

TEZPUR UNIVERSITY



DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

THIRD SESSIONAL TERM ASSIGNMENT

SUBMITTED BY :

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ANALYSIS OF TWO NEWSPAPERS :

1). THE ASSAM TRIBUNE :

The Assam Tribune is the Premier English Daily of North-East with its aim to provide authentic news to its readers. It was founded in 1936 in Guwahati and is published from Guwahati and Dibrugarh. With over 700,000 copies of current circulation and a readership of over 3 million, it is the highest circulated English Daily in Northeastern India.

- **The Assam Tribune (16th Jan, 2021) :** On the first page of the newspaper of 16th January, 2021 we can see the title of the newspaper written in its classic authentic font below which we can see the social handles of the same and in the upper right hand corner we have the date, day & place. Below this we have in the left hand side the news capsules followed by the jocoserious picture. We can see a bright picture of Rangpur festival on the occasion of magh bihu in the centre followed by the news story and there are two advertisement pictures at the bottom of the paper from The Topcem Cement & Namaste India milk. There are six major headlines that have been highlighted in the front page. More or less The Assam Tribune follows the same pattern as mentioned above in the daily basis.

Analysis : Keeping myself in the editor's place, I would like to change certain aspects such as making the advertisement less of a priority I would like to give more emphasis on the news like the Indonesia quake as it has been written in a very limited space and hasn't been highlighted much.



Picture of 16th Jan 2021

front page itself. However the piece is so nicely written i would like to use it as model one.



Picture of 20th jan, 2021

- **The Assam Tribune (21st jan, 2021)** : With two pictures and six news items, the front page of 21st jan appears all good to me and i like the arrangements of all the news items.
- **The Assam Tribune (22nd jan, 2021)** : Along with three pictures and six news items everything looks satisfactory and adequate but i would like to change the news with headline '32 killed in twin suicide bombings in Iraq' in the front page with the headline 'Bird flu confirmed in few more places' in page three of the paper to make the audience aware of the bird flu.
- **The Assam Tribune (23rd jan, 2021)** : Same basic details maintained with six headlines and two pictures, The page looks crowded with too many advertisement banners.
- **The Assam Tribune (24th jan, 2021)** : Same as the front page of 23rd jan, with two pictures and five headlines, The page looks again overpacked with advertisement banners. But the overall news items mentioned were short, clear and crisp.
- **The Assam Tribune (25th jan, 2021)** : Having the same format and with two pictures and just 3 news headlines, The half of the page is used for the advertisement of a car brand. I highly feel that the front page of the newspaper should be used for the important news items and not for advertisement purpose. The news headlines from third and fourth page could be included in the first page itself.
- **The Assam Tribune (26th jan, 2021)** : With all the basic details, The newspaper of 26th jan

appears exemplary and satisfactory to me as a reader i would want more of news and this paper format is perfect.

- **The Assam Tribune (28th jan, 2021)** : The paper of 28th jan including all the basic details appears satisfactory and adequate with two pictures and five news headlines and not too many advertisements consuming the space.
- **The Assam Tribune (29th jan, 2021)** : The paper of 29th jan appears acceptable and in order with just one picture and seven news headlines. However a small change could be done in terms of the space management in the paper. The news with the headline 'France minister to visit assam' right beside the ad could be highlighted more and the space for the news item could be used a bit more to make it more visible to the readers.
- **The Assam Tribune (30th jan, 2021)** : With five news headlines and one picture related to the headline, The paper of 30th jan is in order yet like 29th January space management could be done to bring the news headline 'V shapes economic recovery in India' more into focus.
- **The Assam Tribune (31st jan, 2021)** : Including Four News headlines and one picture relevant to the headline, the front page of 31st jan is all right but the paper has the same format of the previous day i. e; 30th jan. So space management could be done again to make the paper more efficient for the readers.

2). THE HINDU :

The Hindu is a Far Left, English-language daily newspaper owned by The Hindu Group, headquartered in Chennai, Tamil Nadu, India. It was started as a weekly in 1878 and became a daily in 1889. It is one of the Indian newspapers of record and the second most circulated English-language newspaper in India, after The Times of India.

- **The Hindu (16th jan, 2021)** : On the front page of 16th January of The Hindu newspaper we can see the title of the newspaper hugely written and between 'The' & 'Hindu', we can see the logo and day, date, month of the paper. At the corner of the title is the place of edition and in the left upper left corner with tag 'nearby' giving short informations and news. For the analysis i am using the eastern edition i. e; Kolkata. The overall format of the front page is satisfactory, informative and the space management is also done very wisely and distinctly.

Analysis : With six news headlines and two pictures relevant to the headlines given, the papers appears all good to me and the advertisement banners are also rightly placed one of them being a government advertisement. As from an editor's perspective, I wouldn't want to change anything.

