS FRONT PAGES

### A CONTENT ANALYSIS IN TELUGU NEWSPAPERS

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Front pages in the newspapers have a significant importance. Front pages set the agenda and as well as attract readers' attention to buy newspaper and read it. Front pages show the priorities of newspapers. The researcher tried to analysis the news coverage in regional telugu newspapers on international issues. The study found out that all three selected newspapers are given much more importance to the subjects like governance, sports, pandemic, and business in their coverage of global news. News related to natural calamity, terrorism, politics etc. given lesser priority. The researcher tried to find out the probable reasons for it along with comparison between the selected newspapers and within the newspaper in the sample period of four years.

**Index Terms - International News, Coverage, Front Pages, Telugu Newspapers.**

#### I. INTRODUCTION

The growth of media is multidimensional and playing a crucial role in the contemporary world. Newspaper industry experienced a consolidation in the modern times, begin to reveal itself in India by 2002 (Kohli, 2003). Desperate rabbit transformation of traditional media into digital media newspapers continue to organise continue to get attention and credibility in the public and Elite (Hesmondhalgh, 2007, Anderson, Glaisyer, Smith and Rothfeld, 2011). A very large and a newly literate public in the developing countries or newly industrialised countries like India China Brazil are driving an unprecedented rise in total world newspaper circulation (The future of News, 2011). The newspaper has trying to pull up all they resources and push itself. On the other side the coverage of newspapers heavily influences other fronts such as television, radio, digital media in news agenda (Mc Combs, Lopez- Escobar and Llamas, 2006). other phenomena could observe in Indian media was the transformation in the direction of consumerism and the content in the Indian media is becoming more market driven (Sharma, 2002). The revolution in Indian newspapers focused on the strategies of strong corporate houses, specifically proximity which made Indian newspapers as a saleable commodity (Jeffery, 2000).

International news coverage: Despite vernacular newspapers are local but still they are also giving more space and priority to international news coverage with the changing globalization. For this they are depending on news agencies, as the affordability of appointing own correspondence in other countries throughout the globe, is very less in regional media.

## Front page

News in the front pages of newspapers establish the character, identity and freshness of the newspaper through headings, treatment and content. Harold Evans(1976), analysed through study that the front page is an act of marketing but not an act of publishing. Front page is only the first of many pages of editorial but it motivates readers to buy newspaper and read it.

Herman and Noam Chomsky (1988) increased the quotient of interest in first page through their concept of Manufacturing Consent. Through the study of three newspapers New York Age, Chicago Defender and Pittsburgh Courier, Yeuell (1928), analysed the types of content in the front pages, 'social betterment', 'anti-social' and neutral and calculated them in column inches. There has been many studies done in front page news and production process of the newspaper front page. In fixing the priorities of front pages (Broder, 2000; Forrest, 1934; Gans, 1979) subjects like socio, economic political, an interpersonal and cultural factors influence the decision of editorial.

## Theoretical Background

According to the Mc Combs and shaw's (1972) theory the study of agenda setting, analysed a cause-and-effect relationship between public agenda and media agenda. Readers look up to news professionals to get some clue where to focus their attention (Griffin, 2009). The phenomenon of agenda setting has evolved over the years and the agenda setting and news frames seems to have been the order of the days. According to the agenda setting and news framing media not only tell reader what to think but also influences how to think (Mc combs and Shaw, 1972).

Further, studies observed this phenomena much more in regarding first pages, as first page is the face of the newspaper. News stories published in the front page attracts the attention of the reader. The headings, new stories, cartoons and photos in the first page are also important in creating public attention. Another important factor regarding to front pages is space. As space in front page is a major constraint, the role of editor is crucial in finalizing news in front page. Stories in front page also depict the hidden editorial stance of newspaper through content and framing (Alvarez Peralta, 2010).

## Review of Literature

Allesio and Allen (2000), analysed presidential campaigns in the US and the media role over 50 years that is since 1948, with the help of meta-analysis. The study found no significant basis for the newspaper industry. In the recent years, some research scholars have developed metrics to study the number of articles in the front pages of newspaper. A database which categories every front page article from 1998 to 2006 from the New York Times newspaper was created by Boydston (2013). This database enables researchers to analyse topics overtime and compare front page coverage to full paper coverage. According to Boydston , Baumgartner and wolfe, who analysed Boydston's data the average in the front page is more likely to repeat topics which were covered on the previous day. In overall, researchers observed a strong positive correlation ( $r= 0.78$ ) between front page and full page coverage of any given topic (wolfe et al., 2009).

