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#### **4. A study on News Policy: Special reference of Private News Channels in India**

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#### **ABSTRACT**

*News channels have huge role to create public opinion and its very well known that opinions effects on system, doesn't matter in positive or negative way. Now its common question that after holding positive incidence if the opinions diverts in negative way then what would be affect on system, society and policy? So, the news policies important and also sensitive issue for any broadcasting channel. We are living in TRP era, because the news policy effects by TRP. For decades news channels helps in social development and have been an informational revolution on regular basis year by year. Even after the emergence of different news websites, e-portals and news apps the private channels and television has grown over the years in all the aspects. From founding and generating news to spreading news all over the country in urban to rural area so rapidly, news channel has a great role in television set-up in most of the homes. The present scenario is that, where entertainment is available at the cheapest cost with every hand through their mobiles phone and various entertainment applications, it has only been a challenge for any private news channel to maintain its sustainability and popularity. In order to be the remain top on the list of being most watched channels in other words, holding the highest rank of the TRP for the news channels has been a challenge for the news industry and a threat for the viewers. The reason of me saying that is because the news channels try to show simple news with a lot of exaggerations which not only kills the value of the news but may also disturb different sentiments as well.*

**Keywords:** Private news channels, news policy, broadcast, journalist, social development, TRP

#### **INTRODUCTION**

Social development and the private news channel have been playing an important role in the field of information revolution. Television is by far the best medium for broadcasting news in any means, whose access can also get rid of unnecessary losses to the common people. All changes made at the level of technology will make television available more accessible but the question is of news, which was very good at the beginning of television. However, the market tremendous berths in TRP ratings It has been influenced by the way ... The result of which is that most of the news channels are either serving the entertainment spice or cricket in the name of news. Anything due to their ratings, but the news channels are getting TRPs from these spicy items, and the advertised thick income is also being circulated to the owners of the news channels, this is the reason that this news channel will be the source of the promotion of films. Have been. In the current environment, the media is the most powerful



means of awakening public awareness and taking and receiving information. Media not only gives direction to society through its presentations, but also in keeping its direction and need, it also operates. The fourth pillar of the world's largest democracy has played an important role in contributing to the independence of the country, in the era of current information and communication revolution and globalization. The statement of Marshal McLuhan Media is very useful, because the media is fully capable of bringing meaningful message and culture revolution in Laiketra.

All these successes reflect the outward appearance of the media, but in the context of its internal form, on time the internal structure of various news and other entertaining channels is being questioned. According to a report released by the Ministry of Information and Broadcasting of the year 2015, the total number of TV channels of all languages in all the languages is 832. 403 of which are channels of news and current affairs. And 492 are the number of other big news channels, including entertainment. While the number of news and entertainment channels in 2014 was 798. This year there were 401 channels broadcasting news channels 397 and broadcasting entertainment programs. There are dozens of channels from all the news channels that fall into the category of small news channels. The working systems of these news channels are different from the larger news channel, they are aimed at more profits in lower costs, and they ignore their personnel system for their benefit. Different types of problems exist in the personnel system of news channels. Due to the shortage of staff in the news channel, due to excessive burden, due to problems like mental stress and depression in the staff working in the channel. At the same time, there are all kinds of basic problems like getting employees out of the requirement and not getting paid on time. Nowadays, in small news channels, employees have been found. As a result, news channels are having big business changes in their newsroom and work culture. In the current context, efforts will be made to assess the impact of this change through the medium, which will make it clear that what is available in the newsroom of the television news. Today, in small news channels, work is done from students studying instead of employees, because interns are still studying. Intents are prepared to work without paying, that practical knowledge is more important with journalistic studies, and then interns in any channel will strengthen their practical and theoretical aspects. So, students are forced to work for free. If we talk about labour law, then in every institute, generally every employee has to work in an 8-hour shift, but in the news channels, this rule has been set under six working hours for labour journalists under the Shramjeevi Journalism Act. Keeping these rules in the news channels takes 12-15 hours of work from their employees. These small problems which have to be two-fourths of the news channel employees.

### **OBJECTIVE OF THE STUDY**

- To find out the patterns and principles of management adopted by TV news channels
- To analyze the different criterion adopted by news channels to select news and fix its value and life
- To find out degree of association and interrelationship between management policy, market pressure and the production of news

### **THE LITERATURE REVIEW**



- **Daniel Hallin's (1993)** discussion encompasses the central and most controversial issues in the study of journalism: the wars in Vietnam and Central America; US-Soviet summits; the origin of the ten-second soundbite; the differences between print and television journalism; and the tension between professionalism and populism. *We Keep America on Top of the World* offers a distinctive approach to understanding an institution torn between the imperatives of the market, political ideology and popular fashion, and journalistic professionalism.
- Given the importance of news in preparing children for their role as active citizens in society, insight into how negative news can be delivered to children most optimally is warranted. In this regard, this study examined the usefulness of constructive news reporting (i.e. solution-based news stories including positive emotions). An experiment ( $N=281$  children, 9–13 years old) was conducted to investigate how constructive, compared to non-constructive, news reporting affected recall of television news, and whether negative emotions elicited by this news mediated this relation. Analyses of covariance revealed that children in the constructive condition displayed a lower recall of the general information about the event. In contrast, their recall of constructive stories was better compared to the recall of comparable, but non-constructive, stories by children in the non-constructive condition. Fear and sadness elicited by the news did not mediate the relation between news reporting style and recall. Instead, constructive reporting directly induced smaller increases in fear and sadness than non-constructive reporting. To conclude, the negative aspects of the news event were less prominently available in memory of children exposed to constructive news.

