Newspaper Photographs and Election Coverage: A Study of Telugu News Papers

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ABSTRACT

During the race to meet the news value of timeliness, the editors are opting for in-depth analysis, background information, unique coverage, richness of narrative and better visuals which was visible in the pages. The necessity and significance of mass communication is expanding worldwide; even in the least technologically advanced countries of the globe where the media often sets the political agenda of that particular nation (Gupta and Ranjit, 1987). The researchers tried to find out how the top newspapers in Andhra Pradesh published photographs during the coverage of elections in 2019. Efforts were made to identify what type of photographs were selected in general as well as in political categories and what kind of agenda they preferred to set in 2019 elections. The study attempted to analyze the tone and directional analysis of the subjects of photographs published by newspapers. Four newspapers were selected and the content of three months of peak time of elections i.e. in the months of March, April and May of 2019 i.e., during elections was analysed. When the subjects were studied and compared to with one another it has been observed that politics and development got good coverage. In that also in majority time favorable tone was adopted by newspapers in the coverage of photographs followed by unfavorable and neutral nature. The directional analysis showed that the newspapers preferred photos with positive shades rather than the negative angles.

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Introduction

The need of mass communication is expanding irrespective of the strength of the countries of the globe and the media is increasingly becoming proactive. The function of mass media in creating societal structures has been studied by theorists from numerous fields, with contemporary news organizations acting as "a material force" that shapes elections, society, and economic cooperation (Hall, 1989). While other theories emphasize how viewers and readers were evaluating the media messages (Morley and Silverstone, 2002), such a viewpoint could hide authority's destructive repetition throughout mass communication (Seaman, 1992). The strong use of expressive action inside the media purposefully interrupts reasonable communication. According to Habermas (1998) the theory maintains existing political legitimacy that all-political authority arises from public discourse (O'Mahony, 2010). According to Hall's (1989) theory, ideology is profoundly established in language, and as a result, ideology is naturally transmitted through linguistic communication, independent of the author's core audience. Similarly, Franzosi (2004) argues that social interactions and narratives are homologous and that power reproduction is a fundamental aspect of communication. However, most individuals could be unaware of the political purpose of language concerning (Hall, 1989). The media's political discourse is filled with language that has been ideologically distorted (Poole, 2007). The UK Prime Minister Boris Johnson has given the Carbonated Beverage Sector Levy a strong moral mandate inside the realm of healthcare policy by using the "sin tax" argument (Lacobucci, 2019). To forward the political agendas of his platform, Donald Trump popularized the term "fake news" in journalism (Poole, 2019).

Theoretical Frame Work

By suppressing liberty while hiding the impact of political news, mass media material could be seen from a Foucauldian viewpoint as a component of "the apparatus of technology of dominance" (Thorpe, 2008), that is how social power is represented (McCoy, 1988). Discussions always compete from a Foucauldian perspective, but power is exhibited when some narratives are recognized over others (Richardson, 1996). Framing theory and many other communication models were developed concerning the political ideas, such political ideas share the intense conceptual foundation of political news communication.

Elections and mass media

The mass media continues to play an important part in spreading political knowledge, even in extreme poverty. The information produced by the private press would still be disseminated and may eventually reach remote voters, even when rural regions lack immediate access to external media and press. Therefore, even while word-of-mouth could be the primary source of political knowledge, the press will significantly add to the volume of information spread across society (Kübler, & Goodman, 2019). The degree to which this media logic has been internalized and assimilated into political institutions varies depending on the circumstance (Kaid & Stromback, 2009). According to Paletz (1989), politicization is the process through which an entity previously regarded as nonpolitical gains political significance and meaning. The question becomes a matter of political concern rather than being addressed individually or in another non-political context. Hesford (2011) reveals that the mainstream press deploys specific narratives of the dream and participates with politicians of consciousness in observing across images that demand recognition, identity, and embodied audiences, "subjecting behaviour to prescribed structures" by using acts on Human Rights. Numerous studies such as Barlow and Barlow (2010) and Greenwood and Jenkins (2015) focused on political topics such as Corporate Crime Issues and Visual Framing of the Syrian Conflict in News and Public Affairs Magazines. Spain's political parties and their media coverage were studied by Baumgartner and Chaques Bonafont (2015). The authors examined the resulting hypotheses by reviewing the theories behind information scarcity, journalistic norms, and ownership issues. This study discovered that coverage of almost all parties coincides significantly. When examining the themes covered or the mechanics of what attention news acquires over time, the authors felt the differences.

