Journal of Media, Culture and Communication
Vol: 05, No. 02, July-Dec 2025
ISSN: 2799-1245, DOI: 10.55529/jmcc.52.12.21

Research Paper

Print media coverage on health issues: an analysis on the local dailies of rangpur, bangladesh

Md. Rahmatullah
Assistant Professor, Department of Mass Communication and Journalism, Begum Rokeya University, Rangpur, Rangpur-5400, Bangladesh.

Article Info

Article History:
Received: 04 August 2025
Revised: 28 September 2025
Accepted: 26 October 2025
Published: 24 November 2025

Keywords:
Health
Coverage
Local Dailies
Rangpur
Bangladesh

ABSTRACT

Health is considered as a prerequisite for sustainable development in Bangladesh. But it has engulfed with numerous challenges and difficulties. Mass media especially newspaper has significant responsibility in health message dissemination and activity based awareness creation among the people. That's why; this study aims at revealing the real scenario of local newspaper coverage on health issues in the study area. Mixed method approach has been applied to the study. Two dailies of Rangpur The Daily Juger Alo (DJA) and The Dabanol (DD) have been purposively selected considering circulation, availability and social acceptance. The study time is one year (FY 2023-24) and total number of unit 104, 52 units of each daily (One unit per week). Primary data has been collected through content analysis and observation method. Collected data has been processed, analyzed and presented through Microsoft excel. Then Descriptive analysis has been applied in the discussion. Both dailies provided a very limited coverage towards health news. DJA published 102 (2.57%) health news among 3,960 news and DD published 56 (3.02%) health news among 1,855 news during the study period. They published the news mainly in inner page positioning upper folder. They published mainly normal news ignoring the diversity of news and solution oriented journalism. Both dailies were almost reluctant to emphasize the health issue during the time. A responsible and participatory engagement based approach is needed to ensure effective health coverage in the newspapers of Bangladesh.

Corresponding Author:
Md. Rahmatullah
Assistant Professor, Department of Mass Communication and Journalism, Begum Rokeya University, Rangpur, Rangpur-5400, Bangladesh.
Email: rahmat.mcj@brur.ac.bd

Copyright © 2025 The Author(s). This is an open access article distributed under the Creative Commons Attribution License, (http://creativecommons.org/licenses/by/4.0/) which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

1. INTRODUCTION

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity [1]. It is a fundamental and prerequisite element for the development across the globe. But today's world faces more and more health problems such as poor health systems, mental health crises, reproductive and sexual health, malnutrition and food safety, diabetes, cancer, environmental pollution, substance abuse, infectious diseases, and climate change. Bangladesh is a densely populated country with 175 million populations [2] it has become a powerful force in the world in recent time.

It has made some tremendous development in health sector ensuring vaccination program, mitigating black fever and expanding vertical health program for all. But it has still burdened with numerous problems in ensuring universal health coverage, health security and public engagement. Majority of people don't have enough information, awareness and interest in effective health mechanism in Bangladesh. Moreover, health system is mostly revolved with corruption, malpractice, manpower crisis and mismanagement in the country where some health officials are also reluctant to provide services to the public.

Mass Media especially newspaper is considered as a powerful tool for disseminating health related information, service, method and ideal practice among the public. It ensures health literacy through information and education [3]. Various studies revealed that print media plays vital role in health message dissemination and effective behavior among the majority people in Bangladesh. Local newspaper can play more effective role in this regard. It can publish diversified news, editorial, expert column, box story, picture based story on the health issues focusing the area. It can provide special focus and treatment towards the issues through solution based story to ensure sustainable health mechanism. This study has tried to identify the role and contribution of the selected local dailies in health sector in the Rangpur region.

It can contribute to the betterment of health sector in the research area through media based mechanism in public engagement and ideal health practices. Though Bangladesh has made some significant improvement in health sector (example- reduction of maternal and child mortality rate), but it is still surrounded by numerous loops and crisis. Reports show that it got score 52 out of 100 in ensuring universal health care service which needs to get 80 by 2030. Each person bears 68.5% health costs that should decrease to 30%. Moreover, It got 35.5 score in global health security index positioning 95 among 195 countries in 2021. It got the lowest 30.8 score in health inclusiveness index among 40 counties in the world [4].

