



A landmark to create the Future
Department of Journalism and Mass communication

Title of the Thesis: ‘Treatment of Hollywood, Indian and Bangladeshi Cinema News in Bangla newspaper’

MSS Dissertation Submitted by

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*Submitted to the Department of Journalism and Mass Communication
Daffodil International University in partial fulfillment of the requirements for the award Master's Degree
in Social Science (MSS)*

Submitted To

Dr. Towfique-E-Elahi

Assistant Professor

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Date of Submission: 14 December, 2019

LETTER OF TRANSMITTAL

12th December 2018

Dr. Towfique-E-Elahi

Assistant Professor

Department of Journalism and Mass Communication

Daffodil International University

Subject: Submission of MSS Dissertation '*Treatment of Hollywood, Indian and Bangladeshi Cinema News in Bangla newspaper*'

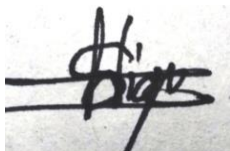
Dear Sir,

I have successfully accomplished my dissertation titled '*Treatment of Hollywood, Indian and Bangladeshi Cinema News in Bangla newspaper*' as a course requirement for my post-graduation program.

I have tried my level best to work sincerely to cover all aspects regarding the matter to which I have been assigned.

I believe that this dissertation has enriched both my knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my project. Your kind approval is solicited.

Sincerely Yours,



Md. Sadique Hasan Polash

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University

CERTIFICATE OF APPROVAL

I am pleased to certify that the study '**Treatment of Hollywood, Indian and Bangladeshi Cinema News in Bangla newspaper**' prepared by Md Sadique Hasan Polash, bearing ID No: 151-28-191 of the Department of Journalism and Mass Communication has been approved for presentation and viva voce. He has completed the research work under my supervision.

The study is an authentic work of Md Sadique Hasan Polash. I recommend this study for further academic commendations.

Sadique bears a strong moral character and a very pleasing personality. It was indeed a great pleasure working with him. I wish him all the success in life.

Dr. Towfique-E-Elahi

Assistant Professor

Department of Journalism and Mass Communication

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I would like to thank to '*Klaus Krippendorff*', University of Pennsylvania form Content Analysis (an introduction to its Methodology) Books.

Thanks to all my informants who had been extremely resourceful to gather information and insight for this research.

Finally thanks to department coordinator, office staffs and seniors those who supported me all through the journey of this research.

DEDICATION

Dedicated to my family and teachers

Abstract

This research conducts to analyze the frame of Bangladeshi Newspaper's entertainment page focus on the cinema related news. In this thesis paper I have tried to investigate the priority of cinema news in Bangla Newspapers. For that reason, I analyze three national daily Bangla newspapers of Bangladesh. The newspapers are 'Daily Ittefaq', 'Samakal' and 'Bangladesh Pratidin'. For the purpose of this thesis, I have collected Entertainment page data from these papers for one month duration and find out some news frame. Finally, pointed the frames getting importance value in Bangladeshi Newspaper's entertainment page's cinema news.

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Chapter-I

- 1.1 Introduction
- 1.2 Objective
- 1.3 Research Question
- 1.4 Hypothesis
- 1.5 Previous Research
- 1.6 Methodology
- 1.7 Sampling for content Analysis
- 1.8 Population
- 1.9 Sampling
- 1.10 Sampling Method
- 1.11 Data Gathering Method
- 1.12 Data Collection Implications
- 1.13 Data Sources
- 1.14 Data Analysis
- 1.15 Time Parameter

Introduction:

In the 1450 AD, German citizen *Gutenberg* was the first person who invented the printing machine. He was a black smith and his invention brought a revolution in the communication world. The Newspaper established based on the revolution. It is passing near about 400 years through many obstacle and challenges and it become as a fourth pillar of the democratic world.

Media industry of Bangladesh has 160 million people audience. It has experienced a surprising growth since its inception a few decades ago. Bangladeshi Media industry has the Broadcast media, Advertising media, Electronic media, Print media and so on. The Constitution of Bangladesh guarantees freedom of these media.

According to Department of Film and Press (DFP) as on 30th October, 2019, declaration had been given to 517 dailies from Dhaka, 753 dailies from different districts are published. Declarations were granted to 1200 weeklies has published. Total 3148 newspaper has published which contains dailies, weeklies, half weekly, fortnightly, monthly, bi-monthly, quarterly, annual newspaper.

Objective:

The main aim of the study is to know the overall contribution of Bangladeshi movie news in Bangladeshi media outlet. The reality of today's Bangla Newspaper (Entertainment news) is unacceptable. Because mostly they produce Bollywood & Hollywood industry based news than our mainstream entertainers. We need to give priority to our local industry (cinema) news in Bangla newspaper.

For this reasons the project also seeks some important objectives that are given bellow-

- To find out the quantity of Entertainment news in daily Bangla newspaper.
- To find out the movie related news treatment tendency of the daily entertainment news.

Research Question?

- Does Bangladeshi cinema news get good treatment in newspaper?

Hypothesis:

- ❖ Bangladeshi cinema news doesn't get good treatment in Bangla newspaper's entertainment page.

Previous Research:

I tried to find out the related type of research in Bangladesh. However, I have not found any earlier research work related to this topic; especially in Bangladeshi perspective. So it was very difficult to complete my thesis work and I also faced problem to prepare the literature review part. So, for this reason I have collected some data from international research articles and tried to relate them with my topic.

Methodology:

The study has been conducted applying ‘content analysis’ method. The Content analysis is a scholarly approach of studying the content of communication materials and content. The essence of the content analysis lies in the statement of *Lasswell and Krippendorff*. *Lasswell*, through his famous definition of communication, framed the base of the content analysis by saying: “Who says what, to whom, why, to what extent and with what effect?”

Sampling for Content Analysis

Population:

National Bangla Dailies of Bangladeshi newspapers.

Sampling:

Entertainment page of National Bangla Dailies.

To conduct this study I have selected three Bangladeshi Bangla Dailies considering their circulation and quality. The newspapers are:

1. **Daily Ittefaq (দৈনিক ইত্তেফাক)**
2. **Samakal (সমকাল)**
3. **Bangladesh Pratidin (বাংলাদেশ প্রতিদিন)**

Daily Ittefaq (দৈনিক ইত্তেফাক): The Ittefaq was first published as a weekly paper on December 24, 1953 by Maulana Abdul Hamid Khan Bhasani and Yar Mohammad Khan. Later Tofazzal Hossain subsequently acquired a new license under the name of The Daily Ittefaq. It is one of the most circulated newspapers in Bangladesh. This newspaper is printed by Ittefaq Group of Publications Limited.

