

# News Value For Women In Coimbatore District: A Study On The Representation Of Women By Print Media

**R. Venkatesh Arvindh**

Doctoral Research Scholar,  
Department of Journalism and Mass Communication,  
Periyar University, Salem, Tamil nadu, India,  
Email - rvenkatesharavindh@gmail.com

**Abstract:** *Women occupy a major share of India's population. With a varied, religion, tradition and customs, women are diversified from different parameters and practices. The nation highly demands the contribution of women in various fields like Banking, medicine, engineering, defense, management, academics, information technology etc. In other aspects, mass media plays a vital part in the growth of the nation and women empowerment. Newspapers are considered to be very important entity among all the communication media in terms of development. Print media being the national media and an authentic mass medium having massive reach reach masses in the country with readers of all age groups, is responsible in the development and progress of women and nation in all its aspects. In such important phase, it is really necessary to undergo a research study to understand the significance of how media is portraying women in the newspapers which is being circulated to the across the nation. This research study is effectively intended to understand, the news value for women and the representation of women in the print media in Coimbatore district, by analyzing various regional newspapers using suitable variables and parameters.*

**Keywords:** *Press coverage, Women, News, Newspapers, Representation*

## 1. INTRODUCTION:

### 1.1 Effects 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)

## 2. LITERATURE REVIEW:

### 2.1 Women, Society & Media:

In Research study undergone by *United Nations Educational, Scientific & Cultural Organization (UNESCO)* in the topic, *Innovative Practices of Women Participation in Media*, states that the present generation of young people, unlike its predecessors, lives in an increasingly globalizing world that is being transformed by a wide range of technological innovations. Despite these major developments, it is a world that still faces deep socio-economic disparities across various regions.

## 3. OBJECTIVES OF THE STUDY

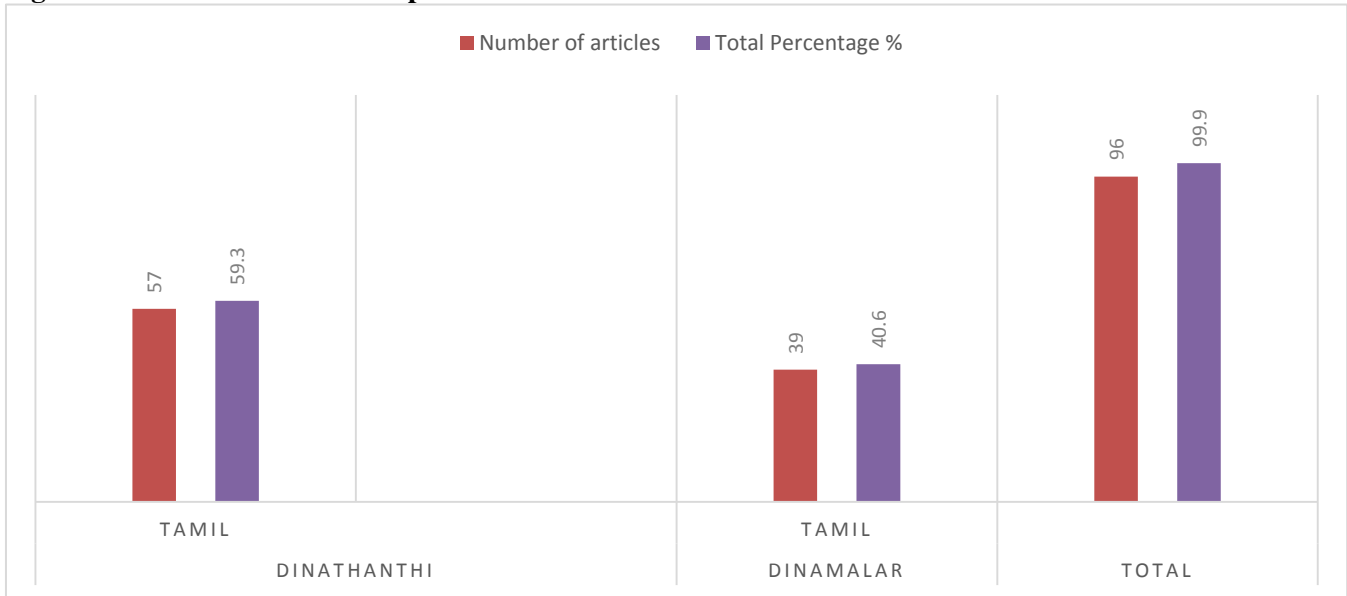
- To understand the significance provide by regional print media towards women and women related issues in Coimbatore district.

