

# **A Comparative Analysis of Media Coverage of National Education Policy 2020 with special reference to Times of India and The Indian Express (TOI & IE)**

**Kshamata Chavan and Rajashree Bhorkade**

Assistant Professor

KLE Society's Science & Commerce College, Kalamboli, Navi Mumbai, Maharashtra, India

**Abstract:** *Media is one of the powerful tools to form public opinion on current events. Be it a change in climate, change in political atmosphere or change in policy. Media plays an important role in not only informing the happenings but also making them think about the same. The researchers are trying to find out the formation of media in the form of the news represented and hence, the researcher has taken the opportunity to analyze the news of National Education Policy 2020. The goal was to find out the news of the change in NEP 2020 policy. The researchers have taken two news websites to analyze the media coverage of National Policy 2020. The coverage was analyzed based on selected five parameters: Language, Focus, Points not covered, Infographics and Opinion. The research was concluded with differences in media coverage.*

**Keywords:** Media coverage, Times of India, The Indian Express, National Education Policy 2020, Education, Development, Opportunities, Reforms

## **I. INTRODUCTION**

Education is one of the needed rights which every human must possess. Education is important to fulfill human potential in achieving equal development. India is seen gaining momentum in providing quality education to continue the growth in social, political and economical growth. Also, India is thriving towards scientific advancement, national and cultural integration. Inclusive high-quality education is the most effective approach to develop and use our country's vast skills and resources for the benefit of individuals, society, the country, and the globe. Over the next decade, India will have the world's largest population of young people, and our capacity to offer them high-quality access to education will determine our country's destiny.

The National Education Policy 2020 is the nation's one of the education policies formulated for addressing the country's many expanding developmental imperatives. This Policy proposes that all aspects of the educational structure, including regulation and governance, be revised and revamped in order to form a better system. The National Education Policy places a strong emphasis on the development of each person's creative potential. It is based on the notion that education must develop not just cognitive capacities – such as literacy and numeracy – but also social, ethical, and psychological capacities and attitudes.

The rise of certain policies gave a great piece of news to the media reporters who reported the newness of the policies, their analysis, advantages and disadvantages, implementation process, opinion of political leaders, etc. Such policies are public information which forms a crucial part in forming public opinion. Public information espouses viewers/ reader's satisfaction or dissatisfaction with policies of the government. As per Graber's review, Public information efforts, "irrespective of their importance for the public's welfare, do not make it onto the radar screen of social science researchers' ".(1) Remarkably enough, satisfaction with government policies is nevertheless believed to be the one of the key determinants not only of electoral choices but also of public participation (2). From the government's perspective, providing public information is critical to opening the doors to the wider populace.

Governments subsidize the news industry by providing a variety of services (press facilities, press conferences, interviewing, press releases, and the leakage of confidential material) to help them get their information into the press (3). Regular news gathering would be significantly less efficient without such facilities, which would be disastrous. This means that even critical news organizations will rely on the government as a significant source of information. Journalists will even limit the spectrum of alternate viewpoints presented in the news to those presented in mainstream political debates (4). "Even though both groups have a critical relationship in terms of professional norms and political aims, regular press conferences, briefings, and social gatherings provide fertile ground for stabilizing the working relationship" (5). New information technologies, such as the social networking sites, and videoconferencing, help to further decrease the communication conduits between politicians and journalists. In addition to broad news subsidies aimed at swaying the spectrum of alternate viewpoints expressed in the press, government information may seek to directly manage the news.

In this paper, we will be comparing such media coverage of National Education Policy 2020 by covering various parameters. As the reader is required to have a quick grasp of news, websites are the ethical platforms which can meet the needs for the same. News websites are an online platform for active internet users. It allows publishing news beyond the 24 hrs of time period. This research paper will make use of such news portals where the researchers will be exploring the comparative analysis of two Indian authentic web portals i.e. Times of India and Indian Express. The web portals are chosen in order to understand stated parameters in a unique way.

Times of India is an English daily newspaper owned and run by Times Group. The ownership has been handled by Bennett & Coleman since 1838. The Times of India Online has emerged as world's no. 1 website in engaging the readers. The Indian Express is an English daily newspaper founded in 1932. The paper was published by Ramnath Geonka.

**II. RESEARCH METHODOLOGY**

**2.1 Research Design: Exploratory Research Design**

Exploratory research is defined as research undertaken to learn more about an undefined problem. It is done to acquire a better understanding of the current issue, but the results will not be conclusive. In this form of study, a researcher starts with a broad notion and then uses research to uncover problems that can be studied further. One important factor to examine is the researcher's willingness to change course if new information or insight becomes available. A research like this is usually carried out when a problem is still in its early stages. Because it's used to answer questions like what, why, and how, it's also known as grounded theory or interpretive research.

