

Political Issues in Kannada Dailies: A Case Study of Vijayavani**Prof. Anilkumar Mandolkar**

Assistant professor of political science

R. K. Government first grade college chittapur. Distic Kalaburgi 585211

Abstract:

This research paper attempt the Coverage of Political Issues in Kannada Dailies political news is a very important part of the newspaper in its circulation. Without political news we can't imagine the face of any newspaper. It's very essential to the public to know about the issues happening in the politics. Political news presented is various forms like special stories, editorials, columns and news format. Political stories are mainly covered in the front pages of the daily.

Keywords: Political Issues, Dailies political Education, Socio-Economical, Commercial Status**Introduction**

The regional political news is regularly reported in the forwarded pages. So, political news is considered as a central attraction of newspaper. Viajayavani is a Kannada daily newspaper started by the Vijay Sankeshwar and after that Vijayakarnatak also started by him and then sold to the Bennet Colman's of the times group. Vijayavani started in 2011 and got its success very early. Both these newspapers cover the political stories and give these gives more important to the political issues. Because of the politics matters readers are attracted to it. Political scandals news on Political scandals this newspaper has led to more circulation of newspapers. The day to current airfare about government and state are another attraction for the citizens.

Most of the newspapers started with the political ideology. Newspapers plays very important role in the politics. Without the newspapers, politicians don't get the publicity. For Example 2g spectrum scandal news of a Raja is big political news and it made him to go to jail and end of his political career. Newspapers can give a life to politicians with publicity and also can smash out their political career. This is the power of newspaper. The newspapers have played a major role in achieving independence. In fact, Media is also trying to bring awareness in the citizens of India, putting great efforts to solve the problems. Vijayavani the highest circulated

newspaper of Karnataka has given more importance to the political stories in their respective papers. In modern societies the mass media if citizens' most important source of information.

About public affairs, and some issues, such as crime or the state of the economy, citizens can compare the news provided by the media with their personal experience. On other issues, such as foreign affairs the media if the only source of information for most of the public. Media coverage of politics is a fundamental matter of democracy. Democratic debates and civic discourse depend to a large extent on how the media give access to policy actors to express their views and ideas about issues. The present political parties are more dependent on the newspapers for the promotion of their parties and politicians try to get publicity by the newspapers. This can happen by the newspapers in converging the political stories. And this is the very important for the political parties, especially in the times of election. Politicians use newspapers for publicity of their candidates and party. In the beginning of the journalism most of the newspapers are started for the publicity of the leaders and their respective parties to win the election or the reach the people with ideology. This newspaper is started with the same ideology, but now this is in the different way, giving more space to the political stories and this is very expressively presenting the political news in the front page its lead to people's attraction about the political news.

Vijayavani Kannada dailies Newspaper

Vijayavani is the famous Kannada daily newspaper. It was circulating with the motto of voice of Kannadiga's Kannada language daily Newspaper distributed in Karnataka. It is published by VRL Group owned by logistics tycoon Vijay Sankeshwar. Having launched on 1 April 2011, Vijayavani started with merely three editions. Today it has editions in several places like Bengaluru, Mangaluru, Hubballi, Mysuru, Vijayapura, Gangavathi, Chitradurga, Shivamogga and Kalaburgi. Vijayavani the flagship entity of the VRL Group is the largest circulated newspaper in Karnataka. Vijayavani created a media frenzy by being the only Kannada newspaper to launch 9 editions in just 90 days from its 1st launch. Vijayavani is an all color paper in all Karnataka. With a growth rate of 262% in 3 years, Vijayavani today has a certified circulation of 8, 03, 738 copies. Vijayavani has an unmatched reach which covers 28 districts out of almost 30 districts in entire Karnataka. Apart from the regular content, a four-page Vijayavani Kannada daily newspaper printing in the format of broadsheet in 16 pages from VRL group of media. Current editor was Hariprakash Konemane, a newspaper founded in 2011 in independent political alignment from Bangalore and Hubli, in India. One of the top most successful businessman of Karnataka Vijay Sankeshwar who made revolution in Kannada journalism in a short period and made this newspaper number one Kannada daily in Karnataka

Statement of the problem

“Coverage of political issues in Kannada dailies: A case study of Vijayavani”. Therefore, it was felt necessary to have an in-depth research study on this topic. Besides, these kinds of studies have not conducted yet. Hence, with this advantage the present investigation carried out with the following objectives.

1. To study, the preferred news coverage of Vijayavani
2. To assess the coverage of Political issues in Vijayavani
3. To analyze how much importance people give to know Political issues.