In India several researchers have examined the political parties' roles in elections (Ware, 1996; Yadav, 1996; Sridharan, 2004; Shastri et al., 2009), with a focus on identifying the particular problems that controlled the assembly elections (Bhardwaj, 2008; Judge, 2012; Lodha, 2009; Kanungo&Farooqui, 2008). Additionally, researchers looked into several factors that affected the elections in the years 2004, 2009, and 2014. Some studies investigated the elections of 2004 to determine why the TDP lost the power, and how the Congress party triumphed in the Assembly elections of Andhra Pradesh. The significant narratives of the TDP and Congress, according to Srinivasulu (2004), were formulated based on development against the crisis. The Congress party's crisis-based rhetoric showed opportunities for newly joined political alliances and discursive coalitions, whilst the development-based rhetoric of the TDP lost a closed option in light of the multiplying effects of the need for demonstration of proof. The issues of marginalized communities

took centre stage in Congress and its allies' electoral campaigns due to the crises' rhetorical importance.

Different studies, such as Narayan (2014) and Palshikar and Suri (2014), have discussed the 2014 elections. The former study analyzed Narendra Modi's 2014 election campaign. It claimed that different groups like the blue brigade, technical workers team, the BJP Cadre, the RSS, and the Sangh Parivar, have been established to work round-the-clock for the party's success. Palshikar and Suri (2014) identified the factors contributing to the BJP's 2014 electoral victory. Many research articles focused on analyzing the newspaper's contents about political interference and the importance of the election. The various election rules play a significant role in the nation's electoral system. Jeffery (2007) investigated the media revolution and the diplomatic rise of *'Hindu'* newspapers concerning politics and elections.

According to Kohli-Khandekar (2017), "the media at the election time have an important role for portraying the plurality and diversity in a nation. Valuable information has been provided and analyzed several social, economic, and political concerns by the media to gain the participation of the general public. Since India's media has been private, the impartial and free distribution of information may be distorted by financial considerations. The subject of Narain's research (1970) of that period was the interaction between politics and the press. According to Murthy (2001) Newspapers spend a significant portion of their resources on political coverage. Politics dominated the editorial pages of the English-language dailies in Andhra Pradesh in 1995, according to Murthy's research of four newspapers. Whereas the Telugu publications concentrated on state concerns, *The Indian Express* and *Hindu* mainly focused on national matters. Despite the Telugu Desam party winning the state election, the English newspapers emphasised the nationwide classification. And the researcher has also identified the content analysis for the state newspapers. Murthy & Vijay Kumar, 2013, and Murthy & Ramdas, 2013 studied the various newspaper content related to politics and election news. According to the Madhavi and Murthy's survey, social concerns were the focus of one-third of its major editorials throughout all selected newspapers. Further investigation found that elections, governance, official activities, economic growth, transportation, and tourist industry, made up nearly two-thirds of the editorials in all the daily newspapers.

Literature Review

Previous research on photojournalism has focused on how news images mediate or transform information and worldviews. Specific ideas become symbols for occasions and problems, such as Nick Dee's 1972 shot of a man fleeing a napalm bombing in Vietnam or Kevin Carter's 1993 image

of a malnourished child and vultures throughout the Sudan crisis. Good & Lowe (2019) commonly knew that the photos become "icons," and were designated eternal images.

The Visual News Patterns and the Boko Haram Insurgence in Nigerian Newspapers were examined by Odoemelam et al., (2015). Visuals sometimes referred to as news photos, are channels of communication that play a crucial role in the distribution of news in the print media. Visuals are utilized for communicating severe concerns like the rise of Boko Haram in Nigeria. Photos of Four national newspapers' news were analyzed using the systematic review research approach. Based on relevant visual analysis, literature and categories were established. Newspaper visual content was analyzed using a quantitative technique. The significance of the data and conclusions for information dissemination in a multiethnic nation like Nigeria were examined. In USA the two front-runners in the 2016 political campaign were seen in news photos. According to the results, there were statistically meaningful disparities in how Hillary Clinton and Donald Trump were portrayed in photographs during the 2016 presidential election, with Clinton being shown more positively than Trump (Dahmen, 2020). Evidence from WhatsApp in India was studied by Garimella & Eckles (2020). Researchers examined a sizable collection of WhatsApp groups across India that are politically motivated and concentrating on the time frame before the 2019 Indian general elections. Researchers discovered that most shared photographs fit into three categories, with about 13% known disinformation, after classifying samples of randomized and popular images. Although machine learning techniques can determine whether a popular image contains false information, they are vulnerable to changes in contents over time.

