An analysis of Prime Time Show of National News Channel on the basis of broadcasting pattern: A Case Study

(In context of "Aaj ki Baat" show telecast on India TV)

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Abstract

The development of electronic media is a part of the communication revolution that brought drastic changes in the socio economic condition of India. It has not only globalised our approach but also provided us a broad spectrum of infinite creativity. The boom in the electronic media is still on and the Indian television journalism is becoming more and more mature. As the television journalism is doing great job to the democracy, its serious and systematic study is not only the requirement of the time but this will further enrich the understanding of television journalists as well as academicians. Content analysis is a well-established research technique that has been used to examine myriad type of texts including political messages. In this study, research has analysed broadcasting pattern of prime time bulletins of National News Channel. Aaj Ki Baat show telecast at 9:00 PM to 10:00 PM and this show covered all daytime happenings with maximum possible details. Samples have been selected from prime time bulletins. Total 509 news items and 146 issues based stories of all news bulletins have been coded into codebook. Each news item has been classified into three categories according to the prominence of type, issues, news presentation formats and time sharing. All news presentation formats of this are purely academic in nature, will not only contribute to a better understanding of television news but also this will help News Channels to improvise their news presentation.

Introduction

Media is considered the fourth estate in Indian democracy. The development of electronic media is a part of the communication revolution that brought drastic changes in the socio economic condition of India. Despite the apprehensions at the nearly stage about the role of television in a developing democracy, television emerged as a major tool of socio-economic transformation in India. It has not only globalised our approach but also provided us a broad spectrum of infinite creativity. There is no denying of the fact that India grew as the media grew. The role of media is to collect, gather and disseminate relevant information to the people timely. No one will debate over the fact that the study and research in the field of television journalism is quite negligible in India. As the television journalism is doing great job to the democracy, its serious and systematic study is not only the requirement of the time but this will further enrich the understanding of television journalists as well as academicians.

In the present age of information India is passing through a media revolution. The boom in the electronic media is still on and the Indian television journalism is becoming more and more mature. Despite rapid growth in the number of channels understanding of television is lagging far behind. Because of no significant study, except impact studies, has been conducted in this field so far. The gap between media industry and communication department has widened. While the fast changing digital technology is making everything

obsolete. Most of the media research focuses on the viewership of the television programs in terms of number of viewer and their Socio-demographic Profile. Survey Researches do not give analysis of the Content of the programs frequently watched by the Audience. Content analysis is a well-established research technique that has been used to examine myriad type of texts including political messages. In the field of media research, it is a popular method to examine media contents systematically. For this study, researcher selected "Aaj Ki Baat" prime time show as a case study that telecast on India TV in prime time slot.

About of India TV

The rise of India TV as India's leading News Channel within a short span of time its existence owes a lot to the vision of its chairman and Editor-in-chief Mr. Rajat Sharma and the dedication and toil of its ever-growing team of bright news TV professionals. Mr. Rajat Sharma co-founded India TV with his wife Ritu Dhawan in April, 2004 from a swanky studio in Film City, Noida, and then considered one of Asia's largest news TV studios. In 1997, Rajat Sharma and Ritu Dhawan set up their own production house –Independent News Service (INS), the parent company which owns India TV. In a short period, India TV has created benchmarks in innovation, impact, ratings, time spends, and viewer-support. Aaj ki Baat is a popular prime time show of Indian News Television which is telecast on India TV at 9pm. It is flagship prime time news and analysis show, needs no introduction. This one-hour show is hosted by Mr. Rajat Sharma. The show deals with the biggest stories of the day followed by a detailed analysis of trending topics. Mr. Sharma, the most credible and gentle face of the news industry, brings exclusive and inside accounts on every development, thus impacting the lives of over 1 billion people in the country.

