

ORAL HEALTH INFORMATION IN TAMIL NEWSPAPERS: A CONTENT ANALYSIS STUDY

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ABSTRACT

Background

Mass media has been considered as an important source of health information to the general public. Among the mass media, newspapers provide a variety of information to a broad range of age groups, with wide regional coverage, both in urban and rural areas.

Aim and Objective

The aim was to assess the quantity and quality of oral health information in leading 2 Tamil newspapers published in Chennai city, Tamilnadu.

Materials and Methods

A cross sectional descriptive survey was done for a period of one year from January 1st 2014 to December 31st of 2014 in two leading Tamil newspapers, namely Dinamalar, Dinathanthi. Oral health content was retrieved from these newspapers with appropriate key words. Level score index was used for the overall qualitative analysis of all information. In this regard, descriptive statistics was computed.

Results

Oral health information in the articles published by the Tamil newspapers in the year of 2014 was 23. In which 8% articles were on dental caries, 8% with periodontal diseases, 4% with oral cancer, 28% with general oral health awareness, and 52% with miscellaneous including Oral ulcer, dry mucosa, Ectodermal dysplasia, papillon lefere syndrome, cleft palate, and Dentist license cancellation. About 65.2% of the published articles in these newspapers provided accurate quality of oral health information.

Conclusions

It can be concluded from the survey that articles on oral health in the newspapers have been infrequently published and haven't adequately covered all the oral diseases. Accuracy related to oral health information has to be improved.

KEYWORDS: Oral Health Information In Tamil Newspapers, Dinamalar, Dinathanthi, Ectodermal Dysplasia, Papillon Lefere Syndrome, cleft Palate, and Dentist License