

## **Comparative Content Analysis on the Coverage of Women Politicians in Two Dailies: DC and TOIA Study in Telangana**

<sup>a</sup>Anitha Kaluvoya, <sup>b</sup>Naureen Rahman,

<sup>a</sup>Head of Department of Mass Communication and Journalism, <sup>b</sup>Post Graduate Student, Department of Mass Communication and Journalism St. Francis College for Women, Hyderabad, India

---

### **Abstract**

The Telangana Legislative Assembly election was held in Telangana on 7 December 2018 to constitute the second Legislative Assembly since the formation of the state in 2014. The primary aim of this study is to find out the political coverage given to women politicians in print media of Telangana state during the elections. Further the study will focus on the frequency of coverage in form of news articles, images and editorial write-ups on women politicians in the selected newspapers of Telangana.

The content analysis makes it imperative to adopt both qualitative and quantitative research approaches. The Circulation of Deccan Chronicle in Hyderabad is around 6,00,484 and it remains as the largest circulated and most read daily newspaper in Hyderabad. The Circulation of Times of India in Hyderabad is around 2, 97,000 and it remains as the 4th largest circulated and most read daily newspaper in Hyderabad. Based on the wide circulation, the news stories of Deccan Chronicle and Times of India have been analyzed before and after the Assembly Elections in Telangana, i.e. 7th December 2018. The news contents of Deccan Chronicle have been analyzed from 1st November and after the elections, till 20th December. And the news contents of the Times of India have been analyzed from 1st October to 7<sup>th</sup> December.

The quantitative and qualitative data collected on analyzing the news reports covered in Deccan Chronicle and Times of India, shows that women politicians are given very less importance in comparison to male politicians. The frequency of articles published by Deccan Chronicle and Times of India on women politician is very less in comparison to male politicians. Deccan Chronicle published 36 news stories in 50 days of study. Times of India published 28 news stories in 67 days of study. The two highly circulated English daily newspapers covers mostly the work done by male politicians.

---

### **Introduction :**

#### **Politics in India**

India is the largest democracy in the world. India has the biggest number of people with franchise rights and the largest number of political parties, which take part in election campaign. Elections are held at different levels. The two major election levels are at national level, after which the national government is established and at state level after

which the state government is established. Elections are also held for city, town and village councils.

The Indian political parties are categorized into two main types- National level parties and state level parties. National parties are political parties which, participate in different elections all over India. For example, Indian National Congress, Bhartiya Janata Party, BahujanSamaj Party, Samajwadi Party, Communist Party of India, Communist Party of India (Marxist) and some other parties. State parties or regional parties are political parties which, participate in different elections but only within one state. For example Shiv Sena participates only in Maharashtra, Telegu Desam in Andra Pradesh, Akali Dal in Punjab, Dravida Munnetra Kazagham (DMK) in Tamil Nadu and there are other such state parties. There are some small communist parties who participate only within one state. Some states have more than one state party. For example in Tamil Nadu another important state party is All India Anna Dravida Munnetra Kazagham (AIADMK). Because of these long party names many party names are abbreviated to their initials.<sup>1</sup>

### **Priority of Women politician in India**

In India, nine out of 10 legislators are men.

While Indian politicians are eager to talk about women's empowerment and the political legacies of India's female politicians like Sushma Swaraj, Indira Gandhi or Pratibha Patil, these women remain largely anomalies in the Indian political landscape rather than the norm.

As of 2014, women make up only 11.8 percent of the Indian Lok Sabha and 11.4 percent of Indian Rajya Sabha, according to the Inter-Parliamentary Union. Among its South Asian neighbors, India ranks fifth in women's political representation in parliament falling behind Afghanistan, Bangladesh, Pakistan and Nepal.<sup>2</sup>

### **Women politician in Telangana**

- **Dharmavaram Kottam Aruna** is an Indian politician and a member of the **Indian National Congress**. She is a legislator representing Gadwal constituency in Telangana and has served as the Minister for Information and Public Relations.
- **Dr.Banoth Chandravathi** is an Indian politician and legislator. She represents Wyra constituency in Khammam district. In April 2014, she joined **TRS (Telangana Rashtra Samithi)** party.
- **Er.Kalvakuntla Kavitha** is a MP and **Telangana Rashtra Samithi** party member. She is the first woman parliamentarian from Telangana. She represents Nizamabad Lok Sabha Constituency and she is the daughter of Chief Minister of Telangana K. Chandrasekhar Rao.
- **Chellamalla Suguna Kumari**, is an Indian parliamentarian from Hyderabad, Telangana. Kumari was elected to the 12th Lok Sabha from Peddapalli (Lok Sabha constituency) in 1998 as a member of **Telugu Desam Party**. She was elected for the second term from the same constituency to 13th Lok Sabha in 2004.

