

# **A study on Titli Cyclone in Srikakulam District, Andhra Pradesh**

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## **Abstract**

The media is the bridge between people and the Government. Media play a dynamic role in educating the public about disasters, providing and transmitting accurate information, making people aware of the prone areas, alerting Government officials, preventing of mitigation, improving coordination of risk assessment activity, and Aid prioritization of Natural disasters risk issues. The term 'Cyclone' is derived from the Greek word 'Cyclos' that means 'Coils of Snake'. A cyclone is an intense whirl in the atmosphere with very strong winds circulating around it in an anti-clockwise and clockwise direction in the Northern and Southern Hemisphere respectively. The aim of this study is to evaluate the role of print media in informing people during pre-disasters and post-disaster, to help the condition of victims' present reality, and the impact of Natural disaster Risk Management. This study examines the content analysis of news coverage of Titli cyclones in the Srikakulam district. Identify the percentage of different patterns of disseminating information about cyclones. In this study researcher used Quantitative analysis. Finally, finding out the impact of print media news coverage on the Titli cyclone and during disaster levels of understanding coverage would improve greatly.

**Keywords:** Environment, Disaster, Cyclones, Newspapers.

## **Introduction**

Andhra Pradesh was highly prone to natural disasters like cyclones and floods were recurrent phenomena in the state. Disaster is a sudden, a serious, dangerous and intolerable phenomena frequently occurring on the planet earth. Disasters mainly two types Natural Disasters and Man-Made Disasters (for example; Bhopal the Union Carbide gas leak, Chornobyl, the Russian nuclear power plant explosion, Seveso: Italian dioxin crisis, The 1952 London smog disaster, Major oil spills of the 20th and 21s century, The Love Canal chemical waste dump, The Baia Mare cyanide spill, The European BSE crisis, Spanish wastewater spill, The Three Mile Island near nuclear disaster).

Natural Disaster creates a lot of changes Thousands of people die, are homeless, and are parentless within a day. Huge infrastructures get damaged within a few seconds or minutes. Natural disasters are depending upon their potential to cause damage to human life and property. The types of Natural disasters like earthquakes, volcanic eruptions, droughts, floods, cyclones

hailstorms, avalanches, landslides, fire accidents, etc. Earthquakes are the shaking of the earth's crustal blocks due to the movement of plates and their rocks along a fault or plate boundaries. In India some worst earthquakes like Bihar (1934), Assam (1950), Maharashtra (1993), Uttarkashi (1991), and Gujarat (2001). The cyclones are classified on the basis of the following:

Less than 17 knots ( < 31 kmph) (Low-Pressure Area), 17 to 27 knots ( 31 to 49 kmph) (Depression), 28 to 33 knots ( 50 to 61 kmph) (Deep Depression), 34 to 47 knots ( 62 to 88 kmph) (Cyclonic Storm), 48 to 63 knots ( 89 to 118 kmph) (Severe Cyclonic Storm), 64 to 119 knots ( 119 to 221 kmph) ( Very Severe Cyclonic Storm), and 120 knots and above ( 222 kmph and above) (Super Cyclonic Storm).

A flood is a body of water overflowing the river channels, for example, some disastrous floods in India; Gujarat (1979), Coastal India 2004 – tsunami, Mumbai (2005), Bihar (2008), Uttarakhand (2013), and Landslides are one of the most widespread and damaging natural hazards in hilly regions. Like the Himalayas, the Northeastern hill ranges, the Western Ghats, the Nilgiris, the Eastern Ghats, and the Vindhyans. Landslide is a general term used to describe the downslope movement of soil, rock, and organic materials under the effects of gravity and also the landform that results from such movement. Bushfire (or Wildfire): It is also called forest fire. This is arising due to the recurring failure of monsoons.

