



Discourses in Print Media: A Study of Selected Newspapers

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ABSTRACT

Through debate about various events and occurring, the media has shaped reality and fostered beliefs. These philosophies have thus prompted the emergence of a wide variety of discourses in the media, and these processes interact to create a distinct discourse. Thus, it may be claimed that the media shapes public opinion and has the power to establish popular discourse.

There is a great deal of opportunity for interaction in print media debate under this framework. It offers a forum for the sharing of concepts and experiences. A clear discourse may be developed over time with the use of salience, agenda-setting, and gate-keeping of various news items. Multiple discourses are shown and reflected in media material. Political, sociocultural, economic, and entertainment are a few examples of these. Additionally, the discourses may have several layers or even a local, regional, national, or global viewpoint. By examining the content of local and national daily, this research aims to investigate the dominant discourse that is present in print media and how it is represented. The numerous discourses that print media portrays as well as the discourse that print media presents inside the dominant frame will be identified, analyzed, and interpreted in this article.

Media discourse

A common definition of media discourse is any manner in which the media, including news organizations, publishers, and others, presents certain topics and sparks public debate. All media, in a way, encourages conversation because it is one of their fundamental qualities. Written and spoken communication are the two main categories of media discourse that are seen as different forms of communication. The way that people communicate both individually and in groups is referred to as discourse. Deeper down, it could represent the mental models and worldviews that shape people's perceptions and understanding of reality. The several media channels that people in the media utilize, such as newspapers and magazines, television, radio, and the Internet, would be included in media conversation. If media discourse is understood as the beliefs that guide media output, then principles like objectivity or ideological bias might describe it. (Mills Sarah 2000: 62) . Discourses segment the world according to their distribution by certain institutions. Less strong discourses are excluded, misinterpreted, and disregarded while the dominant discourses are understood by the current legal system, educational system, and media. These discourses are then reinforced and perpetuated. News from a variety of fields—social, political, cultural, and economic—creates a multilayered discourse in one society that affects readers from different classes. It is crucial to keep in mind that discourse is described as writing or speech that is understood via the prism of the concepts, principles, and classifications it represents. These views indicate an organization or perspective on the world, as well as an ideology in a neutral, non-derogatory meaning. Different modes of discourse encode different representations of experience; and the source of these representations is the communicative context within which the discourse is embedded. (Hawthorn, 1992) The term "discourse" refers to the variety of representational strategies, linguistic norms, rules, and conventions that generate distinct domains of culturally and historically situated meanings in language (and beyond). Less strong discourses are excluded, misinterpreted, and disregarded while the dominant discourses are understood by the current legal system, educational system, and media. These discourses are then reinforced and perpetuated.

Media Discourse and Kashmir

Different viewpoints expressed in newspapers both inside and outside the state have made it possible for diverse discourses to emerge in Kashmir thanks to a controlled set of assertions that mix with one another in predictable and varied ways. These discourses are controlled by a system of laws that cause specific words and phrases to be distributed and circulated, changing the discourse that was previously established. Therefore, in order to grasp the discourse broadly, we must establish a distinction between reality and the dominant discourse. It is important to consider discourse as a system that organizes our perception of reality. It has been shown that the media in Kashmir significantly influences political life. This complex mutual dependency characterizes the interaction between Kashmir's media and politics. Politics is a major topic in Kashmir's modern media, and print media heavily relies on politics for much of its relevant news. Since print media here covers politics a lot, it is normal to see the majority of regional political parties establishing their own agendas, founding their own newspapers, and distributing the information for the benefit of their own larger common good. Various political organizations in Kashmir have employed news media to establish their political parties' agendas. Similar to this, a number of publications published by

various political parties have attempted to sway public opinion by establishing their own agendas for the political conversation in Kashmir. There have been a number of well-known political conversations in Kashmir. The following topics are on the program for all of the debates, which have been helped to arrange by the media:

1. The political situation in Kashmir.
2. Unrest and aggression.
3. Development
4. Economy

Print media in Kashmir has been successful in igniting stimulating discussions and debates regarding all of the above stated agenda issues by using politics as the primary topic of conversation. The political scenario includes both pro-politics, or the mainstream politics of the state, and apolitical or separatist and associated state elements. To identify the many and multilayered discourses arising from print media material, a specific technique was used to accomplish the designated study objectives. The study will provide as a foundation and source of inspiration for further discourse analysis research.