Researchers Palau, Baumgartner and Chaques-Bonafont analysed front pages of two main Spanish newspapers over 13 years to study media bias and impact of media coverage on making Spanish public opinion on corruption issues.

A study by Bogart (1982) analyse the coverage of first page in the 4 leading newspapers the Hindustan Times, The Hindu, The Times of India and the Indian Express. This research offered an insight into the departures from the traditional news values. This study also reveals a number of interesting shifts in the paradigms of news reporting and values.

## Need of the Study

The study of international news in front pages become significant as it donates the direction of newspaper. From decades newspapers have been trying to influence or impress public with a different format such as Sunday editions, special supplements, zonal, district papers, special pages etc. English news dailies such as The Hindu, The Times of India, Hindustan Times etc turned black and white mastheads into color, then followed by coloured pages. This trend could be found in regional Telugu newspapers like Eenadu, Andhra Jyothi , Vartha etc (Jeffrey, 1998 and 2000). This approach has been spread through the entire south India (Ninan, 2007; Kohli, 2003; Jeffrey, 1998, 2000). Despite the voluminous growth of pages first page continued its importance and a more valuable component in newspaper setup. Hence, the analysis of the content specifically international news on the front page of newspaper retains as analytical force.

## Methodology

Content analysis method has been adopted by the researcher to find out the amount of the coverage of international news given in the three selected newspapers and compare among them. In journalism content analysis method is very crucial to research and study (Rhee, 1997). The quantitative estimates of the international news in the first page contents were established by counting the frequencies of the news items numerically. For this study three regional newspapers has been selected Eenadu, Sakshi and Andhra Jyothi. The period of study is 4 years 2019, 2020, 2021, 2022. Three months in each year have been picked up, that means a total of 12 months analysed. This study tries to analyse the international news coverage in the front pages of the three selected newspapers all the units such as stories, news and photos under different content categories. In the part of the analysis researcher divided the subjects of the first page into 11 broad categories political, governance, sports, pandemic , War and conflict, environment, etc.

## Research Questions

The study tried to find out how the first pages set agenda for the public, Government and others and focus on international issues. Researcher analysed how the regional newspapers have been handling International issues of public interest and importance. The following are the research questions of the study-

1. What type of units is placed in the first pages of telugu newspapers regarding to international news.
2. Which units are given more weightage in for international news coverage
3. Which subject categories of news or stories or features were given more coverage to international news.
4. Is there any significant correlation or difference in the coverage of international news among the selected newspapers.

## Data Analysis

The overall news items in the coverage of international news in selected newspapers Eenadu, Andhra Jyothi and Sakshi in the sample period, from 2019 to 2022, shows that among all the 3 newspapers Sakshi (4669) gave more news items followed by Eenadu (4158) and Andhra Jyothi (3705). In the newspaper wise analysis it is observed that Sakshi is far ahead of other two dialies and Andhra Jyothi is in the last position in the list. On the other hand, the overall space allocations for the coverage of international news shows that among all the 3 newspapers Sakshi (718735) gave more space followed by Eenadu (633673) and Andhra Jyothi (483120). In newspaper wise analysis it is observed that Sakshi is far ahead of other two dailies and Andhra Jyothi is in the last position in the list. The overall results are same in frequency and space. (Table-01).

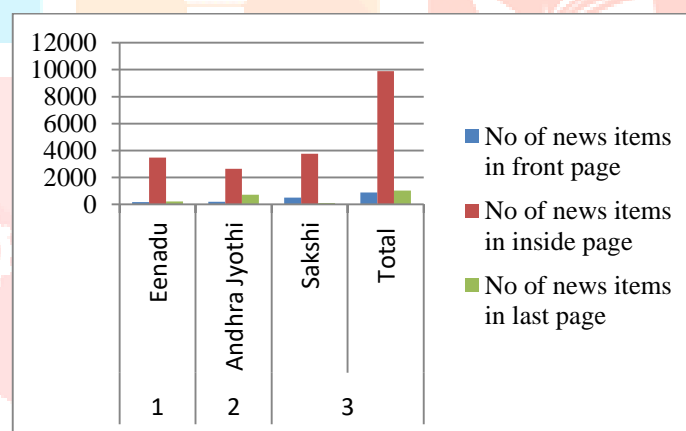
**Tab -01 Details of no of news items of international news items published in the selected newspapers in the sample period**

SI No.	Name of the daily	No of news items	Space distribution
1	Eenadu	4158	633673
2	Andhra Jyothi	3705	483120
3	Sakshi	4669	718735
	Total	12532	1835529

