



(RESEARCH ARTICLE)



Newspaper coverage of the health element in the G20 India presidency: New Delhi leader's declaration

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Abstract

The significance of health to the human population is well acknowledged, given that individuals universally encounter their state of health throughout their lifespan. The imposition of a time constraint on health education is seen unfeasible, as its content necessitates periodic updates to align with the evolving nature of human existence. However, acquiring this level of awareness is not always attainable through seeking guidance from a medical practitioner or specialist. In this context, the media plays a significant role in providing useful insights. The G20 Presidency Meeting took place in New Delhi from September 9 to 10, 2023, focusing on the theme of 'One Earth, One Family, One Future.' This study conducted a critical analysis of the newspaper articles that covered the topic of 'health', both in relation to the discussions held during the summit and as a component of the G20 New Delhi Leaders Declaration.

A comprehensive analysis was conducted on a set of seven newspapers over a span of four days, with meticulous attention given to minimising any human errors. A detailed study was conducted on a total of 28 pieces, specifically focusing on the extent to which global health issues were covered in G20 news coverage. It was observed that under G20 news coverage, which had almost taken 70% of new space, the reference to 'Health' was negligible.

With the exception of one newspaper, the majority of media, including national dailies, have just referred the term "health" inside the declaration. In addition to various other concerns, the term in question is solely included within the article and the reference is not of significance and mostly in the concluding part of the Delhi declaration giveaways. The significant matter has been largely disregarded.

Keywords: G20; India Presidency; Mass Media; Healthcare; News Coverage

1. Introduction

The importance of Health to humanity is common knowledge, as everyone experiences their Health over the course of their lives. Regardless of one's sustenance source or the amount of nourishment available, a healthful way of life is essential. It is impossible to impose a time limit on health education; it must be updated as life progresses. And this awareness cannot always be gained by consulting a medical practitioner or specialist. Here, media contributes to valuable insights. The significant impact of the media on public perceptions and reactions to health matters is widely acknowledged. The mainstream media, encompassing print, television, radio, and the Internet, have an unequalled capacity for communication.

The mass media often provides coverage of health-related subjects, serving as a primary source of information on significant health matters. Additionally, it becomes a focal point for individuals seeking to influence the behaviours of both healthcare professionals and patients.

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The phenomenon possesses considerable influence in determining the priorities of societal concerns and actions, commonly referred to as agenda-setting, and shaping the cognitive frameworks through which these issues are perceived and understood, widely referred to as issue framing (1).

We all know that the newspaper media occupies a central position where the public and policy agendas intersect, offering a valuable perspective on matters of public interest. Hence, it possesses the potential to serve as a potent instrument for advocating for the well-being of individuals and can contribute to the promotion of evidence-based healthcare systems that are attuned to the requirements of the populace (2).

Further, researchers have persistently recognized and underscored the significance of the strategic placement and the imperative utilization of media as a supplementary method to promote the healthcare sector and attain favourable health results within the populace (3).

The G20 Presidency Meet was held at New Delhi from September 9 to 10, 2023 on the theme of 'One Earth, One Family, One Future.' This research critically studied the newspaper coverage of the issue 'health' discussed in the meeting and also as a component of G20 New Delhi Leaders Declaration.

1.1. One World One Health

In order to make substantial progress in the domain of Digital Health, it is crucial to place the collective welfare above personal interests. It is imperative to acknowledge that the notion of "universe" within the context of Universal Healthcare Coverage transcends national borders. The underlying idea that ought to drive purpose and activity within the G20 is Vasudhaiva Kutumbakam, a concept that can be translated as "the universe is a family." The G20 nations are responsible for ensuring the aforementioned family's well-being. Irrespective of the cost (4).

1.2. About G20

To develop global architecture and governance on all major international economic issues, the Group of Twenty (G20) is the preeminent forum for worldwide economic cooperation. Over 85% of global GDP, 75% of global trade, and almost two-thirds of the world's population come from G20 countries. Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Turkey, the United Kingdom, and the United States are among the 19 members of the G20. The European Union is the 20th member. The G20 Presidency rotates annually among the member countries. From December 1 2022 until November 30 2023, India (Group 2) presided as G20 president. During India's Presidency, Indonesia, India, and Brazil will make up the G20 troika.

