

A STUDY ON THE PRINT MEDIA COVERAGE OF DISASTERS

by

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Abstract: *Natural disasters like floods, cyclones and droughts affect the normal livelihood and are dangerous. Warning, preparedness, rescue, relief and rehabilitation, in all these phases of the disaster, print media plays an important role in taking the information to the mass. Print media is still a most reliable and valued source of information for the public and continues to shape the public opinion of the country.*

Tamil Nadu was affected by Cyclone Vardah, which made a landfall on December 12, 2016 with highest winds of 130 km/h. Chennai being the most affected district by Vardah Cyclone, lost more than 10,000 trees and electric poles and transformers were damaged. People suffered without electricity for more than a week and the city was under dark. In this study, print media coverage of Vardah Cyclone is analysed with the two leading national and regional newspapers from December 1st to 31st of 2016.

Almost same number of articles was carried by all newspapers throughout the study period. The frames found in the newspapers were responsibility, economic consequences, human interest and recovery. National newspapers were responsible in giving worthy news in all the phases of disaster management whereas regional newspapers had a good coverage of news in before the disaster and during the disaster. Among all the newspapers, it was found that The Times of India covered all news frames effectively, The Hindu gave more importance to human interest and recovery frame and Dailythanthi and Dinakaran focused on responsibility frame and conflict frame.

INTRODUCTION

Print media has deep-rooted penetration across the world in providing information. Print media plays a vital role in creating awareness and preparedness about disasters to the common man. Warning and data about affected areas need to be gathered and disseminated to the people. In this situation, the role of media in informing the public as well as the authorities becomes

critical. During Hurricane Katrina, the media coverage requesting donation to the affected people aided in harnessing contributions from two-third of Americans.

India's geo-climatic and socio-political condition drives it vulnerable to both natural and man-made disaster. The key natural disasters include floods, cyclones, droughts, earthquakes, landslides and avalanches. Coastal states, mainly east-coast and Gujarat on the west coast, are vulnerable to cyclones. The deadly cyclone which hit India was "Odisha Super Cyclone" in the year 1999. Coastal districts of Bhadrak, Kendrapara, Puri, etc were affected with intensity of 912 mb destroying 275,000 houses. It suffered a damage of USD 4.44 billion in India particularly in Odisha. During Odisha Super Cyclone, print media were sensitive in giving the needy information with up-to-date to the public and it also alerted the government officials and relief organisations in facilitating the disaster preparedness and response (Gribble 2013).

Tamil Nadu was affected by Vardah Cyclone, which made a landfall on December 12, 2016 with highest winds of 130 km/h. In Tamil Nadu, Chennai was more affected to Vardah Cyclone than Cuddalore, Thiruvallur and Kanchipuram. On the next day, Chennai appeared like a forest with more than 12,000 uprooted trees causing extensive damages to the roads, supplies and power infrastructure. 10,000 electric poles and 800 transformers were damaged. People suffered without electricity for more than a week and the city was under dark

Tamil Nadu covers an area of 130,0582 kilometres and has a coastline of about 1,076 kilometres which is about 15% of the coastline of India (Rattien 2012). The geographical setting of Tamil Nadu makes the state vulnerable to natural disaster such as cyclones. The state is affected by five to six cyclones every year, of which two to three are severe. Cyclonic activities on the east coast are now severe than on the west coast, and occur mainly between April-May and October-November. In 2016 four cyclones have attacked Tamil Nadu namely Roanu, Kyant, Nada and Cyclone Vardah with the low pressure of 983, 997, 1000 and 1050.

The cyclones that hit Tamil Nadu in the past decade are Cyclone Madi (2013), Cyclone Nilam (2012), Cyclone Thane (2011), Cylone Jal (2010), Cyclone Nisha (2008). Cyclone Madi and Jal did not have much impact in Tamil Nadu. They showered rain and did not cause much damage in Tamil Nadu. The wind speed of Jal is 110 km/h. Cyclone Nilam occurred on October 31, 2012 and made landfall in Mahabalipuram with the wind speed of 85 km/h. It caused a damage of USD 56.7 million in Srilanka and South India. Nearly eight people were killed on the first day of the storm. Nearly 21,000 people were evacuated from Pirinchamoolai, Vandal and Gundooranvellir villages and were taken to community halls. Cyclone Thane made a landfall in Chennai on December 30, 2011 with wind speed of 140 km/h. it caused a of damage of USD 235 million in Srilanka and South India. 46 were reported dead in Tamil Nadu and fishing was made to a complete halt in Chennai, Thiruvallur and Kanchipuram. Chief Minister Jayalalitha ordered USD 1.5 billion for relief and restoration of damped infrastructure. Cyclone Nisha was formed on December 25th and dippicted on December 29 with a wind speed of 85 km/h. Nisha is one of the deadliest cyclones which killed 189 people in Tamil Nadu. Orathanadu and

Thanjavur district received over 660 mm of rain fell in a 24-hour period. Orathanadu is the most affected area by Cyclone Nsiha, during the four-day period it received 1280mm of rainfall, which was recorded as the fourth wettest cyclone in India. It caused a damage of USD 800 in India (December 12, 2016. Deccan Chronicle).

According to Ilona Dam (2016), Vardah cyclone had made a landfall in Chennai on December 12th last year. The metrological Department warned people residing in coastal area about the Vardah cyclone that it has already left 1500 people stranded in Andaman and Nicobar. The NDMA (National Disaster Management Authority), Indian Navy, Indian Army and NDRF (National Disaster Response Force) were ready for rescue operations once the weather conditions improve. Thailand, Sumatra, Malaysia, Andaman and Nicobar and South India suffered a damage of USD 2.1 billion.

The northeast monsoon is the result of the annual gradual retreat of monsoonal rains from north-eastern India. Every year Tamil Nadu receives up to 30 percent of its annual rainfall from the northeast monsoon. Last year Tamil Nadu faced a heavy rainfall on December 1st and Chennai was the most affected region. On December 1st noon Chief Minister J. Jayalilatha announced holiday and postponed the exams schedules and on next day “The Hindu” was shut down because the workers were unable to report to office. Power supplies were off in city and no water or milk was available. People couldn’t get out from their houses except few managed to leave the city. After two days “ola” cabs introduced boats for transportation, but that too were not available to all. People suffered a lot in the flood without proper food and shelter and most importantly no communication was possible because of network problem. People couldn’t receive any news through radio, Television or internet due to battery problem. The power supplies restored only after a weak and normalcy returned. And this year its Vardah Cyclone turn, it has caused a lot of destructions to the city like trees were fallen, no electricity for more than three days, no network, transportation problem and no media were available to the people. So in this situation print media is one of the options for people to get information and it is analysed in this study.