Samakal (সমকাল): Samakal is a Bengali-language daily newspaper published in Dhaka, Bangladesh. Samakal started publishing on 31 May 2005. As of 2007, the circulation of Samakal is around 200,000. Mustafiz Shafi, is serving as the acting editor and S.M. Shahab Uddin as the Executive Director. After death of Golam_Sarwar the founder editor, Mustafiz Shafi took charge as the acting editor of Samakal from 13 August 2018.

Bangladesh Pratidin (বাংলাদেশ প্রতিদিন): Bangladesh Pratidin is the daily Bengali-language newspaper in Bangladesh. It was founded in 2010. Bangladesh Pratidin tops the list of highest circulated dailies in the country out of 345 newspapers published from Dhaka and elsewhere, the information minister told parliament 10 March 2014. Its editor is Naem Nizam.

Sampling Method:

Simple Random Sampling

Data Gathering Method:

Approach: Quantitative

Data Collection Implications:

Used space in column inches

Data Sources:

Published copies of the newspapers

Data Analysis:

Textual Analysis: Content Analysis

Time Parameter:

01-09-2019 to 30-09-2019 (29 days)

Chapter-II

- 2.1 Literature Review
- 2.2 Film Industry of Hollywood, India and Bangladesh

Literature Review:

Like other countries, there are two categories of media in Bangladesh- print media and electronic media. Bangladesh has made good progress in its struggle to establish democracy. Progress is also there in the newspaper industry. During 2004 and 2005 there are a good number of electronic media came to entertain the viewers. Afsan (2003) *(Media in Times of Crisis: National and International Issues) observed that big business had captured much of the print-media space, and highlighted the fact that journalism in Bangladesh had become significantly tied in with other economic and business interests. Other critics have argued that the media has become increasing corporative, owned by companies with roots in traditional business. Rocky (2007) (Overall Scenario of the Media industry in Bangladesh) found that Bangladeshi Media contributes a lot in its economy in each year. Every year it is creating more employment opportunity. However there is no study related to my topic.

Sajjad (2015) (Bangladesh Film Industry: Challenges and Opportunities of Workforce Development in the Digital Age). Since 2003, the Bangladesh Film Industry has been in the process of integrating digital technology in its production, distribution and exhibition arms; but it has not fully completed its integration, as its workforce is not ready yet.

Tithe Farhana (2014) (Bangladesh's Media: Development and Challenges) says, the period of rapid development for Bangladesh's media market, with many outlets enjoying both profitability and influence in an expanding market. Over the past decade, large privately owned Bangladeshi corporation have moved into the market and much of the national media is now in the hands of the biggest corporate groups in the country.

Dr. Harisur Rahman (2006) (On Whether to Show Hindi Cinema in Bangladesh) observed that the recent decision of withdrawing and re-imposing ban on Indian cinema has been a debated issue in Bangladesh. The supporters of banning Indian cinema are claiming that if Indian cinema is given access to Bangladesh, our native cinema industry will face a ruin. The issue definitely a sensitive one as it has political connotation besides the cultural one. Maybe, the government of Bangladesh has taken the former one into consideration and retreat itself from its previous position of showing Hindi cinema in Bangladesh.

Film industry of Hollywood, India and Bangladesh

Indian films probably are the most seen movies in the world. Not just talking about the billion strong audiences in India itself, where 12 million people are said to go to the cinema every day, but of large audiences well beyond the Indian subcontinent and the Diaspora, in such unlikely places as Russia, China, the Middle East, the Far East Egypt, Turkey and Africa. People from very different cultural and social worlds have a great love for Indian popular cinema, and many have been Hindi Films fans for over fifty years. Bollywood is the nickname given to the Indian film industry - it's a play on the word Hollywood. The B comes from Bombay (also known as Mumbai), a big city in India. Bollywood is massive. It makes up to 800 films a year - twice as many as Hollywood and about 14 million Indian people go to the cinema every day.

Zakir Raju (2000) in National cinema and the beginning of film history in/of Bangladesh Claims like most other places in the world, film exhibition began in Bangladesh (in the then East Bengal) at the end of the 1890s; like much of Asia, silent film production began here during the 1900s and sound film

production in the 1950s (in the then East Pakistan). The establishment of film theatres began here in the 1910s, but the production of theatrical features started as late as the 1950s.

The Bangladeshi movie industry, popularly known as Dhallywood has been based in Bangladesh's capital, Dhaka, since 1956. As of 2004, it produced approximately 100 movies a year. According to History.com

Hollywood is a neighborhood located in Los Angeles, California which is located in United States of America. That's also synonymous with the glamour, money and power of the entertainment industry. As the show-business capital of the world, Hollywood is home to many famous television and movie studios and record companies. Yet despite its glitzy status, Hollywood has humble roots: It began as a small agricultural community and evolved into a diverse, thriving metropolis where stars are born and dreams come true—for a lucky few. In 1853, a small adobe hut was all that existed where Hollywood stands today. But over the next two decades, the area became a thriving agricultural community called Cahuenga Valley.

When politician and real estate developer Harvey Henry Wilcox and his second wife Daeida moved to Los Angeles from Topeka, Kansas in 1883, he purchased 150 acres of land west of Hollywood and attempted to try his hand at ranching. His efforts didn't go well, however, so in 1887, he filed plans with the Los Angeles County Recorder's office to subdivide the land. Soon, Prospect Avenue and upscale homes sprung up.

CHAPTER-III

- 3.1 Data Analysis
- 3.1.1 Daily Ittefaq
- 3.1.2 Samakal
- 3.1.3 Bangladesh Pratidin

Data Analysis

Date wise analysis of the selected newspapers are given bellow,

Daily Ittefaq

01-09-2019

SL	Bangladesh	India	Hollywood
1	18	18	36
2	50		0
Total=	68	18	36

From the chart above we can see that total 68 column inches Bangladeshi movie news published on the day where Indian news was published 18 column inches and 36 column inches Hollywood news was published. Among the total published items there were five Bangladesh items, one Indian item and one Hollywood item.

02-09-2019

SL	Bangladesh	India	Hollywood
1	0	45	0
Total=	0	45	0

From the chart above we can see that total 45 column inches Indian movie news published on the day. No News on Bangladeshi and Hollywood movies found on that day. Among the total published items there were five Bangladesh items, one Indian item.

03-09-2019

SL	Bangladesh	India	Hollywood
1	18	40.50	0
2	14	12	0
Total=	32	52.50	0

From the chart above we can see that total 52.50 column inches Indian and 32 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, two Indian items.

