

Research Article

Gender Issues in the Press: A Comparative Study of the Times of India and Dainik Jagran

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ABSTRACT

The media can be a powerful force for change and gender justice. It can play an important role in advancing gender-sensitive development agenda by supporting and promoting issues relevant to women's empowerment. In a democratic setup, media is considered as a watchdog, gatekeeper and agenda setter. It can ensure gender equity by raising public consciousness on women's issues, enabling the women to hold their governments to account, curbing gender violence, and creating a civic forum for debate. It can also amplify the voice of marginalised women. However, it needs to be noted that due to time and organisational constraints, news media organisations can cover a limited number of events and issues. Because journalists must choose, process and filter the news, the news media must focus attention on a few key priorities – those that are deemed newsworthy. Over time, the issues to which news media give priority will become the priority issues for the public. Keeping in view of the importance of the media agenda, an attempt has been made in the present article to understand and describe the content on different issues relevant to women in the mainstream English and Hindi newspapers.

Keywords: News Media, Agenda Setting, Women's Issues, Content Analysis, Gender Sensitivity, Patriarchy, Justice

INTRODUCTION

Women constitute one half of the world's population. They have contributed and are still contributing their best in private as well as public sphere. They have proved their strength in doing work and calibre in solving different problems. With all their contributions and achievements, women are still struggling to get

equal treatment in the society. They are being ignored by the male-dominated society. With the cultural burdens and societal barriers imposed on them, women are still trying to improve their status. They are leaving no stone unturned towards gender equity. This is the need of hour to come forward and work shoulder to shoulder for achieving this goal. Media need to play proactive role in this regard. In the contemporary society, media have the power to make change in the society. Besides, informing, educating and entertaining the masses, media shape public opinion. Without media's interference gender equality is not possible.

Media, specially the news media, should give special attention towards women's issues. Similar to subjects like sports, entertainment, politics, business science and technology, newspapers should also allocate special pages on gender issues and give prime importance in their agenda. If newspapers allocate special pages for covering women's issues, there would be greater chances of having detailed information and analysis of the stories in depth. News media are expected to report the issues which remain unseen and unnoticed without any prejudice. They can raise the issues before the policy makers. They can create pressure on the policy makers to take decision on the right cause. This is only possible when newspapers would report news in gender neutral way.

Because of male hegemony or fear, women sometimes do not raise their genuine demands. Their cause remains unseen and unnoticed. In this regard, news media can raise their demands and question the authorities without any fear or pressure. However, women and their issues are usually kept away from news media agenda because of their marginalised status in the society.

THEORETICAL FRAMEWORK

In order to bring quick changes in the society, media especially the newspapers have to be proactive. The role played by newspapers will be the source of inspiration for those who want to see changes in the patriarchal set up in the country. Media need to cover not only social reality in a much unbiased manner but also women's rights as well as their achievements should be kept on the special attention of media. Of course, it would not be possible to cover each and every issue on women. But the issues that need serious discussions should be cover without any delay. The agenda setting theory developed by McCombs and Shaw (1972) is based on this fundamental principle. It is the ability of media to channel or focus attention on one issue over another. The amount of attention the media give to a topic determines its importance in the minds of the public.

Though McCombs and Shaw (1972) introduced the agenda-setting theory through their Chapel Hill, North Carolina study, the genesis of the idea behind this theory goes back to Lippmann's (1922) book, *Public Opinion*. According to Lippmann, the thought process of the public and the pictures they are drawing in their heads

about the outside world largely influenced by the mass media. It is not possible for the general public to have a firsthand experience about world outside there. Here mass media come to their rescue and become a primary source of information. Lippmann had claimed that the media act as a mediator between people and the outside world. Cohen (1963) further expanded the idea of Lippmann. According to him the role of the press is not necessarily restricted to dissemination information. As he noted: 'The press is significantly more than a purveyor of information and opinion. It may not be successful much of the time in telling people what to think, but it is stunningly successful in telling readers what to think about' (Cohen, 1963). The agenda-setting function of mass media basically based on this idea of Cohen. McCombs and Shaw further expanded Cohen's theory by presenting their more thorough study. In 1968, they undertaken a study on the media coverage on presidential campaign and found that the main effect of the news media was to set an agenda. In fact mass media sets the order of importance of current issues as well as sets the terms of reference for the debate on those issues.

