

# Media coverage of the official response to the malaria outbreak in Mumbai 2010

By

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# Objectives

- To study the reportage of the malaria outbreak in Mumbai based newspapers.
- To analyse the dynamics / Interaction between administrators of the BMC, politicians and the media from newspaper coverage.
- To explore the extent of ethical responsibility shown by the media, while reporting health emergencies and crises, as per the Social Responsibility theory.

# Data Collection

- The paper is based on secondary data analysis and literature review on the topic: coverage of the malaria outbreak from leading English and Marathi newspapers and affiliated news paper websites and blogs.

# Newspapers studied

| English            | Marathi           |
|--------------------|-------------------|
| The Times of India | Maharashtra Times |
| DNA                | Saamana           |

# Newspapers studied

| Newspaper          | Owner                       | Circulation  | Founded       |
|--------------------|-----------------------------|--------------|---------------|
| The Times of India | Bennett coleman and co Ltd. | 3146000      | 3 Nov 1838    |
| DNA                | Diligent Media Corporation  | 400000       | July 30, 2005 |
| Maharashtra Times  | Bennett coleman and co Ltd. | 1000000      | May 1, 1962   |
| Saamana            | Shivsena                    | About 150000 | 1988          |

# **Data collection period**

**June 2010 to August 2010**

## **Methodology**

The methodology is qualitative and the method used for data collection and analyses is content analysis. Content analysis is a methodology used widely while studying media and communication

# **Limitations of the research**

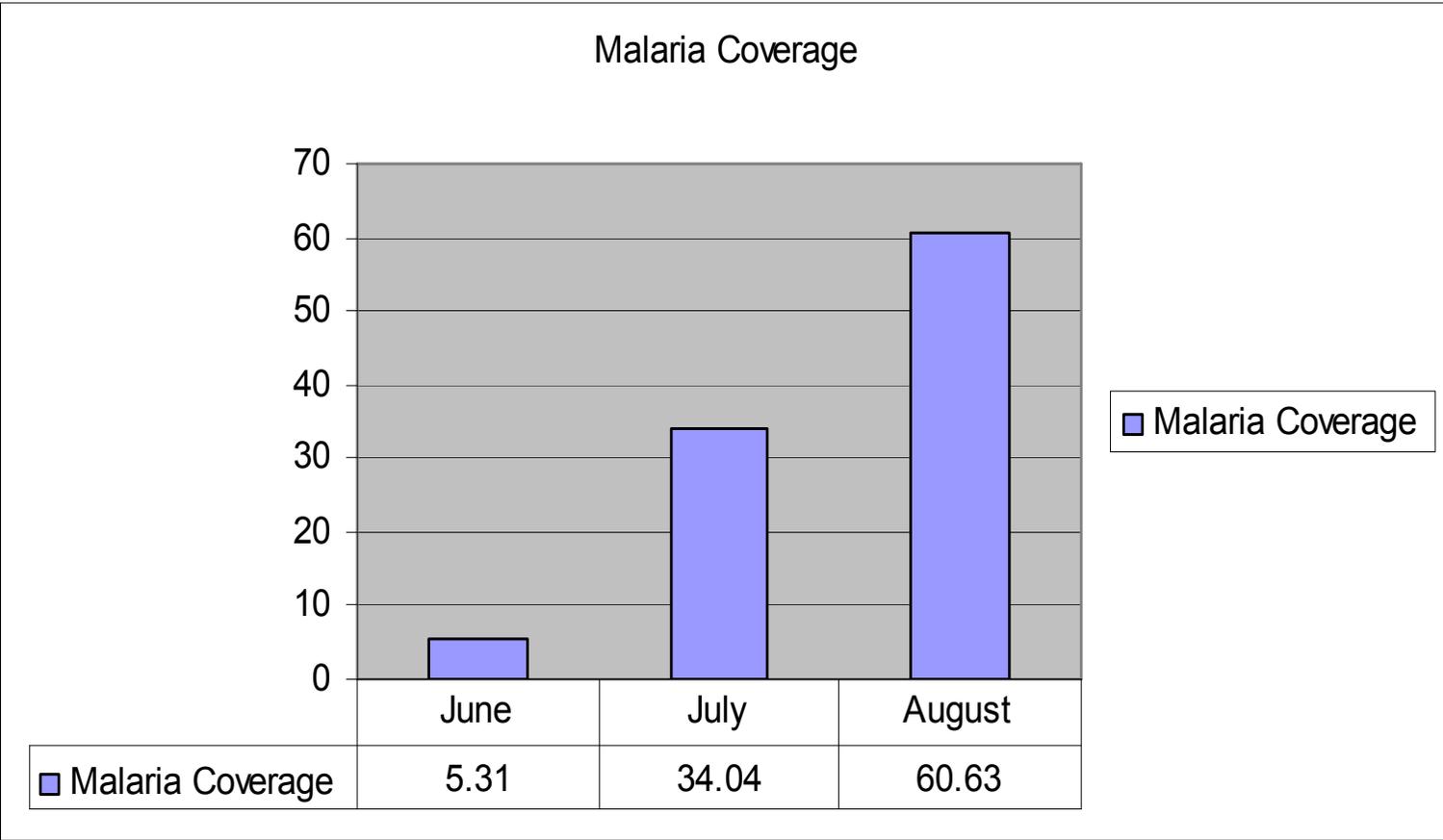
The research is based only on secondary data like newspapers and blogs.

