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NEWS COVERAGE OF # ME TOO MOVEMENT ON INDIAN PRESS: AN ANALYSIS

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Abstract

The MeToo movement is a movement against sexual harassment and assault Tarane Burke launched the MeToo Campaign in 2006 to achieve 'Empowerment through empathy' for sexual assault survivors Burke has been inspired to develop programming their awareness and connection between survivors via Me- too after coming to terms with her own sexual assault.

On September 27th, 2018 former actress Tanusree Dutta accused Nana Patekar of sexual harassment. Which was the catalyst of #Me Too movement in India. After that a row of accusations from many women in industries including media and politics.

#MeToo has arrived in India and effects of public naming and shaming can be seen every day, as heads roll in this wake of the #MeToo meltdown. The line up the accused is becoming increasing illustrious. They are film producers Vikas bohi to actors Nana Patekar, Alok Nath, Rajat Kapoor, Vaira Muthu, Rohit Roy, Mukesh Kumar, to M. J.Akbar.

This study analyzed the content of the Indian press for their coverage of #Me Too Movement in India. The quantitative designed based on the content analysis was adopted in this research. This study used two English dailies i.e The Times of India and The Hindu took for analysis. It is not a random sample, in this purposive sample method was adopted. Selection of time period 7th October 2018 to 8th December 2018 was analyzed for daily reportage and space allocation and unit of analysis published. Keeping in view three subject categories i.e., allegations by victims, statements by accused, supporters have been mainly identified for this research. All data covered were analyzed using simple descriptive statistics and direction of treatment.

Keywords: #MeToo, Sexual Abuse, Sexual Harassment, Indian Press.

Introduction

The MeToo movement is a movement against sexual harassment and assault Tarane Burke launched the MeToo Campaign in 2006 to achieve 'Empowerment through empathy' for sexual assault survivors Burke has been inspired to develop programming their awareness and connection between survivors via Me- too after coming to terms with her own sexual assault.

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Domestic MeToo Movement

Minster of State for External Affairs, MJ Akber had been accused of sexual harassment by at least 10 women journalist. While the latest fire was lit by actor/model Tanu Sri Datta accusation against Nana Patekar, the trend of naming perpetrators began 2017 when a list of academia who behaved inappropriately with collogues and research associates. Actor Nana Patekar, his associate Rakesh Sarang and Choreographer Ganesh Acharya among others, on the basis of allegations of sexual harassments in 2008 case, leveled by actress Tanu Sri Datta.



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M.J. Akbar (Journalist) more horror stories about M.J. Akbar pour inform women's journalists Priyaramani who disclosed on Twitter. In another story in news portal The Wire, senior journalists Ghajala Wahab who is executive editor of Force magazine recalled her interaction with Akbar during her brief stint in The Asian Age. In a similar account journalist, Shutpa Paul recounted her experience while working with him in India Today. In a series of tweets, she explained how she was forced to quit her job after she spurned his advances. Saba Naque to shared her experience with Akbar during her stint at the Telegraph in news portal Daily.

Alok Nath (Film and TV) actor Sandya Mridual has opened up about her alleged sexual harassment at the hands of Alok Nath during the shooting of telefilm days after writer, producer Vinta Nanda accused him of rape.

Kailash Kher (Music) singer Sona Mohapatra has leveled sexual harassment allegations against Kailash Kher.

Subhash Ghai, Model, and actress Kate Sharma submit on an application seeking an FIR against filmmaker Subhash Ghai for harassing her.

Jatin Das (Artist) #Me Too spreads to the art world, with several women coming forward with an allegation against prominent artist Jatin Das. He denied the allegation of sexual misconduct against him made by Mumbai based entrepreneur Nisha Bora and others.

Vipul Amruthalal Shah, Film Maker Vipul Amruthalal Shah has been accused of sexually harassing model-actress Elanaaz Nolouzi, last seen in a popular Indian web series. The actress reportedly met director/writer during the course of 'Namasthe England' pre-production.