Frequency distribution of news and features a published in the first page, inside page and last pages of selected newspapers in the sample period shows that international news Items covered more in inside pages with 9888 items followed by last page 1029 and front page with 884 items. In the page wise analysis total number of news items in inside pages are far ahead with others, i.e. front page and last pages. In the quantity wise analysis it is found that news items in the front page is in the last position in the list. (Table-02)

**Tab- 02 Distribution of news and features published in the first, inside and last pages of selected dailies in the sample period**

SI No.	Name of the daily	Front page	Inside page	Last page
1	Eenadu	189	3478	215
2	Andhra Jyothi	193	2653	719
3	Sakshi	502	3757	95
	Total	884	9888	1029

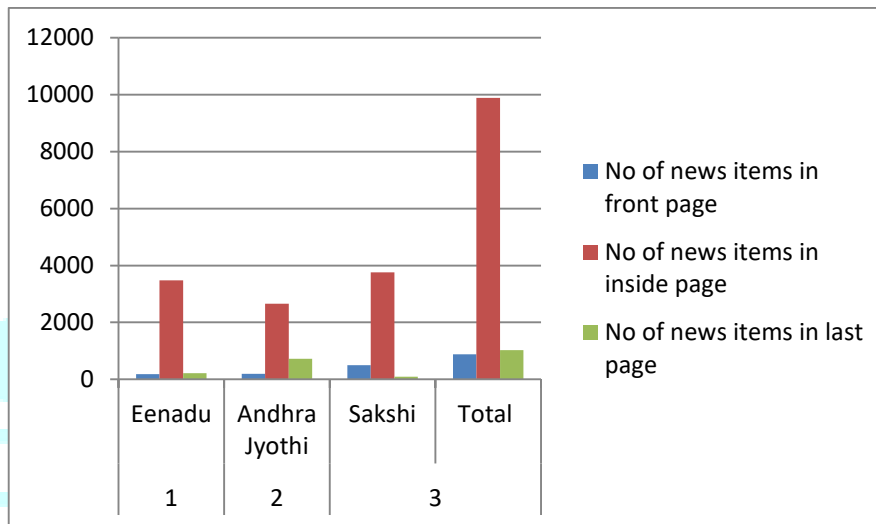


**Figure 01: Distribution of news and features published in the first, inside and last pages of selected dailies in the sample period**

In space distribution of news and features a published in the first page, inside page and last pages of selected newspapers in the sample period shows that international news has been covered more in inside pages (1421017), followed by last page (151724) and front page (66270). In the page wise analysis regarding to space inside pages are far away with other two pages, front page and last page. In the quantity analysis it is found that in allocation of space for international news in the front page is in the last position in the list. (Table-03)

**Tab- 03 Distribution of news and features published in the first, inside and last pages of selected dailies in the sample period**

Sl No.	Name of the daily	No of news items in front page	No of news items in inside page	No of news items in last page
1	Eenadu	21326	479385	26320
2	Andhra Jyothi	17537	336110	110127
3	Sakshi	27406	605522	15277
	Total	66270	1421017	151724

**Figure 02: Distribution of news and features published in the first, inside and last pages of selected dailies in the sample period**

Frequency distribution of news and features of international news in the front page of selected newspapers in the sample period shows that among all the three newspapers Sakshi (502) gave more news items followed by Andhra jyothi (193) and Eenadu (189). In the newspaper wise analysis it is observed that Sakshi is far ahead of other two dialies and Andhra Jyothi and Eenadu are close to each other. (Table-04).

**Tab 04- Distribution of international news and features in front page in the selected newspapers in the sample period**

Sl No.	Name of the daily	No of news items
1	Eenadu	189
2	Andhra Jyothi	193
3	Sakshi	502
	Total	884

In space distribution of news and features of international news in the front page of selected newspapers in the sample period shows that among all the three newspapers Sakshi (27406) gave more space followed by Eenadu (21326.5) and Andhra jyothi (17537.5). In the newspaper wise analysis it is observed that Sakshi is far ahead of other two dialies and Andhra Jyothi is in the last position. In the comparison between frequency of items and space it is found that though Andhra jyothi is in second position but when comes to space it stands in third position. Same is the case with Eenadu. When it comes to Sakshi newspaper, it gave priority both in number and space for international news when compared with other two newspapers. ((Table-05).