04-09-2019

SL	Bangladesh	India	Hollywood
1	0	36	0
Total=	0	36	0

From the chart above we can see that total 36 column inches Indian movie news published on the day. No News on Bangladeshi and Hollywood movies found on that day. Among the total published items there were five Bangladesh items, one Indian item.

05-09-2019

SL	Bangladesh	India	Hollywood
1	42	31.5	0
2	18	56	0
	0	21	0
Total=	60	108.5	0

From the chart above we can see that total 108.5 column inches Indian and 60 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, three Indian items.

06-09-2019

SL	Bangladesh	India	Hollywood
1	36	0	40.50
2	17.5	0	13.5
3	12.5	0	0
Total=	66	0	54

From the chart above we can see that total 66 column inches Bangladeshi and 54 column inches Hollywood movie news published on the day. No News on Indian movie found on that day. Among the total published items there were five Bangladesh items, two Hollywood items

07-09-2019

SL	Bangladesh	India	Hollywood
1	18	18	0
2	0	36	0
Total=	18	54	0

From the chart above we can see that total 54 column inches Indian and 18 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, two Indian items.

08-09-2019

SL	Bangladesh	India	Hollywood
1	36	32	0
2	16	0	0
3	8	0	0
Total=	60	32	0

From the chart above we can see that total 32 column inches Indian and 60 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

09-09-2019

SL	Bangladesh	India	Hollywood
1	10	16	0
2	12	32	0
3	0	8	0
4	0	8	0
Total=	22	64	0

From the chart above we can see that total 64 column inches Indian and 22 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were four Bangladeshi items, four Indian items.

10-09-2019

SL	Bangladesh	India	Hollywood
1	40	30	0
2	12	0	0
3	20	0	0
Total=	72	30	0

From the chart above we can see that total 30 column inches Indian and 72 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were seven Bangladeshi items, one Indian item.

12-09-2019

SL	Bangladesh	India	Hollywood
1	36	28	0
2	10	0	0
Total=	46	28	0

From the chart above we can see that total 28 column inches Indian and 46 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

13-09-2019

SL	Bangladesh	India	Hollywood
1	54	34	0
2	0	24	0
Total=	54	58	0

From the chart above we can see that total 58 column inches Indian and 54 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, two Indian items.

14-09-2019

SL	Bangladesh	India	Hollywood
1	20	28	0
2	28	0	0
Total=	48	28	0

From the chart above we can see that total 28 column inches Indian and 48 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were seven Bangladeshi items, one Indian item.

15-09-2019

SL	Bangladesh	India	Hollywood
1	32	28	0
2	32	0	0
3	15	0	0
Total=	79	28	0

From the chart above we can see that total 28 column inches Indian and 79 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

16-09-2019

SL	Bangladesh	India	Hollywood
1	27	25	0
2	24	15	0
3	0	32	0
Total=	51	72	0

From the chart above we can see that total 72 column inches Indian and 51 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, three Indian items.

17-09-2019

SL	Bangladesh	India	Hollywood
1	32	30	0
2	32	0	0
3	27	0	0
Total=	91	30	0

From the chart above we can see that total 30 column inches Indian and 91 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

18-09-2019

SL	Bangladesh	India	Hollywood
1	0	27	0
2	0	22	0
Total=	0	49	0

From the chart above we can see that total 49 column inches Indian movie news published on the day. No News on Bangladeshi and Hollywood movies found on that day. Among the total published items there were six Bangladesh items, two Indian items.

19-09-2019

SL	Bangladesh	India	Hollywood
1	32	0	32
2	27	0	0
Total=	59	0	32

From the chart above we can see that total 32 column inches Hollywood and 59 column inches Bangladeshi movie news published on the day. No News on Indian movie found on that day. Among the total published items there were seven Bangladeshi items, one Hollywood item.

20-09-2019

SL	Bangladesh	India	Hollywood
1	32	32	0
2		36	0
Total=	32	68	0

From the chart above we can see that total 68 column inches Indian and 32 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were four Bangladeshi items, two Indian items.

21-09-2019

SL	Bangladesh	India	Hollywood
1	12	42.5	0
2	20	0	0
Total=	22	42.5	0

From the chart above we can see that total 42.5 column inches Indian and 22 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

22-09-2019

SL	Bangladesh	India	Hollywood
1	12	36	0
2	22.5	14.5	0
3	8	0	0
Total=	42.5	50.5	0

From the chart above we can see that total 50.5 column inches Indian and 42.5 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, two Indian items.

23-09-2019

SL	Bangladesh	India	Hollywood
1	32	24	0
2	24	10.5	0
Total=	56	34.5	0

From the chart above we can see that total 34.5 column inches Indian and 56 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were eight Bangladeshi items, two Indian items.

24-09-2019

SL	Bangladesh	India	Hollywood
1	24	25	40
2	12	4.5	0
3		9	0
Total=	36	38.5	40

From the chart above we can see that total 38.5 column inches Indian, 36 column inches Bangladeshi and 40 column inches Hollywood movie news published on the day. Among the total published items there were four Bangladeshi items, three Indian items and one Hollywood item.

25-09-2019

SL	Bangladesh	India	Hollywood
1	12.5	20	0
2	32		0
Total=	44.5	20	0

From the chart above we can see that total 20 column inches Indian and 44.5 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were three Bangladeshi items, one Indian item.

26-09-2019

SL	Bangladesh	India	Hollywood
1	36	32	0
2	18		0

Total=	54	32	0
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From the chart above we can see that total 32 column inches Indian and 54 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladesh items, one Indian item.

27-09-2019

SL	Bangladesh	India	Hollywood
1	10	37	0
2	0	11	0
	0	12	0
Total=	10	60	0

From the chart above we can see that total 60 column inches Indian and 10 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, three Indian items.

28-09-2019

SL	Bangladesh	India	Hollywood
1	54	10	0
2	8	28	0
3		14	0
Total=	62	52	0

From the chart above we can see that total 52 column inches Indian and 62 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, three Indian items.

29-09-2019

SL	Bangladesh	India	Hollywood
1	12	28	0
2	20	8	0
3	20	4	0
Total=	52	40	0

From the chart above we can see that total 40 column inches Indian and 52 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, three Indian items.

30-09-2019

SL	Bangladesh	India	Hollywood
1	24	24	0
2	32	8	0
Total=	56	32	0

From the chart above we can see that total 32 column inches Indian and 56 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were seven Bangladeshi items, one Indian item.

