

A Comparative Analysis of Business News Placement and Tone in Leading Hindi Newspapers in India

Anil Kumar, Research Scholar, Department of Mass Communication, Guru Jambheshwar University of Science and Technology, Hisar, Haryana

Prof. Manoj Dayal, Dean, Faculty of Humanities & Social Sciences, Chairperson, Dept. of Mass Communication, Guru Jambheshwar University of Science & Technology, Hisar, Haryana

Abstract

Newspapers are still the most powerful and popular medium of information in India. Contrary to popular belief, newspaper sales in India have increased despite the advent of the Internet. Newspapers are still the primary source of information for Indian citizens. These newspapers decide the interest and choice of Indian readers. Many types of information are published in newspapers. The present research is based on the place and trend of business news in Hindi newspapers. The research results concluded that the highest percentage (Dainik Jagran 69.32, Amar Ujala 75.59, and Hindustan 72.48) of positive news published in business news is very high whereas the percentage (Dainik Jagran 3.93, Amar Ujala 6.29, and Hindustan 14.17) of negative news is very low.

Keywords- Placement, Tone, Business News, Newspaper, Format.

Introduction

Business news is now a crucial component of both the public and private sectors. Its political significance is also growing now. Newspaper articles concerning business insolvency, the financial and economic crisis, or the labor market in general are not only very important on a social level but also have personal significance for people. Furthermore, the economy can be significantly impacted by events that are not essentially economic in character. Therefore, in times of crisis, business and related news are crucial. Journalism can be regarded as the most significant source in public economic communication due to the high caliber and dependability of the information it provides to its broad readership. In addition to being traditional, business and economic news are the mainstays of media coverage. This is in addition to economic subjects that are also covered in other sections, which are referred to as cross-sectional subjects. By highlighting their economic dimensions, journalists interpret events in other sectors with an economic focus. As a result, economics has always been a complex and heterogeneous field, which makes defining the topic of business news coverage difficult. The primary focus of business news journalism is finance, business, and economics. Reports on markets and industries, businesses, business cycles, finance and stock markets, goods, and consumers have historically been among them. Depending on the focus of the investigation, additional subjects like economic crime, taxes, or careers might also be covered. This is where the wide range, depth, and thematic diversity of business news stories' subject matter are revealed. With new methods for distributing news and other items, online newspaper journalism has undergone a revolution due to the Internet's explosive expansion and our growing reliance on digital information. This has significantly boosted news consumption and use and made it difficult for online publications to regularly update and

provide fresh news. The ability to deliver current information, instant access to a large number of newspapers and their archives without paying extra, the advantages of being interactive and paperless, and the ability to bookmark, print, save, and edit the content of online newspapers are just a few of the many advantages that online newspapers have over traditional news media. Newspapers may offer online versions that differ from their print counterparts in that they include additional elements like interactive content or information that might not be suitable for the print versions. There are a lot of newspapers available online these days. While some of them are whole newspapers with archives, others just include general information and extracts. Interactivity, multimedia, and hypertext are key components of online newspapers. Readers can navigate online newspapers and access relevant articles by using hyperlinks. Online newspapers may include sidebars, connections to e-resources like online archives, magazines, e-books, and other online newspapers, as well as additional content including background information, graphics, photos, animations, audio streams, and video footage. Online publications are made more engaging by offering interactive features. Engaging readers through blogs, surveys, polls, thoughts, comments, feedback, and other means can create interactivity. Numerous studies have evaluated the layout and content of news websites and online newspapers.