## 4. METHODOLOGY:

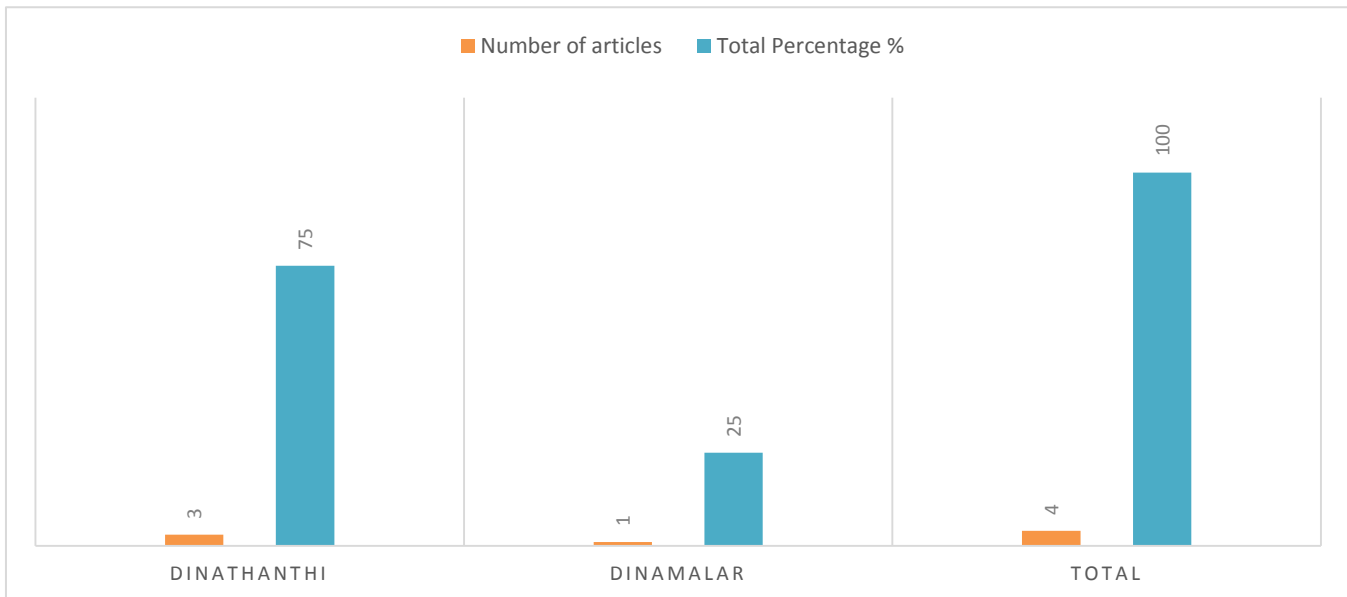
The methodology adopted for this study is Qualitative content analysis. The Analysis is done over two dailies, *Dinathanthi* and *Dinamalar* and their coverage on women related news in Coimbatore for a period of two months September & October 2017.