The aim of this research is to study on the print media coverage of Vardah cyclone in Chennai. The main objectives of the study are,

- To assess the quantity of news related to Cyclone Vardah 2016 in national and regional newspapers
- To discover the dominant frames adopted by the regional and national newspapers in the coverage of Cyclone Vardah 2016
- To study the difference in frames used by the national and regional newspapers with respect to the coverage of Cyclone Vardah 2016
- To analyse the visual representation of Cyclone Vardah 2016 in national and regional newspapers

RESEARCH METHODOLOGY

This study used a content analysis to identify the recurring frames and the number of news covered in all four newspapers about Vardah Cyclone in Chennai 2016. Content analysis includes analysis of text, oral and even audio – visuals. Content analysis is interpreting the data and coding the data material. In this study, content analysis deals with the analysis of coverage of Vardah Cyclone in four newspapers *The Hindu*, *The Times of India*, *Daily Thanthi* and *Dinakaran* for a period of one month from December 1st to 31st of 2016. The articles here will be analyzed on the basis of parameters such as news, words, tone of news, story placement of the news, page placement of the news, location of frame, visuals and frames.

A top two national and regional dailies in Chennai, according to the Indian Readership Survey 2014, have been analyzed for this study: *The Hindu*, *The Times of India*, *Dinakaran* and *Daily Thanthi*. A period of one month, from December 1- 2016 to December 31- 2016 has been set for this study. This time frame has been selected considering that it covers the period before, during, and after the disaster of the Cyclone Vardah in Chennai 2016. A purposive sampling method was taken up to procure all Cyclone Vardah-related news that are present in the four newspapers, bringing a total of 119 articles in *The Hindu*, 142 articles in *The Times of India*, 93 articles in *Dinakaran* and 111 articles in *Daily Thanthi*. The total of all articles is 465.

The framing theory used in this research is all about how media focuses on certain events and then place them in a field of meaning to convey to the public. The framing concept is related to agenda-setting but expands the research by giving the essence of the issues. Framing has a great influence and therefore expands to organizations as well. In essence, the theory says that how the information is presented to the audience (called “the frame”) influences the audience to choose and how to process that information. Frames are used to organize or structure the message meaning.

The news articles will be analyzed based on news, words, tone, story placement, Page placement, Location of frame, Visuals, etc. The frames analyzed are Responsibility frame, Human Interest frame, Economic Consequences frame, Morality frame, Conflict frame and Recovery frame. The units of measurements are measured to 465 articles in four newspapers on Cyclone Vardah 2016 from 1st to 31st of December.

CONTENT ANALYSIS

The Times of India gave 142 articles totally with 24,835 words and 141 visuals with respect to the news articles, *The Hindu* published 119 news articles with 32,280 words and 87 pictures, *Daily Thanthi* gave 111 news articles and 42,030 words on average and *Dinakaran* with 93 articles, 31,260 words and 112 visuals on total. It is found that the national newspapers gave 261 articles and regional newspapers gave 204 articles, which is 56% and 43% respectively. It is

clear that regional newspapers gave more words than national newspapers. 44% of words were from national newspapers and 56% of words from regional newspapers. Regional newspapers covered more pictures than national newspapers. 49% of pictures were covered in national newspapers and 51% in regional newspaper more in *Daily Thanthi*. When compared individually *The Times of India* gave 30% of images. Other three newspapers covered lesser than 30% of images.

The Times of India covered more number of pictures and stories than other newspapers to maintain standard and ranking, in turn it has given less number of words than other newspapers. They have covered advertisements instead of words which imply they also concentrated on commercials.

The four newspapers are analyzed on the Vardah Cyclone disaster of how the disaster is covered by the print media. The coverage was peak during 13th of December to 15th of December. On these three days *The Times of India*, *The Hindu*, *Daily Thanthi*, *Dinakaran* published more than 25 articles. The newspapers gave warning on December 3 and gave only little news on the Vardah Cyclone before occurrence. The warning news was clearly said with block letters in all newspapers. 12th of December gave lot of information on Vardah Cyclone like warnings, preparedness and details of the pressure and wind speed and what should be done and what should not be done during cyclone is also given. The following three days gave 271 news articles on the total about the disaster. From 16th December, it started to reduce drastically from 26 articles to 4 articles in all the newspapers. Then it slowly declined on the end of the month. But *The Hindu* had gradually reduction of news.

The articles published from December 1-31st of 2016 of Vardah Cyclone are analyzed and the articles count is graphed.

On an average the warnings gave 2470 words in national newspapers and 3180 words in regional newspapers from December 1 - 11. On the peak day from December 13th -15th it ran 52,795 words in national newspapers and 63,790 in regional newspapers on an average and it dropped on the following days. From December 16th-21st coverage an average of 500-1500 words on each day. From 23rd-31st, average of 250-1000 words were published.

Being regional *Daily Thanthi* covered more words to give more details on Cyclone Vardah to the readers.

From the beginning almost all the articles had pictures illustrating the story in *The Times of India*, not much photos were included in *The Hindu* and regional newspapers *Daily Thanthi*. *Dinakaran* had more visual representation of the disaster was peak on 13th-15th of December, where the stories were also on peak. Then on the following days the pictures got reduced from 30 to 5 even on the last day of the month.

Even though *The Times of India* covered more number of pictures on total, *Daily Thanthi* covered the required of pictures during the disaster to say the disaster happened in different places.

All articles were analyzed on what tone it is said to the public.

Three tones were analyzed

- Positive
- Negative and
- Neutral

➤ **Positive**

When an article is said to the readers in positive manner then it is counted under positive tone. Positive articles give hope to the readers. Every news article is said in a tone to convey the message to the people, positive news gives positive message and readers get a relief on reading positive news. In most cases positive news is a solution to a problem.

Example: 1- “Helplines offer little help in time of disaster” (*The Hindu*-13th December)

Positive news is during disaster, helpline helped people in rescuing.

Helped, clear the damages, clearing the traffic, relief and rescue are the positive words used in the above mentioned article on December 13th in *The Hindu*. The positive words create hopes in the public. In the above example helped is a positive word, which takes the word and if they want they get that helpline number and ask for the rescue. Clearing the damages and traffic again gives them positive information that they can travel outside. The positive words give people a solution and hope.

➤ **Negative**

When an article is said to the readers in negative manner then it is counted under negative tone. Negative article gives a fear factor. Even society concern news can be said in a fear appeal to make the reader more aware of that issue.

Example “Cyclone kills six in Chennai” (*The Times of India*-13th December)

Cyclone Vardah has killed six is a fear factor. It is a negative tone since it has said that the Cyclone killed six in Chennai.