The research can not be generalised as it is based only on Mumbai newspapers.

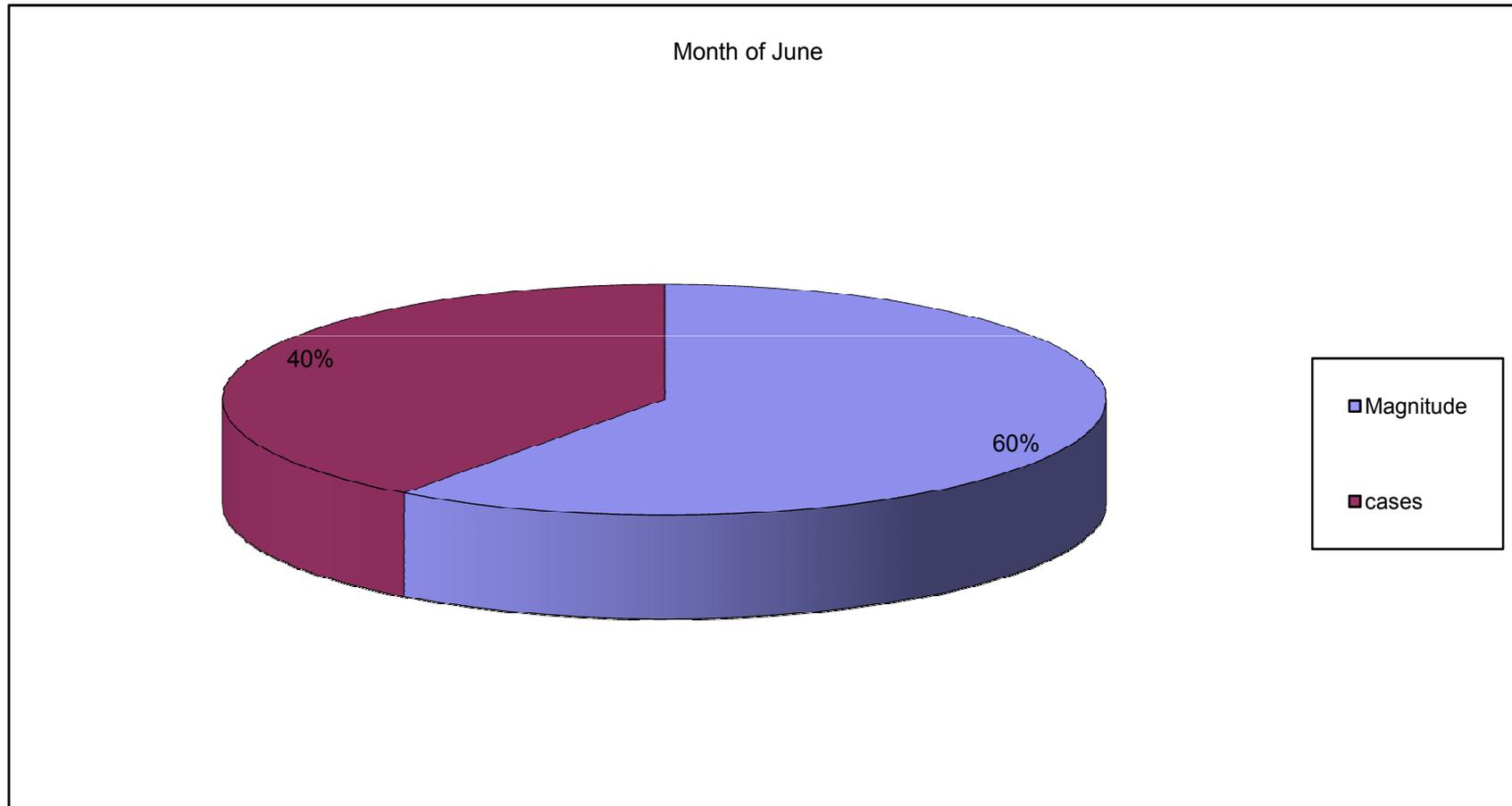
# **The Presentation is divided in to four parts**