(Mariska Kleemans ,2019)

## RESEARCH METHODOLOGY

- **Exploratory research design**
- **Data Collection through Survey**
- **Purposive sampling method**
- **Data collection tool - Questionnaire**

## DATA ANALYSIS

Sample channel – AajTak, Zee News, India News

Universe – 750

Number of respondents - 65

Number of male respondents - 51

Number of female respondents - 14

**1. Do you think that your channel has established fixed news policy/principles about the news?**

Response/Option	No. of respondents	Percentage
Yes	38	58.5
No	7	10.5
Don't know	20	30.8
Total	65	100

In the response of above question 58.5% respondents say yes, 10.5% respondents say no and 30.8% respondents say don't know.

**2. Do you aware of the news policy/principles of your channel?**

Response/Option	No. of respondents	Percentage
Yes	34	52.3
No	2	3.1
Little bit	15	23.1
Can't say	14	21.5
Total	65	100

Response of respondents on question mentioned above is that, 52.3% respondents have given answer in yes, 3.1% respondents have given answer in no. 23.1% respondents said partially and 21.5% couldn't answer.

**3. The news policy of your news channels is influenced by the policies of the Govt.**

Response/Option	No. of respondents	Percentage
Agree	22	33.8
Neutral	13	20
Disagree	30	46.2
Total	65	100

On above mentioned question 33.8% respondents respond agree, 20% respondents respond neutral and 46.2% respondents respond disagree.

**4. Your channel's major capital investors**

Response/Option	No. of respondents	Percentage
Politician	7	10.8
Journalist	10	15.4
Businessman	32	49.2

Others	16	24.6
Total	65	100

On the question of Yourchannel's major capital investor is, 10.8% respondents say politician, 15.4% say journalist, 49.2% say businessman and 24.6% say others.

**5. Your news channel is inclined towards political ideology**

Response/Option	No. of respondents	Percentage
Nationalist	28	43.1
Socialist	5	7.7
Neutral	32	49.2
Total	65	100

In the response of news channel is inclined towards political ideology 43.1% respondent say nationalist, 7.7% respondent say socialist, and 49.2% say neutral.

**6. Priority is given in the selection of news**

Response/Option	No. of respondents	Percentage
TRP	19	29.2
Human values	35	53.8
Ideology	11	16.9
Total	65	100

In the response of above question 29.2% respondent say TRP, 53.8% say human values and 16.9% say ideology about the question.

**7. Who makes the news policy of your news channel?**

Response/Option	No. of respondents	Percentage
Owner/Editor	28	43.1
Board of directors	12	18.5
No formal bodies constitute for policy formulation	2	3.1
Can't say	23	35.4
Total	65	100

On the question who makes the news policy of news channel, 43.1% respondents say owner/editor, 18% respondents say board of directors, 3.1% respondents say no formal bodies constitute for policy formulation and 35.4% say can't say.

**8. Which factors affect the news most?**

Response/Option	No. of respondents	Percentage
Political pressure	15	23.1



Owner pressure	2	3.1
Competing channel	6	9.2
Advertisement	1	1.5
TRP	16	24.6
All of the above	25	38.5
Total	65	100

On this question 23.1% respondents say political pressure, 3.1% say owner pressure, 9.2% say competing channel, 1.5% say advertisement, 24.6 say TRP, and 38.5% say all of the above.

**9. Who contributes most in deciding the news policy?**

Response/Option	No. of respondents	Percentage
Journalist	1	1.5
Management	9	13.8
Owner	5	7.7
Editorialteam	50	76.9
Total	65	100

In the response of above question, 1.5% respondents say journalist, 13.8% say management, 7.7% say owner and 76.9% say editorial team.

**10. Your channel gives prominence to**

Response/Option	No. of respondents	Percentage
Political News	15	23.1
Public-relatedNews	26	14
Business-relatedNews	4	6.2
Development-related news	20	30.8
Total	65	100

On the above question, channel gives prominence to, 23.1% respondents say political news, 14% say public related news, 6.2% say business related news and 30.8% development related news.

**11. Who decides the content of your channel from news selection to broadcast?**

Response/Option	No. of respondents	Percentage
Channel head	3	4.6
Executive Producer	9	13.8
Output head	23	35.4

Producer	2	3.1
All of the above	27	41.5
None of the above	1	1.5
Total	65	100

In the response of above question, 4.6% respondents say channel head, 13.8% say executive producer, 35.4% say output head, 3.1% say producer, 41.5% say all of the above and 1.5% say none of the above.

### 12.The news policy of your channel gives prominence to

Response/Option	No. of respondents	Percentage
Political news	15	23.1
Public related news	20	30.8
Business related news	1	1.5
Crime related news	1	1.5
Development related news	13	20
Prominence is based on the happenings of the day only	15	23.1
Total	65	100

In the response of above question, 23.1% respondents say political news, 30.8% say public related news, 1.5% business related news, 1.5% say crime related news, 20% say development related news, 23.1% say Prominence is based on the happenings of the day only.

### CONCLUSION

After data analysis unveiling conclusions are given below:

- On the issue of fixed policy/principles of news channel a large group of journalists are diffidence.
- Half of the journalist working in the news channel are aware of news policy and principles of news channel.
- There are a very few no. of news channels whose owner is a journalist, rest all of the news channels' owner are either businessman or politician.
- On the matter of news broadcasting, priorities are given to public related news, after that political news is followed by development related news.
- Most of the news channel are either neutral or nationalist in terms of political ideology.
- Human value is the most important factor in the selection of news.
- TRP and political pressure affects the news more.
- Editorial team contributes most in deciding the news policy of news channels.
- Normally editor and owner make the news policy of news channels.



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**RESEARCH LIMITATIONS**

- However, human error is possible in the compilation and analysis of facts done with complete honesty.
- As nature of universe was specific and thus the units had been a bit bigger so, more variations in the results would have been possible.

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