Research methodology

The purpose of the present study is to ascertain the differential coverage given to political themes in photographs of select newspapers.

The specific objectives of the study are to

1.   find out the frequency of photographs allocated to various categories in the sample dailies during the study period of March, April and May months of 2019 i.e., during elections;

2.   make a comparative analysis, in terms of frequency of various subject categories in the photographs of sample of newspapers during the study period;

3.   find out the differences in the frequency of photographs of the political parties related to during the study period; and

4.   find out the direction of analysis in photographs for the political parties in the sample newspapers during the study period;

The study proposes to adopt a content analysis method to understand the contents of photographs of sample newspapers being published from the state of Andhra Pradesh. Content analysis is a method used for this study as it enables the researcher to observe communication experts have produced and ask questions about each communication (Kerlinger, 1973). According to Dremers and Nicholls (1987: 10), content analysis is one of the three major methods of precision journalism, the two other methods being Survey research and field experiment.

Research Design

A Content Analysis of News Photographs published in the four largest circulated Regional Telugu News Papers during Election period i.e. in the months of March, April and May 2019 was done by the researchers. Purposive sampling method was adopted and the data analysis by framing of Code sheet and studied 14 subject matter that include General and Political as well as development related photographs.

Selection of newspapers. Keeping in view of their circulation, geographical location, and the language of *four* newspapers were selected for the present study. They are *Eenadu, Andhra Jyothi, Sakshi* and *Vartha* which are the largest circulated Telugu newspapers in the State of Andhra Pradesh. The photographs published in the four newspapers were taken for analysis four newspapers were selected and the content of three months of peak time of elections were studied i.e. in March, April and May months of 2019 when elections were held for the Lok Sabha and Assemblies. The study assumed importance as it attempted to ascertain the stance of the newspapers on the political parties in the state and also at the national level during this election period. The universe for this study comprises all the editions of the four selected dailies published during the above mentioned period and the same were considered as the sample. Political photograph is defined as any photograph that contains statements or promises made by the political parties or leaders of that political party or the activities taken up by them such as procession, strike, boycott or any other mode of activity to highlight a problem or an issue.

Data analysis

After coding all the units of analysis into the code sheet, tables were prepared to test the relationships among variables. A total of 36,469 Photographs figured in four sample dailies during the study period. The Overall Photographs of news coverage of Main Edition of the selected dailies shows that among all the four Telugu Regional Newspapers *Sakshi* had got more number of photographs published and followed by the *Andhra Jyothi, Eenadu* and *Vartha.* Priority was given to other subjects followed by politics and development (Table 1).

Table 1 Frequency distribution of photographs in the sample news papers

	Eenadu		*Andhra Jyothi*		*Saakshi*		*Vaartha*	
	fr	%	fr	%	fr	%	fr	%
Favourable	6382	75.8	6612	72	7363	65.9	5831	76
Un Favourable	1737	20.6	1709	18.6	2495	22.3	1372	17.9
Neutral	306	3.6	862	9.4	1329	11.9	471	6.1
Total	8422	100	9183	100	11187	100	7674	100
Mean	2808.333333		3061		3729		3558	
SD	3176.517013		3104.28		3200.681		2870.078	

Distribution of the photographs as per the directional analysis of the sample newspapers show that the four Telugu Regional Newspapers published more of favourable photographs followed by unfavourable and neutral photographs. *Sakshi* published more number of photographs followed by *Andhra Jyothi, Eenadu* and *Vartha.* In *Eenadu* among the entire sample first place was given to favorable category (75.8%) followed by unfavorable (20.6%) and 3.6 % are neutral in nature. In *Andhra Jyothi* also favourable category (72%) is in first place followed by unfavourable (18.6 %) and neutral (9.4 %). In *Sakshi* also favourable(65.9 %) is leading but with less frequency in comparison to others followed by unfavourable (22.3 %) and neutral (11.9 %). In distribution again *Vartha* is at par with favourable (76%) leading followed by unfavourable (17.9 %) and neutral (6.1 %) category (Table 2).