Kills, died, injured, collapsed, tree fell and suffered are the negative words used in the above mentioned article in *The Times of India*. Negative words create fear among the public. Anything said in fear factor the percentage of following that information will increase among the public. Here, the above articles created that Vardah was very dangerous and damaged lot of trees and electric polls and even took six lives of people. After reading such negative news people gets fear and they stay at home till they get positive news.

➤ **Neutral**

When an article is said to the readers in both positive and negative manner then it is counted under neutral tone. Neutral news is between positive and negative and hence it consists of both positive and negative tone in the same news article.

Example “After three days’ schools reopened in Chennai, Thiruvallur and Kanchi” (*Dinakaran*-15th December)

Holidays, reopens and trees fell in the school are the words used in the above-mentioned article in *Dinakaran*. The positive words are holidays and reopens and negative word is trees have fallen in the school, so negative and positive words in the same article give neutral news. The positive news is schools are reopened and the negative news is damages, for three days the schools have been closed due to damages caused by the Cyclone Vardah. Since it has both positive and negative news in one single news article it is considered as neutral news.

Positive tone was used more than negative tone and neutral tone was used for few articles in national newspaper. Negative tone was used more than positive tone and neutral tone was used for few articles in regional newspaper. 135 news articles were positive in national newspapers while it was 83 in regional newspapers. Negative tone was higher in regional newspapers with 103 articles and neutral was more in national newspapers with 44 articles.

National newspapers concentrated on giving news which is more needed to public. It has said most of the news in positive tone then followed negative and neutral which says that the national newspapers are covering the news positively. It covered more of recovery news and human perseverance news which gives positive news to the people. The regional newspapers had more of negative news then followed positive and neutral which is that they covered responsibility news with political background and more of damages. Since they were regional they covered damages every places that was affected, which contributed to the negative tone. The national newspapers coverage contributes to the positive tone and regional to negative tone.

The page placement of stories is important because the most important news should reach to the audience so if the news article is presented at the first page everyone will get glance of it, if it is placed in inside pages then the chance of viewing is lesser than first page. Here first and inside pages of all newspapers were taken into count.

➤ **First page**

Include the first page of a newspaper. Mostly advertisements were published in first page in national newspaper but there were no advertisements in the first page in regional newspaper.

➤ **Inside page**

This includes all pages other than first page. City page, sports page, national page etc. but supplementary is not included. The city pages contained the major news sometimes it was presented in sports and national page. Hence, city page contributed a lot.

On the whole month, only 18 news articles were presented in first page in national newspapers and 17 in regional newspapers. 91 news articles were given in inside page in national newspapers and 81 in regional newspapers. Only 13-16th December the coverage was in first page rest of the following days had only one or two articles.

The Times of India and *Dinakaran* gave importance to front page covering the Cyclone Vardah news to the people. While *The Hindu* did not give importance to Cyclone Vardah News rather it covered important news worldwide as it reader's reads worldwide news. *Daily Thanthi* though being regional failed to cover the front page with Vardah Cyclone. It covered political news which was given importance, even that news where of conflict base. *Daily Thanthi* covered conflict new which was not given importance in national newspapers.

Story placements in newspaper show the importance given to that news. Here story placements was separated into four categories,

➤ **Full coverage**

When the news is covered in the whole page then it is counted under full coverage. The Cyclone Vardah news will be covered in the entire page either in front or inside pages. It was peak during immediately after the disaster.

➤ **Half coverage**

The news is covered in half page. The news appears in the section of page or it occupies half the size of the page. This rate was also higher during the immediate dates of after disaster.

➤ **Quarter coverage**

The news is covered in the quarter size of the page. It is that the news is published less than half the coverage in a page. If the news appears in a page in the section of half page then it is quarter news coverage.

➤ **Less than quarter coverage**

The news is covered in the Less than quarter size of the page. The news has less coverage and it is less than quarter size so it is less than quarter.

With respect to story placement in newspapers, 9% of news were covered in full page, 18% in half page, 18% as quarter of the page and 56% of news were less than quarter page in national newspapers and 26% of news were covered in full page, 26% in half page, 39% as quarter of the page and 7% of news were less than quarter page in national newspapers. (See table 4.4)

Story placements give the importance given to the particular news articles. Regional newspapers covered regional news in detail in the full page and less in less than quarter which was vice versa in national newspapers. Though national newspapers covered news it did not give importance for story placement, it gave the news in precise in less than quarter size. While regional newspapers published Vardah cyclone news in full page both in front and inside pages covering the damages and other news frames.

Location of frame says about in what perspective the news is conveyed to the public.

Here three aspects were taken,

➤ **Communicator**

When the news is in reporter's point of view in giving the news then it is in communicator frame. Most of the news comes under communicator because mostly the

reporter interprets the news in his view.

Example: “Rain-starved TN hopes for unborn Vardah as Nada dies” (*The Times of India*, 3rd December)

The information is said in reporter view, here three news articles were covered, they are no rain, Nada dies and Vardah is unborn. The readers cannot act according to this news, they can only get the news as an awareness so it is in communicator location of frame.

➤ **Receiver**

When the public operates according to the news, then it is receiver frame.

The reader gets the information and they act according to that information provided. Mostly the information be like warnings.

Example: “People advised to stay indoors as Vardah makes landfall today” (*The Times of India*, 12th December)

People were advised to take preventive measures and it is warning news which the public will follow and operate after reading the news. The people act according to this news article and they stay at home or take preventive measures to stay safe. Thus, it is receiver location of frame.

➤ **Cultural**

When the news is said with relation to the culture, then it is cultural frame. The cultural can be anything that has culture base in that news.

Example: “Mini-tsunami swept away livelihood of city’s fishermen” (*The Times of India*, 15th December)

Cultural news such as fishermen life is affected comes under cultural location of frame. Fishermen livelihood is a cultural since it speaks about the livelihood.

Communicator frame were used more than other frames. 173 and 160 news were under communicator, 77 and 42 news articles were in receiver point of view and 21 and 3 news articles were in cultural aspect in total of national and regional newspapers (See table 4.5).

Both national and regional newspapers gave news in communicator location of frame which means both have covered appropriate news which has to be said in communicator frame. Most of the news will be in communicator perspective as the reporter interprets the news in his view. All the news are said in reporters view and among that if the information is for the receiver which they operate according to the information is receiver perspective and it was covered in national newspapers. Being regional, the regional newspapers failed to cover the cultural news like “fishermen were affected in the cyclone”, which was covered in national newspapers. Even in the location of frame, cultural frame which was important to cover was not covered in regional newspapers. National newspapers play an important role in giving information to the mass.