Review of Literature

According to Bybee et al., (2021). propose an alternative method for understanding economic fluctuations by analyzing business news narratives. The authors estimate a topic model from The Wall Street Journal and identify economic topics that closely align with numerical measures of economic activity. They find that news topic attention significantly influences economic dynamics beyond standard numerical indicators. They propose a new perspective on model interpretation with narrative retrieval, identifying news-based narratives related to specific fluctuations for detailed insights into model-based expectations. **Lee, N. Y., Baek, K., Pae, J. K., Jeong, S. H., & Jung, N. (2020).** the study, elite sources predominate over popular ones in South Korean economic news, and usage of both sources increased between 1994 and 2014. Public sources were marginally more prevalent in 2014 than in 2004 and 1994, but the importance of elite sources in news stories focused on daily life and the economy was considerably greater. Over the 20-year period, public voices in economic news, particularly those on policy problems, significantly grew but remained subdued in comparison to the more frequent appearance of elite sources. According to **Furey (2019).** after the economic crisis, business journalists are taking a more impartial stance when covering corporate social responsibility (CSR); CSR was a topic that was mentioned more often before the crisis. Pre-crisis CSR coverage was generally written in a positive tone, but post-crisis news tended to be written in a neutral to mixed tone. Corporate sources did not, however, utilize more favorable language, indicating that they had less influence over business news. The most frequently identified CSR benefactor, both before and after the recession, was the community. **Pérez (2018).** the media often covers corporate social responsibility (CSR) issues, focusing on community, customers, shareholders, and employees. The coverage is generally positive, with energy and finance companies receiving more favorable coverage. Companies should use media as an ally to promote CSR, but should

be alert to controversial news and avoid negative coverage. Employee issues are particularly sensitive, and CSR is contextual, with international and industrial differences in its salience.

Hossain, M. N., Talukder, M. S., Khayer, A., & Bao, Y. (2021). a study reveals that Prothom Alo and The Financial Express, two prominent Bangladeshi newspapers, have a different approach to economic news. Prothom Alo focuses on investigative reporting on remittances, import-export, and banking sector irregularities, while The Financial Express covers development, investment, prospects, and energy. The study found that The Financial Express's economic news coverage is better than Prothom Alo's, but it also suggested that both newspapers should publish more in-depth news, especially during Bangladesh's economic crisis.

Objective

1. Find out placement of the business news in the newspaper
2. To study the tone of the business news in the newspaper

Research Methodology

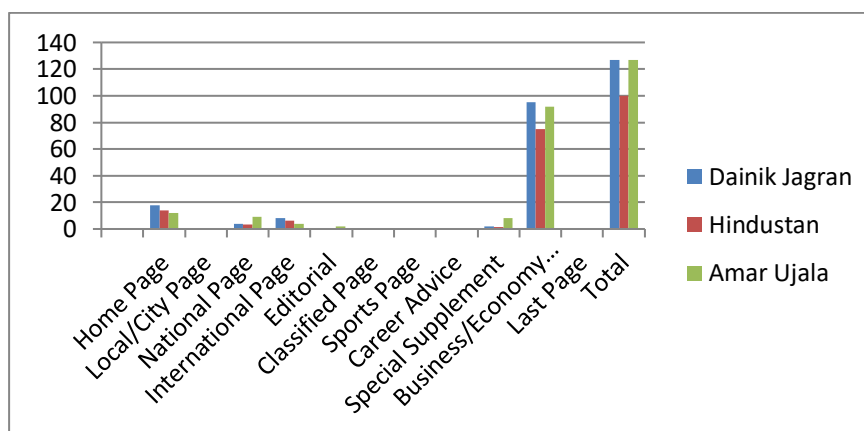
The present study is based on the content analysis of the place and tone of business news in Hindi newspapers. Therefore, the universe and population of the research are the news taken from Hindi newspapers. According to the Indian Readership Survey 2023 report, 3 Hindi newspapers have the highest distributive rank in the list. These Hindi newspapers are 1. Dainik Jagran, 2. Amar Ujala and 3. Hindustan. In this study, news of 3 Hindi newspapers have been studied. The sample has been selected by the researcher from a finite population. A total of 181 editions were taken from each newspaper by 3 Hindi newspapers from 1 January 2022 to 30 June 2022. According to Morgan Table 1970, a sample of 127 editions was taken from each newspaper out of a total of 181 editions. In the present research, content analysis of a total of 127 selected editions was done. In the presented research, the data has been tabulated and analyzed using computer software SPSS. Percentage method has been used to know the final result of the data. Tables and graphs have been used to display the data.