Table 2 Frequency distribution of photographs in the sample newspapers as per directional analysis

Categories		*Eenadu*		*Andhra jyothi*		*Saakshi*		*Vaartha*	
		fr	%	fr	%	fr	%	fr	%
1	Politics	2075	25	2766	30	2850	25	1865	24
2	Development	1260	15	1014	11	1288	12	942	12
3	Other subjects	5090	60	5403	59	7049	63	4867	63
	Total	8425	100	9183	100	11187	100	7674	100

Table 3   Directional analysis of the Photo   X2= 608.0061   CValue =12.59159

SUMMARY

Groups	Count	Sum	Average	Variance
Eenadu	3	8425	2808.333	10090260
Andhra jyothi	3	9183	3061	9636553
Sakshi	3	11187	3729	10244356
Vaartha	3	7674	2558	8237347

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2283456	3	761152.1	0.079684	0.969226	4.066181
Within Groups	76417033	8	9552129			
Total	78700489	11				

Table 4 Coefficient of Correlation of photos distributed in the directional analysis of favourable, unfavourable and neutral categories.

	Eenadu	*Andhra Jyothi*	*Sakshi*	*Vaartha*
Eenadu		0.996	0.999	0.998
Andhra Jyothi	0.996		.999	1.000
Sakshi	0.999	0.999		1.000*
Vartha	0.998	1.000	1.000	

When the researcher studied News Photographs published in the perspective of favorable tone and coverage of photographs in sample newspapers it has been found that in *Eenadu* in favorable category TDP (26.0%) is in the first place followed by BJP (20.5%) and Congress (16.1%) is in third place. In *Andhra jyothi* in favorable category TDP (32.4%) is in first place followed by BJP (19.2%) and Congress is (14.4%) in third place. In *Sakshi* it has been observed that YCP (51%) is in

the first place followed by BJP (15.9%) and Congress (11.3%) is in third place. In *Vartha* in favorable category BJP (22.1%) is in the first place followed by Congress (21.3%) whereas TDP (19.2%) is in third place (Table 5).

Table 5 Distribution of favorable photographs of political coverage in the sample news papers

	Eenadu		*Andhra jyothi*		*Saakshi*		*Vartha*	
	fr	%	fr	%	fr	%	fr	%
Congress	241	16.1	246	14.4	190	11.3	262	21.3
BJP	307	20.5	328	19.2	267	15.9	273	22.1
Communist	30	2	22	1.3	16	0.9	11	0.9
SP	22	1.5	29	1.7	24	1.4	16	1.3
BSP	9	0.6	16	0.9	13	0.8	12	1
AIADMK	9	0.6	3	0.2	3	0.2	4	0.3
DMK	21	1.4	6	0.4	6	0.4	6	0.5
TMC	13	0.9	28	1.6	12	0.7	11	0.9
RJD	8	0.5	10	0.6	7	0.4	10	0.8
TDP	391	26	554	32.4	140	8.3	237	19.2
YCP	167	11.1	206	12.1	857	51.1	177	14.4
JSP	90	6	82	4.8	16	0.9	75	6.1
MIM			1	0.1	6	0.4	1	0.1
Others	193	12.8	177	10.3	120	7.3	137	11.1
	1501	100	1708	100	1677	100	1232	100

In Unfavorable category in *Eenadu* TDP (36.9%) is in the first place followed by Congress (16.4%) and BJP (14.5%) in third place. In *Andhra jyothi* BJP (24.1%) is in the first place followed by TDP (23.5%)and Congress (15.1%) is in third place. In *Saakshi* in Unfavorable category YCP (49.2%) is in the first place followed by TDP (19.9%) whereas BJP (13.9%) is in third place. In *Vartha* BJP (24.9%) is in the first place followed by Congress (22.5%) and TDP (18.6%) is in third place (Table 6).

Table 6 Distribution of Unfavorable photographs of political coverage in the sample news papers

	Eenadu		*Andhra jyothi*		*Sakshi*		*Vartha*	
	fr	%	fr	%	fr	%	fr	%
Congress	76	16.4	96	15.1	49	7	93	22.5
BJP	67	14.5	153	24.1	97	13.9	103	24.9
Communist	12	2.6	22	3.5	4	0.6	8	1.9
SP	3	0.6	14	2.2	7	1	8	1.9
BSP	3	0.6	7	1.1	2	0.3	3	0.7
AIADMK	0		2	0.3	1	0.1	0	
DMK	1	0.2	1	0.2	0		1	0.2
TMC	11	2.4	22	3.5	10	1.4	20	4.8
RJD	4	0.9	11	1.7	0		5	1.2
TDP	171	36.9	149	23.5	139	19.9	77	18.6
YCP	50	10.8	57	9	344	49.2	38	9.2
JSP	24	5.2	20	3.1	8	1.1	5	1.3
MIM			5	0.8	2	0.3	3	0.7
Others	41	8.9	76	11.9	36	5.2	50	12.1
	463	100	635	100	699	100	414	100

When Neutral category was studied in *Eenadu* BJP (26.1%) is in the first place followed by Congress (21.6%) whereas TDP (19.8%) is in third place. In *Andhra jyothi* BJP (25.5%) is in the first place followed by TDP (20.6%) and others (16.3%) is in third place. In *Saakshi* in Neutral category TDP (27.8%) is in the first place followed by Congress (19%) and BJP (16.7%) is in third place. In *Vartha* BJP (27.4%) is in the first place followed by TDP (19.6%) and Congress (18.3%) is in third place (Table 7).