Review of Literature

A study by the Pew Research Center in 2008 noted the important role played by the media in society. They stated that millions of Americans turned to various news media every day for information, and what they learned there made a difference in which issues rose or fell on the national agenda, how the public perceived key issues, and how well they understood important policy debates. In one model of policy making the media's role in the policy process was described as that of a "key disseminator" of scientific information (Wilson et al, 2004).

During the Gulf War two American psychologists **Anthony R. Pratkanis** and **Elliot Aronson** (1991) conducted a research explaining how the mass media manipulates us using persuasive device. They argued that television uses emotional symbols to manipulate us rather than logic. Authors studied Gulf War coverage, cult and political leadership in developing countries.

Shanto Iyengar and **Donald R. Kinder** (1987) studied how the news programs in America decide the priorities of news stories and thereby shaping public opinion. They tasted the agenda setting role of television news with help of sample reaction of cross-sections of America society. They showed how those issues that received extended coverage in news become priority political issues for viewer and others which are ignored lose credibility.

A content analysis of daily news bulletins (over six months) by **Centre for Media Studies (CMS)** reveals that by and large it is 'more of the same' on channels where a quarter

of the items of prime time bulletins are on national and state politics; nearly 11% items are on sports (there are sports channels also and special sports broadcast); about 10% of items are on cities/local news; and 9% are international as are arts/entertainment- related news items. Hardly 3% news items are on social development (environment, health and development), against 8% on legal, 5% items are on business, but there are special bulletins every day on business and markets. Further, almost a third of the news bulletins are Delhi-centric.

Last decade of the 20th century will be known for the rapid economic and media globalization, both market forces and media are closely linked. **Robin Andersen** (1995) conducted a very critical study in communication and cultural industry. She reveals that how advertising has become an integral part of the content of news programs in United States. She names it 'Commercialtainment'. She also explains in her research that how Talk Shows have been reduced to pseudo therapy to please audience and advertisers.

Objectives

- To find out the weightage ratio of news content on the basis of content nature that telecast on India TV.
- To find out that India TV is use frequently which kind of news presentation formats to present news content.
- To identify the time ratio between news content and advertisement those are telecast on India TV in prime time show
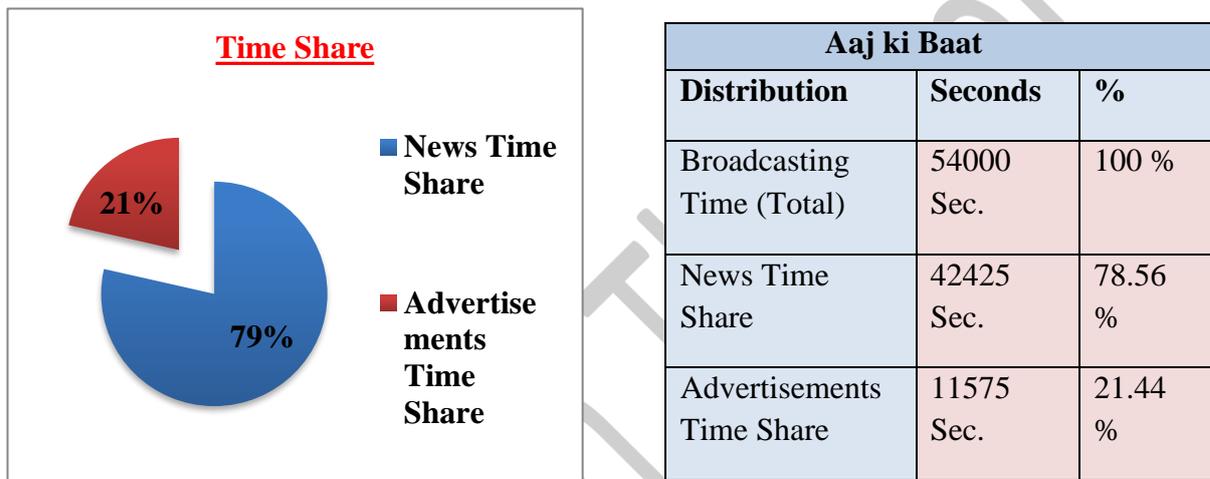
Methodology

