



Daffodil
International
University

Assignment on

**Tendency of Business News Coverage in Bangladeshi Daily
Newspapers.**

Submitted to:

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CERTIFICATION

This is to certify that Shaykh Md. Mohtasim , ID: 163-28-232 has done his Master's thesis entitle "Tendency of business news coverage in Bangladeshi Daily Newspapers."

This study has been undertaken as a part of requirement of Master of Social Science (MSS) Degree in the Journalism and Mass Communication (MSS).

Thesis is expected to contribute in the field of Journalism and Mass Communication as well as in further study about Coverage of Business News in Daily Bangladesh Newspapers of Bangladesh.

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12 December, 2018

Letter of Approval

Dr. Sheikh Mohammad Shafiul Islam

Associate professor, Journalism and Mass Communication

Faculty of Humanities and Social Science

Daffodil International University (DIU), Dhaka

Subject: Request for Acceptance of thesis report

Dear Sir,

It is a great pleasure and privilege to present you the paper that was assigned to me by you on time. Throughout the report I have tried to focus on the treatment of international news by analyzing 6 newspapers of our country.

I believe that this thesis program has enriched both my knowledge and experience. I tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

In spite of my best effort if any further information or clarification is required for the improvement of this report I am always available to cooperate.

Sincerely yours,

Shaykh Md. Mohtasim

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Acknowledgement

I express my gratitude to my creator, Allah.

I would like to express my gratitude to my supervisor, Dr. Sheikh Mohammad Shafiul Islam, Associate Professor, Department of Journalism & Mass Communication.

Special thanks to my teacher Mr. Aftab Hossain and Rashed Ratul and junior friend kabir Firoz Bhai.

Also thanks to my younger brother Shaykh Md. Mohaymin.

Dedication:

To my parents.

Abstract

The impact of business is beyond description. The infrastructure of the world is stand on business. This study has shown that within specific time frame four Dhaka's dailies business news coverage's basically confined to the corporate world in home and abroad and less importance to Bangladeshi rural economy.

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Chapter-One

Introduction

Business means do something by which any person earning his/her bread. Though business has large meaning, it may be any work from fulfil any duty to satiate any hobby. But in gross idea we mean business is that types of work by which sellers sell and buyers buy product. Cambridge Advanced Learner's Dictionary is telling "Business is the activity of buying and selling goods and services." It also tells that "a particular company that buys and sells goods and services." Manufacturer manufactures something and consumer consumes that thing this is business. But it has many wings. In small scale we know manufacturer manufactures products, then goes to wholesaler, then retailer and then products reach to consumers. In large scale product export and import, stock exchange, monetary policy, sole proprietorship, partnership, corporation, cooperative, economy. Now Business plays an important role in our life. It controls society, economics, politics and policy. It plays significant role in the development of the country. Industry, trade, commerce are very important for country's development. When exchange of goods and services at national and international level in good range definitely country is rapidly advanced. Through business resources are properly utilized. People's fundamental needs and another needs fulfill through the business. Stock exchange has great impact. In stock exchange stock broker and traders can buy and sell securities e.g.

shares of stock and bonds and other financial instruments. By using banking system people borrowing and lending money and keep money safely. Through business unemployment is removed. Production quality will be good when business are running very fast. Through business country earn huge amount of revenue and foreign currency. By exporting and importing country not only related to business activity but also mutual relationship among different country, also promote people's financial crises is removed by business. In one word business has great impact in our whole activities of life.

Media is mirror of the world. Through media people observe the world. As business regulates in the whole world so media has duty to monitor the business activities. So media coverage business news. They interpret business issues, what behind the issue and find out what will be the situation of issue and media coverage these in good manner. And business occupies an important place in media.