- **The Hindu (17th jan, 2021) :** The front page of 17th jan, give the impression of being perfect to me including seven news headlines and four relevant picture to the given headlines. The paper is rich both visually and also in terms of words and thus serves the needs of the readers accurately. However i would like to change the headline that has been used in the front page 'Vaccines safe, ignore Rumours, says PM' to 'PM urges to avoid Rumours against COVID-19 Vaccines' as the former looks more of an order than a statement. The latter headline would add about what vaccination has been referred to. As many people refrain from reading the entire news instead just reads the headlines, I think the headlines need to be a bit more elaborative.



Picture of 17th Jan, 2021

- **The Hindu (18th jan, 2021) :** Keeping the basic format intact, The paper of 18th jan looks all good with six headlines and two related pictures. Though from the editor's perspective I think the headline at the extreme bottom right hand corner, 'Bengal polls left congress to conclude seat-sharing by month-end' could be highlighted more using a bit more space in the newspaper.
- **The Hindu (19th jan, 2021) :** The newspaper of 19th jan is the most appealing paper to be if i judge through a readers perspective as there are plenty amount of pictures related news items. There are five pictures and nine major headlines and no advertisements occupying the space of the front page.
- **The Hindu (20th jan, 2021) :** With all the basic details, the front page of 20th jan is divided

into two halves. One half showing five news headlines and three pictures and the other half is used as an invitation for the 'Jungle Maha Utsav' to invite the mass audience. However i would like to used the headline 'Cancer care pioneer no more' as a model one as it has been written enlightening the lady who made treatment affordable and also has made a remarkable contribution in field of cancer treatment.



Picture of 20th jan, 2021

- **The Hindu (21st jan, 2021)** : The first page of 21st jan is again divided into two halves, The first half serving three news headlines and two related pictures. Whereas the other half is used for the advertisement purpose.
- **The Hindu (22nd jan, 2021)** : The space management in the first page of 22nd jan has been done very wisely covering seven news headlines and three relevant pictures along with two advertisement banners, the page looks visually rich and illuminating.
- **The Hindu (23rd jan, 2021)** : The front page of 23rd jan is again divided into two, one showcasing the news items including five headlines and two pictures, and the other half used for government advertisement.
- **The Hindu (24th jan, 2021)** : The first page of 24th is upto the reader's expectation with six headlines and three pictures and two advertisement banners. As from an editor's view, I think the BJU'S ad banner could ne given a lesser space and also the headline of '150 metre cross-border tunnel found in Jammu' along with the related picture could have been given more space to make it more visible to reader.

- **The Hindu (25th jan, 2021)** : keeping the minute details of the paper same as always, the first page of 25th jan is appealing to the readers covering all the important news and having seven headlines with two relevant pictures. However there are also two advertisement banners but from the editor's perspective, I think i wouldn't want to change anything besides trying to put some more news related pictures and also the story with the headline 'Odisha sisters work for MGNREGS to pay fees' is so nicely written that i would like to use it as a model one.



Picture of 25th jan, 2021

- **The Hindu (26th jan, 2021)** : Having the same daily details intact, below the title of the newspaper there is a banner of LIC wishing Happy Republic Day to the readers and promoting their company as well. And below that we can see Three headlines and two pictures and the other half of the paper is covered for government advertisements. I think the paper needs no modifications as such.

- **The Hindu (28th jan, 2021)** : The paper of 28th jan appears the most appealing to me from an editor's view as the space management have been done so structurally and wisely. The placement of the stories and pictures as well the advertisement are also very cleverly done so that maximum stories with pictures could be fitted in the front page. There are six stories with headlines, three pictures and two advertisement banners at the bottom right corner.

- **The Hindu (29th jan, 2021)** : Like the previous one, The front page of 29th jan also appears the same to me with a very good management of space and placement of stories. Covering eight headlines, four news related pictures and two ad banners, there is a news headline that is 'Indian-origin paediatrician shoots do, kills self in US' which from an editor's perspective I don't think needs to be covered in the front page of a daily as there are more importantly issues that needs the limelight.



Picture of 29th jan, 2021

- **The Hindu (30th jan, 2021)** : The newspaper of 30th jan is very crisp and informative. The first headline in the paper 'Economic Survey predicts 11% growth next fiscal' is written very descriptively and i would definitely like to use it as a model one. And from my point i don't think any changes are required. There are seven major headlines, three pictures and a government ad banner.

- **The Hindu (31st jan, 2021)** : With seven news headlines, one picture story, four pictures related to the headlines and an ad banner at the bottom corner, The paper pf 31st jan is both visually informative and descriptive as well and needs no alteration.

**** As a student of mass communication & Journalism, i would like to change the language of The Assam Tribune as from my observation I think that sometimes the news that needs the limelight are just less focused on and sometimes the headlines are not too much descriptive whereas the headlines need to be informative as there are readers who don't have much time to go through a particular entire news and only reads through the news headlines. So the headlines needs to be clear and descriptive at the same time. Also The Assam Tribune needs to look after their space management in the front page and not making it a platform only for product or company advertisement but also including Government advertisement so that people can be aware of all the programs and be updated with all the emerging schemes from the government.**

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