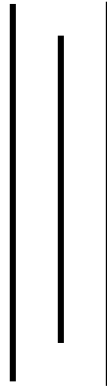


# **AN ANALYSIS OF MEDIA COVERAGE ON HEALTH SECTOR IN NEPAL**

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**A Thesis Submitted To:**  
**Office of the Dean**  
**Faculty of Management**  
**Tribhuvan University**

*In partial fulfillment of the requirement for the Degree of  
Master of Business Studies (M.B.S)*

**Kathmandu, Nepal**  
**July, 2012**

**VIVA VOCE SHEET**

We have conducted viva-voce examination of the thesis presented

By

Susmita Sapkota

Entitled

**AN ANALYSIS OF MEDIA COVERAGE ON HEALTH SECTOR IN NEPAL**

and found the thesis to be the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for the degree of Master of Business Studies (M.B.S)

**Viva-Voce Committee**

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# RECOMMENDATION

This is to certify that the thesis:

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has been prepared as approved by this department in the prescribed format of Faculty of Management. This thesis is forwarded for examination.

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Date: .....

# DECLARATION

I hereby declare that the work reported in this thesis entitled “**An Analysis of Media Coverage on Health Sector in Nepal**” submitted to Nepal Commerce Campus, Faculty of Management, Tribhuvan University, is my original work in the form of partial fulfillment of the requirement for the Master of Business Studies under the supervision of Dr. Sushil Bhakta Mathema, Head of Research Department, Nepal Commerce Campus.

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As the partial fulfillment of the MBS degree, I have prepared this report. During the course, I worked with sincerity, honesty and diligently, as far as possible. But beside my continual efforts, I also got unforgettable and valuable support from different people and parties. I am extremely grateful and overwhelmed by their support while completing my work.

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This is a study on media sector. This study has been undertaken to present report on the coverage of Nepalese media on health sector. In this regard, study has been conducted on the basis of database of the collected newspaper articles and news related to health sector. So, I am very thankful to Mr. Nimesh Regmi one of the member of Health Journalist Association of Nepal for providing me database without which this study is impossible.

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# ABBREVIATIONS

HEJAN	Health Journalist Association of Nepal
FM	Frequency Modulation
TV	Television
CPN	Communist Party of Nepal
HIV	Human Immunodeficiency Virus
AIDS	Acquired Immunodeficiency Syndrome
VDC	Village Development Committee
NFHP	Nepal Family Health Programme
USAID	United States Agency for International Development
FCHV	Female Community Health Volunteers
CD	Compact Disc
DVD	Digital Versatile Disc
BBC	British Broadcasting Corporation
NHK	Nippon Hoso Kyokai
VA	Virginia
IDU	Injecting Drug Users
UNDP	United Nations Development Programme
VAW	Violence against Women
PHCC	Primary Health Care Centre
HP	Health Post
SHP	Sub Health Post
CMA	Community Medical Assistants
ANM	Auxiliary Nurse Midwife
VHW	Village Health Workers

MOHP	Ministry of Health and Population
CSW	Commercial Sex Workers
MCHW	Mother and Child Health Workers
NGO	Non-Governmental Organization
INGO	International Non-Governmental Organization
DACC	District Aids Coordination Committee
STI	Sexually Transmitted Infection
VCT	Voluntary Counseling and Testing
CHBC	Community and Home based Care
ARV	Antiretroviral
DPHO	District Public Health Offices
NVAP	Nepal National Vitamin A Program
BCG	Bacillus Calmatte-Guevin
DPT	Diphtheria
OPV	Oral Polio Vaccine
GAVI	Global Alliance for Vaccines and Immunization
JE	Japanese Encephalitis
CT	Computerized Tomography
MRI	Magnetic Resonance Imaging
PLWH	People Living with HIV and AIDS
i.e.	That is

# CHAPTER-1

## INTRODUCTION

### 1. 1 Background of the Study

Nepal has witnessed considerable growth in the number of media publications after the restoration of democracy in 1990. Several media houses have come to cater to the growing demand for information. This has meanwhile set in competition in the field with rival publications always trying to beat the competitors with “exclusive” contents. The competition between bigger houses foster professionalism in media which, in turn, is good for the growth of the individual journalists involved.

In what is good news, the period after 1990 has seen rapid professional growth in media houses with members of the editorial teams carrying news from more and more beats. This is contributing in a significant way since the same is expected to both sensitize and raise awareness among those involved in the respective sectors. This goes a long way in setting in transparency while also promoting dialogue in what is the hallmark of a pluralist society. Indeed there has been tremendous improvement in journalism field like environment and education. Similarly the media is taking up economy and development as an equally burning issue for journalists. In comparison to it, health reporting still remains at the lowest run of priority in the editorial room largely because it has not yet attracted the attention of the members of the Fourth Estate for reasons which could include lack of insight into the issues involved and its importance for national development.

However while there has been a rise in the number of reports from any sector including health, there is however still a lack of quality of the news stories. This is likely to reflect in the role and outcome of the media while shortchanging readership over many years to come. More so since society can be expected to form an opinion based on the materials they get to read from the media. The result is the behavioral change may not be as expected at all.

Apart from the quality (or lack of it) one more thing which will have adverse impact on the formation of opinion is the little space given to health reports and analysis in the media. This is happening in a society where opinions are formed based on media reports, commentary and analyses. Here the importance of the accurate media lies in the fact that Nepal is passing through a transitional phase with analysts insisting that Nepalese society is driven by media. This incidentally underlines the importance of media which is not only thorough but accurate, analytic and investigative to say the least if the nation is to expect any positive outcome ahead.

Since the establishment of the multi-party system, many policy decisions have been taken by the Nepal Government to improve the delivery of basic health facilities. Most of the efforts have concentrations to improve the access of the people to the health service provided by the government. In addition to this, private and non government sector have been also contributing from their effort to the delivery of these service. However the services provided by private sector are mostly based on the urban areas and they have been catering the service to the upper class of the society. Still today, basic health facilities are the distant dream for many people who have been residing to the remote part of the country.

In the present context, disseminating health news could have very significant effect to the improvement of the overall situation of health service delivery. It goes without saying that media as a driving force should come up with facts that cannot be contested and analyses which cannot be refused so that the growing readership comes to the better understanding of the issues on hand. Any wrong interpretation of the governing policy and programs could end up damaging the process than contributing to the debate before throwing up obstacles in the path of its steady implementation.

All said and done it is all about maintaining independence of view and coming up with materials that can not only contribute to policy making but also nation building at the end of it all.

Traditionally speaking, the news coverage and its quality was shaped by personal skills of the journalists who never took pain to analyze that they have been coming up with to any extent whatsoever. Hence any efforts to instill professionalism in reporters would demand someone analyzing what they have come up with. This in turn would demand concerted efforts to come to a position and conclusion before recommending any suitable measures and intervention.

In conclusion, we can say that media plays vital role for the awareness and to communicate in different sector. For the development of the country media is important. Health sector is crucial sector that is why to aware people about the health media plays an important role. In the present moment general public cannot imagine their life without media. To communicate the new information and technology about the health sector media is must. Media helps people to communicate about the development and problem in the health sector to government. After the awareness about the present condition in health sector government will take action if needed. So the media helps government for the policy formulation and implementation for the health sector.

In this study, an attempt has been made to analyze and evaluate the media coverage in health sector in Nepal. A media has to cover different sector of the country to address the different problem. Nepal is landlocked country so the geographical structure of Nepal is very complex. Therefore, the person cannot reach easily hilly region of the country. So the health problem

of those sectors can be known through the help of media. In the absence of the media the government cannot formulate the proper policy for the health and other different sector like as:-education, food, shelter, communication, road, transport facility. So to solve the different problem of health sector media should cover properly the news from the different places to help government for policy formulation and implementation. This study will be done on the basis of the “News Clipping Report” which is prepared by Health Journalist Association of Nepal (HEJAN).

### **1.1.1 Development of Media in Nepal**

Although the institutional history of Nepali press could be traced back to 1851 when Rana Prime Minister Jung Bahadur Rana installed a printing press (the Giddhe Press), or in 1901 when the state-owned newspaper, the Gorkhapatra, was launched, its practical history begins in the 1950s, after the fall of Ranas, when several pioneering journalists took to publishing newspapers in a transitional democracy.

Thirty years after the royal takeover of 1960 represented a repressive press system. During this time, press enjoyed limited rights and lobbied, to some extent, for a multiparty democracy that could guarantee press freedom.

After the Restoration of democracy in 1990 a drastic change came in the Nepali Media particularly in the private sector. Liberal provision and guarantee of press freedom enshrined in the constitution opened up avenues for the private sector to involve on media sector. The 1990's democracy yielded by the People's Movement also established rights and freedom of the press. The Constitution of the Kingdom of Nepal (1990) formally guaranteed the freedom of press and publication.

#### ***The 1990 Constitution of Nepal says-***

No news/articles shall be censored, provided that nothing shall prevent the making of laws to impose reasonable restrictions on any act which may undermine the sovereignty and integrity of the Kingdom, or which may jeopardize the harmonious relations subsisting among the peoples of various castes, tribes or communities; or on any act of sedition, defamation, contempt of court or incitement to an offence; or an any act which may be contrary to decent public behavior or morality.

No press shall be closed or seized for printing any news item, article or other reading material. The registration of newspaper or periodicals shall not be cancelled merely for publishing any news item, article or other reading material (Article 13). And, according to Article 16 of the Constitution, every citizen shall have the right to demand and receive information on any matter of public importance: provided that nothing in this Article shall compel any person to provide information on any matter about which secrecy is to be maintained by law.

### ***During Maoist Insurgency: and King's Direct Rule:***

Unfortunately, however, journalism and civil liberties were subjected to victim not only to the government machinery, but also to the violent Maoist insurgency forces in the recent years. During the first State of Emergency (26 Nov 2001-29 Aug 2002), eight journalists were assassinated, six of them by the security forces and two by the rebels. And more than 150 were arrested and tortured in various ways. Nepali journalism suffered a lot while it waged a massive struggle against the King's direct rule. The Nepali press suffered worst form of suppression from the state and also did not remain aloof from the threats, obstructions and violence from the insurgents. The government enforced various restrictive and controversial draconian ordinances that curbed press freedom as the people's right to information despite the fact that the nation's constitution guaranteed full press freedom. Private sector press was subjected to acute censorship and FM radio stations have been totally banned to broadcast news and current affair programs. Newspapers were asked by the government not to print any material on security operation or Maoist insurgency without scrutinizing the facts from the Army.

Most newspapers outside Kathmandu have suffered intimidation or arbitrary suspension at the order of District authorities. Nearly 50 percent of local publications were closed down owing to unfavorable conditions created by the State. Due to prohibition on news and news-based programs over private radio stations and strict censorship even on TV channels, several media managements either closed or curtailed programs and relieved staff members. As a result, many journalists have become jobless.

People were completely deprived from right to information and other civil rights such as right to free movement inside the country and freedom of expression and of opinion. Following the February 1 Royal takeover and the imposition of State of Emergency for the second time since 2001, journalists repeatedly faced arbitrary arrests, detention and interrogation. Many journalists were re-arrested even after the Court's order for their release.

### ***After Restoration of Democracy in 2006:***

Despite a historic year for Nepali politics, the country's media faced significant harassment and obstruction; however it contributed enough in bringing the country back to democratic path being a part of the 2006 April Uprising. Ever following the restoration of democracy and signing up of Comprehensive Peace Accord between the Nepali government and CPN (Maoist), a rebel force, Nepali media and media workers did not witness a sigh of relief and respite from the brutal attacks and blatant violation of press freedom perpetrated by the state, CPN (Maoist) including other agitating parties. During the period from April 25, 2006 to April 12, 2008 after the democracy, altogether 676 journalists and media workers (266 in 2064 BS and 410 in 2065) experienced various incidents of press freedom violation. Likewise, three journalists were killed during this period.

The promulgation of Right to Information Act-2064, Working Journalist Act-2064 (Second Amendment) and constitutional guarantee of freedom of press and expression in the Interim Constitution-2064 have been the remarkable achievements yielded in Nepali press.

During the Terai movement launched by Terai-based various agitating parties and groups, Nepali media witnessed another setback as it was manipulated and numerous incidents of attack and atrocity in the series of political confrontation and clash erupted in the Terai region. In short, there is still need for Nepali Media to wage struggle for their professional and physical safety as well as to establish freedom of press and of expression in Nepal.

### **1.1.2 A Brief Profile of HEJAN**

Health, environment and population are the major inter-related issues in Nepal. A large number of people residing in both rural and urban parts of the country are still unaware of their health and environmental problems. Infant child and maternal mortality rates are very high in Nepal. About sixty four per thousand live births die. HIV/AIDS and other sexually transmitted diseases are emerging as the major problems.

Despite the government's initiative to establish primary health centers, health posts and sub-health posts in all the Village Development Committees (VDC), people have been unable to receive treatment because of lack of doctors, health workers and medicines. Many environment-related health problems could be addressed through generating awareness among the people. Massive awareness could also be the key to preventing thousands of untimely deaths and improving the overall health status of the people.

Keeping in view such an alarming picture, a group of journalists covering issues related to health, environment and population have formed Health Journalists Association of Nepal (HEJAN) as a non-governmental, non-profit organization registered at District Administration office Kathmandu in 2002 and also affiliated to Social Welfare Council Nepal. This organization is promoted by the group of prominent journalists dedicated in the profession. It has a representation of the journalists working in major mainstream media of the country. The aim of the organization is to promote and popularize health journalism in Nepal.

After the establishment of democratic system in 1990, Nepal has witnessed considerable growth in the quantity of media outlet. HEJAN is the result of the thirst of the professionalism in health related contents in the media outlet. The objectives of the organization are:

- ) Generating public awareness about the burning issues on public health and environment through mass media.

- ) Contributing to minimizing different glitches, such as: the increasing commercialization of health sector and exploitation of patients.
- ) Working together with the Government of Nepal and other national and international organizations to make their special program on health, environment and population a success.
- ) Carrying out studies and researches on health, environment and population issues and concerns. Encouraging the media people those involved in such activities.
- ) Carrying out media training, media campaign and fellowship program for journalists, conducting workshops and interactions on the pertaining burning issues.

HEJAN has been conducting several activities since its inception. Most of the activities are devoted to create the public awareness on health and environment. Over the years, HEJAN has grown up as a common platform of health journalists which help them to sharpen the professional skills and prepare them for the better competitive environment. For this noble cause, HEJAN has been doing several activities in partnership with governmental and non governmental agencies. Some of the partnership activities are listed below:

2004 HEJAN conducted a social security campaign to support the labour those are scattered and have no social security. It was the first partnership of HEJAN with International Labour Organization (ILO) Nepal office.

2003/07 HEJAN successfully organized several rounds of journalist's orientation on Contraceptive Security in Kathmandu, Chitwan, Pokhara, Biratnagar and other major cities. The program was jointly conducted with Department of Health Service/Logistic Management Division with the support from Nepal Family Health Program (NFHP)/USAID.

2009/011 HEJAN has been conducting media monitoring service to Nepal Family Health Program II/USAID, It has been regularly monitoring all the leading daily, weekly newspapers. For the first time in Nepal, it has created a digital media monitoring database which is very easy to handle.

2010 HEJAN has conducted a successful advocacy campaign to introduce Female Community Health Volunteers (FCHV) throughout the country. HEJAN carried out regional training to the journalists in Kathmandu, Biratnagar and Nepalgunj. As a result the coverage of the FCHV has increased tremendously. The program was organized in collaboration with Family Health Division of the Department of Health and supported by Nepal Family Health Program II/USAID.

## **1.2 Focus of the Study**

This study will focus on the Analysis of Media Coverage on Health Sector in Nepal with the help of the secondary data which is collected by HEJAN from the period 14 January 2009 to 13 January 2010 and 1st April 2010 to June 30 2011. In this study attempts will be made to get knowledge about the media coverage on health sector in Nepal. Study will help to find out the efficiency of media while addressing crucial sector like health. In Nepal there are 75 districts. At the time of policy making and budget allocation government should address the every part of the nation. So that, effective and accurate news collection process of the media houses help government to formulate effective policy to solve the different problems relating to the health sector. Thus accuracy in news collection process is must. So this study will only focus on the news which is published in print media they are 11 daily and 7 weekly newspapers. From this which print media mostly covers the area of the health issues could be analyzed.

## **1.3 Statement of the Problem**

From the last decade, media facing various problem while collecting news from the various part of the nation due to political instability. So that, past years the journalists from the different media house only concentrate the urban areas to address various issues while news collection. Due to fair of violence of press freedom large number of journalists abandoned their profession. But in recent years journalists felt somehow freedom to write their opinion in different issues. In spite of this, there are still some problems facing by journalists to collect the news from the various corner of the country. Geographical structure of Nepal is also one of the major problems. Transportation facility is still not available in various places like Kalikot, Mugu, Jumla, Humla etc. That is why the media houses are unable to address the health problem of those places where is not enough transportation facility.

This study, basically focus our attention to reveal the struggle and success achieved by the media houses while collecting the news from the various corner. The objectives of the media houses are providing accurate and balanced information for the general public and government, which help to conduct the development activities in different rural areas. For the development of health sector media play vital role.

In this study attempts will also be made to sort out the answers to the following questions:

1. How efficiently the media houses cover the different issues of health?
2. How many issues they are covering for the development of the health sector?
3. From how many places of the nation the media house able to collect the information of health condition?
4. Which newspaper mostly covers the health sector for the news and articles?

5. In which health issues the media house mostly focus?
6. Does a media house only collect the news and articles from urban areas only instead of rural areas?
7. Which issue is the most crucial in the health sector?
8. Is there any issue that media houses are addressing which helps government for the policy reforms?
9. Does media houses always talk and published about new issues in health sector?

## **1.4 Objectives of the Study**

A study is conducted and report is prepared with certain objectives in mind. In the absence of specific objectives, the study loses its value. The general purpose of the study is to discuss, examine and evaluate the coverage of media in health sector in Nepal. Thus, this study has been conducted to achieve the following objectives:

1. Analyzing news trend and pattern
2. Identifying actual position of the health related coverage in print media (newspapers).
3. To identify the relationship between health sector and media.
4. To identify the problems facing by health sector.
5. To evaluate how efficiently media covers the health related issues.
6. To determine quality of health services in different corners of the country.
7. To identify the actual problems facing while formulation and implementation of government policy in health sector.
8. To identify the problems facing by health journalists while collecting the news.

## **1.5 Significance of the Study**

The study of the analysis of media coverage on health sector in Nepal plays vital role, which can serve as inputs when it comes to effect overall improvement of health coverage in media. The study analyzes the trend how daily, weekly and bio-monthly newspapers treat health related news and how much space they give them through news clipping. It also helps to find out the problems in health reporting which could contribute for the new program design.

This type of attempts commonly made by the different organization to find out the data that provides clients with documentation, analysis, or copies of media content of interest. Services tend to specialize by media type, size, geography, publication, journalist, editions or content type. Though media monitoring is more often than not used for capturing editorial content, sometimes it may also be used to capture advertising content. Media monitoring covers all media types including print, online, TV and radio. It refers recording and analyzing

the news pattern for a particular organization. Such clipping could be the bases of the project and policy formation. Put differently, it is a content analysis research which could point out the strong and weak part of the media product.

## **1.6 Limitations of the Study**

In the context of Nepal, problem of reliable data is the major limitation for research study. There is considerable place for arguing about its accuracy and reliability. Every study has limitations due to different factors of institutions, time-period taken, reliability of statistical data, tools and techniques.

The following limitations are pointed out in the study of analysis of media coverage on health sector:

1. The study will be done according to the information provided by the HEJAN and article search from the website in the related field and not with the help of experience gained on actual working environment.
2. Secondary data will occupy its significant position in the study: research based on secondary data is not far from limitations.
3. All the information gathered through primary sources will be assumed to be true and correct.
4. This study covers the analysis of two years data from the period 14 January 2009 to 13 January 2010 and 1st April 2010 to June 30 2011; hence the conclusion drawn confirms to the above periods only.
5. This study is limited to the study of media coverage on health sector only.
6. The major data which will be used for the data interpretation and analysis has been taken from the HEJAN only.
7. The study focuses only on the news coverage on the health sector which is taken from the print media those are 11 daily newspapers and 7 weekly newspapers only.

## **1.7 Organization of the Study**

The study on Analysis of Media Coverage on Health Sector has been divided into three Chapters they are: Introduction, Presentation and Analysis of Data and Summary, Conclusions and Recommendations.

### **Chapter-I Introduction**

The introduction chapter deals with the general background and the subject matter of the study. It consists of introduction of research study, which explains the focus of the study, statement of the problem, objectives of the study, significance of the study and limitations of the study.

### **Chapter-II Review of Literature**

In the second chapter, the relevant and pertinent literature and various studies have been reviewed. The review has been made in terms of the theoretical background of the media and health that are relevant to this research work.

### **Chapter-III Research Methodology**

The third chapter briefly explains about the research methodology, which has been used to evaluate the media coverage on health sector. This chapter consists of research design, sample and population, sources of data, and data analysis tools to find the actual coverage of media in the health sector.

### **Chapter-IV Presentation and Analysis of Data**

The fourth chapter, the data required for the study has been presented, analyzed and interpreted by using various tools and techniques of statistics to present the result relating to the study.

### **Chapter-V Summary, Conclusion and Recommendations**

The fifth chapter is the final chapter of the study, which consists of the summary of the four earlier chapters. This chapter tries to draw out a conclusion of the study and attempts to offer various suggestions and recommendations for the improvement of the future performance of the media to cover the related area under review.

## **CHAPTER-II**

### **REVIEW OF LITERATURE**

Review of literature means reviewing research studies or other relevant propositions in the related area of the study so that all the past studies, their conclusions and deficiencies may be known and further research can be conducted. It is an integral and mandatory process in research works.

The main reason for a full review of research in the past is to know the outcomes of those investigations in areas where similar concepts and methodologies had been used successfully. Further, an extensive or even exhaustive process of such review may offer vital links with the various trends and phases in the researches in one's area of specialization, familiarizing with the characteristic concepts, concepts and interpretation, with the special terminology, with the rationale for understanding one's proposed investigation. In this connection a review of previous related research projects will help the researcher to formulate a satisfactory structure for the project.

So we consider literature review as an important part to make any study a success. Every effort is given to gather enough literature that is available in the field of media research. In order to cover the media matters for health sector, previous research related to media are collected and the information printed carefully examined to make the study more relevant. Different media guide books and research books are consulted. In addition, articles, reports, handouts etc published in journals and newspapers are reviewed.

In this section, efforts have been made to gather as much information as possible to make this study a complete one. Though to make such study a complete one at one shot is not possible, efforts have been put together to look at all possible nooks and covered within this study. Based on the information available at various sources this study has come forward to give the way for future research as well.

#### **2.1 Theoretical Review**

##### **2.1.1 Introduction to Mass Media**

Mass media are those communication vehicles which are employed to reach mass audiences. Thus, the term serves as the shortened to describe means of communication that operate on a large scale, reaching and involving large populations. However, the term does not necessarily mean the same thing all the time.

“Mass media” is a deceptively simple term encompassing a countless array of institutions and individuals who differ in purpose, scope, method, and cultural context. Mass media include all forms of information communicated to large group of people, from handmade sign to an international news network there is no standard for how large the audience needs to be before communication becomes “mass” communication. There are also no constraints on the type of information being presented.<sup>1</sup>

Mass media refers collectively to all media technologies that are intended to reach a large audience via mass communication. Broadcast media (also known as electronic media) transmit their information electronically and comprise television, film and radio, movies, CDs, DVDs and some other devices like cameras and video consoles. Alternatively, print media use a physical object as a means of sending their information, such as a newspaper, magazines, brochures, newsletters, books, leaflets and pamphlets. The term also refers to the organizations which control these technologies, such as television stations or publishing companies.<sup>2</sup>

Internet media is able to achieve mass media status in its own right, due to the many mass media services it provides, such as email, websites, blogging, Internet and television. For this reason, many mass media outlets have a presence on the web, by such things as having TV ads which link to a website, or having games in their sites to entice gamers to visit their website. In this way, they can utilize the easy accessibility that the Internet has, and the outreach that Internet affords, as information can easily be broadcast to many different regions of the world simultaneously and cost-efficiently. Outdoor media is a form of mass media which comprises billboards, signs, placards placed inside and outside of commercial buildings and /objects like shops and buses, flying billboards (signs in tow of airplanes), blimps, and skywriting.<sup>3</sup> Public speaking and event organizing can also be considered as forms of mass media.

Sometime, the term is used just to mean various artificial and/or mechanical means, such as books, newspapers, magazines, radio, television, film and the internet, emphasizing the single components of the mass media. These are also called ‘Media Vehicles’. Furthermore, there are scholars, who include other forms of media, such as bill-boards, banners, pamphlets, posters, stickers, direct mails, buttons, diaries, sound recording, too, as mass media. So, the mass media covers the various areas and the mass of the people and also have wide scope.

1. Source: Adhikary, Nirmala Mani (2008). Communication, Media and Journalism An integrated Study. Kathmandu, Prashanti Prakashan, Page No.73

2. Source: Potter, W. James (2008). Arguing for a General Framework for Mass Media Scholarship. See. Page No. 32.

3. See “Mass Media in Wikipedia, A Free Encyclopedia.

### **2.1.2 Characteristics of Mass Media**

The mass media is quite broader umbrella term inclusive of diverse forms of media. However, for the sake of easy understanding we can summarize some characteristics that are shared by all of the different types of mass media.

Below are the common characteristics of mass media.

1. Main function is production and distribution of symbolic content.
2. Addressed towards large audiences.
3. Presence of professional communicators.
4. Presence of multiple gatekeepers.
5. Consist of complex formal organization.
6. Participation as sender or receiver is voluntary.
7. Various targeted groups.
8. Content open to all.
9. Content shaped according to choice of various targeted groups.

### **2.1.3 Functions of Mass Media**

According to Folkerts and Lacy, “In 1948 Harold Lasswell, a political scientist who is considered one of the founders of communication research, formulated a statement of the “functions” of mass communication in society, with the idea of illustrating how media perform essential tasks for the maintenance of the society. Lasswell argued that media performed three functions: (1) Surveillance of the environment; (2) Correlation of the parts of the society; and (3) Transmission of culture. Looking at function in a slightly different way, some media scholars have identified the individual “uses” involved when people seek information to fulfill their needs and wants. Those uses fall into five types: surveillance, decision making, social and cultural interaction, diversion, and self understanding”.