After the 1997-98 Asian financial crisis, the G20 was established in 1999 as an informal meeting for Finance Ministers and Central Bank Governors of major industrialized and emerging economies to address global economic and financial stability. In 2007, the G20 was elevated to Heads of State/Government due to the global economic crisis. In 2009, it became clear that crisis coordination required the highest political level. Since then, the G20 Leaders have convened regularly, making it the top forum for international economic cooperation.

The G20 Summit is conducted yearly under a rotating Presidency. The forum addressed macroeconomic concerns but now covers trade, climate change, sustainable development, Health, agriculture, energy, environment, and anti-corruption. [5].

1.3. Health as Agenda

The establishment of the G20 Health Working Group (HWG) emerged under the German Presidency in 2017. Its primary objective was to formulate a collective global agenda pertaining to various aspects of public Health, including enhancing healthcare systems, mitigating malnutrition, effectively managing health crises, and expanding efforts to combat pandemics. In 2018, the Argentinian Presidency persisted in its efforts to address Antimicrobial Resistance (AMR) and Health System Strengthening while also incorporating the issue of childhood obesity into its agenda.

The Japanese Presidency 2019 prioritized the AMR workstream, supported by the OECD, and emphasized attaining Universal Health Coverage (UHC), addressing population ageing, and managing health risk and security.

The year 2020 witnessed the emergence of the COVID-19 pandemic, which significantly influenced the activities of the HWG. The G20 agenda, under the Italian Presidency 2021, prioritized the issue of access to vaccines, medicines, and diagnostics.

The G20 agenda, under the Indonesia Presidency 2022, prioritized the issue of strengthening global health architecture, building global health system resilience, harmonizing global health protocols, and expanding global manufacturing and research hubs for Pandemic PPR [6].

1.4. G20 India Presidency and Health

December 1, 2022, marked a historic milestone for India as it took charge of the G20 Presidency. The theme unveiled by the Prime Minister: 'One Earth, One Family, One Future' enunciates India's philosophy of 'Vasudhaiva Kutumbakam'—a clarion call to the world to collectively work towards building a healthier post-pandemic world.

The Health Track of the G20 India Presidency consisted of four meetings of the Health Working Group (HWG) and one Health Ministerial Meeting (HMM) meeting. The sessions were conducted in various geographical regions throughout the nation, encompassing Thiruvananthapuram (located in the state of Kerala), Goa, Hyderabad (situated in the state of Telangana), and Gandhinagar (in the state of Gujarat).

India is committed to maintaining and solidifying its health priorities and major lessons learned from previous presidencies while emphasizing the crucial areas that need to be reinforced. India is also committed to achieving convergence in debates among different international forums involved in health cooperation and striving for integrated action. India has set the following three goals for the G20 Health Track to achieve the objective.

- Priority I: The Prevention, Preparedness, and Response to Health Emergencies, focusing on One Health and Antimicrobial Resistance (AMR).
- Priority II: Enhancing Collaboration in the Pharmaceutical Industry with an Emphasis on Ensuring Access and Availability to Safe, Effective, High-Quality, and Affordable Medical Countermeasures (Vaccines, Therapeutics, and Diagnostics)
- Priority III focuses on digital health innovations and solutions that can contribute to achieving universal health coverage and enhance the delivery of healthcare services [7].

1.5. The Health Component as part of the 83-page document- The G20 New Delhi Leaders Declaration is as under at Figure 1 (9)

