

## **A CONTENT ANALYSIS OF THE MEDIA COVERAGE FOR RAJYA SABHA ELECTION 2020 IN KARNATAKA: COMPARATIVE STUDY OF ‘VIJAYA VANI’ AND ‘THE TIMES OF INDIA’**

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### **ABSTRACT**

*Election is one of the most important events in a democracy and it's no different in the largest democracy of the World. Citizens are given the right to votes for one particular political candidate they like and bring them to power. The voting behavior has drastically changed over years due to the influence of media.*

*Elections go a long way in making a democracy successful; they reflect political culture and people's political behavior. Elections are intellectual exercise that helps people to remain vigilant of the activities of the government. Democracy is about the power of citizen however; the powerful media has changed the way information is given to the public during an election. Instead of providing right information to voters and marshaling change, the press has taken the role of an influencer.*

*This study compares and analyses the news coverage of Rajya Sabha election 2020 campaigns in two leading newspapers in Bangalore during the pre-election session. The study will also focus on the amount of space allotted for election coverage. The content analysis of this publication will be analyzed to check if any publication is biased towards a particular political candidate or a party or if it is giving any excessive information either by news coverage or photographs. It also helps to analyze if news stories were triggered by the words and actions of the campaigns.*

**KEYWORDS:** *Politics, Coverage, Newspaper, Voting Behavior*

*“Whoever Controls The Media, The Images, Controls The Culture.” - Allen Ginsberg*

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