A Cyclone is general term for a weather system is in which rotate inwardly to an area of low atmospheric pressure. The practice of naming cyclones began years ago in order to help in the quick identification of cyclones in warning messages because names are presumed to be far easier to remember than numbers and technical terms. Many agree that appending names to cyclones makes it easier for the media to report on tropical cyclones, heightens interest in warnings, and increases community preparedness In the beginning, cyclones were named arbitrarily. Then the mid-1900 saw the start of the practice of using feminine names for cyclones. In the pursuit of a more organized and efficient naming system, meteorologists later decided to identify storms using names from a list arranged alphabetically. Worldwide, sever individual cyclones struck several Countries. Especially in the Caribbean, Central America, Philippines, Peoples Republic of China, Taiwan, Mexico, Japan, and Southern Africa. In recent year cyclones such as Katrina's impact upon Orleans, Jeanne, Ida, and Stan in Central America and in the Caribbean, and Nargis in Myanmar and in India deadliest cyclone is the Odisha cyclone (1999) Tsunami. Other Intense and Strongest Cyclones are Phethai (2018), Titli (2018), Vardah (2016), Hudud (2014), and Phailin (2013). Types of Cyclones-Tropical cyclones: A tropical cyclone is in general a cyclone formed in tropical areas. Typically, these areas are near the equator, including the East Pacific Ocean, Atlantic Ocean, Caribbean, and the Gulf of Mexico. However, the word "tropical" does not refer to the place of formation, and it actually refers to the structure of a cyclone. Tropical Cyclones develop over very warm tropical waters where the sea surface temperature is greater than 26°C. They have relatively long-life cycles and severe tropical cyclones can produce significant property damage with wind speeds over 180km/h near the center, heavy rainfall, and coastal inundation through storm surges. Hurricane: Hurricane is a

tropical cyclone located in the north Atlantic, eastern north Pacific, and central north Pacific, eastern south Pacific. A hurricane is a cyclone with winds exceeding 74 miles per hour. Typhoon: A typhoon is a tropical cyclone located in the western north Pacific basin. Among tropical cyclones in the world, typhoon is the most frequent and the strongest tropical cyclone. Willy-Willy: Willy-Willy is often introduced as the name of a tropical cyclone around Australia, but it seems that it actually means something like a dust devil, and has little relationship with a tropical cyclone. Tornado: The tornado and tropical cyclone share the same feature as the low-pressure vortex of the atmosphere, but other features, such as formation, structure, scale, and duration, are totally different. A tornado is created from thunderstorms and the wind tunnel is much narrower. In some cases, however, a tropical cyclone spawns a tornado due to the severe weather and produces irregularly strong winds beyond the expectation. Extra-tropical cyclones: Extra-tropical cyclone literally means a cyclone outside of the tropical areas. The fundamental difference between a tropical cyclone and this type is that the former consists of warm air only, while the latter consists of both cold air and warm air. This difference also leads to different sources of energy for intensification. A tropical cyclone is often transformed into an extratropical cyclone, but the inverse is rare.

Some Regional names of cyclone: Typhoons – China Sea, Tropical Cyclones- Indian Ocean, Hurricanes-Caribbean Sea, Tornadoes-USA, Wily Willies- Northern Australia, Baguio-Philippines, and Taifu- Japan.

### **Titli Cyclone**

The Indian Metrological Department (IMD) and officials expected disaster, a severe cyclonic storm called Titli in the North Andhra region prompted conflict between the peoples of Gopalpur, in Odisha, and Kalingapatnam, in Andhra Pradesh. At roughly 3.35 a.m. on Thursday, the cyclone that had been circling for the previous two days made landfall close to the Gollapadu-Palesarathi villages of Santabommali mandal, 60 kilometres from the district capital. Coconut, paddy, and other crops suffered losses as a result of the gales, which traveled at a pace of 120 km during landfall and precipitation. Santabommali, Kotabommali, Tekkali, Vajrapukotturu, Palasa, Mandala, and Itchapuram were among the locations with moderate rainfall. The damage has taken place as a consequence of the impact of the rain and winds. Within the division of Tekkali, trees have fallen. The department of roads and buildings got to work clearing the roadways.

