

HEALTH ISSUES OF TRIBAL COMMUNITIES: NEWS COVERAGE ANALYSIS OF TWO HINDI NEWSPAPER OF CHHATTISGARH

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Abstract

This paper emphasis on the how media play the role in creating awareness of the health-related problem of tribal in Chhattisgarh. Along with this paper also to analysis the how media work for creating awareness in tribal healthy living, which types of news published by the media and how media keen observe the health problem of the tribal for solving of it. Most of the tribal have been displaced under the schemes designed for development. Mass media decides how information should flow and how information of different schemes can reach from the government to the common people properly. In this time of information revolution, the one who has the information has the power. Mass media have an important power to influence the development. But what is the condition of development and how they are suffering from health-related problems? In this research, we analyse the content of the two newspapers published in Bilaspur district of Chhattisgarh. For the secondary data collection, newsletters, government figures, RTI, parliament report and various blogs and websites etc. has been used.

Key Words: Media, Tribal Health, Chhattisgarh

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Introduction:

India is the home for various indigenous tribes, accounting for approximately 10 per cent of the total population. Average state tribal population exceeding the national average of 8.61% is seen in the state of Madhya Pradesh (25.7% of state population), Chhattisgarh 30.6%, Odisha 22.8%, Jharkhand 26.2%, Meghalaya 86.1%, Tripura 31.8% Manipur 35.1% Mizoram 94.4% and Nagaland 86.5%. Due to their diverse and different social, economic, cultural and genetic character, every national health policy planned or applied has provided special services for all of these tribal populations. Notwithstanding the speedy development in the national health care system and health facilities, tribal populations in India still suffer from the neglected tropical diseases like Helminthic infections, Leprosy, Dengue and Japanese Encephalitis, that have been eliminated or are near remove in developed countries. While there are two important challenges before any population. One is that the information in the context of the disease and the other is his treatment. Both of them depend on the information in that area, which is spread by the media.

This paper emphasises on how media plays the role of creating awareness towards the health-related problems of tribal communities in Chhattisgarh. This paper also tries to study how media works towards creating awareness in healthy living by analysing the types of news published in the regional newspapers. Most of the tribal have been displaced under the schemes designed for development. Mass media decides how information should flow and how information of different schemes can reach from the government to the common people properly. In this age of information revolution, the one who has the information has the power. Mass media has an influential role to influence the development of backward communities. But what is to be understood first is the actual conditions of the people and their problems related to health. In this research, content of two leading newspapers published in Bilaspur district of Chhattisgarh would be analysed. Newsletters, government figures, RTI, parliament reports and various blogs and websites would be used as secondary source of data.

According to the healthy people 2010 guidelines, health communication encompasses the study and use of communication strategies to inform and influence individual and community decisions that enhance health. It links the domains of communication and health. Health

communication encompasses the study and use of communication strategies to inform and influence individual and community knowledge, attitudes and practices (KAP) with regard to health and healthcare (Renata, 2014).

Health is influenced by many different factors and is not only the mere absence of illness. Health is a state of wellbeing that includes that the physical, psychological, and social aspects of life, which in turn are influenced by the environment in which we live, work, grow and age (Richard, 2006). Health is the subset of the overall development of society or a key part of the development of any community. Development is a composite phenomenon to define and measure the standard of life of a human. Living in the group of human beings creates a society and each society should recognise its development goals and should strive to meet the needs of its people. Development communication is the systematic use of communication for national development. It is focused on towards development whether it is in rural or urban areas or in socially, economic or morally developed. Development has been construed or defined in various ways by sociologists, economists, development planners and philosophers. It's defined as organised growth which is brought about with the desired positive changes in attitudes, institutions, and the condition of production and the level of living of the people; popularly it is known as growth plus social change (Richard, 2006).

Understanding the concept of development is necessary for understanding the issues of health among the backward classes of the society. Development is a composite phenomenon to define and measure the standard of life of a human. Development communication is the systematic use of communication for national development. It is focused towards development whether it is in rural or urban areas or in socially, economic or morally developed. Development has been construed or defined in various ways by sociologists, economists, development planners and philosophers. It's defined as organised growth which is brought about with the desired positive changes in attitudes, institutions, and the condition of production and the level of living of the people; popularly it is known as growth plus social change. There is also an assumption that Western models of industrial capitalism are appropriate for all parts of the world. Many projects for development communication failed to address the real underlying problems in poor countries such as lack of access to land, agricultural credits and fair market prices for products. But the

main purpose of development is to build an enabling environment so that people can enjoy their long healthy and creative life. Development is perhaps one of the most fiercely debated concepts in humanities.