According to Dominick, following are the functions of mass media: surveillance, interpretation, linkage, transmission of values, and entertainment.

#### **a) Surveillance**

It refers to what we popularly call the news and information role of the media. The surveillance function can be divided further into two main types warning or beware surveillance occurs when the media inform us about threats from hurricanes, erupting volcanoes, depressed economic conditions, increasing inflation, or military attack. These warnings can be about immediate threats (a television station interrupts programming to broadcast a tornado warning), or they can be long –term or chronic threats (a newspapers series about air pollution or unemployment). There is however, much information that is

not particularly threatening to society that people might like to know about. Instrumental surveillance has to do with the transmission of information that is useful and helpful in everyday life. News about what films are playing at the local theatres, stock market prices, new products, fashion ideas, recipes, teen fads, and so on, are examples of instrumental surveillance.

#### **b) Interpretation**

The mass media do not supply just facts and data. They also provide information on the ultimate meaning and significance of those events. One form of interpretation is so obvious that many people overlook it. Not everything that happens in the world on any given day can be included in the newspaper or in a TV or radio newscast. Media organizations select those events that are to be given time or space and decide how much prominence they are to be given. The various gatekeepers involved to be more important than those that didn't make it have judged stories that ultimately make it into the paper or the newscast.

Another example of this function can be found on the editorial pages of the newspaper. Interpretation, comment, and opinion are provided for the reader so that he or she gains an added perspective on the news stories carried on other pages.

#### **c) Linkage**

The mass media are able to join together different elements of society that are not directly connected. For example, mass advertising attempts to link the needs of buyers with the products of sellers. Legislators in Washington may try to keep in touch with constituents' feelings by reading their hometown papers, voters, in turn, learn about the doings of their elected officials through newspapers, TV, and radiotelephones that attempts to raise money for the treatments of certain diseases are another example of this linkage function. The needs of those suffering from the disease are matched with the desires of others who wish to see the problem eliminated.

Another type of linkage occurs when geographically separated the media links groups that share a common interest. Publicity about the sickness known as Gulf War Syndrome linked together those who claimed to be suffering from the disease, and they formed a coalition that eventually prompted government t hearing on the issue.

#### **d) Transmission of Values**

The transmission of values is a subtle but nonetheless important function of the mass media. It has also been called the socialization function. Socialization refers to the ways in which an individual comes to adopt the behavior and values of a group. The mass media present portrayals of our society, and by watching, listening, and reading, we learn

how people are supposed to act and what values are important. To illustrate, let's consider the images of an important but familiar concept as seen in the media: motherhood. The next time you watch television or thumb through a magazine, pay close attention to the way mothers and children are presented. Mass media mommies are usually clean, loving, pretty, and cheerful.

#### **e) Entertainment**

Motion pictures and sound recording are devoted primarily to entertainment. Even though most of the newspaper focuses on the events of the day, comics, puzzles, horoscopes, games, advice, gossip, humor, and general entertainment features usually account for around 12 percent of the content, if we considered sports news as entertainment that would be another 14 percent to this figure. Television is primarily devoted to entertainment, with about three-quarters of a typical broadcast day falling into this category.

### **2.1.4 Scope and Uses of Mass Media**

Mass media plays vital role in the society and the country so that its scope is also very wide. Due to informative world the use of the mass media is also increasing day by day in every corner of the society. The scope and uses of mass media are as follows:

#### **a) Information**

Mass media provide us information. Since information is knowledge and knowledge is power the more information we have the more powerful we become. So to provide information is the greatest function of mass media. Most of the matters, which consist in news broadcast on radio, TV, as well as columns of the newspaper or magazines, can be submitted under this function. Information provided by mass media helps us to analyze the happening around us and come to the truth. Mass media provide us fact, opinion, objective, primary, secondary all sort of information.

#### **b) Education**

Mass media provide us education in addition to information. It is taken as a good source of education to people of all levels. It may provide education directly or indirectly. Distance learning programs are directly educational whereas many programs provide education regarding health, sex, environment, etc indirectly.

Educational broadcasting can be mentioned here. Japan's NHK has very ambitious educational broadcastings. It provides programs for primary, secondary, and higher education to mentally and physically handicap. It provides programs on foreign

languages, vocational and technical instruction and advice on agriculture, forestry, fisheries and special programs for children, adolescents and women. Its casting reaches more than 90 percent of Japan's primary and secondary school. BBC is offering concept of Open University. In Nepal also print and electronic media submit many educational materials. Many countries have used mass media as an effective tool for mass media and have altered their faces through them.

### **c) persuasion**

Persuasion involves making influence on others mind. When we become confused about things media guide us and encourage to go for particular thing. It motivates us to take sides in particular issue. Because of its persuasion role it is called "mind guiding" instruments over human. Mass media often try to persuade people through editorials and commentaries.

Media content persuades us both knowingly or unknowingly. The most obvious of the media message designed to persuade is advertising. Ads force the audience to go out and buy toothpaste, cornflakes, cars, etc. Media persuasion may be positive or negative. Audience tries to use his conscience and filters media content.

### **d) Entertainment**

The other important function of mass media is the entertainment. Some media scholars view it as the most obvious function of media. Media contents like comic, stories, cartoons, songs, feature films, sports news, etc. entertain people. It also includes all the materials deal with leisure. The importance of the entertainment function has grown as people have got more leisure time.

Media entertainment is available to large number of people at relatively little cost. It helps people to make their recreational and leisure time more enjoyable.

These days many entertaining programs include information too. The merge of entertainment and information is called infotainment. Infotainment is a hybrid concept of blending information and entertainment. The term comes to represent the means by which mass media are able to impart information in entertaining way. Edutainment is a hybrid term describing the use of media entertainment techniques is educational services.

### **e) Advertising**

This is also a major function of mass media these days. This is the age of advertising. Through mass media any product or service can be introduced among many people within a short period.

Generally advertising refers to commercials but sometimes advertising message also has public service messages too. Advertisements regarding family planning, driving safety, childcare, health care etc. are such examples. The commercially oriented advertising seeks to promote the business of their goods or services. Advertising function is important for the media themselves too because it generates revenue for the media house.

#### **f) Socialization**

The media now play an increasingly important role in our socialization the process by which we learn how to become members of society. Before the development of mass media, an individual's socialization was more or less tied with his or her family situation. At that time, socialization was shaped most directly by the figures with which he or she interacted directly. Now the process of socialization is influenced, to a large extent, by popular culture and the mass media. How to behave, how to dress, how to relate to others, and what to become, etc. are largely determined under the influence of mass media.

People always seek information that helps to fit in with other people. Nobody is born knowing how to fit in the society. We learn it from our parents, society and mass media. Many values, behaviors, culture are taught by mass media. It shapes our behavior, conduct, attitudes, beliefs etc.

Socialization is the life long process by which we learn how to become member of the society. Gathering around the radio, going to movies with friend, going to theatre with family members are social activity. Mass media help for togetherness and commonalty. In this sense mass media are important in creating community, nationhood and fellowship of humankind.

#### **g) Journalism**

The evolution of journalism is solely dependent on the development of mass media. Without media there would be no practice of journalism. People today depend greatly on mass media for local national and international news. Mass media caters to the needs of different audience by providing various types of news such as political, economic, and social scientific, development, sports, criminal, religious etc. A strike in a national mass media creates an all around confusion in the economic, social and political activities of the nation so mass communication is an integral part of human lives these days.

### 2.1.5 Media and Health: A Relationship

The relationship between health and media is same as two side of coin. Without the media the health awareness and health promotion becomes incomplete. Media plays a crucial role in health sector. The articles and news published in the newspaper help people to get knowledge about different health problem and also help government to revise the health policy of the country. The people in rural area get the awareness about different health problem like as: HIV/AIDS from the sources of the media. So that, media is the supporting factor for the health promotion and the awareness program. The world is dynamic, so to survive in this dynamic world the people always should be informed about the health issues.

“There has been growing awareness among professionals engaged in marketing and advertising that modern advertising methods can be applied in support of social goals, including health. This has been accompanied by recognition among health professionals that health is a social phenomenon dependent upon an adequately informed public. However, the health and media sectors have grown apart in past decades. The former tends to be technical and scientific, while the latter is geared to the broadest common denominator of the public. Health professionals often view the mass media with suspicion, and promotion is mistakenly associated with advertising. This paper draws attention to the need for these two sectors to work more closely together. Without the involvement of the media, the health sector will not be able to inform the general public on health issues or help stimulate a process of community involvement. Without the technical input of the health sector, the media cannot fulfill their obligation of serving the interests of the public. The role of the media to raise consciousness, stimulate public discussion, articulate public aspirations, disseminate information, and reflect social norms has become established. However, for health practices to be adopted, media input must be complemented by face-to-face communication and should be part of a multifaceted program of health services and action. Cooperation between the media and the health sector should be broadened in the years ahead a process that could significantly enhance health and social development.”<sup>4</sup>

Television was the most commonly used mass medium among urban Nepalese youth: 72 percent of urban youth watch television, 35 percent listen to radio, and 25 percent read a newspaper or magazine at least once a day. In total, four of every five urban youth are exposed each day to at least one of these media sources. "This fact provides tremendous opportunities for mass media programs aimed at promoting youth awareness about important social and health issues," noted the authors of an article describing the analysis. Co-authors of the article, published in the March 2003 issue of the *Asia-Pacific Population Journal*, were Dr. Shyam Thapa of Family Health International in Arlington, VA, and Dr. Vinod Mishra, of the Population and Health Studies Program, East-West Center, Honolulu, Hawaii.

4. See the article "Media and Health: A Partnership" in the website <http://www.ncbi.nlm.nih.gov>

The study also found that exposure to the mass media varies greatly by youths' gender and marital status. For example: More females than males watched television each day. "The finding that television is the most commonly used mass medium, and that more females than males are regularly exposed to it, suggests that television can be used to educate urban female youth about major social and health issues," the authors noted. Fewer females than males are exposed to radio and the print media, and married youth have much less exposure to all forms of mass media than their single counterparts. This poses programmatic challenges: Although married youth are less exposed than single youth to the mass media, they may most need information on health issues, particularly reproductive health issues.

The analysis also indicated that mass media have effectively informed youth about such issues as drug addiction, HIV/AIDS, family planning, and domestic violence. Most respondents reported learning about these issues via mass media. Television, followed by radio, is the most common source of information about contraceptive methods and HIV/AIDS among urban youth. The findings demonstrate the need to design appropriate and effective television and radio programs. They "also underscore the need for media-based interventions to reduce the wide gaps in the reproductive health knowledge that exist between single and married and between male and female Nepalese youth," the authors stated.<sup>5</sup>

### **2.1.6 Role of Mass Media in Health Sector**

Mass media are tools for the transfer of information, concepts, and ideas to both general and specific audiences. They are important tools in advancing public health goals. Communicating about health through mass media is complex, however, and challenges professionals in diverse disciplines. In an article in the *Journal of Health Communication*, Liana Winett and Lawrence Wallack wrote that "using the mass media to improve public health can be like navigating a vast network of roads without any street signs if you are not sure *where* you are going and *why*, chances are you will not reach your destination.

Using mass media can be counterproductive if the channels used are not audience-appropriate, or if the message being delivered is too emotional, fear arousing, or controversial. Undesirable side effects usually can be avoided through proper formative research, knowledge of the audience, experience in linking media channels to audiences, and message testing."<sup>6</sup>

"The relationship between health and mass media is an important issue of our times. Health-related news hits the headlines of every mass media: press, television, radio and the internet.

5. See: Thapa S, Mishra V. Mass media exposure among urban youth in Nepal. *Asia Pacific Population Journal* 2003;18(1):5-28.

6. Source: Winett, L.B. and Wallack, L (1996). "Advancing Public Health Goals through the Mass Media." *Journal of Health Communication*."

We are often the witnesses of amazingly false news reports, extremely good or bad communication on health, of internal media conflicts between health-care lobbies, or of misleading expectations. In spite of this, health communication by mass media is a fundamental conquest of our society.

On one hand, free communication is essential for healthy democracy, to practice our rights and duties and to consciously manage the present time to organize our future. On the other hand it clashes with accuracy, it presents news sensationally as a show, it encourages the pursuit of scoops, and it leads to conflict of interest among health workers and journalists. This sort of media landscape can be a source of worry and uncertainty, and lead to conflict. This is why we need to find common rules of conduct and make an effort to create a shared agenda for increasing cooperation between mass media and public health professionals in addressing the issues, problems, and challenges of communicating health information to the public.”<sup>7</sup>

## **2.2. Review of Related Studies**

Various studies have been conducted in different aspect relationship of media and health. Thus, the studies of previous thesis and research reports are reviewed in this regard. To show the relationship between media and health authors tried to conclude different aspects in this field.

“Women give less importance to her health than men. They consider disease as a minor one and that doesn’t need any clinical assistance. They also fail to communicate their illness to their family members too. They have shy, ignorance, fear and inferior character which deny informing their illness to other persons. They hesitate to meet the health personnel also due to their socio-cultural background. The morbidity rate of women is higher than the men in India. The participation of women in the health sector is increased with help of mass media. The Newspaper had publishing women’s health once in a week. It includes major threatening women illness, health tips, nutritional diet pattern and cover stories about women health in regional basis. The monthly journals and weekly magazines also allotted a specific portion for women’s health. These journals are now coming in regional languages also. This is very much helpful to women who can get knowledge towards health by reading the experts view about various health issues.

Mass media is a powerful source which can create a massive change in the society. To empower the women and reduce the women morbidity such a powerful resource is required.

7. See the article “Mass Media and Health Communication” in the website: <http://www.escardio.org> Written by: By Guido Francesco Guida, Web Editor of the Council for Cardiology Practice on 04 Jan 2010.

The government and voluntary organization should joint with mass media related women health issues that can be very useful to reach the target. In simple mass media can try to give the knowledge to the rural women about the importance of health.”(Mary and Chidambaranathan, 2011:4)

“It is understood that the media covers a lot of issues other than HIV/AIDS. But what the media needs to understand is that HIV/AIDS is not only just one of many health issues. It is a development issue, tied to the socio-economic vulnerabilities of its victims. It also cuts across socioeconomic classes as some injecting drug users (IDUs) are from middle and upper classes. This linkage is missing in the Nepali media. Coverage of issues such as HIV and development should be integrated into mainstream issues so that they are not relegated to the margins of journalism. There is considerable interest and receptiveness in the media in promoting HIV/AIDS issues and organizations working on HIV/AIDS need to build on that.

New initiatives require building the media’s capacity to effectively report on HIV/AIDS. While the role of a journalist to influence public knowledge and opinion on the exigencies of the HIV/AIDS epidemic is well recognized, the need for strengthened commitment of media organizations at the policy level is an important consideration. The media can do a lot of harm by doing things wrong, but it can also make improvements. The need to understand the media and how it functions is the key to a better and more fulfilling relationship between the media and those working in this field. (Sancharika Samuha Nepal, 2003:43)

The Nepali media have shown qualitative important in the coverage of HIV/AIDS. It is rare to see newspapers and magazines printing pictures of people living with HIV/AIDS or their manes. The articles are factuality more accurate, fair and they address the root issues and not just sensational elements of an HIV/AIDS story. Radio and Television have also improved their coverage by introducing an adolescent sexuality hotline on FM Radio as well as longer issue based covered of the disease on Community Radio and Radio Nepal (Thapa, 2002:43)

Girls’ trafficking is also one of the major keywords of the health issues in this study. The coverage on this keyword is important because due to this issue women are bearing different health problem. To resolve the problem of girls’ trafficking it is essential aware the girls by covering the issue in the different form of the media.

A report published by Sancharika Samuha Nepal “Analysis of Radio Nepal, Print Media and Nepal Television” address the issue of girls’ trafficking. The report concludes about print media that “The monitoring of the print media from 1st March to 14th April 2003 reveals that the print media has given much prominence to women's issues in comparison to Radio Nepal. A total of 17 materials related to trafficking were published in the print media. This number does not take into account the same news published by various newspapers. There were only four feature articles on trafficking and most of the publications were brief news or reporting of programs. There were three news reports which published the names and addresses of girls

who were nearly trafficked. In the media monitoring conducted by Sancharika, it has been noticed that newspapers frequently publish the names and addresses of the victims of trafficking which generally tends to further victimize such victims. Regarding activities, a total of 9 interaction programs, workshops, discussion programs, rally and anniversary was reported by the media. Among these, the Ministry of Women, Children and Social Welfare, UNDP Task Force and Joint Initiatives against Trafficking were the major implementers of the programs.

Regarding violence against women, a total of 62 news articles were published relating to witch accusation and domestic violence during the period. Among these, three news related publications were given priority as anchor news on the first page. Approximately 19 women were reported to have died due to some form of violence during the period. A total of 9 articles related to VAW were published by the media. Most of the other reports were brief news of incidents of violence. There were only two interaction programs slightly related to VAW reported by the media. One was on discriminatory laws and its impact on women and the other was on the role of the civil society regarding women and children victims of armed conflict.”

Although public interest and media attention to health creates opportunities, the "health community" is no more monolithic than the mass media. It includes governmental agencies, research foundations and institutions, for-profit and nonprofit health care services. There is vast competition for the public's attention, especially in an era when two of this country's most distressing problems-drug abuse and AIDS-are health-related. As more public health organizations compete for media attention, it is becoming more difficult to place public service announcements and news stories, but competition is fostering creativity. Video news releases, direct electronic links to news rooms, and more commentary page articles are products of this competition. Some agencies are experimenting with the purchase of advertising space and time. The health community is turning to media advocacy-public health officials lobbying for health message exposure, accuracy, and media responsibility-as another way to gain the attention of media gatekeepers as well as the public. (Public Health Reports, 1990:221)

“Worldwide, the support of the media is considered essential to strengthening the response to HIV/AIDS and addressing the human development challenges posed by the epidemic. Media can, indeed, play a critical role in all sectors of the epidemic, including prevention; care and support efforts; increasing knowledge and understanding of the epidemic among key stakeholders and people at large; and sensitizing the public to the issues of stigma and discrimination, access to treatment, and human rights.

As an influential advocate of social change, the media needs to play a positive role in preventing the spread of HIV/AIDS and reducing its impact on communities. It can influence attitudes and behaviors because of its unique access to a large number of people. It can be the

bridge between the people and the government and strengthen advocacy for effective implementation of programs and national policies. It can draw urgent attention to the threat and to the necessity of taking steps to mitigate disaster. The media must deliver on three fronts: as a credible information provider by being pluralistic and legitimate; as an investigative adversary, criticizing and questioning; and as an educator to the masses.”<sup>8</sup> (Sancharika Samuha Nepal, 2003:1)

### **2.3 Conceptual Frame-work**

The various literatures reviewed above indicate that the media plays vital role in promotion of health sector and for the awareness of health related problems and issues. Effective knowledge and coverage of the health issues helps for the development of the health sector in urban as well as in rural areas. The media coverage helps to provide health education to youth of all over the country. Due to shyness behavior of the youth they hesitate to talk about their health problem like as: Sexual changes in teenage, reproductive health etc. to other people easily. From the different form of the media they could gain the knowledge to solve their day to day problem. So, the media is becoming very important in the health sector.

8.Sancharika Samuha Nepal is Women Communicators Forum which is working to promote communication for equality among male and female. This organization researches and publishes reports on different women related issues. This is also one them which is named as “Media Review Analysis of Reporting on HIV/AIDS in Nepal” published in 2003 A.D. supported by National Centre for AIDS and STD Control (NCASC) and POLICY Project/Nepal

# **CHAPTER-III**

## **RESEARCH METHODOLOGY**

### **3.1 Introduction**

In the modern world, research has become an indispensable in all spheres of human activity. Research is essentially systematic inquiry seeking facts through objectives verifiable methods in order to discover the relationship among them and to deduce from them broad principles or laws. It is really a method of critically thinking by defining and redefining problems, formulating hypothesis or suggested solution, collecting, organizing and evaluating data, making deductions and making conclusions to determine whether they fit the formulated hypothesis.

Research is a systematic method to finding out solution to a problem where as research methodology refers to various sequential steps to be adopted by a research in studying a problem with certain objectives in view. In other words, research methodology describes the methods, techniques and process applied in the entire aspect of the study. It is a sequential procedure and method to be adopted in a systematic study.

It has been clear that research methodology is a systematic and scientific method of identifying problems, collecting facts and information tabulating and recording the data, setting hypothesis, analyzing the facts and researching certain conclusion with a view of findings answer to the problems. In fact, research methodology is one of the crucial aspects of the thesis writing. So, the present chapter outlines the entire research methodology used and followed in this study.

### **3.2 Research Design**

Research design refers to the conceptual structure within which the research is conducted. It is the plan, structure and strategy of investigation conceived so as to obtain a number of research questions and to control variances. It is essential for the whole study and helps in finding out deficiency in expectation of the starting of work. The research design is the outline of a plan to test the hypothesis and should include all the procedures that follow. It is said that the formidable problem that follows in task of defining the research is the preparation of design of the research project, popularly known as research design. Basically, the research design has two purposes. The first purpose is to answer the research question or test the research hypothesis. The second purpose of research design is to control variance.

Thus a research design is a plan for the collection and analysis of the data. It presents a series of guideposts to enable the researcher to progress in the right direction in order to achieve the goal. The design may be a specific presentation of the various steps in the research process. These steps include the selection of a research problem, presentation of the problem, formulation of hypothesis, conceptual clarity, methodology, survey of literature and documentation, bibliography, data collection, testing of the hypothesis, interpretation, presentation and report writing. Generally, a common research design possesses the five basic elements viz. (i) Selection of problem (ii) Methodology (iii) Data gathering (iv) Data analysis and (v) Report writing.

“Research design is needed because it facilitates the smooth sailing of the various research questions, thereby making research as efficient as possible yielding maximum information with minimal expenditure of effort, time and money. Research design stands for advance planning of the methods to be adopted for collecting the relevant data and the techniques to be used in their analysis, keeping in view the objective of the research and the availability of the staff, time and money. Research design, in fact, has a great bearing on the reliability of the results arrived at and such constitutes the firm foundation of the entire edifice of the research work.” (Paudel, 2009:29)

The main objective of this study is to analyze the Nepalese media coverage on Health sector from the selected newspapers. To accomplish this objective analytical and descriptive research design has been adopted. It tries to describe and analyze all these facts that have been collected for the purpose of the study.

In this research, selected Nepalese print media coverage on health sector is analyzed. Mostly the secondary have been used for the research study. The data are collected from the HEJAN and articles, reports and different data related to the study are collected from the websites, books, journals and thesis. Hence, the research design is made by collecting the information from the different sources and data have been tabulated and analyzed with the help of graphical tools. The graphical tools include Bar Diagram and Pie Diagram which help the study to make this meaningful and fruitful. This study also tries to make comparison of news coverage within the newspapers and establishes relationship between media and health sector. At the end, summary, conclusion and recommendations are set for the purpose of the study.

### **3.3 Population and Sample**

The term ‘population’ used in statistic denotes the aggregate from which the sample is to be taken and the term ‘sample’ is that part of the population, which we select for the purpose of investigation. Population refers not only to people but the totality of all observations that have been selected for the study. Population is also known as universe. Sample refers to a

part chosen from the population. Thus, in statistics, population means whole and the sample means the part of the whole.

Since, this study focused on the print media which covers the various issues of the health sectors. Thus, here the population encompasses all the print media which cover news from the different part of Nepal. Since, study of whole population may not be effective due to several factors, thus, sampling becomes essential to draw inference for the population. So, among all the print media, 11 daily and 7 weekly newspapers have been selected as sample. Highly circulated dailies and weeklies are selected for the study assuming that they can give clear picture of the overall health scenario of the country, they are:

<b>Daily Newspapers</b>	<b>Weekly Newspapers</b>
1. The Kathmandu Post	1. Tarun
2. Kantipur	2. Drishti
3. Gorkhapatra	3. Desantar
4. Samacharpatra	4. Ghatana ra Bichar
5. Annapurna Post	5. Janaastha
6. Rajdhani	6. Nepali Times
7. Naya Patrika	7. Weekly Review
8. The Himalayan Times	
9. The Rising Nepal	
10. Nagarik Daily	
11. Republica Daily	

The weekly newspapers are divided into two parts i.e. English weekly and Nepali weekly due to low coverage of news.

### 3.4 Sources of Data

Analysis of data means to study the tabulated material in order to determine inherent facts or meanings. It involves breaking down the existing complex factors into simpler parts and putting them together in new arrangements for interpretation. A plan of analysis should be prepared in advance before the actual collection of the material. A preliminary analysis plan for investigation process requires detailed information about similarities, differences, trends, outstanding factors etc.

The research includes both primary and secondary data. Data collected by the researcher or through agent for the first time from related field and possessing original character are known as primary data. Primary data are also called first source. On the other hand, data collected by someone else, used already and are made available to other in the form of published statistics are known as secondary data. Once primary data have been used, it loses its primary characteristics and becomes secondary. The difference between primary and secondary data

is matter of relativity. Primary data generally used in those cases where the secondary data do not provide an adequate basis for analysis. In certain cases, both data may be employed.

In this study mostly secondary data would be used which is collected by the HEJAN. For the reliability scanned copy of news collected from the newspapers and whole database is taken from the primary source i.e. HEJAN. Collected data would be used for the data analysis, which help this study to make meaningful.

### **3.5 Data collection techniques**

Once the purpose of statistical investigation has defined, the next step is the collection of the data that are relevant for the analysis in a meaningful manner. Thus, collection of data is considered as an integral part of the research activity. In this regard, the News Clipping Report (i.e. the report of health news published in various newspapers in different health issues by HEJAN). Moreover, scanned copy of news related to health issues, several books, journals, articles and magazines, and various websites have been referred for the information that needed for the study.

