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Exposure of Social Media Related News in English Newspapers of Jaipur, IN

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ABSTRACT

Social media are Internet Sites where people interact freely, sharing and discussing information about each other and their lives using a multimedia mix of personal words, pictures, videos and audios. Today's audiences expect to be able to choose what they read, and most believe they should be able to contribute content and opinions, too. Newspaper is one of the important devices to communicate the social media related information among the common people, but the picture is totally different. The newspaper of Jaipur avoids publishing the social media related news as compared to other news stories. Through content analysis, the researcher tries to find out the coverage and exposure of social media related news in two English daily newspaper of Jaipur with comparative analysis. This study also tries to find out the treatment given to social media related news by newspapers. After researching, the researcher finds that the newspaper of Jaipur don't give proper treatment to the coverage of development of social media related stories. Stories or articles related to accidental, political, entertainment and local should be more covered in English newspaper of Jaipur. Paper recommends that the reporter should be assigned to cover the fast pacing social media related news in any newspaper organisation or news agencies.

Introduction:-

Social media are internet sites where people interact freely, sharing and discussing the information about each other, using a multimedia mix of personal words, pictures, videos and audios. At these websites, individuals & groups create and exchange content. They also engage in person - to - person conversation. There are lots of well-known sites such as Twitter, Facebook, Digg, MySpace, LinkedIn, YouTube, WordPress, Blogger, Type pad, etc.

Many traditional and non-traditional media outlets report and comment on how the internet especially social networking, have begun to seriously affect news

organizations and how they operate. Although newspapers currently face a crisis on how to make the news profitable in the digital age. So, through this study researcher wanted to explore that how and in what extent the print media treat and publish the social media related news in two national dailies.

The list of social media could probably run on photographs and today's technology change so rapidly that many industry including corporations and news media, can barely keep up. In the traditional world newspaper, corporations, government or other type of leading organizations simply had to give out information and people would consume it by reading or looking at it.

Studies have shown that people actually are becoming more social and more interactive with others, but the style of communication has changed so that we're not meeting face to face as often as we used to. Social media's effect on our ability to interact and communicate is visible throughout all areas of society.

Media industry publications and critics often mention a media shift from traditional outlets, like newspapers and magazines, to digital news sources. Going a step beyond simply being online, media organizations have begun to consider how news organizations use social media tools to keep their audiences and, most importantly, to keep bringing in funds to support themselves.

Today's audiences expect to be able to choose what they read and believe they should be able to contribute content and opinions, too. This shift, sometimes called the social media revolution, is not the death of journalism as America always knew it, it is the birth of a democratic movement that emphasizes some of journalism's key factors: transparency, honesty, and giving a voice to the person who doesn't have one.

The researcher conducted the research on the topic of the content analysis of the coverage of social media related news in print media of Jaipur. The researchers read the newspaper very carefully and observe the treatment given to the news related to Social Media. In the newspaper, more area are covered by advertisement and rest of the area will covered by news in which crime, politics, entertainment related news are more as compared to social media related news.

The main purpose of this study is to learn how the social media world is obtaining space in print media simultaneously. To understand social media and its effects, one must read and analyze information gathered through journal articles, interviews and observations as this study has done. Publication of social media related news aware the masses. And also, it provides detailed information.

Objectives of the study:-

1. To find out the coverage of Social Media related news in newspaper of Jaipur.
2. To study the treatment given by newspaper professionals to the news related to Social Media.
3. To know how social media is being popular through newspaper.

Methodology:-

To achieve the objectives of the study, researcher has conducted a research through content analysis method. For these purpose two English dailies of Jaipur has been selected. The Times of India and Hindustan Times have been selected as sample. The different parameters have been set to evaluate and analyse the sample. The researcher conducted the content analysis of the exposure of Social Media related news in Newspapers of Jaipur by studying The Times of India and Hindustan Times between September 09, 2014 to September 15, 2014 respectively. The researcher finds the coverage of social media related news were published in a very less amount, entertainment news, crime news, political news are mostly published on a newspaper.

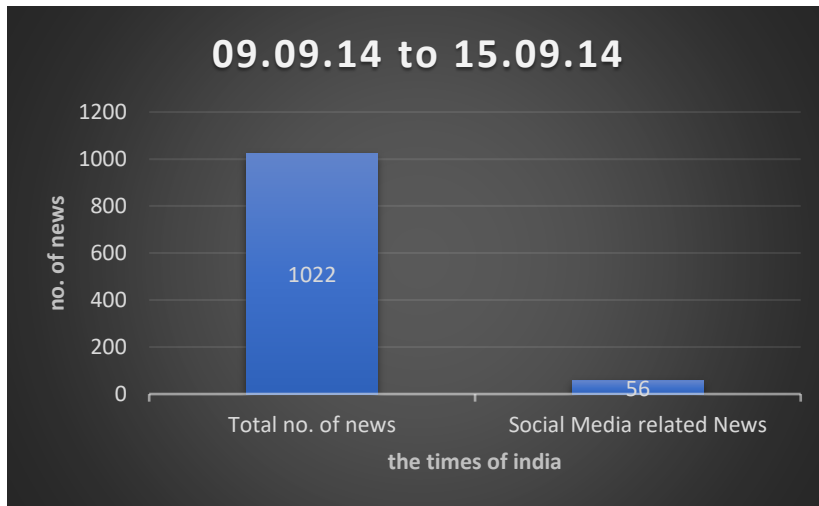
Research findings:-

During the study, researcher found that very less amount of space has been given to social media related news. As far as the total number of news published in the dailies are concerned only 6-7% news related to social media are published. Social media related news is published in two and three columns only. Very few pictures and graphics are used to give proper treatment to the news.