- **Kavitha Maloth** is an Indian politician and a Member of Legislative Assembly from Mahbubabad constituency. She is associated with **INC**.
- **Gundu Sudharani** is a political and social worker of the **Telangana Rashtra Samithi**. She is a Member of the Parliament of India representing Telangana in the Rajya Sabha, the upper house of the Indian Parliament. After Bifurcation of Andhra Pradesh she is allotted to Telangana state by draw of lots.
- **Gongidi Sunitha Mahender Reddy** is an Indian politician. She is a Member of the Telangana Legislative Assembly representing Alair constituency of **Yadadri-Bhuvanagiri district** and a Government Whip. She belongs to **Telangana RashtraSamithi** party.
- **Dr. Jetti Geeta Reddy** is an Indian politician of the **Indian National Congress (INC)** party. Since 2014, she has been a member of the Telangana Legislative Assembly, in which she represents Zahirabad constituency in Medak district. Reddy has been a minister in the cabinets of various governments. She was also leader of the INC in the legislative assembly during the government of Konijeti Rosaiah.
- **Nalamada Padmavathi Reddy** is an Indian politician from Telangana. She is currently representing Kodad Assembly constituency. She belongs to **Indian National Congress**.
- **M. Padma Devender Reddy** is an Indian politician and First Deputy Speaker in Telangana Legislative Assembly. She belongs to the **Telangana RashtraSamithi**.
- **Vakiti Sunitha Laxma Reddy** was elected as Congress Party MLA from Narsapur Assembly Constituency, Medak District of Telangana. She was elected three terms from the same constituency.
- **Konda Surekha** is an **Telangana RashtraSamithi** politician MLA from Warangal East constituency, Telangana
- **Mallu Swarajyam** was an Indian politician from **Communist Party of India** and Freedom fighter. She was member of an armed *dalam* which took part in the Telangana struggle.
- **Tula Uma**, is the first woman ZP chairperson of Karimnagar District and the state mahila president of the **Telangana Rashtra Samithi**, a State Party in India. She is a ZPTC from the Kathalapurmandal of Karimnagar District, Telangana.
- **Vijayashanti** joined **Indian National Congress** party in February 2014 after split with TRS chief KCR. She contested in the Assembly Elections from Medak (Assembly constituency) in 2014 General Elections from Indian National Congress party and lost as MLA. After a inactive bunch of years in 2018 AICC president Rahul Gandhi appointed Vijayashanti as star campaigner and adviser to the election campaign committee of Telangana PCC.<sup>3</sup>

This comes in stark contrast to the claims made by Telangana Government that it has been pro-women and cite several welfare measures to substantiate their arguments. But when it comes to empowering women politically, the government seems to have given a raw deal to them.

Though it is nearly three years since assuming office, it has not accommodated women in either the Council of Ministers or the Legislative Council.<sup>4</sup>

With the **TRS** party intensifying its poll campaign in Telangana after the Elections date announcement, there has been a slight disappointment with regard to allotment of tickets for women. Post the dissolution of the Assembly he had announced the list of 105 candidates while keeping the names of the 14 seats pending. Now, the bone of contention is, if KCR willing to allot at least few of these tickets to the women candidates who are eagerly waiting for his next list. There is a lot of disappointment that within the greater Hyderabad area there are few women MLAs. But no women candidates were given tickets this time. Greater Hyderabad has 35, 24,088 women voters in its fold and with close to 76 women corporators in GHMC, neither TRS nor the MIM has fielded any woman candidate this time. With the 14- member list pending they are eagerly waiting to see if KCR would disclose any names this time around.<sup>5</sup>

## REVIEW OF LITERATURE

There are large number of studies conducted on the conditions and participation of women in politics in India. But there are very less studies conducted on the coverage given to women politicians in India. There are few studies conducted internationally to know the coverage of women politicians in the media. The review of literature presented below show the participation of women in politics in India and in Telangana but there was no notable study done on coverage of women politicians in newspapers, especially in India.

1. **Anuradha Chadha** (May 2014), *“Political Participation of Women: A Case Study in India”*

The objective of this paper is to support and encourage the enactment of the Women's Political Reservation Bill. Additionally its aim is to stimulate the initiatives for stopping corruption, criminalization and communalization of politics, for enforcing stringent ceiling of funding expenses incurred for election campaigns and creating awareness in the society in order to inculcate the values of gender equality and gender justice.

In order to achieve these objectives, the tools used for research are reports such as United Nations reports, International norms and conventions, Indian Constitutional provisions and other statutory enactments providing favorable laws rendering special privileges for the benefits of women, Government of India reports, NGO reports and important works by modern jurists who contributed a lot towards the evolution and growth of feminist jurisprudence and studies.