In this study, universe consists of the prime time show of India TV as a case study. Aaj Ki Baat show telecast at 9:00 PM to 10:00 PM and this show covered all daytime happenings with maximum possible details. Samples have been selected from prime time bulletins which have telecast during the period of 21st January, 2020 to 08th February, 2020.Sample period consists of 21 days while the sample size is 15 days (total 15 news bulletins). One bulletin consist of number of issues like; Political, Crime, Defence, Sports, Economy/Market, Education/Employment, Social, Accident/Disaster, Culture/Entertainment, Health and others. It is also consists of number of news presentation formats like; Anchor Read, Visuals on Anchor, Anchor Graphics, Anchor Visuals Bite, Anchor Bites, Anchor Visuals Graphic, News Package, Phono Report, Live Report, Interview/Discussion, VOX-POP and Walk-Through. One news item present in any one presentation format and one issue based news may be carries one or more than one news items.

Total 509 news items and 146 issues based stories of all news bulletins have been coded into codebook. Since one news item does have many subjects, issues, presentation format and time share, which were interrelated. Therefore, each news item has been classified into three categories according to the prominence of type, issues, news presentation formats and time sharing. Researchers himself has viewed all the news items two times to encode the data on the data sheet manually. A bulky bundle of data sheet was later keyed into computer software to produce the table and charts. The findings were then presented in the form of frequency tables, cross tabulations and graphs.

Data Analysis and Interpretation

News items have presented in a variety of presentation formats and this is a good indicator of the quantity of content a news channel is providing to its viewers. Here the issues of diversity and there weightage of content should not be ignored. Another major objective of this study is to find out the nature of issues and analyse the television news content, 11 issues are carried out in this study. One more objective of this study is to find out the ratio between news time share and advertisement time share from total broadcasted time so that it could be identified that how much news contents are serving to its viewer in the name of bulletin. For this study, news bulletins content has been divided into two categories- news and advertisements.

Table: 1 Time distribution of Aaj ki Baat from total broadcasting time

Time Share

- News Time Share
- Advertisements Time Share

| Aaj ki Baat		
Distribution	**Seconds**	**%**
Broadcasting Time (Total)	54000 Sec.	100 %
News Time Share	42425 Sec.	78.56 %
Advertisements Time Share	11575 Sec.	21.44 %

The outcomes shown, total broadcast time is 15 hours (54000 seconds), distributed in two share news and advertisement, news time share is 42425 seconds and advertisements time share is 11575 seconds from 54000 seconds. According to this, news contents got 78.56% and advertisements got 21.44%. Research can say around 20% advertisements telecast in per bulletin on India TV.

S N	Issues	Number of News	Time Share	%
1	Political	48	17695 Sec.	41.72
2	Crime	18	3515 Sec.	8.29
3	Defence	9	2620 Sec.	6.13
4	Sports	3	475 Sec.	1.12
5	Economy/Market	11	4255 Sec.	10.03
6	Education/Employment	4	620 Sec.	1.46
7	Social	25	6765 Sec.	15.92
8	Accident/Disaster	10	3205 Sec.	7.55
9	Health	4	830 Sec.	1.92