Findings

Place given to business news in newspapers

Sr. No	Place for news	Dainik Jagran		Amar Ujala		Hindustan	
		Number	Percentage	Number	Percentage	Number	Percentage
1	Home Page	18	14.17	12	9.44	10	7.87
2	Local/City Page	00	00	00	00	00	00
3	National Page	04	3.14	09	7.08	06	4.72
4	International Page	08	6.29	04	3.14	06	4.72
5	Editorial	00	00	02	1.57	04	3.14
6	Classified Page	00	00	00	00	00	00
7	Sports Page	00	00	00	00	00	00
8	Career Advice	00	00	00	00	00	00
9	Special Supplement	02	1.57	08	6.29	13	10.23
10	Business/Economy Page	95	74.83	92	72.48	88	69.32
11	Last Page	00	00	00	00	00	00
	Total	127	100	127	100	127	100

Table-1



Graph-1

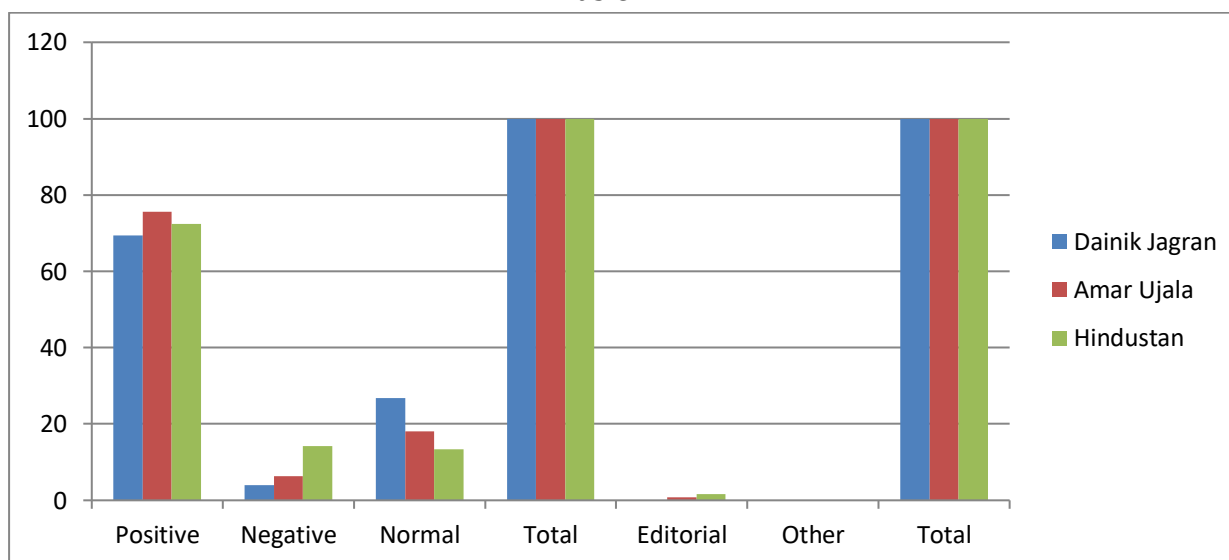
The above table and graph show the data on the place given to business news in newspapers. Dainik Jagran gives 14.17 percent, Amar Ujala gives 9.14 percent and Hindustan gives 7.87 percent news on the front page. Dainik Jagran gives 00 percent, Amar Ujala gives 00 percent and Hindustan gives 00 percent news on the local page. Dainik Jagran gives 3.14 percent, Amar Ujala gives 7.08 percent and Hindustan gives 4.72 percent news on the national page. Dainik Jagran gives 6.29 percent, Amar Ujala gives 3.14 percent and Hindustan gives 4.72 percent news on the international page. 00 percent news in Dainik Jagran, 1.57 percent in Amar Ujala and 3.14 percent in Hindustan are given place on the editorial page. 00 percent news in Dainik Jagran, 00 percent in Amar Ujala and 00 percent in Hindustan are given place on the classified page. 00 percent news in Dainik Jagran, 00 percent in Amar Ujala and 00 percent in Hindustan are given place on the sports page. 00 percent news in Dainik Jagran, 00 percent in

Amar Ujala and 00 percent in Hindustan are given place on the career advice page. 1.57 percent news in Dainik Jagran, 6.29 percent in Amar Ujala and 10.23 percent in Hindustan are given place on the special supplementary page. 74.83 percent of news in Dainik Jagran, 72.48 percent in Amar Ujala and 69.32 percent in Hindustan are given place on the business/economy page. 00 percent of news in Dainik Jagran, 00 percent in Amar Ujala and 00 percent in Hindustan are given place on the last page.

