



A Coverage Study of Tribal News in Hindi News Papers

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Abstract: This research paper is focused on the importance of coverage of tribes related news in national newspapers (Dainik Bhaskar and Nai Duniya) compared to other types of news are published. These newspapers are reached the maximum number of people in the country. The coverage of news related to tribes somehow helps the tribes to empower their lives. In India, there are 104 million tribal populations which are 8.6 percentage of the total population. The Characteristics of the population are low literacy rate, poor social and economic condition and they are having their own values to follow in life and most importantly they are having their own world to live with it. As we know newspaper plays an important role to circulate the information from one to all. To provide information and spread awareness about society is the primary role of newspapers. Newspaper covers various types of news (sports, business, agriculture, automobile, technology, political, education and etc. It serves as one of the important tools of empowerment in society. With the help of this research paper, I would like to draw the attention of newspaper industry of India that how important it is to cover the news related to tribes for their development and this directly contributes to national empowerment. This research paper will also help government agencies, Ngo's, social activists and social welfare agencies to raise the voice for giving more space to tribe's news so that they can be more updated about their communities of the country and do the contribution in Indian development.

Keywords: empowerment, coverage, tribal, tribal news, news paper

Introduction: On the basis of availability and cast newspaper is a popular medium of Communication in Indian society and it can be used as a tool of development and empowerment of the marginalized tribes, to cover the stories may have the power to empower them. If newspaper had started giving proper space related to news of tribes this tact can draw the attention of the rest of the society towards tribal communities and they may have provided the stage where they can explore the marginalized people(tribes). Similarly, tribal communities may have equal opportunities to explore the news related to their empowerment and development.

Publications of the News are depending upon the availability of news in the society. It keeps most important while collecting the news stories for newspapers are that the news impact of the stories being covered and published. We all are depended on the various media for awareness and information. Thus the media become a ruler of the information age, in this special position of media. Media is called the fourth pillar of Indian

constitutions, which keeps its eyes on the judiciary, executive, and legislature. So it becomes the moral and constitutional value of newspapers itself that it must be followed. It becomes most important to serve accordingly for the welfare and development of society. And society is having its own diversity on the basis of their characteristics (language, food, rituals, dressing, and way of surviving lives. In Madhya Pradesh, there are 12,233,474 (according to census 2011) total tribes exist. Which are 20.3 percent of the total population of Madhya Pradesh and 14.7% of the total population of India. There are 46 tribal communities are found only in Madhya Pradesh.

Statistics: According to the Indian census 2001, there are more than 700 tribal communities are living at various 30 states/ UTs. In the year 2001, the total population of tribes was 8.2% (8,43,26,978) of total population while in 2011 it increased by 4%, which was 8.6%(11,42,81,034) of total population. About 2/3 of the total population in India are found in the five states- Madhya Pradesh, Maharastra, Odisha, Gujrat, and Bihar.

Distribution of the tribal population in India

S. N.	Name of State	Number of Tribal Community	Total Population in percentage
1.	Meghalaya	17	2.5%
2.	Assam	18	3.7%
3.	Karnataka	50	4.1%
4.	West Bengal	40	5.1%
5.	Andhra Pradesh	34	5.7%
6.	Chhatisgarh	42	7.5%
7.	Jharkhand	32	8.3%
8.	Gujrat	32	8.6%
9.	Rajasthan	12	8.9%
10.	Odisha	62	9.2%
11.	Maharashtra	47	10.1%
12.	Madhya Pradesh	46	14.7%
13.	& other states/UTs	273	11.6%

Objective:

1. To study the coverage of tribal related news in newspapers.
2. To study the coverage of tribal's related news in special reference with the empowerment of the tribes.
3. To study the number of news covered in the last two months in newspaper related to empowerment of tribal's in comparison with other types of news published

Methodology:

Data Type and Source: Secondary types of data and sources have been used in the paper.

Technique: The research technique used in this paper is content Analysis

Data Analysis and Interpretation:

Dainik bhaskar and Nai Duniya is the most circulated Hindi news paper in Madhaya Pradesh. Where is Dainik Bhaskar stand in first place following by Nai Duniya. Dainik Bhaskar is known for positive journalism while Nai Duniya is known for the coverage of news for social interest. Under the data analysis and interpretation process of research, there are two months of newspapers have been analyzed on the basis of coverage of news.

Table 1 : Number of News published in Dainik Bhaskar and Nai Duniya in January

S.N	Types of News	Dainik Bhaskar	Nai Duniya
1.	Political	412	485
2.	Business	143	123
3.	Sports	129	176
4.	Entertainment	113	158
5.	Technology	159	113
6.	Socio News	113	102
7.	Agriculture	55	36
8.	Education	130	115
9.	Health	25	23
10.	Tribes news	37	15
Total Numbers of news Published		1361	1346

Explanation: In this table, it is cleared that Dainik Bhaskar newspaper published more news of different beat in comparison to Nai Duniya. The serial number of table one is dedicated to political beat that shows Nai Duniya is leading to Dainik Bhaskar in total number of news covered in the

particular beat. The same can be seen in serial number third, fourth in the table. The row of third serial number is dedicated to sports beat and fourth is for entertainment. In Dainik Bhaskar the coverage of the business news that is placed in row second is higher than Nai Duniya. This also is

repeated in fifth, sixth, seventh, eighth and ninth rows of the table. The last row of the table focused on the coverage of tribal news. In comparison to Nai Duniya, Dainik Bhaskar has published more news related to tribes. So it is cleared from the

table that Dainik Bhaskar in the month of January is more focused on the coverage of news related to tribal communities. Although, other news covered in the paper have the least numbers as compared to tribal news.

