

A Content Analysis of the “Peyman Yazd” and “Besharat Nou” Newspapers in the First Three Months of 2012

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Abstract

The present study has been conducted with the aim of analyzing the contents of two newspapers of Peyman and Besharat Nou. The method used in this study is of content analysis type. The research population includes all the Circulation published of these two newspapers in the first 6 months of the year of 2012. There are 79 news from Peyman Yazd newspaper and 166 news from Besharat Nou newspaper. The research data were collected by using Reverse questionnaire which has been prepared based on Categorization and were analyzed by using SPSS software version 16. The results indicated that the most important source of news for both of the newspapers is News Agencies. Besharat Nou newspaper has published more criticizing news than Peyman-e Yazd newspaper. Using pictures beside news in Peyman-e Yazd newspaper is significantly more than in Besharat Nou newspaper. In terms of writing style, type of news title and news source, there is no significant difference between these two newspapers and the news topics in both the newspapers are somehow similar, which are mainly social and economic news. In Peyman newspaper, Government officials are in most of the headlines.

Key words: content analysis, Besharat Nou, Peyman Yazd, Newspaper, Yazd, local Newspaper

Introduction

Mass Media today in the Age of Communication and Information are the most prominent, effective and important criteria and tools for public and cultural development and advancement of the human societies. in today's world mass medias such as newspapers, radio, television with transferring new information and knowledge have a great role in the exchange of thoughts and ideas for the development of human culture and civilization, in a way that so many of the scientists have called the current age of the human life as the age of communication (Motamednejad, 2004). Printed newspapers with a background of around 4 centuries in the contemporary age are still considered as one of the main means of mass media. However, during past years due to advances in communications and emergence of new mass Medias such as radio, television and cinema, journalism has repeatedly been challenged seriously. Every of these Medias due to having significant capacities in establishing communication have allocated a share of the informing market to them; however, newspapers have managed to pave the way for their survival with making the necessary changes.

Now, with the increasing innovation, advancement and development of the new Medias communication also has been changed and transformed totally and again the press has faced with a new phenomenon. The today's audiences want more and more fresh news (McQuail, 2006). The

created challenges for the press indicate the importance of allocating attention to this media. A Correct and realistic understanding from press is the most necessary introduction for any type of message transfer and production in the field of communications. It is not wrong to say that in our time this necessity receives less attention. There are so many reason for this lack of attention; but what is more important and necessary is the attention of journalists and professional scientific and cultural groups to an accurate understanding for press, their audiences and interests and transformations that have emerged during different historical periods in their conditions (Mortazavi, 2010).

Local press is the driving engine of the regional development. However, in the situation that the nationwide press deal with the international and national issues and concerns at macro level, they neglect the shortcomings, needs and interests of the local societies inevitably or ignorantly and this is the responsibility of the local press that with a realistic understanding from its responsibilities, duties and position through informing, awareness and fair and wise review and evaluation in traduce the policies, programs and functions, needs and capacities of local development and with expressing the views, analyses and recommendations of the local experts help to solve the problems and challenges of their region provide the context for the promotion of sustainable development in different economic, political, social and cultural domains. Local press in Iran with having a rather long historical background suffers from primary and chronic weaknesses and shortcomings in spite of the advances and improvement that have had during the past two decades which has severely disabled them from playing an effective role in solving local development bottlenecks (Forghani, 2012).

Today, medias as the 4th pillar of democracy are the most important and effective means of forming and guiding public opinion that as well play an Intermediary role between people and government and express the claims of each of them as well (Taraghinejad, 2005). The responsibility of mass Medias is to try to create unity and Exchange of thoughts and feelings for developing the spirit of solidarity and understanding or promoting the culture of constructive criticism and protests. Every press and newspaper in its activity domain should give the necessary information to people and direct people toward participation and blow the spirit of unity in them and if the people and a society will participate with each other their vulnerability will reduce. Also, national unity should be maintained and consolidated, newspapers should prevent separation, rupture, loss of national spirit and losing trust in yourself and losing self-confidence and in line with this local Medias have an important mission toward constructing the society and developing the city based on its original culture.

