

COMPARISON BETWEEN THE EDITORIALS OF THE CHOSEN

NEWSPAPERS - 'THE HINDU' AND 'THE TIMES OF INDIA'

Project Submitted in Partial Fulfillment of the Requirements for the Award

of the Degree of Bachelor of Arts in Functional English of

Vimala College (Autonomous), Thrissur 680009

(Affiliated to the University of Calicut)

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Declaration

We hereby declare that this project titled **Comparison between the editorials of the chosen newspapers – ‘The Hindu’ and ‘The Times of India’** has not previously formed the basis for award of any degree, diploma, associateship, fellowship or any other similar title or recognition.

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Certificate

This is to certify that the project titled **Comparison between the editorials of the chosen newspapers – ‘The Hindu’ and ‘The Times of India’** is a record of the original studies and research carried out by Aksa K. Sabu and Keerthy P.Jayan under my guidance and supervision and submitted to the University of Calicut in partial fulfillment of the requirements for the Degree of Bachelor of Functional English.

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CHAPTER 1

INTRODUCTION

A newspaper committed to rich journalistic practices is surely the most important contributor to the strength of media – the fourth pillar of democracy. Not only does it bring out in the open the happenings in different parts of the nation but also makes way for the improvement of the existing situation of the country. Traditionally newspapers have been published in print. But today we can see them publishing online. Newspapers differ according to geographical reach and readership. Editors and journalists are the one who select the news which should be published. And it will be based on the interests of the readers. Newspapers will cover a wide areas such as politics, business, sports and art. Genres of newspapers includes news report, special topic news, editorials, comment, opinion, review, personal advertisement, weather report, obituary.

And here we are trying to compare between the editorials of two newspapers. An editorial is an article that presents the news paper's opinion on an issue. Editorials are typically published on a dedicated page called the Editorial page. It is the most interesting and updating column in a newspaper.

We intend to study the content, structure and the language of Editorials in two leading nationally published newspapers. An attempt is made to analyse whether the editorials are argumentative, persuasive, or interpretative. Focus will be given on the

selection of topics in the editorial page. And also to analyse the reach and readership of editorials in the chosen newspapers.

Editorial is known as the mirror of newspaper's opinion. By reading editorials we can understand the policy of newspaper. The editorials provide an opportunity to newspaper to present its viewpoints on their particular policy. A good editorial must be such that the reader feels enlightened and empowered. Thereby forming his/her opinion on an issue. In essence, an editorial is an opinionated story.

According to Ajai Singh and Shakuntala Singh, " A good editorial should express an opinion without being opinionated. It should teach without being pedagogic. It should transform being evangelical. It should engulf without drowning. It should motivate to action without making you dictatorial. It should enlighten without getting you dogmatic, prejudiced and egotistical. The last and probably most important, a good editorial should be brief. An article about a good editorial should also, if possible, be brief."

Generally three articles will be discussed in an editorial page- one will be the principal article which is highlighted and called the 'header'. There will be articles on issues concerning social, political, religious.

The writing process of editorial includes 3 steps:-

- 1) Pre writing
- 2) Drafting
- 3) Proof reading

The national dailies employ their correspondents and reporters in all major cities of the world. The major newspapers like The Hindu, Newsroompost, The Sunday Mail, The Times of India etc. would shape and influence the views opinions and attitudes of the readers.

Here we are trying to find the difference between editorials that appear in two nationally published newspapers.

- 1) The Hindu
- 2) The Times of India

We have selected 4 months of time period that is from October to January to analyse the difference between these newspaper editorials.

The Hindu is an English Language Indian daily newspaper founded and continuously published from Chennai since 1878. According to the Indian Readership Survey (IRS) in 2012 it is the third most widely read English daily in Kerala and in Tamilnadu.

The Hindu is distinguished for its comprehensive coverage of national and international political news and for its emphasis on accuracy and balanced coverage. The Hindu's reportage and editorials are read carefully and taken seriously in the national capital.



The Hindu's independent editorial stand and its reliable and balanced presentation of the news have over the years, won for it the serious attention and regard of the people who matter in India abroad.