Under framing analysis, six frames and their sub frames were identified and analysed according to “Semetko and Valkenburg (2000) framing European politics-a content analysis of press and television news”.

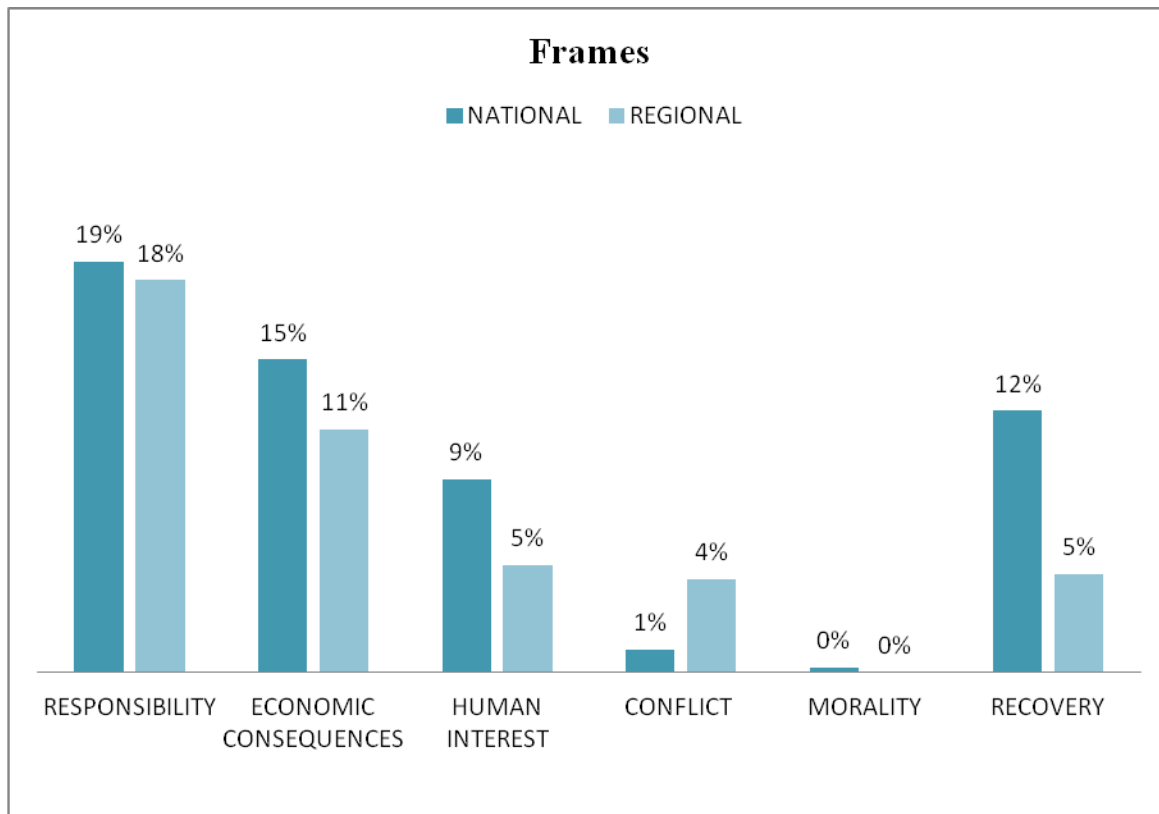


Figure 4.4 Frames in national and regional newspapers

This figure 4.4 shows the percentage of total news available under each frame in national and regional newspapers.

88 news articles from national newspapers and 84 news articles from regional newspapers were under responsibility frame. 43 news from national newspapers and 23 news articles from regional newspapers were under human interest frame. 67 news articles from national newspapers and 52 news articles from regional newspapers were under economic consequences frame/ 1 news from national newspapers was under morality. 5 news from national newspapers and 20 news articles from regional newspapers were under conflict frame. 56 news articles from national newspapers and 21 news articles from regional newspapers were under recovery frame (See figure 4.4).

RESPONSIBILITY FRAME

Responsibility frame explains about the responsibility of the government and NGO during disaster. This frame constitutes of warning, preventive measures, government and authority, NGO and information. These all news is counted under this frame. Responsibility frame made 37% of news totally. Responsibility frame was said in 15% and 13% of positive tone and news articles were placed in inside page with 16% and 10% in national and regional newspapers. 9% of news was in receiver frame in national newspapers and 6% of communicator in regional newspapers.

Here in the figure 4.5, P, N, N1, represents positive, negative and neutral tone, I and F represents inside and front page and C, R and C1 represents communicator, receiver and cultural frame.

➤ **RESPONSIBILITY FRAME**

Warning made 12 and 4 news, preventive measures made 4 and 19 news, government and authority made 44 and 30 news, NGO made 1 and 0 news and information made 27 and 30 news in national and regional newspapers. All newspapers responsibly covered the responsibility frame to the readers.

Responsibility frame was covered equally in all newspapers since it was important to cover and the information should be said to the public from the government.

ECONOMIC CONSEQUENCES FRAME

Economic Consequences Frame explains about the damages during disaster. This frame constitutes of economy, damages and secondary damages. Responsibility frame made 26% of news totally. Economic Consequences Frame was said in 8% and 11% of negative tone and news articles were placed in inside page with 12% and 10% in national and regional newspapers and 9% of news was in communicator frame in both national newspapers regional newspapers.

Here in the figure 4.6, P, N, N1, represents positive, negative and neutral tone, I and F represents inside and front page and C, R and C1 represents communicator, receiver and cultural frame.

➤ **ECONOMIC CONSEQUENCES FRAME**

Under economic frame is economically gain or lose is analyzed. Secondary damages are the damages that appeared from the primary damages, primary damage is uprooted trees and secondary damage is garbage and bad odor. Economy had 16 and 1 news, damages had 43 and 51 news and secondary damages had 8 and 0 in national and regional newspapers.

The damages were covered in all the newspapers, to be in more detail it was covered in *The Times of India* and regional newspapers. *The Hindu* did not give much information on the damaged places by Vardah Cyclone as it has covered other news in worldwide. The cyclone damages resulted in secondary damages which were only covered in *The Times of India*. *The Times of India* gave importance to all the news being national.

HUMAN INTEREST FRAME

Human Interest Frame explains about the human related news during disaster. This frame constitutes of death, injured, missing of person and spread of disease, traumatized survivors, human perseverance and information. Human Interest Frame made 14% of news totally. Economic Consequences Frame was said in 5% and 3% of negative tone and news articles were placed in inside page with 11% and 4% in national and regional newspapers and 9% and 4% of news was in communicator frame in both national newspapers regional newspapers.

