

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

*Reethu Varna P & Mary Binu*

*Assistant Professor Media Studies, Garden City University, India*

### **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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### **Article History**

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### **INTRODUCTION**

Election is one of the most important events in the largest democracy in the world and citizens are given right to votes for the political candidate they like. The voting behavior has drastically changed over years due to the influence of media. Election is the time when powerless citizen become powerful citizens because of their voting rights. When we talk about election and influence we need to consider the role of media from traditional media such as newspapers, magazines, books, radio and television to new media that is social media, blogs, vlogs that aims to educate, entertain, inform and influence people.

## Indian Constitution

India is a democratic country that follows the parliamentary system. India is divided into states, union territories that follow the parliamentary system. Election is very important in a democratic country as it is the opportunity for the people to choose their own government. Elections were used in early history by Romans, Greece people to choose their rulers. In India, the first election or the first Lok Sabha election was conducted after India became independent in the year 1947, the election was held between 25<sup>th</sup> October 1951 and 21<sup>st</sup> February 1952.

## In Indian We Have 6 Types of Election Such As

- Members of the Parliament in Lok Sabha
- Members of State Legislative Assemblies (and also Assembly elections to some of the Union Territories like Delhi),
- Members of the Parliament in Rajya Sabha
- Members of State Legislative Councils
- Members in village panchayats or city corporation councils
- By-election is held when a person of a particular constituent dies, resigns, or is disqualified.

## Rajya Sabha Elections

Rajya Sabha Election was first held in 1952. Rajya Sabha or upper house has 233 members elected state legislation and 12 are directly nominated by the presidents who have excelled in the field of arts, sports, business etc. In the year 2020 Rajya Sabha election will be held in Karnataka in the month of November. In upper house the total number of seats are 73, out of which 55 seats were elected in the month of March and the remaining seats will be allotted in the month of June and November 2020. 37 seats out of 55 seats were elected unanimously

## Newspapers Selected for the Study

The study will be focusing on 'The Times of Indian' and 'Vijayavani' which are the most circulated newspapers in Karnataka.

### 'Vijayavani'

'Vijayavani' is published by VRL Group owned by a logistics tycoon Dr. Vijaya Sankeshwar. The newspaper was launched in the year 2012 with three editions. Today it has more than 15 editions across Bangalore. 'Vijayavani', the flagship entity of the VRL Group is the largest circulated newspaper in Karnataka. 'Vijayavani' created media frenzy by being the only Kannada newspaper to launch nine editions in just 90 days from its first launch. 'Vijayavani' has a certified circulation of 8, 03,738 copies as of June, 2020. Vijayavani has an unmatched reach which covers 28 districts out of the 30 districts in Karnataka. It also owns a channel called 'Digvijaya' that was started in 2018

### The Times of India

'The Times of India' is one of the highest circulated newspapers according to Audit bureau of circulation that monitors the circulation of newspapers. The times of India also has a sister publication in Karnataka namely 'Vijaya Karnataka' which is a kannada daily. 'Vijaya Karnataka' is the second largest circulated newspaper in Karnataka. It is also one of the oldest

English daily in India. It is published by 'The Times Group network' which has various other media business such as magazine, television. The Times of India is one among the six best newspapers in the world. According to the recent audit bureau of circulation, The Times of India has 2,640, 770 circulation per day which is considered as the highest circulation in India.

### **Rajya Sabha Elections 2020 in Karnataka**

Rajya Sabha election in Karnataka will be held on 19<sup>th</sup> June 2020. Total Number of seats was 73 out of which 55 years was already elected in the month of March 2020.

### **REVIEW OF LITERATURE**

- Research paper titled 'Influence of Social Media on Voting Behavior' by Aindrila Biswas<sup>1</sup>, Nikhil Ingle and Mousumi Roy in 2014 discusses the voting behavior during the 16<sup>th</sup> local Sabha election which assumes that the political party used social media to influence the young voters. In 2014 there were more than 80 lakh young voters especially who are voting for the first time.
- In the Research paper titled 'The effect of the internet on voting behavior' by Stephan Hebllich, University of Bristol, UK that was published in 2016 he states that information given in the internet has a greater effect on the population. It also cites that internet can also influence and scare the population to a larger extent. The news disseminating in the internet has a great effect on people.
- In the research paper 'Internet and Electoral Campaigns' by Council of Europe study discusses the use and misuse of social media during election campaign. Things that can go wrong and right during the social media campaign. It also gives information about the various factors involved in election campaign.
- In the handbook of Parties, election campaigning, and the Internet toward a comparative institutional approach argues between the use of technology and political campaigns and its effect of population. Taking an account of election in United States and United Kingdom gave an input about institutions is dialectical. The information in technology will eventually act as a mediate outcome on political campaigns.
- In the research paper 'Social Media, Elections And Political Engagement: The 2014 General Election in Mauritius' by Roukaya Kasenally and Dooshweena Awatar explains the use of technology in Mauritius to keep political people and citizens engaged with information on the various achievements of politicians and their work for people.
- In the handbook of 'Media and Internet Use during General Election 2015', which was edited by Carol Soon; Tan Tarn How and Nadzirah Samsudin states about the politics and usage of technology with reference to Singapore general elections 2015. It also argues about the power of technology that can bring new policies through online 'sign in petition'.
- In the research paper, 'Social media's contribution to political misperceptions in U.S. Presidential elections' by R. Kelly Garrett he states that the social media are promoting certain information without any accuracy and argues about the survey that was conducted in 2016 related to campaign issues.