Methodology

This study presents a draft of the prevalent discourses depicted by print media in order to distinguish the unique theoretical and methodological aspects of various approaches. To support the study's underlying assumptions, a number of strategies have been tried. Both quantitative and qualitative methods were used in this. The study focuses on how print media portrays and shapes various discourses. To obtain a broad picture of the prevailing discourses depicted by the print media of both national and local renown, the various news items in the newspapers were examined. The analysis requires a thorough examination of the main policy texts of news articles and top page stories. This study breaks down the impact of print media, ideology, and various coverage narratives in each sector. Due to the impossibility of considering every daily, a representative sample of four newspapers was chosen, consisting of two national and two local dailies.

- National publications The Hindu and Times of India
- The local newspapers, Kashmir Times and Greater Kashmir

Newspapers were divided into national and local categories based on the needs of each, with respect to where they were published. The two national newspapers, TH and ToI, are published in New Delhi, while the two regional newspapers, GK and KT, are published in Srinagar, Kashmir. Those printed and published in the valley are classified as regional, vernacular, or local publications, whilst those published outside the state and of national significance are classified as national.

An analysis and identification of the various discourses depicted by print media were conducted using multistage sampling. The research and analysis of the many discourses presented by newspapers, as well as the analysis and interpretation of the main print media (newspapers) discourse on Kashmir in two local and two national newspapers, were conducted using a quantitative method. Four newspapers were chosen for the sample: two local (GK & KT) and two national (TH & ToI). A total of fourteen editions were selected from each sub-period (four months) and the editions of the newspapers for the study were selected using multi-stage sampling. For each sub-period, two weeks were selected—a 'natural week' and another a 'constructed week'. A natural week consisted of seven consecutive days of a week and a composite week was constructed by randomly selecting seven systematic days of a week from each sub-period selected for study.

The Hindu (TH) - The Hindu produced articles on a variety of topics throughout the chosen time period, including political, social, and economic ones. The majority of the published pieces provided political news in one form or another, with politics being the predominant focus. The Hindu published 79 news pieces about political problems out of a total of 240 items. These consist of opinion pieces, editorials, and hard news articles. News stories on societal concerns came after this. Of the total, 55 articles had societal significance. Governance, corruption, frauds, development concerns, health, etc. were the most common social issues.

A substantial portion of the products were also connected to the economy. Out of all the news pieces, about 38 had economic significance. Many facets of the nation's economy were depicted by the paper including schemes, taxation, budgetary policies, Economic policies and investments in different sectors. Throughout the year, a significant portion of the news articles released included stories of violence. Of the total entries, 25 were news articles and tales about violence. Other things fell under the category of miscellaneous theme and contained stories pertaining to many subjects. The miscellaneous portion of the topics that were defined for research consisted of a total of 24 news items, which made up a sizable portion of the coverage of the previously designated items and themes. Every sub-period that was chosen throughout the duration of the study had a well dispersed range of news stories, from social - political to other. The first and second research phases had the highest number of news stories including political content.

Tabular representation of News items presented by The Hindu

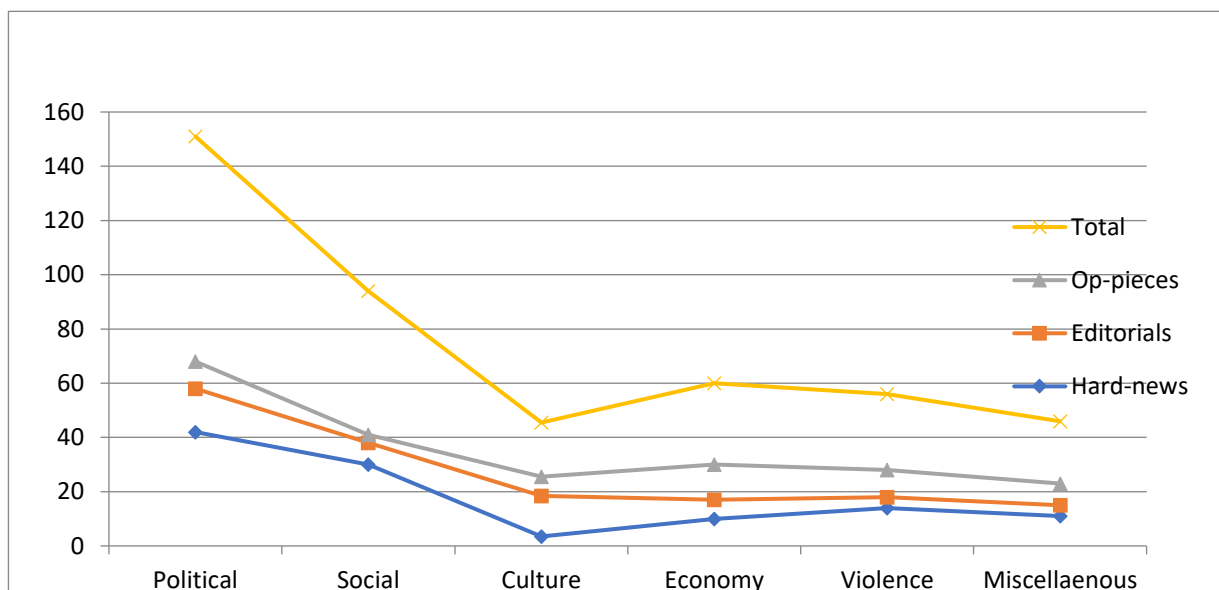
Type	Political	Social	Culture	Economic	Violence	Miscellaneous
Hard-News	39	27	09	17	15	11
Editorials	14	09	03	08	04	04
Op-pieces	26	19	07	13	06	09
Total	79	55	19	38	25	24

