

The Nepali Perspectives on International News Coverage

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Abstract

This paper presents a reflection on the colours of headlines in international news coverage in the Nepali English dailies. Headlines have the power of attracting and repulsing audiences on the ground of their professional appearance especially, in this context, relating to their different colours. It is important to note that audiences complete their journey in three ways: tasting, gulping, and biting and processing titles that can zest things up. It is actually a portrayal of professional insight into the multi-dimensional messaging of information through headlines crafted in the context of international communication in Nepal. There is still a need for other empirical research on headlines from several other perspectives.

Keywords: international news, coverage, international communication, headline-colours

Background

International news coverage (INC) in international page (IP) of English dailies in Nepal (EDN) has the gravity to hold the attention of audiences who can feast their eyes on colours of headlines (CoH) underneath the umbrella of international communication (IC) a multidisciplinary genre. Broadly, headlines in INC of all types of media are destined to enhance IC globally, narrowly, headlines in INC of the EDN are intended to boost IC at least regionally.

Whether headlines have an influence on short- or long-distance audiences, it is all confidently possible as a result of the number of colours they carry. One may argue that audiences of today are not fools to be influenced by the hypodermic needle theory of media because of their awareness and many

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options which have the power to leave deep impressions on audiences from all walks of life.

International News Coverage

Nepal, like different nations, can't stay reserved from her neighbors and then some. Her enrollment with SAARC, Joined Countries, and so on alongside her discretionary binds with a few nations and her relationship with globalization could be taken as a couple of instances of her acknowledgment for IC. INC through print media like papers is one of the extremely successful devices of IC. The writing referred to from different sources fills in as a thought behind Nepal's openness to the global networks as well as the other way around.

During the time of the extremely old Rana organization, our nation was a major provider of Nepali labour for the English pilgrim armed force. On the off chance that Somewhat Englo-Nepali war of 1814-16 according to Karl Marx "opened the entryway for dealings of Britain with Nepal," the political overthrow achieved by Jung Bahadur Rana... the Nepalese were not just denied of common freedom and the option to frame social and political associations, however, that multitude of the method for mass data and promulgation that could make individuals politically aware of their genuine privileges were likewise disallowed to work (Shakya, 1999, p. 26).

Clearly, the press then, at that point, was intentionally restricted in order to forestall the public from monitoring their genuine freedoms.

Profoundly esteeming the targets behind the foundation of the English-language press by virtue of their items are pretty much similar in every one of the broadsheets and are in the better structure today, Verma (1988) sees:

Nepal's contact with the world has expanded. "The English press in Nepal is taking special care of the taste and needs of its informed perusers" (pp. 53-54) every Nepali paper, regardless of the language they use for correspondence, discusses the very things...Admitting the way that the news things in certain diaries, especially in the Rising Nepal, are presently better and more different, consistency is what a peruser has figured out how to anticipate (p. 56). The thought of glory and the craving to familiarize outsiders in Nepal and abroad with Nepali socio-political issues are bosses among them. The level of accomplishment accomplished in understanding the targets isn't known" (pp. 60-61).

Until 1990 there was not really any INC in the Nepali press; regardless of whether there was, it was scarcely customary dissimilar to the present time.

Kshetri (2009) weights the pretended by global news organizations for INC in the Nepali press:

The expansion in broadsheet dailies of Nepal after the progression of the media market in the 1990s denoted the adjustment of the media content - a shift from prior mission news coverage to impressive skill. Thusly, global news turned into a significant element of the dailies. Presently, every Nepali broadsheet day to day has no less than one page for the inclusion of worldwide news got primarily through the news agencies: AP and AFP. Moreover, a huge part of sports, amusement and business stories come from these organizations. The corpus is sufficient to indicate the significance of organisational news.

It is actually significant that there are likewise other two global news organizations among the 'enormous four': Reuters and UPI in which media of non-industrial nations are subject to for their INC.