Health authority, official and citizen expect that media should play a crucial role in this regard. Even, Rangpur is a city of health mechanism in the northern region of Bangladesh. But it has huge backwardness in the health sector in the study area. Various study show that mainstream media provide less attention towards the effective health reporting. Local dailies can play significant role in this context. This study has planned to examine the local media coverage on health issues in the local newspapers of Rangpur city. It can add new dimension in the research area focusing local media and sustainable health mechanism in Rangpur situating the northern region of Bangladesh.

2. RELATED WORK

Mass media is considered as a potential tool for influencing health behavior and perceptions across the globe. Health reporters always try to ensure balance in news focusing independent doctors. Trained reporter can contribute greatly in sound coverage on health issues. Effective health reporting and management of regular activities is crucial in an ideal media system and environment for health issue [5]. Almost 18% health news is inappropriate. Poor knowledge, low motivation and context based barriers are the main obstacles for qualitative health news [6]. It's an effective tool for health advocacy and evidence based primary health promotion. Only 8.3% news is on the main focus among the selected stories focusing various arrangements and diseases likely infectious diseases (55.5%) and non- infectious diseases (21.4%) without any systematic review [7]. Print media coverage can play significant role in shaping public health perception in Bangladesh. But health is considered as a low interested issue in the media focusing only disease based straight reporting and management [8].

Local media are crucial for influencing public opinion and policy. But the local dailies ignore the diversity in covering the health issue focusing mainly individual frame on cancer and other issue [9]. Newspaper is a crucial potential for creating health awareness focusing hygiene, immunization, pollution and communicable disease. But local dailies significantly focused on injury or event based report publishing mostly in inner page with small size story [10]. Media always try to disseminate health information through modern mechanism. But most of the health journalists have lack of knowledge and special training on the reporting. The majority of journalists (65%) have no special training, 35% are unable to understand health issue and knowledge on medical terminology (59%) is moderate low [11].

Health related advertising has become a major tool for community awareness and practice. The main contents of the advertising are importance of milk, proper garbage disposal, underground water conservation, health insurance and coverage for workers etc. It focuses on the only the product ignoring public awareness on health issues [12].

Newspaper plays prominent role in spreading health awareness during the Covid-19 time. It publishes health related news in front, back and inner page with special issues to motivate the public [13]. Print media health coverage is the prime attraction of the researchers. It follows on episodic framing ignoring explanation and solutions regarding health disparities. Various pressure, ownership and poor management hamper media intervention towards effective health reporting [14]. Health journalism can influence public influence disseminating health information. But it has engulfed with misinformation, sensationalism, personal speculations, fake news and rumor, lack of privacy and transparency etc. A combined mechanism with science degree should be ensured to the journalists for ensuring effective health coverage [15].

Media is an important source of health related information for all. Almost 44% health report is in positive tone, 27% relates to malpractice while 49.9% report is questionable. Only 26.1% journalists have got training while 78.3% don't get the opportunity. Even 73.9% journalists don't have clear understanding on medical technology, ethics 95.7% and relevant laws 91.3%. It leads to misjudgment into health reporting [16]. It is a unified platform for public health communication, education and guideline. Almost 26.7% news stories are on oral health and 73.3% is on general health; while 38.9% of oral health stories publish during prime time [17].

News media plays critical role in disseminating accurate and objective information during covid time. Corruption, mismanagement and unskilled authority have shocked public trust over health sector. It leads to negative public response towards healthy action [18]. Media ensure relevant, timely and actionable coverage for public engagement in health issue. But only 18.8% health coverage is on actionable while 40% is misleading and 1.9% is on equity issue. It regularly focuses on WHO update and 67% sources are credible. It should focus on action oriented reporting for response, prevention and treatment ignoring the spread of misinformation [19].

Media is a major source of health information and update mechanism for the public. But it has ignored the challenge and real time barriers during covid 19. Solution journalism can be a way for effectiveness [20]. People use media for getting health related information. Almost 70% are satisfied with TV while 24% in print media [21]. Data is crucial in facilitating public trust and engagement in health issue. But data depended health reporting is very low in Bangladesh. Only 24 stories are data driven among 736 news focusing urban area, government sources and absence of OCR. Integrated training, technical skills and combined approach in academic sector should be ensured for effective data driven health stories [22]. Print media can influence health policy debate, concerns and good practices considering accuracy, bias and depth reporting, social settings and media literacy. Combination of psychology, public health and communication studies is required in planning and evidence based health communication [23].