### **3.6 Data Analysis Tools**

After the collection of research data, an analysis of the data and the interpretation of the results are necessary. Analysis of data comes prior to interpretation. The facts and figures collected are to be processed with a view to reducing them to manageable proportions. Only by such careful and systematic processing, the data collected will lend itself for statistical treatment and meaningful interpretation leading to formulation of theory or finding. Thus, the data processing comprises of editing, coding, categorization and tabulation, is an intermediary stage between the collection, analysis, and interpretation of data. The collected raw data should be properly processed to give proper meaning for the whole study. So that, to make the study systematic and meaningful different data analysis tools is used in this study.

#### **a) Tabulation**

Tabulation is the process of summarizing raw data in a compact form in such a way as to facilitate comparisons and show the involved relations. It is an orderly arrangement of data in columns and rows. It is of great help in the analysis and interpretation of the data. So, in the study the collected raw data of news coverage is tabulated in proper manner which make study easy to interpret. The collected news under different categories based on the key words. There are 42 different key words covering the wide areas of health related issues. The selected keywords are as follows:

1. Ministry of health and population/Department of health services
2. Funding (Announcements of increases in health-related government spending, donor contributions)
3. District public health offices
4. Health facilities (hospitals, PHCC, HP, SHP, public and private)
5. Health workers (doctor, nurse, CMA, ANMs VHWs, MCHWs etc.)
6. Female Community Health Volunteers (FCHV)
7. Epidemic/Outbreaks
8. Natural disasters
9. Quality problems (With medical care, health services, public or private)
10. Labor action/agitation (by health workers)
11. Staffing
12. Child illness
13. Maternal and new born health
14. Family planning
15. Health financing (fees, free services, health worker incentives, health insurances)
16. Special health day/Campaign
17. Vitamin A
18. Immunizations
19. HIV and AIDS
20. Commercial sex workers (CSW)
21. Injecting drug users (IDUs)
22. Girl trafficking
23. Labor migration
24. I/NGO
25. Drug and medical supply
26. Private sector health services
27. Equipment
28. Buildings
29. Studies/research
30. Training institutions
31. Statement from parliament/politicians
32. Policy
33. District AIDS coordination committee (DACC)
34. Sexually transmitted infection (STI)
35. Voluntary counseling and testing (VCT)
36. Community and home based care (CHBC)
37. Antiretroviral (ARV)
38. Condoms
39. Early Marriage
40. Malnutrition
41. Influenza
42. Public Private Partnership

The data are tabulated on the basis of above keywords, which help data analysis easy and meaningful.

### **b) Content analysis**

Content analysis is an objective research technique for inferring the characteristics, causes and effects of communication. It is an unobtrusive research. Content analysis is less concerned with the style of the text than the ideas contained in it. It is usually applicable to sociological analysis and not to the historical criticism. It requires researcher's personal judgment in making decisions about the data. So, this study is also content analysis of various collected newspaper article and news.

### **c) Bar Diagrams**

The bar diagrams represent the data by bars or rectangles of equal width. The length of the bars represents the given figures and width may be of any size. The study includes bar-diagrams for the proper presentation of the collected data, which make interpretation of data easy.

### **d) Pie diagrams**

Some of the collected data is shown with the help of pie diagrams. Pie diagrams show the percentage of the data, which is divided in different headings.

# **CHAPTER-IV**

## **PRESENTATION AND ANALYSIS OF DATA**

### **4.1 Introduction**

This chapter entitled “Presentation and Analysis of Data” is crucial chapter and has been organized to present the result and analyze them accordingly. The basic objective of this study is to observe and analyze the Nepalese media coverage on health sector. This study is goes through selected newspapers, which is mostly circulated all over the country. The presentation and analysis of data in this study have been done through the help of database and report prepared by HEJAN of the 14 January 2009 to 13 January 2010 and 1st April 2010 to June 30 2011.

This chapter provides a mechanism for meeting the basic objectives as stated earlier in the first chapter of the study. The study has followed the methodology as described in the third chapter in order to attain the objectives. Data collected for the analysis of media coverage on health sector are presented in the form of tabular and diagrammatic form and are analyzed in proper manner to make study meaningful.

This study mainly deals with the media coverage on health sector only. Different news has been taken from the various to find out the results related to the topic. This study helps to find out the fact that, how many times and how much media address the health sector for the development of that sector. Media plays vital roles in different sector like as: Politics, Infrastructural development, Education, Health etc. So that, this study will help to find out that how many space that media contributing for the development of the health sector.

### **4.2 General Observation**

Total 398 pages have been generated in the database in 27 months and the keywords have been selected for 26506 times (Average 631 times in each word). Total 5971 entries were made in the database form the selected 11 dailies and 7 weeklies.

Total 95 editorials were published during this time. Editorials are very important for journalism because this is the place where the newspapers can express views to their influential readers. Through this column they put the problems with analytical viewpoint and also come up with the solutions. During this period there are 359 different articles written by the journalists and other opinion writer on health related issues. Rests of the publication were news and news related items.

The matters posted from 74 districts were published in this period. There was no coverage from Mustang district. The highest coverage was made from Kathmandu followed by Banke, Kaski, Sunsari and Morang. The coverage from Darchula, Manang, Dolpa, Kalikot and Okhaldhunga were very nominal.

(See Appendix-1 for district wise coverage)

### 4.3 Coverage by Individual Newspaper

Table No. 4.1  
Coverage by Individual Newspaper

S.N	Publication Name	Total Quantity
1	<b>Annapurna Post</b>	871
2	<b>English weekly</b>	8
3	<b>Gorkhapatra</b>	1025
4	<b>Kantipur</b>	932
5	<b>Nagarik</b>	309
6	<b>Naya Patrika</b>	367
7	<b>Nepali weekly</b>	51
8	<b>Rajdhani Dainik</b>	576
9	<b>Republica</b>	132
10	<b>Rising Nepal</b>	442
11	<b>Samachar Patra</b>	492
12	<b>The Himalayan Times</b>	496
13	<b>The Kathmandu Post</b>	270
	<b>Total</b>	5971

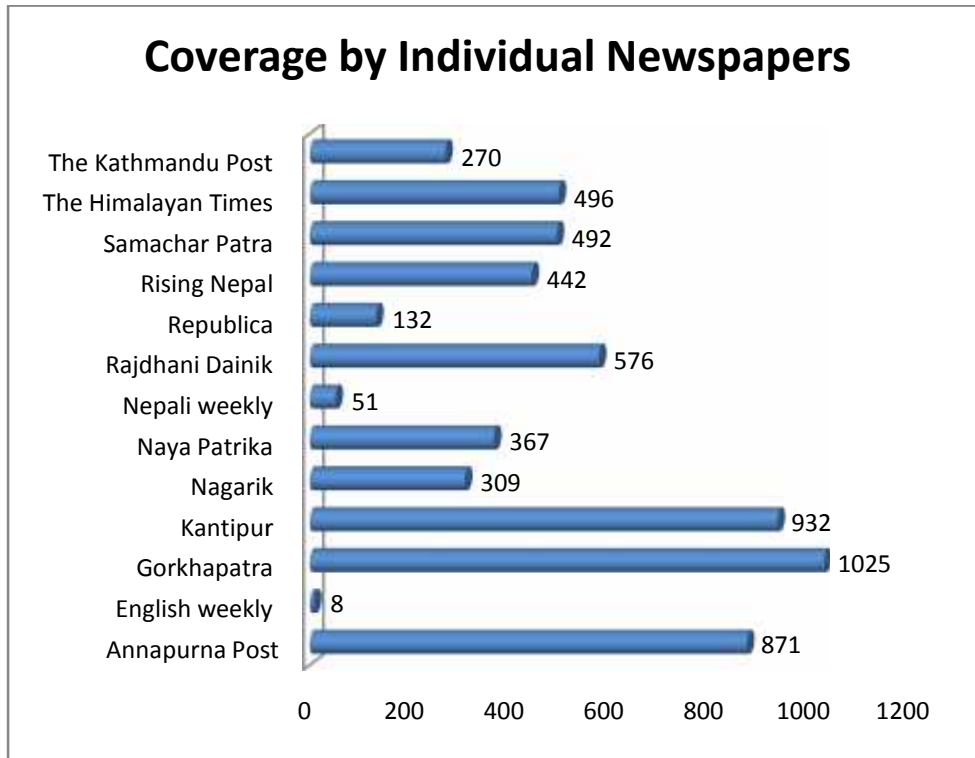
Source: Health Journalist Association of Nepal

This table shows the place provided by individual newspapers to health news. According to this figure Gorkhapatra has been dominating in the quantity of health news. It has highest number of items i.e. 1025 out of 5971 news items. Kantipur is in second position where Annapurna Post, Rajdhani, The Himalayan Times, Nepal Samacharpatra, The Rising Nepal Naya Patrika, Nagarik, The Kathmandu Post and Republica got the respective position. Nagarik and Republica are new in Nepalese media market so there is one year data from these two dailies.

In comparison with the daily newspapers, the space provided by weeklies seems very negligible. During two years time they have just 59 items, 8 from English weekly and 51 from Nepali Weekly.

These data can be shown by bar diagram also, which could be analyze easily.

Figure No. 4.1



In the above bar diagram, bars represent the quantity of news item coverage by different newspapers which name is written in left side of the diagrams. This diagram shows the clear picture of the given data.

#### 4.4 Coverage by Development Region

There are five development regions in Nepal they are: Eastern, Central, Western, Mid Western and Far-western. This analysis help to find out the quantity that media i.e. newspapers cover in these development regions.

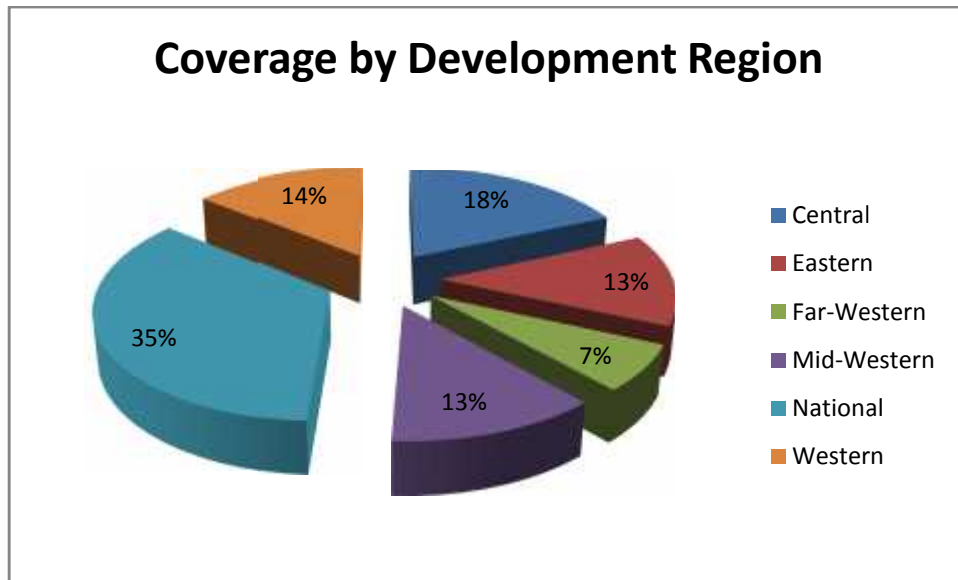
Table No.4.2  
Coverage by Development Region

Region	Quantity
Central	1093
Eastern	801
Far-Western	398
Mid-Western	744
National	2097
Western	838
<b>Total</b>	<b>5971</b>

Source: Health Journalist Association of Nepal

This table shows position of the coverage made from five development regions of Nepal. The news covered from Kathmandu and has policy linkage are taken as “National”. Kathmandu which is situated within Central development region has highest number of coverage nearly half of the items i.e. 2097 items out of 5971 items are for national level. Thereafter, most items are covered from central region. Due to geographical structure of the country far-western has lowest number of coverage i.e. only 398 items within two years. This is may be due to all publications are situated at central region and reporters also give priority for other region for the news coverage because of low transportation facility and political instability of the country at the time.

Figure No.4.2



The above pie chart clearly shows the percentage of the coverage of news items from different regions. The news covered for National level has 35 percent of the total coverage where the central region has 18 percent news. Western region has 14 percent coverage where the eastern region got 13 percent of the coverage. The Mid-western region has 13 percent and the Far-western region has lowest number of news which grasps 7 percent of the total news.

## 4.5 Overall Distribution of News by Page

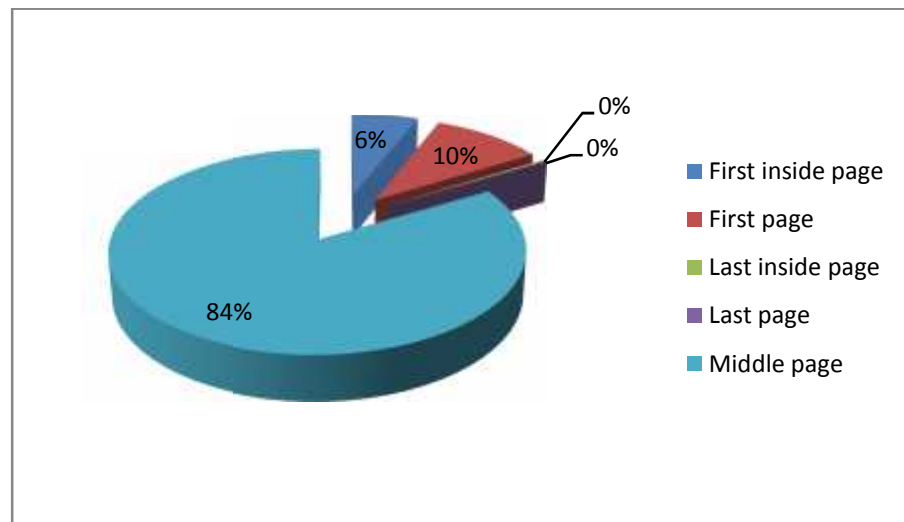
Table No. 4.3  
Overall Distribution of News by Page

S.N	Page	Quantity
1	First inside page	361
2	First page	608
3	Last inside page	14
4	Last page	8
5	Middle page	4980
<b>Total</b>		5971

Source: Health Journalist Association of Nepal

One of the key areas to identify the newspapers priority is the page. Of course, the first page news is priority news where the news appears in the middle pages of the papers are less priority news. Political issues have been dominating the entire spectrum of news and article. We have common trend of prioritizing the health related news in the middle pages.

Figure no. 4.3  
Overall Distribution of News by Page



The pie-chart shows the page wise distribution of the news throughout the year. It seems that most of the health news is placed in the middle page. 84 percent of the news is positioned in the middle page of the newspapers. The first page, which is considered as the priority space of the newspapers, has 10 percent of the total coverage. First inside has 6 percent but last and last inside page has small percentage of the news. It means that the print media i.e. newspapers give the space for the health issues is in middle page.

## 4.6 Distribution of Items (News, Articles, Editorials)

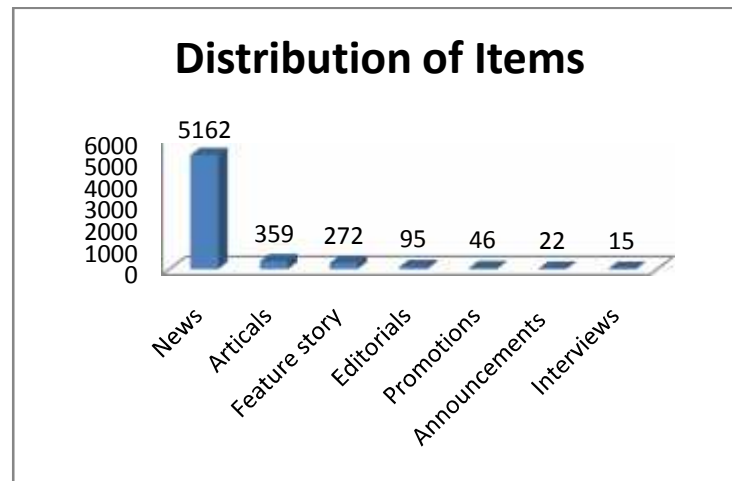
Table No. 4.4  
Distribution of Items (News, Articles, Editorials)

S.N	Items	Quantity
1	News	5162
2	Articles	359
3	Feature story	272
4	Editorials	95
5	Promotions	46
6	Announcements	22
7	Interviews	15
<b>Total</b>		<b>5971</b>

Source: Health Journalist Association of Nepal

In the above table the majority of the published materials were news. Out of 5971 entries, 5162 are news. Similarly 359 articles published on health related issues. Articles are very crucial for the formation of opinion and linkage to the policy. Another item which is important for policy level is editorial. There are 95 editorials in this period. Total 272 feature stories have been published by the newspapers. Health promotional items, announcements and interview related to health issues are very few in comparison to other ones. The data are shown clearly in the Bar Diagram.

Figure No. 4.4



From the bar Diagram this is clear that there are very little coverage on health issues in the editorials, promotional, announcements and interviews. Promotional items mostly help for the development of health sector. But, in the Nepalese newspapers there is very little coverage for this item i.e. 46 items out of 5971 items.

## 4.7 Comparison between Coverage by Individual Newspapers

News covered by newspapers for the different issues is taken for the analysis in this section and comparison will be made to find the actual data of the media coverage on different health issues.

### 4.7.1 Ministry of health and population/Department of health services (MOHP)

The Ministry of Health plays a leading role in improving the health of the people including mental, physical and social well being, for overall national development with the increased participation of the private sector and non-government institutions in the implementation of programs. The Ministry is also responsible to make necessary arrangements and formulate policies for effective delivery of curative services, disease prevention, health promotion activities and establishment of a primary health care system. These activities will be maintained at an international standard under the policies declared on health by Government of Nepal, ultimately improving the overall condition of health services. Beside this, there are various roles and responsibilities for the development of the health sector. So, this is key issue to be covered by the media for the development of the health sector.

Below the table showing the situation of the media coverage for the keyword MOHP:

Table No. 4.5  
Ministry of health and population/Department of health services

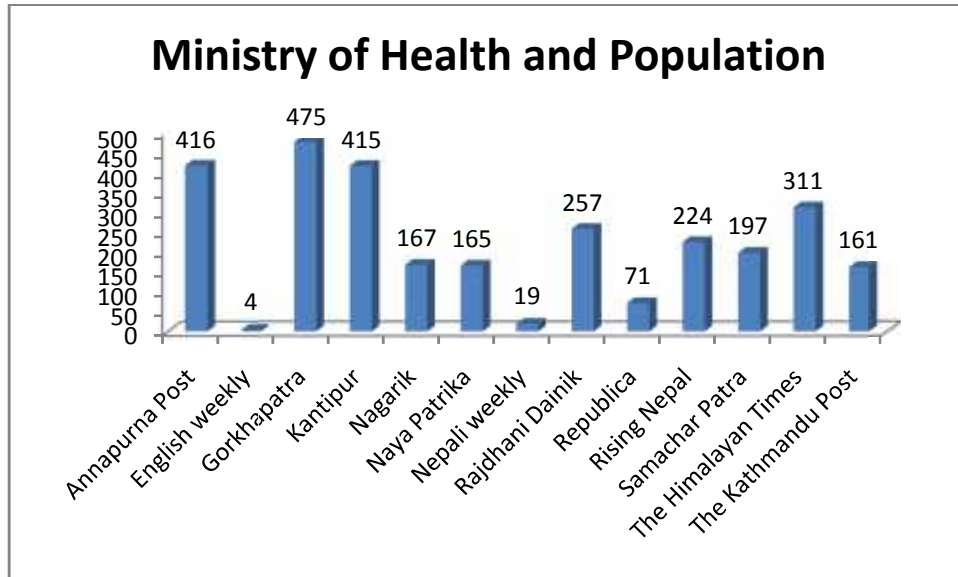
<b>Publication Name</b>	<b>Quantity</b>
Annapurna Post	416
English weekly	4
Gorkhapatra	475
Kantipur	415
Nagarik	167
Naya Patrika	165
Nepali weekly	19
Rajdhani Dainik	257
Republica	71
Rising Nepal	224
Samachar Patra	197
The Himalayan Times	311
The Kathmandu Post	161
Total	2882

Source: Health Journalist Association of Nepal

In the above table publication name denotes the name of the different newspapers which are taken as sample for this study and quantity denotes the number of news items covered by the

different newspapers. The total 2882 quantity of items are covered in the print media for this keyword. Most of the news items are covered by Gorkhapatra thereafter, Annapurna post, Kantipur, The Himalayan Times respectively. The figure below clearly shows the actual coverage in media of this issue.

Figure No. 4.5



#### 4.7.2 Funding (Announcements of increases in health-related government spending, donor contributions)

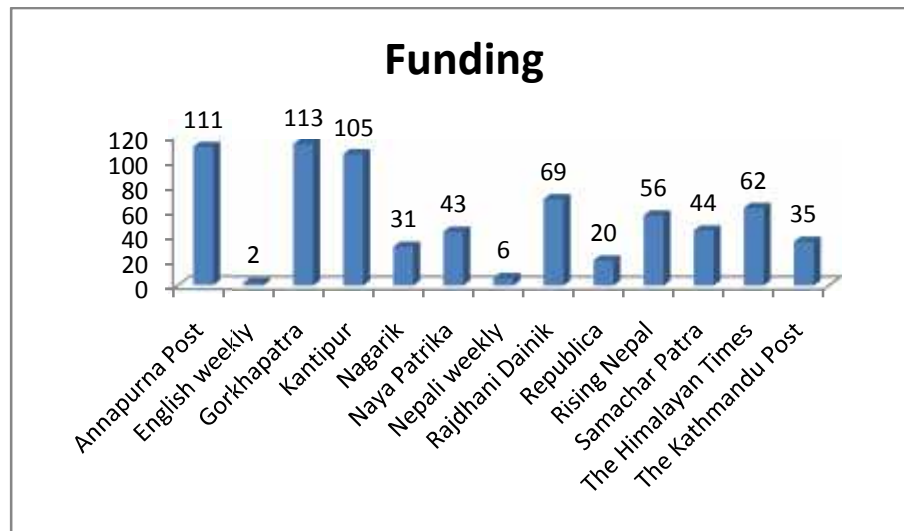
Health funding is very important for the health sector to eliminate various health problems and for the development of the health sector. In this government spending, various donations from the donor country consist. The media coverage helps general public to know about the funding activities from different donor for the health sector. It decreases corruption and misuse of the health fund. The table below shows actual coverage of the media for health funding.

Table No. 4.6  
Funding

Publication Name	Quantity
Annapurna Post	111
English weekly	2
Gorkhapatra	113
Kantipur	105
Nagarik	31
Naya Patrika	43
Nepali weekly	6
Rajdhani Dainik	69
Republica	20
Rising Nepal	56
Samachar Patra	44
The Himalayan Times	62
The Kathmandu Post	35
Total	697

Source: Health Journalist Association of Nepal

Figure no. 4.6



The above figure shows the clear picture of media coverage of health funding. In this health issue also Gorkhapatra is playing dominating role. Total items for this issue are 697. Out of total Gorkhapatra covers 113 news items. Annapurna post is in second position, thereafter Kantipur, Rajdhani Dainik, and The Himalayan Times.

### 4.7.3 District public health offices

District Public Health Office is the main organization that regulates all the activities related to health services at district level. It is the main focal point of district health system in Nepal. The core function of district health system is to improve efficiency, address disparities and improve the health status of the people assuring equitable access to quality health care services, with the help of community participation and inter-sectoral collaboration. Media play the role as the dog watch and watch all the activities of the DPHO.

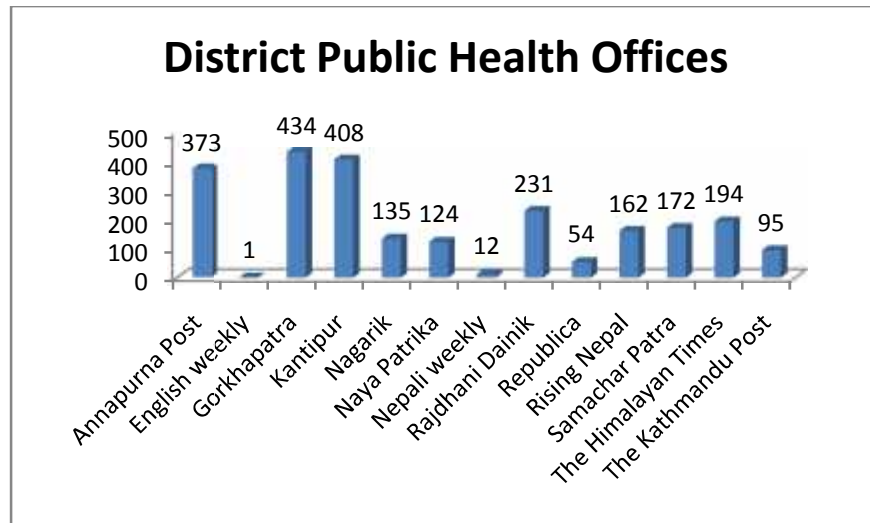
Table No. 4.7  
District public health offices

<b>Publication Name</b>	<b>Quantity</b>
Annapurna Post	373
English weekly	1
Gorkhapatra	434
Kantipur	408
Nagarik	135
Naya Patrika	124
Nepali weekly	12
Rajdhani Dainik	231
Republica	54
Rising Nepal	162
Samachar Patra	172
The Himalayan Times	194
The Kathmandu Post	95
Total	2395

Source: Health Journalist Association of Nepal

In the table the media coverage on District Public Health Offices is 2395. Out of the total coverage in this issue, the number of news items is highest of Gorkhapatra i.e. 434. Then, Kantipur covers 408 news items, 373 of Annapurna Post, 231 of Rajdhani Dainik and so on. In this issue English Weekly covers only little i.e.1 news item during the year. Rest of items can be seen in the figure below.

Figure No. 4.7



#### 4.7.4 Health facilities (hospitals, PHCC, HP, SHP, public and private)

To make effort for the development of health sector government provide different health facilities to the general public throughout the year. Those facilities help general public to take health services for the different health problem. The media plays vital role to communicate about the health facilities provided by the hospitals, PHCC, HP, SHP, Public and private sector to the general public. So it helps for the promotion and development of the health sector. The media coverage on this issue is shown in the table below.