Methodology

The present paper was conducted to find out the coverage of political issues in newspapers. The content analysis method is adopted for this study. In the directions of the content were measured separately with regard to the Political issues to determine the directions of the contents of the media. News stories, columns, special stories, articles, advertisements, editorial, letters to editor etc. Is evaluated in the present study. For this study, Vijayavani for the period of one month of December 2016 have been selected. A total of 31 newspapers were selected for this study. Newspapers were selected based on their circulation. Researching used simple random sampling method for the selection of newspaper.

Review of Literature

Media coverage of politics is a fundamental matter of democracy. Democratic debate and civic discourse depend to a large extent on how the media give access to policy actors to express their views and ideas about issues. Political communication scholars stress the privileged position of elites, especially governmental actors, in gaining access to the news (Bennett 1990, Iyengar 2011, Graber 2003).

Journalists report about what political elites are doing or planning to do, often ignoring other policy actors who are deemed to be less newsworthy than “officials.” Elite status is explained by formal rules governing the political system, but also informal rules more related to the seniority of a policy actor or tradition (Walgrave and van Aelst 2008).

In this view, media coverage is driven by the actions of political elites, real world events, and competition for readership, more than partisan logics or journalist preferences. In a different vein, media systems scholars stress the importance of political parallelism, journalistic professionalism, state regulation and media ownership in how newspapers cover politics (Seymour-ore 1974, Blumler et al. 1992, Hallin and Mancini 2004).

Results and Discussions

The present study is processed on 2016 December one month data has been collected. The newspapers of 31 days 1696 news's had been collected. The newspaper has published 4 pages daily, it relates to health, ladies column, business,

commercial, youth corner, children's stories, travel essays, and for employment and other article were published. Most of the space covered for the advertisement in supplements. Supplements are giving more importance to the advertisement therefore here present research neglected that supplements.

Mainly focused on which is useful pages contain within 14 pages. Research focus on political stories in a month. That statics are political stories 377, Crime/accused of stories 154, Accident stories 58, Educational stories 134, Commercial stories 62, Development stories 143, Sports stories 202, Defense stories 76, international stories 89, Social issues stories 301, were published in the Vijayavani Kannada newspaper in a month of December 2016. Related to this study one month newspaper was analyzed and data collected of December 2016 31days papers. Data collected of the Vijayavani newspapers 1696 stories of 31 days.

Table -1 Major news items, published in Vijayavani

Sl. No	Content	Number of stories
1	Political	377
2	Crime/accused of	154
3	Accident	58
4	Educational	134
5	Commercial	62
6	Development	143
7	Sports	302
8	Defense	76
9	International	89
10	Social issues	301

The table 1 indicates the major categories covered by Vijayavani newspaper. The study reveals that in this newspaper majority of the news published is political. In the period of one month of the December total 31 newspapers published 1696 total number of stories taken for the present study and the study reveals that the one that more of the space given to the political stories 377 stories are published in that month this shows that more priority given to the political stories. And also the second preference for the social issues, sports, and development, basic needs of citizens like water, food, power, sanitation, stories also published in the month. Also give

importance to the developmental stories. Now in the present days publishing news is if also increasing and the page number of newspapers increased so newspaper looking different. The newspaper is looking colourful with the colour in the pages, this is quite different looking, but sometime over colorizing of the pages makes confusion to the readers.

Table-2 Politics presented in Editorial page in Vijayavani

Sl. No	Contents	Number of stories
1	Political	7
2	Development	12
3	Social issues	3
4	Sports	1
5	Defense	3
6	Educational	1
	Total	27

Viajayavani newspaper published 6 issues in the editorial page in a month. The issues are, politics, which has 7 stories, development has 12 stories, social issues 3, sports contain 1, defense 3, stories, and educational has 1 story in a month. Total number of stories 27 in a month. Newspaper focuses on development stories published because more number 12 stories were published in editorial pages and given less importance to the political stories.

Conclusion

The newspaper plays a vital role in a democratic nation like India. The media publish/broadcast all the happenings in the field of social, economic, political and moral problems in the society. This newspaper is very helpful to get an expulsion of several types of problems from our society. Newspaper is a mode of mass communication. It is very helpful in creating awareness about social problems and raising voices against social issues.

The findings show that selected newspaper majority of the space is given to political issues and advertisements in the newspaper. Vijayavani newspaper has an important role from the beginning. It also considered as one of the best newspaper in Karnataka. Vijayavani newspaper publishers with colourfully and it has its own style. Here given more

importance to the political issues. Also has the information which was very interesting to the readers. A newspaper has intention to turn reader's attention towards them by giving useful information. Along with that it should give importance to the rural development and awareness. The newspapers should help in the country's progress; day by day newspaper should be near to the people or readers and should focus on social reforms or problems.

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