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“The Hindu” and “Times of India” Representation of Aryan Khan Narcotic Drug Case from October 4th, 2021 to October 31st, 2021

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A B S T R A C T

How the general public views and responds to the use of illegal drugs is influenced by a wide range of factors. According to the agenda setting theory, a viewer is more likely to accept the media's point of view as an accurate representation. As a result, news coverage, especially when it concerns the drug case involving a celebrity child of a superstar, greatly affects how people feel and act about using drugs, alcohol, and tobacco. Newspaper articles have the power to affect readers' perceptions. The main objective of the research is to understand the representation and the frequency of certain words in the Aryan Khan drug case. Comparative study was conducted and content analysis method was used to find out the tone of the newspapers. For the purpose of the study, two national newspaper The Hindu and Times of India were analyzed from October 3rd 2021 to October 31st 2021 that is from the time he was arrested till the time he was granted bail.

Keywords: Aryan Khan, Celebrity Kid, Content Analysis, Narcotic Drug Case, The Hindu, Times of India

Introduction

Numerous factors have an impact on how the general public perceives and reacts regarding the usage of illicit drugs. A viewer is more likely to take the media's point of view as an accurate representation, claims the agenda setting theory. Thus, news coverage, particularly when it comes to the narcotic drug case of a celebrity kid of a superstar, has a big impact on how people think and behave about taking drugs, alcohol, tobacco. Readers' perceptions can be influenced by newspaper articles. Despite the rapid expansion of digital media, people still like reading newspapers since they are the most traditional form of print media for keeping up

with current happenings across the world. According to the agenda setting theory, viewers are influenced to believe the information is accurate by the way the news is presented since they will be forced to rely on digital and print media to stay informed about the situation.

The Indian public has been subjected to dramatic and excessive reporting about a renowned celebrity drug use aspect that has surfaced over the course of the investigation over the previous few months. Reporting on illicit drug usage may discourage kids by making them think that using drugs is riskier. On the other hand, considering the iconic role model status celebrities possess among the general public, the constant reporting of their drug usage

may provide the youth a fashionable and innocent picture of drug use.

This study compares news articles from The Hindu and Times of India about Aryan Khan's drug case from October 4 through October 31, 2021, to see how both media outlets have portrayed Shahrukh Khan's son as a celebrity because of his successful parents. How the news is delivered will affect how the audience interprets it. The Hindu and Times of India, two of India's most prestigious newspapers, used the quantitative methodology to analyse the newspaper content on the Aryan Khan drug case in order to determine the frequency distribution of the most and least frequently used words over the course of 28 days of news publication. The theory used in the study is agenda setting, priming, framing because the researcher wanted to understand how the media frames news stories and how they want their audience to understand them. This was especially important for understanding how Shahrukh Khan's son Aryan Khan was projected by the media due to his family background.

Literature Review

The review of literature is based on the different newspaper comparative content analysis on the different issues.

'Coverage of Indian newspapers on Muslim issues: Content analysis of The Times of India and The Hindu' (2015) by Ms. Fowzia Afaq, the primary goal of the study is to determine how frequently and how visibly Muslims are covered in the mainstream media, as they are an important aspect of how Muslims are portrayed. To determine the tone of the newspapers, comparative research was carried out using the content analysis method. Two national newspapers, The Times of India and The Hindu, were examined for the duration of the study's two months without including the supplements. In India, the media are free and actively involved in shaping public opinion. The inaccurate portrayal of Muslims in the media has led to stereotypes. It is concerning to see how Muslim concerns are covered and handled. Their social, economic, political, cultural lives do, in fact, receive some coverage in the media; they are occasionally portrayed positively as progressives, but mostly negatively as enemies of the state on both a national and international scale. Muslims are frequently characterized as terrorists, communalists, anti-nationalists, fundamentalists, etc. This type of media coverage runs the risk of creating false impressions about Muslims and having the power to split civilization into groups with competing interests.