- What is the media covering ?
- Dynamics between BMC administrators, politicians and media
- What the media should have done according to the Social Responsibility Theory.
- Discussion or suggestions

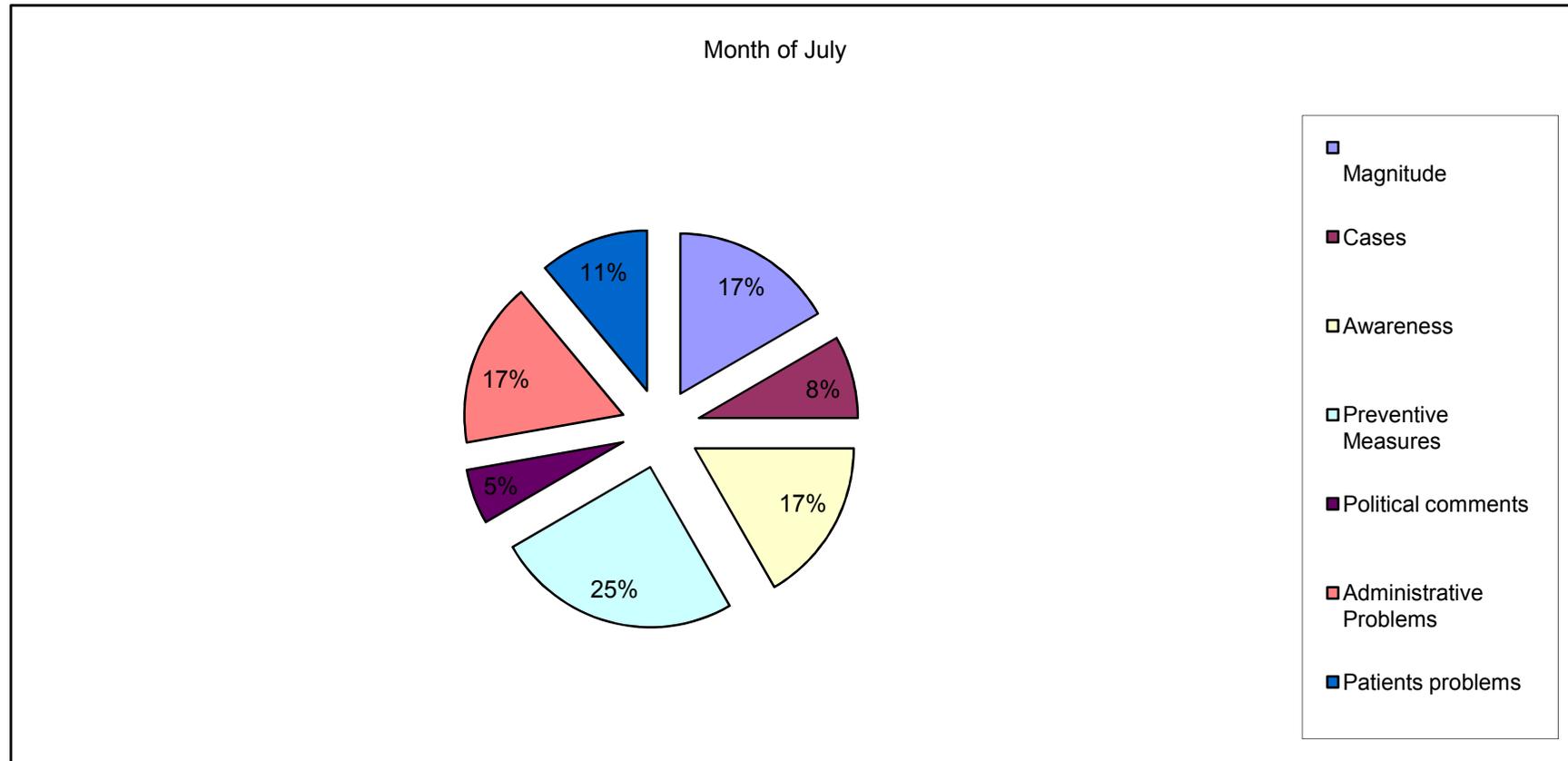
# Media coverage month wise



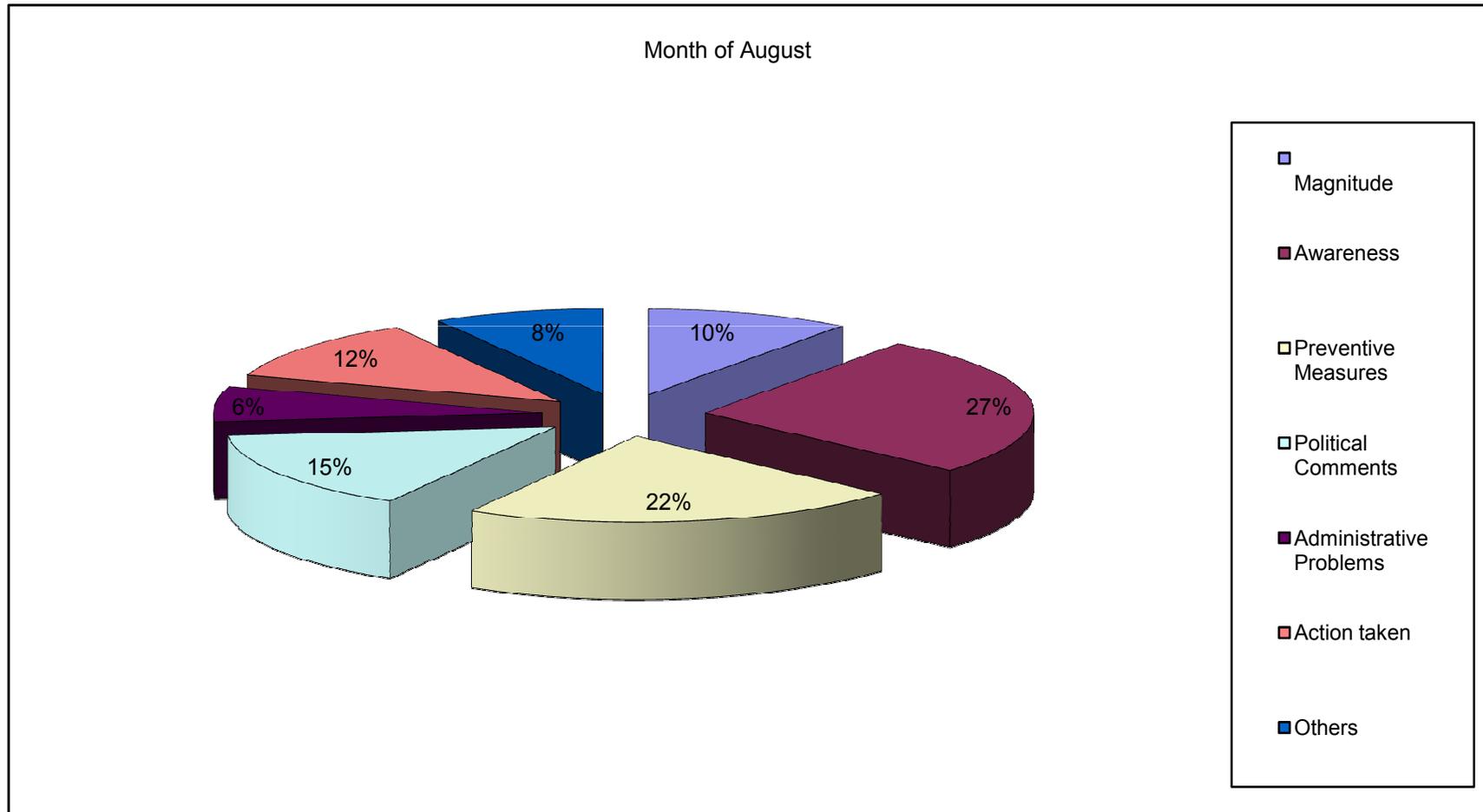
# Aspects covered in the