- In the research paper, 'Social Media and the Elections' by Panagiotis Metaxas and Eni Mustafa Raj they state that in USA two out of three people use all the social media sites such as Facebook, twitter, Instagram and other website and the consumption from these social media sites are also increased due to which any information related to politics or election is consumed more compared to other country.
- In the research paper 'The Growing Use of Social Media in Political Campaigns: How to use Facebook, Twitter and YouTube to Create an Effective Social Media Campaign' by Kaitlin Overestimate they explain the use of various technologies and social media in creating effective campaigns.
- In 'Introduction: Social Media, Political Marketing and the 2016 U.S. Election' by Christine B. Williams the authors talk about the various strategies used during 2016 U.S. Election from traditional to new media and how people consumed it

## RESEARCH METHODOLOGY

- **Statement of Problem:** This topic of study tries to curate to understand the role of Media in giving information pertaining to election
- **Methodology:** The study will be qualitative in nature and a comparative study.

## DATA COLLECTION: SECONDARY SOURCE

Data was drawn from the two selected newspapers. The selected newspaper sre the highest circulated newspaper in Karnataka

## LIMITATION OF THE STUDY

- Difficult in getting in newspaper because of the lockdown.
- Faced difficulty in getting information on Rajya Sabha

## DATA ANALYSIS AND INTERPRETATION

The data collection was aimed at pre-election coverage of Rajya Sabha Election from 9<sup>th</sup> of June 2020 to 17<sup>th</sup> of June 2020. The data was analyzed and interpreted as follows:

**Interpretation:** The Rajya Sabha elections coverage was mainly covered in the state page in the Vijayavani Newspaper. State page of Vijayavani newspaper is number 7. During the pre-election coverage from 9<sup>th</sup> of June to 17<sup>th</sup> of June most of the coverage appeared in the state page (page 7). On Sunday, 14<sup>th</sup> of June 2020 the main page of Vijayavani newspaper covered an article related to Rajya Sabha Election 2020. Apart from State page and Front page of the newspaper Rajya Sabha election coverage was also covered in City Page on 10<sup>th</sup> of June 2020. There were also few days were no coverage's appeared in the newspaper, 15<sup>th</sup> and 16<sup>th</sup> of June did not carry any information or news related to election

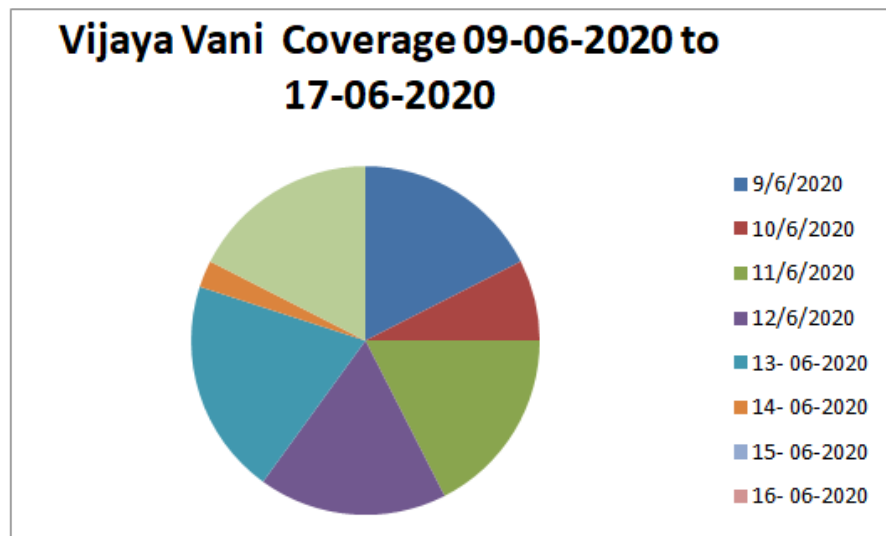
Data Analysis and interpretation: According to Figure 1 the total coverage for the Rajaya Sabha election for the period of 9<sup>th</sup> to 17<sup>th</sup> of June which is pre-election 12 coverage's of various parties

