Content analysis of information related to human - elephant conflicts in the leading dailies*

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The key to reduce Human–elephant conflict and to develop better human-elephant relation ship is to encourage scientific management practices and to adopt sound land-use strategies. In order to minimize the likelihood of conflicts occurring in captive Asian elephants, awareness programs for the public, animal welfare organizations, research workers, etc play a key role. Print and electronic media play a major role in reporting news related to Human-Elephant conflicts and relationships. In Kerala in captive elephants, reports on Human- elephant conflicts are getting more media coverage.

A study on content analysis of reports related to human-elephant conflicts and relationships in the leading Malayalam and English dailies of Kerala were studied. Berelson's content analysis technique was used for the study. Coverage with regard to conflicts, attacks, cruelty, management, feeding, stress related to transport, over work and festivals were analysed. Readability, accuracy and

relevancy of the news were also studied. Fog index and Rating scales were used for the study. The study was a Content analysis of information related to Human-Elephant conflict in the leading Dailies of four leading Malayalam dailies, viz., Malayala Manorama, Mathrubhumi, Desabhimani and Deepika and English dailies, viz, The Hindu and New Indian Express for the period January to December2002.

Major objectives of the study were

(1) To assess the coverage of Content analysis of information related to Human- Elephant conflict in the leading Dailies

(2) To assess the readability of news articles

* Paper presented at the international symposium on "Human-elephant relationships and conflicts" conducted by International Elephant Foundation at Colombo from 21st to 23rd September, 2003.

RESULTS AND DISCUSSION

The results of this study were presented under the following sections.

1.Total coverage

Data in Table 1 revealed that dailies provided on an average 2.9per cent space for publishing information on elephants.

Daily	% coverage
Malayala Manorama	3.9
Mathrubhoomi	4.1
Desabhimani	3.2
Deepika	3.6
The Hindu	1.6
New Indian express	1.1
Average	2.9

2. Coverage based on analysis of news on elephants

Table 2. Coverage based on analysis of news on elephants

Categories	Coverage in %
Human elephant conflicts including attacks	21
Cruelty	4.5
Poor management	11
Over work	4
Training	5.5
Festivals	19
Veterinary care	16
Deaths	9.1
Transport	5.9
General	4

3. Media coverage based on different modes of presentation

Table 3. Column length of different modes of presentation

Different modes of presentation	in percentage
News articles	39
Feature stories	34
Illustrations	27

4. Frequency of occurrence of categories of news and modes of presentation

Table4. Frequency of occurrence of news - Based on different modes of presentation

Modes of presentation	Frequency in days
News articles	5
Illustrations	7
Feature stories	14

5 Readability

Table5. Readability of the six dailies

Daily selected	Readability(Fog index)
Malayala manorama	5.04
Mathrubhoomi	5.67
Desabhimani	5.57
Deepika	5.52
The Hindu	5
New Indian Express	4.9

The study revealed that dailies provided 2.9 percent pages for publishing information related to elephants. Of the three modes of presentation news articles occupied maximum column length in all dailies studied. Frequency of occurrence of news article was found to be more when compared to other modes of presentation. Reading easiness of news articles was found to be good with an average readability as indicated by Fog index of 5.28.

Study results revealed that dailies of Kerala were giving more emphasis in reporting news related to human-elephant conflicts, attacks, cruelty on elephants, overwork, inadequate training and poor management. Reports were found to have better readability and accuracy.

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Weakness

Buffalo attains puberty late compared to cattle. Usually she buffaloes are first bred at about 2.5 years of age. A major problem encountered in buffalo is the seasonal anoestrus and silent heat displayed during hot summer months. Inability to detect heat increases age intercalving period and reduces profitability of dairying as animal has to be fed when it is not in milk. Its black skin colour,sparse hair coat and fewer, less functional sweat glands make buffaloes more susceptible to adverse effect of hot climate.Infact,most of these problems are related to feeding and management with heredity playing little role. Some simple techniques like putting the animals to work and graze during morning and late evening , spraying cold water 3-5 times a day during hotter parts of day or by wallowing, housing in well ventilated thatched shed surrounded by shady trees and allowing the animals in open paddocks during night will help to solve most of the above problems. These techniques along with use of vasectomized buffalo bulls for detection of silent heat would appreciably reduce calving interval. High calf mortality (10-30%) is another problem in buffalo farming. Enteritis, pneumonia and parasitism usually haunt young buffalo calves. Neglect is probably the most important culprit contributing to these ailments. Sastry(2003) in fourth Asian buffalo congress opined that