Thus, the concept of journalism and development work together as development journalism. Development communication used to be as a tool for the development of society. The importance of communication as a tool to motivate and encourage people for stimulating positive response to various development programmes took shape in the early 1960s in most of the developing countries which emerged after the colonization. Thus the origin of development journalism dated back to the origin of development communication, widely used for the development of Third-world nations. In the beginning, development journalism was equated with economic reporting as economic development was deemed to be the sole indicator of development. During 1970s and 1980s, development journalism was more effective as commitment journalism because it was believed that journalism can accentuate the development process of a country by promoting ideologies and campaigns of the state (Murthy 2001).

But, today the use of development journalism is used as propaganda and advocacy journalism; it's going to be more confusing or a work as a tool for promotion governments' policies. Western scholars like Righter (1979), Stevenson (1994:144) and Hachten (1996:30-35) viewed developmental journalism as advocacy journalism or propaganda journalism by the government, because journalists mostly depended on government handouts (Murthy, 2016). All parts of society need development. At the same time, some communities are still backward, for whom the government is making many plans and policies. And the success of any plans depends on the access to information. The reality often proves much more complex than the theory. In the context of media studies, we found that the agenda-setting theory is relevant to this study. According to the study, the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. That is the most important theoretical base of our study.

In the context of Chhattisgarh, the census data is very concerning from the 2001 census; the population of Chhattisgarh has increased by 4.32 percent. The population of Naxal-affected areas

has decreased rapidly. In Census 2001, the growth rate of the population decreased from 19.30 to 8.76 percent in 2011.

Objective of the Study:

The main objectives of this paper are to analyse the print media coverage on tribal health-related issues of two leading Hindi dailies published from Bilaspur District of Chattisgarh – Dainik Bhaskar and Patrika. It also will study which types of news are predominantly published related to tribal health?

Statement of Problem:

Mainly, the main three functions of media are identified as work, information, education and entertainment (Muhammad, 2007). These are the straight social functions the media deliver to the audience or public, but which is perfectly applicable in wider sense in community or social development pursuit. It can be said that through informing, educating and entertainment, the media thereby make the society, its members or the nation as well as the last man of the society. Also attached to these three basic roles of media is another role of persuasion, where media are seen as effective tools for enforcing persuasive efforts to impact people's actions towards an exact direction. The mass media are therefore seen for their role in preparing the public with the necessary information to achieve development goals and changes.

Media work as a tool for accentuating the overall development of the society. Media and society both are inter-related to each other, the media represents social phenomenon. Is there any effect on the society? The most important concern in this paper is that the tribal is the only community which gives maximum resources for the development of our country and lives in the worse position in the country. Government implements a lot of schemes despite this the Tribal community is facing various problems like serious health problems, poverty, agriculture, displacement and malnutrition. If the government has initiated many health-related schemes for the tribal, why cannot the implementation of these schemes be properly implemented? And what the media is doing to bring awareness in this regard. And this gap will be filled with the media giving priority to that topic and the dissemination of information in that regard. This paper emphasised on this particular issue.

Methodology:

In this research, we analysed print media coverage on tribal issues regarding the health. The method of news coverage analysis was used to examine the extent of coverage given to the tribal health-related issues or news. This paper also analysed how media covers tribal related issues which is related to their health. The study consists of all the news items, basically regional page and tribal health related issues during the first 15 days of February, 2018 (1st February, 2018 to 15th February, 2018). The two sample Hindi dailies viz., Patrika and Dainik Bhaskar. These two dailies from Bilaspur edition were selected on the basis of their circulation. The budget was issued by the government on February 1, 2018, in which the health services were announced. News published by the newspapers in this period (1st February, 2018 to 15th February, 2018) on health services has been analysed. This paper also emphasizes the analysis of what kind of work should be done by the media for the last man of the society or any community which is underprivileged. But in the issues related to development, only tribal health related issues in this paper have been selected.