**Tab 05- Distribution of space of international news and features in front page in the selected newspapers in the sample period**

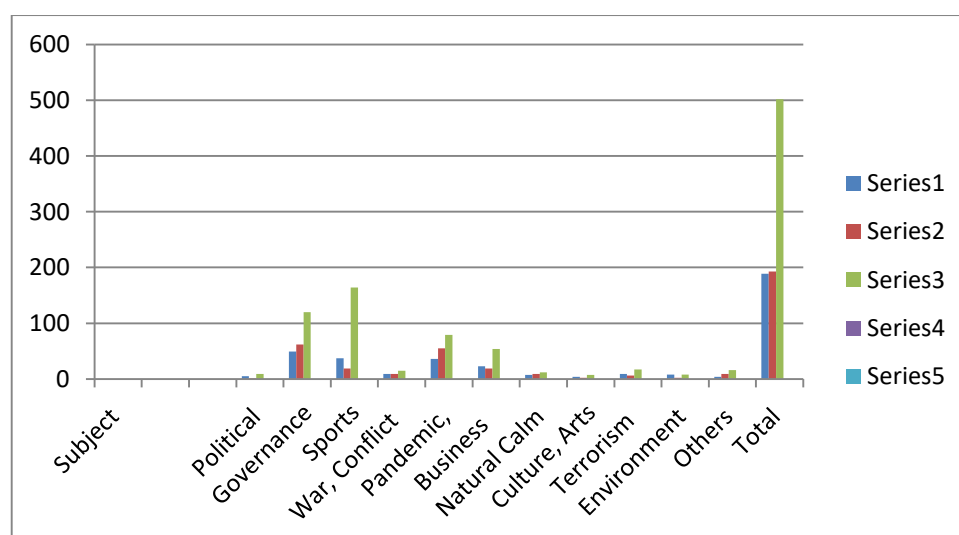
Sl No.	Name of the daily	No of news items
1	Eenadu	21326.5
2	Andhra Jyothi	17537.5
3	Sakshi	27406
	Total	66270

In the subject wise frequency distribution of international news in front page of selected newspapers in the sample period of four years shows that all three newspapers gave top priority to the subjects like governance, sports, pandemic, business. Lesser importance to subjects like natural calamity, culture and arts, environment etc. is noticed.

In paper wise comparative analysis Eenadu gave highest priority to governance followed by sports, pandemic, business etc. Andhra jyothi gave more number of stories in governance followed by Pandemic, sports, business etc, whereas Sakshi gave highest priority to sports news items, followed by governance, Pandemic, business etc. (Tab- 06).

**Tab- 06 Subject wise frequency distribution international news and features in front page of selected newspapers in sample period.**

Subject	Eenadu		Andhra Jyothi		Sakshi	
	fr	%	fr	%	fr	%
Political	5	2.6	1	0.51	9	1.79
Governance	49	25.9	62	32.12	120	23.9
Sports	37	19.57	19	9.84	164	32.66
War, Conflict	9	4.76	9	4.66	15	2.98
Pandemic	36	19.04	55	28.49	79	15.73
Business	23	12.16	19	9.84	54	10.75
Natural Calm	7	3.7	9	4.66	12	2.39
Culture, Arts	4	2.11	2	1.03	7	1.39
Terrorism	9	4.76	6	3.1	17	3.38
Environment	8	4.23	2	1.03	8	1.59
Others	4	2.11	9	4.66	16	3.18/
Total	189		193		502	



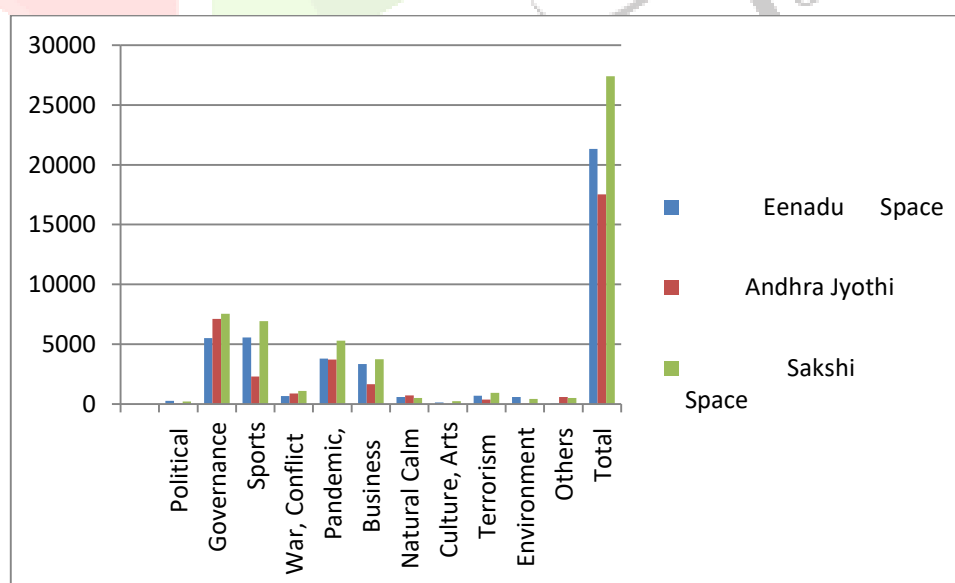
**Figure 03-Subject wise frequency distribution international news and features in front page of selected newspapers in sample period**