The study revealed that the bill proposing quota for women is a step forward in mainstreaming women in politics by giving them representation in the highest elected bodies both at national and regional levels where they can discuss all the problems in order to seek their redressal and thereby to get an opportunity to highlight them on a national as well as regional platform. Without proper representation of women in the legislative bodies and political participation at all levels, issues concerning women would remain neglected.<sup>1</sup>

2. **Anneppa, Geeta** (February 2015), *“Role of Women in Indian Politics with special reference to Karnataka 1952-2010”*

The research paper aims to identify the indicators and substantiates the existence of disparity and disadvantage women face in their political participation. It also examines examine the obligation of the state to ensure and facilitate the participation of women in politics and the initiatives taken by the state in terms of legislative actions, policies and programs and their effectiveness.

The tools for collecting data were interview with the eminent women political leaders and local women political representations. Secondary data were collected from published material that is books, articles, and internet brochures.

The research paper concluded that from the beginning, the proportion of women and men in the loksabha has been skewed the representation of women in loksabhas has never really matched their ratio in the population of India as a whole. A glance at the available data reveals that only few women became the minister of the cabinet rank minister in Karnataka ministry. The study reveals that the participation of women at the decision-making process has been very low both at the national, state and local levels. They are not adequately represented in the Parliament and in the state legislatures.<sup>2</sup>

3. **Ranade andAnjali** (1992), *“Political Participation of the Women in Rajya Sabha 1960-1985”*

The research paper focuses on limited participation of women in the politics of India. This paper also throws light on the less number of women as represenatatives in Rajya Sabha.

This work draws heavily from library research. Questionnaire was mailed to all the women members of the Rajya Sabha during the period and personal interviews were conducted wherever possible.

It was concluded that activists and some women aspiring for political career that the reason for fall in participation was due to character assassination and gangsterism which prevails in society today. When women attempt to step beyond the accepted boundaries they are vilified. It is therefore essential to see that women are able to handle such situations and at the same time develop necessary political skills to function effectively in politics.<sup>3</sup>

4. **Rayapolu and Swarupa Rani** (1996) *“Women, social change and politics in early 20<sup>th</sup> century Telangana”*

In this study an attempt is made to examine the nature of women's participation in a changing social and political environment, in Hyderabad state in the early part of the 20th century. This study focuses on women's role and participation, its nature and the way this process was impacted by the larger socio-political trends was also examined.

The tools used to collect data were journals, books and government records. The secondary data was collected through interviews taken from prominent women politician of Telangana.

The study concluded that the public life in Telangana was slowly become an active and effective and expressing itself in various fields. One such field was the emergence of women associations and organisations which have tack led women's issues and women's problems. These early women's associations were the

stepping stones for future women to participate in politics. Gradually the sphere of women's participation expanded into the more open public and political organisations which began taking the central stage from the 1930's onwards in form of Andhra Mahila Sabha a separate socio cultural wing which encouraged women to participate in politics.<sup>4</sup>

5. **Deirdre O'Neill, Heather Savigny & Victoria Cann (2016), "Women Politicians in the UK Press: Not seen and not heard?"**

This article asks questions about the ways in which female politicians are depicted in press coverage. Through analysis of British press coverage using samples from the last 20 years, this paper examines the relative visibility of women MPs compared to men, the extent to which their voice is heard, and the context of the coverage.

With regards to the context of press coverage, this study found there is a greater emphasis for women MPs on the personal and wider societal issues or events. They appear in fewer stories concerned with the 'business' of politics, dealing with Parliament or policies, or supporting or attacking other politicians. . Conversely, men tend to be over-represented in the press compared to their descriptive numbers in Parliament, both in terms of how often they are the focus of articles, and how often they are directly quoted.

## **RESEARCH APPROACH**

The previous chapter has presented the Literature available in relation to the study of coverage of women politicians globally, nationally and locally. This chapter will present the Aim, Objectives of the study, methodology, scope and limitations and sample of the study.

### **AIM OF THE STUDY**

The primary aim of this study is to find out the political coverage given to women politicians in print media of Telangana state. Further the study will focus on the frequency of coverage in form of news articles, images and editorial write-ups on women politicians in the selected newspapers of Telangana.

### **OBJECTIVES OF THE STUDY**

1. To know how women politicians are represented in print media
2. To identify the political interests of the paper's in the kind of coverage provided to women politician
3. To know the frequency of the articles, write-ups published on women politicians
4. To understand the difference between coverage given to women politicians during regular days and during the election campaigns
5. To know how newspapers highlight the works and contribution of women politician in Telangana.

## **RESEARCH APPROACH- Qualitative and Quantitative**

**Research Technique:** The content analysis makes it imperative to adopt both qualitative and quantitative research approaches. The Circulation of Deccan Chronicle in Hyderabad is around 6, 00,484 and it remains as the largest circulated and most read daily newspaper in Hyderabad. The Circulation of Times of India in Hyderabad is around 2, 97,000 and it remains as the 4th largest circulated and most read daily newspaper in Hyderabad. 1 Based on the wide circulation, the news stories of Deccan Chronicle and Times of India have been analyzed before and after the Assembly Elections in Telangana, i.e. 7th December 2018. The news contents of Deccan Chronicle have been analyzed from 1st November and after the elections, till 20th December. And the news contents of the Times of India have been analyzed from 1st October to 7th December.