In this issue Kantipur plays dominating role in news coverage. The news items covered by Kantipur are 615 out of 3658 items in the issue “Health facility”. Thereafter, Gorkhapatra and Annapurna post is in second in third positions respectively. In this issue also English Weekly covering only 6 news items. Other detail data can be seen in the table below.

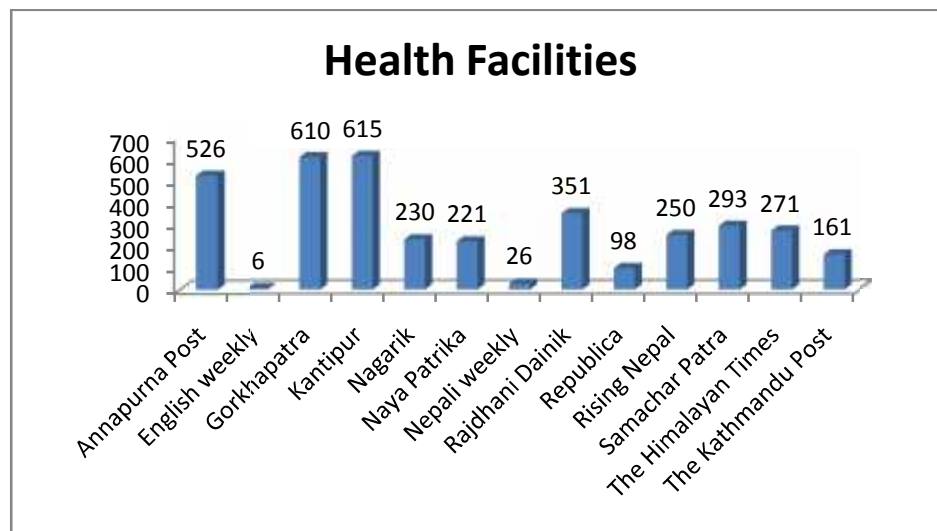
Table No. 4.8  
Health facilities

Publication Name	Quantity
Annapurna Post	526
English weekly	6
Gorkhapatra	610
Kantipur	615
Nagarik	230
Naya Patrika	221
Nepali weekly	26
Rajdhani Dainik	351
Republica	98
Rising Nepal	250
Samachar Patra	293
The Himalayan Times	271
The Kathmandu Post	161
Total	3658

Source: Health Journalist Association of Nepal

The clear picture of the coverage of different newspapers in the Health Facilities issue can be seen in the figure below.

Figure No. 4.8



#### 4.7.5 Health workers (Doctor, Nurse, CMA, ANMs, VHWs, MCHWs etc.)

In hospital and in other health service various medical staffs work together to provide health services to general public in proper manner. Generally, nurse works as a helper of doctor whereas; ANMs, VHWs, MCHWs and other health staffs work in health post and in other

health services. So, to address various problems of health staff and their services, newspapers publish news and articles. That’s why it is also necessary to analyze the media coverage on issue of health workers. The data are presented in the table below:

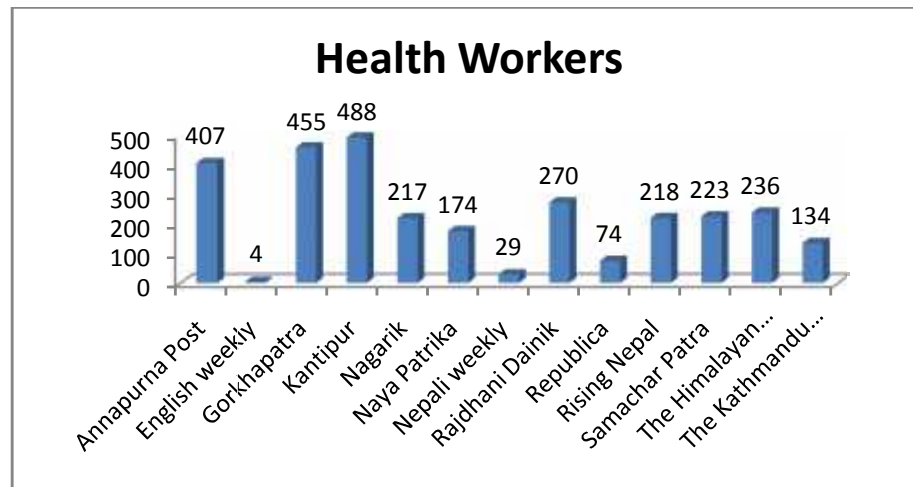
Table No. 4.9  
Health Workers

Publication Name	Quantity
Annapurna Post	407
English weekly	4
Gorkhapatra	455
Kantipur	488
Nagarik	217
Naya Patrika	174
Nepali weekly	29
Rajdhani Dainik	270
Republica	74
Rising Nepal	218
Samachar Patra	223
The Himalayan Times	236
The Kathmandu Post	134
Total	2929

Source: Health Journalist Association of Nepal

In the news coverage of Health Workers is highest of Kantipur i.e. 488 out of 2929 news items. Thereafter, Gorkhapatra, Annapurna Post, the Himalayan Times is in second, third and fourth position respectively. In this issue also English Weekly and Nepali Weekly newspapers cover little items i.e. 4 and 29 respectively. Other newspapers’ coverage can be seen clearly from the figure.

Figure No. 4.9



#### 4.7.6 Female Community Health Volunteers (FCHV)

The Female Community Health Volunteer (FCHV) Program IN Nepal was started in 1988 by the Ministry of Health and Population in order to improve community participation and to enhance the outreach of health services through local women working voluntarily. Initially the strategy proposed one FCHV per ward in rural areas. In the mid-1990s a “population based” strategy was adopted in 28 districts whereby additional FCHVs were recruited leading to a current total of nearly 50,000 FCHVs in Nepal and 97 % of them are in are in the rural areas.

FCHVs play an important role in contributing to a variety of key public health programs, including family planning, maternal care, child health, vitamin A supplementation/ de worming and immunization coverage. They are the foundation of Nepal’s community-based primary health care system and are the key referral link between the health services and communities. Additionally FCHVs have made significant contributions to women’s leadership and empowerment at the Village Development Committee (VDC) level, and several active FCHVs are as VDC members.

So to communicate the duty and responsibility are of FCHVs to the general public the media plays the vital role. In this issue the coverage of media has been shown in the table below:

Table No. 4.10  
Female Community Health Volunteer

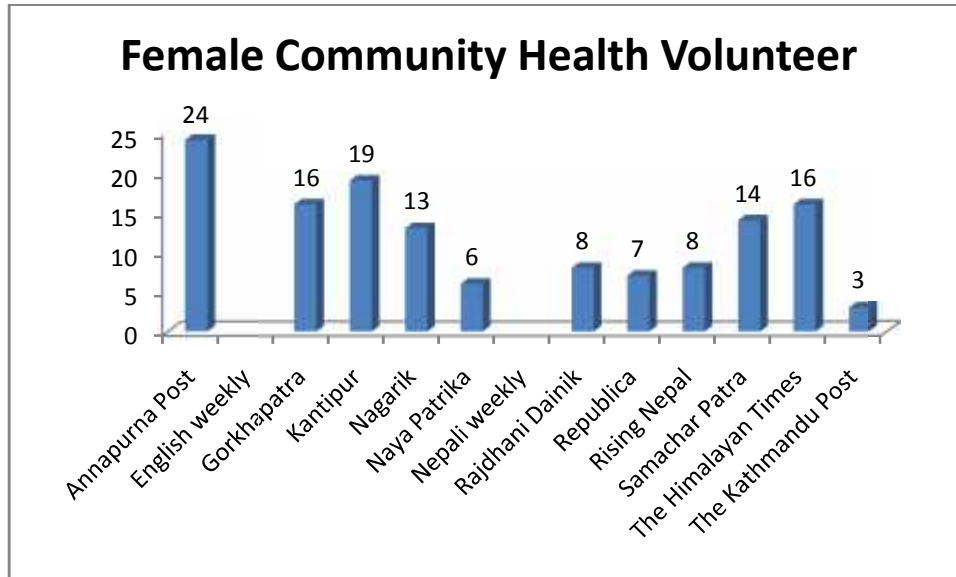
Publication Name	Quantity
Annapurna Post	24
English weekly	
Gorkhapatra	16
Kantipur	19
Nagarik	13
Naya Patrika	6
Nepali weekly	
Rajdhani Dainik	8
Republica	7
Rising Nepal	8
Samachar Patra	14
The Himalayan Times	16
The Kathmandu Post	3
Total	134

Source: Health Journalist Association of Nepal

In this issue the total news item is 134. Out of the total 24 news items are covered by Annapurna Post which is highest among others. Thereafter, Kantipur covers 19 news items

whereas, Gorkhapatra covers 16. In this issue there are no any items are covered by English Weekly and Nepali Weekly. Most of the newspapers cover little quantity of news and article for this health issue. Other data has been shown in the figure.

Figure No. 4.9



#### 4.7.7 Epidemic/Outbreaks

Affecting many persons at the same time and spreading from person to person in a locality where the disease is not permanently prevalent is known as Epidemic. HIV/AIDS is one of the major of epidemics.

Outbreak is a term used in epidemiology to describe an occurrence of disease greater than would otherwise be expected at a particular time and place. It may affect a small and localized group or impact upon thousands of people across an entire continent. Two linked cases of a rare infectious disease may be sufficient to constitute an outbreak. Outbreaks may also refer to epidemics, which affect a region in a country or a group of countries, or pandemics, which describe global disease outbreaks.

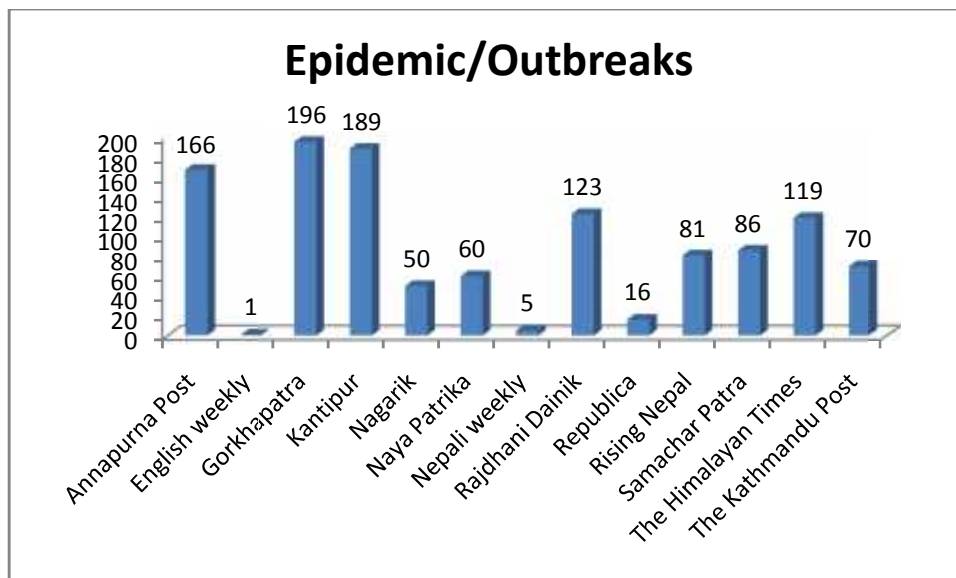
Table No.4.11  
Epidemic/Outbreaks

Publication Name	Quantity
Annapurna Post	166
English weekly	1
Gorkhapatra	196
Kantipur	189
Nagarik	50
Naya Patrika	60
Nepali weekly	5
Rajdhani Dainik	123
Republica	16
Rising Nepal	81
Samachar Patra	86
The Himalayan Times	119
The Kathmandu Post	70
Total	1162

Source: Health Journalist Association of Nepal

In this issue most of the news are covered and addressed by Gorkhapatra i.e. 196 out of 1162 news items and article and thereafter, Kantipur and Annapurna post is in second and third position which covers 189 and 166 items respectively. For this health issue English Weekly, Nepali Weekly and Republica covers little i.e. 1, 5 and 16 items respectively. So, for this health issue also Gorkhapatra playing dominating role as in other. Rest can be seen in the Bar Graph presented below.

Figure No. 4.11



#### 4.7.8 Natural disasters

Natural Disasters is the crucial issue of the health sector. Due to natural disasters the people have to bear various health problems. In Nepal also various natural calamities like as: flood, landslide etc. always giving problem to the Nepalese. Due to flood the people are suffering from different health problem like as, diarrhea, pneumonia, typhoid etc. So that, to aware about the health problem cause by natural disasters media play a vital role in the country. It also encourages people to take precautions for the health safety. So, the awareness about natural disasters and its effects media should cover the news and articles in this issue.

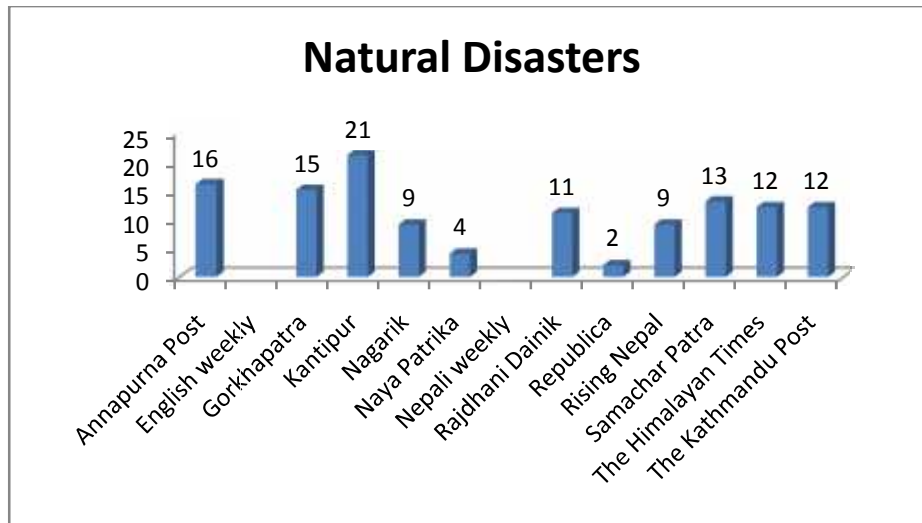
The data of the media coverage on the natural disasters has been shown in the table below. In this issue, the most of the items are covered by Kantipur i.e. 21 items out of 124. So, Kantipur Plays dominating role in this issue. Secondly, 16 news items are covered by Annapurna Post. Thereafter, news are covered by Gorkhapatra is 15. But, English Weekly and Nepali Weekly have no coverage in this issue. Others coverage can be seen easily in the Bar Graph presented below.

Table No. 4.12  
Natural Disasters

<b>Publication Name</b>	<b>Quantity</b>
Annapurna Post	16
English weekly	
Gorkhapatra	15
Kantipur	21
Nagarik	9
Naya Patrika	4
Nepali weekly	
Rajdhani Dainik	11
Republica	2
Rising Nepal	9
Samachar Patra	13
The Himalayan Times	12
The Kathmandu Post	12
Total	124

Source: Health Journalist Association of Nepal

Figure No. 4.12



#### 4.7.9 Quality problems (With medical care, health services, public or private)

There are various problems in the health sector in Nepal. Quality problems are also major and crucial problem. So, to communicate the quality problem to government and general public media plays the role as bridge. It force to health sector like as: Hospital, Medical, Nursing Home, Clinic etc. to maintain their quality service by taking immediate action. Health sector is crucial sector that is why health service provider should always maintain the quality of the services they provide to general public. The data of media coverage on this issue is presented below in the table.

In this issue the highest number of news are covered by the Kantipur which is 144 items out of 871 items. After that, Annapurna Post, Gorkhapatra, Naya patrika are in second, third and fourth position. In this, English Weekly have no coverage and Nepali Weekly has only covered 4 items. The crucial issue quality problems are also not given the priority by most of the newspapers like in other issue.

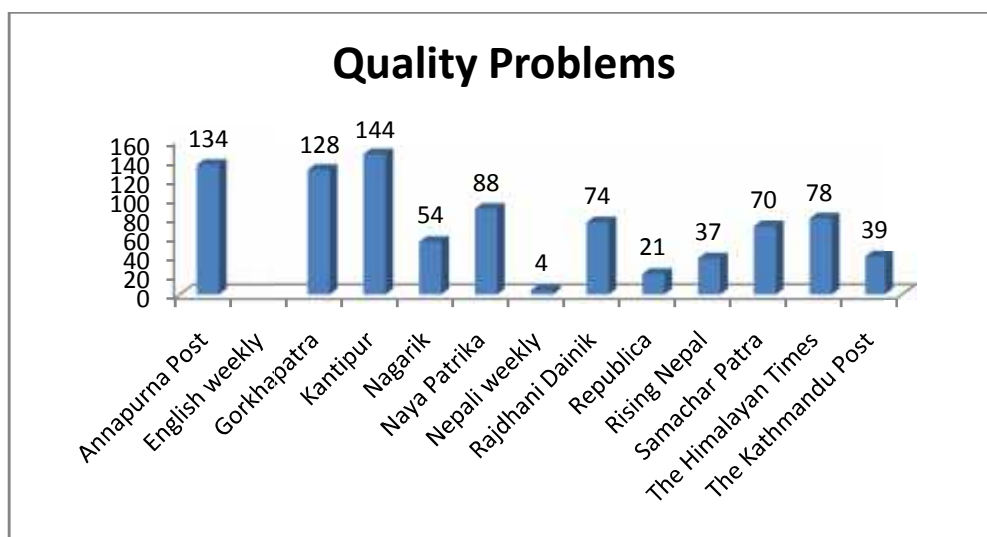
The clear picture of the condition can be seen in the bar graph.

Table No.4.13  
Quality Problems

Publication Name	Quantity
Annapurna Post	134
English weekly	
Gorkhapatra	128
Kantipur	144
Nagarik	54
Naya Patrika	88
Nepali weekly	4
Rajdhani Dainik	74
Republica	21
Rising Nepal	37
Samachar Patra	70
The Himalayan Times	78
The Kathmandu Post	39
Total	871

Source: Health Journalist Association of Nepal

Figure No. 4.13



#### 4.7.10 Labor action/agitation (by health workers)

Various health workers work together in health sector for the mutual benefit as well as to provide the various types of services to general public. But, due to political instability of the country they have to bear various problems while working. So that, when they feel unsecure then they go on strike to demand the secure life. Media address this issue properly and communicate their voices through the different form.

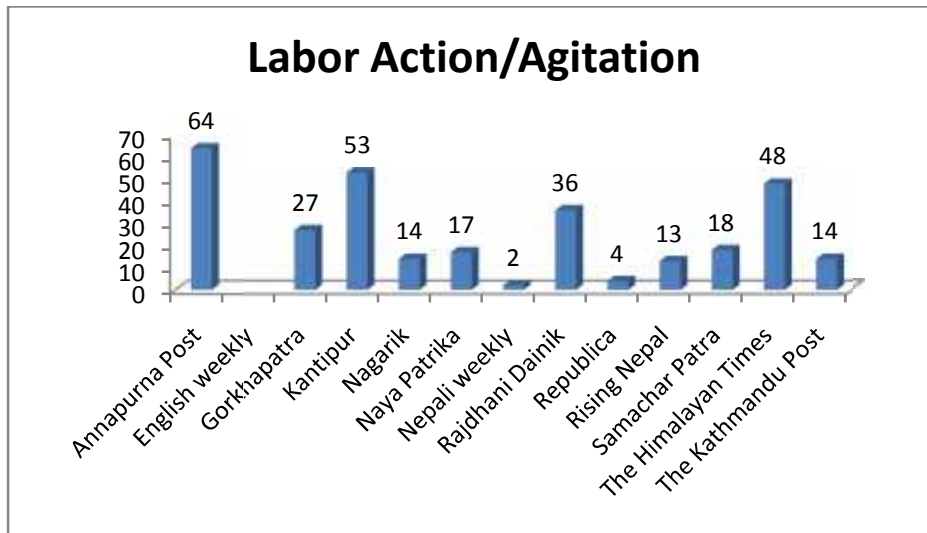
Table No. 4.14  
Labor action/agitation

Publication Name	Quantity
Annapurna Post	64
English weekly	
Gorkhapatra	27
Kantipur	53
Nagarik	14
Naya Patrika	17
Nepali weekly	2
Rajdhani Dainik	36
Republica	4
Rising Nepal	13
Samachar Patra	18
The Himalayan Times	48
The Kathmandu Post	14
Total	310

Source: Health Journalist Association of Nepal

The table shows the actual figure of media coverage on the labor action/agitation. In this issue the most of the items are covered by Annapurna post. Thereafter, Kantipur and The Himalayan Times are in second and third position which covered 53 and 48 news items respectively. In this issue Annapurna post is playing dominating role throughout the year. English Weekly has no coverage and Nepali Weekly covered 2 news items out of 310 news items in this issue. The detail figure of this issue can be seen in the Bar Graph presented below.

Figure No. 4.14



#### 4.7.11 Staffing

In health sector various staff is needed for the smooth operation of the health related activities. The staffing policy should be altered time to time to adopt the policy of the government. So, to inform the staff and general public about the staffing policy and other staffing related activities, media plays vital role. Information about number of staff working in health sector and posting of staff is also necessary for the government and to general public. So, media play the role of bridge for the matter of staffing in health sector.

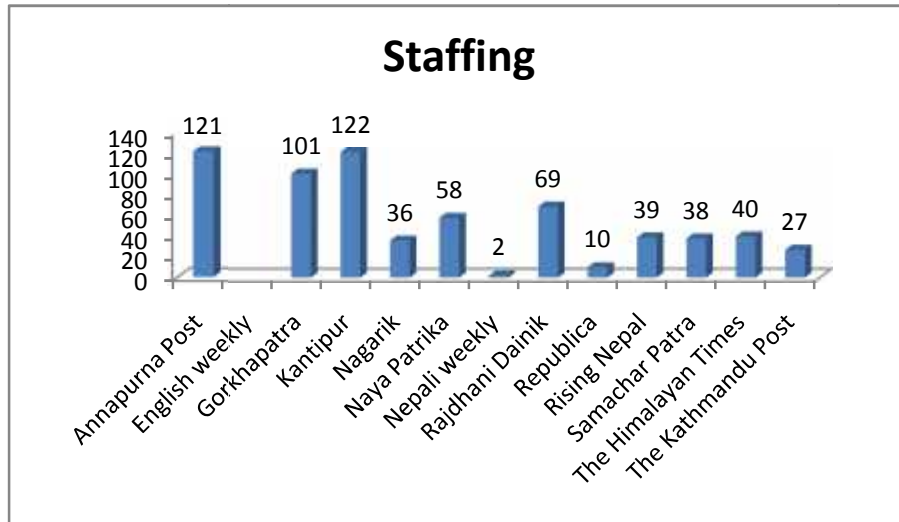
In this issue the most of the news items are covered by Kantipur newspaper. It has covered 122 news items out of 663 news items. Secondly, Annapurna Post has covered the 121 news items and Gorkhapatra is in third position with 101 news items. In this issue also English Weekly has no coverage and Nepali weekly has covered only 2 news items out of total news items of this issue. Rest of the newspapers is in moderate position. The position of the newspaper can be seen in the Bar Graph.

Table No. 4.15  
Staffing

<b>Publication Name</b>	<b>Quantity</b>
Annapurna Post	121
English weekly	
Gorkhapatra	101
Kantipur	122
Nagarik	36
Naya Patrika	58
Nepali weekly	2
Rajdhani Dainik	69
Republica	10
Rising Nepal	39
Samachar Patra	38
The Himalayan Times	40
The Kathmandu Post	27
Total	663

Source: Health Journalist Association of Nepal

Figure No. 4.15



#### 4.7.12 Child illness

Child illness is one of the major health issues in the Nepal. Due to child illness the number of child have to lose their lives throughout the year. It is also due to the poverty. To eliminate the child illness and to decrease child mortality rate the government should take immediate action. So to force the government to take immediate action to solve the child illness problem, media plays vital. Media address the child illness problem from the different corner of the country to inform the government about the situation of the problem. The media coverage on this issue is presented below in the table.

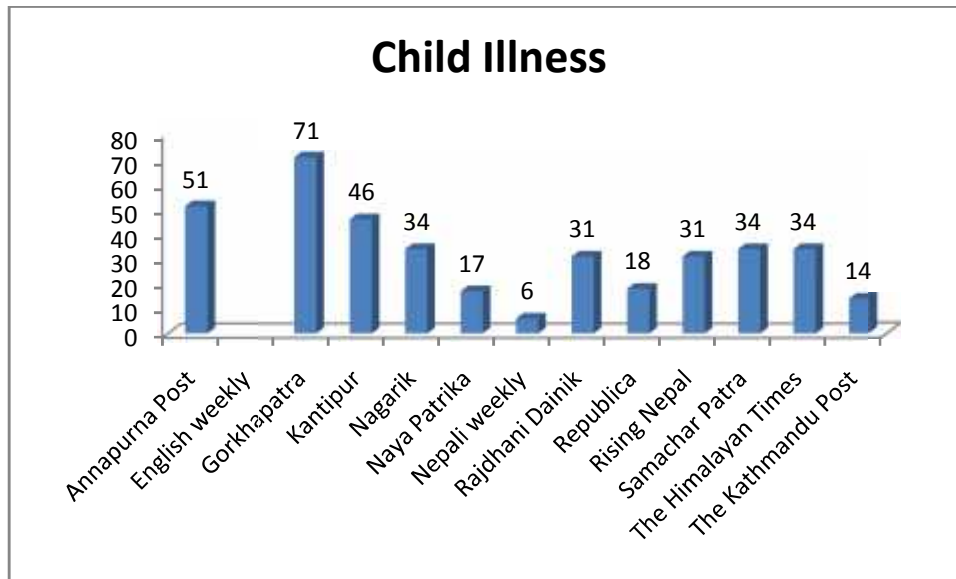
Table No. 4.16  
Child Illness

Publication Name	Quantity
Annapurna Post	51
English weekly	
Gorkhapatra	71
Kantipur	46
Nagarik	34
Naya Patrika	17
Nepali weekly	6
Rajdhani Dainik	31
Republica	18
Rising Nepal	31
Samachar Patra	34
The Himalayan Times	34
The Kathmandu Post	14
Total	387

Source: Health Journalist Association of Nepal

In the table the total news items for this issue are 387. Out of this 71 news are covered by Gorkhapatra. Rest can be seen in the figure presented below.