Figure 4.7 Human Interest Frame in national and regional newspapers

Here in the figure 4.7, P, N, N1, represents positive, negative and neutral tone, I and F represents inside and front page and C, R and C1 represents communicator, receiver and cultural frame.

➤ HUMAN INTEREST FRAME

Death news was 5 and 6, Missing was 2 and 1 and spread of disease was 2 and 1, traumatized survivors was 13 and 12, human perseverance was 18 and 3, information was 3 and 0 news in national and regional newspapers.

The Hindu covered human perseverance news a lot which said people themselves cleared the damages instead looking for the government to clear the damages, since they gave more importance to human interest. The regional newspapers covered less human interest news.

4.2.9.4 MORALITY FRAME

Morality Frame explains about the moral related news during disaster. This frame constitutes of religious, looting and patriotism. Morality Frame made 0% of news totally. Morality Frame was said in 0% and 0% of neutral tone and news article was placed in inside page with 0% and 0% in national and regional newspapers and 0% and 0% of news was in communicator frame in both national newspapers regional newspapers.

Figure 4.8 Morality Frame in national and regional newspapers

Here in the figure 4.8, P, N, N1, represents positive, negative and neutral tone, I and F represents inside and front page and C, R and C1 represents communicator, receiver and cultural frame.

➤ MORALITY FRAME

Morality frame had only one news articles in The Times of India about looting.

All newspapers did not give importance to morality frame as it is not possible to happen during cyclone. Looting happened during tsunami. People went to the shore and looted but during Vardah cyclone it was not possible as trees and roads were damaged.

4.2.9.5 CONFLICT FRAME

Conflict Frame explains about the conflict news during disaster. This frame constitutes of personal and government disagreements and illegal. Conflict Frame made 5% of news totally. Responsibility Frame was said in 1% and 2% of positive tone and news article was placed in inside page with 1% and 4% in national and regional newspapers and 1% and 4% of news was in communicator frame in both national newspapers regional newspapers.

Here in the figure 4.9, P, N, N1, represents positive, negative and neutral tone, I and F represents inside and front page and C, R and C1 represents communicator, receiver and cultural frame.

➤ CONFLICT FRAME

Personal disagreement was between the people or people and the government, like people protest for electricity. Personal disagreement gave 1 and 10 news, government disagreement gave 3 and 10 news, illegal gave 1 and 0 news in national and regional newspapers. Conflict and political news was covered in regional newspapers covering the regional political news which was not given importance in national newspapers as they were more keen in giving the information which helps the public like recovery news.

4.2.9.6 RECOVERY FRAME

Recovery Frame explains about the conflict news during disaster. This frame constitutes of personal and government disagreements and illegal. Recovery Frame made 17% of news totally. Responsibility Frame was said in 10% and 4% of positive tone and news article was placed in inside page with 10% and 4% in national and regional newspapers and 12% and 3% of news was in communicator frame in both national newspapers regional newspapers.

Here in the figure 4.10, P, N, N1, represents positive, negative and neutral tone, I and F represents inside and front page and C, R and C1 represents communicator, receiver and cultural frame.

➤ RECOVERY FRAME

Rehabilitation gave 51 and 21 news articles and programs gave 5 and 0 news articles in national and regional newspapers. The recovery frame was properly covered in national newspapers with information like programs for plantation, steps to replant the uprooted trees, etc. these information were also covered in regional newspapers but government related recovery was less in *Daily Thanthi*. *Dinakaran* covered the recovery frame to some extent and *Daily Thanthidid* not cover to the required amount of the news.

4.2.9.7 FRAMES PUBLISHED

The six frames life cycle in each newspaper is shown in figure 4.11, 4.12, 4.13, 4.14.

➤ **THE TIMES OF INDIA**

The responsibility frame started from 2nd December and went down on 6th December, again went to peak on 13th-17th December and then drastically declined on 21st December. Economic consequences frame emerged on 13th December and went to peak and down and declined on 29th December. Human interest frame also emerged on 13th December went to peak and down on 16th December, and then vanished on 13rd December. Morality existed only on 24th December. Conflict frame was less and it was during 14th-21st December. Recovery frame lifecycle is from 13th – 31st December. These are the frames present in *The Times of India* and its peak and down time (See figure 4.11).

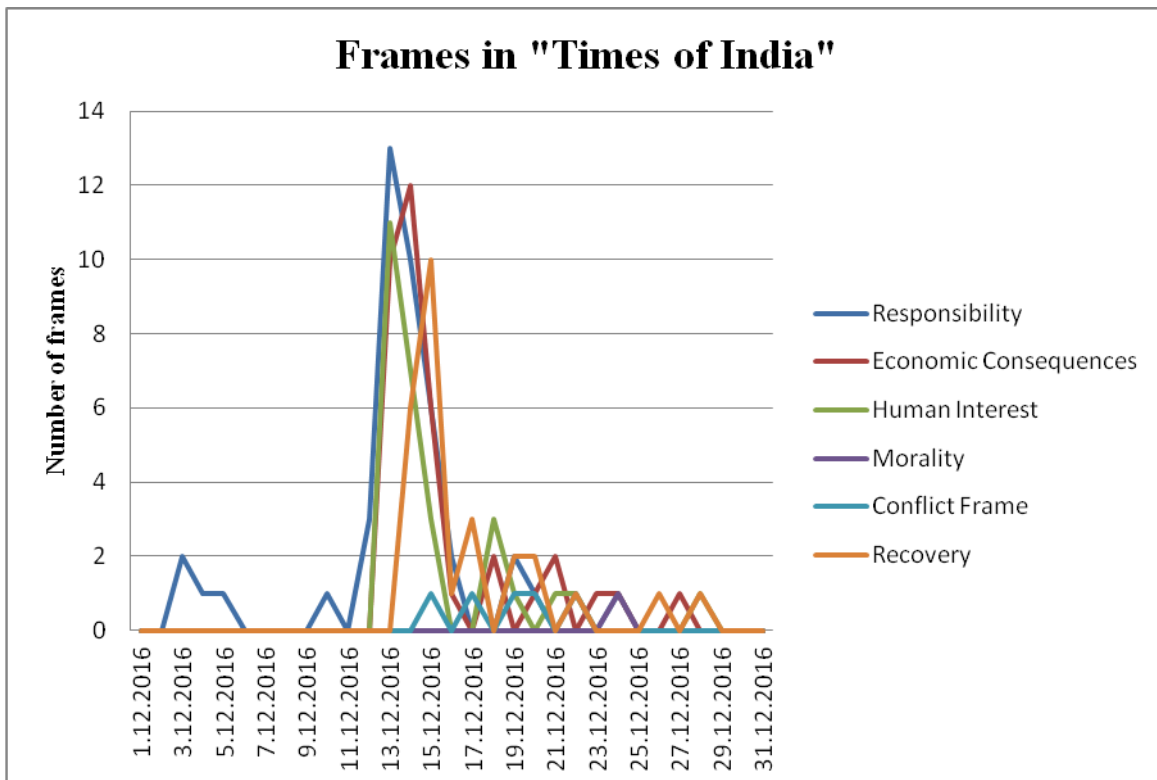


Figure 4.11 Frames in "The Times of India"

