



## COVERAGE PATTERN OF SELECTED THEMES OF YOUNG INDIA: AN ANALYSIS

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### **Abstract**

*Gandhi's way of life is an example to many people in India and even today we find people following Gandhian methods in all spheres of life. Even in journalism also Gandhi specifically set certain principles and objectives for journalists. Gandhi influenced people belonging to many walks of life and his influence on journalism too is significant as is found in the following works undertaken by different scholars. The present study confined to coverage pattern on selected theme in Young India used content analysis as a method to observe the 'frequency', 'distribution', 'place', and 'space'.*

**Keywords:** *Mahatma Gandhi, Coverage, Themes, Journalism.*

### **Introduction**

Gandhi at the age of nineteenth, for the first time read a newspaper, he could scarcely imagine at that time, how actively he would be associated with the newspaper world for the rest of his life. The researcher discusses his early writings in London, and in his first article in *The Vegetarian*, published on 7 February 1891, and other writings in London. In his early writings Gandhi's praises the British government for being one of the most civilised in the world and does not tolerate injustice, and later realised the mistake. After completing his Barrister in London, he sailed for South Africa, after getting an offer from Data Abdullah and Co, to defend one of their cases. South Africa not only shaped many of the ideas and traits of Gandhi, but made an out and out journalist of him. The first pamphlets came in 1895: (1) *An Appeal to Every Briton in South Africa* and (2) *The Indian Franchise*. These were followed by his first mass publication, the 1896 pamphlet titled "*The Grievances of the British Indians in South Africa (Gandhi, 1896)*". He had this so-called *Green Pamphlet* published in India, and the first edition went to ten thousand. Gandhi wrote the piece while he had come home to Rajkot on a brief visit from South Africa in 1901. Ten thousand copies of the pamphlet were published. The success of the pamphlet made Gandhi more confident of the efficacy and publicity value of the media. This realisation led to Gandhi taking over the editorship of the *Indian Opinion* in 1903; he started his first newspaper in South Africa, which established an agenda of issues of importance to Natal's Indian population. Along with this a brief introduction about his journals *Navajivan* and *Young India* was covered.

### **Objectives of The Study**

- To find out extent of coverage given to the 'Freedom Movement' is one of the selected subject categories in *Young India*
- To find out extent of coverage given to the 'Development' is one of the selected subject categories in *Young India*
- To find out extent of coverage given to the 'Communal Issues' is one of the selected subject categories in *Young India*
- To find out extent of coverage given to the 'Culture' is one of the selected subject categories in *Young India*
- To find out extent of coverage given to the 'Peace' is one of the selected subject categories in *Young India*



## Review of Literature

Review of literature helps the researcher to understand the subject under study and also helps to identify the gaps in the subject. Therefore, an attempt is made here to review a few studied which focused on the use of communication channels by Mahatma Gandhi to propagate his philosophy/ideology. For instance, a few studied in this regard are enlisted below: Bhattacharyya(1995),Singh(1979),Kumar(1984), Chakravarthy (1995), Suchitra(199 Tarlo (1996), Navneet Anand (1996), kusumalata (2010), Bhattacharyya (2002), Gonsalve (2010) ,Murthy (2010) and Rajrindra Mohanty (2014).Two studies dealt with Gandhi's role as journalist (Bhattacharyya, 1965, Murthy ,2010) and other dealt with communication aspects of Mahatma Gandhi in terms of influencing the people (Suchitra ,1995; Gonsalves,2010).For instance, Bhattacharyya's study focused on the historical aspects of Gandhi as a journalist and dealt with Gandhi's initiation into journalism i.e. His early articles published in "The Vegetarian" journal. And he acted as South African's correspondent to "INDIA" journal published from London and these circumstance which promoted him to launch news journals like Indian Opinion from South Africa etc .Since ,the study was completed in 1965, it could not chronicle many changes that took place during the last five decades in the Indian journalism ,and for instance, many structural changes occurred like expansion of newspaper rural areas multiple editions-and supplementary editions are introduced .

## Methodology

To examine the coverage pattern on selected theme particularly distribution, space, location and frequency of selected theme of *Young India* .In order to these objects , the method of content analysis was used to examine the extent of coverage given selected theme in terms frequency ,space ,location and distribution .The universe of the study comprised all the articles published during the period 8<sup>th</sup> October 1919 to 31<sup>st</sup>December 1931 in *Young India* edited by Gandhi published by Navjeevan Publishing House, Ahmadabad. Out of all total of 625 editions of from 8<sup>th</sup> October 1919 to 31<sup>st</sup>December 1931 from which, the researcher 250 editions were selected in which first, second, third and fourth issues from the respective of every month and so on, from the study period. The researcher thought that 40% percent of the sample was adequate to represent the universe. Therefore, a total of 250 editions of *Young India* were considered for analysis. Thus, all the articles, stories, and editorials are considered as units of analyses, as per the above criteria, published in the front page and inside pages of the journal *Young India* during the sample period were considered for coding into the selected themes developed for the purpose.

