

Comparative Study of the Army Day Coverage in National Newspapers.

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Literature Review

Several comparative studies have been carried out in the recent past, these range from comparing various national dailies to regional paper to even content being broadcasted on the internet.

There are wide numbers of researches conducted using the comparative study method however, my subject of study does not have to its credit any researches, its a new topic and various news pieces published have been used to review literature.

Theses news pieces have enhanced my knowledge on the subject and equipped me with the necessary information on the Indian Army Day to carry on my research as smoothly as possible. These pieces have given me an overview behind the history as well as the significance of the Indian Army Day.

The recently published article of CNBCTV.18 was a crisp insight into several details of the glorious past of the Indian Army Day and how it came to be celebrated every year after General KM Cariappa was elevated to the position of Commander in Chief of the Indian Army and the army received its first Indian chief.

Another article published on the website of The Financial Express, put to forefront the news of the parade being held in Bengaluru, Karnataka. The Army Day parade has been taking place at the National Capital - New Delhi since its commencement. The celebrations also happen at all the commands through out India. This year marked a change to this long borne custom of the parade taking place at the Parade Ground, Delhi Cantt.

According to reports in the Bangalore Mirror, the parade this year was hosted at Bangalore, keeping in tune with the decision of holding such events of national importance outside the National Capital to give the celebrations a wider visibility as well as engage in more participation from citizens.

The Deccan Herald added a new perspective to this, stating that the organisation of the parade at a southern state like Karnataka pays homage to the fallen soldiers from down south. The parade can be seen as being organised in valour, sacrifice and people of the southern states for India, it can also been viewed as a tribute to Field Marshal K M Cariappa, who hails from Karnataka. This was also pointed out in a press release by the Indian Army.

Research Methodology

The research conducted by the paper involved a comparative study of various national newspapers in India. The study was conducted over a period of three days, i.e., 14th, 15th, and 16th January 2023. The newspapers were studied on these dates, and the publications were compared to those of the same dates, one year ago, i.e., 14th, 15th, and 16th January 2022. These dates were specifically chosen to coincide with the maximum coverage of the Army Day, which is celebrated on the 15th of January every year, as well as the days before and after the celebrations.

The primary objective of this research was to determine whether the newspapers provided sufficient coverage of the Army Day or not. It is essential to recognize that the Indian Army Day is a day that must instill a sense of patriotism in every Indian and motivate the youth to contribute their due share to the country. In doing so, the media, especially the newspapers, play a crucial role. Thus, this research aimed to explore whether or not the newspapers in India provided adequate coverage of this critical national event.

The study collected quantitative data, which was primarily collected by me personally. The newspapers used for the study were sourced from the IIMC, Delhi Library, as well as the IIMC, Delhi Library Archives. The papers selected for the study were The Tribune, Hindustan Times, The Statesman, Times of India, The Deccan Herald, The Indian Express, and The Hindu. These newspapers were chosen as they have relatively more circulation than other papers, and hence they are consumed more by the youth and the population at large.

The newspapers were analysed for a continuous period of three days, i.e., 14th, 15th, and 16th January, and papers of the same dates but a year ago, i.e., 2022, were picked out from the archives of the IIMC, New Delhi's library. The articles that covered the topic of Army Day were then noted down year-wise and segregated paper-wise through the help of a comparative table on Microsoft One Notes app. This data was then analysed and put into a better formatted understanding using bar graphs.

Furthermore, the qualitative data was analysed to derive further conclusions towards the completion of the research. The research aimed to bring to light whether newspapers in India are fulfilling their responsibility to inform and educate the masses about national events such as Army Day. Through this research, the paper hopes to highlight the importance of unbiased and factual reporting and the need for newspapers to prioritise their duty towards the nation and its people.

Objectives of the study

The Indian Army is one of the largest armies in the world and is ranked fifth in terms of active military personnel. It is a powerful force that commands respect and admiration from people all over the country. The Indian Army is known for its selfless service, courage, and unwavering dedication to the country.

The Army Day celebration take place annually on January 15th and is an important event that honours the bravery and sacrifices of the Indian Army. It is an occasion to express gratitude to the soldiers who serve the country with honour and distinction. The celebration is marked by parades, wreath-laying ceremonies, and other events that pay tribute to the bravery of the soldiers.