➤ **THE HINDU**

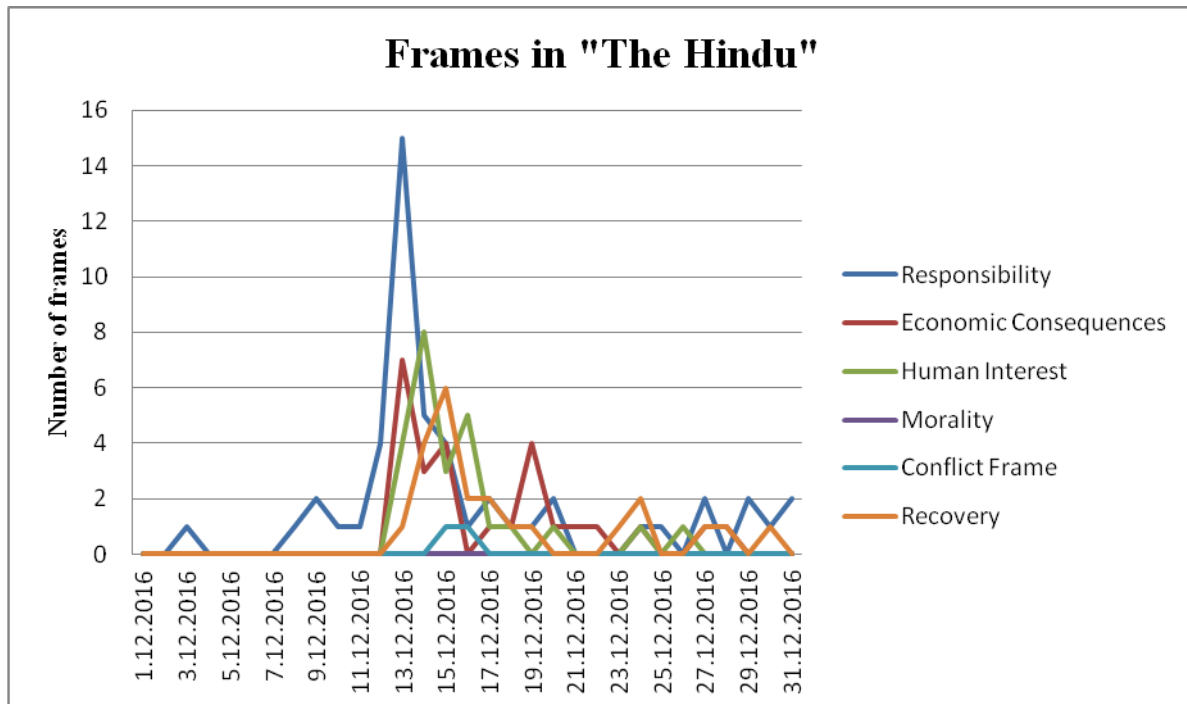


Figure 4.12 Frames in "The Hindu"

The responsibility frame started from 2nd December and declined on 4th December, again went to peak from 7th-16th December and then drastically declined on 31st December. Economic consequences frame emerged on 13th December and went to peak and down and declined on 23rd December. Human interest frame also emerged on 13th December went to peak and down on 27th December. There is no Morality frame. Conflict frame was less and it was during 14th-17th December. Recovery frame lifecycle is from 13th – 31st December. These are the frames present in *The Hindu* and its peak and down time (See figure 4.12).

➤ **DAILY THANTHI**

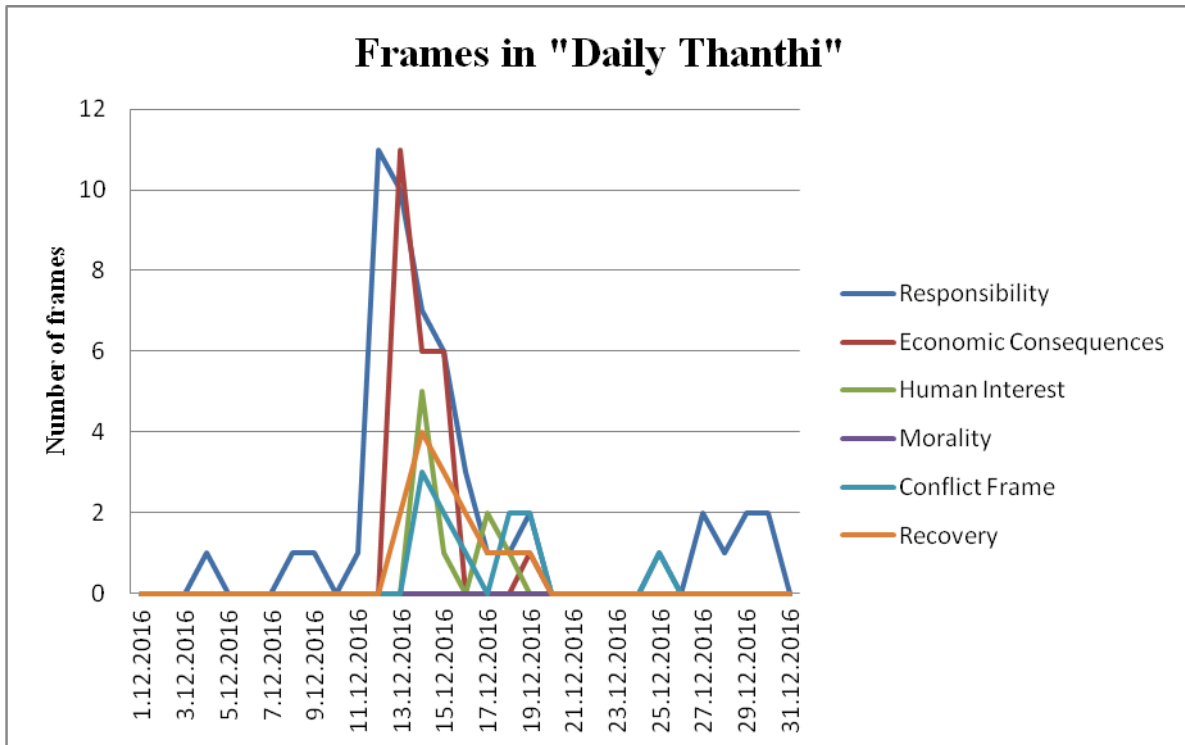


Figure 4.13 Frames in "Daily Thanthi"

The responsibility frame started from 3rd December and went down on 5th December, again went to peak from 7th-17th December and then drastically declined on 17th and 27th-31st December. Economic consequences frame emerged on 13th December and went to peak and down and declined on 19th December. Human interest frame also emerged on 13th December went to peak and down on 19th December. No Morality frame. Conflict frame was more and it was during 14th-21st and 24th-26th December. Recovery frame lifecycle is from 13th – 21st December. These are the frames present in *Daily Thanthi* and its lifecycle (See figure 4.13).