Times of India, English language morning daily published in Mumbai, Ahmedabad, and Delhi. It is one of India's most influential Paper and its voice has frequently called with that of the national government originally called 'The Bombay Times and Journal Commerce'. The paper was founded in 1838 to serve the British residents of western India. At first published it as weekly, the paper became a daily in 1851 and changed its name to the 'Times of India'. After independence The Times insistence on accuracy, its avoidance of sensation, its serious tone and its coverage of international news enhanced its percentage in India where over the years it became



known as an intellectual newspaper. Its coverage of International news like that of the other great Indian dailies, is through accounting for a quarter of its editorial space. It circulates a broad range of subject matter with attractive makeup and readable style.

CHAPTER 2

OBJECTIVES

In this present scenario, where the habit of reading is coming down due to the influence of new technology especially among youth, it is valid to conduct a survey based on the readership pattern of newspaper especially reading of editorial page which is known as the mirror of newspaper. The basic objective of the survey is to gather information and gain evidence. In this survey, we have included different demographic people of Vimala college in Thrissur. Our main aim is to create awareness among the whole of the community especially among students about the importance of reading newspaper editorials. As well as to develop a generation of youth who is more print-savy than tech-savy'.

Our main objectives include:-

- 1) To compare and contrast the structure and language of editorials in the chosen newspapers.
- 2) To study the reach and readership of editorials.
- 3) To analyse the different kind of editorials used in the selected newspapers.

Methodology

The structural analysis of the newspaper editorials are based on :

- The usage of infographics in editorial page.
- Usage of educational/ science/ technology news.
- News based on political issues and social issues.
- Advertorial contents.

To study the reach and readership of editorials, we have adopted the survey method, among the students and faculties of Vimala College, by preparing a questionnaire containing ten questions. Different kind of editorial analysis are done on the basis of reading both the newspapers for a duration of four months.



CHAPTER 3

GROUPED DATA

The Hindu is an English language daily newspaper founded and published from Chennai. By the turn of the century, it had emerged as one of the newspaper in India to oppose the policies of British Raj and the European press. In the 140 Years since The Hindu was founded, a majority of its contemporaries have died away but it remained the same.

The Hindu has always been known to be left-of-centre on the spectrum of political opinion. The newspaper put in place the institution of a Readers' Editor in 2006 to provide more direct and systematic lines of feedback from readers to improve accountability, accuracy and transparency.



The Hindu carries a reputation of a newspaper that is trustworthy in its news articles and could be used as a reference point for further discussion without a doubt hanging anywhere. The information and statistical details are well researched.

The Hindu has its largest base of circulation in southern India. The Hindu was published as weekly in 1878 and started publishing daily in 1889. It became the first Indian newspaper to offer an online edition in 1995.

The Times of India which was originally called as The Bombay Times and Journal of Commerce, which was founded in 1838. It is the oldest English language daily in India. It adopted the present name in 1861. The Times of India has a greater emphasis on the infotainment perspective. Its eye catching headlines makes it to be able to maintain the larger share of readership. Times of India has a significantly higher proportion of articles related to celebrities.



According to latest readership data for 2017 released by IRS, The Times Of India leads English dailies, ahead of the No 2 publication Hindustan Times by a huge margin. The total readership of TOI stands at 1,30,47,000. The reporting style of Times of India is spicy and very catchy.

Numbers don't lie

The Hindu records 20% growth, consolidates its position as South India's largest-selling English newspaper

The Hindu has posted a dramatic 20% growth in circulation during the period January-June 2018 over the same time period in 2017.

The Audit Bureau of Circulations' certified figures in its latest report show that in South India, *The Hindu* is far and away the leading English daily with a circulation of 11,79,870 copies (main version 10,95,874; variant 83,996). In comparison, *The Times of India* is a distant No. 2 with 8,14,071 copies (main 7,36,622; variant 77,449).

Here are some of the other key takeaways.