Samakal

01-09-2019

SL	Bangladesh	India	Hollywood
1	9	20	0
2	5	0	0
Total=	14	20	0

From the chart above we can see that total 14 column inches Bangladeshi movie news published on the day where Indian news was published 20 column inches. No News on Hollywood movies found on that day. Among the total published items there were five Bangladesh items, one Indian item.

02-09-2019

SL	Bangladesh	India	Hollywood
1	36	28	0
2	11	0	0
Total=	47	28	0

From the chart above we can see that total 47 column inches Bangladeshi movie news published on the day where Indian news was published 28 column inches. No News on Hollywood movies found on that day. Among the total published items there were seven Bangladesh items, one Indian item.

03-09-2019

SL	Bangladesh	India	Hollywood
1	8	28	7
2	9	0	0
Total=	17	28	7

From the chart above we can see that total 17 column inches Bangladeshi movie news published on the day where Indian news was published 28 column inches and 7 column inches Hollywood movies found on that day. Among the total published items there were six Bangladesh items, one Indian item and one Hollywood item.

04-09-2019

SL	Bangladesh	India	Hollywood
1	8	28	7
2	18	0	0
Total=	26	28	7

From the chart above we can see that total 26 column inches Bangladeshi movie news published on the day where Indian news was published 28 column inches and 7 column inches Hollywood movies found on that day. Among the total published items there were four Bangladesh items, one Indian item and one Hollywood item.

05-09-2019

SL	Bangladesh	India	Hollywood
1	33	4	0
2	15	28	0
Total=	48	32	0

From the chart above we can see that total 32 column inches Indian and 48 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were eight Bangladeshi items, two Indian items.

06-09-2019

SL	Bangladesh	India	Hollywood
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1	32	0	8
2	8	0	12
3	9	0	0
Total=	49	0	20

From the chart above we can see that total 49 column inches Bangladeshi and 20 column inches Hollywood movie news published on the day. No News on Indian movie found on that day. Among the total published items there were five Bangladesh items, two Hollywood items.

07-09-2019

SL	Bangladesh	India	Hollywood
1	0	10	12
Total=	0	10	12

From the chart above we can see that total 10 column inches Indian and 12 column inches Hollywood movie news published on the day. No News on Bangladeshi movies found on that day. Among the total published items there were four Bangladeshi items, one Hollywood item and one Indian item.

08-09-2019

SL	Bangladesh	India	Hollywood
1	0	8	0
2	0	16	0
Total=	0	24	0

From the chart above we can see that total 24 column inches Indian movie news published on the day. No News on Hollywood and Bangladeshi movies found on that day. Among the total published items there were five Bangladeshi items, two Indian items.

09-09-2019

SL	Bangladesh	India	Hollywood
1	35	28	0
Total=	35	28	0

From the chart above we can see that total 28 column inches Indian and 35 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

10-09-2019

SL	Bangladesh	India	Hollywood
1	7.5	32	20
2	10	0	0
3	8.5	0	0
Total=	26	32	20

From the chart above we can see that total 32 column inches Indian, 20 column inches Hollywood and 26 column inches Bangladeshi movie news published on the day. Among the total published items there were eight Bangladeshi items, three Indian items and one Hollywood item.

12-09-2019

SL	Bangladesh	India	Hollywood
1	39	22.5	0
2	10	16	0
Total=	49	38.5	0

From the chart above we can see that total 38.5 column inches Indian and 49 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were nine Bangladeshi items, two Indian items.

13-09-2019

SL	Bangladesh	India	Hollywood
1	0	16	0
Total=	0	16	0

From the chart above we can see that total 16 column inches Indian movie news published on the day. No News on Hollywood and Bangladeshi movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

14-09-2019

SL	Bangladesh	India	Hollywood
1	10	16	0
Total=	10	16	0

From the chart above we can see that total 16 column inches Indian and 10 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, one Indian item.

15-09-2019

SL	Bangladesh	India	Hollywood
1	8	16	0
2	6		0
Total=	14	16	0

From the chart above we can see that total 16 column inches Indian and 14 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

16-09-2019

SL	Bangladesh	India	Hollywood
1	8	16	24
Total=	8	16	24

From the chart above we can see that total 16 column inches Indian, 8 column inches Bangladeshi and 24 column inches Hollywood movie news published on the day. Among the total published items there were seven Bangladeshi items, one Indian item and one Hollywood item.

17-09-2019

SL	Bangladesh	India	Hollywood
1	18	24	0
Total=	18	24	0

From the chart above we can see that total 24 column inches Indian and 18 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were seven Bangladeshi items, two Indian items.

18-09-2019

SL	Bangladesh	India	Hollywood
1	10	18	0
2	8	0	0
3	8	0	0
Total=	26	18	0

From the chart above we can see that total 18 column inches Indian and 26 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, one Indian item.

19-09-2019

SL	Bangladesh	India	Hollywood
1	20	24	14
2	9		20
Total=	29	24	34

From the chart above we can see that total 34 column inches Hollywood, 24 column inches Indian and 29 column inches Bangladeshi movie news published on the day. Among the total published items there were seven Bangladeshi items, two Hollywood items and one Indian item.

20-09-2019

SL	Bangladesh	India	Hollywood
1	0	20	0
Total=	0	20	0

From the chart above we can see that total 20 column inches Indian movie news published on the day. No News on Hollywood and Bangladeshi movies found on that day. Among the total published items there were five Bangladeshi items, one Indian item.

21-09-2019

SL	Bangladesh	India	Hollywood
1	6	16.5	0
2	0	8	0
Total=	6	24.5	0

From the chart above we can see that total 24.5 column inches Indian and 6 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were three Bangladeshi items, three Indian items.

22-09-2019

SL	Bangladesh	India	Hollywood
1	6	21	0
Total=	6	21	0

From the chart above we can see that total 21 column inches Indian and 6 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

23-09-2019

SL	Bangladesh	India	Hollywood
1	6	4	16
2	0	17.5	
Total=	6	21.5	16

From the chart above we can see that total 21.5 column inches Indian, 6 column inches Bangladeshi and 16 column inches Hollywood movie news published on the day. Among the total published items there were eight Bangladeshi items, two Indian items.

24-09-2019

SL	Bangladesh	India	Hollywood
1	0	28	55
2	0	4	
Total=	0	32	55

From the chart above we can see that total 32 column inches Indian, 55 column inches Hollywood movie news published on the day. No News on Bangladeshi movies found on that day. Among the total published items there were six Bangladeshi items, two Indian items and one Hollywood item.

25-09-2019

SL	Bangladesh	India	Hollywood
1	14	0	12
2	8	0	0
Total=	22	0	12

From the chart above we can see that total 12 column inches Hollywood and 22 column inches Bangladeshi movie news published on the day. No News on Indian movies found on that day. Among the total published items there were five Bangladeshi items, one Hollywood item.