➤ **DINAKARAN**

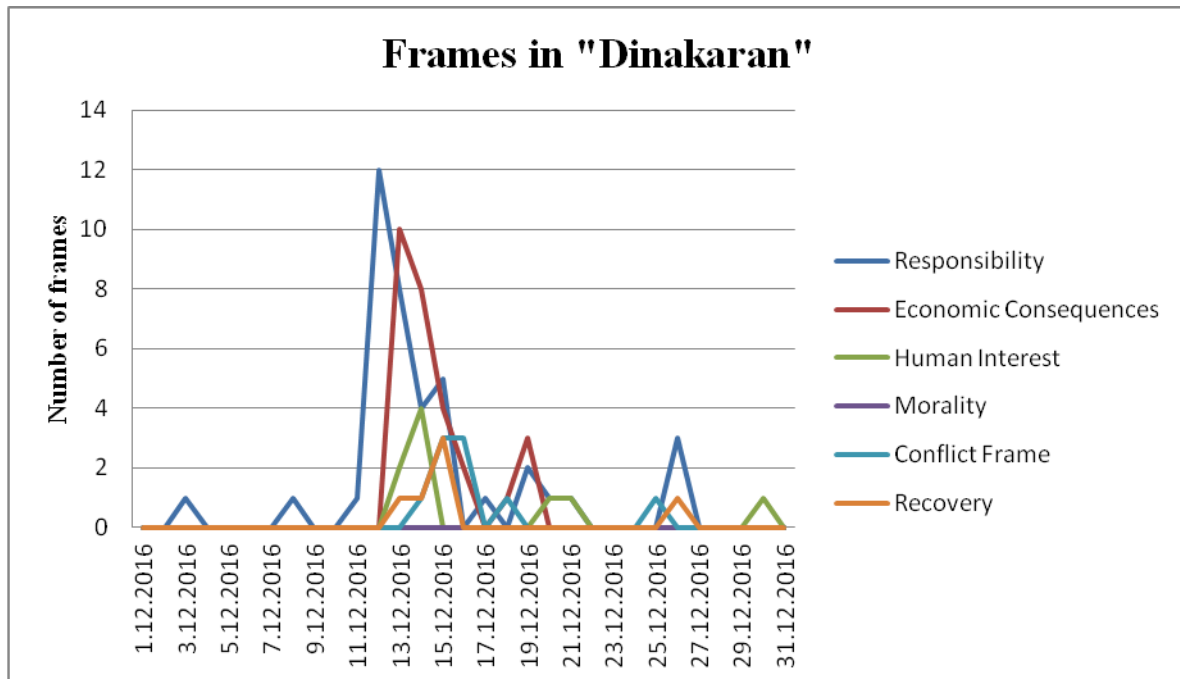


Figure 4.14 Frames in "Dinakaran"

The responsibility frame started from 2nd December and went down on 4th December, again went to peak from 7th-21st December and the declined on 27th December. Economic consequences frame emerged on 13th December and went to peak and down and declined on 20th December. Human interest frame also emerged on 13th December went to peak and down on 22nd and 29th -30th December. No Morality frame. Conflict frame was more and it was during 13th-27th December. Recovery frame lifecycle is from 13th – 17th and 26th December. These are the frames present in *Dinakaran* and its peaks and downs of frames (See figure 4.14).

4.2.11 VISUAL REPRESENTATION

Before-disaster the visuals were like boats in sea shore, tides, rain, people walking in rain, etc. During-disaster the visuals were graphical representation of Cyclones. After-disaster the damages, government inspection, conflict and recovery were published. Before-disaster it was 1% and 2%, during-disaster it was 2% and 1% and after-disaster it was 48% and 46% of visuals in national and regional newspapers.

103 news articles were given with pictures in *The Times of India*, 65 articles in *The Hindu*, 91 articles in *Daily Thanthi* and 79 articles in *Dinakaran*. 34 articles were without pictures in *The*

Times of India, 22 articles in *The Hindu*, 38 articles in *Daily Thanthi* and 33 articles in *Dinakaran*. News articles with pictures catch the audience than without pictures. Regional newspapers covered two central pages with visuals of damages, which proves that they are regional (See table 4.12).

The different kinds of photos covered in national newspapers are shown in figure 4.30. 1 photo in Graphical representation, 4 in water, 2 in rain, 1 statistics, 3 illustration, 115 in damages, 19 in recovery, 18 in government, 14 in secondary damage. Damages include uprooted trees, electricity, road, traffic, humans and traumatized survivors. Water includes sea shore, tide, boats, sea and dam. Recovery includes government, humans and NGO.

Regional newspapers covered 6 pictures in water, 1 in illustration, 8 in graphical representation, 206 in damages, 7 in recovery and 13 in government.

The following are the interpretations of the study.

- All four newspapers gave the news on warnings, helpline. But regional newspaper covered 5% of articles whereas national newspaper covered 2% of during-disaster news, which shows that regional newspapers were focused and responsible to give the warning news on the day of disaster.
- National newspapers approached most of news with positive tone while regional newspapers covered conflict frame more which shows that regional newspapers give more importance to the political news and national newspapers give importance to news.
- 18 news articles were covered in front page in national newspapers and 17 in regional newspapers which don't give much difference. Both national and regional newspapers covered the front page effectively.
- National newspapers placed 56% news in less than quarter size and 7% in regional newspapers, regional newspapers covered more full coverage news of 29% while 9% in national newspapers. Regional newspapers gave importance to the Cyclone news with full-fledge and covered the news with full page coverage than national newspapers. Being regional it has to cover the disaster in more detail than national newspapers and the regional newspapers covered the news effectively.
- During-disaster covered 12% of news in receiver point of view in total of both national and regional newspapers and 77% of news were in communicator after-disaster period in regional newspapers and 97% of news was in communicator after-disaster period in national newspapers. During-disaster had more receiver location of frame since the news were warnings and after the disaster since it is more of information giving about the disaster it contains communicator location of frame.
- The news articles used responsibility frame the highest with 37% which says that all the newspapers covered the government news effectively. Economic consequences covered

more competently in all four newspapers with proper visuals. Recovery frame was properly covered in national newspapers than regional newspapers. The 5% of the conflict frame was contributed from the regional newspapers as they covered more political and conflict news.