## Data Analysis

The researcher has selected 256 issues of *Young India* edited by Mahatma Gandhi published by Navjeevan Publishing House, Ahmadabad during the Study period from 8<sup>th</sup> October 1919 to 31<sup>st</sup> December 1931. The researcher has calculate the total print space occupied in 256 issues covered a total space of 7,86,432 column centimeters, and overall 1796 articles selected under the subject category covered a space of 5,03,256.64 column centimeters from total space .And collected 246 editorials are covered a total space of 91,919 column centimeters from 256 issues only .In detail through quantitative analysis, the researcher has examined under the variables like 'distribution' of the articles, 'Space' in column centimetres', 'Location 'of the articles i.e front page and inside page and 'Frequency' in terms of number of items under the subject categories in *Young India* . Pie charts and bar diagrams are included for better interpretation of the data. The units of analysis are articles /stories and editorials of are shown in Table 1 below.



**Table 1: Distribution of total number of units of analysis in Young India**

S.no	Subject Categories	Unit of Analysis	
		Articles	Editorial
1	British Government	136	10
2	Freedom Movement	298	59
3	Communal	198	36
4	Peace	47	12
5	Social	162	12
6	Development	198	42
7	Culture	164	16
8	Legal	121	18
9	International	296	29
10	Others	176	12
12	Total	<b>1796</b>	<b>246</b>

**Table 2: Distribution of articles and percentage of distribution of frequencies on selected Themes in Young India.**

S.no	Subject Categories	Articles	Frequencies
1	British Government	136	7.5
2	Freedom Movement	298	16.5
3	Communal	198	11
4	Peace	47	2.6
5	Social	162	9.0
6	Development	198	11.0
7	Culture	164	9.13
8	Legal	121	6.7
9	International	296	16.4
10	Others	176	9.7
12	Total	<b>1796</b>	

From above table 2 indicates that the coverage of the articles under the subject category of 'freedom movement' was 298 and the frequency is 16.5 percentage. It indicates that more coverage given to the freedom movement during the study period from 8<sup>th</sup> October 1919 to December 31<sup>st</sup> 1931 and at that time freedom movement was in a peak stage. These movements are useful for spreading the awareness among the Indians finally to liberate from British colonial rulers and attain the Independence from British rulers. Under this subject category important articles published are Jalliawalabag, Civil Disobedience, non-cooperation, Satayagraha, Dandi March are covered. Distribution of articles followed by international theme (296), its distribution is (296) and it's frequency is 16.4 percentage followed by



communal theme its distribution (198), and its frequencies is 11.0 per cent and followed by Development theme is (198) and its frequencies is 11.0 per cent. Interestingly, the data found that the articles under these selected themes of freedom movement, international, communal and development themes dedicated more fifty percentage articles than others selected themes in young India during the study period.