26-09-2019

SL	Bangladesh	India	Hollywood
1	0	0	0
Total=	0	0	0

From the chart above we can't find any news on Hollywood, Bangladeshi and Indian movies.

27-09-2019

SL	Bangladesh	India	Hollywood
1	0	5	15
Total=	0	5	15

From the chart above we can see that total 5 column inches Indian and 15 column inches Hollywood movie news published on the day. No News on Bangladeshi movies found on that day. Among the total published items there were four Bangladeshi items, one Indian item and one Hollywood item.

28-09-2019

SL	Bangladesh	India	Hollywood
1	6	32	8
2	0	12	0
Total=	6	44	8

From the chart above we can see that total 44 column inches Indian, 8 column inches Hollywood and 6 column inches Bangladeshi movie news published on the day. Among the total published items there were three Bangladeshi items, two Indian items and one Hollywood item.

29-09-2019

SL	Bangladesh	India	Hollywood
1	4	10	0
Total=	4	10	0

From the chart above we can see that total 10 column inches Indian and 4 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

30-09-2019

SL	Bangladesh	India	Hollywood
1	48	0	6
2	6	0	15
Total=	54	0	21

From the chart above we can see that total 21 column inches Hollywood and 54 column inches Bangladeshi movie news published on the day. No News on Indian movies found on that day. Among the total published items there were seven Bangladeshi items, one Indian item.

Bangladesh Pratidin

01-09-2019

SL	Bangladesh	India	Hollywood
1	12.5	22.5	0
Total=	12.5	22.5	0

From the chart above we can see that total 12.5 column inches Bangladeshi movie news published on the day where Indian news was published 22.5 column inches. No News on Hollywood movies found on that day. Among the total published items there were five Bangladesh items, two Indian items.

02-09-2019

SL	Bangladesh	India	Hollywood
1	8.75	21	0
Total=	8.75	21	0

From the chart above we can see that total 8.75 column inches Bangladeshi movie news published on the day where Indian news was published 21 column inches. No News on Hollywood movies found on that day. Among the total published items there were five Bangladesh items, two Indian items.

03-09-2019

SL	Bangladesh	India	Hollywood
1	27	25	0
Total=	27	25	0

From the chart above we can see that total 25 column inches Indian and 27 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were four Bangladeshi items, one Indian items.

04-09-2019

SL	Bangladesh	India	Hollywood
1	80	22.5	0
Total=	80	22.5	0

From the chart above we can see that total 22.5 column inches Indian and 80 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were two Bangladesh items, one Indian item.

05-09-2019

SL	Bangladesh	India	Hollywood
1	80	8	0
Total=	80	8	0

From the chart above we can see that total 8 column inches Indian and 80 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

06-09-2019

SL	Bangladesh	India	Hollywood
1	72	0	0
2	18	0	0
3	10	0	0
Total=	100	0	0

From the chart above we can see that total 100 column inches Bangladeshi movie news published on the day. No News on Indian and Hollywood movie found on that day. Among the total published items there were five Bangladesh items.

07-09-2019

SL	Bangladesh	India	Hollywood
1	50	18	0
2	15		0
Total=	65	18	0

From the chart above we can see that total 54 column inches Indian and 18 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, two Indian items.

08-09-2019

SL	Bangladesh	India	Hollywood
1	24	20	0
2	6	0	0
Total=	30	20	0

From the chart above we can see that total 20 column inches Indian and 30 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were eight Bangladeshi items, one Indian item.

09-09-2019

SL	Bangladesh	India	Hollywood
1	20	18	0
Total=	20	18	0

From the chart above we can see that total 18 column inches Indian and 20 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, one Indian item.

10-09-2019

SL	Bangladesh	India	Hollywood
1	30	10	0
2	50	0	0
3	21	0	0
4	14	0	0
5	9	0	0
Total=	124	10	0

From the chart above we can see that total 10 column inches Indian and 124 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

12-09-2019

SL	Bangladesh	India	Hollywood
1	80	0	0
2	10	0	0
3	6	0	0
4	8	0	0
Total=	104	0	0

From the chart above we can see that total 104 column inches Bangladeshi movie news published on the day. No News on Hollywood and Indian movies found on that day. Among the total published items there were eight Bangladeshi items.

13-09-2019

SL	Bangladesh	India	Hollywood
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1	0	18	7.5
Total=	0	18	7.5

From the chart above we can see that total 18 column inches Indian and 7.5 column inches Hollywood movie news published on the day. No News on Bangladeshi movies found on that day. Among the total published items there were five Bangladeshi items, one Hollywood item and one Indian item.

14-09-2019

SL	Bangladesh	India	Hollywood
1	54	25	0
2	18	0	0
Total=	72	25	0

From the chart above we can see that total 25 column inches Indian and 72 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were four Bangladeshi items, one Indian item.

15-09-2019

SL	Bangladesh	India	Hollywood
1	0	18	0
Total=	0	18	0

From the chart above we can see that total 18 column inches Indian movie news published on the day. No News on Hollywood and Bangladeshi movies found on that day. Among the total published items there were five Bangladeshi items and one Indian item.

16-09-2019

SL	Bangladesh	India	Hollywood
1	36	54	0
Total=	36	54	0

From the chart above we can see that total 54 column inches Indian and 36 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladeshi items, one Indian item.

17-09-2019

SL	Bangladesh	India	Hollywood
1	72	5	0
2	36	0	0
3	10	0	0
Total=	118	5	0

From the chart above we can see that total 5 column inches Indian and 118 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, one Indian item.

18-09-2019

SL	Bangladesh	India	Hollywood
1		18	0
Total=		18	0

From the chart above we can see that total 18 column inches Indian movie news published on the day. No News on Bangladeshi and Hollywood movies found on that day. Among the total published items there were six Bangladesh items and one Indian item.

19-09-2019

SL	Bangladesh	India	Hollywood
1	24	0	0
2	48	0	0
3	10	0	0
4	10	0	0
5	5	0	0
Total=	97	0	0

From the chart above we can see that total 97 column inches Bangladeshi movie news published on the day. No News on Indian and Hollywood movies found on that day. Among the total published items there were six Bangladesh items.

20-09-2019

SL	Bangladesh	India	Hollywood
1	0	18	0
Total=	0	18	0

From the chart above we can see that total 18 column inches Indian movie news published on the day. No News on Hollywood and Bangladeshi movies found on that day. Among the total published items there were five Bangladeshi items, one Indian item.