Print media plays a pivotal role in public health communication. It is considered as a vital medium for spreading awareness and encouraging healthy behavior following digital mechanism and economic constraints. But technological advancement, media landscape and content dissemination are the main barriers in effective health reporting [24]. Media contributes greatly in health message dissemination on prevention, diagnosis, treatment and GO-NGO interventions. It varies in newspaper focusing environment and health issues mainly. It largely depends on expert opinion [25].

Local language based newspaper publish more health stories than English newspaper. Environmental and pollution, communicable disease and COVID are the major covered issues.

Comprehensive reporting on diverse topics with credible sources should be ensured for quality health coverage [26]. So, a number of study on the research issue has conducted in the world, but a very few in Bangladesh. Even, assessment on health news in the local dailies is almost ignored in those studies. Local daily can plays crucial role in awareness regarding health issues in an area. That's why, this study is significant one regarding the issue, time, place and treatment.

Objectives

The main objective of this study is to assess the overall coverage of health issues in the local dailies of Rangpur. Other objectives are given in the below-

1. To investigate the level of health coverage given the local dailies,
2. To identify the reported health issues in the dailies,
3. To find out the level of prominence given to health issues reported in the dailies (Nature of the story, Item, Placement (page, Space and Trends).

Theoretical Framework

This study has followed both issue attention cycle and agenda setting theory as theoretical framework. Mass media especially print media like newspapers have prominent influence on people regarding health mechanism. Assuming the statement that media or public don't put regular focus on a specific issue for a long time, ANTHONY DOWNS proposed a cycle 'issue-attention cycle' in 1972 referring the ups and downs of attention to health issue receives either from the public or from mass media [27]. This study has tried to identify the application of the cycle in the coverage of health related issues in the local newspapers of the research area. Moreover, agenda setting theory has been applied to find out the scenario whether the selective media tries to set any specific agenda regarding the issue in the study area.

3. METHODOLOGY

Both qualitative and quantitative method has been used in the study. Primary data has been collected through content analysis method and observation method to observe the treatment of the coverage. Two Local newspaper of Rangpur city has been selected performing purposive sample selection method focusing primarily on their highest circulation and availability namely The Daily Juger Alo (DJA) and The Dabanol (DD). The total number of newspapers is 104, 52 newspapers from each two newspaper have been selected publishing in fiscal year 2023-24 (01 July 2023 to 30 June 2024). The goal of analyzing the media content was to identify the accurate representation of a body or a message on the health issue. Finally, the findings have been presented in tables, graphs and descriptive analysis with statistics.

4. RESULTS AND DISCUSSION

4.1 Data Presentation and Discussion

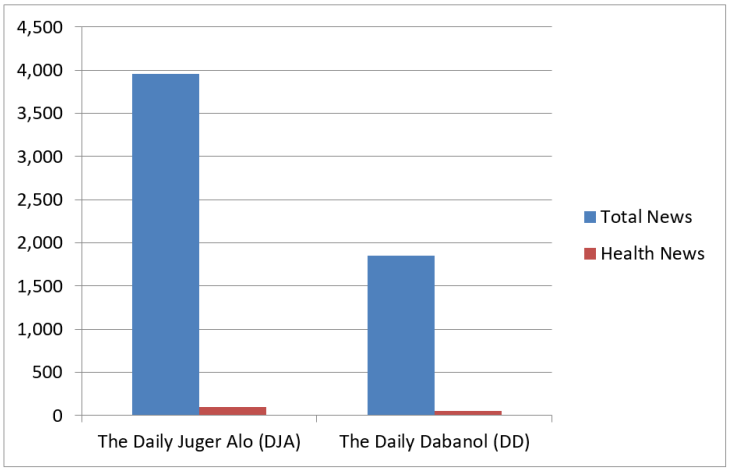


Figure 1. Total Coverage

As shown in Figure 1, the diagram reveals that the dailies made coverage of total 5,815 news stories during the time; DJA published 3,960 stories and DD published 1,855 stories. [28] However, DJA published 102 (2.57%) health news and DD published 56 (3.02%) stories. It shows that DD has published more health news than the DJA daily during the time.