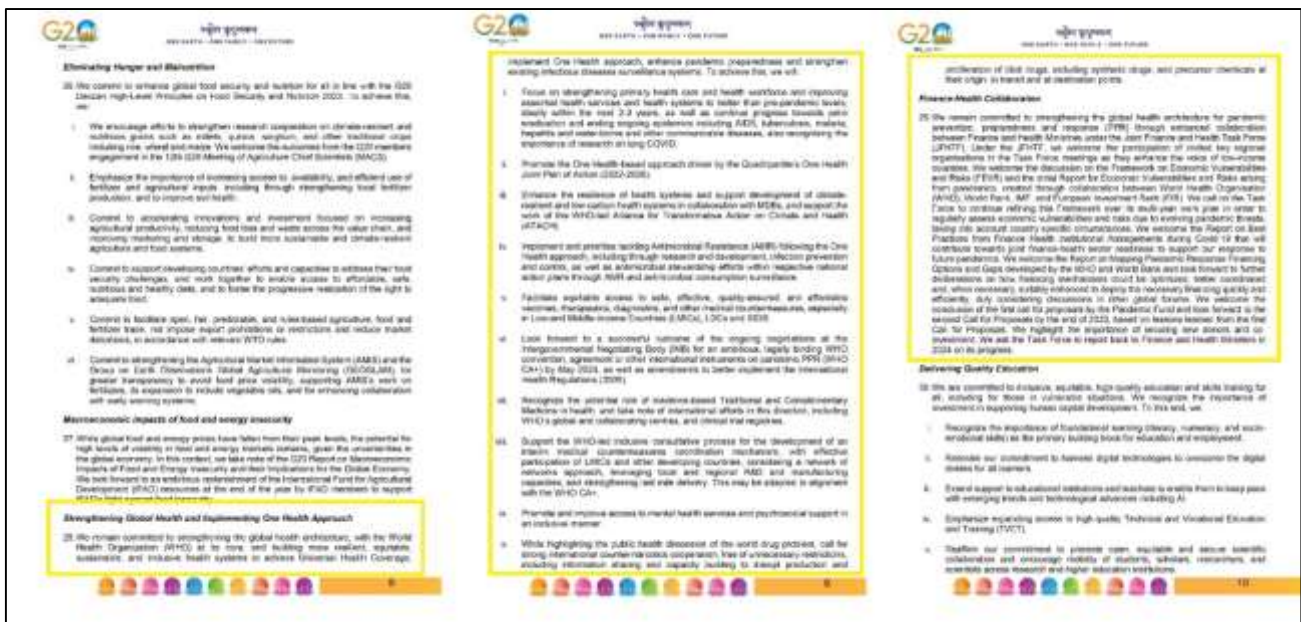


Figure 1 The G20 New Delhi Leaders Declaration document's Health Component

2. Literature Review

The study, 'A content analysis of newspaper coverage of health issues in Nigeria,' analyzed the media portrayal of health-related topics in Nigeria as depicted in newspapers. The study conducted a content analysis of the two Nigerian newspapers, Daily Trust and Daily Sun, focusing on their coverage of health-related topics inside the country. The objective of this

study was to ascertain the degree to which the two newspapers provide a range on matters related to Health. The study aimed to verify the degree to which the Daily Trust and Daily Sun newspapers, among other objectives, fulfilled their respective purposes. Explored were matters about Health and the degree of attention allocated to health-related concerns. The agenda-setting theory is a theoretical framework that examines the influence of media in shaping the public's perception and prioritization of issues. It posits that media has the power. The present study employs a content analysis methodology. Indicate that the newspapers provided coverage on matters pertaining to rural Health. Demonstrate that the extent of coverage was comparatively limited (9).

The study, titled, 'The media and access issues: content analysis of Canadian newspaper coverage of health policy decisions' discussed that the research has shown that media affects policymaking and healthcare information. According to research, Canadian media coverage often prioritizes and magnifies certain aspects of major health issues. The researcher hypothesises that Canadian media discourse on healthcare access, infrequent disease medicines and technology would mostly show sympathy for patients. Thus, this would promote a public discourse that favours healthcare access expansion despite inconclusive evidence of its efficacy. A content analysis of 530 news stories about health drugs and technology tested this idea. These pieces came from 15 major Canadian newspapers during ten years. The analysis focused on the stories' views and arguments, precisely the reasons and justifications for or against the access issue. The research found that 77.4% of news media coverage supported healthcare financing and accessibility. People worried most about uncommon diseases and orphan drugs 22.6% of the time. Patient perspectives dominated 42.3% of articles. Most articles—96.8%—promoted healthcare access. Only 33.6% of talks raised questions or worries about greater access (10).