Mukesh Chhabra Following sexual harassment accusations casting director turned filmmaker Mukesh Chhabra had been suspended from his debut film 'Kizie Aur Manny' reportedly, an unnamed actress had alleged that she was harassed by Chhabra during an audition.

Raja Bajaj, Sonal Venjunlekar who has been a part of shows like 'Yeh Vaada Raha', 'Shastri Sisters', 'The Buddy Project' and 'Dill Dosti Dance' has revealed that she faced sexual advances by Raja Bajaj, a photographer and who also run a casting website.

Kollam MLA Mukesh, Casting director, Tess Joseph on 9th October 2018 named actor Kollam MLA Mukesh in the ongoing social media # Me Too movement. Around 20 years ago when she was attached to the tears of TV show Kodee Swaram. Joseph alleged that Mukesh the host of the show repeatedly phoned her and even shifted her room next to his.

Comments on # Me Too

BJP MP Udit Raj comments questioning the relevance of making sexual harassment allegations against anybody after 10 years ?. He also alleged Me Too movement and the women take two or four lakhs rupees, level allegations on men and then another man. He also questioned isn't it being used for blackmailing?

General Secretary and spokesperson of the Cine and TV Artist Association (CINTAA) Sushant Singh tweeted his support for the veteran writer-producer Vinta Nanda, who has accused actor Alok Nath of rap in the ongoing social media campaigner # Me Too. MS Nanda in facebook post recalled Nath's misconduct on the sets of the popular 90s TV show Tara. The long post, which since gone viral, spoke of how Nath had 'viciously' molested her. Actor Navneet Nishant supported Nanda's claims admitted slapping Nath's following his harassment.

Supporters

Alankrita Shrivastava, Gowri Shinde, Kiran Rao, Konkan Sen Sharma, Meghana Gulzar, Nandhitha Das, Nitya Mehra, Reema Kagni, Ruchi Narain, Zoya Akhtar, come to gather to support the #Me Too India Movement there are in complete solidarity with the women who have come forward with honest accounts of harassment and assault.

Review of literature

Me Too movement revealed that the prevalence and magnitude of the problem with sexual harassment and assault, especially in the workplace. Research showed that about 30 percent of women and 4 percent of men among US academics, medical faculty members reported experiencing sexual harassment (Isacs, J. Paediatr, 2018). Other reported that 60 percent of medical trainers and student's experienced harassment or discrimination during the training (Laurer. J 2018).

Moreover, this movement has led to a widespread discussion about how to stop the problem with sexual abuse or harassment at work. The world no longer considers these issues to be solved by individuals Prezner D.W (2018) suggested that the #Me Too movement shifted the norms surrounding sexual harassment in workplaces. One of them is the agreement that sexual harassment (not just sexual assault) constitutes a threat and is unacceptable in the work's place.

Judith Shklar (1989) theorized as the deliberate infliction of physical and the secondary emotional, pain of weaker persons or group by stronger ones in order to achieve some and, tangible or intangible.



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Research Objectives

1. To analyze the frequency and space of coverage of unit analysis on # Me Too movement.
2. To analyze the frequency and space of coverage of unit analysis on # Me Too movement.
3. To find out the direction of treatment on # Me Too movement by Indian newspapers.

Methodology

The study designed used in this research work for data collection was content analysis, communication research content analysis is regarded as a formal system which systematic and objective for extracting all forms of communication contents. According Berelson (1952) content analysis is a " Research technique of communication", similarly Kerlinger (2000) defines "content analysis as a method of studying and analyzing communication is systematic, objective and quantitative manner for the purpose of measuring variables" cited by Whimmer & Domnick (2003).

Selection of Sample Newspapers

The sample selected two major English newspapers published in India. The newspapers include The Times of India, The Hindu. Several factors considered in these sample choices were circulation, National influence, and language.

