Terminology
TERMINOLOGY

For the purpose of the study, terms used describe the broad meaning as per the definitions given below in alphabetical order:

**Articles:** The perceptive analysis of topics and issues related to Muslims published in the selected newspapers.

**Census inquiry:** All the issues of the edition of selected newspapers published in the specified three years i.e. 1997, 2002 and 2007 taken for the purpose of data analysis.

**Editorials:** The considered opinion of the selected newspapers published in the designated editorial columns on Muslims and their issues of timely topic.

**Features:** Interesting and useful non-news stories related to Muslims published in the selected newspapers usually written in lighter veins.

**Highly significant:** Extreme negative projection of Muslim related content as indicated by z-test (when z-calculated value exceeds 9.00).

**Hypotheses:** Tentative statements given in the present study for the purpose of empirical testing and analysis.

**Image:** Evocation of feelings in mind after reading the material in terms of positive, negative and neutral.
Insignificant: When statistically no or little difference was found between the negative and positive projections of Muslims.

Label newspaper area: The static area of selected English dailies, regularly appearing on designated space including flag, blurbs, weather reports, radio and TV programme schedules etc.

Letters to editor: Feedback of the newspaper readers related to Muslims published in the letters to the editor column in the selected newspapers.

Mainstream: Signify the selected daily newspapers having a national presence and popularity are targeted at the cross section of India’s population as opposed to minority media, which caters to various specific minorities or immigrant communities.

Negative news: Stories related to Muslims that describe and place them in social strife, natural and human steered deaths and destruction, political instability, catastrophic, chaos and anarchy, shabby living conditions, criminal and immoral acts, and political, economic and social intra-state and inter-state conflicts and disputes and others that evoke negative feelings.
Neutral news: The stories that carry no emphasis on either positive or negative aspects of the Muslims’ economic, political and social life.

News: The reports of recent events related to Muslim issues published in the selected newspapers that have the potentiality to evoke public interest.

One-tailed z-test: In the present study, the formula used is $H_0: P_1 = P_2$ and $H_1: P_1 > P_2$. (Two-tailed z-test i.e. $H_2: P_1 < P_2$ was not applied in the study).

Photographs: All pictures related to Muslim issues taken by camera appearing in the selected newspapers.

Positive news: The stories in which the issues related to Muslims affairs were projected in a positive way. The stories/coverage of Muslims which depict development and positive changes in their political, economic and social sector, promotion of peace and harmony, involvement in the accords/ agreement leading to peace and prosperity with other religious communities and others which evoked positive responses in mind.
Selected newspapers: The Times of India, Hindustan Times, The Hindu and The Indian Express were referred as selected newspapers in the study.


Significant: When z-calculated value was found more than the z-tabulated value, or negative content related to Muslims was more than the positive projection.

Total news: Total news coverage as measured in cm² in the selected newspapers.

Categories: News, photographs, editorials, articles/features and letters to editor published in the selected newspapers which were identified and included for analysis in the study.

Universe: The universe in the study under investigation was mainstream English dailies of India as well as all the editions and issues published since their inceptions, as the case may be in reference to the context used.

Validity: Adherence to a rigorous procedure in the determination of total area of news, photographs, editorials, articles/features and letters to editor and data analysis strictly as per pre-determined procedure.
**z-cal:** The calculated value after applying the z-test formula.

**z-tab:** Z-tabulated value. In the present study, it is 1.64 for one-tailed z-test.