Format of business news on different pages in newspapers

Sr. No.	Format of news stories	Dainik Jagran		Amar Ujala		Hindustan	
		Number	Percentage	Number	Percentage	Number	Percentage
1	News	125	98.43	116	91.36	119	92
2	Feature	02	1.57	09	7.08	04	3.14
3	Article	00	00	01	0.78	02	1.57
4	Advertisement	00	00	00	00	00	00
5	Editorial	00	00	01	0.78	02	1.57
6	Other	00	00	00	00	00	00
	Total	127	100	127	100	127	100

Table-2



Graph-2

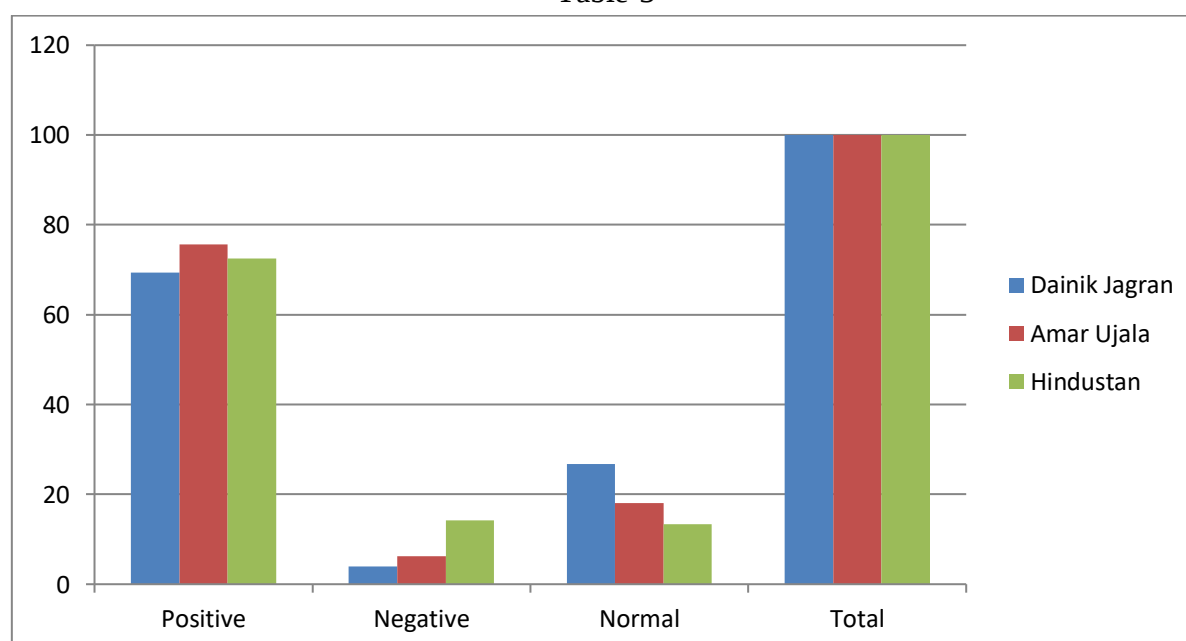
The above table and graph shows the data regarding format of news related to business news on different pages in newspapers. 98.43 percent news in Dainik Jagran, 91.36 percent in Amar Ujala and 92 percent in Hindustan is format news. 1.57 percent news in Dainik Jagran, 7.08 percent in Amar Ujala and 3.14 percent in Hindustan is feature format. 00 percent news

in Dainik Jagran, 0.78 percent in Amar Ujala and 1.57 percent in Hindustan is article format. 00 percent news in Dainik Jagran, 00 percent in Amar Ujala and 00 percent in Hindustan is advertisement format. 00 percent news in Dainik Jagran, 0.78 percent in Amar Ujala and 1.57 percent in Hindustan is editorial format. Dainik Jagran has 00%, Amar Ujala has 00% and Hindustan has 00% different format of news.