21-09-2019

SL	Bangladesh	India	Hollywood
1	45	27	0
2	5	15	0
3	10	10	0
Total=	60	52	0

From the chart above we can see that total 52 column inches Indian and 60 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were four Bangladeshi items, three Indian items.

22-09-2019

SL	Bangladesh	India	Hollywood
1	54	18	0
2	6		0
Total=	60	18	0

From the chart above we can see that total 18 column inches Indian and 60 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were four Bangladeshi items, one Indian item.

23-09-2019

SL	Bangladesh	India	Hollywood
1	72		10
2	20		0
3	36		0
Total=	128		10

From the chart above we can see that total 128 column inches Hollywood and 128 column inches Bangladeshi movie news published on the day. No News on Indian movies found on that day. Among the total published items there were four Bangladeshi items, one Indian item.

24-09-2019

SL	Bangladesh	India	Hollywood
1	54	18	0
2	7	3	0
3	40	0	0

Total=	101	21	0
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From the chart above we can see that total 21 column inches Indian, 101 column inches Bangladeshi movie news published on the day. No News on Indian movies found on that day. Among the total published items there were five Bangladeshi items, two Indian items.

25-09-2019

SL	Bangladesh	India	Hollywood
1	14	20	0
Total=	14	20	0

From the chart above we can see that total 20 column inches Indian and 14 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, one Indian item.

26-09-2019

SL	Bangladesh	India	Hollywood
1	72	24	0
2	14		0
Total=	86	24	0

From the chart above we can see that total 24 column inches Indian and 86 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were six Bangladesh items, one Indian item.

27-09-2019

SL	Bangladesh	India	Hollywood
1	10	18	0
Total=	10	18	0

From the chart above we can see that total 18 column inches Indian and 10 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, one Indian item.

28-09-2019

SL	Bangladesh	India	Hollywood
1	4	10	16
Total=	4	10	16

From the chart above we can see that total 10 column inches Indian, 16 column inches Hollywood and 4 column inches Bangladeshi movie news published on the day. Among the total published items there were five Bangladeshi items, two Indian items and one Hollywood item.

29-09-2019

SL	Bangladesh	India	Hollywood
1	45	27	0
Total=	45	27	0

From the chart above we can see that total 27 column inches Indian and 45 column inches Bangladeshi movie news published on the day. No News on Hollywood movies found on that day. Among the total published items there were five Bangladeshi items, one Indian item.

30-09-2019

SL	Bangladesh	India	Hollywood
1		24	
2		14	
Total=		38	

From the chart above we can see that total 38 column inches Indian news published on the day. No News on Hollywood and Bangladeshi movies found on that day. Among the total published items there were four Bangladeshi items, three Indian items.

Tables-01**Daily Ittefaq**

Category	Number of Entertainment News	Number of Movie News	Movie news Column Inches
Bangladesh	150	50	1245
India	49	46	1175
Hollywood	5	5	162
Grand Total=	204	101	2582

From table-01, we can see that total 204 entertainment news published where 101 (2582 column inches) Movie news published on the month of September, 2019 in the Daily Ittefaq.

**Tables-02:
Daily Samakal**

Category	Number of Entertainment News	Number of Movie News	Movie news Column Inches
Bangladesh	145	33	514
India	33	30	555
Hollywood	12	15	251
Grand Total=	190	78	1320

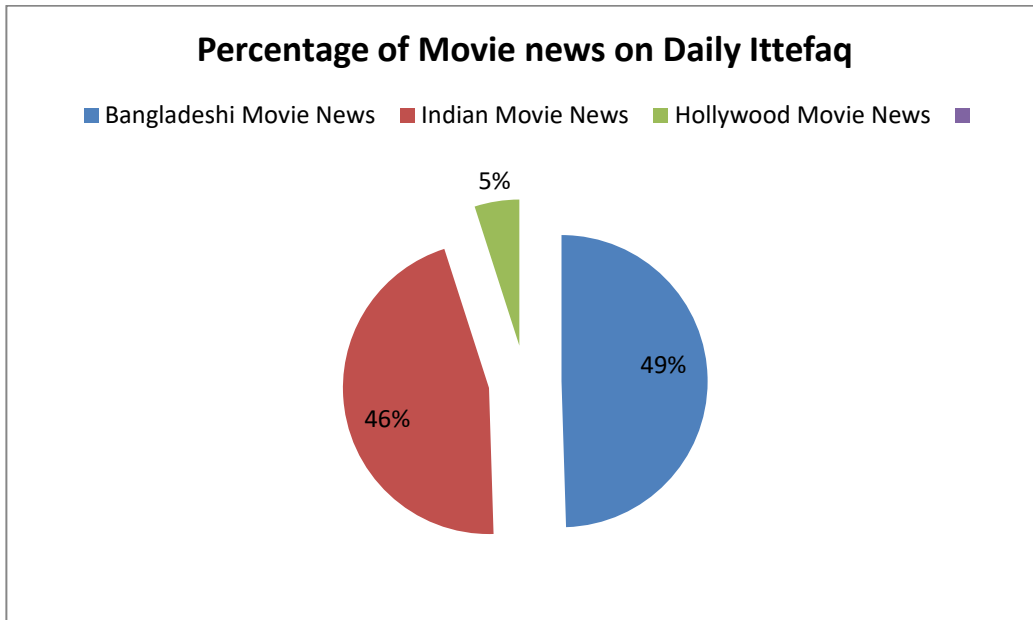
From table-02, we can see that total 190 entertainment news published where 78 (1320 column inches) Movie news published on the month of September, 2019 in the Daily Samakal.

