

A Quantitative and Qualitative Coverage of Varied food, Nutrition and Health Related Reports in Print Media of UAS, Bengaluru

N. V. Muruli*, H. B. Shivaleela and Muragod, P. P.

Department of Food Science and Nutrition, UAS, GKVK, Bengaluru-65

*Corresponding Author E-mail: murulinv100@gmail.com

Received: 6.10.2018 | Revised: 13.11.2018 | Accepted: 19.11.2018

ABSTRACT

A Study on health, food and nutrition information communication in popular print media of UAS, Bengaluru was carried during the year 2016-2017 at UAS, Bengaluru, regarding to the content analysis of dailies. In content analysis, a total of 3720 food and nutrition information published in select two national english (The Hindu and Deccan Herald), two regional kannada newspapers (Prajavani and Vijay Karnataka) and two popular local magazines (Gruha Shobha & Health Magazine). Out of 3720 food and nutrition information from dailies analysed, maximum information disseminated was on nutrition in food (23.44%) followed by areas of health (21.64%) as well as related to food and balancing them (17.80%). Information disseminated through dailies is authenticated with scientific support studies which extends confidence as also provide knowledge among readers for adopting them. The qualitative content analysis was carried out for the data collection from six print media to validate scientifically on food and nutrition information published in each of the separate category. Scientific support for the food and nutrition information report envisaged research evidences and study source with specific achievements.

Key words: Family, Cooking, Nutrition, Health

INTRODUCTION

The print media play extremely powerful and challenging role in disseminating information on health, food and nutrition to the public in general and to provide newer ideas of exploration by scientists and youth. Singh⁶ content analysis is known as document analysis, a method of communication or current records or documents. Print media can

make positive difference by spreading information on good nutrition and its benefits to individual, family, institution, and national economy.

Print media such as newspapers are among the primary sources of health news for both public and clinical specialist. Print media especially is an influential element in the knowledge transfer and dissemination process.

Cite this article: Muruli, N.V., Shivaleela, H.B. and Muragod, P.P., A Quantitative and Qualitative Coverage of Varied food, Nutrition and Health Related Reports in Print Media of UAS, Bengaluru, *Int. J. Pure App. Biosci.* 6(6): 1116-1120 (2018). doi: <http://dx.doi.org/10.18782/2320-7051.7248>

Newspaper and magazines play a major role in disseminating knowledge and initiating awareness on various aspects relevant to the community welfare both in social angle and health. Daily newspapers and local popular magazines do publish educative articles on various subjects like health including foods, processing, cooking, nutrition, etc. Hence, in this view UAS, Bengaluru stands in frontline for extending the information related to food processing, health and nutrition aspects. And it also received good feedback from the readers of dailies. Any information cannot amuse without scientific proof so as to find out whether disseminated information on food, health and nutrition was of scientific background present study was carried out.

MATERIAL AND METHODS

The present research study A Quantitative Coverage of Varied food, Nutrition and Health related Reports in Print Media of UAS, Bengaluru was conducted content analysis of newspapers. The study was conducted during July –December 2016 on UAS (B) campus. The initial part pertaining to content analysis of newspapers study the coverage of food science related information in the selected print media to document the frequency of appearance of food and nutrition related information under different categories of articles and to find out prominence given to food and nutrition information in the selected print media. The steps involved in this part of investigation are narrated as selection of daily newspapers and weekly magazine, duration of the newspapers, subject matter covered, categorization of food and nutrition and analysis of the data. The selection of papers includes Kannada and English dailies and magazines two each publishing food and nutrition related information either daily or weekly which are useful for publics.

Duration of the newspapers covered under the study aim of the study was to examine the coverage of food and nutrition information useful in development of healthy family. All print media articles such as, areas related to foods and balancing them, nutrients

in foods, specified health related claimed foods, recipes, future /prospective information, scientific support for the food and nutrition information etc. Providing food and nutrition information in varied forms were selected for further study Analysis of subject matter which objective of content analysis was to study coverage of food and nutrition information in the form of space area, page sequence, text, picture/image and text image printed in the newspaper under different categories on sequence of page of the newspaper and in any part of the paper. Information on allied subjects relevant to food and nutrition such as information on “areas related to foods balancing them, nutrients in foods; specified health related and claimed foods; recipes; and future /prospective information; Scientific support for the food and nutrition etc. were considered as food and nutrition information published in the dailies as part of content analysis.