The Indian Army has played a vital role in safeguarding the country's sovereignty, maintaining peace and security, and providing relief during times of natural disasters. The soldiers have made numerous sacrifices to protect the country's interests, and their selflessness is a source of inspiration for all Indians.

In this context, it is essential to examine how much media attention the Army Day celebration receives from the print media, specifically newspapers. Given that newspapers are widely read by the youth of the country, they play a crucial role in shaping their perspectives and attitudes towards the Indian Army. The space allotted in the newspapers over the three days of the Army Day celebration could be an indicator of how much importance the media gives to this event.

Furthermore, the coverage of the Army Day celebration in newspapers could be used as an opportunity to instil feelings of patriotism in the youth. It could inspire them to learn more about the Indian Army's rich history and sacrifices and motivate them to contribute to the country's progress.

Therefore, my interest in examining the media attention given to the Army Day celebration in newspapers is well-founded. It is essential to assess the amount of coverage given to this event, and it could provide insights into how the media

shapes public opinion towards the Indian Army. The results of the study could also have implications for how the Indian Army's role and sacrifices are portrayed in the media, and it could inform efforts to raise awareness and inspire patriotism among the youth of the country.

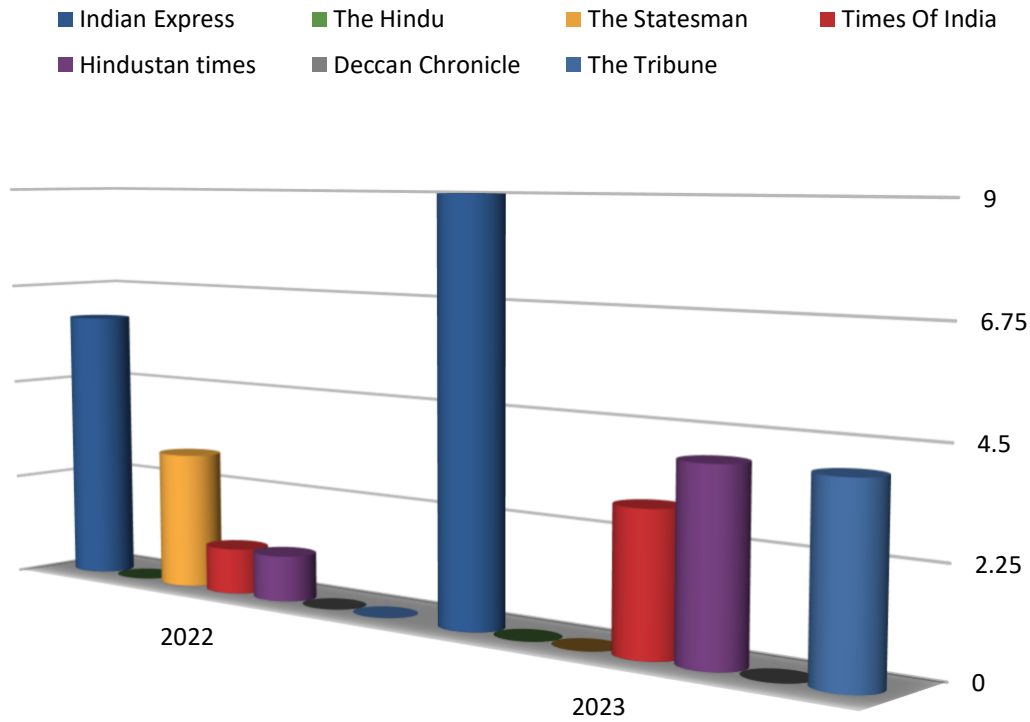
Data Analysis

The research conducted involved the collection and organization of data using a quantitative method, with an emphasis on systematic documentation and analysis. The use of Microsoft One Notes facilitated this process, allowing for a more streamlined approach to tabulating and organizing the data. To ensure maximum clarity and comprehension, graphs were created to visually represent the data. These graphical representations were found to be particularly effective in conveying the key findings of the study to the reader.