Figure No. 4.16



In the above figure Annapurna Post is in second which covers the 51 news items thereafter Kantipur is in third position with 46 news items. English weekly and Nepali weekly are in lowest position with zero and 6 news respectively. The position of rest newspapers are shown in the Bar Graph clearly.

#### 4.7.13 Maternal and New Born Health

Maternal and New Born Health is important issue among the other health issues. Daily many mothers give birth to her baby to this world. So, the health of those mother and new born child is also important. For the maternal health government provide different facilities in the hospital. In Nepal, all the services are free of cost for maternal health in government owned hospital and community based hospital. To give the information about the services for the maternal and new born health, media covers news in different newspapers and in other form of media. That's why it plays an important role in this health issue. It also covers the problem of the maternal health which helps to make solution from the different sectors like as: NGO, INGO, Government etc. The media coverage on this issue is presented below in the table.

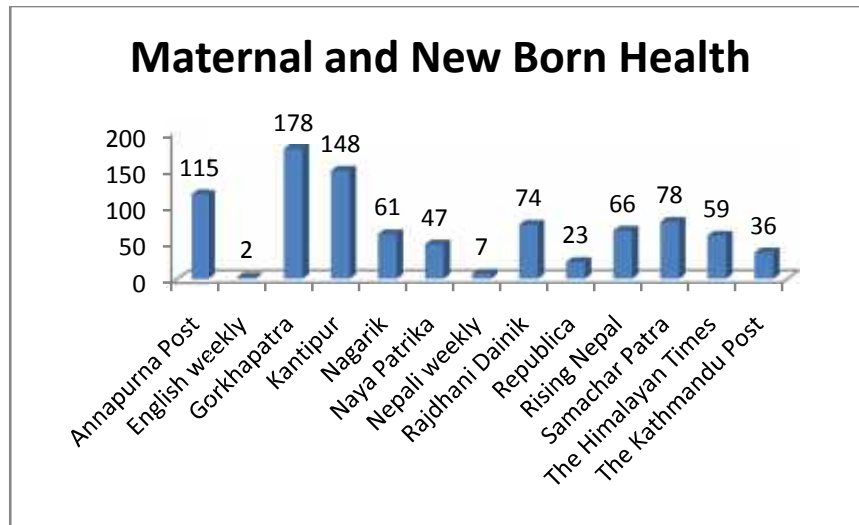
Table No. 4.17  
Maternal and New Born Health

Publication Name	Quantity
Annapurna Post	115
English weekly	2
Gorkhapatra	178
Kantipur	148
Nagarik	61
Naya Patrika	47
Nepali weekly	7
Rajdhani Dainik	74
Republica	23
Rising Nepal	66
Samachar Patra	78
The Himalayan Times	59
The Kathmandu Post	36
Total	894

Source: Health Journalist Association of Nepal

In this issue the most of the news items are covered by the Gorkhapatra i.e. 178 out of 894 total news items. Thereafter, Kantipur and Annapurna post are in second and third position which covers 148 and 115 news items respectively. As in other issue English Weekly and Nepali Weekly covering little portion of the news items. Others data are shown in the figure 4.17.

Figure No. 4.17



#### 4.7.14 Family planning

Family planning allows individuals and couples to anticipate and attain their desired number of children and the spacing and timing of their births. It is achieved through use of contraceptive methods and the treatment of involuntary infertility. A woman's ability to space and limit her pregnancies has a direct impact on her health and well-being as well as on the outcome of each pregnancy. In Nepal population increase rate is very high so, to control the population increase rate general public should adopt the family planning. There are different methods for the family planning. So, to awareness about the planning the media plays vital role. Media communicate the methods of planning to general public of rural areas through different form. It inspires people to adopt family planning for their health as well as to control population increase rate. The media coverage on family planning is presented in the table.

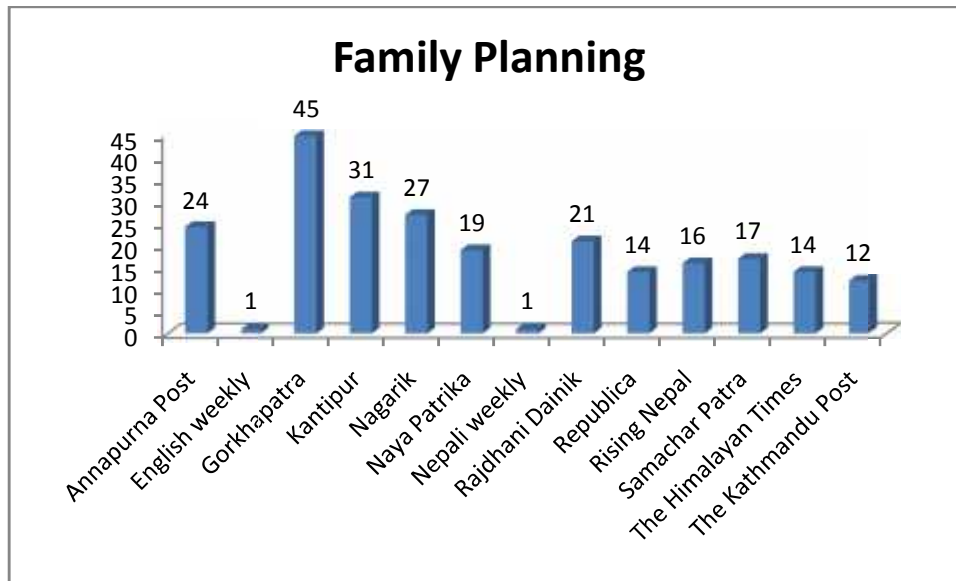
Table No. 4.18  
Family Planning

Publication Name	Quantity
Annapurna Post	24
English weekly	1
Gorkhapatra	45
Kantipur	31
Nagarik	27
Naya Patrika	19
Nepali weekly	1
Rajdhani Dainik	21
Republica	14
Rising Nepal	16
Samachar Patra	17
The Himalayan Times	14
The Kathmandu Post	12
Total	242

Source: Health Journalist Association of Nepal

In this issue Gorkhapatra has covered the highest quantity of news items i.e. 45 out of 242 news items. After that Kantipur and Nagarik has covered 31 and 27 news respectively. In this issue English Weekly and Nepali Weekly each has covered only 1 news items. The data of the rest newspapers can be seen in the figure below. Others are in moderate position as in others issue.

Figure No. 4.18



#### 4.7.15 Health financing (fees, free services, health worker incentives, health insurances)

Health financing is concerned with how financial resources are generated, allocated and used in health systems. Examples of health financing issues include: (i) how and from where to raise sufficient funds for health; (ii) how to overcome financial barriers that exclude many poor from accessing health services; or (iii) how to provide an equitable and efficient mix of health services. The examples of health financing are: health insurances, health incentives from the government and international donor etc. Media coverage on this issue helps health sector to generate the finance from the different sources. It is important for the development of the health sector.

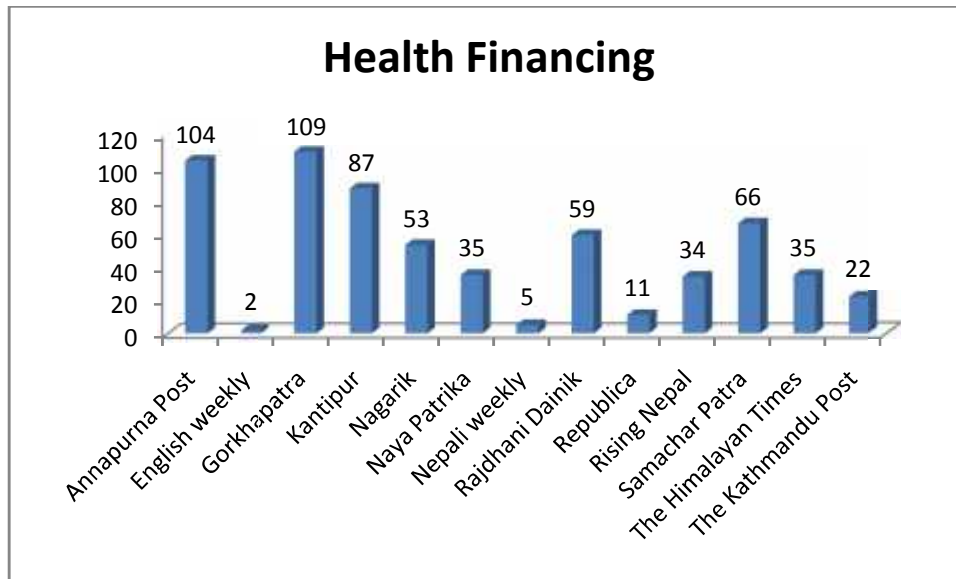
Table No. 4.19  
Health financing

Publication Name	Quantity
Annapurna Post	104
English weekly	2
Gorkhapatra	109
Kantipur	87
Nagarik	53
Naya Patrika	35
Nepali weekly	5
Rajdhani Dainik	59
Republica	11
Rising Nepal	34
Samachar Patra	66
The Himalayan Times	35
The Kathmandu Post	22
Total	622

Source: Health Journalist Association of Nepal

The table shows the data of the coverage of media on the health financing issue. In this issue the highest number of news items is covered by Gorkhapatra whereas, lowest number news is covered by English Weekly. The total number of news for this issue is 622. The rest of the data are clearly presented in the figure below which can be observed easily.

Figure No. 4.19



#### 4.7.16 Special health day/Campaign

Different health day is celebrated every year for the health awareness to the general public by doing different activities like as rally, blood donation program, training on health issues etc. On the occasion of those health days health campaign organized by the various organizations to provide health services at free of cost. In this regard, media work as dog watch and notice the activities of the health sector. So that, to inform the general public about the health program on that occasion media publish the news and article about those activities.

The media coverage on this issue is presented in the table:

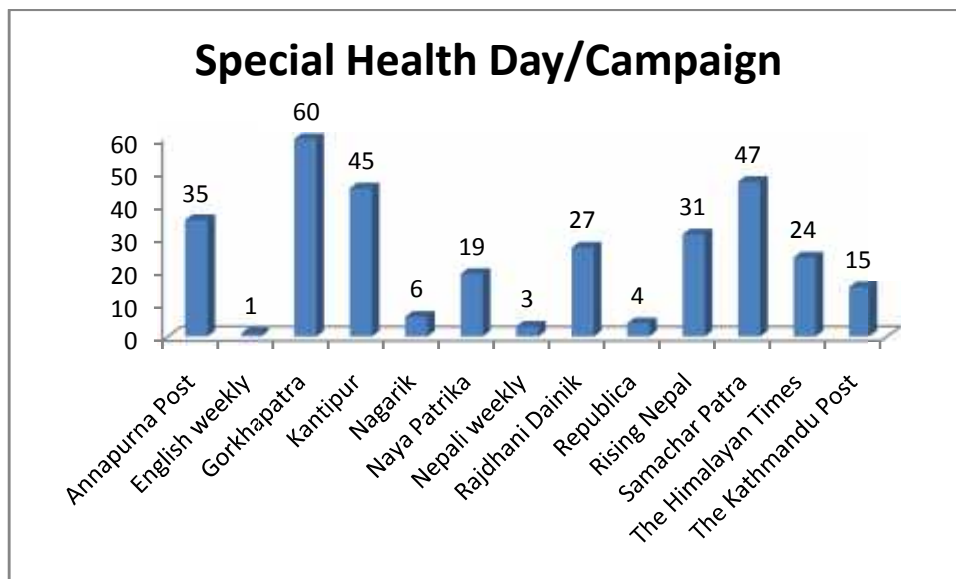
Table No. 4.20  
Special health day/Campaign

Publication Name	Quantity
Annapurna Post	35
English weekly	1
Gorkhapatra	60
Kantipur	45
Nagarik	6
Naya Patrika	19
Nepali weekly	3
Rajdhani Dainik	27
Republica	4
Rising Nepal	31
Samachar Patra	47
The Himalayan Times	24
The Kathmandu Post	15
Total	317

Source: Health Journalist Association of Nepal

In the table the most of the news for this issue is covered by Gorkhapatra i. e. 60 News items out of 317 news items. But in this issue Samachar Patra took the second position by 47 news items. Thereafter, Kantipur and Annapurna Post are in third and fourth position. As in earlier issue English Weekly and Nepali Weekly has covered little portion i.e. 1 and 3 news items respectively. In this issue also Gorkhapatra is playing dominating role. The data of other newspapers are shown in the figure below.

Figure No. 4.20



#### 4.7.17 Vitamin A

More than 250 million of the world's children suffer from vitamin A deficiency. Nepal is one of 60 countries in which this deficiency constitutes a significant public health problem. Each year in Nepal, vitamin A deficiency is responsible for the deaths of 9000 children and for 2500 children becoming permanently blind. The Nepal National Vitamin A Program (NVAP) was begun in 1993 in eight of the country's 75 districts. By the end of 1997, the program covered 32 districts, and by 2003 its coverage will be nationwide. The Nepal NVAP is considered by many to be a highly successful, model program. It consists primarily of distributing high-dose vitamin A capsules to all children 6 to 60 months of age during twice-yearly campaigns. The capsule distribution is carried out by a previously existing network of Female Community Health Volunteers (FCHVs) that has been reinvigorated by the highly visible and universally acclaimed success of the NVAP. An important strategy of the program has been the empowerment of the FCHVs, which has been accomplished by organizing, training and motivating community workers and other representatives from education, agriculture and other sectors, as well as political representatives, to support the FCHVs. The annual cost of the NVAP is US\$1.7 million. It costs \$1.25 to deliver two vitamin A capsules to each participant.

For the success of the Vitamin A distribution program in Nepal a media plays vital. Through the notice the people from rural and urban are called for the vitamin A distribution program and completed successfully every year to control the disease suffer from the vitamin A deficiency.

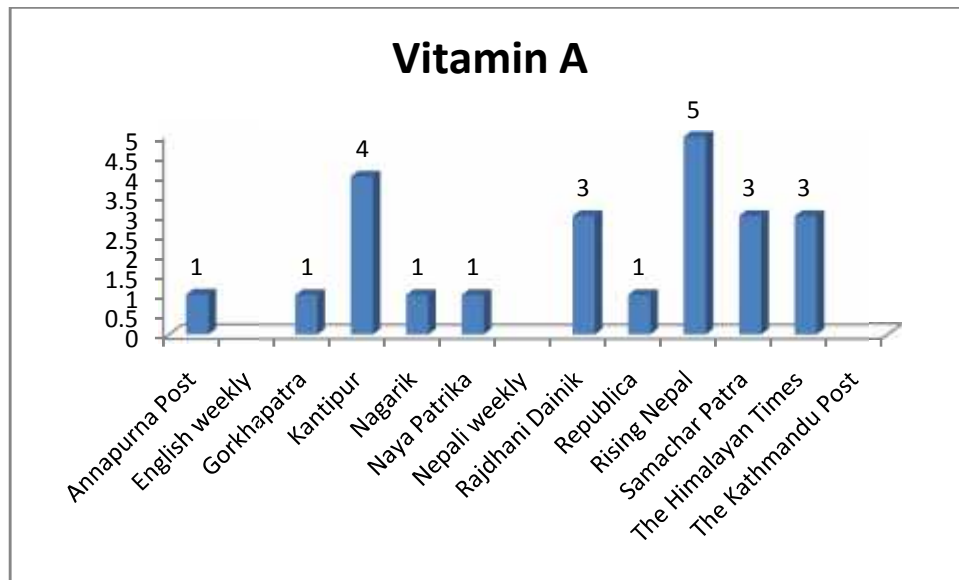
Table No. 4.21  
Vitamin A

Publication Name	Quantity
Annapurna Post	1
English weekly	
Gorkhapatra	1
Kantipur	4
Nagarik	1
Naya Patrika	1
Nepali weekly	
Rajdhani Dainik	3
Republica	1
Rising Nepal	5
Samachar Patra	3
The Himalayan Times	3
The Kathmandu Post	
Total	23

Source: Health Journalist Association of Nepal

In the table the highest number of news coverage is 5 which are covered by The Rising Nepal. In this issue all of the newspapers have covered only the small portion in comparison to another health issues. Total number of news coverage is only 23 in this issue. This issue is not given the priority than the others. The position of the news coverage in this is shown in the figure below.

Figure No. 4.21



#### 4.7.18 Immunizations

The National Immunization Program (at the time known as the Expanded Program on Immunization) was initiated in 1979 in three districts with only two antigens (BCG and DPT) and was rapidly expanded to include all 75 districts with all six recommended antigens (BCG, DPT, OPV, and measles) by 1988. In 2003, with the support of the GAVI Alliance, monovalent Hepatitis B vaccine was introduced, which was later administered as a single tetravalent (DPT- Hepatitis B) injection. In 2009, vaccination against Haemophilus influenzae type b was introduced throughout the nation in a phase wise manner starting in Far Western and Western Development Regions. Also in 2009, Japanese encephalitis (JE) vaccine was introduced into the routine immunization program in 16 JE endemic districts following JE mass vaccination campaigns.

Through this program immunization program rapidly spread over the country throughout the year. For this health program also media plays vital role. The notice spread over the country through the media for the immunization program. This program helps people to protect themselves from the different diseases. This program also success to eliminate the different diseases from the country.

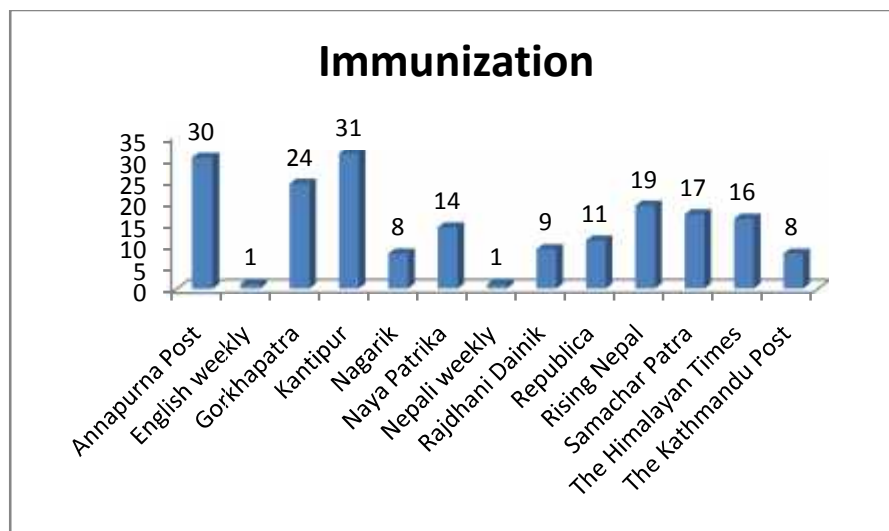
Table No. 4.22  
Immunization

Publication Name	Quantity
Annapurna Post	30
English weekly	1
Gorkhapatra	24
Kantipur	31
Nagarik	8
Naya Patrika	14
Nepali weekly	1
Rajdhani Dainik	9
Republica	11
Rising Nepal	19
Samachar Patra	17
The Himalayan Times	16
The Kathmandu Post	8
Total	189

Source: Health Journalist Association of Nepal

For the immunization, there are 189 total news are covered in the different newspapers. Highest number of news are covered by Kantipur i.e. 31 news. English Weekly and Nepali Weekly newspapers are in least position 1 news in each.

Figure No. 4.22



#### 4.7.19 HIV and AIDS

Acquired immune deficiency syndrome or acquired immunodeficiency syndrome (AIDS) is a disease of the human immune system caused by the human immunodeficiency virus (HIV).

This condition progressively reduces the effectiveness of the immune system and leaves individuals susceptible to opportunistic infections and tumors. HIV is transmitted through direct contact of a mucous membrane or the bloodstream with a bodily fluid containing HIV, such as blood, semen, vaginal fluid, preseminal fluid, and breast milk.

Many people die every year due to HIV/AIDS because it has no any solution to cure. So, to make aware the people about the HIV/AIDS it is necessary to give information through educational activities and media. This help to make people aware and to protect themselves from the HIV/ AIDS. So, media plays an important role to control spread of HIV/AIDS.

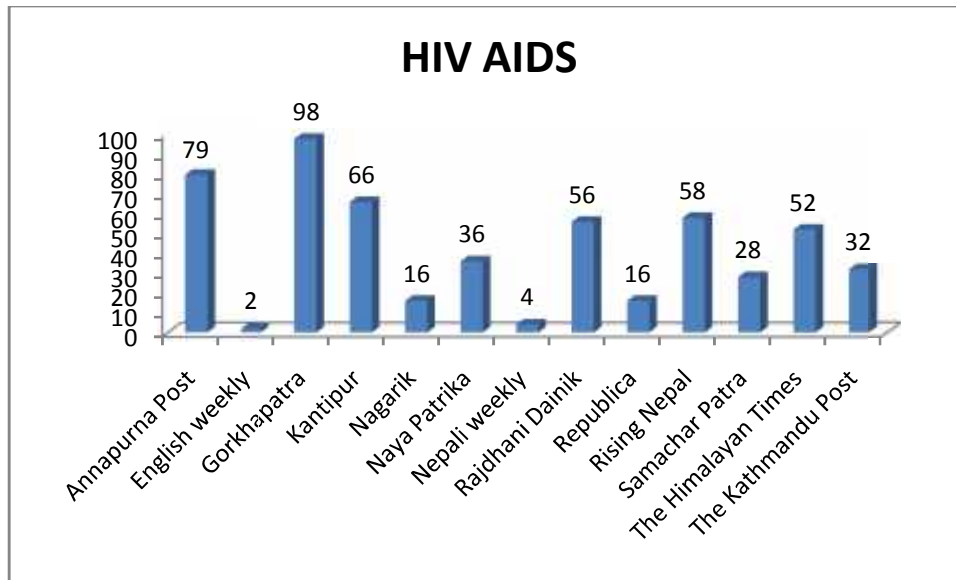
Table No. 4.23  
HIV/AIDS

<b>Publication Name</b>	<b>Quantity</b>
Annapurna Post	79
English weekly	2
Gorkhapatra	98
Kantipur	66
Nagarik	16
Naya Patrika	36
Nepali weekly	4
Rajdhani Dainik	56
Republica	16
Rising Nepal	58
Samachar Patra	28
The Himalayan Times	52
The Kathmandu Post	32
<b>Total</b>	<b>543</b>

Source: Health Journalist Association of Nepal

In this issue the most of the news items are covered by Gorkhapatra. Thereafter, Annapurna post is in second position for the news coverage of HIV/AIDS. Total number of news items of this issue is 543 news items. Out of this only 2 news items are covered by English Weekly newspaper. Rest of the data is shown in the graph below.

Figure No. 4.23



#### 4.7.20 Commercial sex workers (CSW)

A sex worker is a person who works in the sex industry. The term is usually used in reference to those in the sex industry that actually provide such sexual services, as opposed to management and staff of such industries. Some sex workers are paid to engage in sexually explicit behavior which involves varying degrees of physical contact with clients (prostitutes, escorts, some but not all professional dominants); pornography models and actors engage in sexually explicit behaviors which are filmed or photographed. Phone sex operators have sexually-oriented conversations with clients, and do auditive sexual role-plays. Other sex workers are paid to engage in live sexual performance, such as web cam sex and performers in live sex shows. Some sex workers perform erotic dances and other acts for an audience. Those people are known as commercial sex workers.

Due to unsafe sex they have to bear different health problem like: HIV/AIDS, and other sex related syndromes. So that it is also one of the major health issues. Commercial sex work is illegal in Nepal. So to control the illegal deed media have to address this issue to force the government to take an action against those activities. For this media plays an important role.

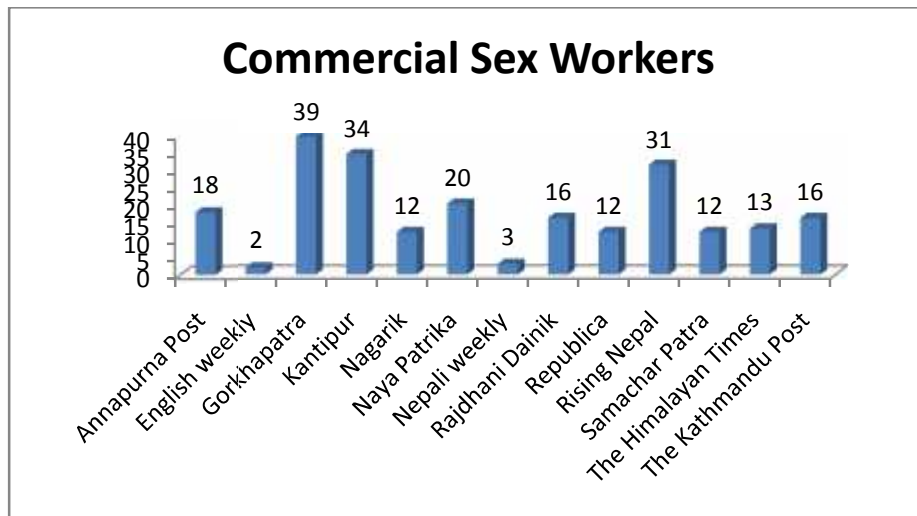
Table No. 4.24  
Commercial Sex Workers

Publication Name	Quantity
Annapurna Post	18
English weekly	2
Gorkhapatra	39
Kantipur	34
Nagarik	12
Naya Patrika	20
Nepali weekly	3
Rajdhani Dainik	16
Republica	12
Rising Nepal	31
Samachar Patra	12
The Himalayan Times	13
The Kathmandu Post	16
Total	228

Source: Health Journalist Association of Nepal

For this issue the most of the news are covered by Gorkhapatra as in others i.e. 39 news items out of 228 news items. Kantipur and Rising Nepal took the second and third position with 34 and 31 news items respectively. English Weekly and Nepali Weekly have only covered 2 and 3 news items respectively. So, they are in least position. The position of rest newspapers can be seen in the figure below.

Figure No. 2.24



#### 4.7.21 Injecting drug users (IDUs)

Who take the drugs through the injection into their body for the pleasure known as injecting drug users (IDUs). Millions of people worldwide are injecting drug users (IDUs), and blood transfer through the sharing of drug taking equipment, particularly infected needles, is an extremely effective way of transmitting HIV. Around 30% of global HIV infections outside of sub-Saharan Africa are caused by the use of injecting drugs, and it accounts for an ever growing proportion of those living with the virus.