The Constitution of Nepal (2015) has ensured the 'Right to opportunity' in Sub-Proviso (a) of Statement (2) of article 17, the 'right to correspondence' in conditions (1), (2), and (3) of article 19 and the 'Right to data' in article 27 (Parliament of Nepal, 2016). Appropriately, media places of Nepal appreciate allowing their distributions to have news inclusion along with INC maintaining their arrangements which are initiated from 1.4 onwards.

Global News Inclusion in English Dailies of Nepal

Media in Nepal have prevailed with regards to drawing the consideration of the crowd however restricted in size of INC. INC is one of the supporters of 'worldwide town' getting converted into the real world and has thus it has become obligatory sort to the press in Nepal.

INC underestimates the works on sticking to editorial awarenesses, moral standards and values up to the norm of professionalization. A brief look into INC of every media has an effect upon crowds that it is some way or another expertly overseen yet INC titles in the English dailies are found to have been played with spelling botches, syntactic mistakes, redundancy of same reports (at times supplanting of one passage with the other), confusion among titles and reports, non-consistency of INC in a similar page and in some cases even the oversight of INC. In any case, every one of these disadvantages relating to INC that change from one day to day to another is not and can't be the cause to keep INC from turning into an unmistakable field of media/press in Nepal.

Result of Show and Examination of Information

In the review, a survey strategy has sought after for information assortment. One bunch of surveys was for the interviewees while one more set was ready for the respondents. Out and out 10 interviewees addressed 30 unique inquiries in an eye-to-eye centre gathering type conversation; 20 respondents have been drawn nearer to topping off the second arrangement of the poll containing 30 distinct inquiries.

Of reactions to inquiries questions and surveys notwithstanding the analyst's perception of the EDN are to work with in get-together essential information (both subjective and quantitative) exceptional with 'information driven messages' by means of figures which might be helpful measures to transmission model of correspondence for the interest groups.

Responses to Interview Questions about INC

Here are the glimpses of qualitative data collected from the interviewees[†].

Colours of Headlines in INC

The number of interviewees appeared in the percentage column of Fig. 1 illustrates they have opined about CoH in INC of which the findings are:

- TRN: 50% for positive and 20% neutral
- TKP: 20% for positive 10% neutral and 30% negative
- THT: 30% for positive, 30% neutral and 10% negative
- RPB: 20% for positive, 20% neutral and 10% negative
- EDN: 20% for all colours, 10% negative and 10% indistinguishable

† Mr. Bharat Dutta Koirala (9th June), Ms. Sarita Dewan (7th June), Dr. Basu Dev Kafle (7th June), Dr. Sushama Acharya (4th June), Dr. Archana Thapa (1st June), Dr. Asha Singh (31st May), Dr. Suresh Acharya (23rd May), Dr. Shree Dhar Khanal (22nd May), Dr. Manju Mishra (21st May), and Dr. Kapil Khanal (20th May) - all in 2019 whose lively partaking in the interview are duly acknowledged.

Fig. 1: INC with CoH

Colours in INC Headlines	Frequency	%	Remarks
TRN (balanced news/headlines)	1	10	Privates lacking balanced news
THT (unbiased, positive/fair news); TRN (positive news)	1	10	RPB reading purpose
TRN (positive but sometimes negative headlines); TKP (impartial headlines)	1	10	All colours in each daily (sometimes)
TRN (more neutral with accountability); other dailies fall under one or the other category of colours	1	10	The amount of colours variation
TRN and RPB (both positive); TKP (negative); THT (neutral)	1	10	Policies vs. sensationalism
TKP [objective news (without tagging positive or negative)]	1	10	RPB standard gone down; TRN not reading
TKP (more negative); TRN not giving good international news; negativity in all newspapers	1	10	All headlines to go for neutrality
TRN, THT and RPB more neutral than TKP with vested interests and little biased though stands ahead of others in terms of INC; neutrality questionable relating to domestic coverage; sometimes carry indistinguishable headlines	1	10	Un-priority of issues and editors' indifference to them
Balanced news; no negativity in THT	1	10	Actually unawareness of colours in the dailies
RPB and THT (both with positive, negative, neutral headlines); TRN (positive headlines) but other newspapers including TKP (negative or neutral headlines)	1	10	Private's sensationalisation (negativity) tendency being critical to the government

[Note: Among 10 interviewees' remarks on CoH, some have restricted their opinions either to the one English daily or two or three or even four, whereas others have opined about all the four English dailies.]