Result and Discussion:

The present study insists that how much media is conscious about the tribal people and tribal health-related issues. According to the data of Niti Ayog 2015-16, the data about the health facilities across the country has come to light. The report of Niti Ayog reveals that the health facilities of Chhattisgarh's situation are very pathetic compared to other states of India. This report shows that approximately 77.7 percent of the district hospitals in Chhattisgarh have no specialist medical practitioner.¹ In the comparison to neighbouring states, 19% of the district hospitals in Odisha do not have specialist doctors similarly in Jharkhand 50.3, Madhya Pradesh 51 and 30.4 percent in Andhra Pradesh. Special facilities are available only at referral centres². In many cases of healthcare, Chhattisgarh is far behind from other states. The condition of treating diseases like TB is that 90.9 percent of people in Jharkhand have been cured after treatment, while in Chhattisgarh it is 89.1 percent, Madhya Pradesh has 90.3 and 89.7 percent of people have been cured³. According to the data of Cardiac Care unit and status of institutional

¹<http://www.cgkhabar.com/chhattisgarh-health-record-20180225/>

²City Correspondent Raipur. (2018). Chhattisgarh Me SwasthSuvaidhayenBimar: NitiAyog. Retrieve From: <http://www.cgkhabar.com/chhattisgarh-health-record-20180225/>

³<http://www.cgkhabar.com/chhattisgarh-health-record-20180225/> (Last view 12.11.2018)

delivery are worst in Chhattisgarh. Chhattisgarh reserve fourth situation from the bottom in terms of institutional delivery and third place from the last on the expenditure on delivery. All these figures are mixed, in which the condition of the tribals can be estimated. When the common man is in such an anomalous arrangement, then in what situation the most backward section of the country and how tribals living in this situation can be estimated (cgkhabar, 2018).

Table 1 Analysis of tribal news in two Hindi Dailies (Duration 1st to 15th February, 2018) :

Newspaper	Total Colum in newspaper	cm	No. of Pages	of	Total printed space of NP	Total published Colom	cm	Total space	Percentage of published news
Dainik Bhaskar	120	675	105		37800	7	8.8	61.6	0.16%
Patrika	120	675	105		37800	0	0	0	0.00%

This research focused on the content analysis of two Hindi dailies of Bilaspur district. Both newspapers have 8 Colum and regional page. The content analysis of tribal health-related has been done. Most of the regional level news is published in the regional section of the newspaper. It is the duty of the media to bring forth issues related to the development of the backward classes of the society. Because whole development depends on the development of all sections of society and health is a serious issue. Both newspapers have equal printing space which is 37800 column centimetre. In this research, a total of 15 editions have been observed after the release of Budget 2018. The main emphasis of this paper to analyse how media cover the health-related issues when the government announce health insurance policy in this year budget and this policy is the main attraction for the public.

Health is the most concerning the section of all community and tribal still fight for survival in lack of the basic needs. An appropriate communication strategy through media can play a significant role in the dissemination of information particularly for tribal people who live in a

difficult circumstance and it can also be playing an important role in government's attention towards the situation of tribal.

Representation is a most important factor in the media, the help of media representation it can solve various problems which are prevalent in our society for a long time. But in the print media situation it is most contradictory as ST population is around 30.6 percent in Chhattisgarh and tribal related news covers only 0.16% in one paper and another paper covers almost no news related to tribal health. The average representation of tribal health news is 0.08%. Only one news item was published in Dainik Bhaskar which is related to tribal agriculture during the period taken for study. According to the editor of the newspapers, they try to cover all news related to every corner of the society. The reason for not giving full coverage in the newspaper is lack of journalists and another reason is lack of dissemination of information related to the government plan and policies related to the tribal population. It is also the reason for the low publication of news related to tribal health.

Conclusion:

The shrinking of resources and the increasing gap between development and under-development is the cause of worry for the intellectuals. Most of the people acquire their information through the personal contacts with the opinion leaders, while the opinion leaders themselves obtain their information from the mass media. But it's most important for the society that when the media raises any issues, it attracts the attention of the government and the public.

Tribal is the main part of our society which is the last mark of connection between nature to human. But it's unfortunate that the tribal society is being ignored by mainstream society and media. According to research data, the print media is neither accountable about the publication of news related to each sections of the society nor prominently publishes the news related to tribals. Shortage of substantial remuneration and protection for media practitioners by the media managers often lead to suppression of facts and succumbing. One important fact is that the ignorance of concerned government officials also interferes with the dissemination of information. Thus, there is not enough opportunity to spread information which could be solved by the mutual understanding.

In a diverse society like an India, we need a communication and information order built on the mutual relationship between the government and the media, between leadership and followership, between the elite people and the grassroots level. In all this, the media have an important role to play, always taking into the idea the socio-cultural conditions under which they operate, but without losing estimation of the commitments of the profession.

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