So, to control that type of risk behavior awareness program should be organized in different rural and urban areas. It is only possible with the help of media. People could understand the effects of the risk behavior easily from the media instead of other form. So, this issue should be covered properly to make people aware about the risk.

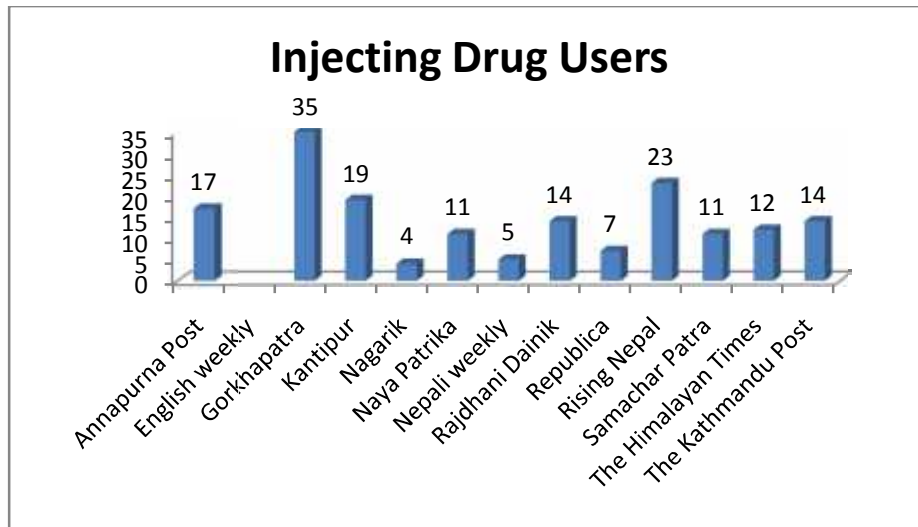
Table No. 4.25  
Injecting Drug Users

Publication Name	Quantity
Annapurna Post	17
English weekly	
Gorkhapatra	35
Kantipur	19
Nagarik	4
Naya Patrika	11
Nepali weekly	5
Rajdhani Dainik	14
Republica	7
Rising Nepal	23
Samachar Patra	11
The Himalayan Times	12
The Kathmandu Post	14
Total	172

Source: Health Journalist Association of Nepal

In the table the news and other items are mostly covered by Gorkhapatra. English daily have no coverage in this issue. The total news covered in this issue is 172 news items. The detail data are shown in the graph.

Figure No. 4.25



#### 4.7.22 Girl Trafficking

Table No. 4.26  
Girl Trafficking

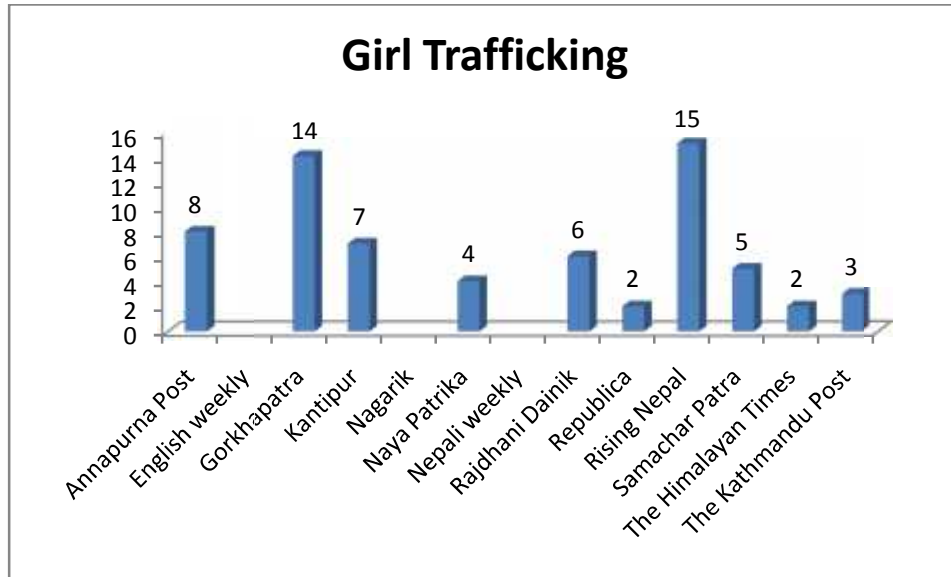
Publication Name	Quantity
Annapurna Post	8
English weekly	
Gorkhapatra	14
Kantipur	7
Nagarik	
Naya Patrika	4
Nepali weekly	
Rajdhani Dainik	6
Republica	2
Rising Nepal	15
Samachar Patra	5
The Himalayan Times	2
The Kathmandu Post	3
Total	66

Source: Health Journalist Association of Nepal

A girl trafficking is one of the major problems in our society. Due to lack of awareness many girls are trafficking abroad the country. They are used for sexual harassment in brothel which mostly in Mumbai, India. And most of the girls returned back due to HIV infection. Due to poverty most of the people sell their own daughter, wife and sister to the brothel with the hope to get big money from the owner of the brothel. So that, to stop girl trafficking the girls mostly in rural areas should be educated and well-informed about the issue. That's why media play a crucial role to stop and control the girl trafficking from the country. The media

should cover the incident about the girl trafficking to awake the girls and to protect trafficked girls. The news coverage in this issue is shown in the figure below.

Figure No. 4.26



The figure shows the data of the media coverage on the girl trafficking issue. Most of the news are covered by the Rising Nepal thereafter Gorkhapatra which are from the same publication. For this issue there is no coverage by English weekly, Nagarik and Nepali Weekly. Others also have covered little portion. The total news is covered for this issue is 66.

#### 4.7.23 Labor migration

Labor migration is generally defined as a cross-border movement for purposes of employment in a foreign country. However, there is no universally accepted definition of labor migration. In Nepal, poverty is major problem. So to fight with the poverty many people migrate to abroad to earn money and to fight with the. At that time they have to bear various health problems due to hard work and poor working environment. So, media address the various problems of the labor migrated to out of the country. It helps government to reform new policy for the legal labor migration.

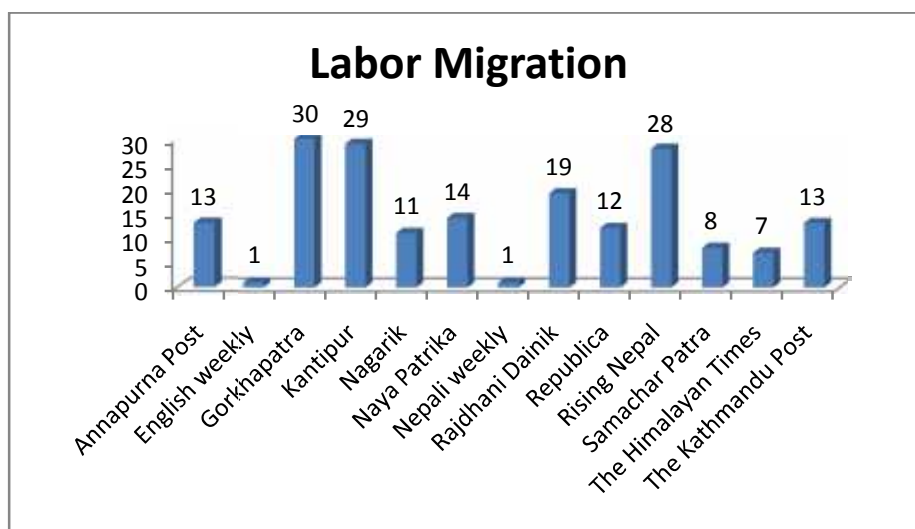
Table No. 4.27  
Labor Migration

Publication Name	Quantity
Annapurna Post	13
English weekly	1
Gorkhapatra	30
Kantipur	29
Nagarik	11
Naya Patrika	14
Nepali weekly	1
Rajdhani Dainik	19
Republica	12
Rising Nepal	28
Samachar Patra	8
The Himalayan Times	7
The Kathmandu Post	13
Total	186

Source: Health Journalist Association of Nepal

The coverage for the labor migration issue is very low throughout the year. Only 186 news items and article are covered within two years. For this issue most of the news is covered by Gorkhapatra as in other issues. Thereafter Kantipur and Rising Nepal are in second and third position with 29 and 28 news items respectively. There is no big difference in those data. Here, English Weekly and Nepali Weekly covered little i.e. 1 news item each. Rest data are shown in the graph below.

Figure No. 4.27



#### 4.7.24 INGO/NGO

A non-governmental organization (NGO) is a legally constituted organization created by natural or legal persons that operates independently from any form of government. The term originated from the United Nations, and is normally used to refer to organizations that are not a part of the government and are not conventional for-profit business. In the cases in which NGOs are funded totally or partially by governments, the NGO maintains its non-governmental status by excluding government representatives from membership in the organization. As NGO international non-governmental organization (INGO) which is owned and managed by another country. NGO/INGO also works for the development and promotion of different sector. Health is also one of the many sectors. They organize different program for the development of the health sector and also provide donation for the promotion of health sector. So, the media watch the activities of the NGO/INGO and cover the news in the different newspapers and other form of media. The news coverage in this issue is presented in the table below.

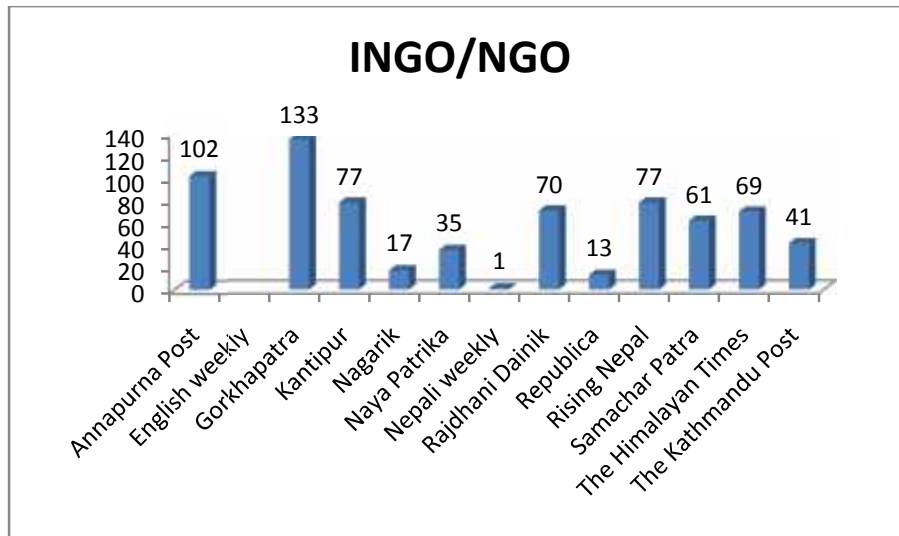
Table No. 4.28  
INGO/NGO

<b>Publication Name</b>	<b>Quantity</b>
Annapurna Post	102
English weekly	
Gorkhapatra	133
Kantipur	77
Nagarik	17
Naya Patrika	35
Nepali weekly	1
Rajdhani Dainik	70
Republica	13
Rising Nepal	77
Samachar Patra	61
The Himalayan Times	69
The Kathmandu Post	41
Total	696

Source: Health Journalist Association of Nepal

The total number of news items covered by various newspapers is 696 news items. The maximum number of news out of total news is covered by Gorkhapatra i.e. 133. Thereafter, Annapurna post has covered 102 news and in second position. English Weekly has not covered any news items and Nepali Weekly has covered only 1 news item. Other data is illustrated below in the figure.

Figure No. 4.28



#### 4.7.25 Drug and Medical Supply

Drugs are needed to cure the various health problems and diseases. Medical supplies are necessary to provide service to the patients at the hospital and in other health service provider. So, to provide proper service to general drugs and medical supplies should be available in time. The government of the country is accountable for the supply of drugs and medical supplies. So, it is necessary to communicate the government about the availability of those supplies. Media helps to communicate to the government of availability of drugs and medical supplies from the different places. That is why it is very important issue which is needed to be covered in the media.

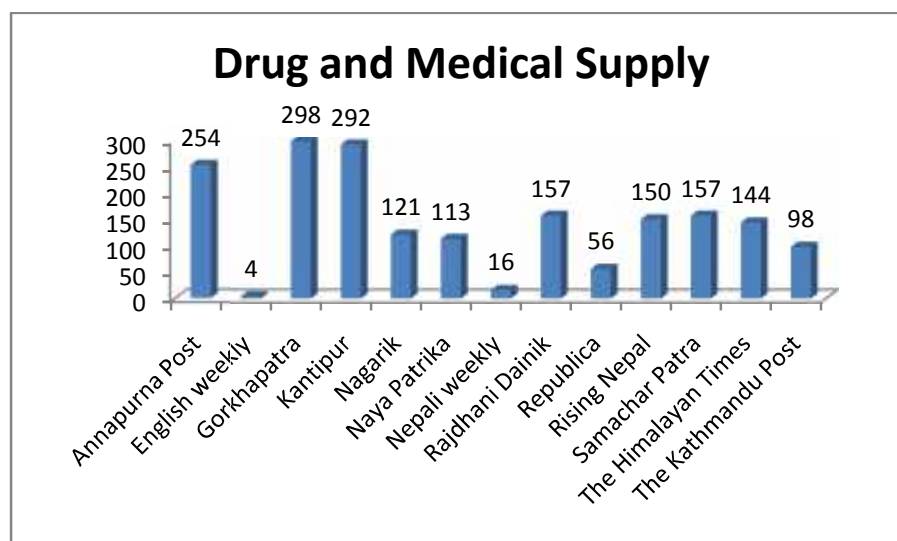
Table No. 4.29  
Drug and Medical Supply

Publication Name	Quantity
Annapurna Post	254
English weekly	4
Gorkhapatra	298
Kantipur	292
Nagarik	121
Naya Patrika	113
Nepali weekly	16
Rajdhani Dainik	157
Republica	56
Rising Nepal	150
Samachar Patra	157
The Himalayan Times	144
The Kathmandu Post	98
Total	1860

Source: Health Journalist Association of Nepal

In this issue 1860 number of news items is covered in various newspapers. The maximum number is covered by Gorkhapatra whereas minimum number of news is covered by English Weekly. The detail data of this issue is illustrates below in the figure.

Figure No.4.29



#### 4.7.26 Private Sector Health Services

There are various private sectors which are providing health services to general public. Private Hospitals, Nursing Homes, Private Clinics etc are the examples of private sector health services. In Nepal, generally the private health sector charge high costs for their

services. But the service provided by them is not proper than their cost. So to control the high cost charging the government should take immediate action. So, for this purpose media helps government by communicating the information about the activities of the private health sector from the different part of the country.

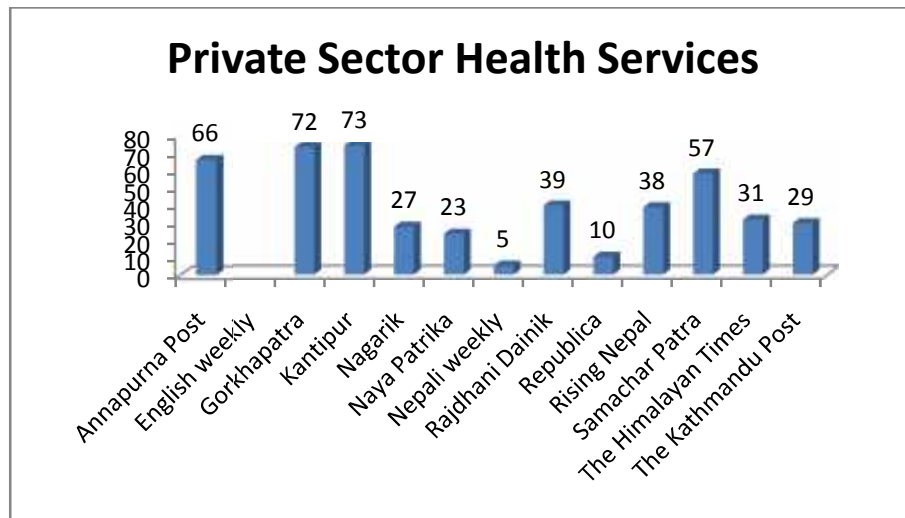
In this regard, media has covered 470 news items for this issue. The maximum news are covered by Kantipur and minimum news are covered Nepali Weekly whereas English Weekly has not covered any news for this issue. The more data are presented in the figure below the table.

Table No. 4.30  
Private Sector Health Services

Publication Name	Quantity
Annapurna Post	66
English weekly	
Gorkhapatra	72
Kantipur	73
Nagarik	27
Naya Patrika	23
Nepali weekly	5
Rajdhani Dainik	39
Republica	10
Rising Nepal	38
Samachar Patra	57
The Himalayan Times	31
The Kathmandu Post	29
Total	470

Source: Health Journalist Association of Nepal

Figure No. 4.30



#### 4.7.27 Equipment

Various equipments and machinery are used in hospital to provide better health services to the general public. X-ray Machines, CT Scan Machine, MRI machines, etc. are the examples of the medical equipments. Continue supply of those equipments is necessary to provide better services and to develop the health sector. So, media helps health sector to communicate information about the availability of new technology and equipments. It also communicates the information about the condition of the equipments used in government owned hospitals and community level hospitals to the concern department of the government. The news coverage for this issue is presented in the table below.

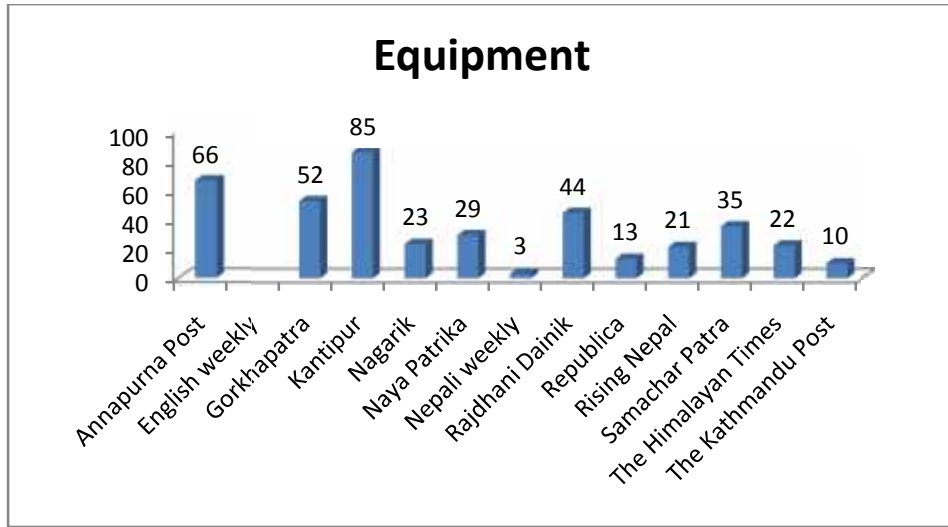
Table No. 4.31  
Equipment

Publication Name	Quantity
Annapurna Post	66
English weekly	
Gorkhapatra	52
Kantipur	85
Nagarik	23
Naya Patrika	29
Nepali weekly	3
Rajdhani Dainik	44
Republica	13
Rising Nepal	21
Samachar Patra	35
The Himalayan Times	22
The Kathmandu Post	10
Total	403

Source: Health Journalist Association of Nepal

In the table data of maximum news coverage is 85 which are covered by Kantipur. English Weekly haven't covered any news of this issue. The total number of news of this issue is 403. The data of rest items are illustrated below in the figure.

Figure No. 4.31



#### 4.7.28 Buildings

For the health sector many buildings are constructed. But many of the buildings constructed for the purpose of health sector is not properly maintained mostly government owned hospitals and other health sector. So the media raise the different questions to insist government to construct the proper buildings as the standard of the health sector.

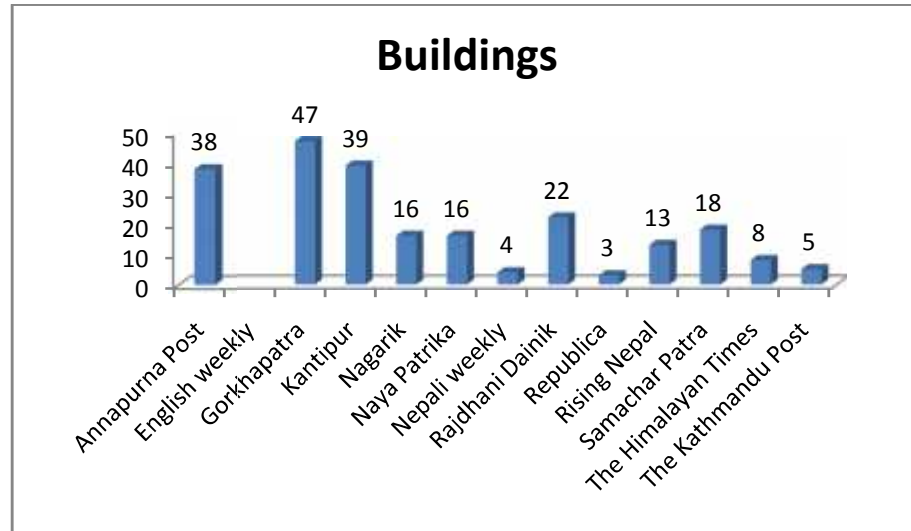
Table No. 4.32  
Buildings

Publication Name	Quantity
Annapurna Post	38
English weekly	
Gorkhapatra	47
Kantipur	39
Nagarik	16
Naya Patrika	16
Nepali weekly	4
Rajdhani Dainik	22
Republica	3
Rising Nepal	13
Samachar Patra	18
The Himalayan Times	8
The Kathmandu Post	5
Total	229

Source: Health Journalist Association of Nepal

In this issue most of the news is covered by Gorkhapatra i.e. 47 out of 229 news items. But English Weekly has not cover any news items for this issue. Other data are presented below in the figure.

Figure No. 4.32



#### 4.7.29 Studies/Research

Many studies and research activities are done to find the condition of health sector and to find statistical data. Mostly Health Ministry and NGO/INGOs perform the research activities for the different purpose. Usually media cover that news to inform the general public. It helps people to find data which are useful to find them.

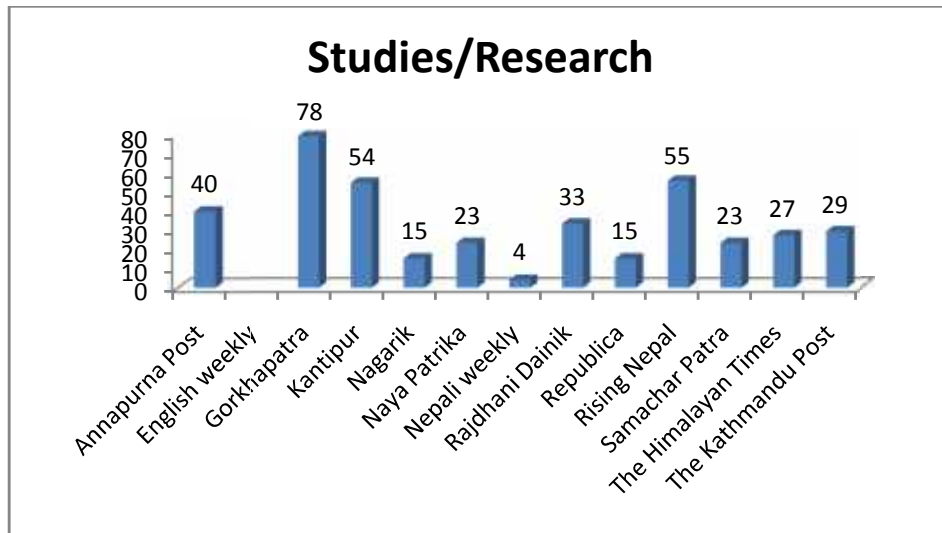
The table shows the data of news coverage by the various newspapers about the studies/research related to health sector. In this issue the most of the news are covered by Gorkhapatra i.e. 78 news items. Thereafter, Rising Nepal and Kantipur took the second and third position with 55 and 54 news items respectively. As in other health issues English Weekly have not cover any news. The detail data and the position of all the newspapers are illustrated in Bar graph.

Table No. 4.33  
Studies/Research

Publication Name	Quantity
Annapurna Post	40
English weekly	
Gorkhapatra	78
Kantipur	54
Nagarik	15
Naya Patrika	23
Nepali weekly	4
Rajdhani Dainik	33
Republica	15
Rising Nepal	55
Samachar Patra	23
The Himalayan Times	27
The Kathmandu Post	29
Total	396

Source: Health Journalist Association of Nepal

Figure No. 4.33



#### 4.7.30 Training Institutions

There are many health institutions which provide the training to the student from the various places. Training of health workers is also necessary to provide better services to the general public. There is various government owned institutions which provide the academic trainings to the health workers such as nurse, doctor, health assistance etc. in Nepal by charging only nominal fees in comparison to other private institutions. So there are high chances of

corruption. To control those activities, media address this issue in different form which helps government to take the immediate action.

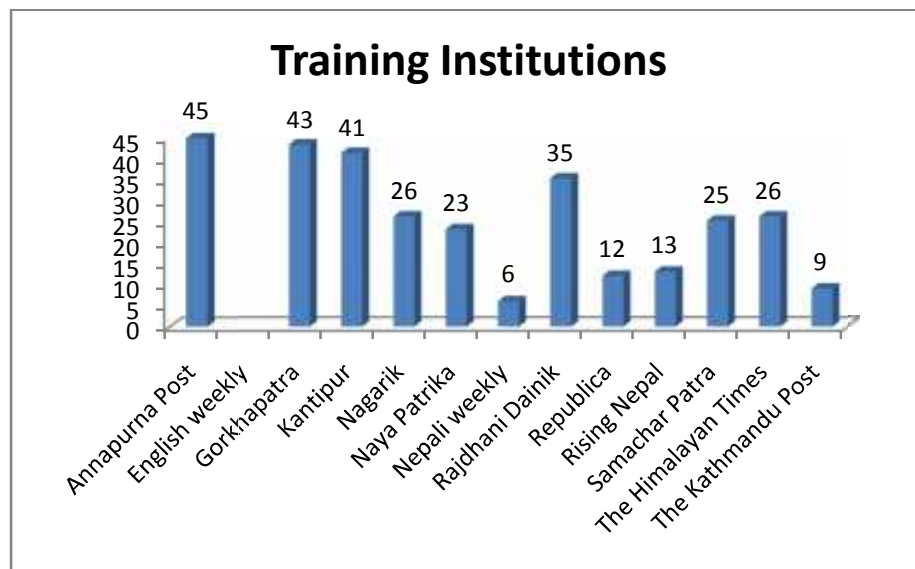
Table No. 4.34  
Training Institutions

Publication Name	Quantity
Annapurna Post	45
English weekly	
Gorkhapatra	43
Kantipur	41
Nagarik	26
Naya Patrika	23
Nepali weekly	6
Rajdhani Dainik	35
Republica	12
Rising Nepal	13
Samachar Patra	25
The Himalayan Times	26
The Kathmandu Post	9
Total	304

Source: Health Journalist Association of Nepal

In this issue most of the news are covered by Annapurna Post i.e. 45 out of 304 total news of this issue. Thereafter, Gorkhapatra took the second position with 43 news items. In this issue English Weekly have not cover any news items. All of the data are illustrated below in the figure.