This is the power of media or fourth pillar of democracy that determines people's perception. It can raise the issue up to the extent which is beyond the reach of any other medium of communication. It can also get instant responses or feedbacks on any issue. The news media not only disseminate factual information to audiences about different issues but also educate them about how much importance to attach to a specific issue in accordance with the importance given to it by the news media. News media provide a host of cues about the salience of the topics in the daily news – lead story on page one, other front page display, large headlines etc. The agenda setting influence of the news media not necessarily restricted to grabbing the audience attention towards a specific issue, it also develops public understanding and perspective on a specific direction. Media set people's agenda. It is also a good platform for making discussions on people's issues. The agenda-setting function of the mass media implies a potentially massive influence whose full dimensions and consequences have yet to be investigated and appreciated (Shaw, 1979). The salience of objects in the mass media is linked to the formation of opinions by the audience.

Goswami *et al.* (2009-10) analysed two Hindi newspapers (Rajasthan Patrika and Dainik Bhaskar) by dividing issues related to women into nine different categories, such as role of women in home and work area, empowerment issues, successes and achievements of women, portrayal of women in advertisements, career issues, crime against women, sexual harassment, work exploitation issues and divorce/married women's exploitation issues over a period of 1 month. The content was analysed quantitatively as well as qualitatively. They found that women's issues generally get space in local pages rather than on national or international pages of newspapers. These issues are also rarely published on the front pages. As far as coverage of specific issues are concerned, their results further indicated that 'Crime against women' got more space as compared to other issues in both the newspapers.

The authors suggested that the newspapers should give special attention towards covering women's achievements and career opportunities-related issues rather than merely concentrating on crime against women (Goswami *et al.*, 2009-10).

Nautiyal and Dabral (2012) analysed the coverage given to women's issues like equality, health, education, sexual harassment, violence, police atrocities and crime against women in newspapers during 2006. Starting from 1 January 2006 every fifth issue of the daily was selected and analysed throughout the whole year, i.e. till December 2006. They focussed separately on all kinds of printed material related to these issues as articles, news stories, analysis, editorials, letter to editor, column etc. They found that developmental issues are rarely found in the newspaper content. Most of the time, most of the stories found in the newspapers are related to sexual harassment of women. Overall women's issues got not more than 1% space in the newspapers. Newspapers tend to portray glamorous image of women. Stories related to women's health, education, status/equality, violence/crime and police atrocities are found lesser as compared to sexual harassment of women. Although women's issues are found in the content of both the Hindi newspapers in the form of news items but these issues didn't get adequate attention in analytical stories, editorials, columns and articles (Nautiyal and Dabral, 2012).

Joseph and Sharma (1991) in their book entitled 'Between the Lines: Women's Issues in Hindi Language Newspapers' focussed on five landmark issues – dowry deaths, rape, sex determination tests and sati. The coverage of five daily newspapers, four periodicals and two women's magazines about women's issues was analysed between 1979 and 1988. The data showed that proximity has a definite impact on the extent of coverage. People generally wish to know about the happenings around their surroundings. Because of proximity factor, dowry deaths-related stories were found more in Delhi-based Hindustan Times during the selected time period as compared to Calcutta edition of The Statesman. Similarly case was found in the coverage of amniocentesis and female foeticide. These cases were reported more in the Bombay-based newspapers, the Indian Express and Amar Ujala, than any of the other three, possibly because the campaign against the misuse of sex determination tests was launched in Bombay. Death of Roop Kanwar in Deorala in sati issue also caught the attention of all newspapers in India. The Hindustan Times was found leading in giving coverage to Roop Kanwar issue as compared to other papers. The issues got greater coverage because of the political interference and conformity with the dominant norms of what constitutes 'news' as explained before. Both the Roop Kanwar tragedy and the Shah Bano controversy got greater space in the newspapers in comparison with other issues because of involvement of law, communal overtones and political significance. It might be said that the issues that are treated as hard news such as politics, economics and the law and issues related to violence or crime are routinely covered whereas soft news

like social and cultural issues are rarely covered by the papers. The print media generally adopt liberal and reform minded approach in covering women's issues (Joseph and Sharma, 1991)