- *The Hindu* is the second-largest English daily in the country with a total all-India circulation of 13,97,955 copies (main 12,93,894 +



variant 1,04,061) for the January to June 2018 period. At No.3, *The Hindustan Times* is certified by the ABC as having a paid circulation of 10,04,011 (main 7,38,789; variant 2,65,222).

- In Karnataka, *The Hindu* has attained a strong No. 2 position with 2,82,726 copies (main 2,69,824; variant 12,902). This represents a 100% growth over the January-June 2017 period.

- North of the Vindhyas, *The Hindu's* certified number is 2,17,217 copies (main 1,97,152; variant 20,065).

- This growth has been registered despite the in-

crease in cover price following the relaunch of the newspaper in February 2017, validating the readers' continued trust in *The Hindu*.

The Audit Bureau of Circulations is a non-profit, voluntary organisation that checks and verifies the circulation figures of publications every six months against a uniform set of guidelines. The ABC-certified numbers are released publicly to also ensure that the advertising community has access to an accurate representation of the number of newspaper copies that reach genuine readers.

The ABC has been certifying figures in India since 1948 continuously for 70 years now.

CHAPTER 4

ANALYSIS AND FINDINGS

When we analyse the structure and the language of editorials of both the newspapers there we can find similarities as well as dissimilarities. The language of editorials is usually formal as they are directed at a reading public who are already informed about current events but who wish to read about the wider implications of events in the news. The formality of the language will vary from a large national newspaper to small provincial newspaper.

The language of editorials are persuasive. We use persuasion in our everyday lives. Unlike news stories, which simply inform and present facts, editorials try to convince and persuade. They encourage the readers to form beliefs and ideas and persuade them to follow a specific way of thinking. Through expressing their opinions and judgments on current issues, editorials try to influence judgments of their readers and convince them to subscribe to a specific ideology. Editorials also encourage actions that editorial board of the newspaper think will benefit the community. Editorial writers plan their articles very carefully. They present the chosen phenomenon, events, people and subjects to readers. Using different linguistics strategies or providing supporting evidences such as quotes from politicians, experts or references to reports or statistics try to influence the reader's attitude towards them. They try to change the way people think by their writing techniques and language.

Editorial language and their opinions are generally not personal. That does not derive from the personal experience or opinions of a single editor. When we read The Hindu editorials it would improve our vocabulary. For the beginners it is very difficult to understand their language. According to the public TOI language is poor. So Hindu has raised India's standard when it comes to newspaper publishing.

When we checked whether Hindu shows any favoritism to any of the political parties or their viewpoints we have understood that very rarely we can see an article on the editorial page in The Hindu that smells of predisposition and favoritism. Almost all the articles are well researched and written from a neutral approach. In short, the editorials are fairly balanced, neutral and do not propagate ideology of any political party.

Every newspaper contains different types of editorials. Types of editorials include

- Editorial of information
- Editorial of interpretation
- Editorial of criticism
- Editorial of commendation, appreciation, tribute
- Editorial of argumentation
- Editorial of entertainment
- Mood editorial

Editorial of information:-It seeks to give information on facts of news stories or add other facts with minimum explanation. It may define terms that identify persons or factors or provide a background.

Editorial of Interpretation:- It explains the significance or meaning of a news event, current idea, or condition, or situation, theory, or hypothesis. The writer neither argue nor criticize, but merely present both sides of an issue and leaves the judgment to the reader. It merely interprets, for example, the content of a New memorandum issued by the principal.

Editorial of Criticism:- It points out the good or the bad features of a problem or situation mentioned in the news. Its purpose is to influence the reader and suggests a solution at the end.

Editorial of commendation,

Appreciation, or tribute :- It praises, commends, or prays tribute to a person or organization that has performed some worthwhile Projects or deeds, or accomplishments.

Editorial of argumentation:- This is oftentimes called editorial of persuasion. The

editor argues in order to convince or persuade the reader to accept his stand on the issue.

Editorial of entertainment :- It evokes a smile, a chuckle, laughter, while suggesting.

truth. Its main aim is to entertain. It is usually short.

Mood editorial:- It presents a philosophy rather than an argument or an explanation. Oftentimes, the subject matter is nature or emotion.