10	Culture/Entertainment	4	410 Sec.	0.97
11	Others	10	2035 Sec	4.89
	Total	**146**	**42425 Sec.**	**100**

Table 2: Time share and number of different news issues

Among all the issues telecast on India TV, Political issues dominated(41.72%) over all issues followed by Social issues(15.92%). Crime(8.29%), Defence(6.13%), Economy/Market (10.03%), Accident/Disaster(7.55%) got moderate time share. Sports(1.12%), Education/Employment(1.46%) and Health(1.92%) got the lowest time share. Culture/Entertainment(0.97%) got almost negligible time share. Other issues got 4.89%, in this number of issues were clubbed which were less in number or rarely telecast like; Development, Weather, Agriculture etc. that is why showing little higher percentage than some others.
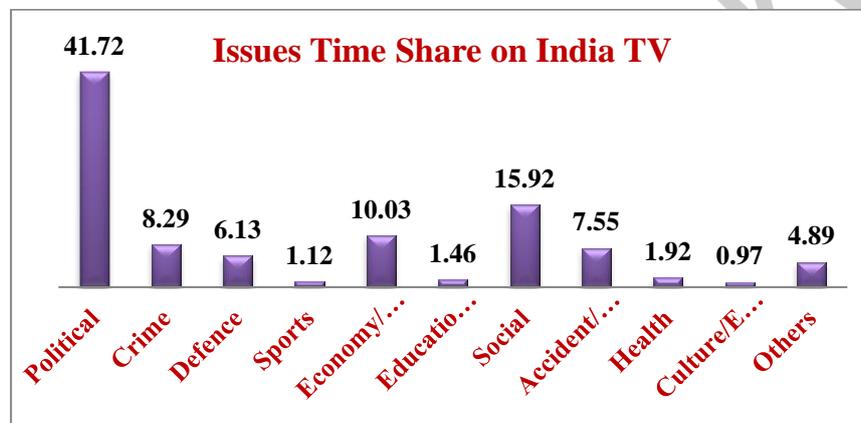
The issues which are below 2% have left out for further data analysis. Others issue is showing above 2% because this includes number of issues which are rarely telecast. Hence, researcher also left out this category as it will club issues which are below 2%.

Table: 3 Average time share per news of rest of each category

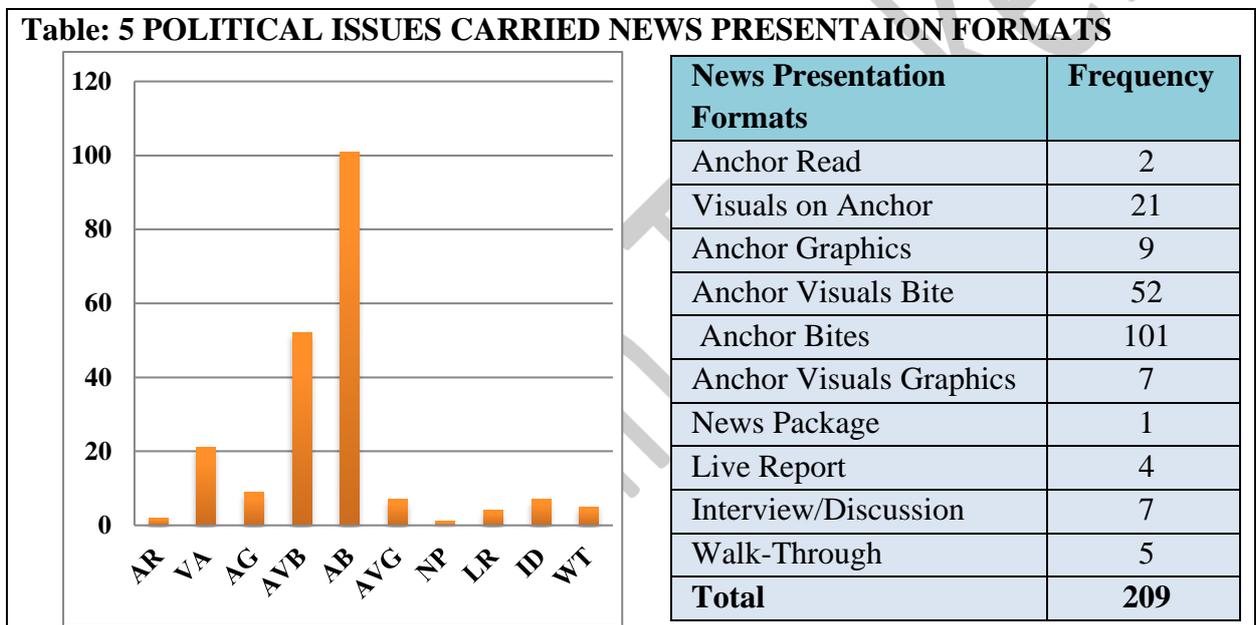| Issues	Political	Crime	Defence	Economy	Social	Accident
No of News	48	18	9	11	25	10
Time Share (In Seconds)	17695	3515	2620	4255	6765	3205
Average Time (In Seconds)	369	195	291	387	271	321