Rationale of the Study:

Bangladesh is an independent country which gets independence from Pakistan in 1971. Now Bangladesh is standing market based economy, called free market economy. It means the prices for goods and services are determined by the open market and by consumers. In this systems GDP is \$286.82 billion (according to nominal 2018). GDP growth is 7.86% (EY 2018). Labor force is 109.1 million (2017). Unemployment is 4.2%. The main industries of Bangladesh are textile, pharmaceutical products, electronics, shipbuilding, automotive, bicycle, lather, jute, glass, paper, plastic, food and beverages, cement, tea, rice, natural gas and crude petroleum, iron and steel. The main occupations of Bangladesh are agriculture, industry, services. According to IMF, the economy of Bangladesh is the second fastest growing major economy of 2016, with a rate of 7.1%. Bangladesh is classified among the emerging market middle income economics. The main financial centers are located in Dhaka and Chittagong city. Two stock exchanges are located here. Bangladesh's financial sector is the second largest in the subcontinent. The fiscal year of Bangladesh is 1 July – 30 June. Bangladesh is the member of South Asian Free Trade Area (SAFTA), South Asian Association for Regional Cooperation (SAARC), Bay of Bengal Initiative for Multi – Sectoral Technical and Economic Cooperation (BIMSTEC), World Trade Organization (WTO), Asian Infrastructure Investment Bank (AIIB), International Monetary Fund (IMF), Commonwealth of Nation, World

Bank. So in this regard business plays an important picture in media. Both print and electronic media publish and broadcast business news and interpretation respectively. Now a days in Bangladeshi media coverage business activities. In extensive amount. From published news business person can aware of their activities in one hand, and in other hand people informed about the business situation.

Literature Review:

Business attached with media profoundly. Reuters Institute for the study of Journalism has published research, titled “Business Journalism for the General reader : An inquiry into new media and business reporting” by Olga Lokio has prescribed that Growing readers’ interest and expanding audiences are a priority for man media in countries which just start or are going to start transitions to a market economy, because the possibility of monetization of projects and the development of the mass media market.

Globalization of news – news on changes in global oil and gold prices, fluctuation of exchange rates, real property prices, unemployment, and labour migration has always been designed for the specialist, whereas now all these factors have a serious influence on the everyday life of people in various countries.

Business Journalism Thrives – Even Under Repressive Regimes by Don Podesta has said that – Government need an accurate picture of business activity in their countries, and business themselves need information about market condition and about their competitors. For media development organizations, this provides a target of opportunity. Working with journalists and news outlets that specialize in business coverage can help improve the quality of news media in general, and business coverage can also provide a means for engaging the private sector with media and media development.

News media have a stronger effect on the public's view of corporate reputation than advertising, and that the news media may be viewed as a "propagator of legitimacy" (Pollock & Rindova,2003). They argue that while some level of legitimacy may be necessary for a firm to be considered news worthy, media coverage further legitimates firms (Pollock & Rindova,2003).

Nikki Usher has found that in research "Making Business News : A Production Analysis Of The New York times"

"Journalists focus on the markets, Journalists focus on measurement, and Journalists critique of large business." These underlying approaches to news coverage expose the ways that journalists do and do not question the capitalist system and underscore further vulnerabilities in business news coverage.

Chapter-Two

Methodology of the study

Objectives of the study

- to understand the business news treatment tendency of selected newspapers
- to understand the nature of business news coverage of selected newspapers
- to figure out the quantity of business news of selected newspapers

Content Analysis

The study is conducting by applying content analysis method. Content analysis is widely used in media research. By using this method researcher analyzes the content of media. Content may be language, images, report, theme, text, character etc. It is a research technique for the objective, systemic and quantitative description of manifest content of communication. Through this we find result in quantitatively and also qualitatively. Quantitative result which we find these are shown in numbers and percentages. To evaluate and to improve the media's content and we do content analysis.

Sampling for content analysis

Population :

Four Bangladeshi prominent newspapers. Two of them are Bangla and two of them are English. These are The Daily Prothom Alo, The Daily Star, The Daily Bonik Barta and The Daily Financial Express. The Prothom Alo and The Bonik Barta are Bangla.

Sample :

Seven days (1 October 2018 to 7 October 2018) business news of selected four daily newspapers.

Selection of the Newspapers :

The Daily Prothom Alo :

Mainstream daily newspaper in Bangladesh. It is founded on 4 November 1998. Based on circulation it is second largest newspaper in Bangladesh and published from Dhaka.

The name of publisher and editor is Matiur Rahman.