Table 1

Times of India (ToI) - The scope and frequency of nearly every issue that was designated for investigation differ significantly across all editions of the Times of India, the country's daily newspaper. The Times of India's coverage varies far more than that of the Hindu. A significant portion of the Times of India's overall news output consisted of political pieces, with around 83 articles discussing politics in one form or another. Important societal news came after this. At least 53 news stories included stories that were directly related to individuals, or social news. Items relating to the nation's economy and other associated matters came after this. A total of 39 news stories dealt with economic issues. Violence had a major role as well. Violence had a major role as well. There were 28 entries in all that included news of various forms of violence. The number of news articles with a cultural focus and those with a random topic was about equal. Twenty out of the total news articles that were analyzed comprised the cultural element, while the other twenty-three pieces made up the miscellaneous part.

Tabular representation of News items presented by Times of India

Type	Political	Social	Culture	Economic	Violence	Miscellaneous
Hard-News	42	30	10	10	14	11
Editorials	16	08	03	07	04	04
Op-pieces	25	15	07	13	10	08
Total	83	53	20	30	28	23

Table 2**Graph-I Graphical representation of news discourses presented by TH & ToI**

The aforementioned figures unequivocally demonstrate that, while the counts provided by the two newspapers on politics correspond, the subjects that were initially specified for investigation exhibit significant fluctuations in terms of their representation in both publications. Social thematic concerns took precedence over politics. It is evident that the same amount of news items on culture were published in both newspapers. Both publications contained other news items in proportional amounts. Thus, quantitative examination of both national daily shows that, while varying in the degree of representation, both national newspapers set and portray a variety of diverse discourses. However, mainstream politics and the issues that surround it dominate the conversation on both reputable national newspapers.

Greater Kashmir (GK)- Among a total of news items published by GK, politics formed overriding part. An estimated figure of 131 items was of political theme. It was followed by socially relevant items and then by violence theme. News items pertaining to miscellaneous nature also formed a countable percentage among the themes specified.

Tabular representation of News items presented by GK

Type	Political	Social	Culture	Economic	Violence	Miscellaneous
Hard-news	64	39	12	12	34	11
Editorials	16	10	02	02	09	11
Opinion-pieces	51	28	05	05	20	07
Total	131	77	19	19	63	29