In the age which is referred to as the “age of communication” for analyzing different social, political, economic and cultural issues we cannot ignore mass Medias and communication means or give them low attention. Without any doubt these means have a significant role in the formation of the behaviors and different phenomena. Medias, especially press also among mass communication means have a special position. Press is considered as the main factor of formation of public opinions and thoughts (Mahdizadeh, 2005). The availability of press and mass communication means that today traditional forms of it have been transformed fundamentally are among the inevitable necessities of human societies and it has been connected in a way with the daily lives of the citizens that its absence is considered as a big weakness in the social co-existence of humans. The role that Medias in general have in development of the social infrastructures of different human societies is undeniable and we can say that any kind of development without considering the share of Medias will remain fruitless. Local newspapers also are considered as one of the most important groups of press. According to the belief of so many of the researchers of communication sciences, future belongs to local medias and press and their influence power is far more than their other similar

group of medias. Communications sociologists believe that local newspapers due to their functions in local issues domain have the main role in formation of social behaviors at their highest level (Mortazavi, 2010) and influence the people's judgment and reaction at national and international level also through the same manner in an indirect way.

News function of the press in our current society has found an undeniable importance. The certain national, regional and global conditions and political complexities conditions have added to the importance of this function. Newspapers due to their ideological and party dependencies look at society's transformations from different intellectual perspectives and in reflecting and highlighting these developments and events act in different ways. Some of the critical perspective, consider the news activities of medias as a part of ideological activities of different parties and define news as artificial product of ideology and so many others also consider the reflection of the events in news media as the reconstruction process of the events and define the Production and dissemination of news as "representation" which means to present events from a certain perspective and in fact is considered as the reconstruction of events. In addition, the news content of newspapers in terms of recording the events can be considered as a type of "Historiography" as well. Since newspapers are considered as written Medias, with inserting news in fact they are helping to record the events in history. Also, today newspapers are considered as one of the resources for historical studies and from this point of view are considered to be a historical document (Zareean, 2007).

In this way studying press and newspapers helps us achieve two goals at the same time. Content analysis of newspapers on one hand helps us to understand the events of a certain period of time and on the other hand is useful for understanding the existing ideological perspective regarding the event of every period as well.

All the contents posted in a newspaper do not have an equal weight and newspapers also in all their contents do not have ideological orientations. In every newspaper some formats of news and contents are more important than the others and the newspapers and their readers give more importance to these formats. The most important formats of posting news and contents in every newspaper are: Front page headlines, Editorials and notes, Special columns and the main headlines on specific pages. Hence, academic review of the status of press, understanding and analyzing news and their contents are so much necessary to the society development. Specially that from political, cultural and social point of views a systematic review of the issue of the local newspapers of Yazd Province can be a context for policy making and planning of Yazd's press stream. The most important local newspapers of Yazd Province are the two newspapers of "Besharat Nou" and "Peyman Yazd" that have the highest number of audience in this province. Since Yazd province is one of the most important provinces in the cultural, political, economic, scientific and other fields and therefore it raises this question that how are medias welcomed as one of the most fundamental cultural goods that have a significant role in cultural, political, economic and scientific development and what are the most important contents that are being provided by these newspapers to people? These two newspapers as the prominent newspapers of Yazd, mostly focus on what kind of news, contents and pictures? For this purpose in the following section the research method, findings and conclusion will be discussed.

Methodology

Research method depends on the topic, facilities and aims of the research. Research methods are multiple and different and in various books different classifications of them have been provided. Considering the aim of the present research the content analysis method has been adopted. Content analysis has been designed for studying objective, measurable and modifiable report of the explicit content of messages. This method analyzes the explicit indication of messages. The content analysis

method acts better in larger scale: the larger its domain, the more its accuracy. This method acts through detection and enumeration of the selected units in a communication system (Fisk, 2007).

Sample of the study

The present population included all the published issues of the two newspapers of “Peyman Yazd” and “Besharat Nou” in the first 6 months of the year 2012 that considering the great extent of news publications in these two newspapers, one issue from every weak has been selected. The sample selection has been random in a way that it has been distributed throughout the week and with an equal distribution of all the days of the week in the sample. The published news in the first page of these issues has been analyzed. Finally, 79 piece of news from Peyman Yazd newspaper and 166 piece of news from Besharat Nou newspaper have been analyzed.