### **Tools of Data Collection**

The following tools were used for data collection. a) Observation- Selected newspapers have been observed for particular time period for proper understanding of the content both qualitatively and quantitatively. b) Content Analysis- Selected newspaper were analyzed for the given time period on the coverage of women politicians. The frequency, size and type of the news reports were noted and analyzed.

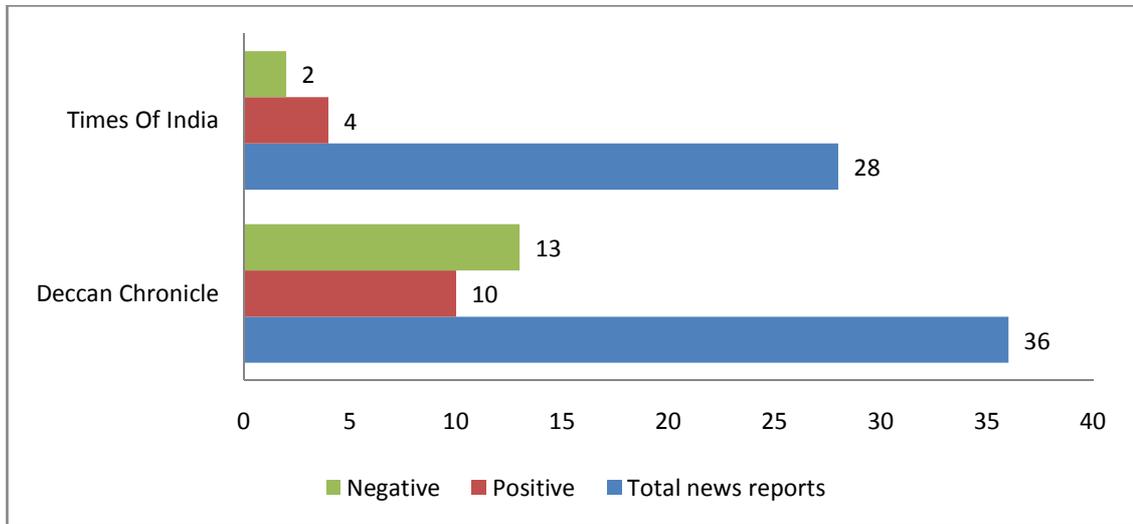
## **DATA PRESENTATION AND ANALYSIS**

The previous chapter has given the overview of aim, objectives and methodology that was adopted for the study including the scope and limitations of the study. This chapter presents the complete data gathered in relation to the study. The data is presented as per the objectives of the study which includes detailed analysis. This chapter has been divided into three sections which are based on the objectives of the study.

### **QUANTITATIVE DATA PRESENTATION**

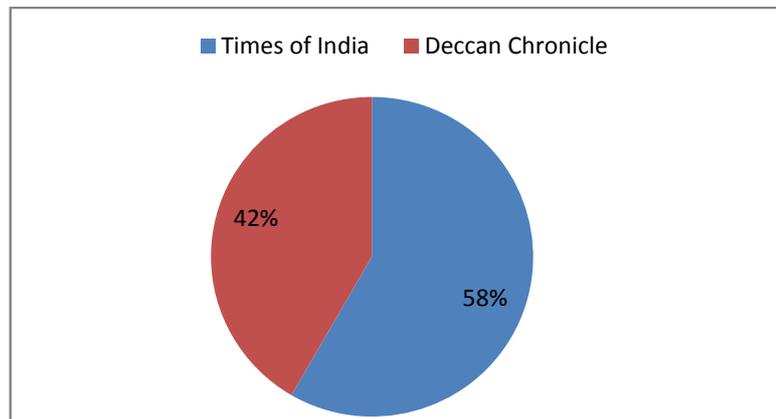
According to Matthews & Ross (2010) quantitative research methods are basically applied to the collection of data that is structured and which could be represented numerically. Quantitative data focuses on the quantity of things. It generally takes the form of numbers, and their analysis involves counting or quantifying these to draw conclusions. The outcome of quantitative research is easy to measure and the results can be clearly shown through objective data. It can also be easier to make predictions based on quantitative data because of its numerical basis. For this study, quantitative analysis is chosen to analyze the political interest of the newspaper, frequency of articles published on women politician and representation of women politician in numeric terms.