Figure No. 4.34



#### 4.7.31 Statement from Parliament/Politicians

Member of Parliament and different politicians give speech in various programs about the health issues. For the development and promotion of the health sector those speeches really matter. Media always writes about the statement given by the politicians and members of Parliament.

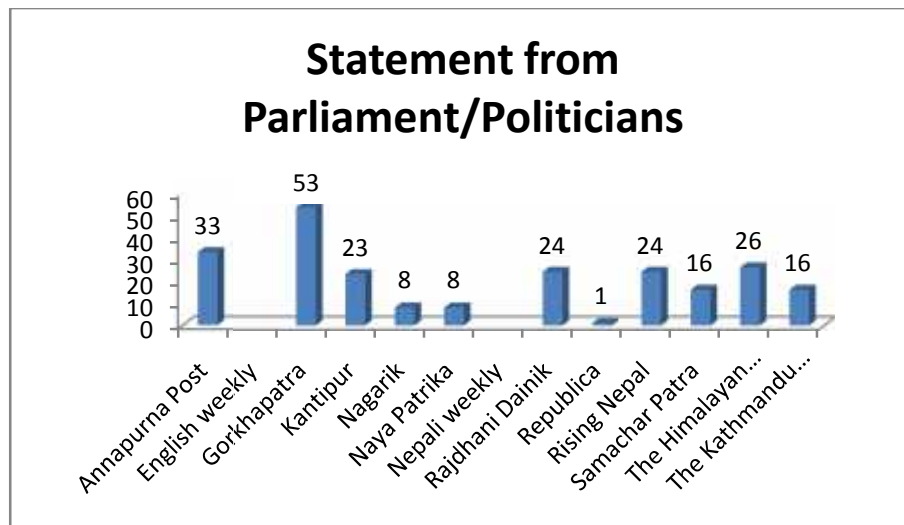
Table No. 4.35  
Statement from Parliament/Politicians

Publication Name	Quantity
Annapurna Post	33
English weekly	
Gorkhapatra	53
Kantipur	23
Nagarik	8
Naya Patrika	8
Nepali weekly	
Rajdhani Dainik	24
Republica	1
Rising Nepal	24
Samachar Patra	16
The Himalayan Times	26
The Kathmandu Post	16
Total	232

Source: Health Journalist Association of Nepal

This issue is mostly covered by Gorkhapatra with 53 news items out of 232. But English Weekly and Nepali Weekly have not covered any news items and Republica has covered only 1 news item. The position of other newspapers is shown in the figure.

Figure No. 4.35



#### 4.7.32 Policy

Health policy should be revised time to time to develop the health sector. Government also revises an implement the new policy for the promotion of health sector. General know those policy from the different form of the media.

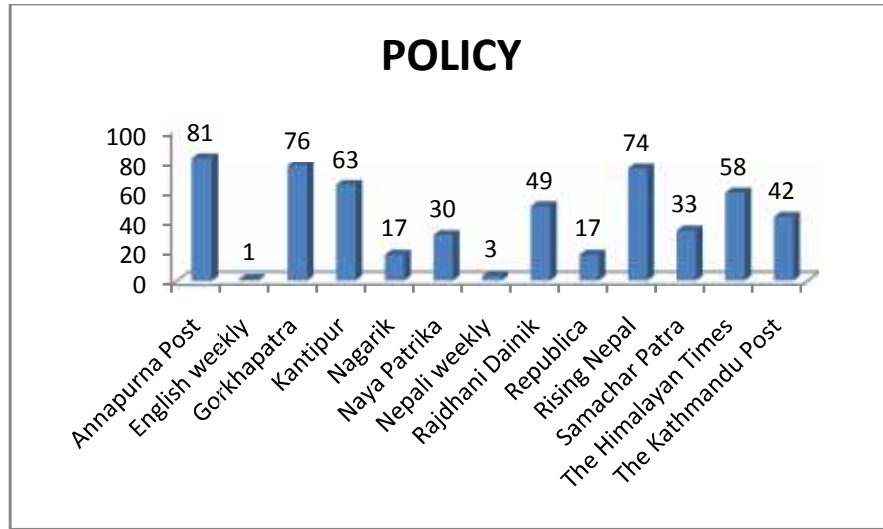
Table No. 4.36  
Policy

Publication Name	Quantity
Annapurna Post	81
English weekly	1
Gorkhapatra	76
Kantipur	63
Nagarik	17
Naya Patrika	30
Nepali weekly	3
Rajdhani Dainik	49
Republica	17
Rising Nepal	74
Samachar Patra	33
The Himalayan Times	58
The Kathmandu Post	42
Total	544

Source: Health Journalist Association of Nepal

The table shows the coverage of media on health policy. For the health policy, 544 news items are covered within two years. The most of the news are covered by Annapurna Post i.e. 81 news and English Weekly has covered only 1 news. It is minimum news with comparison to other newspapers.

Figure No. 4.36



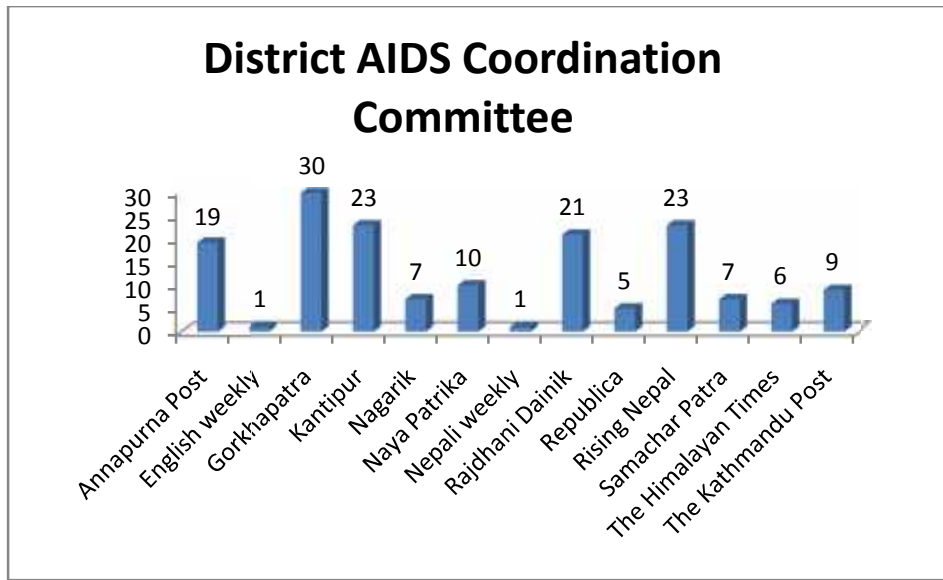
**4.7.33 District AIDS Coordination Committee (DACC)** District Aids Coordination Committee coordinates the programs organized related to HIV/AIDS prevention activities from different district of Nepal. Media cover that news to inform general public and Nepalese government. The coverage of this issue has been shown in the table below.

Table No. 4.37  
District AIDS Coordination Committee

Publication Name	Quantity
Annapurna Post	19
English weekly	1
Gorkhapatra	30
Kantipur	23
Nagarik	7
Naya Patrika	10
Nepali weekly	1
Rajdhani Dainik	21
Republica	5
Rising Nepal	23
Samachar Patra	7
The Himalayan Times	6
The Kathmandu Post	9
Total	162

Source: Health Journalist Association of Nepal

Figure No. 4.37



For this issue most of the news is covered by Gorkhapatra as in other issues. Thereafter, Kantipur and Rising Nepal took the second position with 23 news items each. In this issue English Weekly and Nepali Weekly has covered 1 news item each out of total 162 news items. The above figure clearly shows the position of all the newspapers.

#### 4.7.34 Sexually Transmitted Infection (STI)

Sexually transmitted infections (STIs) are diseases passed on from one person to another through unprotected sex (sex without a condom) or sometimes through genital contact. People should be aware to keep safe from those STIs. So that various awareness program should be implemented to make people aware about the STIs. Once people infected by STDs like HIV/AIDS then it would be not possible to cure forever in their lives. So it is very important to aware people in advance about those STIs. For this, media play important role.

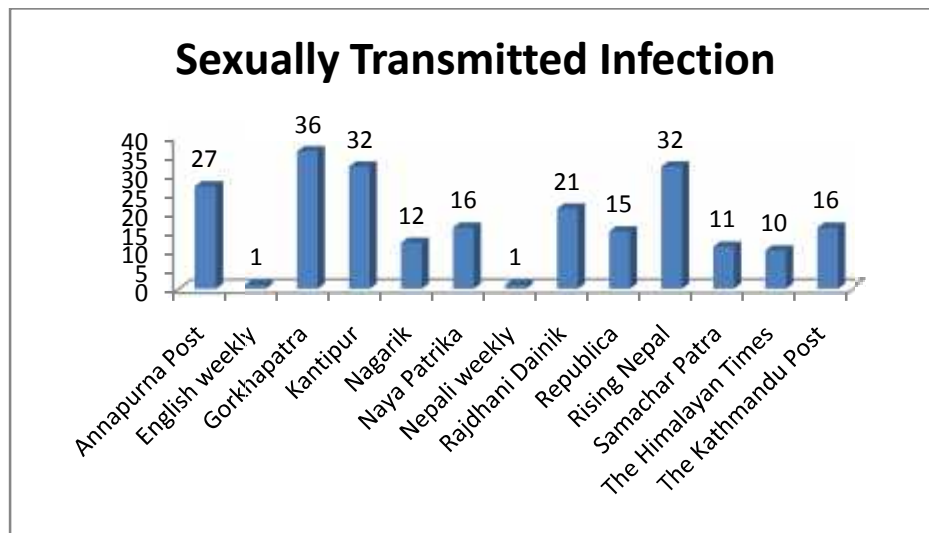
In the table the maximum number of news covered by Gorkhapatra i.e. 36. Secondly, Kantipur and Rising Nepal have covered 32 news items each. As in earlier issues, in this issue also English Weekly and Nepali Weekly have covered only 1 news item each. Other newspapers are in moderate position.

Table No. 4.38  
Sexually Transmitted Infection

Publication Name	Quantity
Annapurna Post	27
English weekly	1
Gorkhapatra	36
Kantipur	32
Nagarik	12
Naya Patrika	16
Nepali weekly	1
Rajdhani Dainik	21
Republica	15
Rising Nepal	32
Samachar Patra	11
The Himalayan Times	10
The Kathmandu Post	16
Total	230

Source: Health Journalist Association of Nepal

Figure No. 4.38



#### 4.7.35 Voluntary Counseling and Testing (VCT)

For over 20 years, client-initiated HIV testing and counseling, also known as voluntary counseling and testing (VCT), has helped millions of people learn their HIV status. Nevertheless, global coverage of HIV testing and counseling programs remains low. Efforts are urgently needed to increase the provision of HIV testing through a wider range of effective and safe options. In this system the name of the HIV infected people kept secretly and different suggestions are provided to those people to stay healthy for the long time.

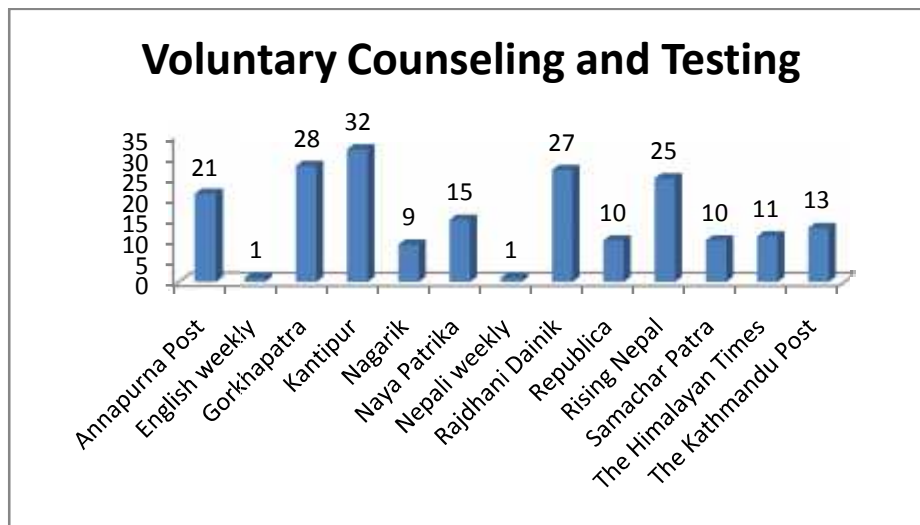
Table No. 4.39  
Voluntary Counseling and Testing

Publication Name	VCT
Annapurna Post	21
English weekly	1
Gorkhapatra	28
Kantipur	32
Nagarik	9
Naya Patrika	15
Nepali weekly	1
Rajdhani Dainik	27
Republica	10
Rising Nepal	25
Samachar Patra	10
The Himalayan Times	11
The Kathmandu Post	13
Total	203

Source: Health Journalist Association of Nepal

The maximum number of news is covered by Kantipur. The minimum number of news is covered by English Weekly and Nepali Weekly. The total number of news items covered related to this issue is 203. The figure illustrated below shows the data of this issue.

Figure No. 4.39



#### 4.7.36 Community and Home Based Care (CHBC)

The World Health Organization defines Community Home-Based Care (CHBC) as ‘any form of care given to ill people in their homes.’ Such care includes physical, psychosocial,

palliative and spiritual activities. The goal of CHBCS is to provide high quality and appropriate care that helps ill people and families maintain their independence and achieve the best possible quality of life. CHBC programs have been established in many parts of the world as a community response to the HIV epidemic that resulted in a great number of people living with HIV (PLWH) experiencing HIV-related illness in the face of limited health care resources. Additionally, the HIV epidemic has placed severe strain on communities in relation to social structures in the family and in communities, meaning that present needs often extended beyond traditional health care. In Nepal also there are many CHBCs which take care of the people who are living with HIV/AIDS.

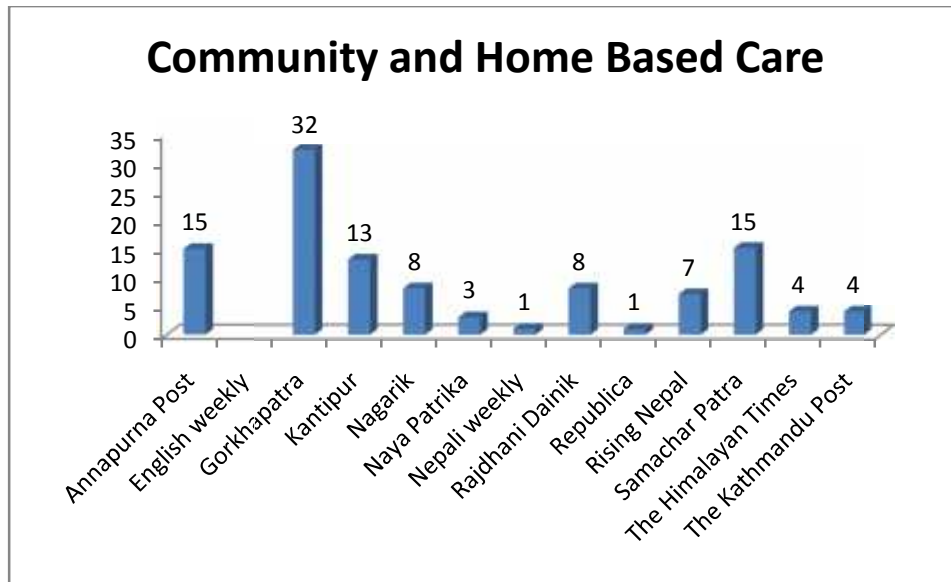
Table No. 4.40  
Community and Home Based Care

<b>Publication Name</b>	<b>Quantity</b>
Annapurna Post	15
English weekly	
Gorkhapatra	32
Kantipur	13
Nagarik	8
Naya Patrika	3
Nepali weekly	1
Rajdhani Dainik	8
Republica	1
Rising Nepal	7
Samachar Patra	15
The Himalayan Times	4
The Kathmandu Post	4
<b>Total</b>	<b>111</b>

Source: Health Journalist Association of Nepal

This issue is mostly covered by Gorkhapatra i.e. 32 news items. Total news item of this issue is 111. Out of total 1 news is covered by Nepali Weekly and there is no news covered by English Weekly. Rest of the data could analyze from the figure.

Figure No. 4.40



#### 4.7.37 Antiretroviral (ARV)

This is the main type of treatment for HIV or AIDS. It is not a cure, but it can stop people from becoming ill for many years. The treatment consists of drugs that have to be taken every day for the rest of a person's life.

The aim of antiretroviral treatment is to keep the amount of HIV in the body at a low level. This stops any weakening of the immune system and allows it to recover from any damage that HIV might have caused already. In Nepal also ARV therapy treatment is available. To inform and to provide the treatment in every corner of the country, media plays vital role. People know the information about the treatment and goes to concern health service to take the treatment. The data of news coverage in this issue is presented below in the table.

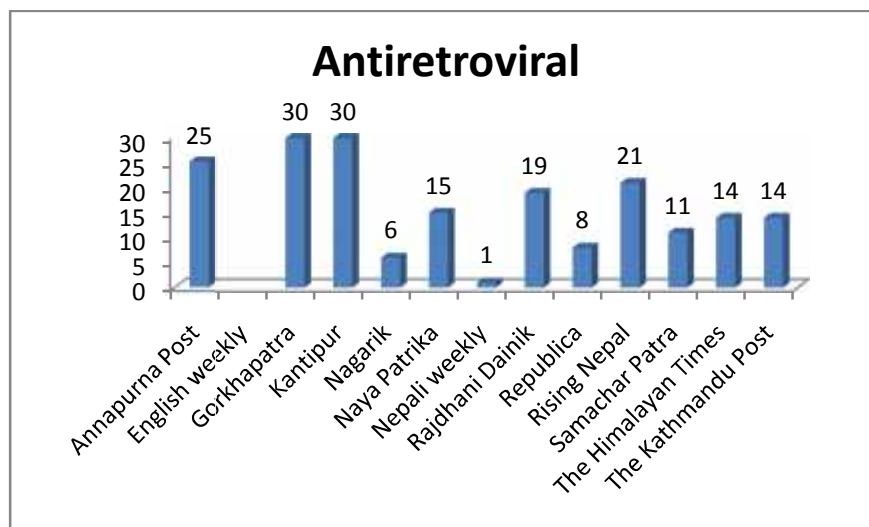
Table No. 4.41  
Antiretroviral

Publication Name	Quantity
Annapurna Post	25
English weekly	
Gorkhapatra	30
Kantipur	30
Nagarik	6
Naya Patrika	15
Nepali weekly	1
Rajdhani Dainik	19
Republica	8
Rising Nepal	21
Samachar Patra	11
The Himalayan Times	14
The Kathmandu Post	14
Total	194

Source: Health Journalist Association of Nepal

In this issue the total number of news items is 194. Out of them 30 news are covered by Gorkhapatra and another 30 news by Kantipur. So that, both of the newspaper has covered maximum number of news of this issue. In this issue also English Weekly has no covered any news and Nepali Weekly has covered only 1 news item. Others data are illustrated below in the figure.

Figure No. 4.41



#### 4.7.38 Condoms

A condom is a barrier device most commonly used during sexual intercourse to reduce the probability of pregnancy and spreading sexually transmitted diseases (STDs—such as gonorrhea, syphilis, and HIV). It is put on a man's erect penis and physically blocks ejaculated semen from entering the body of a sexual partner. Because condoms are waterproof, elastic, and durable, they are also used in a variety of secondary applications. These include collection of semen for use in infertility treatment as well as non-sexual uses such as creating waterproof microphones and protecting rifle barrels from clogging.

The most people in Nepal do not know about the process to use the condom. So, to provide the awareness media play an important role.

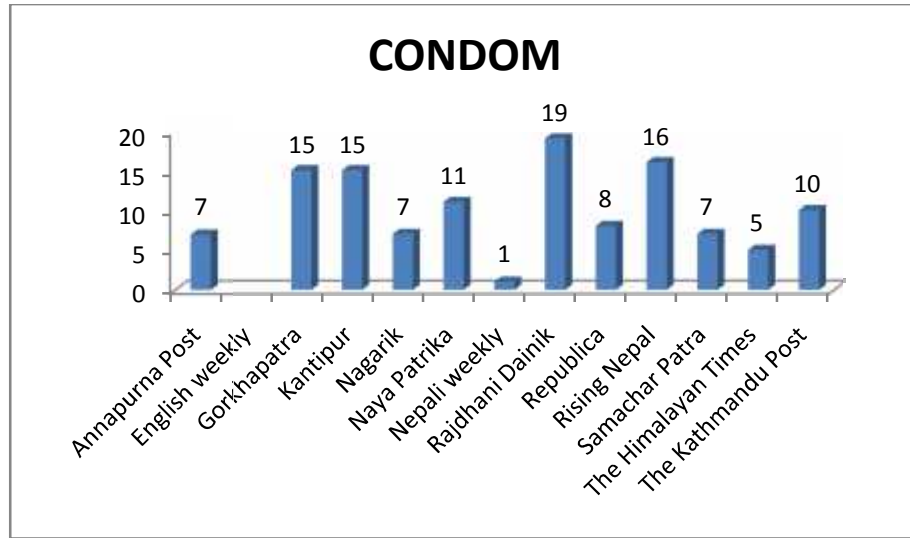
Table No. 4.42  
Condom

Publication Name	CONDOM
Annapurna Post	7
English weekly	
Gorkhapatra	15
Kantipur	15
Nagarik	7
Naya Patrika	11
Nepali weekly	1
Rajdhani Dainik	19
Republica	8
Rising Nepal	16
Samachar Patra	7
The Himalayan Times	5
The Kathmandu Post	10
Total	121

Source: Health Journalist Association of Nepal

The Rajdhani Dainik has covered the most of the news items of this issue i.e.19 out of 121 news items. Thereafter, Rising Nepal is in second position with 16 news coverage. English Weekly has not covered any news for this issue and Nepali Weekly has covered only 1 news item. The detail data are illustrated in the figure below.

Figure No. 4.42



#### 4.7.39 Early Marriage

Most of the nations have declared 18 as the legal minimum age to enter into marriage, in many developing countries the practice of early marriage for girls is widespread. In the age of 18 most of the girls will not be matured mentally and physically for the marriage. So, early marriage should be controlled through various awareness programs. In Nepal, there is still the practice of early marriage in the rural areas. To control the practice of those traditions, the rural people should be well- informed about the consequences of early marriage. It is possible with help of the media. The people could understand the things through the media easily. So, well coverage of this issue is important to control the practice of early marriage.

The news coverage about the early marriage is presented in the table.

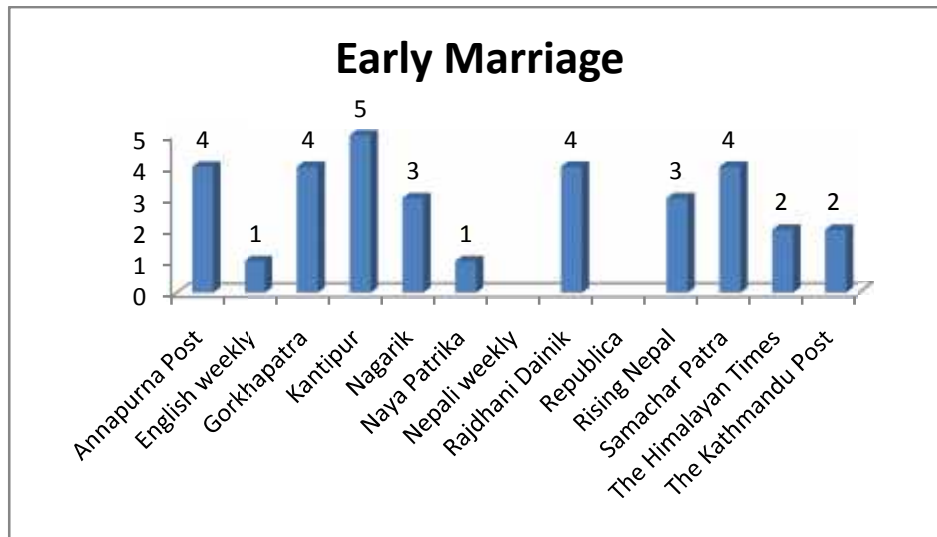
In this issue the most of the news items are covered by Kantipur i.e. 5 news items. In this issue only 33 items are covered in all the newspapers. Nepali Weekly and Rising Nepal have not covered any news item. It shows that this issue is not given so much priority in comparison to earlier issues. The position of the media coverage in this issue is illustrated in the figure.

Table No.4.43  
Early Marriage

Publication Name	Quantity
Annapurna Post	4
English weekly	1
Gorkhapatra	4
Kantipur	5
Nagarik	3
Naya Patrika	1
Nepali weekly	
Rajdhani Dainik	4
Republica	
Rising Nepal	3
Samachar Patra	4
The Himalayan Times	2
The Kathmandu Post	2
Total	33

Source: Health Journalist Association of Nepal

Figure No. 4.43



#### 4.7.40 Malnutrition

Malnutrition is the condition that results from taking an unbalanced diet in which certain nutrients are lacking, in excess (too high an intake), or in the wrong proportions. A number of different nutrition disorders may arise, depending on which nutrients are under or overabundant in the diet. In most of the world, malnutrition is present in the form of under nutrition, which is caused by a diet lacking adequate calories and protein. While malnutrition is more common in developing countries, it is also present in industrialized countries. Nearly

half children of Nepal age under-five also suffering from Malnutrition. So, to improve the situation Nepalese government must start funding to needed people. The actual data of needed people could be known with the help of media. So, media also helps nation to improve the situation and decrease the problem of malnutrition.