## 5. ANALYSIS:

**Figure 1: No of Women News reported**



**Figure 2: No of Women News reported in First page Newspaper**



**Figure 3: Women News in the reader friendly page (Odd Page)**

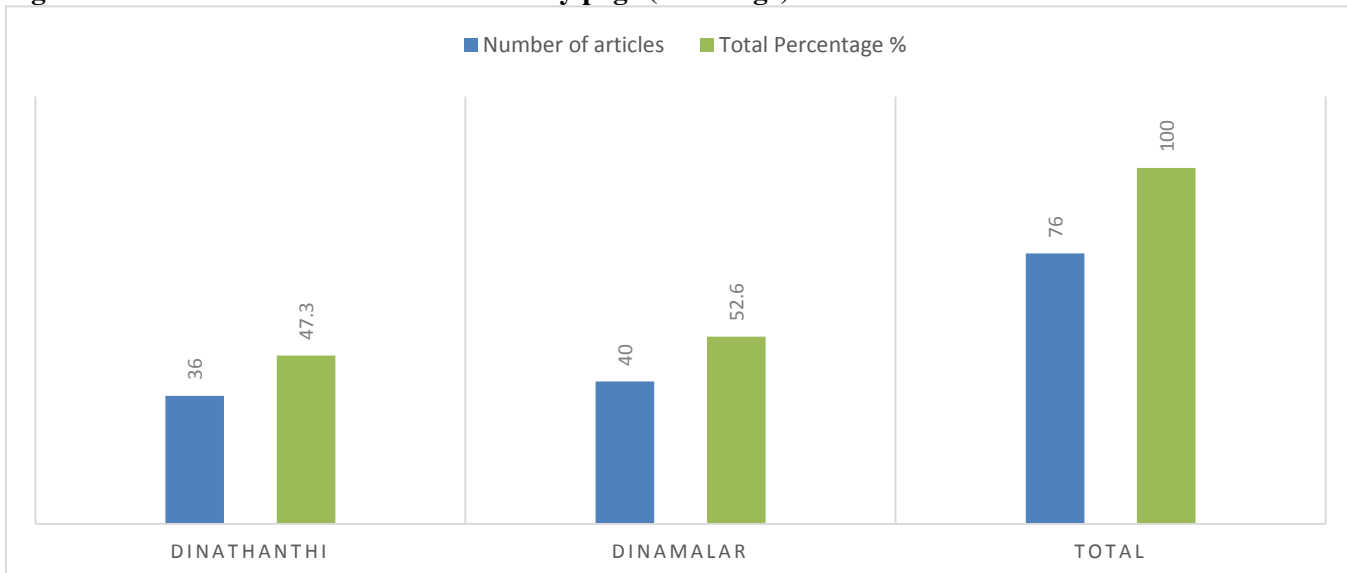


Figure 4: Aspects of Women related Articles

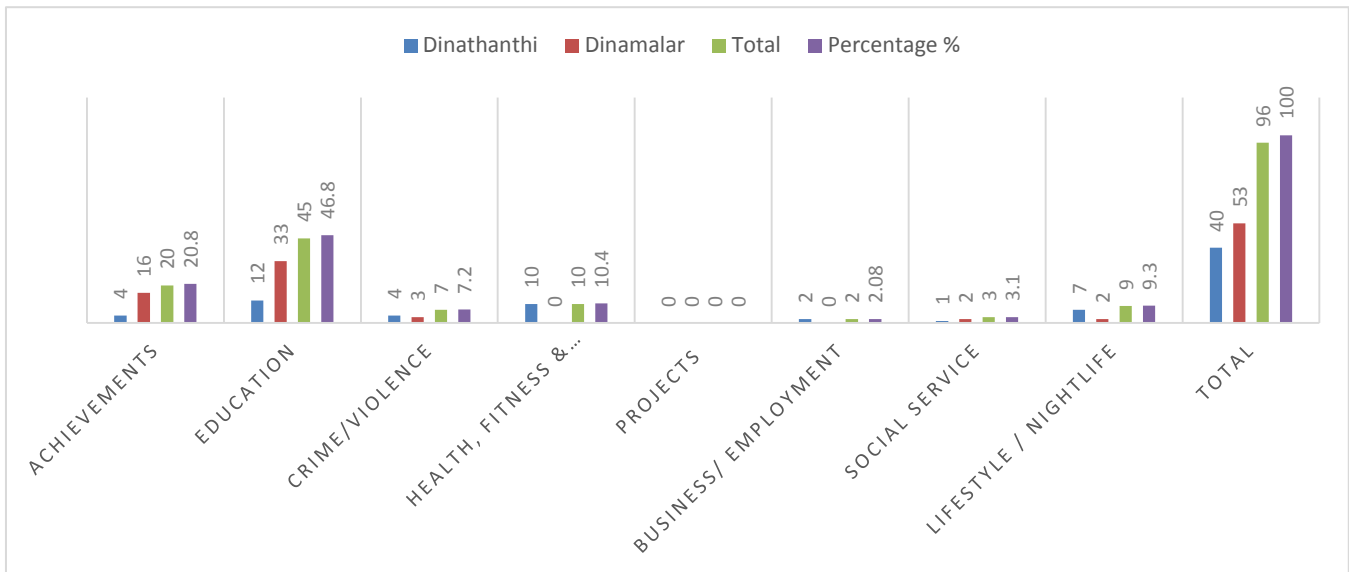