### 1. Total number of reports



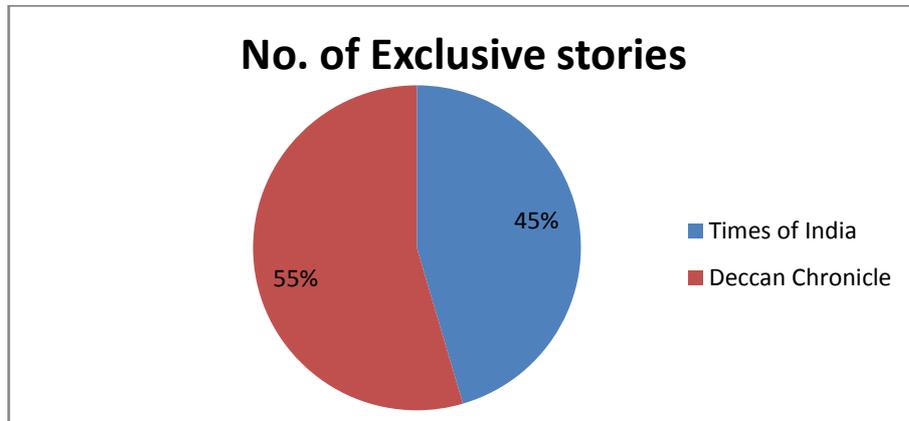
The above chart indicates the total number of news report covered by the Times of India and Deccan Chronicle on women politician. The Times of India covered total 28 news stories on women politician, out of which 4 are positive news story and 2 are negative news stories. Other news stories are neutral talking about which women politician got the ticket for election. The total number of news report covered by the Deccan Chronicle is 36, out of which 10 are positive news stories and 13 are negative news stories.

### 2. News Stories with the picture of women politician



The above chart indicates the percentage of news stories covered by both the newspapers with the photograph of women politicians. Out of 28 stories, the Times of India had 21 reports with the photos of women politician, while Deccan Chronicle carried 15 reports with the photos of women politician.

### 3. Exclusive stories

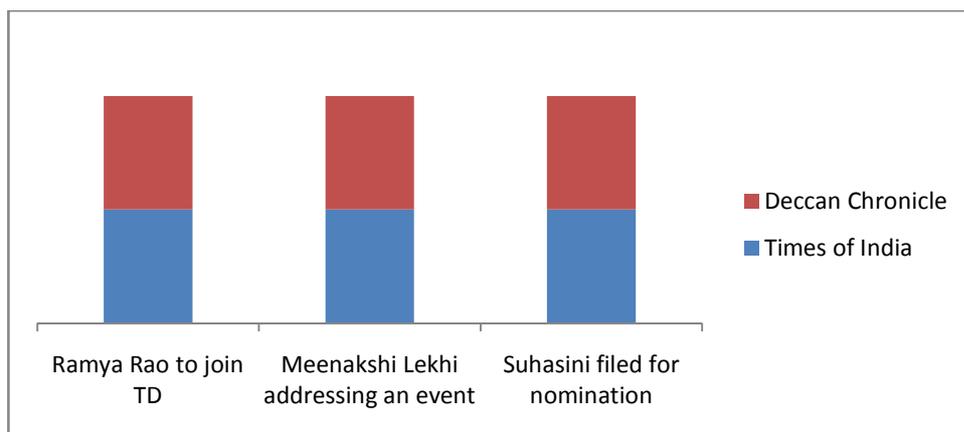


The above chart indicates the percentage of exclusive stories which were covered by both the newspapers on women politicians. The number of exclusive stories covered by Deccan Chronicle is 6 and The Times of India covered 5 exclusive stories on women politician of Telangana.

The stories covered by Deccan Chronicle were N Padmavathi sacrificing the seat, 33% quota of women reservation not fulfilled by any of the parties, none of the Muslim women have won any assembly elections after 1957, women legislators performs well in solving civic problems according to a survey, the transgender candidate went missing and the new policy of Congress that 1 ticket per family.

The exclusive stories covered by Times of India were Syed Shehezadi to contest elections, report on body shaming of women politician done by counterparts, no women ministers in TRS except KCR's daughter, report on youngest woman candidate Reshma Rathore and transgender candidate Chandramukhi addressing public.

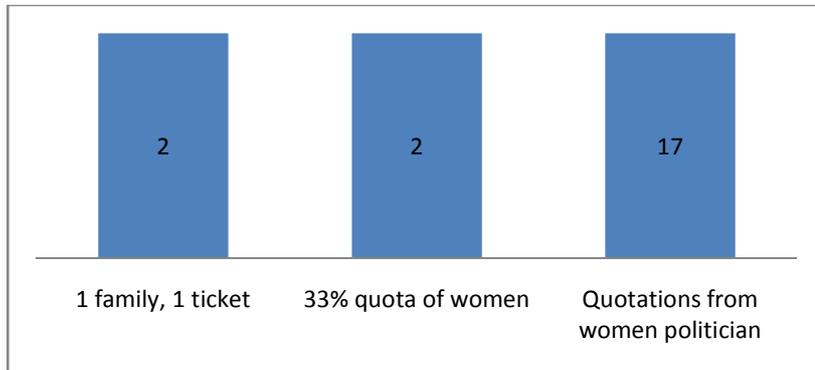
### 4. Equal coverage given to news stories by both the newspaper



The above chart indicates the number of stories which were equally covered by both newspapers. The three news story Ramya Rao to join TD, Meenakshi Lekhi addressing

event and Suhasini filed for nomination were covered by Times of India and Deccan Chronicle on Nov 9, Nov 10 and Nov 18 respectively.