Data Analysis and interpretation: According to Figure 2 the total coverage for the Rajya Sabha election for the period of 9<sup>th</sup> to 17<sup>th</sup> of June which is pre-election 12 coverage's of various parties

**Interpretation:** The Rajya Sabha elections coverage in The Time of Indian covered in state page, city page and op-edu page. On 14<sup>th</sup> and 17<sup>th</sup> of June 2020 the pre-election coverage appeared on the third page of the newspaper which is the city page of The Times of India. One coverage appeared on the state page on 9<sup>th</sup> of June 2020. There has been not a single coverage the front or main page of the newspaper during 9<sup>th</sup> to 17<sup>th</sup> of June 2020. There has been two days were not a single story was covered on election.

**Table 1: Vijaya Vani Newspaper Coverage from 9<sup>th</sup> to 17<sup>th</sup> of June 2020**

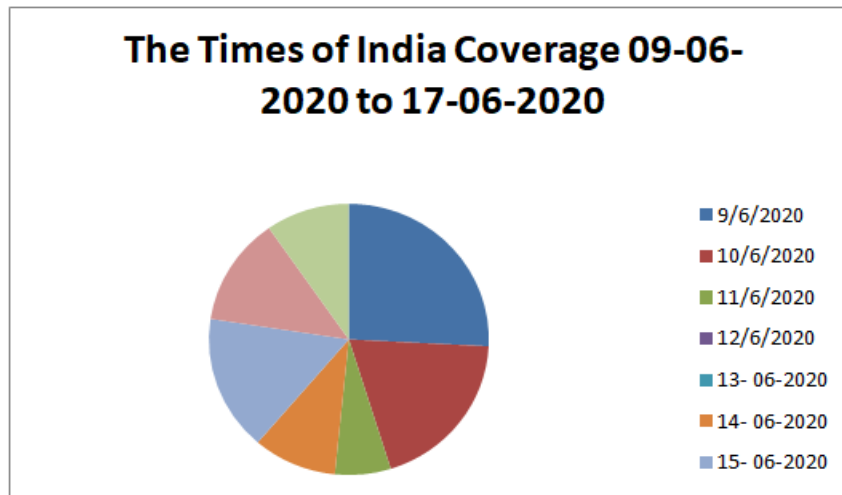
Date	Page Number	Number of Coverage's
09- 06-2020	7	1
10- 06-2020	3	4
11- 06-2020	7	3
12- 06-2020	7	1
13- 06-2020	8	1
14- 06-2020	1	1
15- 06-2020	-	-
16- 06-2020	-	-
17- 06-2020	7	1



**Figure 1: Media Coverage from Vijayavani.**

**Table 2: The Times of India Coverage from 9<sup>th</sup> to 17<sup>th</sup> of June 2020**

Date	Page Number	Number of Coverage's
09- 06-2020	8	1
10- 06-2020	6	3
11- 06-2020	2	2
12- 06-2020	0	0
13- 06-2020	0	0
14- 06-2020	3	1
15- 06-2020	5	1
16- 06-2020	4	2
17- 06-2020	3	2



**Figure 2: Media Coverage from the Times of India**

## DISCUSSIONS AND CONCLUSIONS

The Secondary data had some thought-provoking revelations. The Times of Indian being the national publication and Vijay Karnataka being a regional publication has contributed to the media coverage on election without any bias.

The Times of India and Vijayavani both being the number one publication has covered equal amount of coverage during the 2020 Rajya Sabha Election. The coverage between The Times of India and Vijayavani 2020 are equal with total of 12 coverage's each during the span of 9days starting form 9<sup>th</sup> of June to 17<sup>th</sup> of July. During the pre-election coverage The Times of India covered highest number of coverage's on 10<sup>th</sup> June 2020 with three converges and the lowest on 12<sup>th</sup> June 2020 with zero coverage's.

Vijayani newspapers have covered today coverage's for 12 for the span for 9<sup>th</sup> June to 17<sup>th</sup> June 2020. The highest coverage was on 10<sup>th</sup> June 2020 with 4 coverage and lowest coverage was on 15<sup>th</sup> and 16<sup>th</sup> of June with Zero coverage.

Rajya Sabha Election coverage in both The Times of India and Vijayavani covered election news with equal importance to each party and covered with ethical. There was no biasness in covering the election campaign

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