The Daily Star :

Mainstream daily English newspaper in Bangladesh. It is founded on 14 January 1991, by Syed Mohammad Ali. The largest circulating English daily newspaper of Bangladesh and published from Dhaka. The name of present editor is Mahfuz Anam.

The Bonik Barta :

One of the popular business daily of Bangladesh. It is eight years old. The name of editor and publisher is Dewan Hanif Mahmud. It is published from Dhaka.

The Financial Express :

English language based financial daily of Bangladesh, established in 1993. The acting editor of Financial Express is Shahiduzzaman Khan. It is published from Dhaka.

Limitations of the study :

- Research is time consuming project. But in here time was limited. So many work could not conduct.
- Budget is insufficient.

Scope of the study :

- If could talk with business person then research might have been good.
- Only four papers are analyzed. If a few more newspapers are analyzed then research would be more affluent.

Chapter- Three

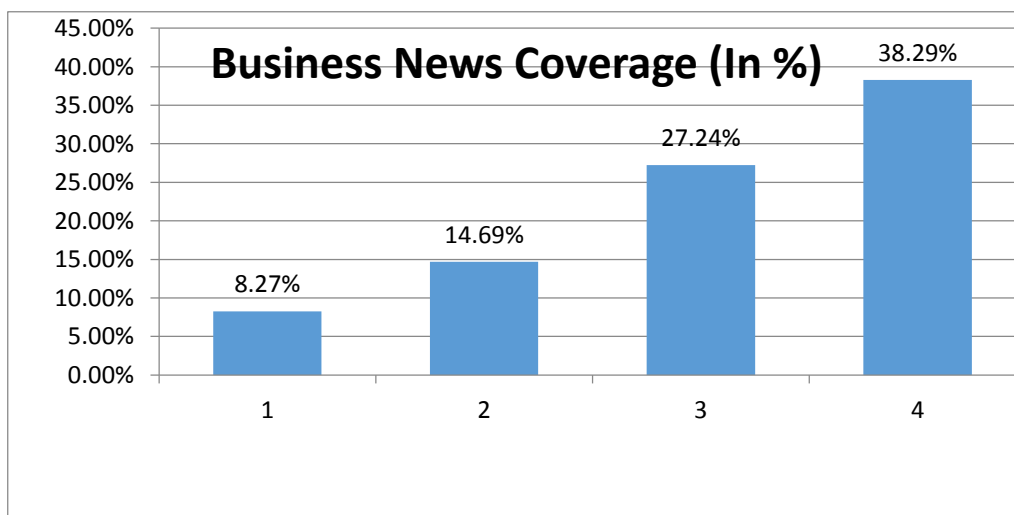
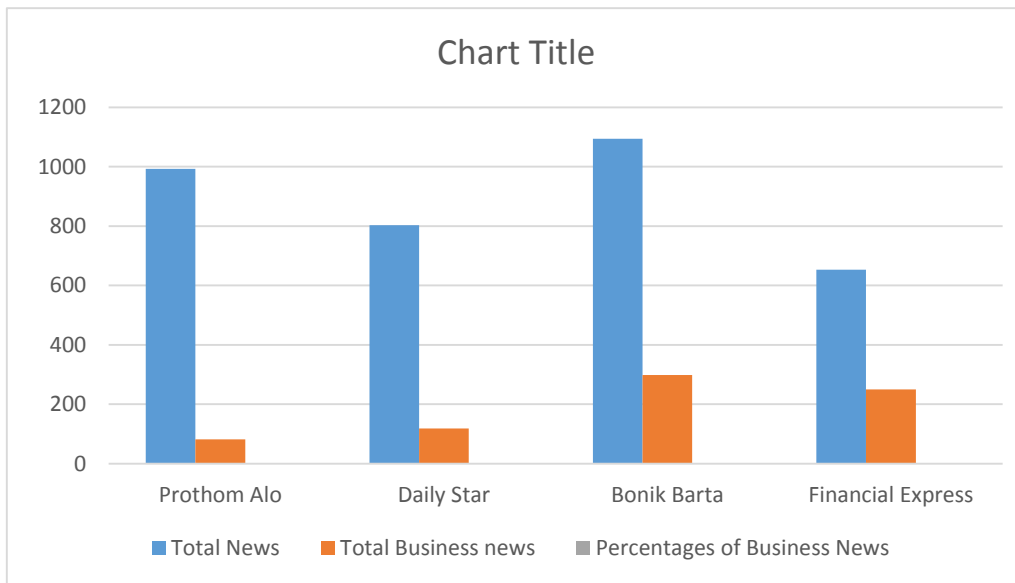
Findings, Discussions and Analysis