month of June



# Aspects covered in the month of July



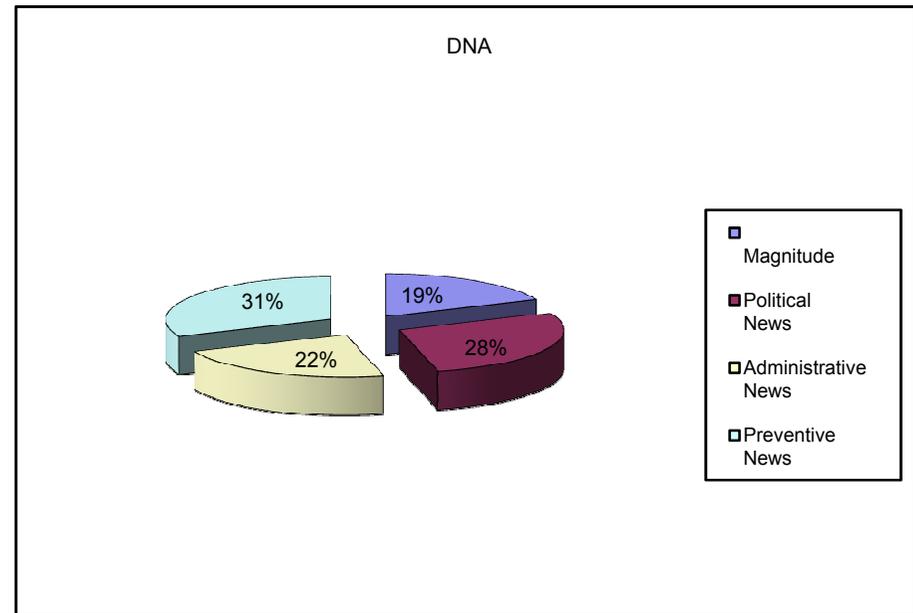
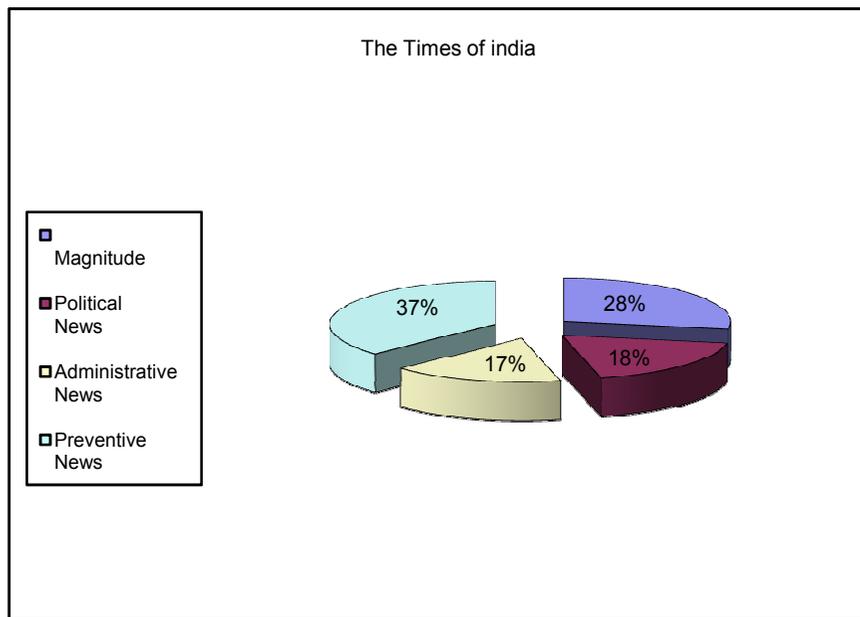
# Media coverage Issue wise