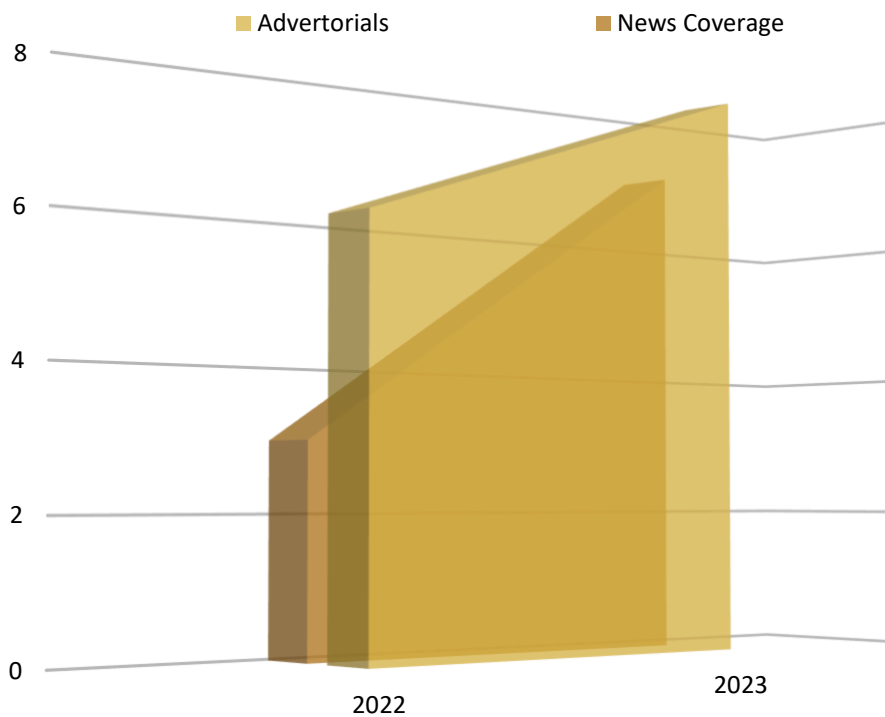
Moreover, photographs of relevant articles were also captured and scanned for further documentation and analysis. These photos served as a useful reference for cross-referencing and comparison purposes. A selection of these photos has been included in the subsequent pages of the paper, providing the reader with a more in-depth understanding of the study and its findings.

Overall, the quantitative analysis and documentation techniques employed in this study were found to be highly effective in providing a clear and comprehensive picture of the media coverage of Indian Army Day across a range of newspapers.

A comparative graph for all the newspapers studied and their coverage of the occasion in 2022 vis a vis 2023



A graphical representation of the advertorials and news coverage in the papers in year 2022 and 2023



Year	The Hindu	Indian Express	Statesman	TOI	Hindustan Times	Deccan Chronicle	The Tribune
2022	0	6	3	1	1	0	0
2023	0	9	0	3	4	0	4

An image of the stunts published in the Times Of India on 16th January 2023.

DAREDEVILS DAZZLE ON ARMY DAY K Sunil Prasa



The Army Service Corps motorcycle display team performs at the 75th Army Day Parade in Bengaluru on Sunday. For the first time, Army Day celebrations took place outside Delhi. Last year, the IAF moved out its annual fly-past and parade for the Air Force Day from the Hindon air base near Delhi to Chandigarh

Defence strong at LAC, ready for any contingency: Army Chief

TRIBUNE NEWS SERVICE

NEW DELHI, JANUARY 15
The Army is maintaining a "strong defence posture" along the Line of Actual Control (LAC), and is ready to deal with any contingency, Chief of Army Staff General Manoj Pande said on Sunday.

He was addressing the annual Army Day parade at Bengaluru. It is for the first time that the parade is being conducted outside the Capital. General Pande said the situation along the northern border areas (with China) was normal and steps had been taken to maintain peace through established protocol and existing mechanism.