### **Freedom Movement**

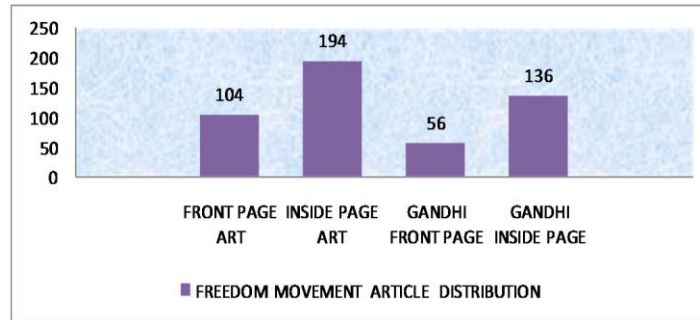
After the First World War (1914-1918), Mohandas Karamchand Gandhi became the undisputed leader of the nation. During this struggle, Mahatma Gandhi had developed the novel technique of non-violent agitation and he adopted 'Satyagraha', in a 'non-violence' way of National Movement. When Mohandas Karamchand Gandhi called for a nationwide Satyagraha against the Rowlett Act in March 1919, the Act was passed in 1919, which empowered the Government to put people in jail without trial. This caused widespread indignation, led to massive demonstration and hartals, which the Government repressed with brutal measures like the Jaliawalla Bagh massacre, where thousands of unarmed peaceful people were gunned down on the order of General Dyer. The Non-Cooperation Movement was pitched in under leadership of Mahatma Gandhi and the Indian National Congress from September 1920 to February 1922, marking a new awakening in the Indian Independence Movement. This movement was a great success as it got massive encouragement to millions of Indians. This movement almost shook the British authorities. The Simon Commission was sent to India in 1927 by the British Government to suggest further reforms in the structure of Indian Government. The Commission did not include any Indian member and the Government showed no intention of accepting the demand for Swaraj. Therefore, it sparked a wave of protests all over the country and the Congress as well as the Muslim League gave a call to boycott it under the leadership of Lala Lajpat Rai. Mahatma Gandhi led the Civil Disobedience Movement that was launched in the Congress Session of December 1929. The aim of this movement was a complete disobedience of the orders of the British Government. During this movement it was decided that India would celebrate 26th January as Independence Day all over the country. On 26th January 1930, meetings were held all over the country and the Congress tricolour was hoisted. The British Government tried to repress the movement and resorted to brutal firing, killing hundreds of people. Thousands were arrested along with Gandhiji and Jawaharlal Nehru. But the movement spread to all the four corners of the country. Following this, Round Table Conferences were arranged by the British and Gandhiji attended the second Round Table Conference at London. But nothing came out of the conference and the Civil Disobedience Movement was revived. Salt Satyagraha or Salt march or as one may call it Dandi march was a very significant part of the Indian Independence movement against the British rule led by Mahatma Gandhi. It was a milestone in the way, it influenced the Indian society to resist the wrong doings of the British. It included tax resistance and non-violent protest based on the principle of Satyagraha by Mahatma Gandhi and his followers. This moment has often been quoted as one of the most significant organized challenge to imperial British rule and the 'freedom movement' was in peak position and through his journal, *Young India*, Gandhi create awareness to the people about freedom movement.

### **Distribution**

A total of 1796 articles from the 256 selected editions of *Young India* during the study period from 8<sup>th</sup> October 1919 to 31<sup>st</sup> December 1931. Freedom movement distributed more number of articles among the selected subject categories. The table 1 reveals that 298 articles are contributed to the freedom movement. The researcher has identified that these articles further divided into front page distribution i.e. 104 articles are published on the front page and 194 articles are published on the inside page. These articles are further divided into Gandhi written articles distribution are 192 and the remaining are from

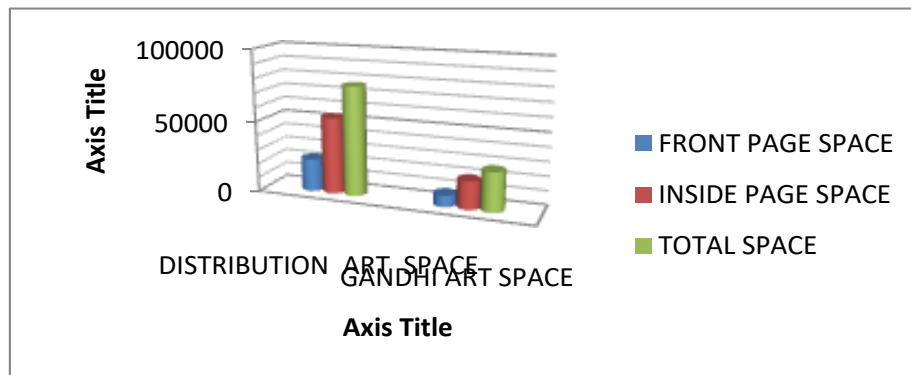


others written articles on freedom movement; The distribution Gandhi written articles are further divided into front page distribution carries 56 articles and inside page distribution carries 136 articles .



### Space

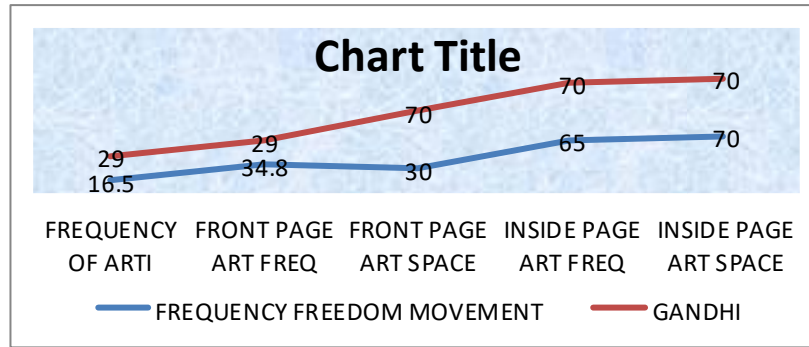
Allocation of Space for articles plays an important role in the newspaper. Over all a total *Space* of 1,05,600 col. cent observed for freedom movement one of the selected subject category in young India during the study period. In this total space is divided into articles coverage space its allocation is 76,800 col.cent and editorials coverage space it's allocation space is 28,800 col.cent. And again articles /stories are further divided into front page space it's allocation is 23,040 col.cent, and inside page space, it's allocation is 53,760 col.cent .Further these space divided into Gandhi written articles space it's allocation is 27,648 col.cent and this space is further divided into front-page articles space it's allocation is 8018 col.cent and inside page articles space it's allocation are found to be 19,630 column centimeter.



