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CHENNAI FLOOD NEWS IN KANNADA DAILIES: AN ANALYSIS



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ABSTRACT

Media, print or electronic which provide specific relevant and latest news have always been in demand. Giving Breaking news on any issue or the natural disasters are the real challenges are an ordeal to media. In this competitive world they are bound to provide clear news in a short span along with the social responsibility of humanity so they need to be cautious in every step. This study analyses the way Chennai floods were –Picturised by the top dailies of Karnataka-Vijaya Vani and Vijaya Karnataka. Kannada dailies preserved much timeand space for floods admits the prominent local issues.

KEYWORDS :Floods, Victims and Social Concern.

INTRODUCTION :

Newspapers occupy a prominent place in the human life. A common man begins his day with a newspaper. He relies on the media to know the happenings around him. And this dependency multiplies when great important events take place.

It's not exaggeration to say that the truthfulness, specificity and honesty



in giving news has made newspapers to survive as a popular media amidst the tough competition provided by the new and strong media. They are also outstanding documents for the coming generations seeking guidance and information. They show social concern, by giving suggestions and instructions for public development and help solving problems of common people. At present the concern shown by the Kannada dailies about the disastrous rains of Tamilnaduis praise worthy. They supported and stood by the victims by constantly publishing news and special reports until the circumstances returned to normally.

The year 2015 left more of sad memories than sweet memories to India. Heavy rains of the

north-east the roaring floods of Gujarat, series of railway accidents, effects of hot winds, cylinder blasts of Yubav district of Madhya Pradesh and above all the destructive floods of Tamilnadu caused by Kumbadrona rains, were the heart rendering events to the people of India. Though heavy rains were reported in November, it hadn't reached the dangerous levels. But the first week of December witness heavy casualties of rain breaking a record of the last 100 years. Due to the great depression in the way of Bengal, Chennai received a rain of 49c.m, killing more than 320 people and victimizing around 2 lakh people. Whole Chennai and Puducheri were drowned and people had to take refuge in molls, multi storied buildings and commercial complexes. People suffered without food and water as their houses, fields, roads were filled with water.

It is estimated that the great rains have caused a heavy loss of around 15 thousand corer to Tamilnadu. Central Government declared it as a "Disaster Zone" considering the tragedy to be the greatest in recent decades. Central government which had provided 940 crores as relief fund at the initial stages added 1000 Crores more after the aerial survey of the Prime Minister, Tamilnadu which was slowly coming out of the effects of Tsunami was driven helpless by the sudden attack of destructive rains. For the first time in the history of 137 years "The Hindu" daily could not be printed.

Kannada dailies picturised the floods in a heart touching manner and provided the readers with detailed descriptions of its affects, even though we don't share a better relationship with Tamilnadu due to the ever-burning Cauvery issue. The readers got to get news in the form of series, special reports, photos, graphics, attractive headings, and letters to the editor and articles. Vijayavani brought it under the heading "VARUNA MRUDANGA" and Vijaya karnataka as "JALA PRALAYA". Along with the news from agencies, these dailies gathered information from direct correspondent's interviews of victims and survivors, telephonic interviews and effectively presented them to the readers without glorifying any reports. They stood up to help the flood affected people and expressed their humanity.

The world turned towards Chennai and help flew in the forms of food, clothing, medicines, and milk powder only due to the efforts of the regional newspapers. They also reported various worships and praying for the flood victims. Papers published articles creating awareness about the contagious diseases resulting from food problems and waste residues. Some media established "flood victim's relief funds", natural disaster relief funds and help lines showing their social concern.

Literature review:- In India several researchers had used content analysis to study News papers Social concern, related to health, Agriculture and major developments. Bonnie and George discussed the role of Television and radio on the announcements for family planning. Achala Gupta and A.K.Sinha Study a Content Analysis related to Health Coverage in Mass media, Including print and electronic.

Mohamed Haneefa K and Shyma Nellikka study about "content analysis of online English newspapers in India. Dr. Harjinder Walia study about "Development Content in Indian Newspapers".

STUDY METHODOLOGY

To prepare research article on "Chennai flood News in Kannada Dailies: an Analysis". Study of the reports in Kannada dailies, The Top two Kannada dailies "Vijayani" and "Vijaya Karnataka" which have the records of highest distribution are selected for this research study. Editions of 6 days from 2nd December 2015 until the condition returned to normally be selecting studied on a regular basis. The prominence given to this tragedy by the dailies are analysed, considering the total number of news items published, number of news items related to the heavy rains, the news reports, photos, special reports, those occupying the front page and those published in other forms.

Vijaya Karnataka: Published by Metropolitan company ltd. Under the ownership of Times group. Vijaya Karnataka has Thimmappa Bhatt as its editor in the editor’s chair. The credit of taking Kannada journalism to new heights through its innovations in print media goes to this paper. It rise to the top position only in 2 years after its launch and retained its place for decades. Its popularity was mainly because of innovative columns, cartoons and perseverance of Vishveshwara Bhat. At present it is available in 10 editions including Bangalore, Mysore and Shimoga. It recently celebrated its 16th anniversary.