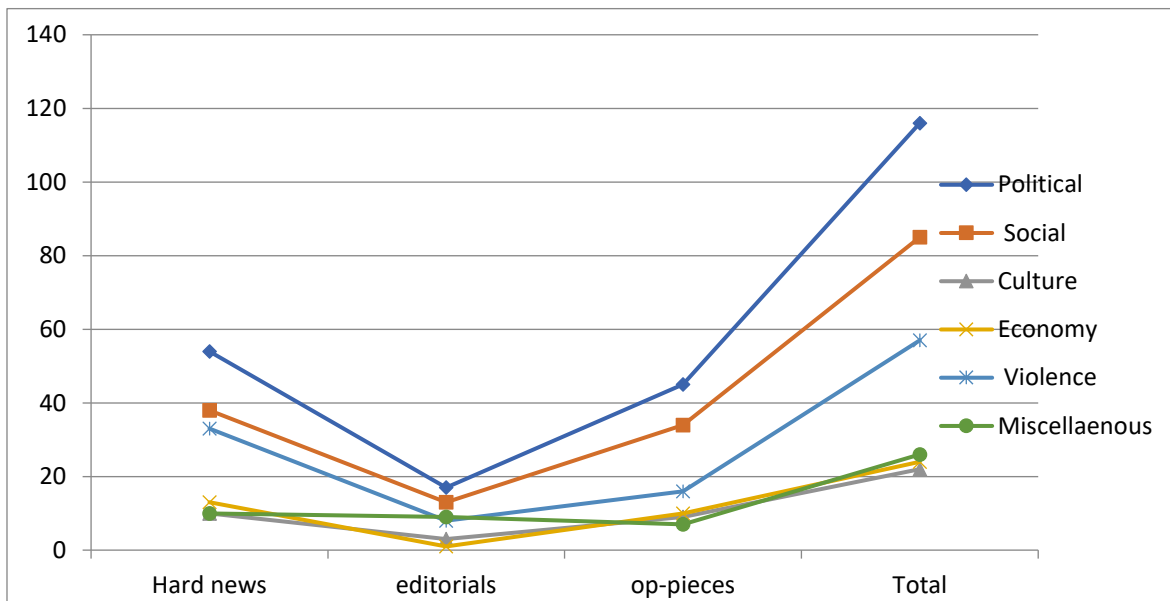
Table 3

Kashmir Times (KT) - The majority of the news items produced by Kashmir Times were of a political character; around 116 articles included politics in one form or another. Important societal news came after this. A minimum of 85 news stories included stories directly related to individuals, or social news. Violence had a major role as well. There were 57 entries in all that included news of various forms of violence. News about shutdowns, murders, confrontations, etc. were featured in this. The economy and culture were also fairly represented, with Kashmir Times presenting 24 and 22 pieces, respectively.

Tabular representation of News items presented by KT

Type	Political	Social	Culture	Economy	Violence	Miscellaneous
Hard news	54	38	10	13	33	10
Editorials	17	13	03	01	08	09
Op-pieces	45	34	09	10	16	07
Total	116	85	22	24	57	26

Table 4



Graph II- Graphical representation of News discourses presented by GK & KT

The graph above illustrates how fairly various problems ranging from political, social, and economic to cultural were covered by Kashmir Times and Greater Kashmir. As can be observed, Greater Kashmir, or sub-period three (September to December), has a greater quantity of stories towards the conclusion. Kashmir Times, on the other hand, published the greatest number of articles in the third sub-period and exhibited a consistent quantity of stories throughout all sub-periods. The Kashmir Times published 148 out of the 312 pieces that were submitted, while Greater Kashmir published 162 stories overall. Narratives longer than 4 cm were selected for examination. The data makes it abundantly evident that Kashmir Times (KT) and Greater Kashmir (GK), two local newspapers, covered various issues in disparate ways. It is possible to conclude that politics formed the dominating theme in both localities based on data and percentages. The majority of each publications' coverage of various political news stories follows distinct patterns. The majority of the items on politics were found in both newspapers, from the front page, which draws readers in, to the editorial and opinion pieces. Both publications covered politics from a variety of perspectives, including local, national, and worldwide. The subject of positive politics was central. But there were also a lot of stories that were anti-political. Since the area is rife with war, news of violence is a major component of news reporting. Both GK and KT covered topics related to violence extensively. Concerns about demonstrations, closures, homicides, run-ins, etc. were all considered to be connected to violence.

Conclusion

As more newsworthy stories about Kashmir appeared in both national dailies in the second half of the year, the focus of political discourse switched from the national to the local level (mostly in sub-period 3 from September to December). The terminology and content employed by the newspapers in their analyses show that both national dailies have been following a pattern when it comes to reporting on political occurrences. The Hindu gave other things of human interest greater room on the front page and covered political events more flexibly than the Times of India. The Lok-Sabha elections were the subject of prominent news articles in both publications throughout the first and second sub-periods. Later in the year, both newspapers carried third sub-period news stories about Kashmir, which ranged from pro-politics to the anti-party. This included the election results that were announced in the third sub-period as well as the governor's invitation to various parties to form the state government. The Kashmir problem, however embedded in a specific field of meaning, may be viewed as a dominating political discourse as it was presented by newspapers in the aforementioned time period. News stories on societal concerns came after this. This demonstrates how newspapers mostly ignored news stories on culture and economics. The discourse of economic and social significance is least represented by the sample above, according to less coverage of these issues. It can be the case that the majority of the area is taken up by advertisements or news items of political significance. It has been discovered that advertisements appear more often in all of the studied newspapers than news articles about the economy and culture. Local publications, such as Kashmir Times and Greater Kashmir, featured the most amount of news stories on political topics. The majority of both residents' stories were either pro- or anti-political. Reporting about politics dominates popular culture. In practically every newspaper chosen for analysis, a political issue predominated. Over the duration of the study, news stories pertaining to politics constituted the majority of all news items, providing a foundation for political conversation. It was discovered that several distinct discourses, many of which are at odds with one another, contribute to the formation of a given dominant discourse in Kashmir, which runs from pro- to anti-political. Aside from the elections, Kashmir was presented as a dispute between India and Pakistan, two powerful Asian nations. The declarations made by Kashmir's pro-political figures dominated the main page's news items. On the other hand, news reports about anti-politics, anti-election boycotts, and pro-freedom parties predominated in the local press, which changed the course of the political conversation.

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