K. Dhananjaya Reddy, the Srikakulam Collector, who has been monitoring the weather situation continuously, instructed the departments of revenue, civil supplies, irrigation, and other agencies to remain on high alert for the ensuing days until the Indian Metrological Department (IMD) lifts its cyclone warning. "For the following two days, we must exercise extreme caution because the district will see a tremendous rain after the cyclone hits the coast. Teams of specialized observers have been dispatched to Kanchili, Sompeta, Mandasa, and other locations. According to Mr. Reddy, the cyclone's impact will be felt more than 50 kilometers from the point of landfall.

**Effect of the cyclones**

Loss of life, Injury, People dying due to hunger, Damage to and destruction of property, Damage to and destruction of plantations and crops, Disruption of production, Disruption of lifestyle, Disruption of transport, Loss of livelihood and occupation to people, Disruption to essential services like electricity, water supply, and gas supply, heavily damage infrastructure and buildings, Disruption of communication and other networks like disrupt telephone lines, antennae and satellite disks Disruption to government systems and schemes, Shortage of food resources, Spreading of diseases, National economic loss, Sociological effects and Psychological after effects.

**Objectives:**

- To understand the role of media and cyclone disaster
- To find out and make a comparative analysis in terms of frequency and space of the difference in the coverage of various unit analyses in the specific Telugu dailies.
- To suggest some important measures for the management of newspapers for getting maximum better coverage for cyclone disaster.

**Media and Disaster:**

The media have a powerful role to play in times of natural disasters in terms of responsible and proper coverage. The role of media in disaster management of information to be shared for early warning, response, relief and rehabilitation, recovery operations as well as creating public awareness campaigns, reporting on damages and destruction as well as reconstruction, disseminating correct credible information, and identify the disaster-prone areas. The media give accurate, professional, comprehensive, and timely data when there are injuries and fatalities involved. Information on how many were affected, the rescue efforts by the armed forces, and where victims were taken for temporary shelter were duly provided. The Media work as an aid distributor.

**About Srikakulam:**

Srikakulam is also called Chicacole. Srikakulam is located in the extreme North East corner of Andhra Pradesh. Srikakulam has a rich, Glorious History, Culture and Natural Beauty, and Peaceful Religious living. Eminent persons in different fields like Freedom Fighters, Social Reformers, Politicians, Weightlifters, Scriptwriters, Playwriters, Lyrists, Film actors, and Singer. This district is blessed with perennial rivers, the Nagavali, the Vamsadhara, the Mahendra Tanaya, and the Bahuda. The coastal belt is 193 km. Arasavilli (The Sun temple), Srimukhalingam, Srikurmam, and Ravivalasa are famous Pilgrims in Srikakulam. Palasa is famous for cashew cultivation, Uddanam region covering Sompeta, Kanchili, Ichapuram, and Kaviti manuals is famous for its coconut groves and cultivation. Telineelapuram near Tekkali is famous for its Bird Sanctuary. It is interestingly Srikakulam is called 'poor man's Ooty.

**Review of literature:**

Mass media and its tools play an important role in what we think about, how we think about it, and what, how, and why affects our emotions. (Postman N. Die 2008) media is expected to play a key role in disseminating necessary information that can help in reducing chaos and propagating issues related to the such a massive catastrophe that can lead to immediate action upon the situation by the government (Rautela, 2013). According to the report of the High Powered Committee (National Centre for Disaster Management, IIPA, 2002) media have an emerging important role to play in disaster mitigation and its management. media's effort, except for increasing its academic value, does not reflect the reality; rather it filters and shapes the news on issues in such a manner that the public perceives it to be of more importance, consequently influencing public opinion (McCombs, 1977). Mainstreaming print media plays an important role in educating and preparing local communities for disasters like floods (Kapucu & Liou, 2014). Reporting on analyses of current and proposed disaster policies can help increase understanding of their potential impact (McCombs, Shaw, & Weaver, 1997; Tierney, Bevc, & Kuligowski, 2006). Research further explored the need for strong policy guidelines so that media's social responsibility (MSR; Baran & Dennis 2000) is defined.