'Analyzing the Media's Representation of Refugees and Asylum Seekers in the UK: A Frame Analysis of The Guardian and The Times' (2021) by Blair Braxton, the study examines how refugees and asylum seekers were portrayed in the British media between 2015 and 2016 amid all these so

"refugee crisis" in Europe. Over the course of a year, from August 31, 2015, to August 31, 2016, online news stories from The Guardian and The Times, two reputable newspapers in the UK, were subjected to a content analysis. For the textual analysis, 20 articles from each newspaper were chosen, 15 headline photos from each publication were picked from the selected articles for the visual analysis. The publications employed 8 textual and 3 visual frames in their coverage of the refugee crisis, according to the content analysis. The administration frame, which focuses on policy discussions and political initiatives to handle the flood of migrants and asylum seekers, was found to be the one that The Guardian used the most. The Times, on the other hand, frequently used the administration and human-interest frames in their reporting, but also frequently used the criminality frame, which portrayed refugees and asylum seekers as criminals and threats to public safety, as well as the border security frame, which portrayed the influx of refugees and asylum seekers as an uncontrollable mass "flooding" into Europe.

Objectives

To compare "The Hindu" and "Times of India" newspapers' coverage of the Aryan Khan narcotics case from October 4th, 2021 to October 31st, 2021.

Research Methodology

The Researcher uses the Quantitative research methodology to Analyze how the newspapers have published the content on Aryan Khan Drug case. The data in this study was taken through newspaper content analysis of The Hindu and Times of India from October 4th 2021 – October 31st 2021, that is from the time he was arrested till the he was granted bail. Frequency distribution of the samples, for the Most used words and least used words in Aryan Khan drug case. The researcher uses the Agenda Setting theory, Priming and Framing to understand how the news have been projected to the audience.

The Hindu has published news for 17 of the 28 days between October 3rd 2021 to October 31st 2021, the remaining 11 days the news has not been released by The Hindu.

Times of India has published news for 22 of the 28 days between October 3rd 2021 to October 31st 2022, the remaining 6 days the news has not been released by Times of India.

Data Interpretation

Table 1.1 shows the most frequently used terms in Bollywood news of The Hindu and Times of India from October 3rd 2021 to October 31st 2021. These terms were used frequently to give importance to the case because Aryan Khan son of Bollywood Actor Shahrukh Khan was Arrested by the NCB after the seizure narcotic drugs.

Table 1. Aryan Khan Narcotic Drug Case, most used terms in Body news of The Hindu and Times of India from October 3rd 2021 to October 31st 2021

Most Frequently used terms Aryan Khan Narcotic Drug case	Newspapers	
	The Hindu	Times of India
Narcotic Control Bureau	50	118
Arrested	24	50
Mr. Khan	11	63
Sameer Wankhede	29	37
Cruise ship	15	43
Aryan Khan	24	25
Accused	7	36
Narcotic Drug and Psychotropic Substance	14	27
Drug case	11	25
WhatsApp Chats	5	30
Actor Shahrukh Khan Son Aryan khan	10	16
Nawab Malik	8	16

Table 2. Aryan Khan Narcotic Drug Case, least used terms in Body News of The Hindu and Times of India from October 3rd 2021 to October 31st 2021

Least Frequently used terms Aryan Khan Narcotic Drug case	Newspapers	
	The Hindu	Times of India
J.J Hospital	1	1
Gauri Khan	1	0
Bollywood Fraternity	1	1
Eight people	0	2
Banned Drugs	2	1

Table 1.2 shows the least frequently used terms in Body news of The Hindu and Times of India from October 3rd 2021 to October 31st 2021.

These terms were used least because those were just the small events that were mentioned in the initial days of the case and these words were not used further as the case proceeded.

Table 1.3 shows the most frequently used terms in the Headlines of The Hindu and Times of India from October 3rd 2021 to October 31st 2021. These terms were used many times in the headlines because it would grab the attention of the audience and make them read the article because it became a high-profile case because of the involvement of the Shahrukh Khan son Aryan khan being detained by NCB on the drug raid in the cruise ship.