DISCUSSION

The discussion is connected to the introduction in which the research questions, hypothesis is stated and the literature reviewed. But it is not simply rearranging the introduction, it is about explaining how the study has moved according to the researcher understanding of the research problem forward from where it has left in the introduction. Discussion is to interpret and describe the significance of the findings, which was already known about the research problem being investigated and also to explain any new understandings or insights about the problem after taking the findings into consideration.

The Times of India covered news in huge number when compared with other three newspapers with 142 news articles. But the data given in front page and inside page is varies on the same article and date of publishing. They have some repeated pictures. The visuals counted the highest with 141 in *The Times of India*. Eventhough *The Hindu* has few articles and pictures it has given what is needed to the public. First page was not given importance to Vardah Cyclone since it has concentrated news on all news worldwide. More advertisements were given but lesser than *The Times of India*. *The Hindu* gave 119 news articles with 87 pictures and 32,280 words. Immediately after the disaster *Daily Thanthi* covered pictures from different area that were affected by the cyclone for two whole page. Front page was given no importance. Only six news articles were available on the first page being a regional newspaper. *Daily Thanthi* covered 111 news articles with 129 pictures and 42,030 words. *Dinakaran* gave importance to front page. It is the only newspaper which covered eleven news in front page. Recovery was covered with government activists. Totally it covered 93 news articles with 112 pictures and 31,260 words.

The national newspapers adopted responsibility, economic consequences, conflict, recovery and morality. While regional newspapers adopted responsibility, economic consequences, conflict and recovery. Regional newspapers and *The Hindu* did not cover morality frame, only *The Times of India* covered morality frame with one news on looting.

National newspaper *The Times of India* supports ruling party and gives news about them than opposing party. Conflict news was not covered much. Covered damages and secondary damages news. It is the only newspaper that covered secondary damage like garbage waste. More advertisements were given in addition front pages and also in inside pages. Six frames were identifies in *The Times of India*, they are responsibility, economic consequences, human interest, morality, conflict and recovery frame. Stadium cleaning news was said in city page.

The Hindu covered conflict news which is appropriate and proper data were given. It is the only paper which more of human perseverance and recovery. It supported the ruling party and gave more news on what they did. News was distributed in sports page too about cleaning of stadium that got damaged during Cyclone.

The Times of India and *The Hindu* covered the recovery frame effectively. They spoke on government and people activities on recovery. Even MLA activity was included in recovering the damages. Government, NGO, and programs needed for compensation of the trees were all covered in both the newspapers. Even economy loss was covered. *The Times of India* concentrated on damages, recovery and secondary damages. *The Hindu* concentrated on human perseverance and government activities. More on ruling party news like Chief Minister is on inspection during post-disaster. Few news articles were on opposing party like demand for more funds. National newspapers covered the recovery frame effectively that reached the public.

Regional newspaper *Daily Thanthi* covered more of conflict and political news. No human perseverance and recovery news was given importance. Conflict was like opposing party complaining the ruling and people protesting for electricity. Covered some political which was not worth enough and it is not covered in other three newspapers. Some government news was delayed. Few days at the end of the month the news was not available about Vardah Cyclone during the end of the month. No news on cultural frame and morality.

Dinakaran too covered conflict news but not much as *Daily Thanthi*, Human perseverance was less and covered more government news. At the end of the month few days, news was not available about Vardah Cyclone during the end of the month. There were only few articles in cultural related frame like fishermen etc. No news on morality, being a regional paper it did not cover about the morality like looting, patriotism.

Daily Thanthi and *Dinakaran* covered the political news. They were less effective in covering the post-disaster. Conflict and political news were higher than recovery. Government news and human perseverance was covered a little on recovery. Some news was covered in delay. Most of the news was in political aspect.

National newspapers covered pictures in diversity. They covered pictures like graphical representation of cyclone, sea shore, tides, boats, damages, uprooted trees, electricity, roads, rain and people in rain, traumatized survivors, secondary damages, animals, birds, zoo, restoration, government and illustrations. It missed water stagnant when compared to regional newspapers. So different visuals were published relevant to news and all kinds of photos were given.

Regional newspapers covered pictures in detail immediately after the disaster. They covered pictures like graphical representation of cyclone, sea shore, boats, damages, uprooted trees, electricity, traumatized survivors, birds, restoration, water stagnant, government and illustrations. It missed secondary damages, animals and zoo when compared to national newspapers. Only fewer kinds of photos were covered.

IMPLICATIONS

National and regional newspapers did not show much difference in the quantity of news. But they disclosed differences in covering the frames. Both covered the responsibility frame equally but regional newspapers covered conflict and political news while national newspapers covered warnings and programs needed to be done during disaster. Economic consequence frame was covered similarly. Human perseverance was properly only in The Hindu regional newspapers did not give any information on human perseverance. Recovery and morality frame was also covered efficiently in national newspapers. Regional newspapers also covered recovery frame but they gave more importance to conflict and political news than recovery news. Visuals were more in regional newspapers only immediately after the disaster it covered in detail but all aspects of visuals were covered in national newspapers.

SUGGESTIONS

The Vardah Cyclone of 2016 was given significant coverage in all four newspapers. Despite the difficulties faced by the newspaper offices, all newspapers were able to cover the disaster fully.

The framing analysis helped in categorizing the news and was able to analyses in more detailed manner of all stages of Cyclone. *The Times of India* was effective in communicating more of its important information in the form of statistics, for easy reading. *The Hindu* was effective in giving the information in precise manner with needed information. *Daily Thanthi* gave more conflict news and *Dinakaran* gave more visuals and government news. All newspapers also provided more contact numbers and references for helpline.

All newspapers sourced their information from high officials of meteorology departments providing valid information. Communication was effective between the newspapers and the readers published the required news in national newspapers.

Since this disaster is a natural disaster, as a medium, newspapers have great power to reach the mass and they were successful in giving the warning to the public.

Visuals can be covered on secondary damages in regional newspapers. Being regional they need to give valid news when it comes to disaster. They need to give what is actually happening rather than manipulating. Instead of concentrating more on conflict and political news the regional newspaers can give what is actually needed to the readers.

Each area in Chennai had its own way of reacting to the disaster. All parts of the city have been made differently and the public should be aware of what could happen. Newspapers need to focus on covering area-wise to help reach specific information to residents of the area. During times of disaster, the public usually reaches an ultimate low. At such times, newspapers should stress on being more positive with regard to the news and pictures printed and help boost their morale.

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