**Method of study**

Content analysis is a method of communication analysis, as well as method of observation (Kerlinger, 1973). It is a versatile research technique in mass communication. Here the data from newspapers can be analyzed systematically and scientifically to draw a valid conclusions.

**Sampling**

The universe in this study comprises all the editions of the two selected dailies published during the calendar year October 10<sup>th</sup> 2018 to November 10<sup>th</sup> 2018. This study was based on the complete census during the title disaster's time span- not a random sample.

**Selection of News Papers**

A purposive sample consisting of two Telugu leading daily newspapers were taken. The news papers like The Andhra Jyothi and The Sakshi. The prime consideration is the selection of these newspapers was prominence as reflected their circulation and regional representation.

**Unit of Analysis**

The units of analysis for this study consisted of the news and photos published in the front page and inside pages of the two selected dailies.

**Statement of the problem:**

Natural disasters in Srikakulam District: Media role on content analysis of Titli cyclone. Therefore, it was felt necessary to have an in-depth research study on this topic.

**Significance of the study:**

The research will examine the news coverage and present scenario of victims of the Titli cyclones in the Srikakulam district. The study will establish the function of newspapers as a tool for communication, information, and persuasion. The study will serve as a guide in creating awareness and more information for sensitization of preparedness in disaster-prone areas.

**Research Methodology:**

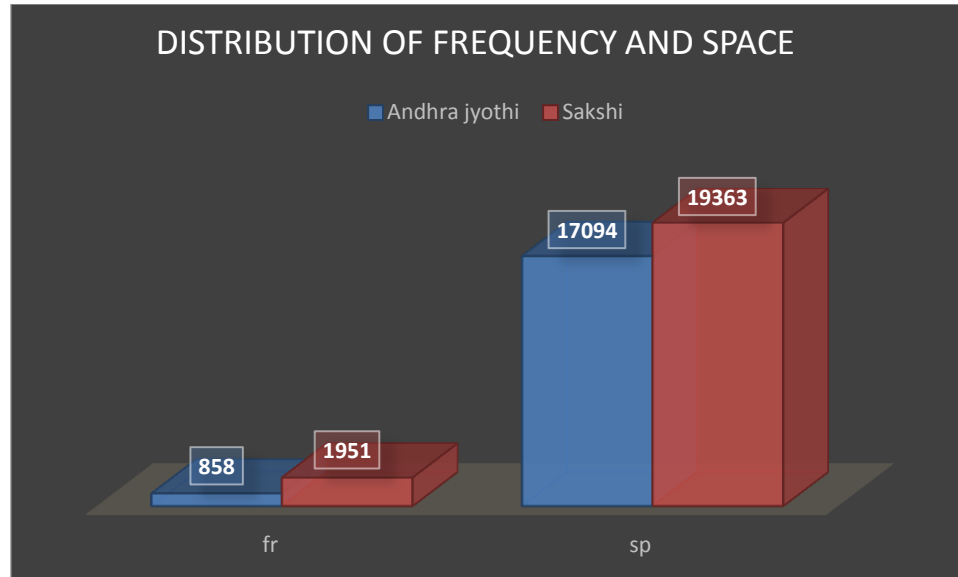
In this study, two research methods will use to collect data pertaining to the study: The survey method and Content Analysis. The survey method will use with the help of a questionnaire for the victims of the Hudud and Titli cyclones in the selected prone areas of the Srikakulam district. The researcher has adopted the sampling method for this study. Further, this method also applies to access the recovery operations of victims and collect useful information about victims relevant to the study. Media Content analysis is a specialized sub-set of content analysis, a well-established research methodology. Neuendorf (2002) describes content analysis as “the primary message-centered methodology” (p.9) and cites studies such as Riffe and Freitag (1997) and Yale and Gilly (1988) reported that in the field of Mass communication research, content analysis has been the fastest-growing technique over the past 20 years or so (Neuendorf,2002, p.1.)