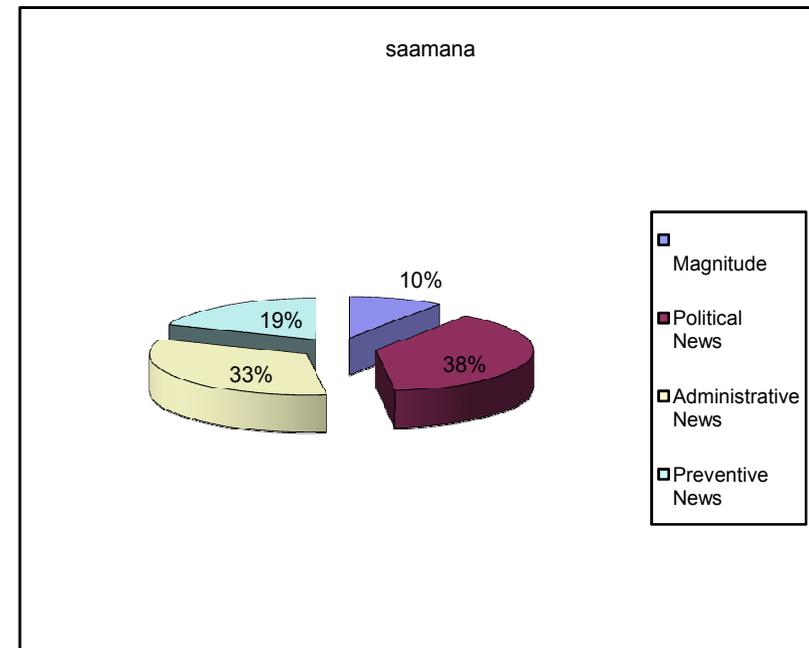
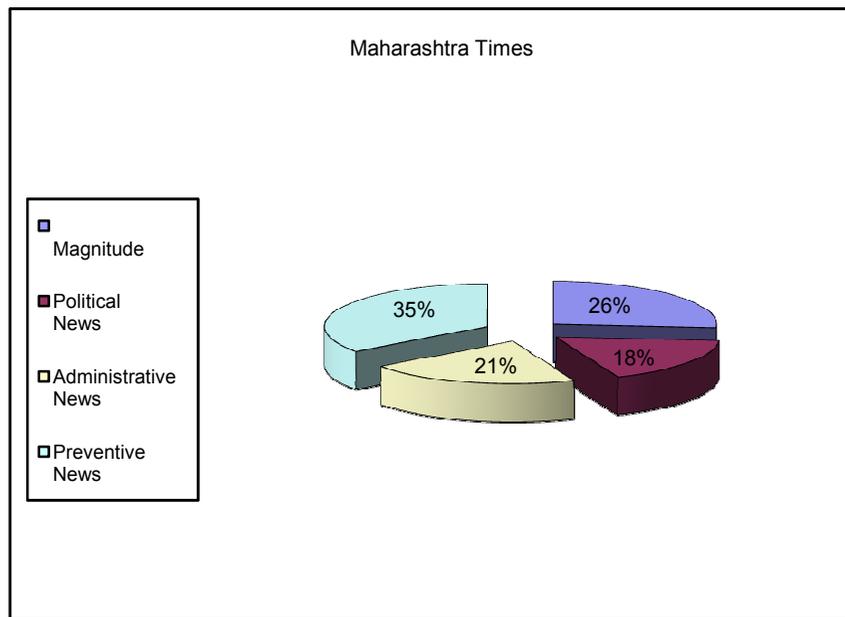
# Issue wise analysis

| Issues                  | June (%) | July(%) | August (%) |
|-------------------------|----------|---------|------------|
| Magnitude               | 60       | 17      | 10         |
| Cases                   | 40       | 8       | -          |
| Awareness               | -        | 17      | 26         |
| Preventive Measures     | -        | 24      | 22         |
| Political comments      | -        | 6       | 15         |
| BMC Administrative News | -        | 17      | 7          |
| Patients Problems       | -        | 11      | -          |
| Action Taken            | -        | -       | 12         |
| Others                  | -        | -       | 8          |

