

FRAMING OF IRAN IN INDIAN NEWSPAPERS

A Case Study of 3 English Dailies

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ABSTRACT

Iran has drawn the global attention due to its controversial nuclear program. A onetime friend of United States of America, Iran has become its enemy. USA and Europe have declared sanctions against Iran. Iran's nuclear program has drawn the world's attention to this region. Iran is strategically important for India in the context of its relationships with China and Pakistan.

There is dearth of research studies pertaining to Iran and media. Few studies have examined Iran and US relationship and its framing and portrayal in American media. There are absolutely no studies about treatment of Iran in Indian media in general and newspapers in particular. Iran is very important country to India and the government of India has good diplomatic relationships with Iran because of heavy oil imports.

As far as academic research is concerned the coverage of Iran issue in Indian media has not been studied from Indian perspective. It is in this context that present study assumes significance. The study helps in creating research material and scholarship in the framing of Iran by Indian press.

Key words: Iran-News-Indian newspapers-Foreign relationships

1. Introduction

1.1.1 Objectives

1. To study the importance of Iran news in Indian newspapers.
2. To understand the editorial policy of newspapers towards Iran.
3. To examine the framing and slanting of Iran in Indian newspapers.
4. To analyze the media content in terms of News report, Photographs, Editorials, Articles and others with respect to Iran.

1.1.2 Method of the study

The aim of this study is to examine the attitude of mainstream Indian media towards Iran.

This study consists of both quantitative and qualitative analysis. Content analysis was found to be the most appropriate research method for the present study. The researcher has adopted framing analysis to measure the attitude of the newspaper towards Iran.

1.1.3 Framing analysis:

Frame analysis is a research method used to analyze how people understand situations and activities. In the field of communication, framing defines how news media coverage shapes mass opinion. To be specific, framing effects refer to behavioral or attitudinal outcomes that are due to how a given piece of information is being framed in public discourse. Today, every volume of the major communication journals contains at least one paper on media frames and framing effects. Framing analysis is used as this research project wishes to explore the languages that are used to frame Iran in the Indian media. As the media is one important way we access knowledge of the world, it is important to study the opinion that are created through the media.

1.1.4 Sampling:

The present research is a study of framing of Iran in Indian press. The researcher confined the study only to English newspapers as Indian English press is assumed to give significant importance to International news and influence policy matters. The researcher selected 3 important newspapers of India, such as The Hindu, Times of India and Indian Express. These newspapers were selected on the basis of circulation and credibility.

The researcher selected the newspaper issues published in the month of February, 2012. The month of February was chosen because of global attention given to Iran owing to its nuclear program. All the issues published in the month of February, 2012 were selected for the study. There were 29 issues published in the month of February. The researcher selected all the news stories, pertaining to Iran published in all the 3 newspapers in the month of February 2012.

Therefore, only those newspapers which published Iran stories were selected for the study. Accordingly, there were 111 news stories and photographs published in all the 3 newspapers in February, 2012. The researcher selected 24 stories in The Hindu, 24 in Times of India and 35 stories in Indian Express. The stories were classified into news report, articles, editorial and op-ed for the sake of analysis. Each news report was also further categorized on the basis of important issues, namely, Political, Business and Nuclear.

The content of Iran news was further analyzed under 7 categories, such as Iran & internal, Iran & US-Europe, Iran & India, Iran & Israel, Iran & china, Iran & Russia and Iran & others.

The total number of stories and typographical treatment and positioning of the stories were also studied. The stories were analyzed on the basis of their positioning in front pages, inside pages and editorial and op-ed pages. The sizes of the stories were also measured in terms of columns, such as single column, 2 columns, 3 columns and 4 and above columns stories. The researcher analyzed the photographs along with news content on the basis of news columns. The researcher has analyzed the study even on the basis of source of news and dateline.

The news sources were classified as following: News agency, Foreign/special correspondents, foreign newspaper, Byline, Combine news agencies and others for the sake of analysis.