### Frequencies

Of the freedom movement articles in Young India during the study period is 16.5 percent and the frequencies of front-page articles are 34.8 percent and the allocation of front-page space are 30 per cent, inside page article frequency are 65.1 per cent and the allocation of space inside space frequency are 70 per cent. Gandhi written article's frequencies are 21.9 percent and allocated space frequencies are 15.8 percent. The frequencies of front-page Gandhi written articles are 29.1 percent and the allocation of front-page space is 29.1 percent, inside page article frequency are 70.8 per cent and the allocation of space inside space frequency are 70.8 per cent.





### Location

Location or position of the articles is important in attracting the readers and also carries the most important news in front page. The Location is defined as the article appeared in the front page or inside page in Young India. The distribution of articles in the front page under the subject category of freedom movement is 104 in number and the frequency of the front-page articles are 34.8 per cent, The number articles published in the inside page are 194 in number, frequencies of the inside page articles are 70 per cent. Gandhi written front page articles under freedom movement carries 56 in number and frequency of the front page Gandhi written articles is 29.1 per cent. Gandhi written inside page articles are in 236 in number and the frequencies of inside page articles are 70.8 percent.

### Conclusion

Gandhi played a pivotal role both in South-Africa as well as in India in which India's struggle for freedom which was the world's largest democratic movement. Gandhi evolved and developed a powerful non-violent method, giving it the name Satyagraha and apply it in every field of life. He preached and practiced the theory of non-violence, not as a policy but as a principle, as a conviction and creed. Gandhi was having an unflinching and unshakable faith in the theory of nonviolence. First and foremost, the correct understanding of Gandhi's life-work presupposes to elevate as a leader to form the right picture of the characteristics and relevant events pertaining to the historical period in the Indian national awakening. His written and spoken words that not only to the 40 cr Indians but also much beyond the boundaries of Indian subcontinent was replete with ideas of building a new India. He used several means in order to achieve his ultimate of getting freedom to India. All we know Gandhi as a man of principles, discipline, and dedication to his work and a brilliant strategist. The way the Mahatma delivered his words using both print medium and the timeless oral media, prayer meetings, public meetings, replying letters, fasting and padayatras and congress networks really made him a mass communicator par excellence, whatever he spoke, did not speak, and what he did and didn't, everything was communication to his followers. His silence did communicate a lot to all. All this could be compressed to a one-liner that the Mahatma's life was his message to the world. The present study shows that among the selected subject category (themes) on which Gandhi wrote in Young India, he devoted more number of articles to the theme of 'Freedom Movement'. In present study also shows that among these articles on 'Freedom movement' high number appeared on the front page than other themes and moderate number articles allocated for inside pages on Young India. The media created awareness among the people of the country in the freedom movement through Young India, that leads to liberation from the British. The findings will lead to increase the role of press in supporting various movements in order to popularize the problems and issues associated with it social issues among the common masses. Further, during the last 66 years innumerable books journal articles research reports and newspaper articles were published dealing with Mahatma Gandhi's role during freedom struggle and also his



influence on various facets of life. The study will useful is to spread his ideas and peace thought across the Country. The study can help identify the important role played by the media in freedom movements events in Young India that cause created awareness among the people of the country, that leads to liberation from the British The findings will leads to increase the role of press in supporting various movements in order to popularize the problems and issues associated with it freedom movement and social issues among the common masses. The present study also shows that with regard to space of the theme Gandhi allocated more space to articles on 'Freedom Movement', he also devoted moderate space on front page articles about 'Freedom Movement' and maximum space devoted to inside pages also in the theme of Young India. He gave new vision to the literary world by stressing the fact that India lived in her villages. The impact of his papers is seen from the fact that in India his papers never ran in loss even without a ny advertisement and their circulation, at one time, rose to some forty thousand copies. This was a clear indication of the interest with which people looked forward to read his views on politics.

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