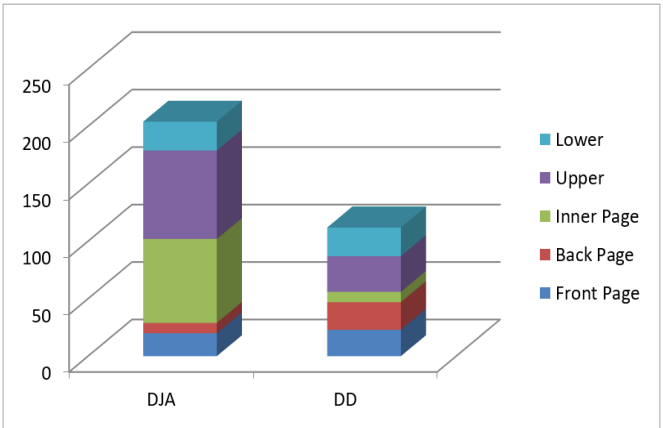


Figure 2. Positions of the Stories

As shown in Figure 2, the diagram identifies that DJA published most of the news at inner page 73 (71.57%), 20 (19.61%) front page and 9 (8.82%) back page while DD published mostly at back page 24 (42.86%), front page 23 (41.07%) and 9 (16.07%) for inner page. Moreover, DJA published most of the news at upper folder 77 (75.49%) with 25 (24.51%) news at lower; while DD also published most of the news at upper folder 31 (55.36%) with 25 (44.64%) news at lower folder [29].

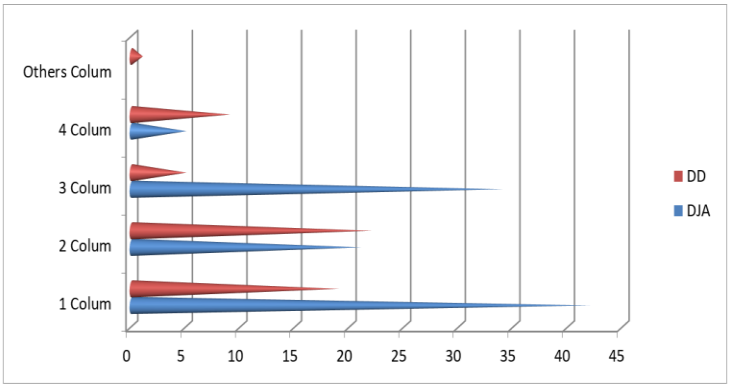


Figure 3. Placement of the Stories

As shown in Figure 3, the diagram states that DJA mostly focused on single column (42, 41.18%) and others likely triple column (34, 33.33%), double (21, 20.59) and fourth (5, 4.90%) for the health news. But DD has focused mostly on double column (22, 39.28%) and others are single (19, 33.93%), triple (5, 8.93%), fourth (9, 16.07%) and sixth (1, 1.78) for the health news. It constitutes a multi focus on column based health news of the local dailies [30].

Table 1. Patterns of the News

Newspaper	Straight Jacket News	Investigative	Interpret-Ative	Feature	Box News	Picture	Quotation
DJA	30 (29.41%)	5 (4.90%)	25 (24.51%)	29 (28.43%)	4 (3.92%)	41 (40.20%)	3 (2.94%)
DD	29 (51.78%)	10 (17.86%)	5 (8.93%)	2 (3.57%)	5 (8.93%)	27 (48.21%)	4 (7.14%)

As shown in Table 1, the table states that most of the news was straight jacket news and almost diversity less considering the absence of investigative, follow up, colorful news and quotation in the health news. [31] DJA published 30 news as just reporting while 29 for DD; DJA published only 5 investigative report and DD published only 10; DJA published 25 interpretative news, 29 features, 4 box stories while DD published 5 interpretative news, 2 features, 5 box stories. DJA published 41 news with pictures and 27 news for DD. Moreover, DJA used only 3 quotation and DD used 4 quotation in the health news.