The dateline was also classified into following categories: Brussels, Dubai, Moscow, Bangkok, Vienna, London, Beijing, Jerusalem, India, Islamabad, Unites states and Tehran to understand the origin of the stories pertaining to Iran.

This study has adopted framing analysis approach, which is much more comprehensive than conventional content analysis.

Framing analysis helps the researcher in understanding the point of view of the media on a particular issue. Framing is significant in interpreting the slant, frame, tone and attitude of the newspapers towards news. Framing analysis was done on the basis of 3 criteria, namely: favorable, unfavorable and neutral.

The stories were considered Favorable on the basis of following criteria;

1. Iran as a friend.
2. Iran as an economic power.
3. Iran as a peace maker.
4. Iran and woman's rights /education
5. Iran and art/cinema.

The stories were considered Unfavorable on the basis of following criteria;

1. Iran as an enemy.
2. Iran as a terrorist.
3. Iran as a nuclear state.
4. Iran as an enemy of US.
5. Iran as an enemy of Israel.
6. Iran as fundamentalist.
7. Iran suppressing women.
8. Security threat
9. Military preparedness

Neutral;

Stories which were neither favorable nor unfavorable to Iran were categorized as neutral. With this framing analysis, the researcher has been able to scientifically analyze the treatment given to Iran news in Indian English newspapers.

1.2.1 Analysis

This study is about framing of Iran in Indian English newspapers. It intends to analyse the framing of Iran in Indian newspapers. It focuses on the treatment of Iran in Indian prominent daily newspapers. The study examines the portrayal of Iran and issues related to the Iran and other countries in Indian media in general and newspapers in particular.

The researcher selected 3 prominent daily newspapers of India such as The Hindu, Times of India, and Indian Express. These 3 newspapers were selected on the basis of criteria, namely circulation of newspapers, importance given to foreign news coverage, credibility and reputation in Indian print media industry. Researcher selected all the issues during the month of February 2012 for the analysis. Iran issues assumed importance in international arena during the month of February, 2012. The US President Barack Obama threatened sanctions against Iran during February 2012 and therefore this month was selected for the study.

1.2.2 The categorization of news stories on Iran

The Iran news published in the 3 newspapers was analyzed under 5 categories viz: News report, Articles, Editorials, Photographs and Others. The study shows that the highest number of News stories were in the form of News report (55.85%). This was followed by photographs (28) 25.22% photographs. All these newspapers together published articles (14.41%) and editorials (2.7%). The analysis of news shows that the Indian Express carried the highest number of stories (39.63%) pertaining to Iran. This was followed by Times of India, which published (33.33%). Surprisingly The Hindu, which is internationally renowned for extensive foreign news coverage published comparatively less number of stories than the rest of the newspapers. The Hindu published 27% news stories, including photographs during the study period. Further, Indian Express has carried more News reports (65.9%) than The Hindu (60%) and Times of India (40.54%).

	The Hindu		Times of India		Indian express		Total	
News reports	18	60%	15	40.54%	29	65.90%	62	55.85%
Articles	6	20%	5	13.51%	5	11.36%	16	14.41%
Editorials	0	0	2	5.40%	1	2.27%	3	2.70%
Others	0	0	2	5.40%	0	0	2	1.80%
Photos	6	20%	13	35.13%	9	20.45%	28	25.22%
Total	30	27%	37	33.33%	44	39.63%	111	-----

Table-1 The categorization of news stories on Iran

In the category of photographs, Times of India tops the list with highest number of photos (35.13%), followed by Indian Express with 20.45% photographs and The Hindu, carried less number of photographs (20%). As far as articles are concerned, The Hindu true to its reputation has carried the highest number of stories (20%). Both Times of India (13.51%) and Indian Express (11.36%) have carried equal numbers of articles of 5 each. Times of India published editorials (5.4%) and Indian Express carried only one editorial (2.27%) for the whole month of February 2012.

The analysis shows that Indian Express published the highest numbers of news reports (22.8%) each related to Iran & India and Iran & Others followed by news reports on Iran & US-Europe and Iran & internal. Each of these categories has equal number (7) (20%) of news reports. There was no news related to Iran & china and Iran & Russia in Indian Express.