Special Occasion:- It explains the significance of a special day occasion.

The Hindu is a newspaper which focus on national news events. And its editorials also follow the same pattern. It mainly consists of editorials such as editorial of information, argumentation and persuasion. As said earlier informative editorial seeks to give information on facts of news stories or add other sides of a particular news. The Hindu editorials provide us news by defining terms identifies persons or factors or provide a background. Argumentative editorials are another type of editorial which we can read from 'The Hindu'. Here the editor argues in order to convince the reader to accept his stand on a particular issue. Usually 'The Hindu' editorials pursue on the good or bad features of a problem

or some situation mentioned in the news that invoke concerns and interests of readers. The main purpose is to influence the reader.

Times of India is a nationally publishing daily newspaper whose editorial mainly focus on the current issues. Types of editorials that comes in the editorial page of TOI are editorial of information and editorial of criticism. At times it also covers editorial of tribute and editorial of entertainment. We can see interviews in the editorial pages of the TOI. As ideological fault lines criticized the country, the media have come under more than their share of criticism for being biased towards or against political parties and their standpoints. When most news organizations maintain studied silence on controversial issues The Hindu usually takes a different stand. TOI covers the policy, finance, development economics, political economy etc. And TOI editorials points on the good or bad features of a problem or issue. These editorials are so influensive. The editors will examine all the evidences available and then perhaps tentatively suggest its solution. As said before 'The Hindu' editorial are more informative, argumentative and persuasive. Whereas Times of India editorials concentrate on giving information and will be criticizing the issues that influence the readers. According to Umesh Avvannavr, former Business Reporter at Deccan Herald, Times Of India has encouraged many youngsters to contribute and this has resulted in increasing the circulation. He says that two tiny edits and a celebrity with picture makes an interesting read. And a thought for the day, a cartoon, Q&A/debate completes the unique edit page

compared with other newspapers. The Hindu editorials are more objective than Times of India. Depth of knowledge seems to be similar in both the news papers.

The Hindu is guided by a style sheet and thus that makes The Hindu stand unique. The last style book was produced in 1990. Ensuring consistency of usage of spellings, capitalization, punctuations and abbreviations were the main aims. The style sheet of The Hindu which is now being adopted is different from other style sheets of other newspapers.

Independency of the editorials is the main feature of The Hindu editorials. The fundamental assumptions of The Hindu are effective advocate for free speech, tolerance, and plurality.

The Hindu publishes 'Letters to the Editor' on its editorial section on a regular basis and chooses all sorts of comments from the followers, no matter how critical they are.

Even though the comments are critical in nature Hindu publishes them on daily basis. This shows the professionalism in the hierarchy of the establishment. So from this we can understand that they give value to the thought of read.

The Times of India biased to a large extent, they also sell their editorial spaces to useless advertisements for some easy bucks.

We have conducted a survey among the students and faculty of Vimala College on 5th and 6th of February 2019. A survey method can be defined as the information gathered by asking a range of individuals the same question related to their characteristics, attributes, their opinion or how they live. A questionnaire which is the main research technique used with surveys represent attitudes numerically and

normally. Survey methodology is considered as very important in the scientific field and profession. In general, the steps included in designing and conducting a survey can be listed as follows:

- ✓ Set the goals
 - What do you want to capture?
- ✓ Decide on the target population and sample size.
 - Whom will you ask?
- ✓ Determine the questions.
 - What will you ask to the target people?
- ✓ Pre-the the survey
 - Test the questions that you ave prepared.
- ✓ Conduct the survey
 - Ask the questions to the targeted audience.
- ✓ Analyse the data collection
 - Produce the report.

The key step in a survey is setting the goals. It is the goals of the survey that actually determines the target population and the questions. If the goals are not clear the result of the survey will be uncertain determining the target population correctly is very important, it should represent the targeted users of the interface and bias should be eliminated. This concept is known as sampling.