Luthra (1987) in her work 'Coverage of Women's Issues in the Indian Immigrant Press: A Content Analysis' selected women's issues of India Abroad from January to June of 1983 and 1985. A coding system was adopted in defining news stories related to women. These stories included: women as victims of society, individual woman as victim (of criminal activity), woman/women's accomplishments, attempts to change women's condition, individual woman as criminal, general story (with implications for women as a group) and others. For qualitative analysis, the researcher analysed the stories in the form of letter to the editor, news story, news brief, feature – general and feature – special section. The researcher also focussed on the sources of the information. She found that women are either covered rarely by the newspapers or covered in an idiosyncratic way, unrelated to a larger perspective or to social causes. Even if the story is related to women, they are left aside in giving their views on particular issue. Most of the times, men's views are taken on women's issues. The stories related to women got very little visibility in India Abroad. The stories that are covered in the newspapers are found mostly related to crime. Women's voices are generally not heard even when the news story is related to women and women's issues. Males have to speak or give their views on the issues related to women. Women are seen invisible from the media content. The researcher found the overall tone of coverage of women's stories as positive (Luthra, 1987).

Joshi, Pahad and Maniar's paper (2006) 'Images of Women in Print Media – A Research Inquiry' focused on the status of women Journalists and scope of entry of women in journalism. The authors noted that from a situation when the media was considered to be no place for a woman, times have changed to more and more women joining the fourth estate. However, at the same time they lamented that the Indian woman as portrayed in the print media is still not without its set of cultural biases. Further they suggested that to eliminate gender biases Women in media are to make sure that woman as subjects of analysis are not presented as the subordinate sex (Joshi *et al.*, 2006).

OBJECTIVES OF THE STUDY

The objectives of the present study are as follows:

- To measure space allocated to women's issues in the mainstream Hindi and English newspapers in the country.
- To ascertain the importance given to women's issues in their front page coverage in both of the newspapers under study.

- To find out the source of news related to women's issues in the newspapers under study.
- To find out the allocation of space to different categories of women's issues.
- To make a comparative assessment on the coverage of women's issues in the Hindi and English and Hindi newspapers.

METHODOLOGY

The content analysis method has been employed to carry out the study. Two widely circulated newspapers, one from English language while another from Hindi language, were purposively selected for analysis. The Times of India is the most circulated newspaper of English language in India, while Dainik Jagran is read mostly among readers in case of Hindi newspapers. Both the newspapers were selected because of their wide circulation. For the purpose of content analysis women's issues of the selected two different language dailies between 1 July 2012 and 31 July 2012 were chosen. All the stories related to women's issues in these 31 issues were counted and analysed. Content categories were identified and operational definitions of units of analysis were prepared. The unit of analysis was a story/item that referred to women's issues. A coding sheet was prepared with content categories and units of analysis. The data were entered into the coding sheet for each story/item.

INSTRUMENTS OF DATA COLLECTION

The instrument of data collection for the study was the coding sheet which contained the parameters of analysis. Coding sheet is a peculiar instrument in content analysis. Content analysis in respect to this research was designed to compare media content to the real world, i.e. coverage of media in issues related to women. This technique is used to obtain data from the manifest content of the newspapers, thereby describing communication content. Content analysis was used in this study to determine the direction, prominence and frequency given to stories concerning women's issues.

Unit of Analysis: The unit of analysis here referred to the actual thing counted when coding which were tested based on prominence, frequency of reports, quality of reports, tone of reports and source of reports. Frequency is determined by the degree of the coverage of women's issues. Prominence is determined by the placement of each item on women's issues on different pages of the newspapers. Front page appearance signifies that the news stories are the most important for that day while those that appear on the back page are regarded as semi-important. The inside story pages are counted as least important stories and they usually appear from second page to the last page before the back page. The source of a report can

be identified which refers to sources newspaper's own reporters/correspondents or news agencies. They could also be identified with a by-line or unidentified which implies that the stories were written without a by-line.

