



1. A study on work culture of Journalist working in DD News channel

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ABSTRACT

News channels have played a vital role for decades in the social development and have been an informational revolution. Even after the arrival of different e-portals and news apps the private channels and television has grown over the years from having one television set in one village society to having cable connections to now having DTH. At the era 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 news channel to maintain its sustainability and popularity.

The credibility of a news channel depends on the conscientiousness of its employees and this conscientiousness develops from a good work culture. Doordarshan news channel is still the largest broadcaster in the Indian context. Doordarshan news channel has an important role in the dissemination and protection of social and constitutional values. Being a public broadcaster, it is also the responsibility of Doordarshan news channel to employ a clear work culture regarding the transmission of information. The present research study is in the perspective of the above-mentioned things.

Keywords: Work culture, Prasar Bharati, Doordarshan, DD News Channel, Broadcasting, Journalist

INTRODUCTION:

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.”

Doordarshan news channel has been playing a crucial part in the field of information revolution. During the time of COVID, Doordarshan played a very healthy role to make public positive, there is no confusion to take this fact that Doordarshan news channel is a largest news broadcaster in the comparison of any private news channel in India.

DD News is the only terrestrial cum satellite News Channel of the country. The News Channel of India's Public Service Broadcaster has been successfully discharging its responsibility to give balanced, fair and accurate news without sensationalizing as well as by carrying different shades of opinion. DD News terrestrial reach is 49% by population and 25% by area of the country. DD News is currently producing news content in Hindi, English, Urdu and Sanskrit languages. Over 17 hours of LIVE transmission include telecast of more than 30 news bulletins in these languages. Besides this 14 Regional News Units of DD News are producing four regional shows in a day which are aired on DD News. The channel also telecast daily three sports bulletins, one business show, daily current affairs programme. Special shows on Health, Youth issues, Cinema, Art & Culture, flagships schemes, communal harmony, employment opportunities, international events, market developments etc are produced in-house by the News Channel. The news channel is also scrolling news round the clock in Hindi & English with stock tickers (BSE/NSE) and commodity tickers. News Wing of DD News is also producing news content for its sister channels

Accumulated vacancies in the Prasar Bharati are massive and disproportionately all time high at 22,333. It is learnt that 70 per cent of total vacant posts have been filled up in flagrant violation of rules on contract from organisations

Prasar Bharati (Broadcasting Corporation of India) Recruitment Board, set up to fill up direct recruitment vacancies for Akashvani (All India Radio) and Doordarshan (DD), with effect from July 1, 2020 under a notification by the controlling Ministry of Information and Broadcasting on February 12, 2020, is yet to take off. An inquiry reveals that the Board is currently seized by the recruitment process for physically impaired persons. It is silent about filling up massive vacancies.

Meanwhile, accumulated vacancies in the Prasar Bharati are massive and disproportionately all time high. According to a latest official figure, combined total vacancies of AIR and DD are 22,333 out of combined total sanctioned posts of 47,829. Out of these vacancies in DD are 12,086. Total sanctioned strength of employees in DD 21,700. Combined strength of employees in Prasar Bharati in position is 24,496, of which 14,043 in DD. It is learnt that 70 percent of total vacant posts have been filled up in flagrant violations of the general recruitment rules on contract from organisations.

Contractual employment is a new normal and will be fully done by the central and state governments to avoid democratic obligations with no job guarantee, very low remunerations with no health, children education allowance, accommodation and denial of after retirement



social security benefits like pension. The governments, both at the centre and states, carry on with a massive contractual employment taking advantage of unprecedented rise in poverty, unemployment and high costs of living of our people. The result has been poor governance in all segments of public administration. The worst casualty can be witnessed in the education and health quotient of the people. Employability of graduates in the country is less than 5 percent in the globalized Indian economy.

It is important question that as a public broadcaster what should be the mode of working culture of Doordarshan news channel and what is reality? What is the level of awareness among journalist for their rights? On the other hand, Is Doordarshan news channel positive to create a healthy environment and working culture for their journalist/ employee? The presented research paper is based on the perspective of the above questions.

OBJECTIVES OF THE STUDY

- To find out the similarities and differences in orientation, motivation and commitment among employees at different stratum.
- To find out the relation of journalist and management.

THE REVIEW OF LITERATURE

The Federal Communications Commission changed the Local Television Ownership Rule, allowing a single company to own two television stations in the same media market. The new rules led to the creation of dozens of “duopolies” nationwide. This longitudinal case study analyzed the newscasts of one of the nation's first duopolies. The author sought to discover what kind of long-term impact ownership consolidation had on newscasts in Jacksonville, Florida. Using a quasi-experimental research design, the newscast content of two stations was compared when they were separately owned. After consolidation, content produced by the duopoly was compared with pre-consolidation newscasts. Sixty newscasts and 1,048 stories were analyzed to answer the question... **(LauraK.Smith ,2008)**

Television claims to report reality but largely creates its own reality. There is very little autonomy, largely because the competition for ‘market share’ is so intense. The pressure to fill the space is strong; hence, it must be something for everyone. Everyone is looking over their shoulder to see what their rivals are saying; to know what to say, you need to know what everyone else is saying. This leads to homogenization and political conformity. Politics and economics lead to an internal censorship. ‘News’ is selective, favouring the extremes, blood, sex, crime, riots, not what ordinary people experience. Television calls for dramatization and the exaggeration of the importance of events. In debate, the fast, superficial thinker is favoured over the original and profound. **(Pierre Bourdieu, 2001)**

RESEARCH METHODOLOGY



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

DATA ANALYSIS

Sample channel –DD News (Delhi-North centre)

Universe – 210

Number of respondents - 70

Number of male respondents - 56

Number of female respondents - 14

What do you feel while working with your colleagues?

