

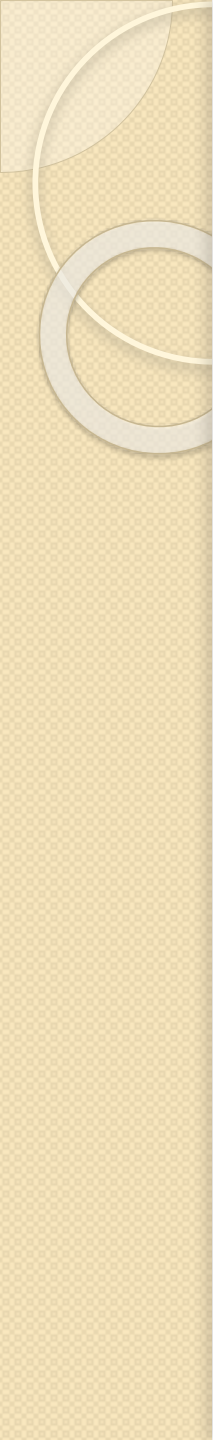
# 50 Days - The Impact of India's Demonetization through Print Media : An Analysis

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# Introduction

- Print Media played a powerful role in disseminating news & information
- It serves as major source of information
- Wherever criticism is warranted , print media do not hesitate

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- Newspapers also guides the government in understanding the pulse of the common-man .
  - The print media is to be credited for proving to be watch dog of society.

## Review of Literature

- Mass media disseminates information among the masses and before this it edits and interprets the mass information. (Herman & Chowmsky, 1994).
- Mass media removes the alternative solutions to problems as it filters the information. Thus limiting the understanding of possibilities of social change.
- Media sets the agenda on particular subjects which in turn helps in shaping up the public debates.



# Objective

- How did Indian Newspapers Covered the Demonetization
- What were the key issues arrayed and impacted by the Press

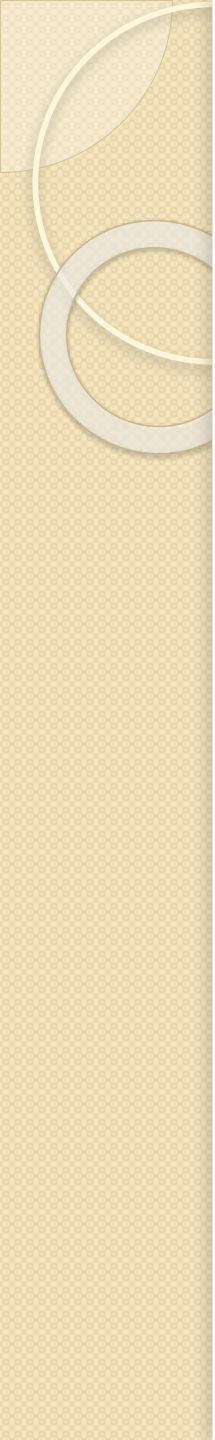
# Methodology

- Three newspapers in English & one in regional language (Hindi)
- English Newspapers( The Hindu ; Times of India & Telegraph ) and Dainik Jagran ( Hindi-Regional)
- Close examination of the content of the news stories within all the demonetization focused articles.
- Content Analysis of four newspapers for 50 days starting from 9<sup>th</sup> November, 2016 to 30<sup>th</sup> Dec, 2016.

## Result & Discussion

### 1) Volume visibility and prominence


- The number of news stories related to Demonetization was greatest in The Hindu ( English Newspaper)
- News stories related to Demonetization was usually placed on the first page in the Regional (Hindi) newspapers.
- Leading Indian news-agency PTI which feed News to all the newspapers was balanced in its approach.

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- The volume of articles was greatest in The Hindu
  - Maximum coverage on demonetization was in the first four weeks as about half of the total articles were published during this period.
  - 52% of the news stories were with photographs/ cartoons/graphics and illustrators.



## 2) Orientation of News

- Of the articles focused on demonetization, 85% were against the move.
- More news stories focused on the citizens followed by government, finance and court.
- The tone of the message adopted throughout the campaign was Negative.

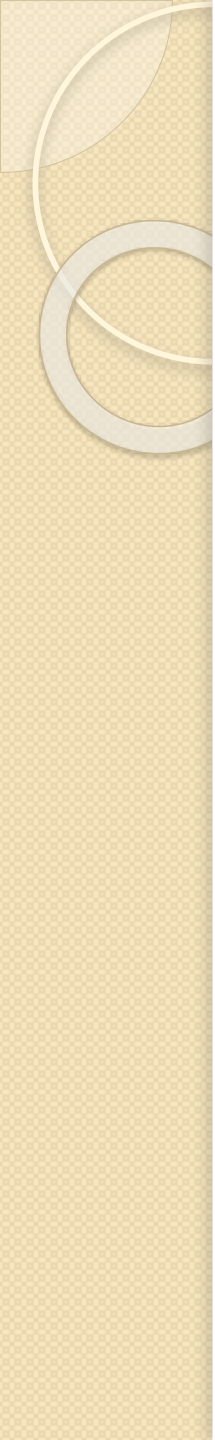
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- The Hindu adopted the strongest position against the demonetization followed by others.
  - Times of India- TOI (English newspaper) presented few news stories in humor form.
  - All the newspapers adopted a clear position on demonetization.


### 3) Popular topics

- Discussion of the hardships faced by the citizens accounted for about half the News articles.
- TOI and the Regional newspapers published cartoons with sarcasm.
- Maximum positive coverage was endorsed by Bollywood mega star Amitabh Bacchan and sportsman like Virat Kohli.

## Conclusion

- Indian media in particular the Print Media gave enough coverage to the Modi government's demonetization move announced on November 8, 2016.
- Among the English Newspapers The Hindu covered the issue quite exhaustively in the first four weeks as half of the total input was published during this period.
- In terms of volume and space Hindu dominated the space and had front page coverage.

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- These were carried with Photographs, cartoons, graphics and illustrations providing all kind of inputs to readers.
  - 50 percent of the news focused on common man's hardship as a result of demonetization and criticized government's lack of preparedness.

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- Hindu took a negative stand on demonetization
  - Times of India and regional newspaper in Hindi gave humorous touch to the news as well.
  - The two papers published cartoons with sarcasm.



**Thank You...**