

**THE ROLE OF MEDIA FOR SUSTAINABLE DEVELOPMENT THROUGH  
FINANCIAL AND SCIENCE JOURNALISM IN INDIA IN THE  
LAST DECADE: A COMPARATIVE STUDY**

**RATUL DATTA<sup>1</sup> & TAPATI BASU<sup>2</sup>**

<sup>1</sup>*Ph.D. Research Scholar, Department of Journalism and Mass Communication,  
University of Calcutta, College Street, Kolkata, West Bengal, India*

<sup>2</sup>*Professor, Department of Journalism and Mass Communication,  
University of Calcutta, Senate House, College Street, Kolkata, West Bengal, India*

**ABSTRACT**

*The chief objective of this research is to investigate the requirement for a pedagogic study and its relevance in the current scenario of financial and science journalism in Indian newspaper media houses over the last decade. Both fields of journalism are essential for sustainable development. Science journalism is on the decline in most developing countries. However, the actual ground conditions of this scenario need to be unearthed. In this research, 16 metro cities were included, which were Delhi, Kolkata, Mumbai, Chennai, Ahmadabad, Chandigarh, Ranchi, Guwahati, Shillong, Hyderabad, Bhopal, Jaipur, Bangalore, Visakhapatnam, Nagpur and Bhubaneswar. The study period was from 2001 to 2010. The following newspapers were chosen as relevant to that particular city: Daily News and Analysis (DNA) for Mumbai and Ahmadabad, The Telegraph for Kolkata and Bhubaneswar, Hindustan Times for Delhi and Ranchi, Assam Tribune for Guwahati and Shillong, The Hindu for the cities Chennai and Hyderabad, The Indian Express for Chandigarh and Nagpur, Deccan Herald for Bangalore and Visakhapatnam, and The Times of India for Bhopal and Jaipur. Based on the diverse research questions, it could be verified that most newspaper houses favored financial news than science news, and allotted more space for financial news. In fact, science journalists were not even regularly recruited. Science supplements are very rare than financial supplements, even in a year. This exhaustive research highlights the imperative requirement for emphasis on science journalism along with financial journalism. A collective attentive to science and financial journalism is crucial for better sustainable development.*

**KEYWORDS:** *Pedagogic, Financial Communication, Science Communication, Media & Sustainable Development*

**Received:** Jan 13, 2017; **Accepted:** Feb 14, 2017; **Published:** Mar 10, 2017; **Paper Id.:** JCMSJUN20171