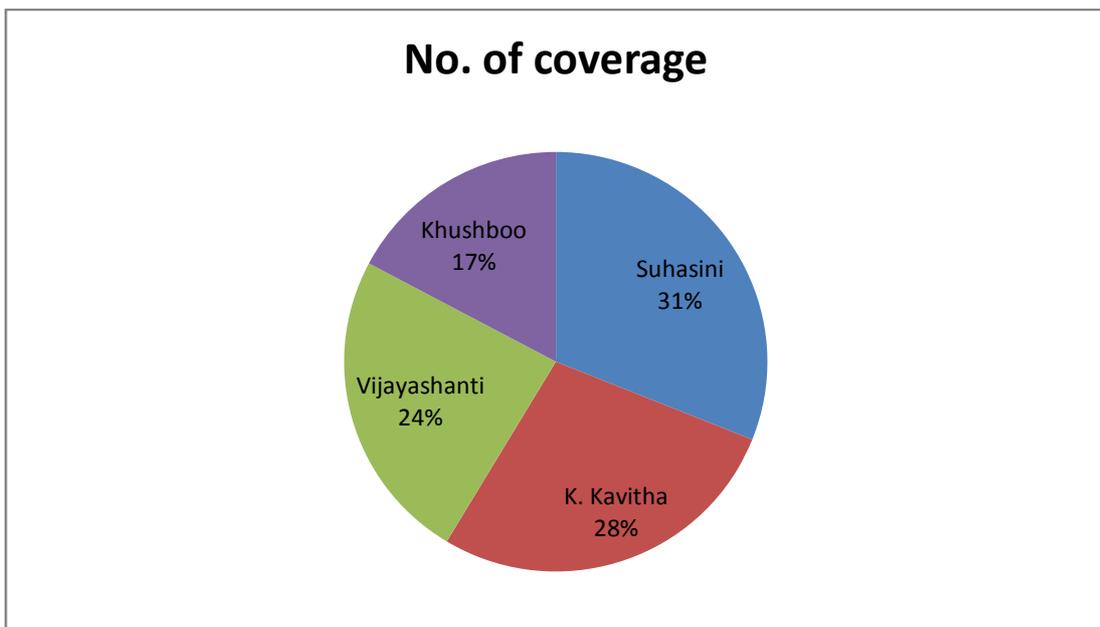
### 5. Special events



The above chart indicates the special stories covered by Deccan Chronicle. The news story on 1 family, 1 ticket by Congress Party got coverage for 2 days in Deccan Chronicle and similarly the story on 33% quota for women candidate was not fulfilled by any of the party, got coverage for 2 days in Deccan Chronicle.

A special coverage was given by Deccan Chronicle, where quotations from politicians along with their photographs was published on the extreme left hand corner of the 'Politics' page of the newspaper. The total of 17 quotations from women politicians were published from 1<sup>st</sup> November to 20<sup>th</sup> December, out of which 13 quotations were from K.Kavitha.

### 6. Coverage to women politicians



The above chart indicates the percentage of coverage given to different prominent women politician. On analyzing the news report on women politician covered by both the newspaper Times of India and Deccan Chronicle, the largest number of coverage was given to Suhasini, granddaughter of N T Rama Rao which was 9 news report, followed by K.Kavitha, daughter of KCR which was 8 news reports and then Vijayshanti, Kushboo, seven and four in numbers respectively and followed by Aruna Reddy, Pushpaleela, Geeta Reddy and others.

### **QUALITATIVE DATA PRESENTATION**

Bryman and Bell (2007) stated that qualitative research is a research strategy that indicates the relationship between theory and research and usually emphasizes on how theories were generated. As a research strategy qualitative research is inductivist, constructionist, and interpretivist, but qualitative researchers always don't subscribe to all three of these methods. Qualitative research focuses on the quality of things. It often involves the views or internal worlds of participants, and may include data generated through the use of interviews, focus groups, etc. The qualitative analysis helped in the in-depth analysis of coverage of women politician in newspapers. The content analysis was done on the coverage of women politician of Telangana, from two newspapers, Deccan Chronicle from 1<sup>st</sup> November to 20<sup>th</sup> December and the Times of India from 1<sup>st</sup> October to 7<sup>th</sup> December. It was discovered that Deccan Chronicle, being the regional newspaper, gives more coverage to women politician in 50 days, while Times of India, gave lesser coverage to women politician in 67 days.