# Media coverage News paper wise



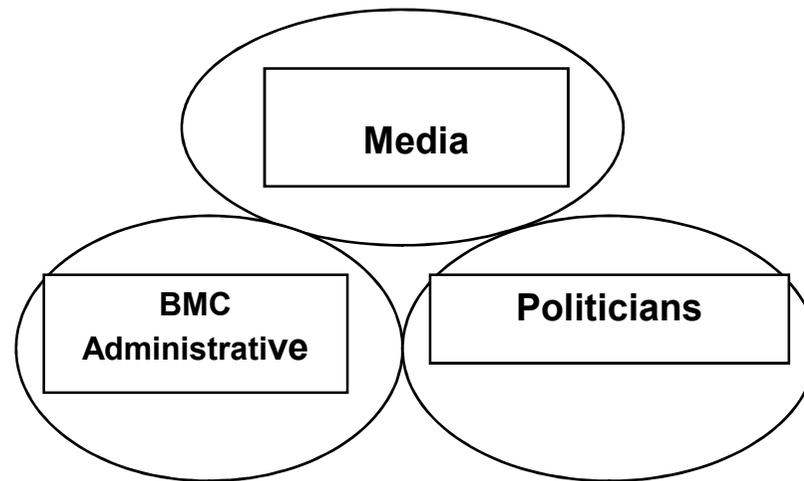
# Media coverage News paper wise



# Newspaper wise analysis

| Issues                 | DNA<br>(%) | TOI<br>(%) | MT<br>(%) | Saamana<br>(%) |
|------------------------|------------|------------|-----------|----------------|
| Magnitude              | 19         | 28         | 26        | 10             |
| Political<br>comment   | 28         | 19         | 18        | 38             |
| Administrative<br>news | 22         | 17         | 21        | 33             |
| Preventive news        | 31         | 36         | 35        | 19             |

# Dynamics / Interaction



# Dynamics/ Interaction

|               |  |
|---------------|--|
| <b>June</b>   | <b>News related malaria outbreak comes in the newspapers</b>   |
| <b>July</b>   | <b>Suddenly increase in number of patients<br/>Administrative problems<br/>Opposition blames ruling party</b>  |
| <b>August</b> | <b>Ruling party blames administrative body<br/>Preventive measures taken<br/>Ruling party appreciates administrative steps<br/>Malaria under control</b> |

# Social Responsibility Theory

To combat the pressures that threatened freedom of the press, this theory was first introduced in 1947 and was recommended by the Hutchins Commission on Freedom of the Press.

It stated that the media should serve the public, and in order to do so, should remain free of government interference. It defined guidelines that the media should follow in order to fulfill its obligation of serving the public.

# Ethics and the Media

The Social Responsibility Theory claimed that the media could be self-regulating by adhering to the following precepts:

- Media has obligations to fulfill to a democratic society in order to preserve freedom
- Media should be self-regulated.
- Media should have high standards for professionalism and objectivity, as well as truth and accuracy.
- Media should reflect the diversity of the cultures they represent.
- The public has a right to expect professional performance. (The proponents of this theory had strong faith in the public's ability to determine right and wrong, and take action to preserve the public good when necessary.)

# Comparative Analysis

| <b>Theory</b>  | <b>Practice</b>   |
|--|---|
| Obligations to fulfill in democratic society in order to preserve freedom. | Media control by some one( political party , corporate house )              |
| Self-regulated.  | Self regulation is missing while reporting                                  |
| Reflect the diversity of the cultures they represent.                      | Diversity of the cultures is totally missing ( migrant people are targeted) |
| Truth and accuracy.  | Magnitude discrepancy / references not given                                |

# Comparative Analysis

|  |   |
|--|---|
| High standards for professionalism and objectivity | People confused about the situation. Continuity and importance of the news is missing |
|  |   |

Thank you.....