Speaking about the year gone by, he said the Army firmly faced challenges and ensured security at the borders. "Steps have been taken to improve capability development, force restructuring and training. We have also strengthened the preparations for future wars," General Pande added. Referring to the situation along the western border, the Army Chief said the ceasefire continued at the LoC and there had been a substantial reduction in violations. "However, the terror infrastructure still remains on the other side of the border.... Our counter-insurgency mechanism is

OPERATIONAL READINESS

“ We are planning to convert battle contingents into integrated battle groups, which will contribute significantly in our future wars.”
Gen Manoj Pande, ARMY CHIEF

« Gen Manoj Pande, Chief of Army Staff, during the 75th Army Day celebrations in Bengaluru on Sunday, PTI

CONTINUED ON PAGE 11



An article with just a mere reference of the Army Day Parade as seen on 15th Jan 2023

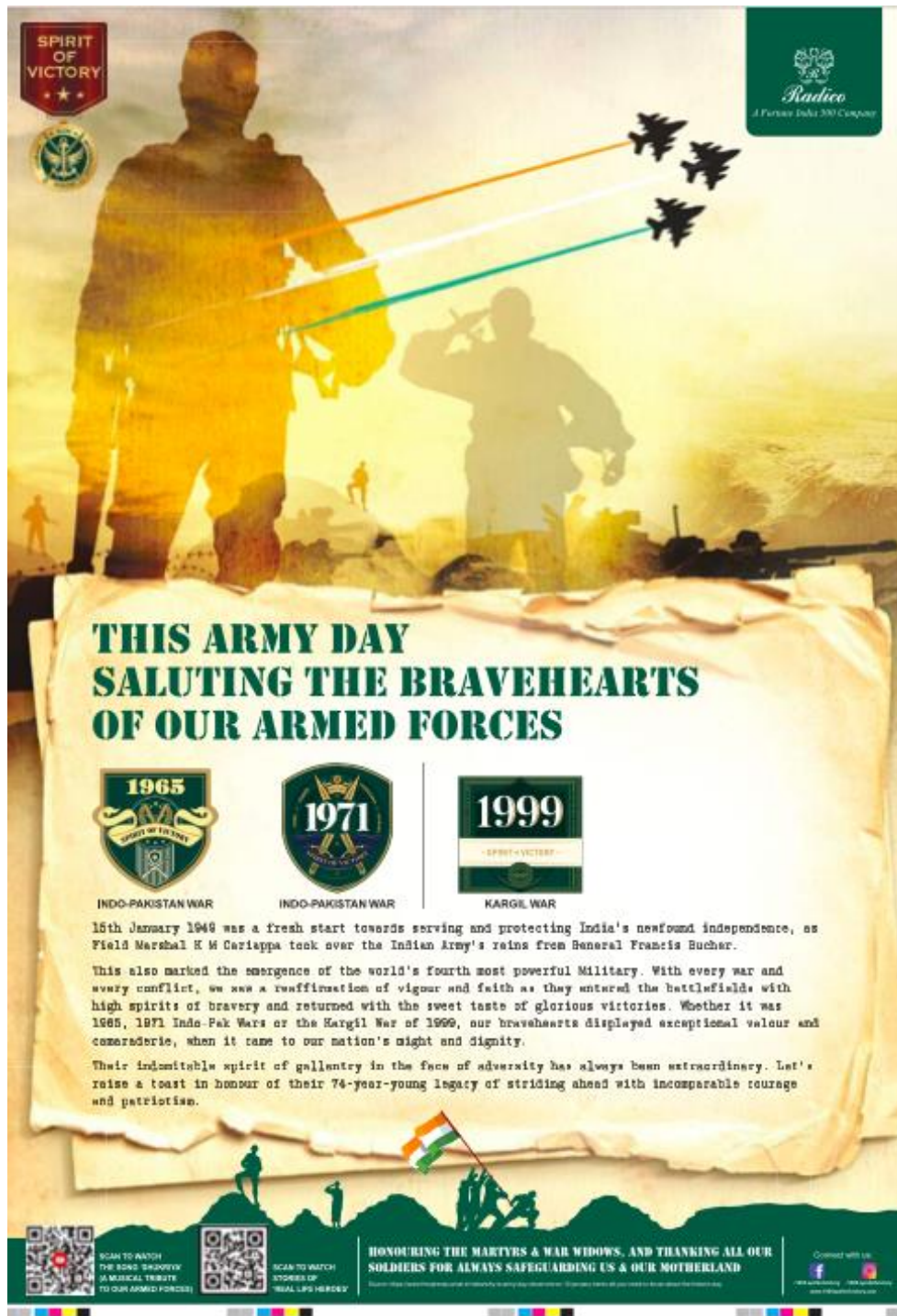
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Advertisement in Indian Express, dated 15th Jan 2022



SPRIT OF VICTORY

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**THIS ARMY DAY
SALUTING THE BRAVEHEARTS
OF OUR ARMED FORCES**

1965
INDO-PAKISTAN WAR

1971
INDO-PAKISTAN WAR

1999
KARGIL WAR

15th January 1949 was a fresh start towards serving and protecting India's newfound independence, as Field Marshal K M Cariappa took over the Indian Army's reins from General Francis Buchar.