Response/Option	No. of respondent	Percentage
All are working as team	54	77.1
There is lack of team spirit	16	22.9
Total	70	100

In the response of above question, 77.1% respondents have given answer as “All are working as team” and 22.9% respondents have given answer as “there is lack of team spirit”.

Your channel provides all the facilities in terms of service?

Response/Option	No. of respondents	Percentage
Yes	42	60
No	10	14.3
Partially	8	11.4
Can't say	10	14.3
Total	70	100

Response of respondents on question mentioned above is that, 60% respondents have given answer in yes, 14.3% respondents have given answer in no. 11.4% respondents said partially and 14.3% couldn't answer.

Do you feel work pressure at your work channel?

Response/Option	No. of respondents	Percentage
Excessive	20	28.6
Normal	44	62.9
Minimum	6	8.6
Total	70	100



On the question of work pressure at work pressure, excessive response of respondent is 28.6%, normal response of respondent is 22% and minimum response of respondent is 3%.

Work Culture in your office is-

Response/Opinion	No. of respondents	Percentage
Very good	20	28.6
Good	26	37.1
Normal	22	31.4
Poor	2	2.9
Total	70	100

On above mentioned question 10% respondents respond very good, 13% respondents respond good, 11% respondents respond normal and 1% respondent respond poor.

Do you satisfy with the management/work culture of your channel?

Response/Opinion	No. of respondents	Percentage
Yes	34	48.6
No	18	25.7
Can't say	18	25.7
Total	70	100

In the response of satisfy with the management/work culture of channel 48.6% respondent say yes, 25.7% respondent say no, and 25.7 can't say.

You receive salary on due dates-

Response/Option	No. of respondents	Percentage
Yes	38	54.3
No	10	14.3
Sometimes	22	31.4
Total	70	100

On the question mentioned above 54.3% respondents respond yes, 14.3% respond no, and 31.4% respond sometimes.

Does job security affect efficiency of the journalist?

Response/Option	No. of respondents	Percentage
Yes	44	62.9
No	16	22.9
Can't say	10	14.3
Total	70	100

In the response of above question 62.9% respondent say yes, 22.9% say no and 14.3% can't say anything about the question.

Do your boss encourages your work?

Response/Option	No. of respondents	Percentage
Yes	38	54.3
No	8	11.4
Sometimes	24	34.3
Total	70	100

On the above question do your boss encourages your work, 54.3% respondents say yes, 11.4% respondents say no where as 34.3% respondents say sometimes.

Working in the same position affects work due to gap in salary between you and your colleagues?

Response/Option	No. of respondents	Percentage
Yes	34	48.6
No	12	34.2
Little bit	24	68.6
Total	70	100

In the response of above question, 48.6% respondents respond yes, 34.2% respondents respond no and 68.6% respondents respond little bit.

How many hours do you work in your channel every day?

Response/Option	No. of respondents	Percentage
6-8	10	14.3
8-10	56	80
10-12	4	5.7
Total	70	100

On the question of working hour 14.3% respondents work for 6-8 hours, 80% respondents work for 8-10 hours and 5.7% respondents work for 10-12 hours.

While working in channel you see your colleagues as?

Response/Option	No. of respondents	Percentage
Collaborators	10	14.3
Competitors	12	17.1
Co-workers	30	42.9

Friends	12	17.1
Others	6	8.6
Total	70	100

On the answer of above question, you see your colleagues as, 14.3% respondents say as collaborators, 17.1% respondents say as competitors, 42.9% respondents say as co-workers, 17.1% respondents say as friends and 8.6% say as others.

The management attitudes towards your family problem is

Response/Option	No. of respondents	Percentage
Sensitive and caring	46	60.7
Mechanical	12	17.1
Insensitive	2	2.9
Never considered as an issue	10	14.3
Total	70	100

In the response of above question management attitude towards your family problem, 60.7% respondents respond sensitive and caring, 17.1% respond mechanical, 2.9% respond insensitive and 14.3% respond never considered as an issue.

CONCLUSION

After data analysis unveiling conclusions are given below:

- On the matter of working with their colleagues, most of the journalist agree that they work as a team.
- On the question of provision of service condition and facilities provided in return, there is a diversity of results, where about one-third of the respondents are dissatisfied or in a state of doubt on this issue.
- A large section of journalists does not feel the pressure of working in their organization, they feel normal pressure of work.
- Job security positively affects journalists’ ability of work.
- Journalists are split in half on the question of the relationship between management and journalists. For half of the journalists the relationship is good, then for almost the same number of journalists, this relationship is not satisfactory.
- On the matter of working at same position but there is gap between salary, most of the journalist accepts that it affects work little bit or more.
- A large section of journalist work for more hours than they are allotted.
- While working in channels most of them are professionals, they see their colleagues as co-workers, collaborators but few journalists think their colleagues are competitors.
- Most of the journalist accepts that their boss encourages their work and admire them most of time.

RESEARCH LIMITATIONS



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- 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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