Table 2. Categories of Health Issues

Issues	Number of News (Percentage)	
	DJA	DD
Health Management (HM)	12 (11.76%)	26 (46.42%)
Health Education & Protection (HEP)	41 (40.20%)	6 (10.71%)
Contagious Disease (CD)	2 (1.96%)	4 (7.14%)
Non- Contagious Disease (NCD)	5 (4.90%)	7 (12.50%)
Food & Nutrition (FN)	2 (1.96%)	
ENT Care (ENT)	3 (2.94%)	
Maternal & Child Care (MCC)	5 (4.90%)	1 (1.78%)
Skin & Hair Care (SHC)	3 (2.94%)	
Maltreatment (MT)		3 (5.36%)
Health & Environment (HE)	4 (3.92%)	4 (7.14%)
Dengue (D)	23 (22.55%)	2 (3.57)
Others	2 (1.96%)	3 (5.36%)

As shown in Table 2, the table states that both dailies made a diversified aspects focusing on various issues of health. The prime focus of DJA was on health education and protections-HEP (40.20%), While DD mostly focus on Health Management-HM (46.42%). Meanwhile, other focus of DJA were D (22.55%), HM (11.76%), NCD and MCC (4.90% for each), HE (3.92%), ENT and SHC (1.96% for each). But DD provided focus on NCD (12.50%), HEP (10.71%), CD & HE (7.14% for each), MT & others (5.36% for each) etc.

Table 3. News Areas and Editorial Perspective

Newspaper	Area			Editorial	Sub-editorial	Colume
	Rangpur	National	International			
DJA	16	80	6	2		20
DD	37	19		1	1	1

As shown in Table 3, the table refers that DJA published 16 news of Rangpur, 80 national and 6 international news of health news, while DD published 37 of Rangpur and 19 news stories of national respectively. Even, DJA published only 2 and DD 1 editorials on the issue. However, DD published only 1 sub-editorial. Even, DJA published 20 and DD published 1 column on the health news.

Table 4. Quarterly Coverage

Newspaper	Quarterly Health Coverage			
	January-March/2024	April-June/2024	July-September/2023	October-December/2023
DJA	29 (28.43%)	23 (22.55%)	28 (27.45%)	22 (21.57%)
DD	16 (28.57%)	19 (33.93%)	17 (30.36%)	4 (7.14%)

As shown in Table 4, the table demonstrates that both dailies published more health related news in 2024 than 2023 and last quarter got the least coverage. DJA published 28.43% in January-March and 22.55% in April- June; while DD published 28.57% & 33.93% during the time. Moreover, DJA published

27.45% in July-September and 21.57% in October-December; while DD published 30.36% and 7.14% respectively.

4.2 Descriptive Analysis

Normal Journalistic Approach

Health is a prime concerning issues in Bangladesh due to population size, sufferings and socio-economic insecurity. Media has a great responsibility in mitigating the risks and sufferings. Both dailies made a very low coverage of health issues (2.72%) using normal journalistic approach covering health related issues during the time. They used mostly straight jacket news (37.34%) mostly in inner page (51.90%) ignoring the balance, quotation, newest information and other qualitative approach with front and back page [32].

Limited Space and Treatment

Column and space of news provides indication of treatment and priority of media. Both dailies provided normal focus on publishing health news through mostly single column (38.61%) and very limited spaces. DJA gave only 2051.78 inches and DD gave 1202.35 inches to the health related issues. Moreover, both dailies 84 (53.16%) jump less health news that indicates the low treatment to the issue with only 9 box stories and 4 colorful news [33].

Usage of Picture and Caption

Picture is an effective tool for audience motivation and action. Picture based news can influence more than others. DJA published 40.20% picture based health news; While DD made 48.21% such news with single line caption. Both dailies published 43.04% picture based health news during the period. But the picture quality was very low, pale and small in size with simple caption. Most of the picture and caption was in almost same patterns and structures.

Absence of Diversity

Diversity plays a significant role in effective presentation and qualitative news coverage. It ensures proper message dissemination and audience engagement. Both dailies mostly ignored diversity in covering health related issues during the time considering total coverage, position, place and space, issue and nature, title and structure, source and tendency etc. The research area, Rangpur, is burdened with various health problems and issues. But it was considered as a normal issue and just for a news item to the dailies during the time ignoring the diversity and effectiveness.