In the case of The Hindu, the highest number of news reports is about Iran & US-Europe. The least coverage was given to Iran & Israel (4.16%). Iran & China (8.33%) and Iran & Russia (8.33%). The analysis also reveals that most of the news reports in Times of India are related to the Iran & internal and Iran and India. Times of India has published equal number of news reports on Iran & India and Iran & internal (20.83%). The

least preference was given to Iran & others, (8.33%). There were no news reports of Iran & China and Iran & Russia in Times of India.

The issue related to Iran & US-Europe enjoyed the highest coverage in all the papers. There were 24% of reports of Iran & US-Europe in all the 3 newspapers. This was followed by Iran & India news (20.48%), Iran & internal and Iran & others with 18% each.

1.2.3 News positioning of Iran news

Analysis of the positioning and visibility of News reports illustrates that The Hindu carried the highest number (79.16%) of stories in the inside pages followed by Indian Express, which published (74.28%) of news reports in inside pages. Times of India carried the least number of stories (66.66%) in the inside pages.

As far as positioning the stories in front page is concerned, Times of India tops the list. It published 25% of stories in front page. The Hindu (12.5%) and Indian Express (8.57%) published an equal (3) number of stories in front page. Regarding articles and editorials Indian Express published highest 17.14% write ups in editorial and op-ed pages. This was followed by other two newspapers, The Hindu and Times of India, which both published equal 8.33% percentage of stories in editorial and op-ed pages.

1.2.4 Size of the news stories on Iran

The analysis of the size of the stories on Iran illustrates that The Hindu is on the top of the list for publishing big stories. It carried highest percentage (41.6%) of news stories of 4 columns and above on Iran followed by Indian Express, which published (22.85%) of stories of 4 column and above. The Times of India comparatively carried less number (29.1%) of stories of 4 columns and above.

As far as 3 column stories were concerned, Indian Express published 22.85% of 3 columns stories. It is interesting to know that The Hindu and Times of India both published equal number (20.8%) of news of 3 columns. The analysis of these 3 newspapers also shows that in case of 2 column stories, Times of India is on the top with the publication of 25% stories of 2 column stories. Then Indian Express stands next with (17.14%) stories of the 2 columns. The Hindu also carried less number of (16.6%) 2 column stories. Thus, the Indian Express published the big news reports occupying more column space than The Hindu and Times of India. It also carried more stories (37.14%) of 1 column followed by Times of India (25%) and The Hindu (20.8%). On the whole Indian newspapers have given preference to the 4 and above columns stories (30.12%). There were good number of (28.91%) single column stories and comparatively less number of 3 columns (21.68%) and 2 column (19.27%) stories.

1.2.5 News sources of Iran news in 3 newspapers

The researcher has analyzed the source of the news stories pertaining to Iran under 6 categories viz: News agency, Foreign/ Special Correspondents, Foreign Newspaper, Byline, Combine agencies and others.

News agency was divided into Foreign and Indian. Byline was also divided into Foreign Byline and Indian Byline stories. The analysis of the sources of the stories pertaining to Iran shows that the Indian newspapers are dependent on foreign news agencies (24.3%) than on Indian news agencies (14.4%). As far as foreign news agencies are concerned, The Hindu has carried highest number of the news stories from the foreign news agencies (33.3%) followed by Times of India (27%) and Indian Express (15.9%).

In the case of Indian news agencies, Times of India has taken the highest percentage of news from Indian news agencies (18.9%) followed by the Indian Express (15.9%). Surprisingly The Hindu has got the least number of the stories from Indian news agencies. The study also reveals that the next preference of the source for Indian newspapers is Byline stories. The combination of Foreign Byline and Indian Byline stories account for 15.3%. Regarding Foreign Byline, The Hindu is on the top with 10% followed by Indian Express (6.8%) and Times of India (2.7%). The Hindu has got highest number of Indian Byline stories (13.3%) followed by Times of India (8.1%) and Indian Express (6.8%).