Figure 5: Categories of Women articles by Story Type

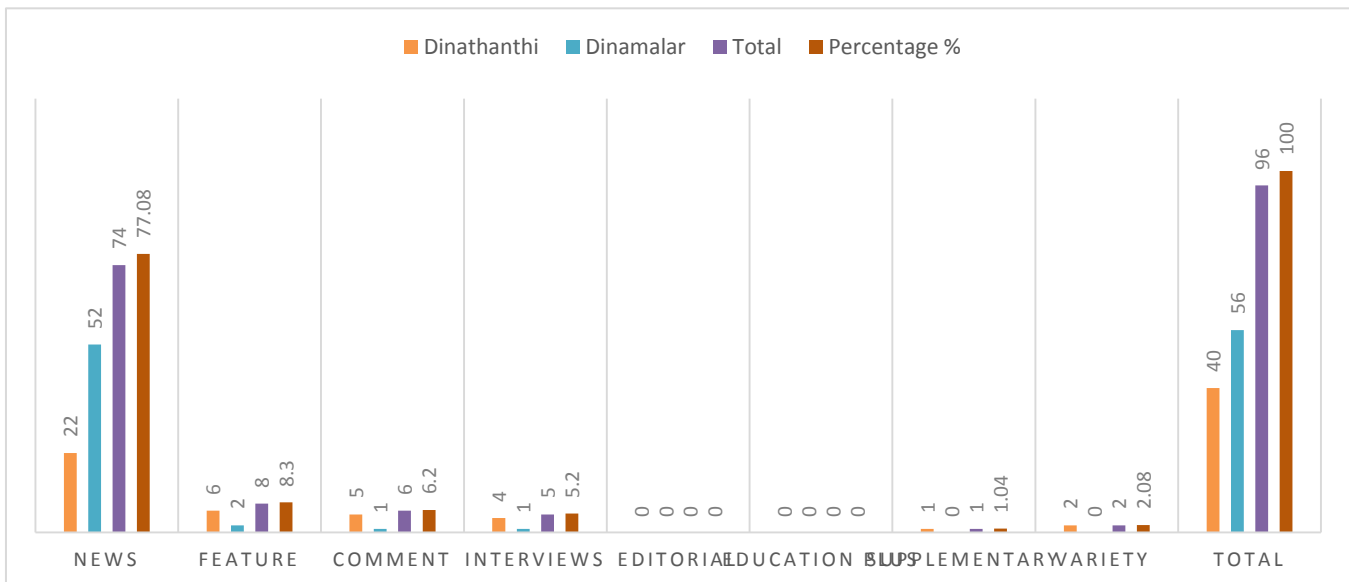
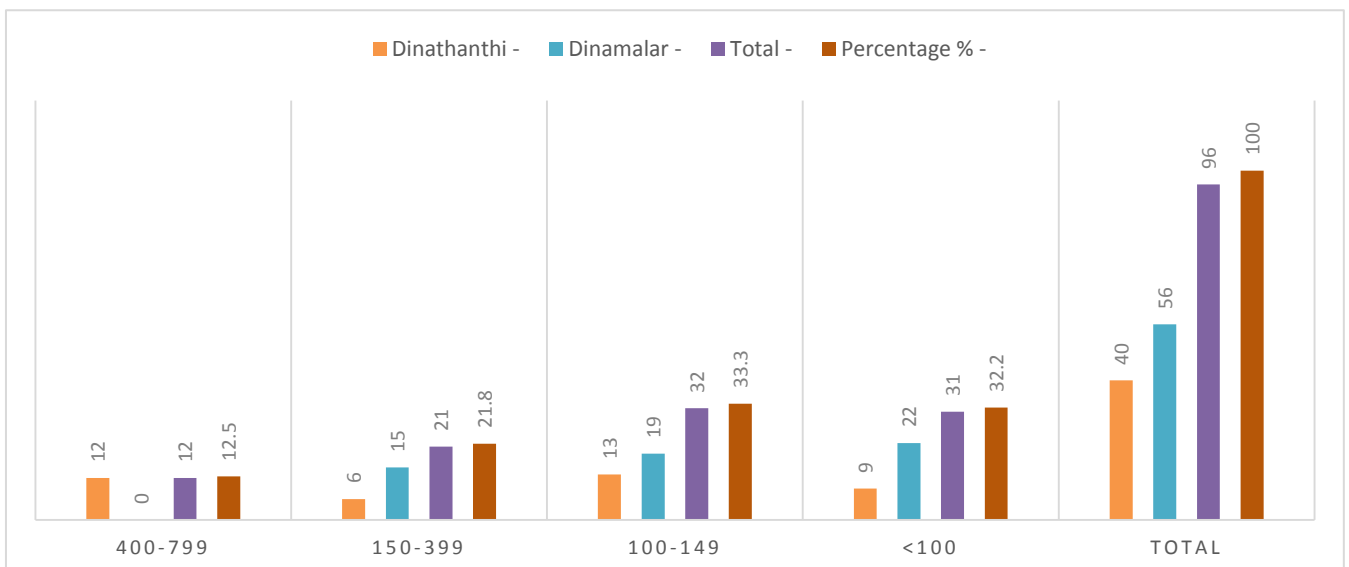
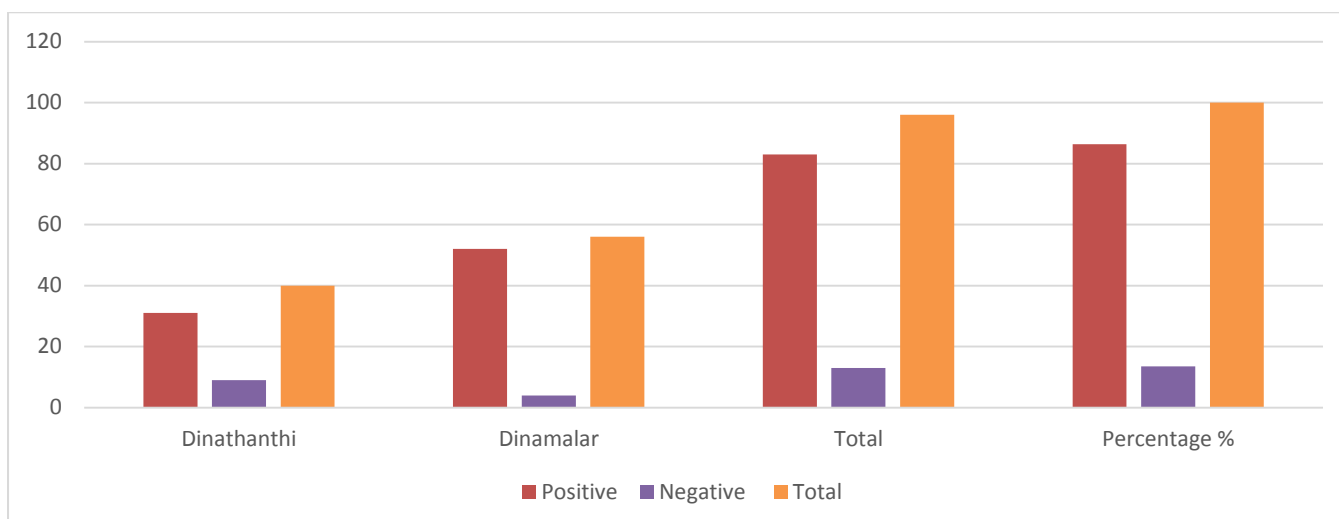