**2.2 Research Method: Comparative Analysis**

The process of describing and explaining the similarities and differences between circumstances or outcomes is referred to as "comparative analysis." The three categories of comparative analysis are quantitative, qualitative, and fuzzy comparative analysis. Quantitative comparative analysis is used to compare variables, qualitative comparative analysis is used to compare situations, and fuzzy comparative analysis is used to compare data sets. Data collection is combined with theory or theoretical conceptions in comparative study.

The comparative study is conducted with the two distinguished news websites The Times of India and The Indian Express. The researchers have compared the news of the explanation of National Education Policy 2020 and have tried to know the perspective behind covering the NEP 2020.

**2.3 Parameters for the Comparison between Two Newspapers**



**Figure 1.1: Parameters of Media Coverage for Comparison**

**III. LIMITATIONS**

- The research paper is trying to compare only two news portals
- The research is covering only the data which has been highlighted on web portals
- The research is limited to news related to Explanation of NEP 2020.

**IV. RESULTS /FINDINGS**

**4.1 Language**

The language that is used to explain NEP 2020 by The Indian Express is a little difficult to understand for the ordinary people. Jargons like ‘core essentials’, ‘incumbent’, ‘hamstrung’, ‘concurrent’, ‘pedagogy’, ‘trajectory’, ‘reconfigure’ are not comprehensible to the common people. Though these terms are very common in the education field, readers from outside the field might not understand the terms. The syntax of headlines has been reduced in order to fit as much information in as little space as possible. Newspapers use short syntax to attract the attention of the readers. Times of India has made use of a Noun in the headline whereas the headline of Indian Express begins with a verb.

Following are the syntax used by TOI and IE in their headlines:

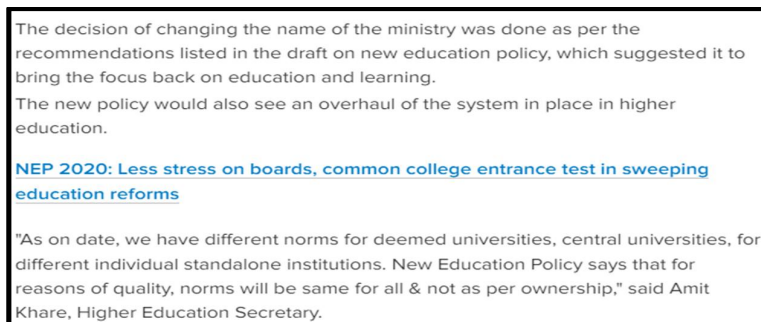


**Figure 1.2:** Headline by TOI



**Figure 1.3:** Headline by IE

Semantics is part of language. It deals with all linguistic aspects of words, phrases, and sentences in language. Semantics is generally concerned with the study of meaning communicated through language. So we can say that due to the use of jargon in media coverage of NEP 2020 done by Indian Express is difficult to understand for the readers as they can not easily interpret the meaning. And the media coverage by Times of India is much easier to understand for the common people.



**Figure 1.4:** Syntax by TOI

The NEP only provides a broad direction and is not mandatory to follow. Since education is a concurrent subject (both the Centre and the state governments can make laws on it), the reforms proposed can only be implemented collaboratively by the Centre and the states. This will not happen immediately. The incumbent government has set a target of 2040 to implement the entire policy. Sufficient funding is also crucial; the 1968 NEP was hamstrung by a shortage of funds.

Figure 1.5: Syntax by IE

#### 4.2 Focus

- **TOI**- TOI has focused on the major reforms that have been made in school education, higher education, assessment reforms, outcomes of the policy and in use of technology; these are the areas which were covered by the TOI. New education policy says that for reasons of quality, norms will be the same for all. Overall, TOI has focused on the benefits and major changes in all categories of education. Not much is explained in detail as the information is conveyed to the readers only through the pointers. The news concludes with the evolution of National Education policy.
- **IE**-The Indian Express focuses on implementation of the NEP rather than the reforms that have been brought by the new education policy whereas Times of India focuses on the overall changes introduced by the NEP 2020. IE explained the new education policy in terms of curriculum, courses and medium of instruction for the learners etc. The question was also raised by the Indian Express whether the regional language or mother tongue will be followed by the states? Tamilnadu state is still not following the three language formula which was stated in the first education policy in 1968. IE also focuses on the major recommendations of the NEP in higher education and multiple disciplines.

Both the newspapers have discussed the changes in the education policy from 1968 till 2020.