In this project we have used questionnaires for conducting the surveys. Here we have opted for closed-response that have pre-determined options for the answers. The most basic form of closed question is categorical responses. They give a

restricted choice for the answers (sometimes yes/no or true /false). Here the boxes can be left open for the respondent to tick. For preparing the questionnaire it should consist the following:

- Clear objectives
- Each question must relates to the research problem.
- Should be short and specific
- Should be simple and unambiguous

And here our survey was to know about the reach and readership of editorials among different age groups. We have prepared a questionnaire of 10 questions and conducted the survey successfully. There were 200 respondents for our survey and they have co-operated with us and helped us to conduct the survey. By this survey we have understood that the people who read editorials are rare.

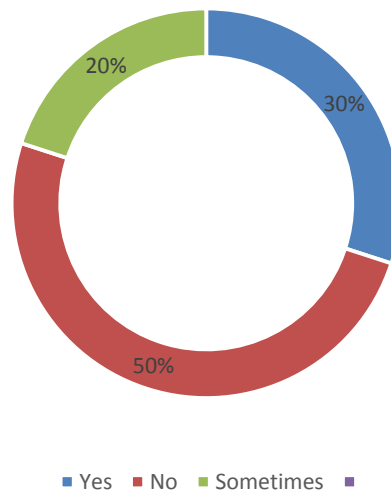
The respondents of our survey belonged to different age groups and the majority of them was in between 18-35. We have asked that which is their preferable newspaper and 80% of them supported The Hindu as their preferable newspaper, and the rest of the 20% prefers Times of India. A significant percentage of people claimed that they read newspapers 3-4 times a week rather than reading regularly.

Next question was to know that whether the readers believe, everything they read in newspaper portray reality. And 50% of them made a remark that, the news that newspaper publishes does not portray reality and 30% of them believes that newspaper portrays reality and the rest 20% sometimes. The following question was about why they chose the particular newspaper. And 50% of them chooses it because

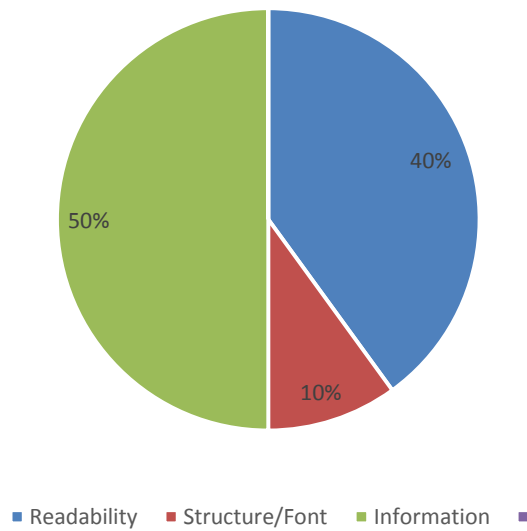
of its information. Only 40% relay on readability alone, and the rest 10% relay on structure. Next it was to know whether editorials reflect the policy of newspaper. In that 80% of them believe that it reflects the policy of the newspaper 10% of them believe that sometimes editorials reflect the policy of the newspaper and the rest 10% does not believe that they reflect the policy of the newspaper. The succeeding question was to know about whether they prefer newspaper for objectivity. In that 88% of them made a remark that they prefer the newspaper for objectivity and the rest of the 12% does not prefer and they rarely read newspapers.

Our next question was to know which aspect of editorials they prefer to read, in that 40% of them said that they choose informative part, 30% of them choose argumentative and the other 30% of them said that they choose persuasive side of editorials. The following question was to know that whether editorials have an impact on the understanding of the socio-political situation of the country. In that 95% of them gave a positive feedback and the rest 5% gave us a negative feedback. And our last and final question was about the letter to the editor. We have asked them that whether it enhances the quality of the newspaper. In that 89% of them agreed that the letter to the editor enhances the quality of the newspaper and the 11% of respondents think that it will not enhance the quality of the newspaper.