Figure 6: No of Women Articles by Length



**Table 7: Tone of the News Reportage**



## 6. FINDINGS:

- With regards to women related news, the Tamil daily Dinamalar gave more importance to women by providing a maximum coverage of women related news with 58.3% and Dinathanthi gave less importance to women related news comparatively with a coverage of about 41.6%. **(Figure 1)**
- As far as the coverage of women related news in the first page was concerned, Dinathanthi gave more importance for Women in first page coverage with 75%, in comparison to Dinamalar. **(Figure 2)**
- Women news in reader friendly page (odd page) was higher in Dinamalar with 52.6% in comparison to Dinathanthi with 47.3%. **(Figure 3)**
- When enquired into the various aspects of women related news, 33 articles were covered by Dinamalar on women based on education, which shows Dinamalar giving more significance on educational aspect of women. **(Figure 4)**
- As far as categories of women related news were concerned, business & employment based news were the least and both newspapers provided just 2.08% news, which reveals that both newspapers didn't give importance to entrepreneurial & business aspects of women. **(Figure 5)**
- With regards to the length of the articles, Dinathanthi has attempted to give detailed coverage on women with about 12 articles with words (400-799), providing more information regarding women and maximum number of articles in Dinamalar were less in words, 19 articles (100-149), 22 articles (<100), seems to allot less column for women in media coverage. **(Figure 6)**

## 6. CONCLUSION:

The progress and development of any country is dependent on the women and the youngsters belonging to the country. Media plays a vital role in the growth of the country and the women at large. In such a scenario the importance given by print media towards women, depends on the news coverage of media in all women related information & issues. According to the study, the tamil daily Dinamalar gives importance for women in its newspaper by providing more number of news related to women in various aspects, making people frequently informed. Dinamalar gives more significance to the educational aspects of women, by covering more educational news, thus by portraying women to be more academically oriented, whereas Dinathanthi attempts to promote wide variety of parameters like education, health, fitness, awareness, lifestyle, thereby portraying women's involvement in all different aspects of social life. Both the newspapers Dinathanthi and Dinamalar failed to provide importance on Business aspects of women. The news coverage of women related to business /employment seems very less, which is actually very essential for today's women, since research studies says that Indian women are lacking confidence in engaging and involving themselves in entrepreneurship / business parameters. So print media could show more involvement in such aspects as there are more women who are slowly making their way into business and entrepreneurship ventures either on their own or as a joint collaboration. By providing more coverage to the business and entrepreneurship aspect, the print media outlets will give more confidence to aspiring business and entrepreneurs among women. This is primarily due to the fact that women have excelled at the top most level in the corporate world like Indra Nooyi, Sudha Murthy etc. This reiterates that the print media outlets Dinathanthi and Dinamalar provides wider coverage to women related news in the region of Coimbatore.

**REFERENCES:**

1. Bhama Devi ,R. ( 2014 , February 10 ). Role, responsibility and ethics: a media study. The Hindu , Retrieved from <http://www.thehindu.com/>
2. Fairclough, N. (1995) Media Discourse, London: Arnold Publishing
3. Retrieved from; <http://www.iosrjournals.org/iosr-jhss/papers/Vol19-issue5/Version-5/B019550611.pdf>
4. Retrieved from : [http://www.unicef.org/videoaudio/intermedia\\_revised.pdf](http://www.unicef.org/videoaudio/intermedia_revised.pdf)
5. Retrieved from : [http://portal.unesco.org/ci/en/files/22831/11593413569UNESCO\\_Innovative\\_practices.pdf/UNESCO%2BInnovative%2Bpractices.pdf](http://portal.unesco.org/ci/en/files/22831/11593413569UNESCO_Innovative_practices.pdf/UNESCO%2BInnovative%2Bpractices.pdf)
6. Retrieved from :[https://www.academia.edu/7519056/Women\\_and\\_Society\\_Essay](https://www.academia.edu/7519056/Women_and_Society_Essay)