**Data Analysis**

The coverage of this issue in the sample newspapers are discussed in terms of frequency of news items and extent of space given to issue on front page and inside pages.

**Table: 1 Distribution of frequency and space by the selected Newspapers**

<b>Name of the Newspaper</b>	<b>fr</b>	<b>sp</b>
<b>Andhra Jyothi</b>	<b>858</b>	<b>17094</b>
<b>Sakshi</b>	<b>1951</b>	<b>19363</b>
<b>Total</b>	<b>2,809</b>	<b>36,457</b>



**Table: 1** shows that in the total coverage of news, the Sakshi newspaper dominated other newspaper of AndhraJyothi in terms of frequency and space. The Sakshi allocated frequency (1951), in terms of space (19363) and AndhraJyothi frequency (858), space (17094).

**Table: 2 Percentage distributions of frequency and space of Front page and inside pages**

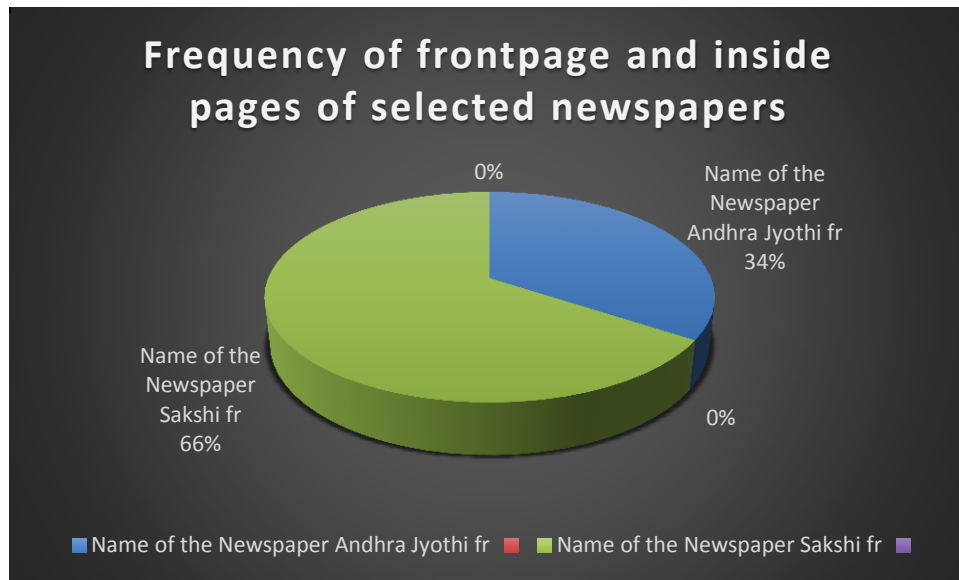
Page	Name of the Newspaper							
	Andhra Jyothi				Sakshi			
	fr	%	sp	%	fr	%	sp	%
Frontpage	250	30%	8249	48%	480	25%	10109	52%
Inside page	608	71%	8845	52%	1471	75%	9254	48%
Total	858	100%	17094	100%	1951	100%	19363	100%

During this period, it was found that the percentage of allocation of space and frequency cyclone issue on the front page and inside pages The Sakshi covered on the front page (480), and inside pages (1471), total news items of frequency (11951) followed by the AndhraJyothi covered on the front page (250), and inside pages (408), over all frequency (858). In terms of space allocation of both newspapers The Sakshi covered on the front page (10109 col cm), and inside pages (9254 col cm ), total news items of frequency (19363 col cm) followed by the Andhra Jyothi covered on the front page (8249), and inside pages (8845), over all frequency (17094 col cm).

**Table: 3 Percentage distributions of frequency of Front page and inside pages**

Page	Name of the Newspaper			
	Andhra Jyothi		Sakshi	
	fr	%	fr	%
Frontpage	250	30%	480	25%

<b>Inside page</b>	<b>608</b>	<b>71%</b>	<b>1471</b>	<b>75%</b>
<b>Total</b>	<b>858</b>	<b>100%</b>	<b>1951</b>	<b>100%</b>



**Table: 3** during this period, it was found that the percentage of allocation of cyclone issue on the front page and inside pages. The Sakshi covered on the front page (480), and inside pages (1471). While the AndhraJyothi covered on the front page (250), and inside pages (408).