#### Points not covered

Vocational Education is the aspect which was not covered at all by these two newspapers. In fact it was one of the important aspects of the curriculum. India is a country where 64 percent of the population is between the ages of 15 and 59. As a result, a high-quality, high-throughput Technical and Vocational Education and Training (TVET) system has always been a critical need for India's economy in order to meet the demand for trained workers and achieve the goal of inclusive and equitable growth.

#### 4.3 Infographics

- **TOI**-The news includes less use of infographics. Infographics used by Times of India needed to convey information clearly, but they lacked creativity. Hence, these infographics failed to attract the attention of readers and also understanding. The infographic used in TOI covers the unique points which are essential to highlight. The infographic includes two separate segregation for schools and colleges. The school infographic covers points like change in structure, Multi-stream, Diluted board, Multilingual, Bag- less days etc. Whereas the points covered in College include SAT- like College test, bachelors, No affiliation, Free cap, Going Glocal etc.
- **IE**- A good number of infographics are used to show the comparison of the 1968 , 1986 and 2020 education policy and even to present the uniform 10+2 structure of school and higher education. This enabled the readers to evaluate the presented information on a timeline. The graphics are easy for readers to comprehend. The IE has used a creative concept of slate board to explain the points uniquely. Also, they have mentioned the graphic number to each graphic for readers to understand. Some infographics include drawings and the explanations in below captions. This is making the overall news attractive and reader friendly.