Content Categories: Articles, Special Stores News Stories, editorials, Letters to Editor, Ear Panel Photos, feature Stories, Reports, Interviews, Cartoons, Photo Captions, opinions, and News Stories.

Prominence: Front page, inside page and back page

Frequency of Coverage: Women's issues

Sources: Newspapers' own reporters/correspondents, by-lined and unidentified

Categorisation of Women's Issues: Divorce, dowry death, female infanticide, female foeticide, kidnapping/abduction, maintenance, domestic violence, matrimonial dispute, rape, police harassment, property, murder, attempt to murder, molestation/eve teasing, sexual harassment, acid attack and miscellaneous. The quantification of the units with respect to these categories is performed by using the methods of enumeration of space allocated, frequency of occurrence and the percentage. The space allocated for each category was measured in column centimetres using a ruler. Square centimetre is the area equal to a square that is 1 cm on each side used for measuring newspaper space and symbolically represented as cm^2 .

GENDER ISSUES IN THE PRESS: A COMPARATIVE ANALYSIS

It is evident that women's issues do not get adequate coverage in newspapers. They rarely get coverage on the front page. Stories related to women's issues are also left aside because of male domination in news organisations. Woman generally considered as commodity to promote products of companies. They are portrayed as sex symbols in advertisements. Their beauty or body is used to attract people. Unfortunately newspapers do not even have women-specific page like sports, science and technology, business or entertainment to cover issues related to women separately. The issues that get space in the newspapers are generally sensational stories or stories related to rape, murder and other sort of violence against women. All the decisions about what issues to be covered and what are not to be covered is decided by the policy makers of media organisations and unfortunately most of these media houses are headed by men. Male do not pay adequate attention towards their female counterparts. They publish the stories what they want. Because of low representation of women in newspaper organisations in general and at the policy-making level in particular, the issues related to women are under covered.

Table 1: Newspaper Content Categories

Category	The Times of India	Dainik Jagran
Article	05	02
Special story	01	00
Editorial	01	03
Letter to editor	02	09
Ear panel photo	01	00
Report	01	05
Interview	00	00
Cartoon	00	00
Photo caption	01	00
Opinion	00	03
News stories	102	145
Total	114	167

Table 1 indicates that Dainik Jagran gave more coverage to women's issues as compared to The Times of India in terms of number of stories. It has published a total of 167 stories as compared to 114 stories of The Times of India. However, Dainik Jagran was also seen more conscious towards giving more space to women's issues in its editorial agenda. Editorials are viewed as the best medium of imparting information. Editorial is a piece in newspaper or other periodical presenting the opinion of the publisher, editor or editors. A team of experts give its opinion on the burning issue that is the most crucial for the public. The most critical issue of existing time is discussed by the experts in editorial page of newspaper. Dainik Jagran published 03 editorials as compared to 01 by The Times of India.

Article is a nonfictional prose forming an independent part of a publication. These are considered as one of the best means of sharing independent ideas of intellectuals. Prominent scholars of specific fields share their ideas on different issues. They express their views and give excellent opinions for solving the problems of any issue. In this regard, The Times of India published 05 articles as compared to 02 of its Hindi counterpart Dainik Jagran. It means that The Times of India was seen keener in giving space to women's issues in its article agenda. Since newspapers do not pay much attention towards gender issues they do not publish special stories. Special stories are human interest stories that are not closely tied to the recent news events. It focuses on particular people, places and events, and it goes into great detail regarding concepts and ideas of specific market interest. Though, these special stories have a great impact over audience. Everybody wishes to know about the information given in the special stories. In this regard, The Times of India published only 01 special story whereas Dainik Jagran published none.

Letter to editor is also a valuable part of newspaper content since it gives reader's response towards any issue or happening. It also means that reader gave special attention in viewing the story and has shown interest in giving his own feedback. Letters play important role in judging the newsworthiness because these are approved by the gatekeepers of newspapers. A letter to the editor is a letter sent to a publication about issues of concern from its readers. In this matter, The Times of India lagged far behind Dainik as it published only 02 letters to editor as compared to 09 of Dainik Jagran on women's issues. The Times of India published 01 ear panel photo of a woman while Dainik Jagran published none.