Total Business News Coverage:

From the four selected dailies found 748 business news. The total number of news is 3542 (including business). Prothom alo has published 82, The Daily Star has published 118, Bonikbarta has published 298 and the Financial Express has published 250 business news. Prothom alo has published 8.27%, The Daily Star has published 14.69%, Bonikbarta has published 27.24%, and The Financial Express has published 38.29% business news.

Serial				
NO	Name of the news papers	Total	Business	Percentage
1	The Daily Prothom alo	992	82	8.27%
2	The Daily Star	803	118	14.69%
3	The Daily Bonik Barta	1094	298	27.24%
4	The Daily Finaacial Express	653	250	38.29%

**Figure of total
Business News
coverage(Number
& Percentage)**



Geographic Coverage of Business News:

The total number of Bangladeshi business news are 427. Prothom alo has published 70. The Daily Star has published 69. Bonikbarta has published 157. The Financial Express has published 131. The total number of Bangladeshi local business news are 27. Prothom alo has published 3. The Daily Star has published 1. Bonikbarta has published 2. Financial Express has published 21. The total number of International business news are 294. Prothom alo has published 9, The Daily Star has published 48, Bonikbarta has published 139, and The Financial Express has published 98.

1	Total Bangladeshi business news	Bangladehsi	427
2	Total Bangladeshi local business news	Local	27
3	Total international Business news	International	294

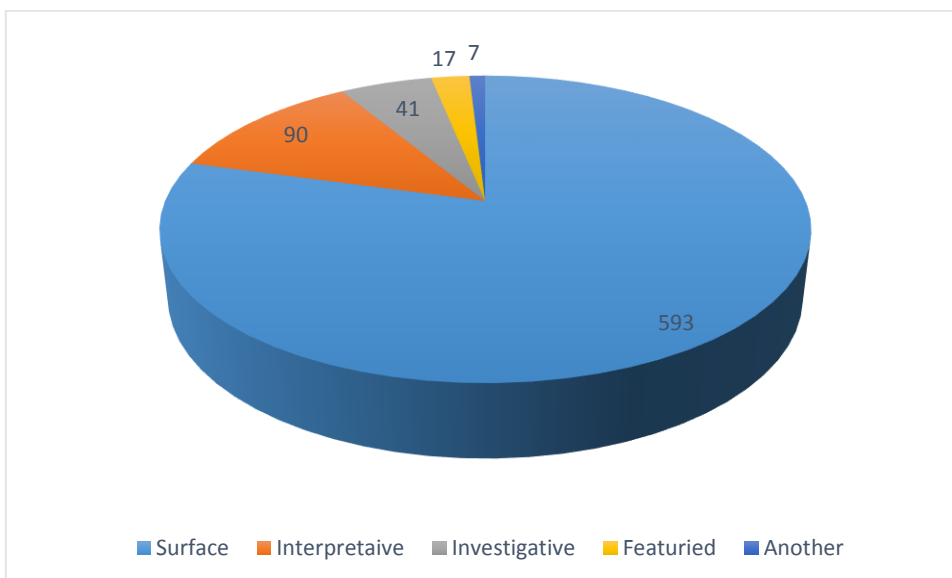
Types of Business Reporting :

Maximum news are surface. Total number of surface news are 593.

Total number of interpretative news are 90. Total number of investigative news are 41.

Featured news are 17. Another (Interview / opinion based news) is 7.