Improvement in INC by CoH

- Headlines must be in the middle of the road and they should have the responsibility to bring the news as real and there should not be any political colour.
- There should be two headlines: positive or negative; nothing neutral; why neutral?
- Headlines should not lose the main spirit; negative content should not be in the headlines though in its story.
- Carrying the news message is more important than making the headlines colourful. News could be made saleable if headlines are made colourful means thinking audiences as fool...Generally, positive message without any question should be in the headlines.
- No comments on that because of unawareness; not seen newspapers according to colour and bad thing.
- There's nothing to be negative news though it is sometimes thought to be so. Private media houses except the government-run Gorkhapatra Corporation that bring out newspapers raise questions of doubt (about truth in news) and benefit. So, hopefully they disregard the fact that the newspaper should be a profitable venture but cannot do the reality of life. Nevertheless, they still think that they should be more objective, closer to truth through the message without misleading the readers.
- Both positive and neutral headline colours should be there. Neutral is better than negative. But if everything is positive, readers may ignore. If not deviated from positivity, they may not read newspapers. Neutrality is a must to control. Antagonistic feelings are born because of negativity.
- Developing clear cut ideas about international, contemporary, national, regional issues, newspapers have to maintain neutrality. But in a country like ours where the critical mass is in the making, these papers also have the responsibility of sensitizing the mass getting aware of what's going on in the world by being selective in the projection of writing, presenting the issues that bear the national importance/implications is a must.
- Now-a-days social media has become so powerful that it doesn't make any difference whether newspapers have negative or neutral headlines. As people have freedom of writing, they express their ideas and get the real news through several media. So, people need not rely on the EDN regardless of colours because they can switch to other media when information is not enough.

Responses to Questionnaire about INC

Let us have a glance at quantitative data collected from the respondents⁵⁵.

Most to Least Positive Headlines in INC

The number of respondents appeared in the percentage column of Fig. 2 shows they have noticed positive colour in INC headlines of the EDN.

Fig. 2: INC with the Most to the Least Positive Headlines

Response	Frequency	%	Remarks
TRN	7	35	1 respondent opted for 'No Idea' as such option was inadvertently missing which has affected the completion of frequency and percentage as it lacked 1 (5%) of respondents! ['Not Any One' commented by another respondent though he/she has already opted for one of those EDN.]
TKP	3	15	
THT	7	35	
RPB	2	10	

Most to Least Negative Headlines in INC

The number of respondents appeared in the percentage column of Fig. 3 shows they have noticed negative colour in INC headlines of the EDN.

Fig. 3: INC with the Most to the Least Negative Headlines

Response	Frequency	%	Remarks
TRN	1	5	1 respondent opted for 'No Idea' as such option was inadvertently missing and 2 respondents missed answering the question which has affected the completion of frequency and percentage as it lacked 3 (15%) of respondents!
TKP	5	25	
THT	6	30	
RPB	5	25	

The respondents (5 each in different four groups) who keenly participated in getting the questionnaire filled up: higher education students (6th June), media persons not working for international page (6th June), ordinary house persons (27th May), and professionals (20th May) - all in 2019 are duly acknowledged.

Most to Least Neutral Headlines in INC

The number of respondents appeared in the percentage column of Fig. 4 shows they have noticed neutral colour in INC headlines of the EDN.