The study, titled, 'South African Newspaper Coverage of COVID-19: A Content Analysis' discussed that the global coronavirus pandemic resulted in an unparalleled level of media attention, both on a worldwide scale and specifically within South Africa. The paper examined the coverage of the COVID-19 pandemic by major print media in the context of the crisis. The news media assumed a crucial role in disseminating information to the public during health emergencies and was capacitated to influence citizens' perceptions of the Pandemic. Based on a comprehensive examination of 681 front-page news articles from eleven English-language publications revealed that close to 50% of the stories employed an alarmist narrative, over 50% of the stories had a negative tone and the majority of the publications reported in an episodic rather than thematic approach. Most of the narratives were around the ramifications of the epidemic and exhibited a notable propensity towards sensationalism. Furthermore, despite the sensationalist and pessimistic tone of the news coverage, most of the prominently featured articles on the front page failed to offer guidance on mitigating the transmission of the virus or addressing the dissemination of false information about the Pandemic. The present study demonstrated that the portrayal of COVID-19 in South African newspapers was predominantly pessimistic, potentially driven by the need to capture public interest and enhance market dominance. However, this sensational reporting limited the potential for individuals to exercise their agency and self-efficacy in effectively managing the challenges posed by the Pandemic (11).

3. Methods and Material

A cross-sectional study was conducted in Delhi-NCR for four days during the G20 India Presidency, starting from September 9 to 10, also including dates 11 and 12 among the locally published most popular daily English newspapers. 7 English newspapers were selected and collected from the news vendor. These newspapers include Times of India, Hindustan Times and Economic Times as highly circulated according to the Audit Bureau of Circulations[[http://www.auditbureau.org/files/JD%202022%20Highest%20Circulated%20\(across%20languages\).pdf](http://www.auditbureau.org/files/JD%202022%20Highest%20Circulated%20(across%20languages).pdf)]. The other four English dailies include The Hindu, The Indian Express, Millennium Post and Tribune. The G20 Event was held on September 9th and 10th; newspaper coverage of day's events will be published on the 10th and 11th. A day before and a day after has also been included for the study to have a more comprehensive coverage.

This year's G20 agenda also included working towards coordinating collective action against global health concerns. However, Health would be a secondary issue for the topic of discussion. This study thoroughly screened if these 7 newspapers have covered any health-related news focusing on resilient healthcare, which was a part of the G20 India declaration. In a way how much worth/importance media has given to Health, though other issues, such as global warming, and climate change, get prioritized. But Health is one factor related to all human beings, and its impact is direct, as it is the greatest asset.

The search was done using keywords "Health" and "Healthcare" in all the coverage of G20 in these seven newspapers and were entered one by one in the scheduled proforma for analysis.

The Performa contains the following variables: number of publications of health articles; treatment of articles – news article/ feature article/oped/letter etc.; page of the publication; origin-wire agency, news service, staff or guest; positioning of the article- full page, centre, top-right, top left etc. Categorizations include Health and Healthcare related news. The data was analyzed in excel as limited news reports about Health were published in the newspapers.

4. Results

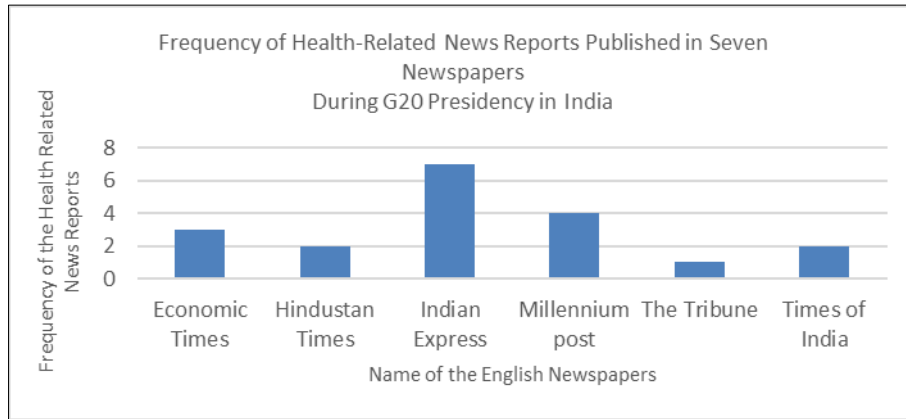


Figure 2 Frequency of Health-Related News Reports Published in Seven Newspapers During G20 Presidency in India

From figure 2. it is evident that during the reporting period, seven news were published in the Indian Express, four in the Millennium Post, three in the Economic Times, two in Times of India and Hindustan Times, and one in Tribune.