Table 3. Aryan Khan Narcotic drug case, Most used terms in Headlines of The Hindu and Times of India from October 3rd 2021 to October 31st 2021

Most Frequently used terms Aryan Khan Narcotic Drug case	Newspapers	
	The Hindu	Times of India
Aryan Khan	16	18
Narcotic Control Bureau	6	10
Drug Raid	2	9
Bail Plea	6	4
Bombay High Court	4	3

Table 4. Aryan Khan Narcotic drug case, least used terms in Headlines of The Hindu and Times of India from October 3rd 2021 to October 31st 2021

Least Frequently used terms Aryan Khan Narcotic Drug case	Newspapers	
	The Hindu	Times of India
25 Days	1	1
Arthur Jail	2	0
Video Call	1	1
Rejected	2	0
Denied Bail	2	1

Table 4, Shows the least frequently used terms in Headlines of The Hindu and Times of India from October 3rd 2021 to October 31st 2021. Although less frequently used in newspaper headlines, these words were nonetheless intended to emphasize the news and an incident that occurred in the case and to persuade readers to read the story.

Table 1.5 shows the most frequently used terms in the Sub-Headlines of The Hindu and Times of India from October 3rd 2021 to October 31st 2021. These terms were used many times in the Sub-headlines because it just after the

Headline the audience's attention goes to the Sub-Headline and they used words Aryan Khan, Shahrukh Khan, Bombay high court, NCB, drug because they are the key elements that were focused by the media houses in the articles and which would help them increase their readability and TRP.

Table 1.6 shows the least frequently used terms in the Sub-Headlines of The Hindu and Times of India from October 3rd 2021 to October 31st 2021. Although less frequently used in newspaper Sub-headlines, these words were nonetheless intended to emphasize the news and an incident that occurred in the case and to persuade readers to read the story.

Table 5. Aryan Khan Narcotic Drug Case, Most used terms in Sub-Headlines of The Hindu and Times of India from October 3rd 2021 to October 31st 2021

Most Frequently used terms Aryan Khan Narcotic Drug case	Newspapers	
	The Hindu	Times of India
Narcotic Control Bureau	1	10
Drug	1	7
Aryan Khan	4	4
Shahrukh Khan	2	3
Bombay High Court	2	3

Table 6. Aryan Khan Narcotic Drug Case, least used terms in Sub-Headlines of The Hindu and Times of India from October 3rd 2021 to October 31st 2021

Least Frequently used terms Aryan Khan Narcotic Drug case	Newspapers	
	The Hindu	Times of India
Ananya Pandey	0	2
WhatsApp Chats	0	2
Investigation	2	0
Narcotic Drug and Psychotropic Substance	1	0
Allegations	0	1

Conclusion

Even though the Indian media sector has experienced tremendous expansion, the lack of diversity and quality reveals a growing disconnection from the country's citizens' everyday life and the most pressing problems they face. The public sphere has shrunk as a result of media expansion, aristocratic and socially backward values have flourished. A developing and potentially serious crisis of credibility is being caused by this. Through the comparative study of two prominent newspapers in the country which carried out on Aryan Khan drug case issue, the researcher has come to an understanding that the credibility of some newspapers is at stake.

The news published in The Hindu newspaper were to the point, facts driven and did not publish the news on all the thirty days of his arrest, while Times of India published almost every day with repetitive content and to an extent individual centric rather than news centric. The number of words and the personal details of Aryan Khan were displayed more in Times of India than in The Hindu. This affirms the researcher that The Hindu newspaper is more news focused rather than person based.

Comparative analysis of Aryan Khan drug case projected in The Hindu and Times of India, the two most influential newspapers in the country, reveals that the published news about Aryan Khan are from the news company perspective of Aryan Khan. The study reveals that both the newspapers did not focus on the other co-accused. Is it because that Aryan Khan is a celebrity kid and his father is Bollywood super star which would enhance the newspapers TRP.

Therefore, some of the Indian newspaper is currently experiencing a severe credibility issue. Its greatest asset will quickly lose value and finally vanish if it does not reform itself. If the newspapers lose its authenticity, dependability, credibility, it will lose its importance to a substantial portion of the population aside from serving as a cheap source of amusement and titillation. Then journalism will stop being an honest, investigative, analytical, public-focused, ethical endeavor, which is all that makes it deserving and socially significant.

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