Both of the newspapers did not publish even a single story in the form of interview or cartoon. Interviews of experts or prominent personalities on different issues play key role in shaping public opinion. In interviews, media persons discuss formally with somebody for the purpose of an evaluation. Readers also come to know about what they do not know by reading views of experts in interview part of news stories. Not giving space to even single women in this regard means that the newspapers did not want to give women's perspective on any issue. However, Dainik Jagran published 05 reports related to women whereas The Times of India published only one. There was only 01 photo caption published in The Times of India and Dainik Jagran published none. No opinion story was found in The Times of India while Dainik Jagran published 03 opinion pieces.

Placement of News

The editorial team, the highest decision-making body in a newspaper sets the agenda for news. The placement of news in a specific page determines the importance given to that particular issue. The agenda of the newspaper can be ascertained by identifying the placement of stories relevant to a specific issue on a specific page. Generally, the most important issues or the issues to which readers are too curious to read are given on the front page. Coverage of the specific pages also determines the importance of issue or news item.

Table 2: Placement of News

Newspaper	Front Page	Inside Pages	Total
The Times of India	27	87	114
Dainik Jagran	15	152	167

Though Dainik Jagran was ahead in terms of covering more number of stories, The Times of India gave more importance to cover these issues related to women on the front page (Table 2). The issues appearing on the front page always have good impact over audience as compared to the issue appeared on the inside page. The Times of India was seen keener in including women's issues in its agenda of covering news as it published 27 front page stories as compared to 15 stories

in Dainik Jagran. While inside stories were appeared more in Dainik Jagran as it published 152 inside stories in comparison with 87 of The Times of India (Table 2). It means that Dainik Jagran gave much attention towards covering these issues on the regional and local pages. Because people most of the times feel curious for knowing about happening in their vicinity or nearby area. The Times of India lagged behind in publishing total number of stories as it published only 114 stories while Dainik Jagran published a total of 167 stories.

Topics of Women's Issues

A research design is prepared to analyse the issues related to women covered in the selected newspapers. All the issues were measured in cm² separately. The issues were divided into different categories which were analysed separately and their coverage in the newspapers was also analysed individually. These issues include divorce, dowry death, female infanticide, female foeticide, kidnapping/abduction, maintenance, domestic violence, matrimonial dispute, rape, police harassment, property, murder, attempt to murder, molestation/eve teasing, sexual harassment, acid attack and miscellaneous issues.

It is a matter of serious concern that newspapers mostly focussed on publishing news related to violence against women rather than giving importance to women empowerment and education-related news. As far as coverage of different issues related to women in both the newspapers is concerned, Dainik Jagran was ahead of giving much space in terms of area covered as well as number of stories as compared to Dainik Jagran. The Times of India's 114 stories occupied a total of 15,006.97 cm², while Dainik Jagran's 167 stories got 47,425.82 cm² of space (Table 3). Miscellaneous issues got more space both in terms of number of stories and area covered in both of the selected newspapers under study. On the one hand, The Times of India's 38 miscellaneous stories occupied 6536.39 cm² spaces while Dainik Jagran published 87 stories that occupied 41,056.86 cm² spaces (Table 3).

Divorce is the termination of a marital life, the cancelling of the legal duties and responsibilities of marriage and the dissolving of the bonds of matrimony between married couples. Divorce-related news was seen in both the newspapers. However, The Times of India was ahead in publishing more in number of stories as well as area covered. The Times of India published 02 stories related to divorce that occupied 223.75 cm² of space while Dainik Jagran published only 01 story that contained 55.8 cm² of area. There was no story found related to honour killing, dowry death, female infanticide, matrimonial dispute and acid attack in both of the selected newspapers under study. Female foeticide is the act of aborting a foetus because it is female. Girl child is considered as a burden to the family. Most of the people in our country prefer to have son. This led to the sex-selective abortion. Female foeticide is considered as one of the most