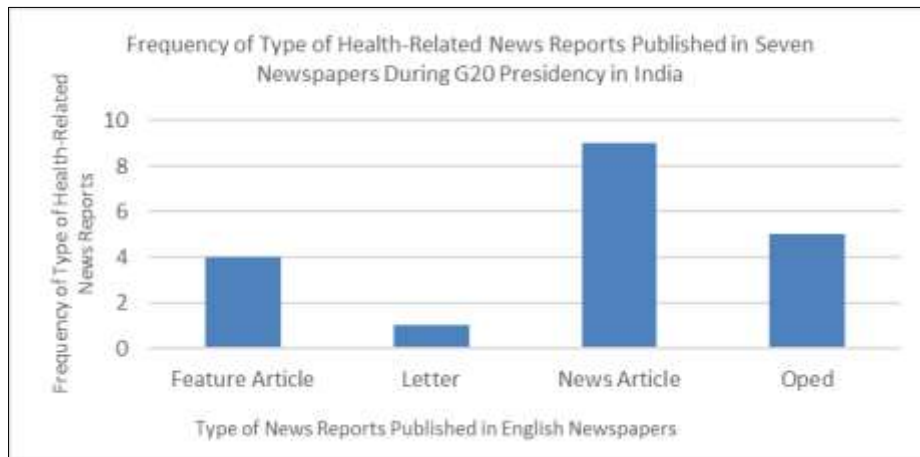


Figure 3 Frequency of Type of Health-Related News Reports Published in Seven Newspapers During G20 Presidency in India

From figure 3. it is evident that during the reporting period, nine were news articles, which mentioned the word health it, five were Oped, with four exclusively discussing healthcare, four as feature articles and one letter.

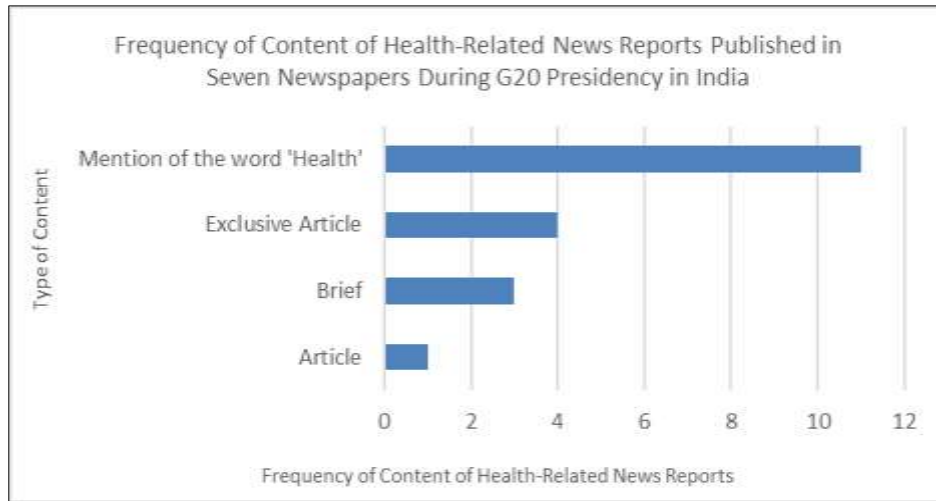


Figure 4 Frequency of Content of Health-Related News Reports Published in Seven Newspapers During G20 Presidency in India

From the above figure 4, it is evident that 12 news reports covering G20 India presidency mentioned health word as part of other issues discussed during the reporting period. Four were exclusive articles on Health. Three news reports briefly carried information on Health.