Inappropriate Focus on Health Issues

Effective health issues encompass a wide range of challenges, including mental health, health equity, personnel shortages and specific diseases like cancer, diabetes, and cardiovascular disease, patient safety, reproductive health, and addressing issues like substance abuse and pollution. Both dailies mainly focused on health management, health education and protection, dengue, contagious-non contagious diseases etc. ignoring treatment, medicine management, patient status, corruption, new methods following simple news and stories.

5. CONCLUSION

Modern world has achieved significant development through ICT based mechanism in recent years. But it has also started to face some serious problems like environment, health, economic crisis etc. Modern mechanism sometimes becomes fail to response timely. Health has become a major concerning issue across the globe. People are mostly depends on mass media for health information, method and mechanism. Mass media especially print media plays a significant role in this regard. It continues to play a significant role in public health by disseminating health information, raising awareness about diseases, and promoting healthy behaviors. Local newspaper is considered as a cornerstone in creating awareness

among the marginal people in a country. That's why; this study has conducted to identify the real scenario of health news coverage in local dailies of Rangpur, Bangladesh.

This study has stated that both dailies made a little coverage to the health issues considering unit, placement, position and treatment. Among the dailies, DJA made 2.57% and DD made 3.02% news coverage to health news positioning mostly inner page and upper fold during the study period. They followed mainly straight news story ignoring the diversity of news and deep investigation, follow up and feature stories following single and double column. They made usage of picture in 43.04% news story with structured and narrow caption ignoring quality and proper focus. They published only a very few column avoiding editorial, op-ed and interpretative news. They also ignored awareness, motivation and action oriented health news with the health problems of Rangpur division. So, media should focus on the health problems of the area with diversity and proper treatment through solution based coverage. A combined approach among journalists, health professionals, public and media owners through accountability and responsibility should be applied to ensure effective health coverage in the daily newspapers. They should focus on solution oriented reporting and public engagement mechanism to mitigate the health problems in the study area. Future study should provide more focus on the number of newspapers, unit and time with public participation.

Acknowledgments

The authors have no specific acknowledgments to make for this research.

Funding Information

This research work was approved and financially supported by Begum Rokeya University, Rangpur, Bangladesh.

Author Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	O	E	Vi	Su	P	Fu
Md. Rahmatullah	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

C : **C**onceptualization
M : **M**ethodology
So : **So**ftware
Va : **Va**lidation
Fo : **Fo**rmal analysis
I : **I**nvestigation
R : **R**esources
D : **D**ata Curation
O : Writing - **O**riginal Draft
E : Writing - Review & **E**diting
Vi : **Vi**sualization
Su : **Su**pervision
P : **P**roject administration
Fu : **Fu**nding acquisition

Conflict of Interest Statement

Author declares that there is no conflict of interest regarding the publication of this paper.

Informed Consent

Not applicable. This study did not involve with any human objects, personal data and interviews.

Ethical Approval

Not applicable. This study did not involve with any human or animal requiring institutional approval.

Data Availability

The data that support the findings of this study are available from the corresponding author. It can be provided upon reasonable request.

REFERENCES

[1] T. Schramme, 'Health as complete well-being: The WHO definition and beyond', Public Health Ethics, vol. 16, no. 3, pp. 210-218, Nov. 2023. doi.org/10.1093/phe/phad017

[2] Worldometer (2025). Retrieved from https://www.worldometers.info/world-population/bangladesh-population/ dated on August 08, 2025

[3] M. H. Saei, S. Valadi, K. Karimi, and M. Khammarnia, 'The role of mass media communication in public health: The impact of Islamic Republic of Iran broadcasting health channel on health literacy and health behaviors', Med. J. Islam. Repub. Iran, vol. 35, p. 54, Apr. 2021. doi.org/10.47176/mjiri.35.54

[4] Hamid, S.A. (2024). Retrieved from https://www.prothomalo.com/opinion/column/cnktssterv dated on August 08, 2025

[5] J. Leask, C. Hooker, and C. King, 'Media coverage of health issues and how to work more effectively with journalists: a qualitative study', BMC Public Health, vol. 10, no. 1, p. 535, Sept. 2010. doi.org/10.1186/1471-2458-10-535

[6] M. Ashorkhani, J. Gholami, K. Maleki, S. Nedjat, J. Mortazavi, and R. Majdzadeh, 'Quality of health news disseminated in the print media in developing countries: a case study in Iran', BMC Public Health, vol. 12, no. 1, p. 627, Aug. 2012. doi.org/10.1186/1471-2458-12-627

[7] O. Akintola, J. N. Lavis, and R. Hoskins, 'Print media coverage of primary healthcare and related research evidence in South Africa', Health Res. Policy Syst., vol. 13, no. 1, p. 68, Nov. 2015. doi.org/10.1186/s12961-015-0051-6

[8] M. K. Khan, 'Coverage of health issues in national newspapers of Bangladesh'. Unpublished, 2018.