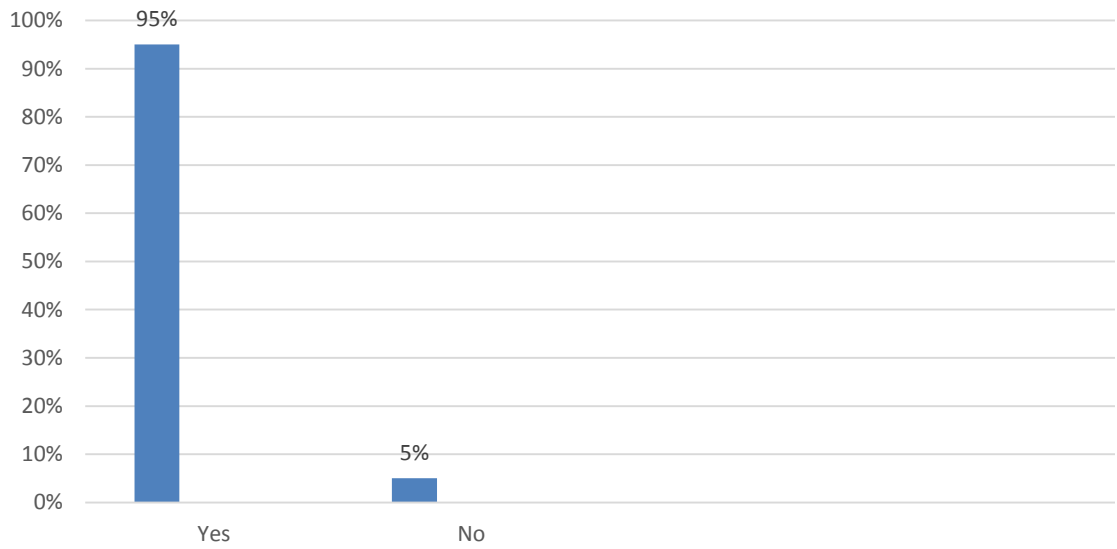
Do you think everything you read in newspaper portray reality?



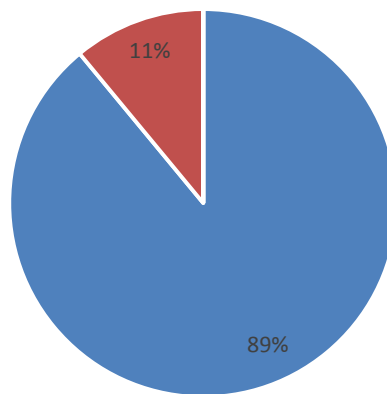
I prefer this newspaper because...



Does editorials has an impact on your understandaning of the socio-political situation of the country?

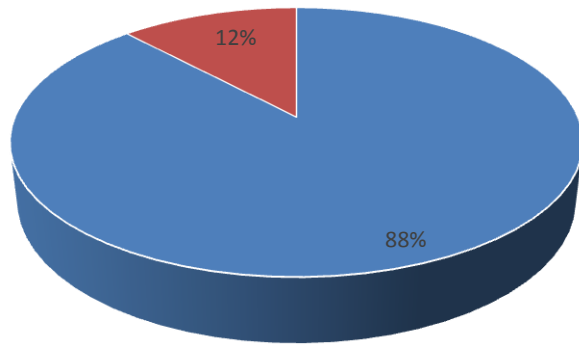


Do you think letter to the editor enhance the quality of the newspaper?