Table 2 : Number of News Coverage in Dainik Bhaskar and Nai Duniya in February

S.N.	Types of News	Dainik Bhaskar	Nai Duniya
1.	Political	322	352
2.	Business	168	172
3.	Sports	181	200
4.	Entertainment	193	187
5.	Technology	124	115
6.	Socio News	94	89
7.	Agriculture	67	54
8.	Education	115	109
9.	Health	73	68
10.	Tribes news	31	17
Total Numbers of news Published		1368	1363

Explanation: The table shows that in the month of February the total numbers of news published in between both newspapers have a little difference. But on the basis of the beat, in Dainik Bhaskar entertainment, technology, socio news, agriculture, education, health, and tribes related news are comparatively more than Nai Duninya. While Nai Duniya has published more news of political, business, and sports beats as compare to Dainik

Bhaskar. In comparison to Nai Duniya, Dainik Bhaskar has published more news related to tribes. So it is cleared from the table that Dainik Bhaskar in the month of February is more focused on the coverage of news related to tribal communities. The number of total news related to tribes are published in the paper is not satisfactory in both the papers.

Table 3. Percentage of tribal coverage in compared to other news in January and February:

S.N	Types of News	January		February	
		Dainik Bhaskar	Nai Duniya	Dainik Bhaskar	Nai Duniya
1.	Political	30.27%	36.03%	23.53%	25.82%
2.	Business	10.50%	09.13%	12.28%	12.61%
3.	Sports	09.47%	13.07%	13.23%	14.67%
4.	Entertainment	08.30%	11.73%	14.10%	13.71%
5.	Technology	11.68%	08.39%	09.06%	08.43%
6.	Socio News	08.30%	07.75%	06.86%	06.52%
7.	Agriculture	04.04%	02.67%	04.89%	03.96%
8.	Education	09.55%	08.54%	08.40%	07.99%
9.	Health	01.83%	01.70%	05.33%	04.98%
10.	Tribes news	2.71%	01.11%	02.26%	01.24%

The data shows that highest percentage of total news is almost equal in Dainik Bhaskar and Nai Duniya in both months are political news coverage. While the lowest percentage of news covered in both newspapers are tribe's related news that is negligible in both the papers. Dainik Bhaskar and Nai Duniya are the leading news papers in Madhaya Pradesh. Both papers are highly focused on the coverage of political news. The

coverage of tribe's news is not ignored in both the papers. But the lowest percentage of total news published in the paper for two months is highly disappointing.

Total news published in paper in both months:

Dainik Bhaskar

Total news published: 2729

Tribal news: 68

Total percentage of Tribes news: $68 \times 100 / 2729 = 02.4971\%$

Highest coverage of news in percent: $734 \times 100 / 2729 = 26.8962\%$

Nai Duniya

Total news published: 2709

Tribal news: 32

Total percentage of Tribes news: $32 \times 100 / 2709 = 01.1812\%$

Highest coverage of news in percent: $837 \times 100 / 2709 = 30.8970\%$

In Dainik Bhaskar publication of tribal news is 2.49 % of the total of 26.89%. While in Nai Duniya newspaper the percentage of coverage of tribal news is 1.81 of total news 30.89%. So it is cleared with this that newspaper Dainik Bhaskar has more coverage of tribal news as compared to Nai Duniya.

Conclusion:

Tribes are known for their common interest and sharing ideas within the community. They believe in natural survival but in contact with the modern world, they are bringing social mobility and contributing constantly effort for development. And the development can be done only the modern world contributes to them. **For empowerment and development it is a necessity to reach the information to them regularly.** With the great circulation, newspapers play an important role in this purpose as compared to other media to convey messages relevant to the development and empowerment but the study shows that in the coverage of newspapers tribes are marginalized and getting very less coverage of news. According to Seth Gordin, **“Tribes need leadership, sometimes by one or sometimes by more. For the change, they need a connection with the world”**. So the medium of connection is possible through the media and through newspaper has the greatest access to tribes. So it can communicate effectively. The purpose with which newspapers started should not be forgotten. **Social concerns should be the primary and main focus of newspapers regarding the coverage of news. An average of coverage of various news in newspapers should be ensured.** Tribes are living the life to the below poverty line,

Due to unawareness about sanitization hygiene, they suffer from many diseases as well as most of them are malnourished due to improper diet. **So this is the social responsibility of newspapers that it should be given more coverage to news relevant to their survival and welfare.**

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