The other important preference belongs to Combine news agencies, consisting of Foreign, Indian and In-house agencies. All the 3 newspapers have carried (11.7%) of the stories from combined news agencies. They have

carried the stories without specifying the name of the news agencies.

As far as combined news agency is concerned, Indian Express has published the remarkable number of news stories from this source (22.7%) with Times of India (8.1%) coming next. There is no news story from combined news agency in The Hindu newspaper. The Hindu has specified the news source for all its stories.

All the 3 newspapers have filed the news stories from Foreign/Special Correspondents (9.9%). In the category of news source, The Hindu is on the top (26.6%) trailed by Times of India (8.1%). There are no news stories from either Foreign or Special Correspondents in the Indian Express. That means to say that most of its stories on Iran were drawn from News agencies, Foreign Newspaper and Freelancer with Byline.

Foreign Newspapers (4.5%) turned out to be of least preference of the source in all 3 Indian newspapers. The Hindu has got the highest number (10%) followed by Indian Express (4.5%) in sourcing stories from foreign papers. Times of India has not taken stories from foreign newspapers in this period of time.

1.2.6 Dateline of the stories on Iran in 3 newspapers

The researcher has analyzed the origin or the dateline of the Iran news stories to know where the stories originated from. The study reveals that stories were filed from 12 different countries. The highest number of stories originated from India (25.86%). Second position goes to Tehran dateline with (24.13%) of stories originated from Iran's capital city. Third position to Bangkok with (12%) stories originated from Thailand's capital city. Fourth place goes to United States of America with (10.34%) stories on Iran have US dateline.

Regarding Indian dateline stories, Times of India has carried the highest number of the stories from India (50%), followed by The Hindu (22.22%) and Indian Express (17.85%). Regarding Tehran dateline, Indian Express has carried the highest number of stories from Tehran (35.71%), followed by Times of India (25%) and The Hindu (5.55%).

In the case of Bangkok, Times of India stands on the top (16.66%) trailed by Indian Express (10.71%) and The Hindu (11.11%). Regarding United States, Indian Express has carried the highest number of the stories originating from USA (17.85%), followed by The Hindu (5.55%). None of the stories on Iran published in Times of India have US dateline.

Iran news originated from other countries as well with following datelines; Dubai (8.62%), London (5.17%), Moscow and Vienna each with the equal percentage of news (3.44%) and Brussels, Beijing, Jerusalem, Islamabad each with the equal percentage of (1.72%).

1.2.7 News categories

Iran news has been analyzed under 7 specific categories viz: Iran & Internal, Iran & US-Europe, Iran & India, Iran & Israel, Iran & China, Iran & Russia, Iran & Others. Each one of these was further analyzed under three news categories viz: Political, Business and Nuclear. The coverage of news has been analyzed newspaper wise as following;

The Hindu:

The study shows The Hindu has carried highest number of stories (7) about Iran & US-Europe followed by Iran & Others (5) and Iran & India (4). The Hindu published (3) news stories about Iran & internal issues. The next preference was given to the Iran & China and Iran & Russia, which published equal number of stories of 2 each. The Hindu, is the only newspaper, which carried the stories on Iran & China and Iran & Russia. Least preference was given to the Iran & Israel (1) in all newspapers. In news related to US & Europe, there were 4 reports on nuclear issues and 3 on political news and none on business news.

As far as Iran & others are concerned, there were 4 reports on political issue and 1 on nuclear, but there was no business news. In news related to Iran & India, there were 2 reports each on political and business issues, but no nuclear news. In case of Iran & Internal, there were 2 reports on nuclear issue and 1 report on politics, but there was no business news. Regarding Iran & China issue, there was 1 report each on business and nuclear

issues, but none on political news. In news related to Iran & Russia, there was 1 report each on political and business issue and carried no nuclear news. Iran & Israel issue generated only 1 political news report whereas there were no reports on business and nuclear issues.

Times of India:

The analysis of the categories of news stories published in Times of India shows that most news stories are about Iran & US-Europe (6) and Iran & Israel (6) followed by Iran & Internal and Iran & India. Each one of these categories carried equal number stories (5) in Times of India. The least preference was given to Iran & Others (2). There was not even a single news story pertaining to Iran & China and Iran & Russia in Times of India.