Economy News got maximum average time share followed by political news and accident/disaster News whereas crime news got the least average time share. Defence news and social news got the moderate average time share. The News which got more time share was shown more elaborated as compare to other news which got less time share.

Table: 4 Number of news items of each issue

|	**Political**	**Crime**	**Defence**	**Economy**	**Social**	**Accident**
No of News	48	18	9	11	25	10
News Items	209	47	32	44	77	38

Political issues (48 news stories) carried maximum no. of News items (209) whereas social issues (25), Economy issues (11) and crime issues (18) got moderate number of news items(77,44 and 47 respectively). Accident/disaster issues and Defence issues carried less no. of news items.

Table: 5 POLITICAL ISSUES CARRIED NEWS PRESENTAION FORMATS

News Presentation Formats	Frequency
Anchor Read	2
Visuals on Anchor	21
Anchor Graphics	9
Anchor Visuals Bite	52
Anchor Bites	101
Anchor Visuals Graphics	7
News Package	1
Live Report	4
Interview/Discussion	7
Walk-Through	5
Total	**209**

Political issues carried out n (number) of news presentation formats. Total 209 news items are telecast of political issues in which Anchor Bites format are used more of the time to 101 news items almost 50%, after that 52 news items got Anchor Visual Bite and 21 news items got Visual on Anchor. Rest of the items are presented in Anchor Read(2), Anchor Graphics(9), Anchor Visuals Graphics(7), Live Report(4), Interview(7) Walk-Through(5) and News Package format used only one time.
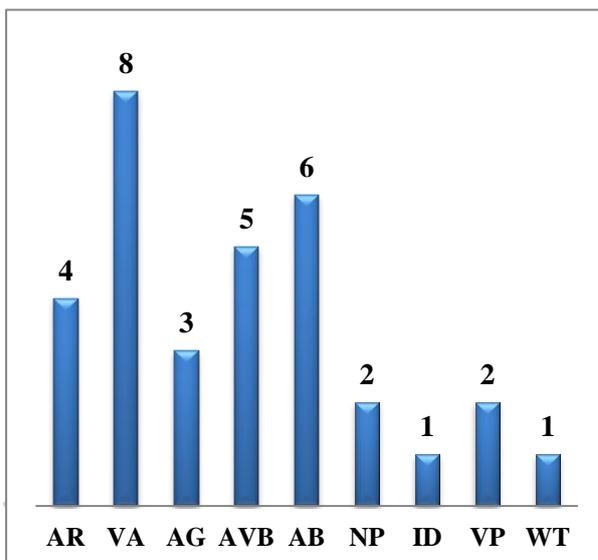
Table: 6 Crime Issues Carried News Presentation Formats
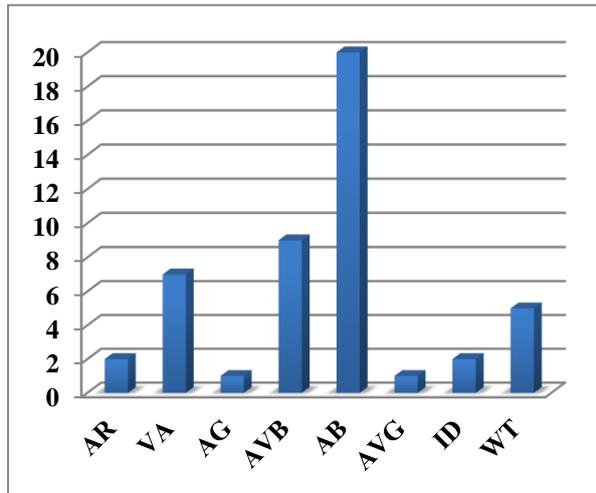
News Presentation Formats	Frequency
Anchor Read	2
Visuals on Anchor	7
Anchor Graphics	1
Anchor Visuals Bite	9
Anchor Bites	20
Anchor Visuals Graphics	1
Interview/Discussion	2
Walk-Through	5
Total	**47**