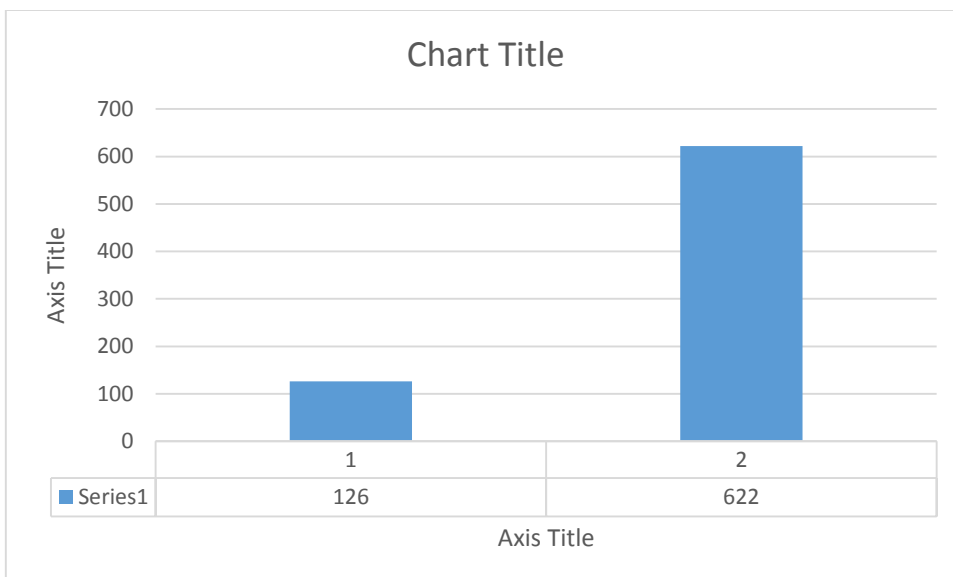
1 Total Business surface News	Surface	593
2 Total Business interpretative News	Interpretative	90
3 Total Business investigative News	Investigative	41
4 Total Business featured News	Featured	17
5 Another (Interview or opinion based News)	Another	7



Business News treatment :

News with pix are 126. Prothom alo has published 22, The Daily Star has published 18, Bonikbarta has published 67 and The Financial Express has published 19.

1 With pix	126
2 without pix	622



In the measurement of column inch, Prothom alo has covered business news in 1159.25 column inch,

whereas the total column inch is 23,520. The Daily Star has covered business news in 2118.25 column inch, whereas the total column inch is 23,520. Bonikbarta has covered business news in 4053.25 column inch, whereas the total column inch is 18,816. The Financial Express has covered business news in 4119 column inch, whereas the total

Names of the News Papers	Total News column inch(with business news)	Only Business News Column inch	Total Business News
The Daily Prothom Alo	23520	1159.25	992
The Daily Star	23520	2118.25	803
The Daily Bonik Barta	23520	4053.25	1094
The Daily Financial Express	18816	4119.00	653

column inch is 23,520

Themes of the Business News :

Among four dailies Prothom alo and The Daily Star are general newspaper. And Bonikbarta and The Financial Express are basically business news based paper. Prothom alo has 2 and The Daily Star has 4 special pages for covering business news. On the other hand, though Bonikbarta and The Financial Express are they have also extra pages for business news. Bonikbarta has extra 5 pages and The Financial Express has extra 4 pages. Selected all newspapers covered current business situation, different aspect of business. In business pages have occupied significant place stock market and it's different analysis. Telecom is one of the important sector of business pages. Trade, Market, Bank, International Business are important topics. Corporate news occupies a vital place in the business page. In the case of pix, corporate personalities, meeting, conference have important place in newspaper. The possibilities of these arenas are treat in large amount. But rural and regional business news are less important in Bangladeshi dailies.

Discussions and Analysis :

Selected dailies have published many business news. But in–depth news are insufficient. Pix are also not sufficient. Interpretative news interprets possibility of anything. Without it business sector would not be affluent. Again investigative report investigates something. Without it business would not be rich. Pix and maximum surface news are confined to small press release, meeting and corporate personalities.

Corporate business and International business get more importance but rural business are not. Bangladesh has powerful rural economy. But it does not get good place in Bangladeshi newspapers. Only 3.61% news are published of total business news.

Conclusion :

Business is an important matter of the world. All over the world is running on business. Bangladesh is not exceptional. To improve business situation media's watch is important. News interpretations are necessary, investigation also. Coverage to the rural economy is more more important. Media can easily disseminate Business issues which can change which can change our lifestyle.

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