This also marked the emergence of the world's fourth most powerful Military. With every war and every conflict, we saw a reaffirmation of vigour and faith as they entered the battlefields with high spirits of bravery and returned with the sweet taste of glorious victories. Whether it was 1965, 1971 Indo-Pak Wars or the Kargil War of 1999, our bravehearts displayed exceptional valour and comradery, when it came to our nation's right and dignity.

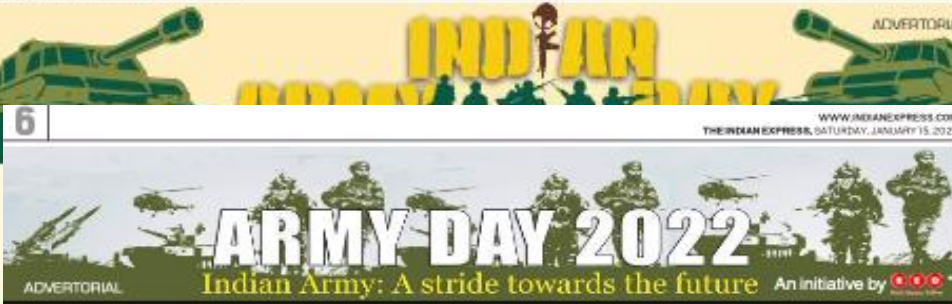
Their indomitable spirit of gallantry in the face of adversity has always been extraordinary. Let's raise a toast in honour of their 74-year-young legacy of striding ahead with incomparable courage and patriotism.

HONOURING THE MARTYRS & WAR WIDOWS, AND THANKING ALL OUR SOLDIERS FOR ALWAYS SAFEGUARDING US & OUR MOTHERLAND

SCAN TO WATCH THE BOLD BRAVERY & HEROIC DEEDS OF OUR ARMED FORCES

SCAN TO WATCH SCORES OF BATTLE HEROES

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An inspiration for today's youth

Army Day is celebrated to commemorate the indomitable spirit and courage of Indian soldiers who have laid down their lives in service of the nation. It also marks the historic occasion of the transfer of military power from the British to Independent India in 1949

Every year, on January 15, India celebrates Army Day in memory of its valiant men and their stupendous achievements since independence. Army Day commemorates the transfer of military power from Great Britain to independent India. It is when the then Lieutenant General AM Kaul took over as Commander-in-Chief of the Indian Army on January 15, 1949 from General Sir Francis Buxton, the last British Commander-in-Chief of the British Indian Army. Since that was a historic event, it was decided that this occasion would be celebrated as Army Day every year.



THE ROLE OF ARMY
"Gandhi or Kaper" as he was popularly known, was the first Indian Commander-in-Chief of the Indian Army. With a military career spanning three decades, he is one of two Indian Army officers to hold the top rank of Field Marshal, the other being the legendary Sam Manekshaw, who led India to independence. Carappa had fought in the Suez, Iran and Burma and became the first Indian officer to command a unit in 1952. He served as a substantive and regular member of the Chiefs of Staff Committee for the Indian Army.

with America, Russia and China being ranked higher than India. **IMPORTANCE OF ARTILLERY**
In any army, the artillery has proven to be the decisive last-line-winning factor and will continue to be the most important in future battles. The importance of artillery can be ascertained from the fact that throughout the history of warfare, the ability to project firepower at a distance has always been one of the most important assets. That any commander would ask for the artillery would be a sign of weakness. The transfer of the Indian artillery was completed in 2018 under the leadership of Major General Nandan Mohan, who changed the status quo by introducing the long pending imperative of manufacturing and 'amping up



strength at home. The Government's proposal to launch the "Make in India" initiative reflects its deep commitment to make India self-reliant. The importance of the ITI defence equipment is a measure of the Government's commitment in this regard. The idea is to build local defence manufacturing industry, bring gear from ships for knowledge transfer and try to become self-reliant in the near future. Currently, all the artillery guns are imported, while their government or development are under the 'Make in India' or 'Make in India' category.