Crime issues contents have used Anchor Bites format for 20 news items. Anchor Visuals Bite, Visuals on Anchor and Walk-Through are used for 9, 7 and 5 news items. Anchor Read (2), Anchor Graphics (1), Anchor Visuals Graphics (1) and Interview/Discussion (2) got smaller number.
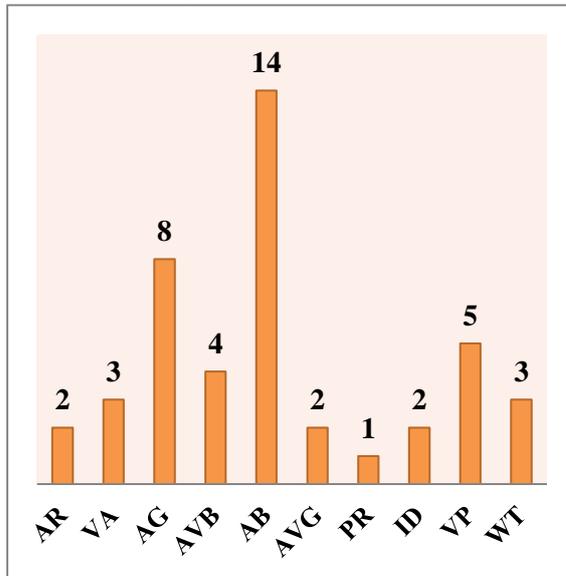
Table: 7 Defence Issues Carried News Presentation Formats

News Presentation Formats	Frequency
Anchor Read	4
Visuals on Anchor	8
Anchor Graphics	3
Anchor Visuals Bite	5
Anchor Bites	6
News Package	2
Interview/Discussion	1
VOX-POP	2
Walk-Through	1
Total	**32**

Total 32 new items have telecast of Defence Issues in which Visuals on Anchor format have used for 8 news items which is a high number. Anchor Read used for 4 news items, Anchor Graphics used for 3 news items, Anchor Visuals Bite used for 5 news items and Anchor Bites used for 6 news items, these formats have used moderately. News Package (2), Interview (1) VOX-POP (2) and Walk-Through(1) formats have used for less time.
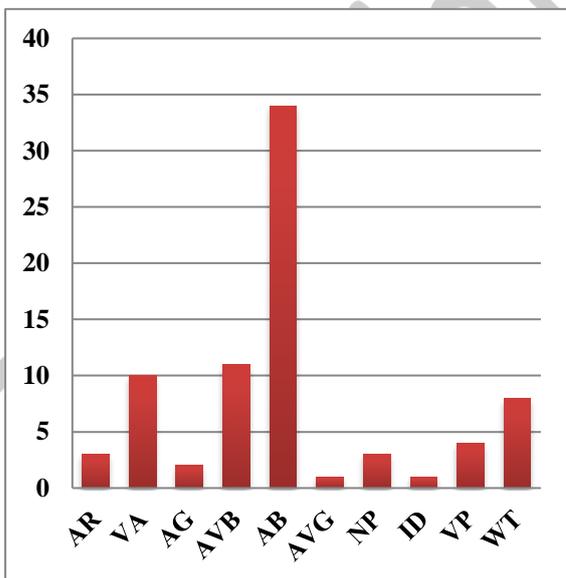
Table: 8 Economy/Market Issues Carried News Presentation Formats