RESULT ANALYSIS

1. Total number of news published: Among the 6 days of newspapers analyses Vijaya Vani 960 itmes it include 88.64% news and 11.35% adds. And Vijaya Karnataka had total 881 Items it include 87.40% News and 12.60% adds.Advertise is very important to media to balance its economic condition.

| Name of News paper | Published Total Items | News Items and % | | Adds and % | |
|--------------------|-----------------------|------------------|-------|------------|-------|
| VijayaVani | 1083 | 960 | 88.64 | 123 | 11.35 |
| Vijaya Karnataka | 1008 | 881 | 87.40 | 127 | 12.60 |

2.News related to Chennai floods: In this period Vijaya Vani published 114 (11.87%) and Vijaya Karnataka 91 (10.23) News items. Its showsbothpaper give more preference to Natural Disaster News. Remaining news contains local, state and national Issues.

| Name of News paper | Published Total News Items | News Items Related to Flood and % | |
|--------------------|----------------------------|-----------------------------------|-------|
| VijayaVani | 960 | 114 | 11.87 |
| Vijaya Karnataka | 881 | 91 | 10.32 |

3.Reports Published in the form of news: Both papers carry Chennai flood reports in News form. Like single, bits and package. Vijaya Vani publish 13 special report and 12 Items in the form of other. Vijaya Karnataka carry 8 special report and 16 Items in other form.

| Name of N.P | Total Items | Form of News & % | | Special report And % | | In OTHER forms of News and % | |
|------------------|-------------|------------------|-------|----------------------|------|------------------------------|------|
| Vijaya Vani | 114 | 88 | 77.20 | 13 | 11.4 | 12 | 11.4 |
| Vijaya Karnataka | 91 | 67 | 87.40 | 8 | 8.76 | 16 | 17.5 |

4.News Items Published In other forms (quotes, Graphics, letters to editor):- Quotes from prominent people, graphics to describe the incidents and related letters to the editor become important when it

comes to considerable news. Both paper uses this type of contents for news presentation. It supports for pagination outlook and attract the impression of viewers.

| Name of N.P | In other forms | Number of Quotes & % | | Graphics &% | | Letter to the editor and % | |
|------------------|----------------|----------------------|-------|-------------|-------|----------------------------|------|
| Vijaya Vani | 12 | 8 | 7% | 2 | 1.75% | 3 | 2.30 |
| Vijaya Karnataka | 16 | 10 | 6.25% | 2 | 2.19% | 4 | 2.5 |

5. Number of Items Published in front page:-Only valuable news reserves to be published in the front page, whether it is a news from agencies or those from local reporters. Vijay Karnataka has given more scope for Chennai floods by preserving its front page for it.

| Name of N.P | Total News related to flood | Published In front page & % | | Other& % | |
|------------------|-----------------------------|-----------------------------|-------|----------|-------|
| Vijaya Vani | 114 | 30 | 17.54 | 94 | 82.46 |
| Vijaya Karnataka | 91 | 28 | 30.77 | 63 | 69.23 |

6.Number of Photos Published:- In Vijaya Vani Published 23 photos It include 15 color and 23 black and white. Vijaya Karnataka used 21photoes include, 15color and 6 black and white. Maximum photos from agencies.

| Name of N.P | Number of photos related to flood | color photos & % | | black and white photos & % | |
|------------------|-----------------------------------|------------------|-------|----------------------------|--------|
| Vijaya Vani | 34 | 23 | 67.65 | 11 | 32.35 |
| Vijaya Karnataka | 21 | 15 | 71.42 | 6 | 28.58% |

MAJOR NEWS ANALYSIS:-

A Report photo of Chennai floods on December 2 In Vijaya Karnataka under the Headline “Jala pralaya” was heart touching. The picture of victims seeking shelter in malls and malty stored buildings and other hand people wait for supplied through helicopter was truly painful pathetic has a result there was massive response from the people all over the country and supply of huge food clothes, medicine, water bottles. The help line number started by the news paper resolved problems and confusion of victim and their relatives.

VijayaVani published successive reports under the headline “Varuna Mrudanga”. The interviews of the survivals were consecutively published. News, reports, cots, expert does interviews of survivals and people who witnessed tragedies were successful in satisfying the recedes. This helped in increasing circulation of the newspapers, and also own the faith of the readers.

SUGGESTIONS:-

Most of the natural disasters occur due to water and weather. So the media instead of roaring after the tragically events, should focus and involving in forecasting and cautioning people about them. With such advancement in science and technology they should be in constant touch with the departments and create awareness among people.

Well known as “literature in hurry’ the newspapers very soon shift their focus and attention. Follow-up journalism should go hand with fresh news hunt. Media should not rest before confirming that the victims are rehabilitated and the help has reached them.

National dailies always depute their reporters to the spot when such incidents happen. Regional newspapers should work in this regard so that they can provide objective and special news.

CONCLUSION:-

The responsibility of the newspapers is to inform its readers about the everyday developments in the nuke and corner of the world. Besides this professionalism it is humanity to help the needy. The social concern and responsibility shown by Kannada dailies during the Chennai floods is praise worthy. They went a step ahead to concern the families of Kannadigas in Tamilunadu caught in floods and took special interests to floods, and cook special interests to clear their confusions and fears. They show complete details of tragedy and encouraged the readers to help. Amidst the ample of major new stories in the state like farmers suicide, corruption in lokhayuktha, preparations for MLC elections, the controversies of TippuJayanthi. The task of Kannada dailies in presenting us the Chennai floods is outstanding and praise worthy.

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