**Table: 4 Percentage distributions of space of Front page and inside pages**

<b>Page</b>	<b>Name of the Newspaper</b>			
	<b>Andhra Jyothi</b>		<b>Sakshi</b>	
	<b>sp</b>	<b>%</b>	<b>sp</b>	<b>%</b>
<b>Frontpage</b>	<b>8249</b>	<b>48%</b>	<b>10109</b>	<b>52%</b>
<b>Inside page</b>	<b>8845</b>	<b>52%</b>	<b>9254</b>	<b>48%</b>
<b>Total</b>	<b>17094</b>	<b>100%</b>	<b>19363</b>	<b>100%</b>



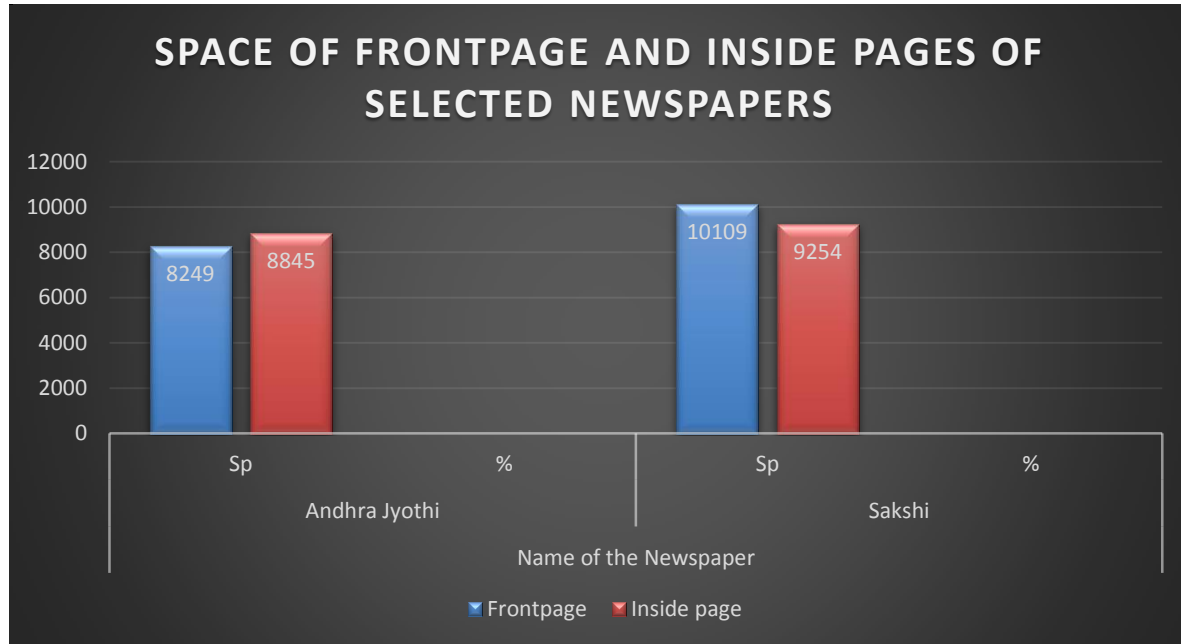


Table: 4 during this period, it was found that the percentage of allocation of space to cyclone on the front page, and inside pages. The Sakshi covered on the front page (10109 col. cm), and inside pages (9254 col. Cm). Other newspaper the Andhra Jyothi covered on the front page (8249 col. cm), and inside pages (8845 col. cm).

**Units of Analysis:** the objective of the present Units of analysis is to provide of news covered under consists of different types like news, news stories, interviews, opinions, and photos. For this purpose, two Telugu newspapers published during one month period...