Table 7 Distribution of Neutral photographs of political coverage in the sample news papers

	Eenadu		*Andhra jyothi*		*Saakshi*		*Vaartha*	
	fr	%	fr	%	fr	%	fr	%
Congress	24	21.6	62	14.7	90	19	40	18.3
BJP	29	26.1	108	25.5	79	16.7	60	27.4
Communist	1	0.9	10	2.4	11	2.3	1	0.5

SP	2	1.8	10	2.4	2	0.4	7	3.2
BSP	2	1.8	4	1	2	0.4	4	1.8
AIADMK	0		0		1	0.2	1	0.5
DMK	1	0.9	1	0.2	0		0	
TMC	3	2.7	12	2.8	5	1.1	3	1.4
RJD	0		3	0.7	4	0.8	4	1.8
TDP	22	19.8	87	20.6	132	27.8	43	19.6
YCP	3	2.7	36	8.5	63	13.3	11	5
JSP	5	4.5	20	4.7	10	2.1	9	4.1
MIM			1	0.2	0		0	
Others	19	17.2	69	16.3	75	15.9	36	16.4
	111	100	423	100	474	100	219	100

The overall category distribution of the subjects covered in sample newspaper shows that in favorable category in *Eenadu* Art(23.3%) is in first place followed by Development (20.3%) and General Human Interest (GHI) (17.5%) . In *Andhra Jyothi* Art (24%) is in first place followed by in GHI (21.3 %) and by Sports(17.5%). In *Saakshi* Art (35.7%) is in first place followed by GHI (18.3 %) and Development (17.7%). In *Vartha* Art (36%) is in first place followed by GHI (17 %) and sports (15.9%) (Table 8).

Table 8 Distribution of favorable news photographs of various subject categories

	Eenadu		*Andhra jyothi*		*Saakshi*		*Vartha*	
	fr	%	fr	%	fr	%	fr	%
Government	560	11.5	263	5.4	282	5	343	7.5
War	10	0.2	3	0.1	1	0.02	2	0.04
Economics	57	1.2	42	0.9	48	0.8	38	0.8
Crime	154	3.2	159	3.2	165	2.9	133	2.9
Accidents	13	0.3	20	0.4	25	0.4	11	0.2
Science	148	3	105	2.1	109	1.9	78	1.7
PH	8	0.2	31	0.6	0		2	0.1
Art	1141	23.3	1175	24	2025	35.7	1653	36
GHI	855	17.5	1045	21.3	1040	18.3	782	17
SC/ST			11	0.2	17	0.3	3	0.04
Women	238	4.9	344	7	265	4.7	95	2.1
Sport	706	14.4	856	17.5	701	12.3	731	15.9

Development	991	20.3	850	17.3	1008	17.7	728	15.8
Total	4881	100	4904	100	5686	100	4599	100

The overall category distribution of the subjects covered in sample newspaper shows that in Unfavorable category in *Eenadu* Crime (42.8.3%) is in first place followed by Development (18.5%) and Accidents (13.7%). In *Andhra Jyothi* Crime (53.6%) is in first place followed by Accidents (13.7 %) and Development (10.7%). In *Sakshi* Crime (44.2%) is in first place followed by GHI (20.6 %) and Accidents (10.1%). In *Vartha* Crime (51.7%) is in first place followed by Development (18.8 %) and Accidents (8.9%) (Table 9).