Categorization of food and nutrition information which includes All the information published in dailies on food and nutrition was categorized under different headings such as The categories selected are comprehensive, The categories are distinct and relevant to the study and Each item was put under a particular category depending upon the main content of the item. Selected categories or subcategories comprised broad variety of issues such as health and hygiene, safety, contamination, infection, chemicals, Food Adulteration, etc. But, only those print media articles which were related to food and nutrition subject were included in the respective categories Totally six categories were formed such as Areas of health covered, Areas related to foods & balancing them, Nutrients in foods, Specified health related claimed foods, Recipes and Future /prospective information. Areas of Health Covered include Hygiene, Safety, Contamination, Infection Chemicals, and Food Adulteration. Areas related to foods & balancing which includes availability/pricing/supply/etc, Food groups (All groups), Balanced foods-age specific,

Healthy food practices, Age specific food practices, Healthy food practices. Nutrients in Foods includes

Fresh foods, Processed foods: Primary process/Secondary process/final processed by different methods, Ready to eat foods, Packaged foods Ready to cook foods, Hotel /Restaurant food, Road side foods and Junk foods Specified Health related claimed foods includes Nutrients/claims, Informative messages /label, Food Process technologies: Post Harvest Technology to final meal on plate, all applicable at home Level to industry/ food service/marketing / export / storage /package/labelling/etc. Recipes includes Health indicated, Age specific, Work specific, Physiology specific, Disease specific, Body fitness specific, Sports specific and Convenience food process. Future /prospective information includes Foods/crops/variety, Suitability specificity-storage/process/age specific/ etc National perspective, Food security/nutrition security- specific and GM foods scientific support for the food and nutrition information includes Report support, Research evidences, Study source and Specific achievements.

RESULTS AND DISCUSSION

Study indicated that food and nutrition issues belonging to categories of nutrient in food (23.44%), areas of health covered (21.64%) and concepts related to foods balancing them (17.80 %) were found to be reported most frequently. Nutrient in foods is a very significant issue which is closely related to nutrition. The articles on fresh foods (15.14%), processed foods (16.06%), RTE (13.76%), packaged food (21.79%), RTC foods (14.91%), Hotel/Restaurant foods (18.35%) etc. are providing interesting nutrient information in bullet points to the print media. Maheshwar and Rao³ conducted the quantitative analysis of nutrition and health messages in newspapers such as English (The Hindu) and Telugu (Eenadu). The findings reported that the percentage of space occupied by health topics in both the newspapers

together was 2.30 per cent. For nutrition topics even less than 1 per cent space was provided.

This information about nutrients in foods especially being the need of the day as per food regulations have taken first place in print media publication in both national as well as regional dailies. The information on “Areas of health covered” (805 articles) was under second preference for publication by selected dailies. It may be because of the reason that information on relation between health & food eaten is the main important issue people look forward as they have become more conscious about preventable health issues. In addition to it there was regular coverage on “Hygiene (16.12%) and Safety (19.40%)” Infections (20.15%) & prevention by both regional newspapers almost daily.

Riley and Stoll⁵, said that content analysis is a multipurpose research method developed for investigating a wide variety of problems that are encountered in the study of communication. Reading of newspapers and magazines was encouraged by TV ownership Chauhan².

Selected dailies and two magazines gave third preference to areas related to foods and balancing them (662 messages) in consumption. The areas related to food balancing included Availability/pricing/supply (24.17%) etc.; of foods covered under all five Food groups (18.13%) (All groups) to meet the needs of age specific food practices (24.92%). Scientific evidence & Recommended allowances based information on Balanced Food (32.78%) is very important for the benefit of general public, vulnerable groups, for people with health disorders, processors & manufacturers, who look for day to day updated technical articles to upgrade. This has called for related article publications leading to the status of obtaining third priority information issues published in news media studied. The technical write ups on “Future/Prospective health, food, nutrition” (406 messages) “information related article publications had gained very low attention with very less percentage of publication in both the newspapers and magazines covered

under the study. The possible reason could be that the writers & publications are currently concentrating on extending information on solving the existing problems & enlightening on remedial programs. Chi-square test showed that significant difference at one per cent level. Similar findings were reported by Amaresh which indicated that maximum attention was given to fruits and vegetables in six print media with least coverage on diet & health,

junk food and food edition. Among different types of communication, mass communication is the process of delivering information, ideas and attitudes to a sizable and diversified audience through use of media developed for that purpose¹. The total number of print Medias and periodicals were 55,780 as on 31st March 2003⁴.

Table: 1 Distribution of print media articles according to main areas of food and nutrition

Sl.no	Name of the newspaper										Grand Total
	1	English			Kannada			Magazine			
	Food science areas	The Hindu	Deccan herald	Total	Prajavani	Vijaya Karnataka	Total	Health	Gruha Shobha	Total	
1	Areas of health covered	145 (22.17)	108 (16.59)	253(19.39)	156 (16.59)	130 (24.16)	286 (24.68)	96 (17.17)	170 (24.3)	266 (21.04)	805 (21.64)
2	Areas related to foods & balancing them	150 (22.94)	170 (26.11)	320(24.52)	102 (16.43)	66 (12.27)	168 (14.50)	82 (14.67)	92 (113.20)	174 (13.76)	662 (17.80)
3	Nutrients in foods	130 (19.88)	150 (23.04)	280(21.46)	136 (21.90)	131 (24.35)	267 (23.04)	144 (25.76)	181 (25.97)	325 (25.70)	872 (23.44)
4	Specified health related claimed foods	88 (13.46)	70 (10.75)	158(12.11)	79 (12.90)	68 (12.35)	147 (12.68)	56 (10.02)	82 (11.76)	151 (11.94)	443 (11.91)
5	Recipes	78 (11.93)	98 (15.05)	176 (13.49)	70 (11.27)	87 (16.17)	157 (13.56)	108 (19.32)	91 (13.06)	190 (15.00)	532 (14.30)
6	Future prospective information,	63 (9.63)	55 (8.45)	118 (9.04)	78 (12.56)	56 (10.41)	134 (11.56)	73 (13.06)	81 (11.62)	158 (12.50)	406 (10.91)
	Total	654 (100%)	651 (100%)	1305 (100%)	621 (100%)	538 (100%)	1159 (100%)	559 (100%)	697 (100%)	1264 (100%)	3720 (100%)
	Chi-square test	0.0239**			0.0609**			0.0042**			