Fig. 4: INC with the Most to the Least Neutral Headlines			
Response	Frequency	%	Remarks
TRN	5	25	1 respondent opted for 'No Idea' because such option was inadvertently missing which has affected the completion of frequency and percentage as it lacked 1 (5%) of respondents!
TKP	8	40	
THT	4	20	
RPB	2	10	

Most to Least Indistinguishable Headlines in INC

The number of respondents appeared in the percentage column of Fig. 5 shows they have noticed indistinguishable colour in INC headlines of the EDN.

Fig. 5: INC with the Most to the Least Indistinguishable Headlines			
Response	Frequency	%	Remarks
TRN	2	10	1 respondent opted for 'No Idea' because such option was inadvertently missing and 1 respondent missed answering the question which has affected in the completion of frequency and percentage as it lacked 2 (10%) of respondents!
TKP	4	20	
THT	4	20	
RPB	8	40	

Areas for Improvement in INC by CoH

The number of respondents appeared in the percentage column of Fig.6 shows while some of them have felt the need of improvement in INC (by addressing the issues of CoH), some others have not felt so, and the rest of them are unknown about it.

Fig. 6: CoH's Role in INC Improvement

Response	Frequency	%	Remarks
Yes	7	35	1 respondent missed answering the question which has affected the completion of frequency and percentage as it lacked 1(5%) of respondent!
No	6	30	
Don't know	6	30	

Researcher's Observation about INC

As per the observation made by the researcher, CoH in INC of the EDN has been identified and in view of that an attempt has been made to collect qualitative/quantitative data.

TRN Colours

The state-owned TRN is the first English daily newspaper came into existence in the country and is found to have maintained consistency not only in terms of INC all days but also coverage on 5th page in every issue with amalgamation of all colours. Its amount of CoH is placed in the percentage column.

Fig. 7: Colours of TRN

Colours	Frequency	%	Remarks
Positive	81	30.79	All days coverage in December 2018
Negative	77	29.27	
Neutral	37	14.06	
Indistinguishable	68	25.85	

TKP Colours

The private-owned TKP is the second English daily newspaper came into existence in the country and is found to have made INC in such a way: all issues on 5th page except 5 on 10th, and 1 on 11th with inclusion of all colours but not five-day coverage.

Fig. 8: Colours of TKP

Colours	Frequency	%	Remarks
Positive	75	34.56	No coverage on 7 th , 10 th , 14 th , 20 th and 21 st December 2018
Negative	85	39.17	
Neutral	6	2.76	
Indistinguishable	51	23.50	

The study focuses on the English dailies: TRN, TKP, THT and RPB of December 2018 which were subscribed for observing headlines/international news coverage in their international page with particular attention on colours (e.g. positive, negative, neutral, and indistinguishable) contained by them. In his observation on headline colours, the researcher has missed the need of improvement in international news coverage owing to indubitable limitations but has accomplished overcoming the very issue by respecting the opinions shared by interviewees and respondents.

THT Colours

The private-owned THT is the third English daily newspaper came into existence in the country and is found to have made INC all days in this manner: 9 issues on 6th page, 17 on 7th, 2 on 8th, 1 on 10th, 1 on 11th, and 1 on 19th. A cursory look at IP lets us know that its headlines contain no neutral colour! Its amount of CoH is placed in the percentage column.

Fig. 9: Colours of THT

Colours	Frequency	%	Remarks
Positive	33	22.14	All days coverage in December 2018
Negative	90	60.40	
Neutral	Nil	Nil	
Indistinguishable	26	17.44	