#### **Representation of women politician in newspaper:**

- The women are not represented as the male politicians in the newspaper. No heroic characters or the charisma of the women politicians are represented.
- The highly circulated English daily newspaper in Telangana, Times of India and Deccan Chronicle talks about the tickets given to different women to contest elections from different constituencies.
- Apart from contesting elections from different constituencies, the report on women politicians occupies an insignificant place in the newspaper.

#### **Political interest of newspaper in coverage of women politician:**

- Deccan Chronicle has covered more number of reports on K. Kavitha, who is the daughter of KCR, the Chief Minister of Telangana. The newspaper also presented the greater number of quotations from K.Kavitha, which shows the inclination of paper towards the particular party.
- Times of India covered equal number of reports on different women politicians. It gave equal coverage to the politicians Kavitha and Suhasini, both belonging to different parties.

#### **Frequency of the articles, write-ups published on women politicians:**

- The frequency of articles published by Deccan Chronicle and Times of India on women politician is very less in comparison to male politicians.

- Deccan Chronicle published 36 news stories in 50 days of study.
- Times of India published 28 news stories in 67 days of study.
- None of the newspaper carried any editorials or special features on women politician.
- Only Deccan Chronicle published a cartoon on 20<sup>th</sup> November.

### **Coverage given to women politicians during regular days and during the election campaigns:**

During election campaigns the newspaper only covered news about the women contesting elections for different parties and from different constituencies. The other news reports were related to comments and attacks made by different women politician on counterparts. When compared to regular days there were no reports on women politician in either of the newspapers.

### **How newspapers highlight the works and contribution of women politician in Telangana:**

None of the newspaper covered any news on the contribution made by the women politicians. Deccan Chronicle covered a news story about a survey which states the improvement in the constituencies of women legislators, but in spite of this, the newspapers failed to highlight the works done by women politician.

## **FINDINGS AND DATA ANALYSIS**

The previous chapter has dealt with the data presentation on the objectives and content analysis done. This chapter will present the findings and observations made in the two selected newspapers.

### **Deccan Chronicle**

There were 36 stories on women politician mainly featuring on the 'Politics' page. The prominent names like Kavitha, Suhasini, Kushboo were seen a lot. There were 17 quotations given by women politician along with their photographs, which included a lot of quotations from Kavitha. The news stories about women politician occupied very less space with only 1 or 2 columns, ranging from 100 to 300 words.

- ❖ The news story reporting about the 33% quota for women is not fulfilled by any of the parties, highlights the condition of women politician.
- ❖ The news story about the sacrifice made by female politician like Padmavathi for the alliance tells about the less importance given to the female politician.
- ❖ Another news on lack of Muslim women politicians grabs the attention. The paper also highlighted the kidnapping case of transgender Chandramukhi.
- ❖ One news story in the month of December on the special edition page 'Verdict of 2018' with a headline 'Women Ministers possibility' occupies half of the page but in the entire story two paragraphs are devoted to women politician, rest talks about the predictions made in reference to male politicians.

- ❖ But all such news stories occupies a very small length in the newspaper except for 3 news stories, which has occupied half of the page- 33% women reservation story, women legislators outperformed men and Chandramukhi;s case.

It has been observed that some big stories carried only one or two paragraphs related to the women politician and rest is devoted to men politician. The most number of stories on women politician was published on 21<sup>st</sup> November, with 3 stories and one quotation.

There was also a cartoon published in the City Edition page which shows how two women politicians are running behind the bus full of male politicians.

### **Times of India**

There were 28 stories on women politician of Telangana in 67 days. An exclusive page was devoted to the elections called the Dance of Democracy. The daily coverage of each and every development relating to the elections was seen on this page but we saw the males dominating the page and the women politician's report were few.

- ❖ Out of 12-15 women politicians, only a few names were seen on a continuous basis namely DK Aruna, Padmawathi Reddy, Vijayashanthi, Kavitha, Syed Shehzadi. A few more names were seen but once or twice during this long period.
- ❖ The coverage throughout, about these few women politicians were positive though but they were seen quite insignificant in terms of the space in the newspapers. It occupied only 2-3 columns in the newspaper that also with 100-300 words news story. Almost in every report, they were found in a few lines of male-dominated or male-centric reports.
- ❖ In the months of October and November, we saw just a couple of reports exclusively on women politicians whereas the page Dance of Democracy was packed with reports on male politicians.

The important observation made in the Times of India newspaper was that not a single day carried more than one news story on women politician. There was only one news story per day, so it can be said that out of 67 days of analysis, only 28 days consisted news story on women politicians of Telangana, although it was time for Assembly Elections.

### **CONCLUSIONS**

The print media especially the newspaper are the most reliable source of information and carry all the important news. It makes the readers aware of the happenings of the world but the newspaper itself is not carrying this responsibility. The amount of coverage given to women politician before and after the Assembly elections in Telangana is very less.