Table: 3 Topics of Women's issues and their coverage

Topics of News Stories on Women's Issues	The Times of India Number of Items (Space allocated in) Percentage	Dainik Jagran Number of Items (Space Allocated in cm²) Percentage
Divorce	02 (223.75) 1.49	01 (55.8) 0.11
Honour killing	00	00
Dowry death	00	00
Female infanticide	00	00
Female foeticide	00	10 (1034.1) 2.18
Kidnapping / abduction	01 (185.9) 1.23	02 (105.75) 0.22
Maintenance	03 (772.45) 5.14	00
Domestic violence	00	07 (403) 0.84
Matrimonial dispute	00	00
Rape	10 (869.62) 5.79	06 (325.77) 0.68
Police harassment	04 (274.8) 1.83	00
Property	02 (343.96) 2.29	03 (330.25) 0.69
Murder	22 (2775.8) 18.49	23 (2007.4) 4.23
Attempt to murder	02 (243.75) 1.62	04 (364.5) 0.76
Molestation/eve teasing	26 (2472.15) 16.47	11 (589.59) 1.24
Sexual harassment	04 (308.4) 2.05	13 (1152.8) 2.43
Acid attack	00	00
Miscellaneous	38 (6536.39) 43.55	87 (41,056.86) 86.57
Total coverage	114 (15,006.97)	167 (47,425.82)

critical issues of this era was seen largely in Dainik Jagran both in terms of stories and area. It contained 10 stories related to female foeticide that occupied 1034.1 cm², while The Times of India published no such story. Kidnapping is the taking away or transportation of a person against that person's will, usually to hold the person in false imprisonment, a confinement without legal authority. The Times of India lagged behind in covering these issues. It published only 01 story 185.9 cm² in comparison with Dainik Jagran's 02 stories which covered 105.75 cm² of area. Maintenance-related news appeared more in The Times of India as it published 03 stories occupying 772.45 cm² while Dainik Jagran published none.

'Domestic violence' means any act of violence, even if only verbal, perpetrated by a household member upon another household member and includes any omission which causes physical or moral harm to the other. Domestic violence exists at every corner of the country in present scenario. Most of the women are suffering a lot from domestic violence. Hardly a day passes without domestic violence against women in our country. In this regard, The Times of India covered no story while Dainik Jagran covered 07 stories that comprised of 403 cm² space. In spite of powerful laws for providing women's security, many women are being raped at every corner. They are not being treated with full dignity. The crime is of forcing another person to submit to sex acts, especially sexual intercourse. The act may be carried out by physical force, coercion, abuse of authority or against a person who is incapable of valid consent, such as one who is unconscious, incapacitated or below the legal age of consent. Many stories related to rape were found in both the newspapers. The Times of India and Dainik Jagran published 10 and 06 stories with 869.62 cm² and 325.77 cm², respectively. Even the police officials are deputed for providing full security to women. Police officials are supposed to help women in every difficult situation. But in this male dominated world, women are not feeling safe even in front of police. Many a times, police officials are seen harassing women. About this issue The Times of India with 04 stories that had 274.8 cm² area and there was no such story in Dainik Jagran.

Property right is also a big barrier in gender equality. Women are not given equal share in the property by the society. Even if they demand their right, they are beaten or treated badly in the society. The Times of India published 02 stories of 343.96 cm² and Dainik Jagran published 03 stories with 330.25 cm². The Times of India gave much importance in publishing murder-related stories more in terms of space while Dainik Jagran covered more number of stories in this regard. The Times of India published 22 stories that occupied 2275.8 cm² as compared to that of 23 stories by Dainik Jagran which occupied 2007.4 cm². Attempt to murder-related news were found more in Dainik Jagran both in terms of number of stories

and space. It published 04 stories with 364.5 cm² area as compared to 02 of The Times of India that contained only 243.75 cm².

To impede and exhaust an enemy by repeated attacks or raids is known as harassment. The purposes may vary, including racial prejudice, personal malice and an attempt to force someone to quit a job or grant sexual favours, apply illegal pressure to collect a bill or merely gain sadistic pleasure from making someone fearful or anxious. A total of 26 stories related to molestation/eve teasing were published in The Times of India occupying the space of 2472.15 cm² whereas Dainik Jagran published 11 stories which occupied 589.59 cm² of space. Sexual harassment-related issues were found more in Dainik Jagran as it published 13 stories having 1152.8 cm² as compared to 04 of The Times of India stories that occupied 308.4 cm² of area.