RPB Colours

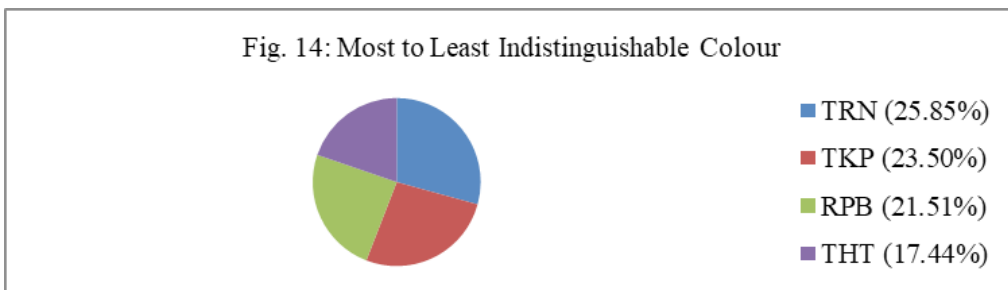
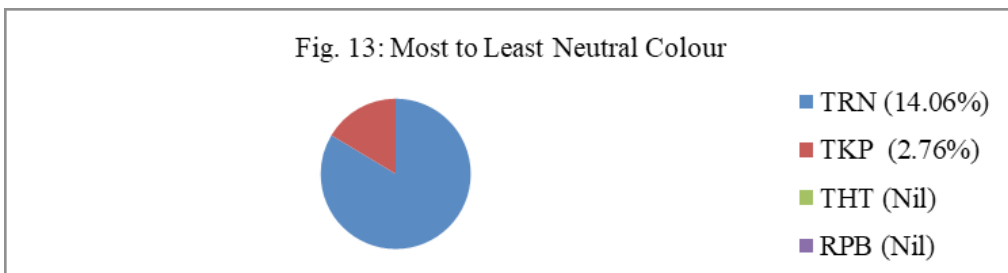
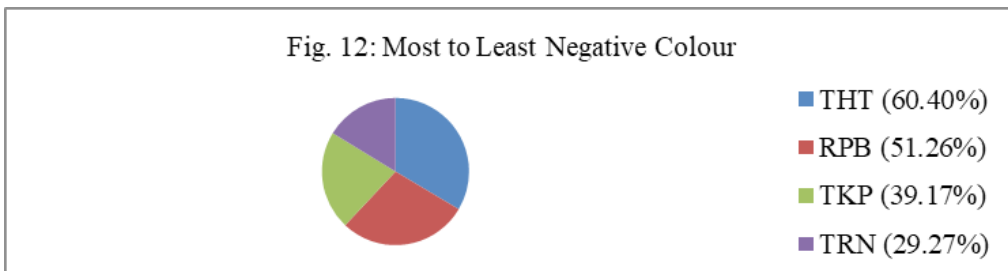
The private-owned RPB is the fourth English daily newspaper came into existence in the country and is found to have made INC all days on page 5 except one day but without neutral colour (as per cursory reflection). Its amount of CoH is placed in the percentage column.

Fig. 10: Colours of RPB

Colours	Frequency	%	Remarks
Positive	43	27.21	No coverage on 31 st December 2018
Negative	81	51.26	
Neutral	Nil	Nil	
Indistinguishable	34	21.51	

Most to Least Colours in INC

The pie charts (11-14 figures) help reflect INC having influential colours from the most to the least degree in IP of the EDN. The percentage against each English daily reflects the colour concerned of its INC headlines in the respective figures.



Conclusion

CoH in INC of IP in the EDN has the potential to boost IC at its best and can captivate diverse audiences in our nation, regardless of size. In any case, it is significant and awful that such EDN is found to have been disjointedly applying disparate varieties, for instance, more inclusion of created nations with positive tones than less inclusion of non-industrial nations with negative tones. In this specific situation, the other two tones: can be ignored as neutral and indistinguishable.

The designing part of IP depicts the range of INC in the EDN which is arranged towards messages infusing to as numerous crowds (who are by and large 'title gazers' impacted by predominant CoH) as could really be expected. Due to the fact that audiences come from a variety of backgrounds, including culture and education, their teachers motivate them in different ways to at least appreciate the CoH and recognize the need for INC improvement by the CoH. It is important to note that audiences complete their journey in three ways: 'tasting, gulping, and biting and processing' of titles that can zest things up. The interviewees, respondents, and researcher's reflections on CoH in INC of the EDN state that colors are guided by journalistic sensibilities, which, if precisely taken into account, can satiate audiences as well as reward journalists, media owners, and stakeholders worldwide.

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