In news related to Iran & Israel, there were 6 reports on political issue and no news on business and nuclear issues. As far as news related to Iran & US-Europe is concerned, there were 4 reports on business and 2 reports on nuclear issue, but none on politics. In the case of Iran & Internal, there were 4 reports on nuclear issue and 1 on political news, but there was no business news. In news related to Iran & India, there were 4 reports on politics and 1 on business. But, there was no nuclear news. As far as Iran & others are concerned, there were 2 reports on political and none on business and nuclear issues. There were no news related to Iran & China and Iran & Russia in Times of India.

Indian Express:

The analysis of news shows Indian Express carried the highest number of stories about Iran & India (8) followed by Iran & Internal and Iran & US-Europe of 7 each. Indian Express published 6 stories about Iran & Others trailed by Iran & Israel (5). There were no stories on Iran & China and Iran & Russia in Indian Express. In news related to Iran & India, there were 5 reports on nuclear issue and 2 on political and 1 on business news.

As far as Iran & Others issue is concerned, there were 4 reports on political issue and 2 reports each on business and nuclear news. In case of Iran & Internal, there were 4 reports on nuclear and 3 on political news, but none on business news. In news related to Iran & US-Europe, there were 3 reports each on business and nuclear issues. There was 1 report on political news in Indian Express. As far as Iran & Israel are concerned, there were 4 reports on nuclear issue and 1 on political issue, but no news on business. There was no news related to Iran & China and Iran & Russia in Indian Express.

1.2.8 Size of photos on Iran in 3 newspapers

There were a total of 28 photographs published in all the 3 newspapers about Iran. The size of these photos ranges from 1 column to 3 column. The highest percentage (53.5%) of photos were 2 column, followed by single column (32.14%) and 3 column (14.28%). The Hindu carried the highest percentage of 2 column photos (83.33%) followed by Times of India (53.84%). The least preference to 2 column photos belongs to Indian Express (33.33%). In the case of 1 column photos, Indian Express is on the top with (44.44%) followed by Times of India (38.46%).

It is interesting to know that The Hindu did not carry even one single column photos. The study reveals that Indian Express has carried the highest percentage of 3 column photos (22.22%) followed by The Hindu (16.66%). Times of India has carried the least percentage of 3 column photos (7.69%). The analysis of the size of the photos shows that Indian newspapers have given more importance to 2 column photos than single column or 3 column photos.

1.3.1 News framing of Iran news in 3 newspapers

This study aims to analyze the framing of Iran in Indian press. Iran as a nation has friendly ties with India owing to India's dependence on Iran for oil imports. Therefore Iran is important to India from political as well as economic perspectives. In order to analyse how Indian newspapers have treated Iran, the researcher used framing analysis. Framing helps in understanding the slant, tone and attitude of newspapers towards news stories. The framing analysis used the 3 broad criteria such as Favorable, Unfavorable and Neutral. Accordingly, sto-

ries were classified as favorable, unfavorable and neutral.

Favorable criteria consist of:

1. Iran as a friend.
2. Iran as an economic power.
3. Iran as a peace maker.
4. Encouraging woman's right & education
5. Iran & art/cinema.

Unfavorable criteria consist of:

1. Iran as an enemy.
2. Iran as a terrorist.
3. Iran as a nuclear state.
4. Iran as an enemy of US.
5. Iran as an enemy of Israel.
6. Iran as fundamentalist.
7. Iran suppressing women.
8. Security threat
9. Military preparedness

Those stories, which were neither favorable nor unfavorable, were categorized as neutral.

The analysis shows that highest percentage (69.87%) of stories was framed unfavorably. That means to say Iran was framed negatively and the highest number of stories were unfavorable to Iran and its interests. Iran was portrayed unfavorably in Indian newspapers.