[9] R. H. Nagler, C. A. Bigman, S. Ramanadhan, D. Ramamurthi, and K. Viswanath, 'Prevalence and framing of health disparities in local print news: Implications for multilevel interventions to address cancer inequalities', Cancer Epidemiol. Biomarkers Prev., vol. 25, no. 4, pp. 603-612, Apr. 2016. doi.org/10.1158/1055-9965.EPI-15-1247

[10] Paul, Sourabh, and Akoijam Brogen Singh. 'Coverage of Health-Related Articles in Major Local Newspapers of Manipur'. Journal of Education and Health Promotion, vol. 5, no. 1, Medknow, June 2016, p. 3, doi.org/10.4103/2277-9531.184567

[11] Yamani, Niko, et al. 'Health Journalism: Health Reporting Status and Challenges'. Iranian Journal of Nursing and Midwifery Research, vol. 23, no. 1, Medknow, 2018, p. 14, doi.org/10.4103/ijnmr.ijnmr_158_16

[12] Manjunatha, S. N., et al. 'Health-Related Advertisements in Print Media: A Content Analysis'. Indian Journal of Community Medicine: Official Publication of Indian Association of Preventive & Social Medicine, vol. 44, no. 2, Medknow, Apr. 2019, pp. 169-170,doi.org/10.4103/ijcm.IJCM_271_18

[13] Pandey, H. & Kumar, S. (2020). Role of Print Media in Spreading Awareness on Coronavirus Disease (COVID-19). Journal of Xi'an University of Architecture & Technology. Volume XII. Issue IV, p 5203-5212. 10.37896/JXAT12.04/1255.

[14] USC Annenberg Norman Lear Center (2020). Media Coverage of Health Issues and Impact on Audiences, Retrieved from https://learcenter.s3.us-westamazonaws.com/cultureofhealth_landscapeanaly sis.pdf dated on March 9, 2025.

[15] Noordeen, Nafeesa, and Dinesh Hettiarachchi. 'The Impact and Challenges of Medical Journalism: A Review'. University of Colombo Review, vol. 1, no. 1, Sri Lanka Journals Online (JOL), Dec. 2020, p. 37, doi.org/10.4038/ucr.v1i1.27

[16] Khasru, Moshiur Rahman, et al. 'Bangladesh Health Journalism: A Pilot Study Exploring the Nature and Quality of Newspaper Health Reporting'. International Journal of Frontiers in Life Science Research, vol. 1, no. 2, Frontier Research Publication, Dec. 2021, pp. 016-072, doi.org/10.53294/ijflsr.2021.1.2.0047

[17] Venkat, M., and C. Janakiram. 'Mass Media Coverage in Health & Oral Health-Related Advertisements: A Content Analysis in Kerala, India'. Journal of Oral Biology and Craniofacial Research, vol. 11, no. 3, 2021, pp. 451-456. doi.org/10.1016/j.jobcr.2021.06.001

[18] Tune, S. N. B. K., Sarkar, M. M. H., Uddin, M. N., Pinto, M. Z. H. & Ahmed, S. M. (2021), Reactions to the media coverage during the first wave of COVID-19 in Bangladesh, Heliyon, VL-7, IS-10,e08132, SN-2405-8440, doi.org/10.1016/j.heliyon.2021.e08132

[19] Gupta, Medhavi, et al. 'Media Coverage of COVID-19 Health Information in India: A Content Analysis'. Health Promotion International, vol. 37, no. 2, Oxford University Press (OUP), Apr. 2022, doi.org/10.1093/heapro/daab116