Tone of business news in newspapers

Sr. No.	Business news tone	Dainik Jagran		Amar Ujala		Hindustan	
		Number	Percentage	Number	Percentage	Number	Percentage
1	Positive	88	69.32	96	75.59	92	72.48
2	Negative	05	3.93	08	6.29	18	14.17
3	Normal	34	26.75	23	18.12	17	13.35
	Total	127	100	127	100	127	100

Table-3



Graph-3

The above table and graph shows the data of tone of business news in newspapers. 69.32 percent of news in Dainik Jagran, 75.59 percent in Amar Ujala and 72.48 percent in Hindustan show positive tone. 3.93 percent of news in Dainik Jagran, 6.29 percent in Amar Ujala and 14.17 percent in Hindustan show negative tone. 26.75 percent of news in Dainik Jagran, 18.12 percent in Amar Ujala and 13.35 percent in Hindustan show normal tone.

Research Summary & Conclusion

The present study has revealed that the highest percentage of business news in newspapers is given place on the business/economy page. 14.17 percent of news in Dainik Jagran, 9.14

percent in Amar Ujala and 7.87 percent in Hindustan are given place on the first page. 00 percent of news in Dainik Jagran, 00 percent in Amar Ujala and 00 percent in Hindustan are given place on the local page. 3.14 percent of news in Dainik Jagran, 7.08 percent in Amar Ujala and 4.72 percent in Hindustan are given place on the national page. 6.29 percent of news in Dainik Jagran, 3.14 percent in Amar Ujala and 4.72 percent in Hindustan are given place on the international page. 00 percent news in Dainik Jagran, 1.57 percent in Amar Ujala and 3.14 percent in Hindustan are given place on the editorial page. 00 percent news in Dainik Jagran, 00 percent in Amar Ujala and 00 percent in Hindustan are given place on the classified page. 00 percent news in Dainik Jagran, 00 percent in Amar Ujala and 00 percent in Hindustan are given place on the sports page. 00 percent news in Dainik Jagran, 00 percent in Amar Ujala and 00 percent in Hindustan are given place on the career advice page. 1.57 percent news in Dainik Jagran, 6.29 percent in Amar Ujala and 10.23 percent in Hindustan are given place on the special supplementary page. 74.83 percent news in Dainik Jagran, 72.48 per cent in Amar Ujala and 69.32 per cent in Hindustan are given place on the business/economy page. 00 per cent news in Dainik Jagran, 00 percent in Amar Ujala and 00 percent in Hindustan are given place on the last page. 98.43 percent news in Dainik Jagran, 91.36 percent in Amar Ujala and 92 percent in Hindustan are draft news. 1.57 percent news in Dainik Jagran, 7.08 percent in Amar Ujala and 3.14 per cent in Hindustan are draft features. 00 percent news in Dainik Jagran, 0.78 percent in Amar Ujala and 1.57 per cent in Hindustan are draft articles. 00 percent news in Dainik Jagran, 00 percent in Amar Ujala and 00 percent in Hindustan is in advertisement format. 00 percent news in Dainik Jagran, 0.78 percent in Amar Ujala and 1.57 percent in Hindustan is in editorial format. 00 percent news in Dainik Jagran, 00 percent in Amar Ujala and 00 percent in Hindustan is in another format. Positive tone is shown in 69.32 percent news in Dainik Jagran, 75.59 percent in Amar Ujala and 72.48 percent in Hindustan. Negative tone is shown in 3.93 percent news in Dainik Jagran, 6.29 percent in Amar Ujala and 14.17 percent in Hindustan. Normal tone is shown in 26.75 percent news in Dainik Jagran, 18.12 percent in Amar Ujala and 13.35 percent in Hindustan. The present research is based on the place and tone of business news in Hindi newspapers. The research results concluded that the highest percentage of favorable business news is published in newspapers as compared to unfavorable ones. The percentage of positive news published in business news is very high whereas the percentage of negative news is very low.

Reference:

1. Anil Kumar, Prof. Manoj Dayal, "CSR in the Media: A Content Analysis of Business News in Haryana", International Journal of Creative Research Thoughts (IJCRT), ISSN:2320-2882, Volume.12, Issue 11, pp.e157-e164, November 2024, Available at :<http://www.ijcrt.org/papers/IJCRT2411473.pdf>
2. Bybee, L., Kelly, B., Manela, A., & Xiu, D. (2021). Business news and business cycles. *The Journal of Finance*.
3. Coleman, R., & Wasike, B. (2004). Visual elements in public journalism newspapers in an election: A content analysis of the photographs and graphics in Campaign 2000. *Journal of Communication*, 54(3), 456-473.
4. Dayal, M., & Monga, P. (2015). Science coverage in leading English dailies. *Communication Today*.