Table 9 Distribution of unfavorable news photographs of various subject categories

	Eenadu		*Andhra jyothi*		*Saakshi*		*Vartha*	
	fr	%	fr	%	fr	%	fr	%
Government	112	8.8	59	5.5	80	4.5	52	5.4
War	9	0.7	3	0.3	2	0.1	3	0.3
Economics	15	1.2	7	0.6	9	0.5	6	0.6
Crime	545	42.8	575	53.6	790	44.2	495	51.7
Accidents	175	13.7	147	13.7	180	10.1	85	8.9
Science	10	0.8	23	2.1	15	0.8	5	0.5
PH	0		5	0.5	10	0.6	1	0.1
Art	35	2.7	36	3.4	103	5.8	24	2.5
GHI	125	9.8	85	7.9	368	20.6	73	7.6
SC/ST			3	0.3	22	1.2	3	0.3
Women	3	0.2	5	0.5	14	0.8	12	1.3
Sport	10	0.8	10	0.9	14	0.8	19	2
Development	235	18.5	115	10.7	179	10	180	18.8
Total	1274	100	1073	100	1786	100	958	100

The overall category distribution of the subjects covered in sample newspaper shows that in Neutral category in *Eenadu* GHI (36.4%) is in first place followed by in Development (17.4%) is in second place followed by Government (13.9%). In *Andhra Jyothi* GHI (33.8%) is in first place followed by Crime (25.7 %) and Government (14.1%). In *Sakshi* GHI (37.4%) is in first place followed by Crime (20.6 %) and Development (11.8%). In *Vartha* GHI (39.3%) is in first place followed by Crime (25 %) Development which are equally distributed (13.5%) (Table 10).

Table 10 Distribution of Neutral news photographs of various subject categories

	Eenadu		*Andhra jyothi*		*Saakshi*		*Vaartha*	
	fr	%	fr	%	fr	%	fr	%
Government	27	13.9	62	14.1	85	10	34	13.5
War	2	1	0	0	7	0.8	0	0
Economics	0	0	3	0.7	15	1.8	2	0.8
Crime	26	13.3	113	25.7	176	20.6	63	25
Accidents	5	2.6	11	2.5	6	0.7	1	0.4
Science	5	2.6	6	1.4	5	0.6	2	0.8
PH	0		0		5	0.6	0	
Art	7	3.6	24	5.5	83	9.7	10	4
GHI	71	36.4	149	33.8	320	37.4	99	39.3
SC/ST	0	0	0		6	0.7	0	0
Women	2	1	4	0.9	9	1	0	0
Sport	16	8.2	19	4.3	37	4.3	7	2.7
Development	34	17.4	49	11.1	101	11.8	34	13.5
Total	195	100	440	100	855	100	252	100

Discussion and Suggestions

Compared to other subjects, politics and development are covered extensively during the elections. But it is in the form of a skewed approach. The newspapers have their own preferences and seem to be following their own agenda. In the state of Andhra Pradesh *Eenadu* and *Andhra jyothi* are considered to be very close to the Telugu Desam Party (TDP) which was in power at the time of elections. Whereas *Sakshi* which is considered to be their hard core competitor is known very well to the common man because it is the newspaper owned by YSRCP a strong opposition of TDP. Hence it is understood that the media coverage is party centric because it revolves around TDP in case of its allies *Eenadu* and *Andhra jyothi* and YSRCP which is owned by *Sakshi*. For these obvious reasons the coverage will be unfavorable to the opposite parties and mostly in favour of the supporting parties. The only common observation among all is that they prefer to publish more of favourable news photographs and give second place to unfavorable ones followed by neutral photographs. Though Telugu newspapers are very much regional and vernacular in nature they seem to be concentrating on national as well as international issues. It is found simultaneously that not all parties especially were not given much priority and limited to only a few like Congress, BJP

etc. Directional analysis also should change from more unfavourable to neutral as well as favourable stories i.e. positive journalism. Political journalism seems to be polarized in Telugu newspapers and somewhat balanced in neutral daily like *Vartha*.

Suggestions

Based on the above observations, suggestions are made to make the content more people supporting which in turn can help in strengthening democracy.

➢ The pattern of discrepancy and glaring bias exhibited by the sample newspapers should be dispensed with, as the cardinal principal of objectivity shall be adopted which in turn shall equip the voters with impartial, objective, true information rather than in a polarized manner.

➢ Apart from their allied parties the others parties also shall be given considerable space rather than being mere critics

➢ Even if not the favourable touch at least the number of neutral photographs should be raised and given more coverage so that the onus of understating and decisions to adopt a particular line lies with the readers i.e. the voters themselves.

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		Eenadu		*Andhra jyothi*		*Saakshi*		*Vaartha*	
		fr	%	fr	%	fr	%	fr	%
1	Favourable	1501	72	1708	62	1677	59	1232	66
2	Unfavourable	463	22	635	23	699	25	414	22
3	Neutral	111	5	423	15	474	17	219	12
	Total	2075	100	2766	100	2850	100	1865	100