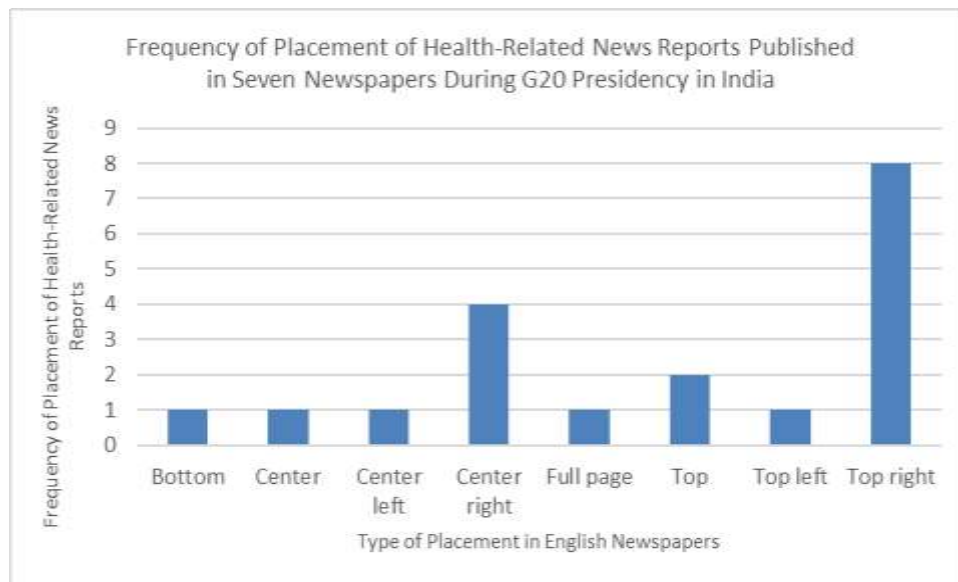


Figure 5 Frequency of Placement of Health-Related News Reports Published in Seven Newspapers During G20 Presidency in India

From the figure 5, it is evident that during the reporting period, eight news reports i.e., were placed in the top-right corner of the page, followed by four at the center right.

4.1. Content Analysis of the four exclusive news related to the healthcare component of the G20 New Delhi Leaders Declaration published in two newspapers is as under-

Agents of global well-being

G20 countries must find ways to share good practices for overcoming the health challenges faced by women, children, and adolescents



**AMITABH KANT,
HELEN CLARK**

INVESTING IN THE health of women, children, and adolescents is critical to sustainable economic growth globally. Every year, across all G20 countries, nearly two million preventable deaths occur among mothers, newborns, children, and adolescents — this includes stillbirths. In recent years, the key drivers of these negative outcomes have included the “four Cs”: Covid-19, conflict, climate change, and the cost of living crisis. These factors have combined to inflict immense damage on the health and well-being of women, children, and adolescents. Systemic discrimination and an increase in extreme weather events, food insecurity, and poverty are major causes of the lack of progress in women’s, children’s, and adolescents’ health. In 2000, the climate emergency was already responsible for more than 150,000 deaths worldwide and an increasing global burden of disease, 88 per cent of which fell on children. It is estimated that 80 per cent of people displaced by the climate emergency are women, largely due to economic and social disparities between genders.

Such inequalities, environmental damage, and loss of human life and capital are profoundly distressing. As a result, women are negatively impacted, exacerbating the “feminisation of poverty”. Throughout the world, women continue to earn less than men, even when accounting for similar education levels.

The G20 countries are home to two-thirds of the global population and the actions they take collectively have a global scale. The G20 must act now to improve the health of women, children, and adolescents and tackle preventable loss of life. India currently holds the G20 presidency and is committed to achieving universal health coverage and improving healthcare service delivery globally. For example, India has proposed several initiatives for digital health solutions as part of a digital strategy launched in 2021. These digital tools enabled the registration of a billion people in order to monitor immunisation coverage, and the administration of more than 1.78 billion doses of the covid-19 vaccine. India has also proposed initiatives on the climate-health nexus, given the ongoing impacts of the climate crisis on public health, and on efforts towards better pandemic preparedness and response. It is important to ensure that these initiatives are gender- and age-sensitive — for instance, through prioritising women-centric digital health services.