Selection of Time Period

All news stories related to # Me Too movement from October 6th, 2018 to November 6th, 2018 (one month). The study based on the complete census during the one-month time span, not a random sample.

Units of analysis

The units of analysis for the study consisted of straight news byline news, photos, editorials, articles, letters to the editors and features.

Subject categories

Keeping in view of the objective of the study four subject categories have been identified.

1. Accusation
2. Supporter to Me Too movement
3. Defense
4. Supporters to sex predators

Procedure of measurement

The unit of analysis, coded into various subject categories were measured both in terms of frequencies and space.

Directional analysis

The purpose of using directional analysis is to find out how the newspaper have accorded treatment to # Me Too movement in their coverage of themes. Subject categories have analyzed to find out the treatment given by the two newspapers on three-point scale i.e. favorable, unfavorable, neutral.

Results and Discussion

Table-1 Distribution of percentages of frequency and space in selected newspapers

Name of the Newspaper	fr	%	sp	%
TOI	73	53.28	2228	52.8
TH	64	46.71	1991	47.2
Total	137	100.0	4219	100.0

During the study period, it was found that The Times of India highest number of frequency 73 (53.28%) with 2228 (52.8 %) Col. Cm. space followed by The Hindu published 64 (46.7%) frequency and 1991 (47.2%) Col.Cm. space



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Table-2 Distribution of percentages of frequencies and space in newspapers location

Newspaper	Location in newspaper															
	Front Page				Inside page				Edit page				Feature page			
	fr	%	sp	%	fr	%	sp	%	fr	%	sp	%	fr	%	sp	%
TOI	4	40.0	70	32.7	16	27.1	549	35.9	10	45.5	435	46.3	43	93.5	1174	76.5
TH	6	60.0	144	67.3	43	72.9	982	64.1	12	54.5	505	53.7	3	6.5	360	23.5
Total	10	100.0	214.0	100.0	59	100.0	1531	100.0	22	100.0	940	100.0	46	100.0	1534	100.0

Table 2 indicates the percentage of distribution of news on the front, inside, editorial and feature page by the sample dailies. Among the two newspapers and study The Hindu published the highest numbers 6 (60%) news items on the front page, followed by The Times of India 4 (40%) news items. In the inside pages, The Hindu 43 (72.9%) published the highest number of news item has compared to the other daily The Times of India 16 (27.1%). In editorial page, The Hindu published 12 (54.5%) frequency with 505 (53.7%) Col.Cm. space. Followed by The Times of India 10(45.5%) frequency with 435 (46.3) col.cm. space and coverage of feature page The Times of India gave more priority 43 (93.5%) frequency and 1174 (76.5%) col.cm. space The Hindu gave least coverage 3 (6.5%) frequency with 360 (23.5%) col.cm.space.

Table-3 Distribution of frequency and space with unit analysis by selected newspapers

Unit analysis	The Times of India				The Hindu			
	Fr	%	sp	%	fr	%	sp	%
SN	13	31.7	399	33.7	28	68.2	784	66.3
BN	3	37.5	220	39.1	5	62.5	342	60.9
Photo	36	65.5	-	-	19	34.5	-	-
Editorial	-	-	-	-	2	100	90	100
Article	5	71.4	435	65.6	2	28.6	228	34.4
Letters to the Editor	-	-	-	-	7	100	187	100
Feature	16	94.1	1174	76.5	1	5.9	360	23.5
Total	73	100.0	2228	100.0	64	100.0	1991	100.0

During the study period, it was found that The Hindu had published the highest number of news items 28 (68.2%) followed by The Times of India 13 (31.7%). Regarding the photo coverage The Times of India Published the highest frequency of 36 (65.5%) followed by The Hindu 19 (34.5%). The Times of India Did not published in single editorial on # Me Too movement. But The Times of India published the number of features on editorial page articles. Interestingly, The Hindu published the number of letters to the editor (7), The Times of India did not publish a single letter on # Me Too.