News Presentation Formats	Frequency
Anchor Read	2
Visuals on Anchor	3
Anchor Graphics	8
Anchor Visuals Bite	4
Anchor Bites	14
Anchor Visuals Graphics	2
Phono Report	1
Interview/Discussion	2
VOX-POP	5
Walk-Through	3
Total	**44**

Total 44 news items have telecast of Economy/Market issues in which 14 news items used Anchor Bites format and 8 news items used Anchor Graphics format. Rest of 50% news items used Anchor Read (2), Visuals on Anchor (3), Anchor Visuals Bite (4), Anchor Visuals Graphics (2) Phono Report (1), Interview/Discussion (2), VOX-POP (5) and Walk-Through (3) formats.

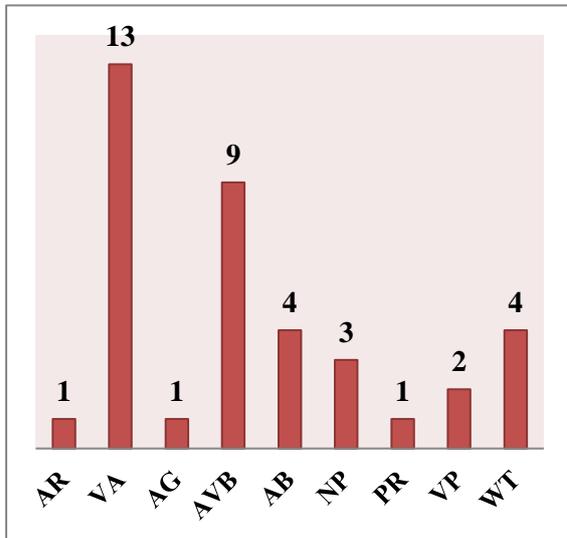**Table: 9 Social Issues Carried News Presentation Formats**

News Presentation Formats	Frequency
Anchor Read	3
Visuals on Anchor	10
Anchor Graphics	2
Anchor Visuals Bite	11
Anchor Bites	34
Anchor Visuals Graphics	1
News Package	3
Interview/Discussion	1
VOX-POP	4
Walk-Through	8
Total	**77**

Total 77 news items have telecast of Social issues in which 34 news items used Anchor Bite format for news presentation, it is a bigger number. Anchor Visuals Bite used for 11 news items, Visuals on Anchor used for 10 news items and Walk-Through used for 8 news items, which is a moderate number. VOX-POP used for 4 news items, Anchor Read used for 3 news items, News Package also used for 3 news items and Anchor Graphics used for 2 news items,

which is a smaller number. Anchor Visuals Graphics and Interview/Discussion formats have used only for one time each.

**Table: 10 Accident/Disaster Issues Carried News Presentation Formats**

News Presentation Formats	Frequency
Anchor Read	1
Visuals on Anchor	13
Anchor Graphics	1
Anchor Visuals Bite	9
Anchor Bites	4
News Package	3
Phono Report	1
VOX-POP	2
Walk-Through	4
Total	**38**

Accident/Disaster issues also carried number of news presentation formats for total 38 news items in which Visual on Anchor have highly used for 13 news items followed by Anchor Visuals Bite for 9 news items. Less than 50% news items used for Anchor Read (1), Anchor Graphics (1), Anchor Bite (4), News Package (3), Phono Report (1), VOX-POP (2) and Walk-Through(4) formats.