**Tables-03:
Daily Bangladesh Pratidin**

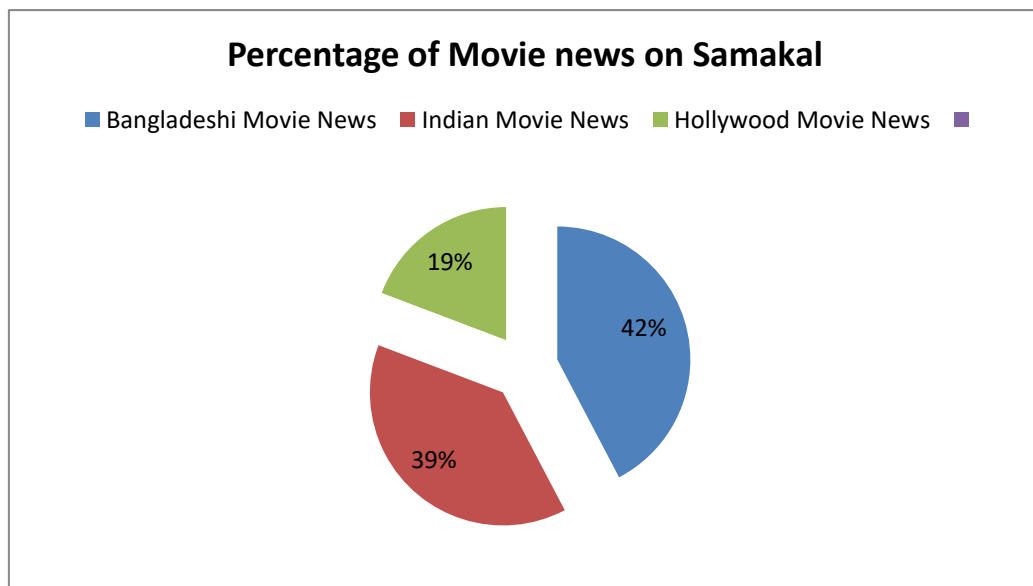
Category	Number of Entertainment News	Number of Movie News	Movie news Column Inches
Bangladesh	134	48	1557.25
India	31	29	549
Hollywood	3	3	33.50
Grand Total=	168	80	2139.75

From table-03, we can see that total 168 entertainment news published where 80 (2139.75 column inches) Movie news published on the month of September, 2019 in the Daily Bangladesh Pratidin.

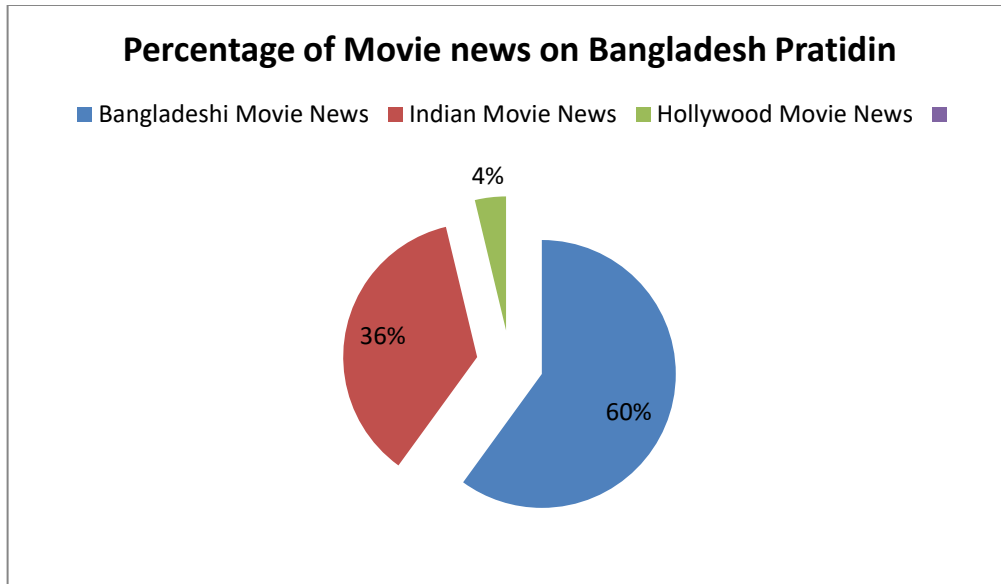
Percentage of Movie related news published on selected three newspapers (in number)



From the pie chart above we can understand that Daily Ittefaq published 49% Bangladeshi movie news on its Entertainment page while 46% news were Indian and 5% news were from Hollywood. **(Figure-01)**

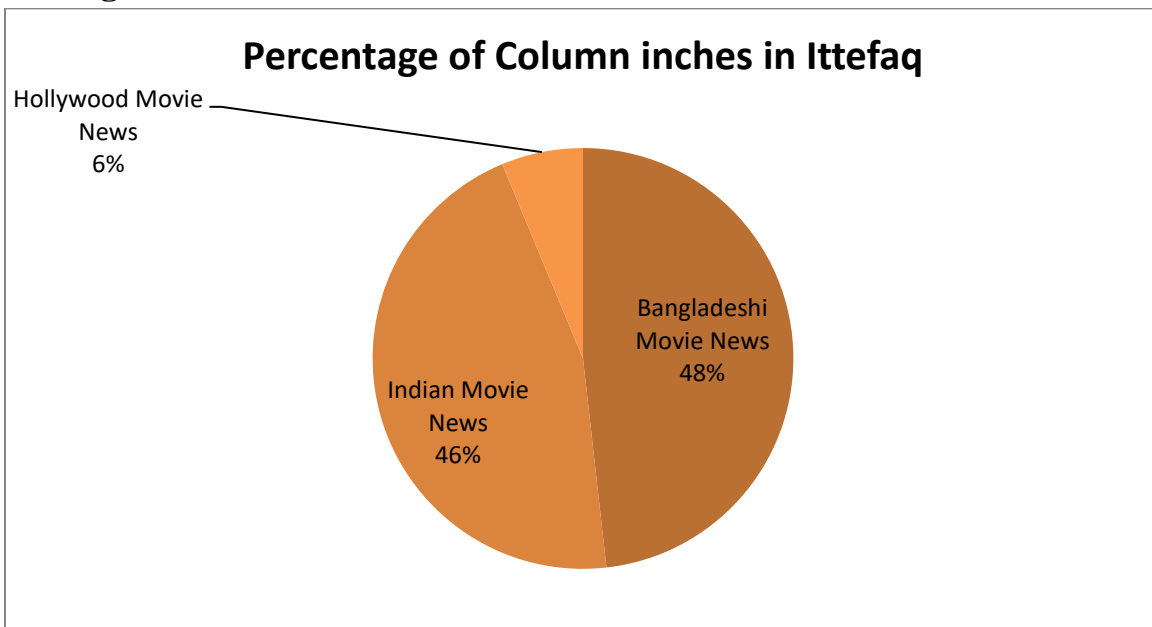


From the pie chart above we can understand that Samakal published 42% Bangladeshi movie news on its Entertainment page while 39% news were Indian and 19% news were from Hollywood. **(Figure-02)**



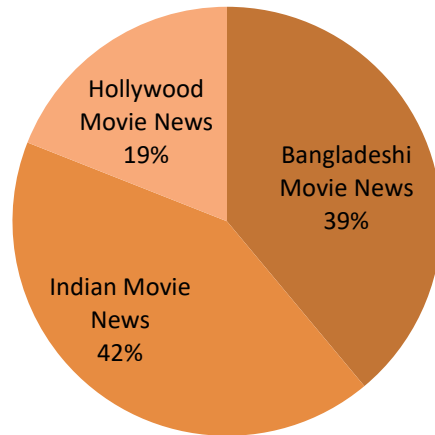
From the pie chart above we can understand that Bangladesh Pratidin published 60% Bangladeshi movie news on its Entertainment page while 36% news were Indian and 4% news were from Hollywood. **(Figure-03)**