115 MM Sukrom Eye Advanced Light Helicopter of the Army Aviation Corps and also to maintain them under its own wings. The Indian Army is also planning to acquire a new class of tanks from Russia and to acquire a new class of tanks from Russia.

SEVING BEYOND BORDERS
The Army is currently the pride of every Indian and is admired the world over, even by its rival forces, for its professionalism and commitment. In the last few days, it has been in the news for its role in the border areas of the country. It is also one of the largest troop-contribing to the UN Peacekeeping missions, including those in Cyprus, Lebanon, Congo, Angola, Cambodia, West Bank, Sudan, Sierra Leone, Liberia, Mozambique, South Sudan and Somalia.

It is because of this strong foundation that, according to the Global Fire Power Index 2021, India's Army is considered the fourth strongest in the world.

Army Day is celebrated across the country and a Military Command headquarters with great pomp and show, with many parades and military events. Some of the events of the Indian Army include the following:

Apurva is the largest military band in the world, comprising of 1000 members. It performs at various international events and is a source of pride for the Indian Army.

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Advertisement with an Army Day theme featuring on page 17, of Indian Express, dated 15th Jan 2022

Advertorial on page 6 of Indian Express, dated 15th Jan 2022

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Another advertorial on page 7 of Indian Express, dated 15th Jan 2022

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THE INDIAN EXPRESS, SATURDAY, JANUARY 15, 2022

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Acquisitions, home-grown tech to lend edge to frontline warriors

Since India faces an evolving and challenging geopolitical environment on its frontiers, the Indian Army should be modernised rapidly

CURRENTLY, INDIA faces a challenging strategic environment. The geopolitical situation and the rise of its neighbours, China's People's Liberation Army Navy (PLAN) is expanding and poses a multifaceted maritime challenge. Therefore, its only option is to invest in modernising its defence capabilities and modernise their tactical strengths to ensure unmitigated security.

To speed up the pace of modernisation, the Government has taken many policy decisions and actions to overhaul the procurement process of defence goods. Currently, the focus is both on strategically important hardware from the international markets as well as to manufacture them indigenously following technology transfer.

Further, to give a fillip to domestic defence manufacturing, the Government will allow payment flexibility on 100 per cent, parties, and equipment. Besides, in 2021, the Defence Research and Development Organisation (DRDO) started to push the 'Atmanirbhar Bharat' campaign. Then it took a bold positive decision to give a higher share of total procurement budget to DRDO, as from the earlier years that was a maximum of 30 per cent.

Army Modernisation

INDIA has made a bold decision to overhaul its entire procurement process, which is a major acquisition, centralised under new government, and significant of some of the defence platforms for which the contract award happens in a year. The emergency process has allowed the acquisition of strategic assets, procurement of critical spares, and other strategically critical equipment that are essential for enhanced operational readiness of our forces.

The Indian Army under the emergency procurement process, has issued a purchase order (PO) for the BrahMos missile and BrahMos-NG along with Israel's Elbit Security System (ESSC). The contract is estimated to be worth \$1 billion.

The Elbit's defence products consist of about 150 km anti-air missiles used to destroy the adversary's military targets. They will fulfil the requirement of the army's 'integrated air defence' – type of operational mission, which is to engage beyond the horizon of night ground targets with an acquisition mechanism using dual Security Systems. Big Indian's acquisition will support a large portion of the BrahMos missile. The BrahMos missile is expected to be inducted into the Indian Army over the next 120 weeks. It is expected to be inducted into the Indian Army over the next 120 weeks. It is expected to be inducted into the Indian Army over the next 120 weeks.

The BrahMos missile is expected to be inducted into the Indian Army over the next 120 weeks. It is expected to be inducted into the Indian Army over the next 120 weeks.