Data collection instruments

The data were collected by using a reverse questionnaire prepared according to Categorization. For this purpose, first different categories were selected for being studied and then their subcategories have been determined. Following that, with referring to the published news in the selected newspapers, the required information was extracted and recorded in the prepared forms and finally were transferred to SPSS software ver. 16. The studied categories and sub-categories are as per table 1:

Table 1: Categories and sub-categories used in the study

Category	Subcategory
Place of event	National, Provincial, Regional, International
Newsmaker	Governmental authorities, Artists, Normal people
News domain	National, Foreign
Picture subject	Human, Structure , Object, Plants, Animals , News without picture
Topic	Sports, Social, Art, Cultural, Science, Politics, Economy
News orientation	Positive , Negative, Neutral
News source	News agencies, Public relations, Press, Unknown
Headline type	Descriptive, Interrogative, Imperative, Exclamatory
Writing style	Simple and fluent, Ambiguous and unclear

Research findings

Hypothesis 1. *There is a relationship between type of newspaper and the place of event.*

The information presented in table 2 shows that 46.4% of the news of the Besharat Nou newspaper are provincial and 41% are national, while 75.9% of the news of Peyman newspaper are provincial and 16.5% are national. Chi-square statistic is equal to 19.869 and significant level is less than 0.05 (Sig = 0.000). Therefore, there is a significant difference between these two newspapers. In other words, the reflection rate of national news in Besharat Nou newspaper is higher.

Table 2: Relationship between type of newspaper and place of news event

			Place of news event				Total
			National	Provincial	Regional	International	
Newspaper	Besharat Nou	Quantity	68	77	10	11	166
		Percentage	41.0	46.4	6.0	6.6	100.0
	Peyman	Quantity	13	60	4	2	79
		Percentage	16.5	75.9	5.1	2.5	100.0
Total		Quantity	81	137	14	13	245
		Percentage	33.1	55.9	5.7	5.3	100.0
Sig = .000			df = 3			$\chi^2 = 19.869$	

Hypothesis 2. *There is a relationship between the newspaper type and style of writing of the news.*

Table 3: Relationship between newspaper type and news style of writing

			Writing style		Total
			Simple and fluent	Ambiguous and unclear	
Newspaper	Besharat Nou	Quantity	159	7	166
		Percentage	95.8	4.2	100.0
	Peyman	Quantity	76	3	79
		Percentage	96.2	3/8	100.0
Total		Quantity	235	10	245
		Percentage	95.9	4.1	100.0
Sig = 0.877			df = 1		$\chi^2 = 0.024$

The information in table 3 indicates that 95.8% of the news in Besharat Nou newspaper have been written with a simple and fluent style and the other 4.2% have been written with an ambiguous and unclear style of writing. Also, 96.2% of the news in Peyman newspaper has been written with a simple and fluent style and the other 3.8% have been written with an ambiguous and unclear style. Chi-square statistic is equal to 0.024 and significant level is larger than 0.05 (Sig = 0.877). Therefore, we can make this conclusion that there is no significant difference between these two newspapers. In other words, the writing style in these two newspapers more or less is similar or in other words is simple and fluent.

Hypothesis 3. *There is a relationship between type of newspaper and type of news headline.*

Table 4: Relationship between type of newspaper and news headline type

			Headline type				Total
			Descriptive	Interrogative	Imperative	Exclamatory	
Newspaper	Besharat Nou	Quantity	148	1	13	4	166
		Percentage	89.2	0.6	7.8	2.4	100.0
	Peyman	Quantity	73	1	4	1	79
		Percentage	92.4	1.3	5.1	1.3	100.0
Total		Quantity	221	2	17	5	245
		Percentage	90.2	0.8	6.9	2.0	100.0
Sig = 0.733			df = 3			$X^2 = 1.285$	

The information in table 4 shows that 89.2% of the news in Besharat Nou newspaper have a descriptive type headlines and after that 7.8% are written with an imperative type of headlines. Also 96.4% of the news in Peyman newspaper have been written with a descriptive type headlines and 5.1% of them have been written with an imperative type headlines. Chi-square statistic is equal to 1.285 and significant level is larger than 0.05 (Sig = 0.733). Therefore, there is no significant difference between these two newspapers. In other words, the headline types of these two newspapers are more or less similar or in other words are mainly descriptive.