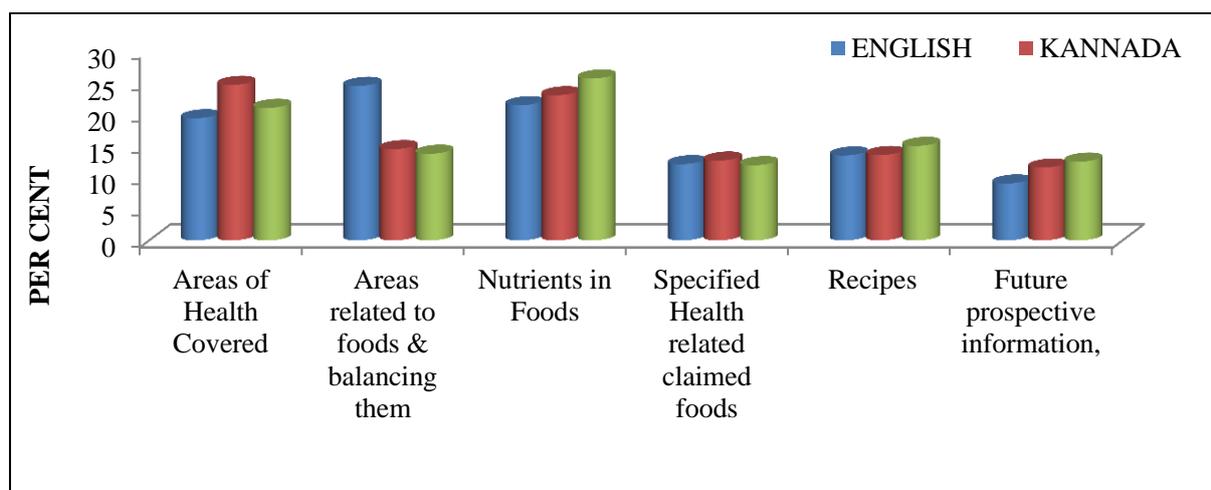


Fig. 1: Distribution of print media articles according to main areas of food and nutrition

CONCLUSION

Totally 3720 newspaper articles were recorded related to food and nutrition subject from all

six print media. National English newspapers totally published 1305 information, whereas regional Kannada newspapers reported on

1159 information and magazines published total 1264 information. Majority of the areas of health covered related issues were on infection (20.15 %) followed by safety (19.40 %). Very less percentage attention was given to chemicals with 12.59 per cent respectively. Categorized information includes Availability/pricing/supply (24.17 %), Food groups (18.13%), Balanced foods (32.78 %), Age specific food practices (24.92 %) etc. Overall six print Medias covered 662 related articles on food requirements and balancing them through different group of foods. Nutrient in packaged foods coverage was 21.79 per cent followed by hotel/restaurant foods 18.35 per cent, lowest percentage information that is 13.76 % was covered on processed foods. Most of the information concerned was on food process technologies (33.18 %) followed by foods (29.35 %). The least covered topic was choice of informative messages/label (17.16%). Many of the issues on health were concerned with general (17.11 %) followed by Health Indicated (14.85 %) and disease specific (14.66 %). The less covered topic was Age specific (7.14 %). With regard to future and prospective area, information was on food security/nutrition security (22.17 %) followed by storage/process (20.94 %). Least number of information were

reported on genetically modified foods (17.73 %).

REFERENCES

1. Aggarwal, V.B., Gupta, V.S., Handbook of Journalism and mass communication. Concept Publishing Company, New Delhi.13-14 (2001).
2. Chauhan, K., TV encourages reading of newspapers, *Communicator*, **34(1)**: 36-40 (1999).
3. Maheshwar, M. And Rao, D. R., Quantitative Analysis of Nutrition and Health Messages in Indian Print Media. *Public Health Research*, **2(2)**: 28-31 (2012).
4. Manorama, Communicating the messages in effective way for reaching farmers yearbook. (2006).
5. Riley, and Stoll, C. S., Agricultural Information Coverage in Indian Dailies: A Content Analysis. D.S., Edt., *Int. Encyclopedia of Social Sci.*, **3**: 371-377 (2002).
6. Singh, K. N., What research says in communicating with rural people. Communication and rural change. (Ed. Sinha, P.R.R.), Asian Mass Communication Research Centre, Singapore, p. 47-60 (2004).