Cooperation across countries is critical for sharing good practices and addressing shared challenges. For example, effective adaptation to climate change requires both systemic approaches and, for countries to support each other’s efforts in raising financial resources and building technological capacities through South-South and North-South cooperation. G20 countries must also take more substantial action to overcome the health and well-being challenges faced by women, children, and adolescents.

First, G20 countries must prioritise increased cross-cutting financing to strengthen health systems, enhance access to essential health services, and address the social determinants of health, such as poverty and gender inequality. Investments in physical and digital infrastructure through a gender lens could reduce the burden of unpaid work, improve wellbeing, create jobs, increase labour force participation, reduce the digital gender gap, bolster productivity, and foster economic growth.

Second, numerous countries are struggling to maintain pre-pandemic levels of health spending. That is affecting women’s, children’s, and adolescents’ health worldwide. Global efforts are required to help countries strengthen their health systems by attracting more development assistance for health and finding sustainable solutions to alleviate debt burdens. The G20 must advocate for this.

Thirdly, we need robust data systems to monitor and implement policies and programmes effectively. Given that G20 countries account for approximately 85 per cent of the global GDP, two-thirds of the global population and carry significant political influence, they are well positioned to advance research and the development of new and improved health technologies and vaccines. When investing in these areas and making decisions, it is essential to meaningfully engage women, children, and adolescents.

Fourth, investing in the early years of childhood is vitally important, including in family-friendly policies and universal social protection. Such investments can boost cognitive capital — the complete set of intellectual skills, primarily nurtured prenatally and in early childhood, that determines human capabilities — leading to inclusive economic growth. Tackling youth unemployment across the G20 requires developing adolescents’ skills, such as digital literacy, and building technology-driven and environmentally conscious growth.

The G20 must prioritise the health and well-being of women, children, and adolescents by making it a permanent fixture on its agenda for action. That requires dedicated, enhanced, and sustained financing, as well as more global coordination and solidarity so that no woman, child, adolescent, or country is left behind.

The health and well-being of women, children and adolescents are essential for sustainable economic growth worldwide. This cannot be optimised without strong G20 leadership.

Kant is India’s G20 Sherpa, representing the country at the G20. He has previously served as the CEO of NITI Aayog. Clark is the Chair of the PMNCH Board and a former Prime Minister of New Zealand.

Figure 6 News Report – Agents of Global Well-Being published in the Indian Express on Saturday, September 9, 2023

The Oped titled 'Agents of global well-being' was published in the English daily -The Indian Express on September 9, 2023, on page 11 on the top-right and by the G20 Indian Sherpa Mr Amitabh Kant and Ms Helen Clark, Chair of the PMNCH Board and a former Prime Minister of New Zealand. The Oped details the health component of the G20 New Delhi declaration. Highlighting that G20 countries must prioritize increased cross-cutting financing to strengthen health systems and enhance access to essential health systems with a focussed approach to the well-being of women, children and adolescents. And address the social determinants of Health such as poverty and gender inequality.



Figure 7 News Report – Health declaration: Focus on healthcare, long COVID research published in the Indian Express on Saturday, September 9, 2023

The news report 'Health declaration: Focus on Healthcare, long COVID research' was published in the English daily -The Indian Express, on September 10, 2023, on page 9 in the centre-right and by Anonna Dutt.

The article states a legally binding convention of agreement on pandemic prevention, preparedness and response. The declaration commits to strengthening the global health architecture to build more resilient, equitable, sustainable and inclusive health systems, with the WHO at its core.