In the subject wise frequency distribution of international news in front page of selected newspapers in the sample period of four years shows that all three newspapers gave top priorities to the subjects like governance, sports, pandemic, business. Lesser importance to subjects like natural calamity, culture and arts, environment etc.

In papers wise comparative analysis of space devoted shows that, Eenadu gave highest priority to sports, followed by governance, pandemic, business etc. Space devoted for sports and governance is close to each other. Andhra jyothi gave more space to governance followed by Pandemic, sports, business etc, In Andhra Jyothi case priority given in frequency and space is similar. Sakshi also gave highest space for governance same as Andhra Jyothi. Sakshi gave second priority to sports, followed by pandemic, business etc.(Tab- 07).

**Tab- 07 Space distribution of front page news coverage of sample news papers**

Subject	Eenadu		Andhra Jyothi		Sakshi	
	Space	%			Space	
Political	260	1.21	60	0.34	218	0.79
Governance	5524.25	25.9	7121.75	40.6	7536	27.49
Sports	5552.5	26.03	2308	13.16	6934.5	25.3
War, Conflict	666.25	3.12	874	4.98	1089	3.97
Pandemic,	3792.5	17.78	3729.25	21.26	5290	19.3
Business	3331.25	15.62	1668	9.51	3733.5	13.62
Natural Calm	576	2.7	734.5	4.18	508.75	1.85
Culture, Arts	124	0.58	32	0.18	229	0.83
Terrorism	691.5	3.24	361	2.05	938	3.42
Environment	584.5	2.74	56	0.31	426.25	1.55
Others	42.75	0.20	593	3.38	503.25	1.83
Total	21326.5		17537.5		27406	



**Figure 04- Space distribution of front page news coverage of sample news papers**

## Conclusion

This study of international news items in the front pages of selected three telugu language papers in the sample period observed that, all these sample newspapers have been following the old concept in giving priority to the subjects like governance, pandemic, sports and business. Another finding of this study is, due to the Covid-19 Pandemic impacted the whole world in all sectors like economy, health, tourism, public policy etc, in the sample research period all three newspapers devoted more space and frequency to Pandemic related news.

Another finding among the selected newspapers is that Sakshi is far ahead with other two newspapers in global news coverage in front pages than other two news dailies. When it comes to comparison between pages i.e. front, inside and back pages, all three newspapers gave more coverage in inside pages than front and last page. Sakshi devoted more news items and space in front and inside page for international news but when comes to last page Andhra jyothi gave much priority than Sakshi and Eenadu.

In subject wise category, Andhra jyothi and Eenadu gave top priority to news related to governance. Sakshi gave second priority to governance related news. In this research period news related to Covid-19 pandemic also got good space. Eenadu and Andhra Jyothi gave second priority to global pandemic news coverage whereas Sakshi gave third importance to pandemic related news.

In overall all three newspapers Eenadu, Andhra Jyothi and Sakshi gave almost around 80 percentage of news items related to governance, sports, pandemic, business, war and conflict.

## Suggestions

Following are some suggestions to improve the quality of coverage regarding to international news coverage in the front page in the vernacular media are

1. More coverage to the subjects like environment, culture and arts, politics should be given, as they have their own impact on the society or public. Information of certain subjects should not be deprived to the readers.
2. Treatment of International news should be change with different presentation, layout to remove monotony and get the attention of the readers.
3. Advertisements on the first page should be restricted to the rule of 60:40 so that more international news could get space.
4. Space for sports news could be reduced to give that space to other subjects.
5. Along with the subjects, format of the coverage also should be changed from descriptive to analytical.
6. Telugu newspapers did not give much priority to G-20 summit event scheduled on 9<sup>th</sup> and 10<sup>th</sup> September, 2023, in spite of India hosted this prestigious summit and has a great impact on our lives. Reason for it is that, some local political developments have occurred in the same dates. It is a recent example how vernacular newspapers react on global news coverage. So regional newspapers should maintain a balancing approach in giving priority to local important developments and international news.



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