Hypothesis 4. *There is a relationship between newspaper type and news source.*

Table 5: Relationship between newspaper type and news source

		News source				Total	
		News agencies	Public relations	Press	Unknown		
Newspaper	Besharat Nou	Quantity	147	1	5	13	166
		Percentage	88.6	0.6	3.0	7.8	100.0
	Peyman	Quantity	76	0	0	3	79
		Percentage	96.2	0.0	0.0	3.8	100.0
Total		Quantity	223	1	5	16	245
		Percentage	91.0	0.4	2.0	6.5	100.0
Sig = 0.209				df = 3		X ² = 4. 533	

The information in table 5 shows that in 88.6% of the news of Besharat Nou newspaper and also in 96.2% of the news of the Peyman newspaper the source of the news has been news agencies. Chi-square statistic is equal to 4.533 and significant level is larger than 0.05 (Sig = 0.209). Therefore, it can be concluded that there is no significant difference between these two newspapers. In other words, the news source of these two newspapers is the same more or less or in other words it is mainly news agencies.

Hypothesis 5. *There is a relationship between type of newspaper and news orientation.*

Table 6: Relationship between newspaper type and news orientation

		News orientation			Total	
		Positive	Negative	Neutral		
Newspapers	Besharat Nou	Quantity	61	46	59	166
		Percentage	36.7	27.7	35.5	100.0
	Peyman	Quantity	29	10	40	79
		Percentage	36.7	12.7	50.6	100.0
Total		Quantity	90	56	99	245
		Percentage	36.7	22.9	40.4	100.0
Sig = 0.016			df = 2		X ² = 8. 323	

Information of table 6 shows that 36.7 of the news of the Besharat Nou newspaper have positive orientation, 27.7% have negative orientation and 35.5% have neutral orientation. While 36.7% of the news in Peyman newspaper has a positive orientation, 12.7% have a negative orientation and 50.6% have a neutral orientation. Chi-square statistic is equal to 8.323 and

significant level is smaller than 0.05 (Sig = 0.016). Therefore, it can be drawn that there is a significant difference between these two newspapers.

Hypothesis 6. *There is a relationship between newspaper type and new topic.*

Table 7: Relationship between newspaper type and news topic

			News topic							Total
			Sport	Social	Art	Scientific	Cultural	Political	Economic	
Newspaper	Besharat Nou	Quantity	12	62	4	13	23	13	39	166
		Percentage	7.2	37.3	2.4	7.8	13.9	7.8	23.5	100.0
	Peyman	Quantity	4	30	2	13	7	5	18	79
		Percentage	5.1	38.0	2.5	16.5	8.9	6.3	22.8	100.0
Total		Quantity	16	92	6	26	30	18	57	245
		Percentage	6.5	37.6	2.4	10.6	12.2	7.3	23.3	100.0
Sig = 0.492			df = 6				$X^2 = 5.411$			

The information in table 7 show that 37.3% of the news in Besharat Nou newspaper have social content and after that 23.5% have economic content and 13.9% are cultural news. Also 38% of the news in Peyman newspaper is social news and after that 22.8% are economic news and 16.5% are scientific news. Chi-square statistic is equal to 5.411 and significant level is larger than 0.05 (Sig = 0.492). Therefore, we can conclude that there is no significant difference between these two newspapers. In other words, the news topics of these two newspapers are similar more or less or in other words are mainly social and economic news.

Hypothesis 7. *There is a relationship between newspaper type and picture subject.*

Table 8: Relationship between newspaper type and picture subject

			Picture subject						Total
			human	structure	Object	Animal	plant	No picture	
newspaper	Besharat Nou	Quantity	74	8	10	0	2	72	166
		Percentage	44.6	4.8	6.0	0.0	1.2	43.4	100.0
	Peyman	Quantity	62	5	3	1	0	8	79
		Percentage	78.5	6.3	3.8	1.3	0.0	10.1	100.0
Total		Quantity	136	13	13	1	2	80	245
		Percentage	55.5	5.3	5.3	0.4	0.8	32.7	100.0
Sig = 0.000			df = 5				$X^2 = 32.986$		