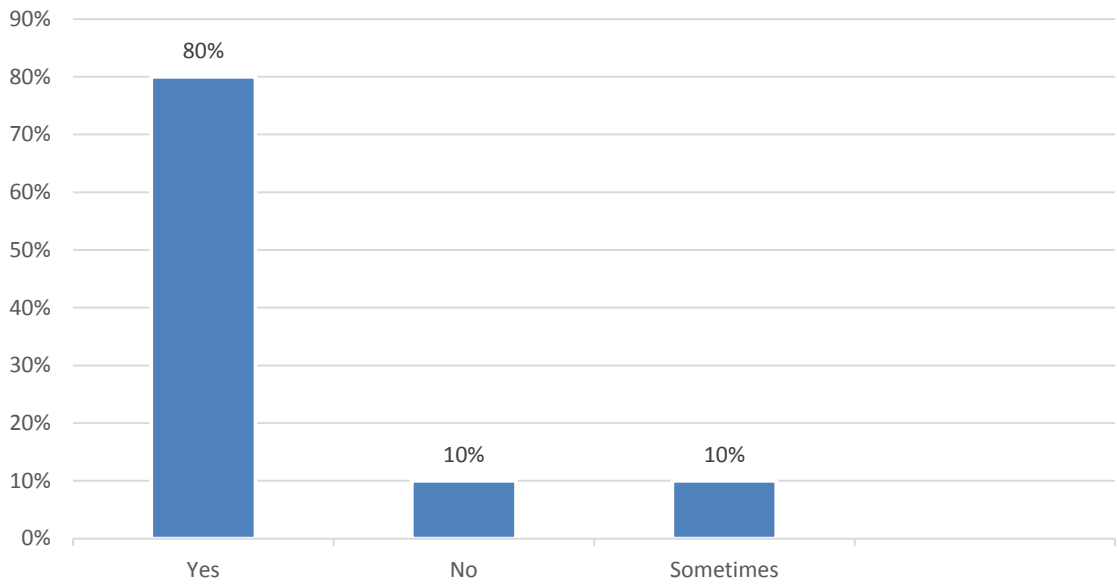
■ YES ■ NO ■ ■

Do you prefer the newspaper for objectivity in the editorials?

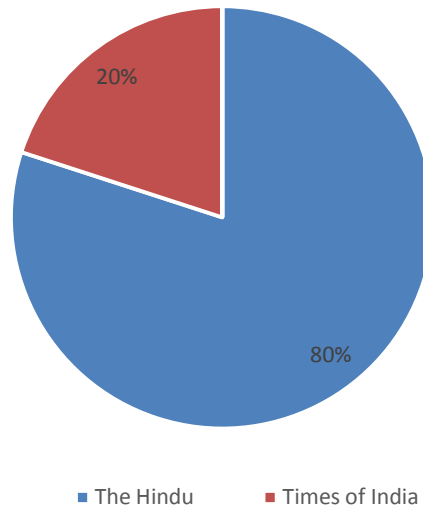


■ Yes ■ No ■ ■

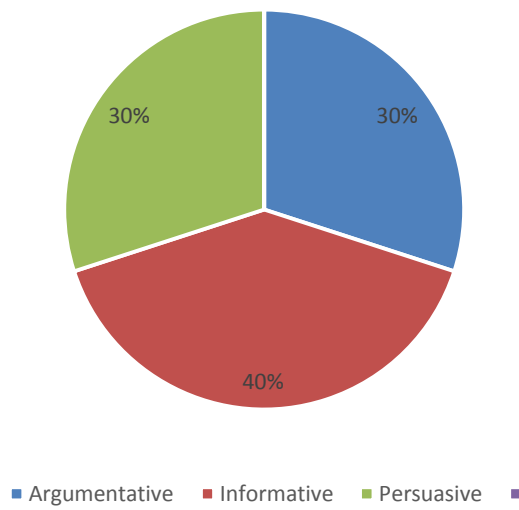
Do you think that editorials reflect the policy of newspaper?



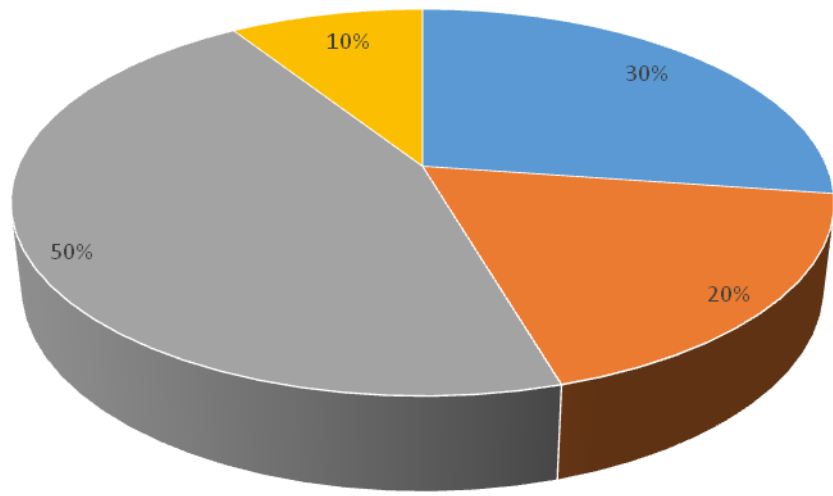
Of the two newspapers given below which one do you prefer?