Sources of News

Newspaper reporters generally gather information by visiting the spots. Sometimes newspaper organisations also depend on news agencies. Newspapers appoint men as well women to gather information on different issues. Because of low representation of women or male domination in media, women's issues are generally made unseen and unnoticed. It is also disheartening that there is no specific beat assigned to reporters to cover women's issues. Newspapers also do not include any special page related to women's issues. Because they do not pay much attention towards giving coverage or importance to the women's issues, they do not categorise women's issues-related news in their agenda similar to that of sports or political news. Male-dominated news organisations also decide to who gathers the information about whom and from where the information is gathered plays an important role in adjudging the newsworthiness or authenticity of any news. Sometimes reporters gather information from the personal efforts by visiting place of the incidence. Sometimes they gather information by interviewing experts, victims, eyewitnesses or officials.

News stories gathered by reporters of the respective newspapers were published more in Dainik Jagran as compared to that of The Times of India. Dainik Jagran published 77 stories occupying the space of 42,050 cm² as compared to 25 stories of The Times of India that occupied the space of 1896.93 cm² (Table 4). Both of the newspapers published some stories taken from news agencies. In this regard The Times of India is ahead of Dainik Jagran as it published 26 stories occupying the space of 2257.19 cm² while Dainik Jagran published only 05 stories occupying the space of 555.34 cm² (Table 4). It means that Dainik Jagran was not much depended on news agencies instead it depended more on its own sources. Both of

Table 4: Sources of News

<i>Newspaper</i>	Reporter/ correspondent	Agencies	By-lines			No Source Mentioned
			Male	Female	Both	
	No. of Stories (Space Covered in cm²)	No. of Stories (Space Covered in cm²)	No. of Stories (Space Covered in cm²)	No. of Stories (Space Covered in cm²)	(Male and Female) No. of Stories (Space Covered in cm²)	No. of Stories (Space Covered in cm²)
The Times of India	25 (1896.93)	26 (2257.19)	31 (6114.28)	04 (677)	02 (760.35)	26 (3301.22)
Dainik Jagran	77 (42050)	05 (555.34)	09 (1121.90)	10 (613.65)	00	66 (3085.93)

the newspapers have also many by-lines that are also considered as one of the most reliable sources of information. The Times of India published much more by-lined stories as compared to Dainik Jagran. However, The Times of India gave more by-lines to its male reporters and Dainik Jagran gave more to female reporters. The Times of India published 31 by-lined stories of male reporters and 04 by-lined stories of female reporters covering the space of 6114.28 cm² and 677 cm², respectively. On the contrary, Dainik Jagran published 09 by-lined stories of male reporters and 10 by-lined stories of female stories with a space of 1121.90 cm² and 613.65 cm², respectively. As far as joint by-lined stories of male and female stories are concerned, The Times of India published 02 such stories that contained 760.35 cm² of space while Dainik Jagran published none (Table 4).

CONCLUSION

The study reveals that newspapers do not pay adequate attention to cover women's issues. They mostly focus on covering news about violence against women. However, in both of the selected newspapers, The Times of India was more conscious towards highlighting women's issues in its agenda as it was found ahead of Dainik Jagran in case of front page stories, while Dainik Jagran gave more importance in allocating space on the inside pages. The Times of India was lagged far behind Dainik Jagran in terms of space. Dainik Jagran gave more importance to the issues of nearby area rather than the issue of outside vicinity; on the other hand, The Times of India gave more importance to cover the national issues. Notwithstanding, both of the newspapers did not give proper coverage to women's achievements rather they focussed on stories related to violence against women. Hardly a day passed when no story is published about violence against

women. In all the stories, women were seen as oppressed group of the society. Men were seen as beating, harassing or molesting women. The newspapers cover the stories of women's exploitation. But they did not keep follow up of any issue that means media are not gender sensitive. They publish news stories because of the occurrence of the incident. They merely provided short-term remedies to serious issues. Both of the newspapers focussed only on reporting the events of violence rather than ascertaining the root cause of such events and solutions to such menace in the society. It is the need of the hour for newspapers to be gender sensitive, since news media have the power to mould thoughts of the public. Media should come forward at this juncture and ensure gender equity by giving top most priority on women's issues in its agenda.

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