The quantitative and qualitative data collected on analyzing the news reports covered in Deccan Chronicle and Times of India, shows that women politicians are given very less importance in comparison to male politicians. The two highly circulated English daily newspapers covers mostly the work done by male politicians. The politicians talk about gender equality and women reservation but such things are not followed in politics. And

the media, called the fourth pillar of democracy fails to give importance to works of women legislators.

Finally, the following inferences can be drawn based on the data obtained from the study:

- Times of India gives very less coverage to women politicians. As the elections were approaching, a special edition called as 'Dance of Democracy' was added to the newspaper but this page was totally dominated by the male politicians, highlighting their work contributions, and their comments to counterparts.
- Women politician occupied one or two column reports, highlighting about who got the tickets for election and who didn't.
- Moreover, the frequency was very less and only one story was published on a per day in Times of India
- In Deccan Chronicle the news stories occupied the space on the 'Politics' page of the newspaper mostly highlighting about who got the ticket and who didn't.
- A special coverage was given to women politicians by publishing the quotations from the renowned politicians of Telangana in Deccan chronicle. The newspaper also carried the news story of a survey that 'women legislators performs well in solving civic problems' but in spite of this neither they are given importance in politics nor they get proper coverage in newspapers.
- A cartoon was published in Deccan Chronicle where two women are seen running behind the bus full of male politicians. Apart from this there were no other special write ups or editorials written on women politician.
- Both the newspaper didn't highlight any works done by women politicians. Their contribution and work for betterment of the society didn't occupy any single story in any of the newspapers.
- There was 2-3 photographs of women politician, addressing a particular rally but apart from this there were no such reports on their interactions with the society, whereas the report on contributions made by some renowned male politicians occupied half of the page of the newspaper.
- With this study it is evident that women politicians are not given equal coverage as male politicians in the newspaper even at the time of elections.

Thus, the newspaper publishes very less articles and reports on women politicians. They do not prefer publishing about the contributions done by the female politicians. Even at the time of assembly elections, the women politicians got insignificant number of coverage in comparison to male politicians. There were big photos and articles of male politicians, addressing the rally and highlighting their works but unfortunately the women politicians doesn't get such limelight. In spite of the reservations and quota, the political parties are not fulfilling the required number of seats for women and the newspaper is also not making any effort to highlight the work of women politicians. The frequency of articles or news story published is very less. Deccan Chronicle is the regional paper of Telangana, so it has managed to give some coverage to women politicians but Times of India, being the national newspaper, hasn't published any special articles or writ- ups in the entire course of study. Therefore, the newspaper should change the attitude of this biasness and should hunt for reports which highlight the contributions of women

politicians to the society. This will not only lead to equality but will also motivate other women to contribute to the society through politics.

## BIBLIOGRAPHY

- ❖ **Anneppa, Geeta** (February 2015), “*Role of Women in Indian Politics with special reference to Karnataka 1952-2010*” <http://shodhganga.inflibnet.ac.in/handle/10603/37477>
- ❖ **Anuradha Chadha** (May 2014), “*Political Participation of Women: A Case Study in India*” [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2441693](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2441693)
- ❖ **BansariKamdar** (October 12, 2018) <https://thediomat.com/2018/10/where-are-indias-women-politicians/>
- ❖ **Deirdre O’Neill, Heather Savigny & Victoria Cann** (2016), “*Women Politicians in the UK Press: Not seen and not heard?*” <http://eprints.bournemouth.ac.uk/22011/1/FMS%20final%20version%2026th%20May%202015.pdf>
- ❖ **Ranade and Anjali** (1992), “*Political Participation of the Women in Rajya Sabha 1960-1985*” <http://shodhganga.inflibnet.ac.in/handle/10603/154034>
- ❖ **Rayapolu and Swarupa Rani** (1996) “*Women, social change and politics in early 20<sup>th</sup> century Telangana*” <http://shodhganga.inflibnet.ac.in/handle/10603/1787>
- ❖ **V Ramu Sarma**, *The Hans India*, Mar 08,2017 <https://www.thehansindia.com/posts/index/Telangana/2017-03-08/Raw-deal-for-women-in-Telangana/285407>
- ❖ <https://www.book4ad.com/blog/top-10-newspapers-in-hyderabad/>
- ❖ <https://www.thebetterindia.com/143745/one-third-reservation-parliament-indian-women-bill/>
- ❖ <https://www.financialexpress.com/india-news/telangana-assembly-elections-political-parties-ignore-girl-power-in-seat-allocation/1388408/>
- ❖ <http://adaniel.tripod.com/parties.htm>
- ❖ [https://en.wikipedia.org/wiki/Category:Women\\_in\\_Telangana\\_politics](https://en.wikipedia.org/wiki/Category:Women_in_Telangana_politics)
- ❖ <https://english.sakshi.com/politics/2018/10/08/kcr-neglects-women-in-trs-candidates-list>
- ❖ [https://en.wikipedia.org/wiki/List\\_of\\_newspapers\\_in\\_India](https://en.wikipedia.org/wiki/List_of_newspapers_in_India)