Table 9: Relationship between newspaper type and news domain

			News domain		Total
			Local	Foreign	
Newspaper	Besharat Nou	Quantity	160	6	166
		Percentage	96.4	3.6	100.0
	Peyman	Quantity	79	0	79
		Percentage	100.0	0.0	100.0
Total		Quantity	239	6	245
		Percentage	97.6	2.4	100.0
Sig = 0.87			df = 1	$X^2 = 2.927$	

The information presented in table 8 shows that 44.6% of the picture subjects of the news in Besharat Nou newspaper are human and 43.4% of the news do not have any picture, while 78.5% of the news with picture in Peyman newspaper have human subjects and 10.1% do not have any picture. Chi-square statistic is equal to 32.986 and the significant level is smaller than 0.05 (Sig = 0.000). Therefore, there is a significant difference between these two newspapers. In other words, in Peyman newspaper the subjects of the pictures are more of human.

Hypothesis 8. *There is a relationship between newspaper type and news domain.*

The information presented in table 9 shoe that 96.4% of the news in Besharat Nou newspaper and as well as 100% of the news in Peyman newspaper are in local domain and only 3.6%o f the news of Besharat Nou are about foreign domains. Chi-square statistic is equal to 2.927 and significant level is larger than 0.05 (Sig = 0.087). Therefore, it can be concluded that, in this regard, there is no significant difference between these two newspapers. In other words, the news domain of both of these newspapers is more or less the same or in other words is both local.

Hypothesis 9. *There is a relationship between newspaper type and newsmaker.*

Table 10: Relationship between newspaper type and newsmaker

			Newsmaker			Total
			Government authorities	Artists	Normal people	
Newspaper	Besharat Nou	Quantity	127	6	33	166
		Percentage	76.5	3.6	19.9	100.0
	Peyman	Quantity	71	0	8	79
		Percentage	89.9	0.0	10.1	100.0
Total		Quantity	198	6	41	245
		Percentage	80.8	2.4	16.7	100.0
Sig = 0.029			df = 2		X2 = 7.081	

The information presented in table 10 shows that in 76.5% of the news of Besharat Nou government authorities have been newsmakers and after that in 19.9% of the news normal people and in 3.6% artists, while in Peyman newspaper 89.9% of the news have been made by government authorities and 10.1% by normal people. Chi-square statistic is equal to 7.081 and significant level is smaller than 0.05 (Sig = 0.029). Therefore, it is concluded that in this regard there is a significant difference between these two newspapers. In other words, in Peyman newspaper mostly government authorities have been newsmakers.

Conclusion

The obtained results indicate that 46.4% of the news of the Besharat Nou is provincial and 41% of them are national, while 75.9% of the news of Peyman newspaper is provincial and 16.5% of them are national. Chi-square statistic is equal to 19.869 and significant level is smaller than 0.05. Therefore, there is a significant difference between these two newspapers. In other words, the reflection rate of national news in higher in Besharat Nou newspaper. In this regard, it should be said that the distribution range of Besharat Nou newspaper is international, while Peyman Yazd is a newspaper with a provincial local range of distribution and it is natural that a newspaper that has an international distribution range needs to allocate a part of its news to national and international issues and topics. Besharat Nou newspaper for attracting the satisfaction of its audience outside the

province requires allocating to some of its news and material to the events and news of the outside of the province, while Peyman newspaper doesn't feel such a thing.

95.8% of the news of Besharat Nou newspaper is written in a simple and fluent way and 4.2% of it is written in an ambiguous and unclear way. Also, 96.2% of the news of Peyman newspaper is written with a simple and fluent language while 3.8% of it are written with an ambiguous and vague language. Chi-square statistic is equal to 0.024 and significant level is larger than 0.05. Therefore, it is determined that in this regard there is no significant difference between these two newspapers. In other words, the writing style in these two newspapers is the same and similar more or less or in other words is simple and fluent. Although about 4% of the news have a vague style of writing and this is satisfactory; however, it is better that the editor pay more attention in writing the news and reminds the necessary points to the Reporters, editors and editorial teams.