The unfavorable framing was judged on the criteria, consisting of 9 significant issues. Of these 9 criteria Indian newspapers framed Iran unfavorably under the criteria 'Iran as nuclear state'. A total of 17 stories were published that were unfavorable to Iran on the nuclear issues. The Indian newspapers framed 'Iran as a terrorist state' and also framed as an 'enemy of Israel'. With second highest number of (12) stories, those were unfavorable to Iran. The most discussed and debated issue in the international media is the relationship between Iran and US.

Indian newspapers have framed Iran unfavorably under criteria 'Iran as an enemy of US' with the total of 9 stories. So, Indian press has portrayed Iran as an enemy of US in its news columns, says the study. Indian press has also framed Iran favorably, but the percentage of stories is less (28.91%). Under favorable criteria Indian newspapers have framed Iran favorably as an "Economic Power" with highest number of stories (13). Very few stories have portrayed "Iran as a friend" (5) and Iran as a "peace maker" (4). A negligible number of stories have portrayed Iran favorably with respect to "women's rights and education" (1) and "art and cinema" (1). The Hindu and Times of India have not carried any favorable stories pertaining to "women's rights" and "art and cinema".

Only 1.2% of stories were neutral. That means they were neither favorable nor unfavorable to Iran.

1.3.2. Findings

The Iranian news published in all the 3 newspapers was analyzed under 5 categories viz: News Report, Articles, Editorials, Photographs and Others.

The study shows the highest numbers of news stories were in the form of News Report. A total of 55.85% news reports were published in the press. This was followed by photographs. There were 25.22% of photographs. All these 3 newspapers together published articles (14.41%) and editorials (2.7%). Indian Express carried the highest number of stories (39.63%) pertaining to Iran followed by Times of India (33.33%). Surprisingly The Hindu, which is internationally renowned for extensive foreign news coverage published comparatively less number of stories than the rest of the newspapers. The Hindu published 27% news stories, including photographs during the study period.

The analysis of editorials of all these 3 newspapers during the crucial moments in international arena gives sparkling results. The Hindu which enjoys one of the top ranks for its opinion on international issues surpris-

ingly did not carry single editorial on Iran. This is despite the international furore raised against Iran nuclear program and sanctions against Iran. Therefore During February, 111 stories on Iran were published in a total of 87 newspaper issues. That means to say that there was one story published almost every day in the month. All the newspapers have carried one or two stories daily, denoting the significance of Iran to Indian newspapers. It shows Iran is one of the preferred and top priority international news.

As far as all the 3 newspapers are concerned, the issue related to Iran & US-Europe enjoyed the highest coverage. There were 24% reports of Iran & US-Europe in all the 3 newspapers followed by Iran & India news (20.4%). The least preference in all 3 newspapers was given to Iran & China and Iran & Russia news. Therefore it may be inferred that Indian newspapers have given more coverage to the issues of Iran & US-Europe and least coverage to the Iran & China and Iran & Russia.

The analysis shows that most newspapers prefer inside pages (73.49%) than front page for Iran news. The papers had 14.45% of news stories in front pages and 12% on editorial and op-ed pages. Positioning of the news stories is determined by the significance of the news and news value. Only lead stories make it to the front page. Comparatively there were few stories pertaining to Iran. However, there were more than 12% of stories published in the most preferred pages and position namely editorial and op-ed pages.

The study reveals the Indian Express published the bigger news reports occupying more column space than The Hindu and Times of India. It also carried more stories (37.14%) of single column trailed by Times of India (25%) and The Hindu (20.8%). As far as all the 3 newspapers are concerned, Indian newspapers have given the preference to the 4 & above column stories, (30.12%). There was good percentage (28.91%) of single column stories. However the percentage of 3 columns (21.68%) and 2 column (19.27%) was comparatively less.

The analysis of the sources of the stories pertaining to Iran shows that the Indian newspapers are dependent on foreign news agencies (24.3%) than on Indian news agencies (14.4%). As far as foreign byline is concerned, The Hindu is on the top with (10%). This is followed by Indian Express (6.8%) and Times of India (2.7%). The Hindu has got highest number of Indian byline stories (13.3%) trailed by Times of India (8.1%) and Indian Express (6.8%). The other important preference belongs to combined news agencies, consisting of foreign, Indian and in-house agencies. All the 3 newspapers have carried (11.7%) of the stories from combined news agencies. They have carried the stories without specifying the name of the news agencies.