It is found during the research that the major source of information to make the content are both International and national agencies. Apart from news agencies the social networking sites are also very good source. Mostly social media related news published is informative and educative. The tables given below shown the total number of news published daily in the times of India and Hindustan Times. The tables also shown the social media related news published daily with percentage.

The Times of India

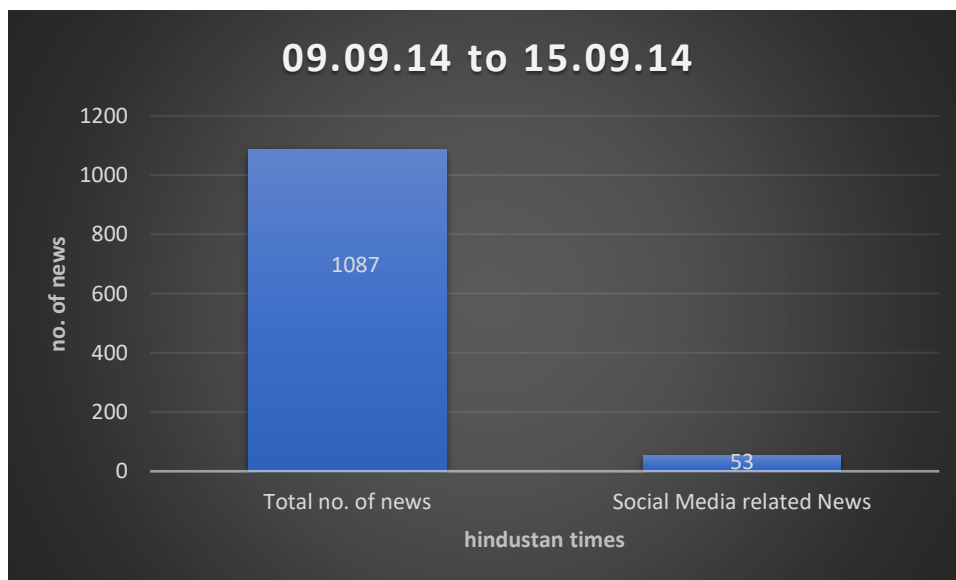
S.No.	Date	Total no. of news	Social Media related News	Percentage
1.	09.09.14 to 15.09.14	1022	56	18.25%



Social media related news carries a lot of importance for spreading awareness. The Times of India newspaper had published 1022 total number of news in their edition of Jaipur for one week that is from 09.09.14 to 15.09.14 time period whereas only 56 news were related to social media were published so its percentage 18.25% comes out from data which is depicted from its Table and graph.

Hindustan Times

S.No.	Date	Total no. of news	Social Media related News	Percentage
1.	09.09.14 to 15.09.14	1087	53	20.50%



As per Hindustan Times newspaper had published 1087 total number of news in

their edition of Jaipur for one week that is from 09.09.14 to 15.09.14 time period but only 56 news were related to social media and so its percentage 18.25% is depicted from the data of Table and graph. The data itself reveal that the social media related news is very less in Hindustan Times.

Conclusion: -

The above research study reveals that the information related to Social Media are not properly covered by the English Print Media. The exposure rate of Social Media story is less in Hindustan Times in comparison to The Times of India. Social Media related news is hardly appearing in newspapers and few news items reported in inner pages of the newspaper by the reporters.

Print media should increase the publication of social media related news in newspaper because it is very useful for society. Social media related news presents the updates and information about new media and new technologies. Society aware about new media through newspaper and it gives the detailed information in written form.

Sometimes, soft news is more covered in social media in an entertaining and approachable manner and introduces various topics but its value is not high because of less viewers or readers and through newspaper this readership can be increased easily. So, there is a need of more publication of social media related news in newspaper. This will generate curiosity among those people also who use social media often.

Covering social media related news in newspaper increase the importance of that news and attract the readers to read news related this new platform. Social media is participatory platform that allow user to generate content in respect to this the news which are related to social media create more impact on readers if it is published more in newspaper.

Social media is also a very helpful tool for construction of society. But print media is stronger for the creation of news content it is where majority of news is generated. More Social media related news in newspaper have power to influence more people over a longer period of time so it is necessary that English newspaper of Jaipur must give importance to the news which are related to social media.

By analysing both English newspaper of Jaipur it is clear that both newspapers covered a smaller number of news related to social media but in comparison between them more social media related news were covered by The Times of India. It is a point of concern for newspapers that they are top leading newspapers but then also they are not able to properly publish the social media related news in their editions.

Suggestions and Recommendations

1. The Social Media related news item should be published in the newspapers with proper spacing.

2. The research-based articles and editorials should be published in English newspapers on regular interval.
3. The Social Media related awareness and knowledge should be given to the reporters by the newspapers organisations and news agencies to cover the story.
4. Priority given to the interview-based news items and stories.
5. The planning and schemes of the government agencies should be published in a very easy and familiar language with pictures.
6. Regional and National level workshop and training programs should be organised by the government organisation and NGO's and media organisation for the journalist.
7. As we all know that the social media is very important among youth now a days hence it is required that the journalist should know how to develop and write social media related stories. This is the duty of media organisation, educational intuitional, NGO's and government agencies that they organise workshops and training program for the media person.
8. To motivate the reporters by their superior to work on social and New Media beat in rural and urban area.
9. Government agencies, NGO's and private sectors should organize the interactive sessions of Media Practitioners in local area.

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