Percentage of Column inches:



From the pie chart above we can understand that Daily Ittefaq published 48% Bangladeshi movie news on its Entertainment page while 46% news were Indian and 6% news were from Hollywood. **(Figure-04)**

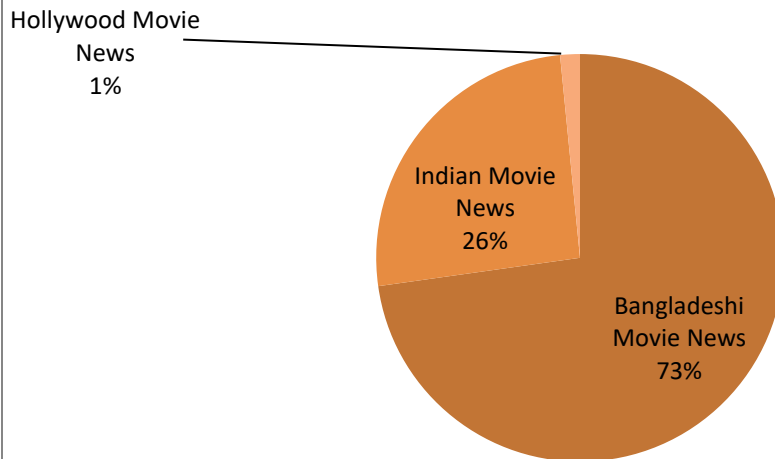
Percentage of Column inches in Samakal



From the pie chart above we can understand that Samakal published 42% Indian movie news on its Entertainment page while 39% news were Bangladeshi and 19% news were from Hollywood.

(Figure-05)

Percentage of Column inches in Bangladesh Pratidin



From the pie chart above we can understand that Bangladesh Pratidin published 73% Bangladeshi movie news on its Entertainment page while 26% news were Indian and 1% news were from Hollywood.

(Figure-06)

Chapter-IV

- 4.1 Findings
- 4.2 Hypothesis Ground
- 4.3 Suggestion
- 4.4 Limitation

Findings:

From Table-1 study have found that

Daily Ittefaq has published 150 Bangladeshi movie news. Out of 204 along with 49 Indian and 5 Hollywood. Out of 101 movie news 50 news were from Bangladeshi cinema, 46 from Indian and 5 were from Hollywood. Out of 2582 Column inch Bangladeshi movie news covered 1245 inches whereas Bollywood covers 1175 column inches and Hollywood covers 33.50 column inches.

From Table 2, Study have Found that

Daily Samakal has published 145 Bangladeshi Movie news. Out of 190 along with 33 Indian and 12 Hollywood. Out of 78 movie news 33 news were from Bangladeshi cinema, 30 from Indian and 15 were from Hollywood. Out of 1320 Column inches, Bangladeshi movie news covered 514 inches whereas Bollywood covers 555 column inches and Hollywood covers 251 column inches.

From table 3, Study have Found that

Bangladesh Pratidin has published 134 Bangladeshi movie news. Out of 168 along with 31 Indian and 3 Hollywood. Out of 80 movie news 48 news were from Bangladeshi cinema, 29 from Indian and 3 were from Hollywood. Out of 2139.75 Column inch halves covered by Bangladeshi movie news. It had covered 155.25 inches whereas Bollywood covers 549 column inches and Hollywood covers 33.50 column inches.

- Daily Samakal offer better treatment in one month to Indian and Hollywood as it gave 555 column inches out of 1320 inch.
- Both Daily Ittefaq and Bangladesh Pratidin give more Bangladeshi entertainment story to Indian and Hollywood.
- In three newspapers Bangladeshi cinema news gets more preferences.

Table-04

Total percentages of movie news in selected Newspapers

	Ittefaq	Samakal	Bangladesh Protidin
Bangladesh	48%	39%	73%
India	46%	42%	26%
Hollywood	6%	19%	1%

From Table-4 study have found that

Bangladesh Pratidin gave highest coverage on Bangladeshi movie news as it covered 73% space from movie news on its Entertainment page during the period of September 01 to September 30 while Ittefaq published 48%, Samakal published 39%.

Daily Ittefaq published most Indian movie related news among the other newspapers as their publication rate is 46% while Samakal covered 42% and Bangladesh Pratidin 26%.

Samakal covered more space for Hollywood movie news as it gave 19% space of from movie news While Ittefaq covered 6% and Bangladesh Pratidin covered only 1% from movie news.

Hypothesis ground:

The studies Hypothesis refers; Bangladeshi cinema news doesn't get good treatment in Bangla newspaper's entertainment page. But after completed the study it had found different things and makes the hypothesis wrong. Three media has given Bangladeshi movie news good treatment in terms of news matters, publishing photo. Bangladesh Pratidin gave most of the treatment to the Bangladeshi cinema and rest are follows the same. The research question is being solved.

- **Does Bangladeshi cinema news get good treatment in newspaper?**

Bangladeshi cinema news gets good treatment in newspaper.

Suggestion:

- Independent Bangladeshi entertainment page is needed.
- News editor/Page editor should focus more to Bangladeshi movie news.
- Cinema news should get more treatment in terms of news and picture.

Limitation:

Sample size: The study requires a good of number of data to use. For time limitation the study works with three national dailies. It could be more efficient if the study gathers more sample size.

Lack of available and/or reliable data:

This study could be more informative if it gathers more information. Information gathered from different source such as book and internet as well as many journals. Still lack of available data is a factor.

Lack of earlier research studies on the topic: Although the study could not find related research regarding this study. If it gets previous study the study could identify new gaps for further research.

Chapter-V

5.1 Conclusion

Conclusion:

The studies hypothesis is 'Bangladeshi cinema news doesn't get good treatment in Bangla newspaper's entertainment page'. But the study proves that Bangla newspapers are given more attention to Bangladeshi movie news more than foreign news.

Newspapers in Bangladesh are, in fact, pluralistic and most of them are owned by big business firms or by political parties. Newspaper makes their profit from advertisement and selling of newspaper copy. In order increase sell it needs to glamorize for that reason entertainment page editor use more Indian pictorial news. That makes native entertainment news vulnerable. These things should change to emphasize Bangladeshi movie industry.

CHAPTER VI

6.1 References

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