5. Dur, IU. (2012). Analysis of data visualizations in daily newspapers in terms of graphic designs. *Procedia – Social and Behavioral Sciences*, 51, 278-283.
6. Furey, K. (2019). *The Economics of Poverty*. Chemeketa Press.
7. Guo, L., & Vargo, C. J. (2017). Global intermedia agenda-setting: A big data analysis of International news flow. *Journal of Communication*, 67(4), 499-520.
8. Hang, Zhou. (2016). The use of infographics in newspapers' business reporting about global market swing. Project report, University of Missouri-Columbia.
9. Hossain, M. N., Talukder, M. S., Khayer, A., & Bao, Y. (2021). Investigating the factors driving adult learners' continuous intention to use M-learning application: a fuzzy-set analysis. *Journal of Research in Innovative Teaching & Learning*, 14(2), 245-270.
10. Kee, C. P., Salman, A., Nie, K. S., Yaakop, M. R. M., Adisa, R. M., & Hoong, O. C. (2017). The agenda-setting function of English newspapers during the 13th general election. *Jurnal Komunikasi: Malaysian Journal of Communication*, 33(2).
11. Kumar A, Dayal M. AI-powered marketing: A content analysis of bias, transparency, and consumer trust. *Int J Contemp Res Multidiscip*. 2025;4(3):146-151.
DOI: <https://doi.org/10.5281/zenodo.15491261>
12. Kumar A, Dayal M. Media narratives on AI for sustainable development in organizations: An analysis of major Indian English dailies. *Indian J Mod Res Rev*. 2025;3(5):62–66.
DOI: <https://doi.org/10.5281/zenodo.15552470>
13. Kumar A., & Dayal, M. (2025) "Content analysis of front-page business news coverage of leading hindi newspapers (Jan 2021– Dec 2024)". *National Journal of Multidisciplinary Research and Development*, Volume 10, Issue 2, 2025, Pages 65-67
14. Kumar, A., & Dayal, M. (2025). Role of pictures and charts in business news: A study of major Indian English daily newspapers. *Sudarshan Research Journal*, 3(3), 8–12.
15. Kumari, M. S., & Dayal, M. NAXALISM IN INDIA: PAST, PRESENT AND FUTURE. *MAIMS MEDIA GRAPH*.
16. Kumari, S., & Dayal, M. Public Awareness about Naxal Coverage during COVID 19. Dr Nand Kishore Garg, 123.
17. Lee, N. Y., Baek, K., Pae, J. K., Jeong, S. H., & Jung, N. (2020). Self-coverage for public interest or self-promotion: How media cross-ownership structures affect news content in South Korea. *Journalism*, 21(12), 2025-2043.
18. Manaf Aini Maznina A., Taibi Malia & Manan K. A. (2017), Media Agenda and Public Agenda: A Study of Issues during the 13th General Election, *Malaysian Journal of Communication*, Vol. 33, No. 2, pp. 13-26
- P. Vos (eds.), *Journalism: Handbooks of Communication Science*, De Gruyter Mouton, Berlin.
19. Pérez, A., García De Los Salmones, M. D. M., & López-Gutiérrez, C. (2018). Corporate social responsibility in the media: A content analysis of business news in Spain. *Journal of Media Ethics*, 33(2), 66-79.
20. Smith, E. J., & Hajash, D. J. (1988). Informational graphics in 30 daily newspapers. *Journalism & Mass Communication Quarterly*, 65(3), 714-718.
21. Tiwari Pawan Kumar, Chanda Nelatphal (2015), Declining sex ratio in India and mass media: An analysis from the perspective of Agenda Setting Theory of mass media, *International Journal of English Language, Literature and Humanities*, Vol. 2., Issue 10. 617-623
22. Utt, Sandra, H. & Pasternack, S. (1990). Reader Use and Understanding of Newspaper infographics. *Newspaper Research Journal*. 11 (2), 28-41 of the

photographs and graphics in Campaign 2000. *Journal of Communication*, 54(3), 456-473.