Figure 8 News Report – G20 Statement on Health: India's 3 priorities, digital push published in the Indian Express on Monday, September 11, 2023

The news report 'G20 statement on health: India's 3 priorities, digital push' was published in the English daily -The Indian Express, on September 11, 2023, on page 14 at the top and by Anonna Dutt. The feature article discusses in detail the health priorities of the G20 presidency, which is mentioned in the G20 New Delhi Declaration released on September 9, 2023. The priorities included building resilient systems for health emergency prevention, preparedness and response. Strengthening cooperation in the pharmaceutical sector focusing on equitable availability and access to vaccines, diagnostics, and therapeutics during a pandemic. Creating a platform for sharing digital health innovations and solutions to ensure better and universal health coverage. The writer discussed the series of activities that happened over the year under the health track. Critically, it debated the interim medical countermeasure platform and why some delegates opposed it. G20 presidency also pushed for integrating traditional medicine practice with modern medicine.



Figure 9 News Report – G20 leaders call for achieving universal health coverage published in the Millennium Post on Tuesday, September 12, 2023

The news report 'G20 leaders call for achieving universal health coverage' was published in the English daily - Millennium Post on September 12, 2023, on page 6 on the top-right and by the correspondent. The article is thematic and discusses varied facts in order.

5. Discussion

Most Newspapers didn't give due importance to Health, one agenda of the G20 Delhi declaration, though the Pandemic has been a grave reason for the world coming together. The world became one family utmost when fighting the "common enemy". Ban Ki-moon once said that the coronavirus crisis should **unite world leaders to help vulnerable** populations and plan future pandemics. The world understands that the effects of long-term COVID tend to be more insidious than dramatic. It has to be dealt with as many populations develop persistent health issues after the acute disease stage.

Our country's media is well aware that the Indian government could command respect to such an extent because of its humanitarian initiative, Vaccine Maitri ("Vaccine Friendship"), to provide COVID-19 vaccines to approximately 98 countries worldwide.

Seven newspapers for four days were minutely studied, trying their best to avoid human error. In total, 28 papers were well examined, in fact, through a lens view that under G20 news coverage, which had almost taken 70% of space, is the world's Health mentioned.

Most newspapers, including national dailies, except Indian Express, have just mentioned the word health as a part of the declaration. Along with other issues, the word is only included in the article and mostly in the concluding part of the Delhi declaration giveaways. The grave issue has been simply ignored.

Indian Express understanding the value of Health in today's world and a significant factor of World leaders coming together under one roof after fighting a "common enemy" has given quite worthy reads and a holistic view to the subject.

Readers generally opt for one or two newspapers, and those not reading Indian Express would not know that the New Delhi declaration has given a full page of how the countries will come together to tackle Health.

6. Conclusion

Newspapers can effectively promote health awareness on several subjects. Newspapers have garnered a significant global readership and have served as a persistent medium for the distribution of written information, owing to its availability in numerous languages and accessibility to varied populations. One potential method for substantially improving public health education involves distributing scholarly articles that address various subjects. These topics encompass, but are not restricted to, hygiene, immunization, sanitation, population management, environmental pollution mitigation, communicable disease prevention, deficiency disease prevention, etc. Thus, the onus increases more on the newspapers to report on the health outcomes of the G20 Presidency discussions held in India in September 2023.

Compliance with ethical standards

Disclosure of conflict of interest


No conflict of interest to be disclosed.

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Author's short biography

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	<p>Goldie Kasturia is a Founder of Takhte Writers & Publishers & VOV. She is an author, educationist and prolific literary writer and trainer, who has held sessions on tales, play and poetry. And instructed above 1000 budding writers of varying ages. She has been appointed as Guru under the Guru-Shishya scholarship scheme of CCRT for creative writing. National Book Trust invited her to conduct a session on creative and story writing at World Book Fair 2023, New Delhi. Her co-authored book 'Artists of India: Modern & Contemporary Art' with Shivani Kasturia has been appreciated by the former Honourable Vice President of India, Hon'ble Chief Minister of Gujarat and Uttarakhand and the Ministry of Culture, Government of India. NBT has shortlisted the book for International Book Fairs and Exhibitions held in Abu Dhabi, Beijing, Cairo, Mexico, and Sharjah. Goldie holds a Master's degree in English Literature from Delhi University. She has done a professional course in Art Writing from Sotheby's Institute of Art, New York. She was awarded Sr. Fellowship from the Ministry of Culture, GoI.</p>