The least preference of the source in all 3 Indian newspapers is foreign newspapers (4.5%). As far as foreign newspapers are concerned, The Hindu has got the highest number (10%) followed by Indian Express (4.5%). Times of India has not taken stories from foreign newspapers in this period of time.

All the 3 newspapers have given preference to India. India is the most important place of the origin of the stories. The attack on Israeli diplomat's wife in New Delhi in Feb 13, 2012 is one of the prominent issues published during this time. Israeli authorities blamed Iran for the attack. Tehran has also attracted remarkable percentage of the origin of the stories in Indian newspapers, because it is capital of Iran and from political perspective it occupies significant place in the world of news.

Bangkok is also important for news, because of the bomb blast in Bangkok on Feb 15, 2012. Thai investigators believed that they have found a link between the bomb blasts in Bangkok and New Delhi and they suspected the involvement of Iran for these attacks. So, Bangkok and India have become the important places for the dateline of the Indian news stories in the month of February 2012.

The researcher has analyzed the Iran news story under 7 categories viz: Iran & Internal, Iran & US-Europe, Iran & India, Iran & Israel, Iran & China, Iran & Russia, Iran & Others. Each one of these issues was further analyzed under three categories viz: Political, Business and Nuclear. The coverage of news has been analyzed newspaper wise.

The Hindu has carried the highest number of reports related to Iran & US-Europe and the lowest number of reports is about Iran & Israel. As far as Times of India is concerned, the highest number of published news is

related to Iran & Israel and Iran & US-Europe. The lowest coverage is about Iran & China and Iran & Russia. In the case of Indian Express, the highest number of reports is related to Iran & Others and Iran & India. The lowest preference is about Iran & China and Iran & Russia.

There were a total of 28 photographs published in all the 3 newspapers about Iran. The size of these photos ranged from 1-3 columns. The highest percentage of photos were of 2 column (53.5%), followed by single column (32.14%) and 3 column (14.28%). The analysis of size of the photos shows that Indian newspapers have given more importance to 2 column photos, rather than 1 column or 3 column photos.

The analysis shows that highest percentage (69.87%) of stories was framed unfavorably. That means to say Iran was framed negatively and the highest number of stories were unfavorable to Iran and its interests. That means to say that Iran was portrayed unfavorably in Indian newspapers. Of 9 criteria Indian newspapers framed Iran unfavorably under the criteria "Iran as nuclear state". A total of 17 stories were published that were unfavorable to Iran on the nuclear issue. The Indian newspapers framed Iran as a "terrorist state" and also framed as "an enemy of Israel" with second highest number of 12 stories. Those were unfavorable to Iran.

The most discussed and debated issues in the international media are the relationships between Iran and US. Indian newspapers have framed Iran unfavorably under criteria "Iran as an enemy of US" with the total of 9 stories. So, Indian press has portrayed Iran as "an enemy of US" in its news columns, says the study. Indian press has also framed Iran favorably, but the percentage of stories is less (28.91%). Under favorable criteria Indian newspapers have framed Iran favorably under the criteria "Iran as an economic power" with highest number of stories (13). Very few stories have portrayed "Iran as a friend" (5) and "Iran as a peace maker" (4). A negligible number of stories have portrayed Iran favorably as far as women's rights and education (1) and art and cinema (1). The Hindu and Times of India have not carried any neutral stories. Therefore, the study reveals that Indian press has portrayed Iran unfavorably. High percentage of stories carries unfavorable slant and tone in frame.

Diplomatically, though Iran is friend of India, the Indian media has framed most of the stories pertaining to issues such as nuclear program, terrorism and Iran-Israel issues unfavorably.

These stories portrayed Iran negatively but favorable to US- Europe and Israel. Surprisingly, Indian newspapers have not framed Iran as a friendly country. The Indian press has also not framed Iran as a peaceful country. Due to oil imports the large number of stories portrayed Iran as an economic power.

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