[20] Bexci, M. S. 'Reporting New Telemedicine Impediments in Indian Print Media: Will Solutions Journalism Improve Tele-Medical Discourse?' International Journal of Emergent Issues of Social Science, Arts, and Humanities, vol. 1, no. 1, 2022, pp. 32-40.
[21] Nowshin, Iffat, et al. 'Impact of Mass Media on Attitude and Practice of Public Health Knowledge among Urban Population of Bangladesh'. Eastern Medical College Journal, vol. 7, no. 1, Bangladesh Journals Online (JOL), Nov. 2022, pp. 21-25, doi.org/10.3329/emcj.v7i1.62722
[22] Biswas, A., and M. U. Talukder. 'Data Journalism in Health Reporting in Bangladesh: Pattern of Practices, Impediments and Preparations for Journalists'. Khulna University Studies. Special Issue, vol. ICSSI, 2023, pp. 195-205. doi.org/10.53808/KUS.SI.2023.ICSSI85-ss
[23] Hussain, Fahmina, and Dr Santosh Kumar Gautam. 'The Role of Print Media in Shaping Public Health Outcomes: A Comprehensive Review'. Journal of Advances and Scholarly Researches in Allied Education, vol. 21, no. 5, Ignited Minds Edutech Pvt. Ltd., Sept. 2024, pp. 49-54, doi.org/10.29070/x3z77668
[24] Kanchan, S., and A. Gaidhane. 'Print Media Role and Its Impact on Public Health: A Narrative Review'. Cureus, vol. 16, no. 5, 2024. doi.org/10.7759/cureus.59574
[25] Sachith, M., et al. 'How Do National and Regional Print Media Capture Health News and Information in India?' Indian Journal of Community Health, vol. 36, no. 4, 2024, pp. 517-521. doi.org/10.47203/IJCH.2024.v36i04.004
[26] Kumar, R. 'Health News Coverage in India: A Comparative Analysis of English and Hindi Newspapers'. International Journal of Community Medicine and Public Health, 2025. doi.org/10.18203/2394-6040.ijcmph20250939
[27] Downs, A. 'Up and Down with Ecology-the Issue-Attention Cycle'. Public Interest, 1972.
[28] Sultana, Tania, and University of Rajshahi, Bangladesh. 'Present Health Status in Bangladesh: Challenges and Achievements'. Journal of Economics and Business, vol. 2, no. 4, Asian Institute of Research, Dec. 2019, doi.org/10.31014/aior.1992.02.04.161
[29] Khan, Mohammad Kamruzzaman. Coverage of Health Issues in National Newspapers of Bangladesh. Unpublished, 2018, doi.org/10.13140/RG.2.2.19028.12166.
[30] Manjunatha, S. N., et al. 'Health-Related Advertisements in Print Media: A Content Analysis'. Indian Journal of Community Medicine: Official Publication of Indian Association of Preventive & Social Medicine, vol. 44, no. 2, Medknow, Apr. 2019, pp. 169-170, doi.org/10.4103/ijcm.IJCM_271_18
[31] Khan, Mohammad Kamruzzaman. Coverage of Health Issues in National Newspapers of Bangladesh. Unpublished, 2018, doi.org/10.13140/RG.2.2.19028.12166.
[32] erepository.uonbi.ac.ke/bitstream/handle/11295/61663/Waithaka_Print. Accessed 11 Nov. 2025.
[33] Khanal, Nabaraj, et al. Media Monitoring on Coverage of Health and Nutrition Issues by Nepali Media. Unpublished, 2023, doi.org/10.13140/RG.2.2.34161.86881.

How to Cite: Md. Rahmatullah. (2025). Print media coverage on health issues: an analysis on the local dailies of rangpur, bangladesh. Journal of Media, Culture and Communication (JMCC), 5(2), 12-21. https://doi.org/10.55529/jmcc.52.12.21

BIOGRAPHIE OF AUTHOR



Md. Rahmatullah, is now persuiting his Phd degree in the University of Rajshahi, Bangladesh. He also received his BSS and MSS (Mass Communication and Journalism) from the University of Rajshahi, Bangladesh in 2013 and 2014, respectively. He is currently an assistant professor at Mass Communication and Journalism department in Begum Rokeya University, Rangpur of Bangladesh. His research includes media and society, local media and regional development, health communication and media digitalization. He has published 10 papers in national and international journals and conferences. He can be contacted at Email: rahmat.mcj@brur.ac.bd