BRAHMOS has bolstered Indian Army's war readiness

THE BRAHMOS missile, one of the world's fastest cruise missiles, has been inducted into the Indian Army's war readiness. The missile is capable of striking a variety of targets at a distance of up to 290 km. It is expected to be inducted into the Indian Army over the next 120 weeks.

The BrahMos missile is expected to be inducted into the Indian Army over the next 120 weeks. It is expected to be inducted into the Indian Army over the next 120 weeks.

HAPPY 74TH INDIAN ARMY DAY

General Atomic Aeronautical Systems salutes the Indian Army on its anniversary.

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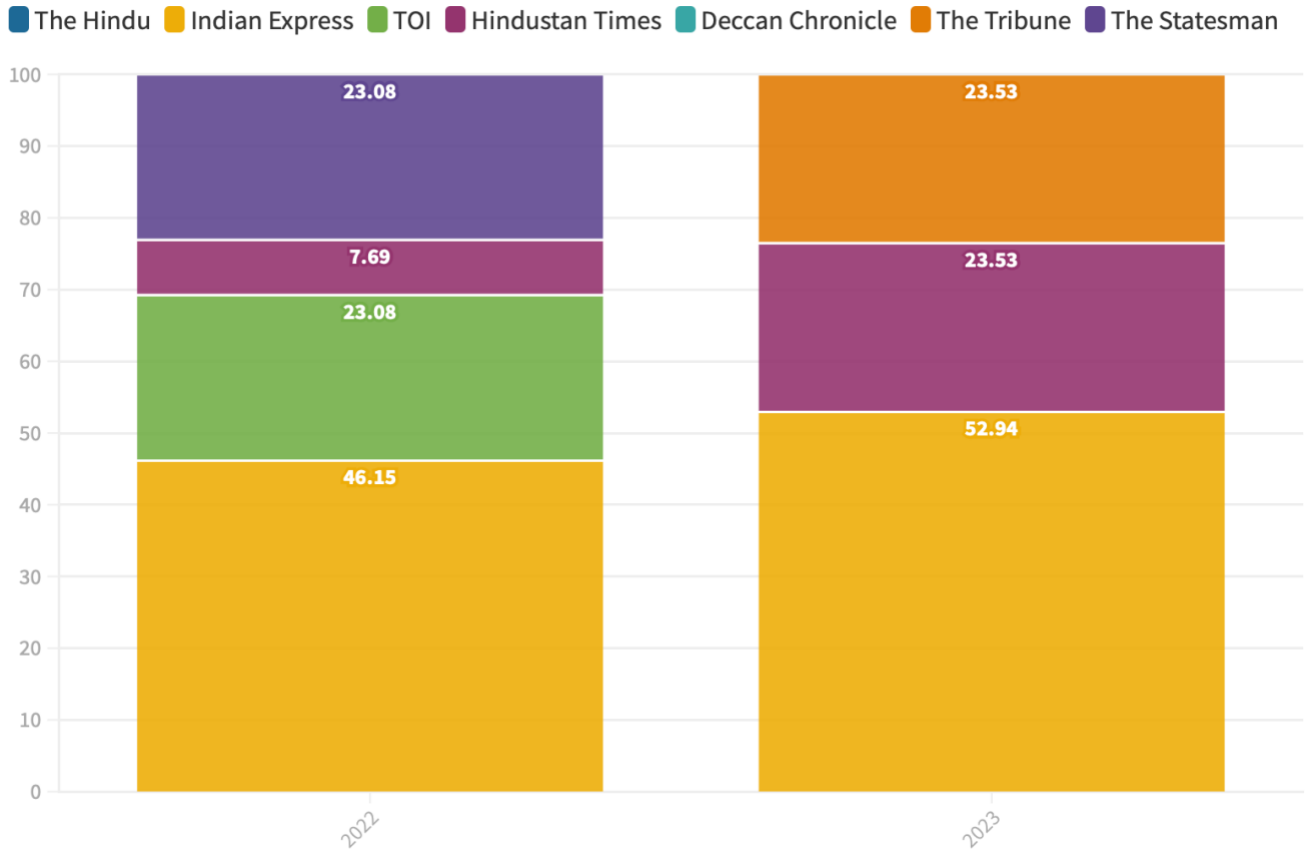
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Graphical representation percentage wise of the



coverage in all the seven papers studied

Observations of the Study

In my study on the coverage of Army Day in the print media, which spanned close to a period of 50 days, I made certain prominent observations. One of the most striking observations was the sheer reach and influence of the print media in the Indian society. The day of a common man starts with a cup of tea and a newspaper to go with it, and students are often seen glued to the paper in metro rides to keep themselves updated. It would not be an exaggeration to call the newspapers a staple in the Indian society. They are looked up to as a source of authenticity, and any information published in a paper is perceived to be true by the readers.