Table: 11 News presentation formats for all news items												
AR	**VA**	**AG**	**AVB**	**AB**	**AVG**	**NP**	**PR**	**LR**	**ID**	**VP**	**WT**	**Total**
15	81	24	108	193	11	9	2	4	13	21	28	509

When research have clubbed all issues in respect of news presentation formats then got total 509 news items in which AB (193) and AVB (108) used more of time. VA used for 81 news items which is also a big number. AR (15), AG (24), AVG (11), ID (13), VP (21) and WT (28) formats have used moderately. Rest of the formats got only single digit like; NP for 9 news items, PR for 2 new items and LR for 4 news items, used less of time.
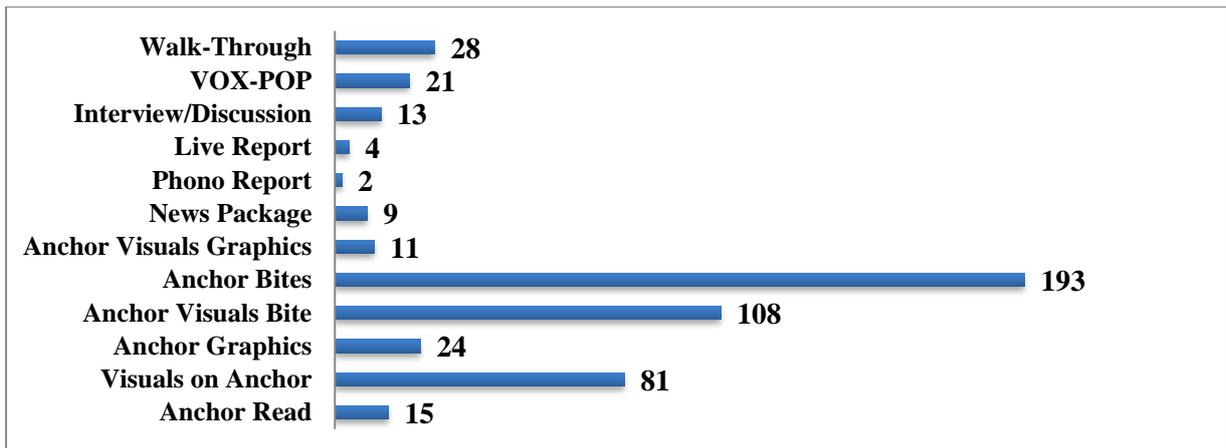
Researcher tried to analyse the data as much as possible. Data was analysed on the basis of news presentation formats, nature of news content, time share of news content, news and advertisement ratio etc. from different angles which were possible.

Findings

When researcher started analysing the data then firstly got significant difference in over all time shares which are distributed in news and advertisement. This prime time show have devoted 21% time share for advertisement. Further analysis shown that Aaj ki Baat have more focused on political issues as it is 41.72%, it is half of the bulletin whereas social issues got 15.92%. Crime, Defence, Economy/Market and Accident/Disaster issues got moderate weightage. Sports, Education/Employment, Health and Culture/Entertainment got below 2% time share. Researcher can say that political issues followed by social issues have dominated all the issues in this show. Here, Economy News got also maximum average time share followed by political news. It means both have more elaborated as compare to other news which got less average time share.

In this study, majorly data have analysed on the basis of news presentation formats which are used by News Channel to serve their news contents to viewers. Presently, News Channels are using variety of news presentation formats according to their news content. India TV is also used. Research has carried 12 types of news presentation formats in Codebook, all are popular formats of News Channels. India TV have used all of news presentation formats with different frequency to telecast their news content. In this show, Anchor Bite is used frequently which followed by Anchor Visuals Bite and Visuals on Anchor whereas Anchor Read, Anchor Graphics, Interview/Discussion, VOX-POP and Walk-Through used moderately. Anchor Visuals Graphics and News Package used less of time whereas Phono Report and Live Report used very less of the time on India TV.

Conclusion

Over all conclusion of this study is that political issues have dominated all the issues. Social issues got also good time share as compare rest of issues. This prime time show has also used variety of news presentation formats to present their news content. It brings up a good feel to viewers. All news presentation formats of this are purely academic in nature,

will not only contribute to a better understanding of television news but also this will help News Channels to improvise their news presentation. Researcher has suggested to news channels that advertisements time share should be less so that more scope can be created for some other prominent issues.

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