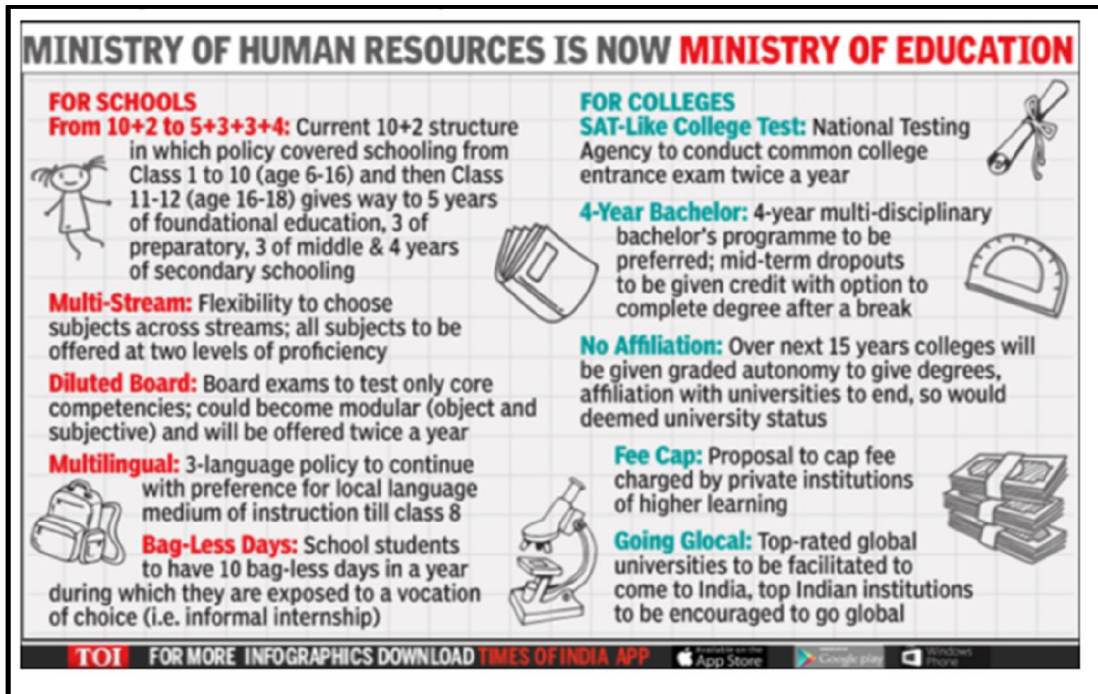


Figure 1.6: Infographic by TOI

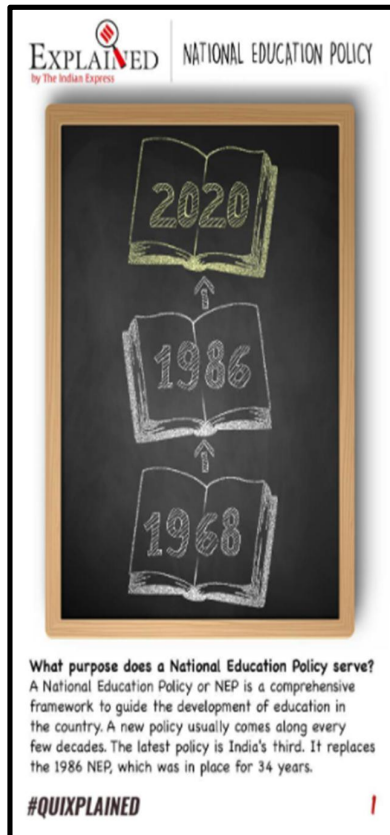


Figure 1.7: Infographics by IE

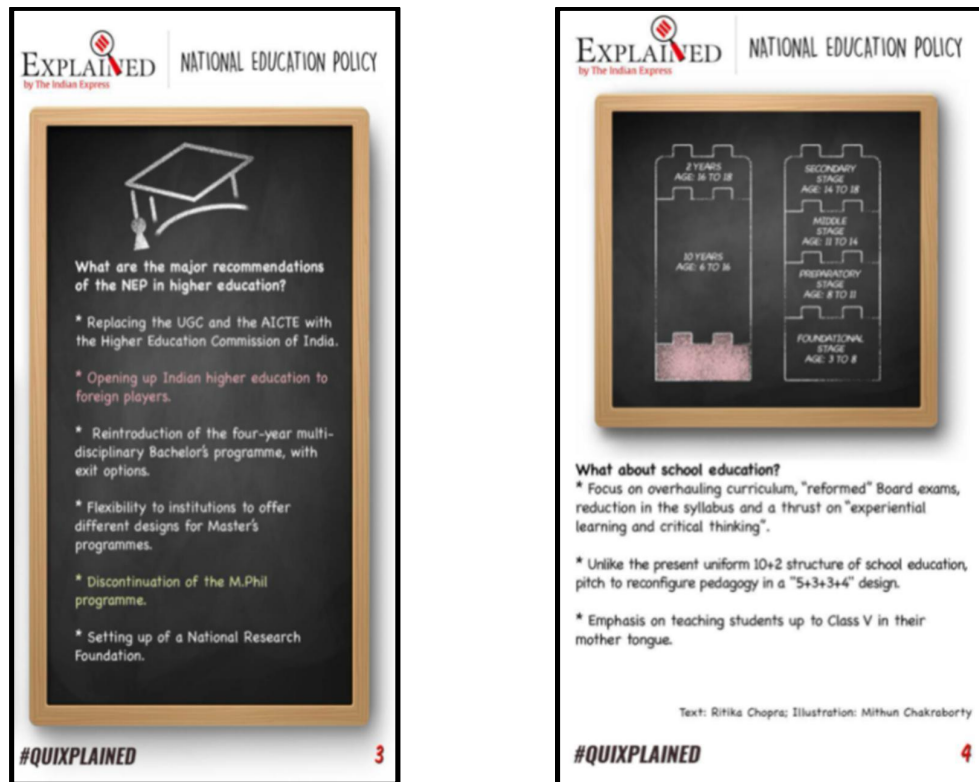


Figure 1.8-Infographics by IE

#### 4.4 Opinion

- **IE**-No biased opinion was found in IE, hence they have explained the points very clearly without forming any negative opinion. The points on which the news coverage is focused is verified with quotes from concerned authority. Hence, the IE has positively covered all the points from National Education Policy 2020.
- **TOI**- No biased opinion was found in IE, hence they have explained the points very clearly without forming any negative opinion. However, the researcher finds less information as the entire news is in bullet format and detailed explanation of news is not given. No personal opinion was found. Hence, the news is covered on a neutral basis.

#### V. CONCLUSION

The researcher gained knowledge about both Times of India and The Indian Express news websites. Both the news was read thoroughly. The following conclusion includes that, Language wise both the media coverage of NEP 2020 is moderate to understand, however it depends on the literacy level of the reader to get into the crux of the news. Both the news websites have focused on the reforms in the new education policy as compared to the previous one and the comparison is mentioned in the same. Information about vocational education seems to be missed in both the media coverage. But the perspective is quite different as TOI is limited to conveying the new minutes and changes added in policy. Whereas, IE has focused on implementation and benefits for school & higher education and associated benefits to universities.

The media coverage of IE is more appealing and attractive due to the usage of creative infographics whereas the media coverage of TOI lacks creativity and text as there is only one infographic used to explain the entire policy and text is less as the news is explained in bullets. In the end, no personal opinion was found in both the coverage, but IE's coverage was more towards positivity whereas the coverage by TOI was neutral. However, the researchers were limited

to two news websites. The data that was analyzed was only the news regarding the explanation of National Education Policy 2020 Hence, the research was concluded with differences in media coverage.

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