Table – 4 Distribution of percentage of frequency and space with subject categories with selected dailies

Subject categories	Name of the newspaper							
	Times of India				The Hindu			
	fr	%	sp	%	fr	%	sp	%
Accusations	65	89.04	2039	91.51	36	56.25	802	40.12
Supporters to Me Too	5	6.84	137	6.14	4	6.25	37	1.85
Defense	3	4.10	52	2.33	10	15.62	693	34.66
Supporters to sex predators	-	-	-	-	14	21.87	459	22.96
Total	73	100%	2228	100%	64	100%	1999	100%

Table 4 shows data about the coverage of news under four subject categories as can be seen, in all the two newspapers. The subject category ‘Accusation’ ranked first in terms of frequency and space allocation, followed by the subject category ‘Supporters to Me Too’ the other newspaper The Hindu gave the second rank to the subject category ‘Defense’. Similarly, The Hindu gave more



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coverage to the ‘supporters to sex predators’ 14 (21.8%). But The Times of India did not publish even a single news item on the above category.

Table -5 Direction of Treatment

Dailies	n	Direction of treatment			Coefficient of imbalance
		Favorable	Unfavorable	Neutral	
The Times of India	73	48	23	2	0.1079
The Hindu	64	29	28	7	0.0068
N=	137	77	51	9	

In the present study, an attempt was made to assess the direction of treatment given to four subject categories. The coefficient of imbalance was used to find out the degree of treatment given different subject category by the sample dailies. For this purpose, the three-point scale namely, favorable, unfavorable and neutral was adopted to assess the direction of treatment. As can be seen Table 5 the two sample dailies published the number of favorable news item i.e. The Times of India (48), and The Hindu (29). Between the two English dailies, The Times of India put more emphasis on the favorable coverage of (0.1079) # Me Too movement related to news items throughout the study period.

Table-6 Direction of treatment by subject categories

Subject categories	The Times of India			The Hindu		
	F	UF	Ne	F	UF	Ne
Accusations	45	20	-	5	28	3
Supporters to Me Too	3	2	-	4	-	-
Defense	-	1	2	10	-	-
Supporters to sex predators	-	-	-	10	-	4
n	48	23	2	29	28	7
N=	73			64		

Table 6 shows that the direction of treatment given to the coverage of the subject categories. The Times of India published number (48) of favorable news items on accusations, but The Hindu published only five news items on this subject category. Whereas The Hindu published the number of unfavorable items (28) in this subject category followed by The Times of India (20). Similarly, The Hindu gave more priority to the subject categories ‘Defense’ and supporters to sex predator’s views.

Findings

- The Times of India has covered the highest number of frequency 73 (53.28%) with 2228 (52.8 %) Col. Cm. space.
- Coverage of feature page on # Me Too movement by The Times of India gave more priority 43 (93.5%) frequency and 1174 (76.5%) col.cm.space.
- The Hindu published the number of letters to the editor (7), The Times of India did not publish a single letter on # Me Too.
- Regarding the photo coverage, The Times of India Published the highest frequency of 36 (65.5%).
- The Hindu gave more coverage to the ‘supporters to sex predators’ 14 (21.8%).
- The Times of India (48), and The Hindu (29) has published the number of favorable news items. But The Hindu covered an equal number of favorable (29) and unfavorable (28) news items. The coefficient of imbalance is 0.0068.

Conclusion

The case of rape against the former editor of Thelka, Tarun Tejpal, is another example in spite of being a ‘fast track’ case, five years on, it has only sum a series of adjournments, with no sign of justice on the horizon. These issues, add to the daily news cycle of multiple rapes, stalking and harassment from all across the country has result in victims of sexual crimes entirely losing faith in the justice system.

The Media should take interest in the publishing of the news on sexual harassment and abuse of women. The judiciary system has to take steps for eradication of sexual abuse on the women in the working places and also to take news items published in the media as sumo to for filing case against sex predators.



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