Given this context, the onus lies on the newspapers and the print media industry to ensure absolute objectivity in their publications. It becomes their moral responsibility to ensure that all the important events in the nation are covered for the reader of their paper, keeping the essence of the event intact. The coverage of Army Day, which is an event of high national stature, was a must-issue to be covered for all papers to pay their respect to the army, as well as to carry out their basic duty of keeping their readers informed on all important national events that have taken place recently.

However, my analysis revealed that the coverage of Army Day was largely missing in major national dailies of India in recent years. For instance, The Hindu, which is a prominent national daily and widely read by aspirants of competitive exams, failed to bring even one story on the Army Day to its pages for two years in a row. There were no advertorials in The Hindu, unlike the ones that can be seen in papers like Times of India, Hindustan Times, Statesman, and The Indian Express. There were also no featured photographs from the Army Day in The Hindu paper, unlike the photo of the biking stunt from the event that features in the Times of India.

The Deccan Chronicle, a prominent paper in South India that usually covers events taking place down South, did not cover the Army Day parade at all, even though the parade was held in the southern city of Bengaluru. This decision to hold such events of national importance outside the National Capital was made to give the celebrations wider visibility as well as engage in more participation from citizens. However, the results of this decision seem questionable since one of the most prominent papers in Southern India, Deccan Chronicle, completely ignored the presence of the event in its papers.

In papers like The Indian Express, several visuals of the symbols that can be attributed to the Army, such as the Brahmos Missile, a combat helmet, and an AK-47 gun, can be seen. However, all of these were featured in an advertorial and an advertisement. Nonetheless, The Indian Express still tops the coverage of the Army Day among all the other papers.

Interestingly, The Tribune has increased its coverage of the Army Day by huge margin in 2023. The paper earlier had no coverage of the Parade; however, this year, it features 4 pieces on the Army Day parade.

Conclusion

The print media has been an important tool in shaping public opinion since the time of India's independence. Newspapers, being a staple in India, play a crucial role in creating awareness among the masses. However, the fact that prominent national papers have failed to cover a major national event like the Army Day raises questions about their relevance and their purpose of passing on the most important information of the contemporary time with unbiased and factual reporting.

It is worth noting that papers like The Hindu, which are costlier than other papers and are also promoted among the most educated people, have failed to

cover an event so important for India. This calls into question the efficacy and integrity of such papers. If national papers that are widely circulated and consumed by a large number of people cannot cover important national events, then one may ask about their credibility and sense of responsibility towards the readers.

The absence of coverage of the Army Day parade in prominent national dailies is rather shameful. The Indian Army, being the fifth largest in the world, is a mighty force to reckon with. Its soldiers display selfless service and sacrifice their lives to protect the country's peace. Such service must be a source of pride and inspiration for all Indians.

It is a missed opportunity for national papers to instil feelings of patriotism in the youth of the country, especially since newspapers are widely circulated and consumed by them. The lack of coverage of such a prominent event by newspapers like Deccan Chronicle, which mostly cover events taking place down South, raises doubts about their commitment to promoting national unity and highlighting the country's achievements.

In contrast, papers like The Indian Express have covered the Army Day parade to some extent, featuring several visuals of the symbols that can be attributed to the Army, including the Brahmos Missile, a combat helmet, and an AK-47 gun. However, it is worth noting that all of these were featured in an Advertorial and an advertisement, rather than a news article, indicating that the paper may be more interested in commercialising the event rather than highlighting its significance.

The Tribune has increased its coverage of the Army Day parade by 40% in 2023, which is a positive development. The paper earlier had no coverage of the parade, but this year it features four pieces on the event. This shows that newspapers have the power to change their coverage policies and increase their commitment to promoting national unity and awareness.

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