Table: 5 Percentage distributions of frequency and space of unit analysis by selected Newspaper Andhra Jyothi

Unit analysis	Name of the Newspaper			
	Andhra Jyothi			
	Frontpage		Inside page	
	fr	sp	fr	sp
News	59	7145	201	6570
News stories	4	629	7	652
Interviews	17	240	16	574
Opinions	23	235	111	1049
Photos	147	-	273	-
<b>Total</b>	<b>250</b>	<b>8249</b>	<b>608</b>	<b>8845</b>

**Table: 5** shows that The Andhra Jyothi covered the insides pages gave high frequency of news items (201) compare than front page and similarly gave more number of photos in inside pages, but interestingly on front page gave only news (7145 col. cm) more space compare than inside pages.

**Table: 6** Percentage distributions of frequency and space of unit analysis by selected Newspaper Saakshi

Unit analysis	Name of the Newspaper			
	Sakshi			
	Frontpage		Inside page	
	fr	sp	fr	sp
News	80	8703	375	6191
News stories	13	496	44	540
Interviews	15	329	11	590
Opinions	64	581	87	1933
Photos	308	-	954	-
<b>Total</b>	<b>480</b>	<b>10109</b>	<b>1471</b>	<b>9254</b>

Table: 6 shows that The Sakshi covered the insides pages gave high frequency of news items (375) compare than front page and similarly gave more number of photos (954) in inside pages, but interestingly on front page gave only news (8703 col. cm) more space compare than inside pages.

**Table: 7** Percentage distributions of frequency and space of unit analysis by selected Newspapers The Saakshi and The Andhra Jyothi

Unit analysis	Name of the Newspaper							
	Sakshi				Andhra Jyothi			
	Frontpage		Inside page		Frontpage		Inside page	
	fr	sp	fr	sp	fr	sp	fr	sp
News	80	8703	375	6191	59	7145	201	6570
News stories	13	496	44	540	4	629	7	652
Interviews	15	329	11	590	17	240	16	574
Opinions	64	581	87	1933	23	235	111	1049
Photos	308	-	954	-	147	-	273	-
<b>Total</b>	<b>480</b>	<b>10109</b>	<b>1471</b>	<b>9254</b>	<b>250</b>	<b>8249</b>	<b>608</b>	<b>8845</b>

Table: 6 shows that The Sakshi covered the inside pages gave high frequency of news items (375) similarly gave more number of photos (954) in inside pages, but interestingly the Sakshi gave on front page allocation space of news (8703 col. cm) and The Andhra Jyothi gave on front page allocation space of news (7145 col. cm). The Andhra Jyothi News paper covered more number of interviews (33) than The Sakshi newspaper (26).

**Key Findings**

1. During the study period, The Sakshi newspaper published highest number of news items and more number of photos.
2. The Andhra Jyothi newspaper published highest number of interviews.
3. Both the newspapers gave the highest frequency of news were inside pages but similarly both newspapers gave highest space allocation in front page.

**Limitations**

Any research technique has its advantage and limitations and the method of content analysis is not an exception to this. Woodrum (1984) listed out these advantages of method as follows.

It is a safe method in the sense that if the researcher found that if the researcher found that a portion of the necessary information was missing or incorrectly coded, it is possible to return to the text and supplement to the missing data. This is not always possible in experimental or survey research.

**Conclusion**

The present study, has found that the newspapers do not have a special reporter to environmental news. Therefore, it is suggested that news papers can assign special reporters to cover environmental issue of cyclone exclusively. As found out in the study, the newspapers give low coverage to cyclone issue. So, it is the duty of the media to bring out and publish happenings around the world in front of the people. The development may be positive or negative, but instead of giving of a judicious important to such happenings, the mass media reports and portrays pollution and ecological changes. Overall, the study concluded that the main stream newspapers study have reported the Titli cyclone issue less covered all the unit of analysis. Therefore, in this regard, the news papers management can also play a crucial role in rising the awareness of the people in relates to environmental issues.

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