What aspect of editorial do you prefer?



How often do you read newspaper?



■ Everyday ■ 1-2 times a week ■ 3-4 times a week ■ Rarely

CHAPTER 5

CONCLUSION

In the present scenario where the world is browsing through internet there are people who still read newspapers and the editorials has an impact n the understanding of the socio-political situation of the country. Our main aim was to analyse how deeply people differentiate the various aspects of the editorials that comes in to nationally published newspapers ‘The Hindu’ and ‘Times of India’.

We have selected a particular time period and tried to differentiate between the editorials which are up to that period. We have conducted a survey among the students and faculties of Vimala College. Through the survey we have understood that most of the people read ‘The Hindu’ newspaper and its editorials than ‘Times of India’. The following factors were identified as the reasons why people chose The Hindu newspaper and they are :

- Standard English
- Structure of editorials
- Its objectiveness
- Pattern of presenting the viewpoints.

The structure of both the newspaper editorials seems to be similar. They both have conventional organizational structure. They have :

- Headline
- Summary of the event

- Evaluation of the event
- Conclusion

In Hindu editorials we can see that there are extensive uses of references to past details. Sometimes the editorials are far from the news or headline is even on the very same topic. 'The Hindu' teaches us to look beyond what most see.

According to the readers of both newspapers the articles in The Hindu are more expressive than those in Times of India. The niche view goes with The Hindu for the sole reason that there is far more than mere written words in it. Hindu is more known for its investigative journalism. We can see the reflection of their investigative journalism in the editorials of The Hindu. Hindu is known for the trustworthiness of its news articles. Many of the readers suggest that their editorials and other articles can be used as a reference point for getting more information. Whatever they gave in their articles are well researched.

Very rarely you would come across an article on the editorial page in 'The Hindu' that smells of predisposition and favouritism.

A news article in any form, in any form of print media should be non-biased and irrespective of the public sentiments, but we can see some advertisements in the editorial page of Times of India. The Times of India focuses on the burning topics and tempts people to read by making attractive headlines.

So we can see that most of the people would refer The Hindu as their preferable newspaper because of its trustworthiness and the presenting style. The main feature of The Hindu is its independency in editorials. They are effective advocates for

speech, tolerance and plurality. These things can be considered as their fundamental assumptions. And the topics of the editorials and the significance of the events what makes them to hold the uniqueness of the editorials. Both newspaper editorials are different in their own ways and there are similarities too.

APPENDIX

- 1) Which age group do you belong to?
 - a)10-17 b)18-25
 - c)26-35 d) Above 36

- 2) Of the two newspapers given below which one do you prefer?
 - a)The Hindu b)The Times of India
 - c)Other

- 3) How often do you read newspaper?
 - a) Everyday b)1-2 times a week
 - c) 3-4 times a week d) Rarely

- 4) Do you think everything you read in newspaper portray reality?
 - a) Yes b) No
 - c) Sometimes

- 5) I prefer this newspaper because of...
 - a) Readability b) Structure and font
 - b) Information

- 6) Do you think that editorials reflect policy of the newspaper?
 - a) Yes b) No c) Sometimes

- 7) Do you prefer the newspaper for objective in the editorials?
- a) Yes b) No
- 8) What aspect of editorials do you prefer?
- a) Argumentative b) Informative
- c) Persuasive
- 9) Does editorials has an impact on your understanding of the socio-political situation of the country?
- a) Yes b) No
- 10) Do you think letter to the editor enhance the quality of the newspaper?
- a) Yes b) No

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