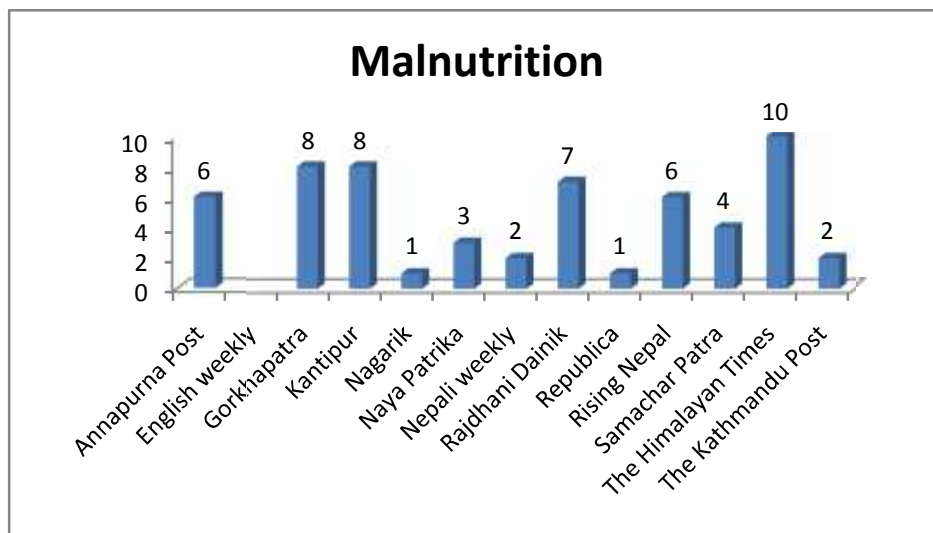
Table No. 4.44  
Malnutrition

Publication Name	Quantity
Annapurna Post	6
English weekly	
Gorkhapatra	8
Kantipur	8
Nagarik	1
Naya Patrika	3
Nepali weekly	2
Rajdhani Dainik	7
Republica	1
Rising Nepal	6
Samachar Patra	4
The Himalayan Times	10
The Kathmandu Post	2
Total	58

Source: Health Journalist Association of Nepal

In this issue only 58 are covered by the various newspapers. Most of the news is covered by The Himalayan Times i.e. 10. There is no any news covered by English Weekly. The data of remaining newspapers are illustrated below in the figure.

Figure No. 4.44



#### 4.7.41 Influenza

Influenza is a viral infection that affects mainly the nose, throat, bronchi and, occasionally, lungs. Infection usually lasts for about a week, and is characterized by sudden onset of high fever, aching muscles, headache and severe malaise, non-productive cough, sore throat and rhinitis. The virus is transmitted easily from person to person via droplets and small particles produced when infected people cough or sneeze. Influenza tends to spread rapidly in seasonal epidemics.

Most infected people recover within one to two weeks without requiring medical treatment. However, in the very young, the elderly, and those with other serious medical conditions, infection can lead to severe complications of the underlying condition, pneumonia and death. In Nepal also many people die every year due to influenza. So, to control the transmission of influenza various precautions should be adopted mainly at the summer season. So, media help to communicate the precautions to general public to protect themselves from the transmission of the influenza.

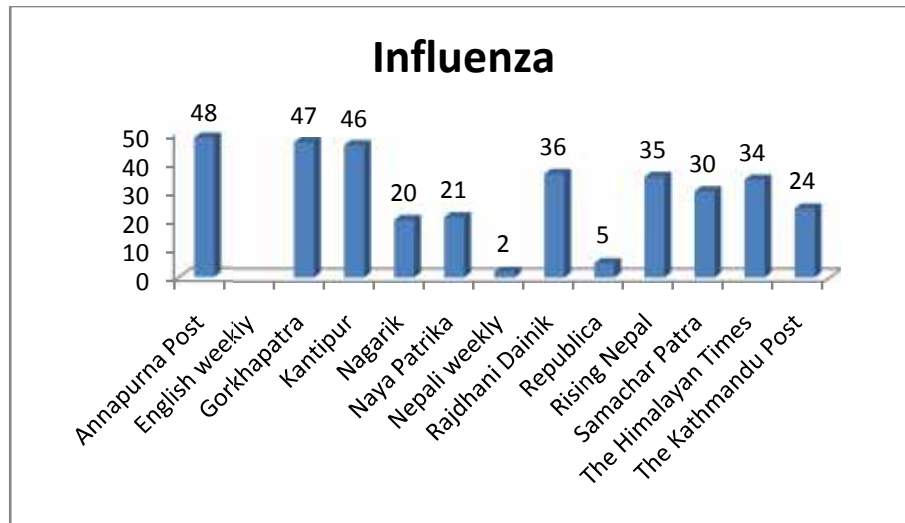
Table No.4.45  
Influenza

Publication Name	Quantity
Annapurna Post	48
English weekly	
Gorkhapatra	47
Kantipur	46
Nagarik	20
Naya Patrika	21
Nepali weekly	2
Rajdhani Dainik	36
Republica	5
Rising Nepal	35
Samachar Patra	30
The Himalayan Times	34
The Kathmandu Post	24
Total	348

Source: Health Journalist Association of Nepal

For this issue most of the news is covered by Annapurna Post. Thereafter, Gorkhapatra and Kantipur are in second and third position with 47 and 46 news items respectively. In this issue also English Weekly have not covered any news. Other data are illustrated below in the figure.

Figure No. 4.45



#### 4.7.42 Public Private Partnership

Every organization, public as well as private, has its own agenda, and even "no-strings-attached" collaborations should be scrutinized. There is a need to develop guidelines for public health agencies and governmental health service should enter into partnerships to help assure mutual benefits while preventing potential pitfalls as well as development of the health sector. Here in Nepal also there various organization which are working for the development of the health sector with the partnership of public health sector. Media help to communicate the information to the public health sector about those interest groups which want to work for the development of the health sector to the public health sector.

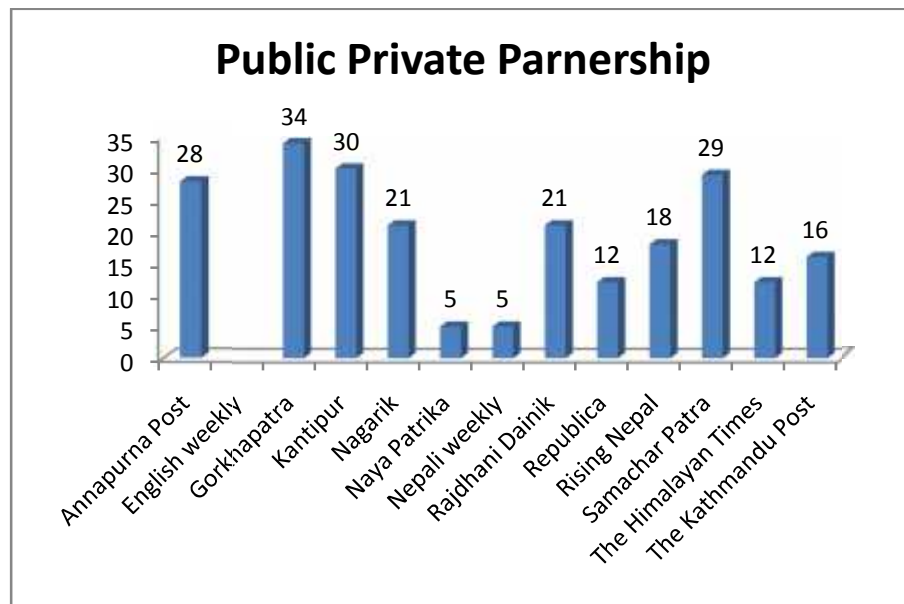
Table No. 4.46  
Public Private Partnership

Publication Name	Quantity
Annapurna Post	28
English weekly	
Gorkhapatra	34
Kantipur	30
Nagarik	21
Naya Patrika	5
Nepali weekly	5
Rajdhani Dainik	21
Republica	12
Rising Nepal	18
Samachar Patra	29
The Himalayan Times	12
The Kathmandu Post	16
Total	231

Source: Health Journalist Association of Nepal

For this issue most of the news is covered by Gorkhapatra. The total number of news covered for this issue is 231. Out of this quantity Gorkhapatra has covered 34 news items. Thereafter, Kantipur is in second position with 30 news items. For this issue, English Weekly have not covered any news items and Nepali Weekly has covered only negligible news i.e. 5 news items. The position of rest of the data has been shown in the figure below.

Figure No. 4.46



## 4.8 Trend Analysis

The news pattern has some clear indication to analyze its trend. Some of the trend can be traced out as follows:

### a) Hospital focused

The quantitative data clearly shows that the newspapers reports have special concentration to the offered facilities of the health providers. Table 4.8 and 4.9 is the proof of this finding where Health Facilities and Health Workers have higher number of coverage. The news stories which were filed from Kathmandu are also following the same pattern. News angle can play very significant role for the placement of the news stories; if the news is differently angled, it could get high priority from editorial point of view. But most of the reporters have not paid enough time to clarify angle of the news. The same story can be framed in the different way.

This trend might have several reasons. Covering health provider's issues might be very easy in terms of investigation. They don't need additional information and reading materials to construct story and such news can be prepared in short span of time.

The crosschecking of the provided information from multiple sources has key role for the accuracy of the content. In journalistic practice, journalists should check the validity and reliability of the any information provided to them to be sure before filing any story to their concern department. During this period, very few news stories are checked in this way. So, most of the stories are based on the information catered by single source and writing in such way is very poor practice. There is risk of manipulating from news sources. Knowingly or unknowingly the reporters have been exploited by the vested interested group and it will spoil the professionalism of the reporter in long term.

Verification of the information from multiple sources has another benefit. Such verification helps to be balanced in the presentation. Without balancing approach the story becomes meaningless because the biased stories could not produce the credibility of the audience and it could not drive for behavioral change communication.

### b) Repetition of the same types of stories

Another interesting point that can be traced out in the database is the flood of the same types of news in all newspapers. Many district based stories have been following the pattern of the news published earlier. Mainly the prototype stories are focused on Hospital without doctors; Peon has been running the health post. Reporters are not even paying attention to the message they have been disseminating to the audience. For example the story entitled "Peon is checking the Patient" is good angle for highlighting the issue that there is no doctor/health worker in the health institution. But the reporters are not paying the attention that Peons are

not allowed to check the patient. It might be illegal and such trend could be in controversy. If the peons prescribe the wrong drug results to the death of the patient, then what will be the consequences? The journalists should be aware about it. So, it is not clear whether the media reports are encouraging to the non-medical personal for medical treatment or just sensitizing the issues.

#### **c) Poor Preventive Coverage**

Most of the media outlets have focus on the availability of the service. There is another aspect which is equally important is overlooked by the reports. Preventive aspects are not getting good placement and most of the time such reports are placed in the middle pages of the newspapers to fill the blanks. Single story has not been found how prevention can save big amount of investment for the treatment. Similarly, no reports analyze the importance of social cost of the prevention that the family members should allocate the time to the patient. If the media promotes healthy society, the government could shift its existing priority and can invest for prevention. Unfortunately, such a trend cannot be traced out which might be very significant to minimize the health treatment investment.

#### **d) Impact of Media coverage**

For the development nation like Nepal, print media are the sources of opinion. They should take lead role for the formation of new thought and betterment of the society. The effectiveness of the mass media can be measured by the impact of their coverage. Thus by analyzing the past two years coverage on health, it is easy to reach in conclusion that very few reports have good impact that is covered by the same media as follow up news. Story written by Kaski based reporter of Annapurna Post about the HIV positive child who is suspended by the school has good impact. The child got shelter when the report published. This was good report but it was equally sensitive issue.

However the story filed by the reporter of Nagarik Daily covering the poor financial status of women whose treatment was undergoing at Dulkan hospital of India. She got her infant baby that was taken as hostage for not paying her maternity charge to the hospital.

These two cases are the perfect example of how the media could contribute for the betterment and how they could be the voice of the voiceless. However, most of the stories were meaningless and they do not have such direct impact.

#### **e) Lack of Proactiveness and analysis**

Most of the news was written on the basic of formal event and the readymade date catered by health workers, health institutions and non-governmental organizations. Such a trend is heading the media people towards ceremony. Most of the outlets have been severely starving the depth-analytical stories which could have better impact. Journalists need to adapt the

statistics in to the local context. Most of the news has the voice of the health workers, governmental officials, people from NGO but they have not sufficiently raise the voice of the community and people. As watchdog of the community, people can expect such contribution from the national media.

#### **f) Editorial and articles**

Editorials and articles are the proper channel to create some opinion in public sphere. Such writing could sensitize to the policy makers and elite readers. Through editorial media usually raise a problem; they analyze the causes and effects of the problem or case. Finally, they give some suggestions to resolve the problem which might be the concrete idea for planners, policy makers. Editorials have not sufficient constructive approach.

However, in the articles published by the newspapers have focus on health topic or disease related information. We have a need to analyze the overall health system, strong and weak points of the system. Health has not been analyzed in terms of economic perspective.

### **4.9 Major Findings of the Study**

- ) According to the data Gorkhapatra is playing dominating role for the news coverage in health sector. Kantipur is in second position where Annapurna Post, Rajdhani, The Himalayan Times, Nepal Samacharpatra, The Rising Nepal, Naya Patrika, Nagarik, The Kathmandu Post and Republica got the respective position.
- ) In comparison with the daily newspapers, the space provided by weeklies seems only nominal. During two years time they have just 59 items, 8 from English Weekly and 51 from Nepali weekly out of total 5971 items.
- ) Within the five development regions the most of the news are from Central Development regions that is 1093. In this study news covered from Kathmandu and has policy linkage are taken as “National” level news. In this regard, 35% of the news is National level news which is highest coverage in comparison to news from other development regions.
- ) The news appears in the middle pages of the newspapers are less priority news. The data of health related news shows that there is common trend of prioritizing the health related news in the middle pages. 84% of the health news is placed in the middle page of the newspapers during two years.
- ) Articles are very crucial for the information of opinion and linkage to the health policy. But during two years most of the items published in the newspapers are news items i.e.5162 items which are related to the health issues. Thereafter, articles took the second place and feature story, editorials, promotions, announcements and interviews are in respective positions.

- ) The data clearly shows that the newspapers reports have special concentration to the offered facilities of the health service providers. The most of the items are covered from Health Facilities and Health Workers issues.
- ) The data shows that the minimum number of news i.e. 23 is covered from the Vitamin A. This issue is also one of the major issues which help people to be aware about the importance of Vitamin A in their lives to be healthy.
- ) News covered from the policy issue, which helps to develop and promote the health sector is not satisfactory.
- ) Most of the news is published addressing urban areas instead of rural areas. The data from Appendix-1 clearly shows that most of the news are covered from Kathmandu i.e. 1760 news items.
- ) The rural areas like: Kalikot, Dolpa, Manang, Darchula etc. from these districts negligible number of news items are covered related to health issues.
- ) Out of 75 districts of Nepal there is no any news item is covered from the Mustang District.
- ) The media houses are lacking the follow-up process for the reporting about the health issues.
- ) The trend of the same story repetition process while news collecting is still in practice in Nepalese media houses.

## **CHAPTER-V**

### **SUMMARY, CONCLUSION AND RECOMMEDATIONS**

#### **5.1 Summary**

This study has been prepared to know about the Nepalese media coverage on health sector. For this purpose of analysis and evaluation data are tabulated and illustrated with the help of bar graphs and pie-diagrams to find out the actual position of different newspapers which are taken as sample. There are total 5672 entries were made in the database from the selected 11 dailies and 7 weeklies from 14 January 2009 to 13 January 2010 and 1st April 2010 to 30 June 2012. For the systematic analysis of the study, chapter plan have been made.

The introduction chapter deals with the general background and the subject matter of the study. It consists of introduction of research study, which explains the focus of the study, statement of the problem, objectives of the study, significance of the study and limitations of the study. In the second chapter, the relevant and pertinent literature and various studies have been reviewed. The review has been made in terms of the theoretical background of the media and health that are relevant to this research work. For this, different articles, newspapers, research reports, journals and thesis are reviews. The third chapter briefly explains about the research methodology, which has been used to evaluate the media coverage on health sector. This chapter consists of research design, sample and population, sources of data, and data analysis tools to find the actual coverage of media in the health sector. The fourth chapter, the data required for the study has been presented, analyzed and interpreted by using various tools and techniques of statistics to present the result relating to the study. For the proper analysis raw data are tabulated and illustrated with the help of Bar Diagrams and Pie-Diagrams. The fifth chapter is the final chapter of the study, which consists of the summary of the four earlier chapters. This chapter tries to draw out a conclusion of the study and attempts to offer various suggestions and recommendations for the improvement of the future performance of the media to cover the related area under review.

## 5.2 Conclusion

People have always communicated. Early people of thousands of years ago had not yet developed language and writing. They were able to express themselves through symbols of sight, sound, gestures, touch, taste and smell. However, such a form of communication was very limited. It was difficult to transmit the exact meaning of a gesture or sound. There was no organized method of recording information for future use. As primitive people roamed the land, they discovered a new way to communicate. During their travels, they learned to leave landmarks i.e. piles of stone or cuts on trees. They created smoke signals that alerted others to danger or food. Thus, people have realized the need and importance of communication since the early days. The world today is far more complex to function only through direct communication like our forefathers. Our important messages must reach many people at a time if we intend to create a wider impact. To cater to our need to speak to many people at a time spread all over the world, modern civilization has devised almost magical approaches to carry our messages even to the remotest corner of the world with astonishing speed, much beyond the wildest imagination of the earlier generations. The method is known as mass communication and the means through which messages are sent is known as 'Mass Media'. Mass communication is the outcome of amazing application of technology to attend the reach of human voice. 'Mass media' make it possible to deliver the same messages simultaneously to a vast and diversified audience, scattered and wide.

So that mass media plays a vital role in every sector. The world without media is impossible. Health sector is one of the most crucial sectors. The information of the health sector should be communicated to general public as well as to the government for the development and promotion of the health sector. The relationship between media and health is very deep. To communicate the preventive measures about the different health problems media play vital role. In the same way progress and weaknesses of the health sector also mostly communicated through the different form of the mass media.

Print media is one of the popular mean of mass media which have wider scope. In the developing country like as Nepal, print media plays a vital role. Because there is still not available the other form of media like as Television, Internet etc. in different rural areas. Due to poverty of the country most of the people from rural areas cannot afford these forms of media. So that newspapers and magazines play vital role in those sectors to communicate the information about the health sector.

In this study the form of media i.e. newspapers are taken as sample for the analysis of media coverage on health sector. For this, 11 daily newspapers and 7 weekly newspapers which mostly circulated all over the Nepal are taken for the study and the database of two years of the news and articles are collected related to health sector within two years by HEJAN are used as the secondary data for the study. The health issues are divided into 42 issues.

So, this analysis is based on those sample newspapers and the health issues. In this study, the most of the news items are covered from the Central Development Region in comparison to other regions. National level news which are related to health policies and are from Kathmandu district has taken first position within analysis of Coverage by Development Regions.

In the overall distribution of news by page more than 80% of the news is placed in the middle page which page is categorized as less prioritized page. First page is most prioritized page among other pages but politics related news dominated other issues.

Different types of items published in newspapers i.e. news, articles, promotional items, editorials etc. In this study most of the items are found as news items which play vital roles for the development and promotion of the health sector. In coverage by individual newspapers, the oldest newspaper of Nepal i.e. Gorkhapatra plays dominating role. In this study, most of the items are hospital focused that means the issues health facilities and health workers took first and second position and taken as mostly heated issues in this analysis.

From this study it is known that media plays vital role in the health sector. To communicate the information about problems and progress to the general public as well as Government media is very important. But media has some weaknesses while covering the news items related to health sector. Most of the news is covered from the urban areas so that to find out the problems of the rural areas it is necessary to cover the news from rural areas also. Media coverage helps people to be well-informed and aware about the health problems and health policies. Private sector of the media houses also should collect and cover the news related to health issues because private media houses covering only nominal part of the health issues. In this way media will be able to contribute for the development and promotion of the health sector.

### **5.3 Recommendations**

There is a direct relationship between media and health. Without the different activities performed by the media toward health sector, the development of health sector is very complex. In spite, the present political instability in the country, media is working to communicate the information about the different sector to the general public. Reporters of the media houses have been struggling in their lives to collect the more effective and valid information. Proper and valid information would help for the development as well as promotion of the health sector. Despite this, to make media more effective for the coverage of health news following suggestions are recommended:

- ) To provide a reporter the basics of health reporting, it is urgent to publish an information toolkit consisting several health agenda and lists of related organizations and people who can contribute as resource person for media people so that they can

- use such toolkit as guidebook while covering the issues. It could contribute to minimize the errors in news coverage.
- ) To find out the possible approach of interventions for prioritizing preventive measure in media outlet, it is better to design media mobilization strategy for upcoming days.
  - ) Editors of the concern newspapers should be aware about the trend of news coverage, if they have clear research based picture, they can assign in different way.
  - ) Some demonstration activities can be the solution to minimize the event based stories. The focus of such demonstration should be “bridging the gap between media and people”. Especially media are considered the real representative of the people but Nepalese media have been backing the ideas of elites and politicians who have strong network and good communication skills. There is need to focus on people and community; whether the existing facilities are beneficial for them or not? What short of health system they are expecting?
  - ) As communication perspective one particular issue should be picked up to sensitize the journalists at one time.
  - ) Regular interacting mechanism should be established to inform the health journalists about the policy and its implication so that they can come up with better analysis.
  - ) Media should not give priority to urban areas while collecting news. Media should address the issues from the rural areas also for the development of health sector in rural areas also.
  - ) Approach these communication channels with an understanding of the fundamental characteristics of the media. Provide a personal or human interest slant to stories, create a visual focus, and shorten and clarify messages. Periodic surveys of media gatekeepers can help assure that the public health community is in touch with the priorities and viewpoints of the various media.
  - ) Media also need the advocacy for the proper and effective coverage of the health issues. Feedback both praise and constructive criticism from the different sector helps journalists and editors realize that someone is paying attention to their health news coverage. Systematic monitoring and analysis of health coverage is one way to incorporate this task into a media outreach program; training in media advocacy for public health communicators, and informal coalitions among agencies with common interests organized to sponsor media advocacy activities, are two other options.
  - ) Increase efforts to convince the minority media of the compelling needs of their audiences for health information, the interest of their audiences in health, and the need to counter targeted advertising. Involve minority media leaders and managers in the planning of campaigns and include them on press lists.
  - ) People need to be informed consumers of health claims, conflicting news reports, and entertainment. It is especially important to educate children, who are prime

- consumers of television entertainment and advertising, about how to react to what they see and how to extract information and judge messages.
- ) The group of media houses should consider the award program which helps to motivate health journalists to collect and report the proper and factual information about the health issues and also increase loyalty toward their profession to work with honesty and discipline.
  - ) The media houses should focus more in that news which really help to change the attitude of the people toward different diseases like as; HIV/AIDS, Tuberculosis etc. which help the society to develop in the new way.
  - ) Media works as the representative of health sector and the government. There are various policies which are formulated but not implemented practically so that, for the implementation of unimplemented policy media should force government through their articles.
  - ) Many news headlines are sensational without any connection to the content of the story. News editors should ensure that the headline concurs with the content, avoiding sensational headlines that generate alarm.
  - ) The health journalist as well as other type of journalist need to study about the code of conduct for health journalists whether it is necessary or not. In the process, the role of Federation of journalists (FNJ) and Press Council could be vital.

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# APPENDICES

## Appendix-1

### Distribution of the coverage by District

SN	District Name	Total
1.	Kathmandu	1760
2.	Banke	223
3.	Kaski	167
4.	Sunsari	155
5.	Morang	106
6.	Makwanpur	97
7.	Dang	97
8.	Chitwan	114
9.	Jhapa	94
10.	Jajarkot	94
11.	Rupendehi	90
12.	Rukum	91
13.	Parbat	85
14.	Doti	82
15.	Surkhet	70
16.	Tanahu	64
17.	Bhaktapur	62
18.	Kailali	64
19.	Sankhuwasabha	60
20.	Baglung	60
21.	Lamjung	58
22.	Nawalparasi	60
23.	Kanchanpur	58
24.	Dailekh	54
25.	Myagdi	55
26.	Kavrepalanchowk	52
27.	Dadeldhura	52
28.	Lalitpur	48
29.	Bara	48

30.	Taplejung	44
31.	Dolkha	45
32.	Gulmi	42
33.	Kapilvastu	42
34.	Saptari	43
35.	Bajura	49
36.	Gorkha	41
37.	Siraha	37
38.	Bajhang	40
39.	Khotang	35
40.	Illam	34
41.	Palpa	35
42.	Parsa	38
43.	Rautahat	39
44.	Dhading	34
45.	Dhankuta	31
46.	Udayapur	34
47.	Rolpa	32
48.	Sindhuli	30
49.	Bhojpur	29
50.	Syangja	30
51.	Bardiya	29
52.	Nuwakot	28
53.	Achham	27
54.	Ramechhap	26
55.	Mahottari	21
56.	Sindhupalchowk	23
57.	Dhanusha	20
58.	Panchthar	19
59.	Terhathum	19
60.	Jumla	17
61.	Pyuthan	15
62.	Rasuwa	17
63.	Salyan	14
64.	Arghakhanchi	14
65.	Baitadi	12
66.	Sarlahi	12

67.	Solukhumbu	12
68.	Humla	10
69.	Mugu	10
70.	Okhaldhunga	7
71.	Kalikot	5
72.	Dolpa	3
73.	Manang	2
74.	Darchula	1
75.	Mustang	0

Source: Health Journalist Association of Nepal