In 88.6% of the news of Besharat Nou newspaper and also in 96.2% of the news of Peyman newspaper, the source of the news is news agencies. Chi-square statistic is equal to 4.335 and significant level is larger than 0.05. Therefore, it is determined that in this regard there is no significant difference between these two newspapers. In other words, the source of news in both of the newspapers is the same more or less or in other words it is mainly consisted of news agencies. Therefore, research hypothesis 4 is not confirmed. One of the strength points of the newspapers is variety in their news source. If the source of news is various, the audiences will feel that they don't need to refer to other sources of news. On the other hand, the audiences feel that their favorite newspaper for satisfying them is constantly search different sources of news to provide them with the best and most important news and this also brings a kind of mental desirability for the audience and will lead to supporting the newspaper in long term by them.

36.7% of the news of the Besharat Nou newspaper has positive orientation, 27.7 have negative and 35.5% have neutral orientations, while 36.7% of the news in Peyman newspaper have positive, 12.7% have negative and 50.6% have neutral orientations. Chi-square statistic is equal to 8.323 and significant level is smaller than 0.05. Therefore, it is concluded that there is a significant difference between these two newspapers. Therefore, the 5th research hypothesis is confirmed. A newspaper being critical is one of the pillars of democracy. Some of the newspapers due to different reasons and specially for financing the newspaper do not consider this aspect of being critical so much that this can in long term make the newspaper acquire so many labels and reduce the number of its audience. Basically, newspapers should be the reflecting mirror of the society. In other words, they should reflect the positive actions, activities and news and criticize the negative aspects of it as well.

37.3% of the news in Besharat Nou newspaper is social news and 23.5% are economic news and 13.9% are cultural news. Also, 38% of the news of Peyman newspaper are social, 22.8% are economic and 16.5% are scientific news. Chi-square statistic is equal to 5.411 and significant level is larger than 0.05. Therefore, it is concluded that there is no significant difference between these two newspapers. In other words, the news topics in both the newspapers are more or less the same or are mainly social and economic news. Therefore, 6th research hypothesis is not confirmed. News variety always has a great attraction for the audience. So many audience only are interested in certain topics, for example some of them are only following political topics and some other are following only sport news and some other yet follow accidents. This is so much important that newspapers will procure their news from different domains and meets the various needs of their audiences.

In 44.6% of the news of Besharat Nou newspaper the subject of the pictures are human and 43.4% of the news doesn't have any picture, while 78.5% of the pictures of the news in Peyman newspaper have human subject and 10.1% of the news doesn't have any picture. Chi-square statistic

is equal to 32.986 and significant level is smaller than 0.05. Therefore, there is a significant difference between these two newspapers. In other words, in Peyman newspaper pictures subject are more of humans. Therefore, 7th hypothesis of the research is confirmed. Considering the fact that the required standard for covering a picture in every page is about 30%, in this regard Besharat Nou should reconsider its practice. Over attention in presenting news of people is not so much good, perhaps a part of these pictures belong to authorities and individuals who in a way we are doing “Mythification” or “De-Mythification” by Medias on them.

96.4% of the news in Besharat Nou newspaper and 100% of the news in Peyman newspaper are in local domain and only 3.6% of the news of Besharat Nou are writing in foreign domain. Chi-square statistic is equal to 2.927 and significant level is larger than 0.05. Therefore, it is determined that in this regard there is no significant difference between these two newspapers. In other words, the news domain of both of the newspapers is the same more or less or is mainly local. Therefore, the 8th research hypothesis is not confirmed. It is natural that a newspaper with an international distribution range will have some part of its news in international domain and area.

In 76.5% of the news of Besharat Nou newspaper government authorities are newsmakers and in 19.9% of them normal people and in 3.6% artists are newsmakers, while in Peyman newspaper in 89.9% of the news government authorities are newsmakers and in 10.1% normal people are newsmakers. Chi-square statistic is equal to 7.081 and significant level is smaller than 0.05. Therefore, it is determined that in this regard there is a significant difference between these two newspapers. In other words in Peyman newspaper mostly government authorities are newsmakers. Therefore, 9th research hypothesis is confirmed. Both the newspaper should not over rely on government resources for news because it will reduce the creditability of the newspaper both in terms of being professional and in the view of its audiences. The cultural atmosphere of Yazd province has an important role, because the media atmosphere of this province mainly relies on governmental sources news.

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