



Impact of TV News on Journalism & viewers

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ABSTRACT

This Study are related to deterioration of actual mood after watching the TV news more than in other comparison groups. The hypothesis was formally rejected after statistical testing (insignificant results). However, we would like to point out some particular results, which could be considered as relevant. Mainly, there is a number of students who watched the negative video, in which occurred a reduction in negative feelings (worsening of mood). That we found during the analysis of PANAS, especially of negative series, when after watching the negative video the score was reduced in comparison to score achieved in set before the video. However, the students` opinion on TV news is distinct. They consider it to be negative that brings them anger or resentment, and many of them perceive it as misleading. These views are shown in Annex work. The same views are expressed not only by students who don't use to watch the news but also by those who do it regularly. Despite the rejection of hypotheses, we continue to study the phenomenon of negative TV news. Also, our results could be used as a pre-study for further investigation of this issue.

INTRODUCTION

This section deals with the distinction between the two broad streams of journalism, namely print and broadcast journalism. Apart from these two streams, web journalism, also known as online or Internet journalism, is a recent addition to the means and methods of journalism. The section also examines the significance of television journalism, which is a specific area within broadcast journalism. We must be clear, at the outset, that all journalists, whether those in print or in the broadcast media, are journalists first and print or broadcast journalists afterwards. In other words, all journalists, regardless of which area of journalism they belong to, share a common profession and perform a common social function. Having said that, however, it must also be noted that despite the commonalities shared by print and broadcast journalists, there are important differences in the choice and presentation of the stories they bring to the public. These differences are dictated by the choice of medium – a story told in a



newspaper is different in important ways from its broadcast or web equivalent. Thus, there are three different areas of journalism: print, broadcast and web journalism.

Print Journalism means journalism practiced for newspapers and magazines. It involves the writing, editing and publication of news reports, features and editorials. Broadcast Journalism means journalism practiced for the electronic media including television and radio. It involves writing, shooting, editing and packaging of news reports, features, documentaries and programmes.

Broadcast journalism is the field of news and journals which are "broadcast", that is, published by electrical methods, instead of the older methods, such as printed newspapers and posters. Broadcast methods include radio via air, cable, and Internet, television via air, cable, and Internet, and, especially recently, the Internet generally. Such media disperse pictures static and moving, visual text, and/or sounds.

Scripts for speaking to be broadcast tend to be written differently than text to be read by the public. For instance, the former is generally less complex and more conversational. Radio and television are designed to be seen and heard sooner and more often than is a daily or weekly newspaper.

Broadcast "stories" articles can be written in "packages", "readers", "voice overs", and "sound on tape". A "package" is an edited set of video clips for a news story and is common on television. It is narrated typically by a reporter. It is a story with audio, video, graphics and video effects. The anchor usually reads a "lead in" introduction before the package is aired and may conclude the story with additional information, called a tag. A "reader" is an article read without accompanying video or sound. Sometimes an "over the shoulder graphic" is added. A voice over, or VO, is a video article narrated by the anchor Sound on tape, or SOT, is sound and/or video, usually recorded in the field. It is usually an interview or "sound bite".

electronic journalism, since the internet provides scope for multimedia communications. Since web journalism is a rapidly evolving field, and new practices are constantly emerging, this chapter shall confine itself to examining the differences between print and broadcast and shall study in detail the characteristics of television journalism.

Television journalism involves more than reporting the news on television. It also involves researching and writing stories, collecting facts, following tips, and more. Television journalism is the reason we have major television news shows – whether those shows are



regarding world news, politics, sports or celebrities. The journalists who work to bring those television shows to life may research stories, write, collect facts, follow tips, present the information to the public on television and more. Television journalism is not quite so different from print journalism, although television journalists use a different platform to tell their stories.

Journalism Jobs - Different Kinds of Television Journalism Fields

There are many different kinds of television journalism fields one can enter into. A future journalist with a love for sports may decide to pursue a career reporting news about sports. While many times former sports players are given these jobs, there are plenty of sports journalists who simply love the sport and have never played it. Similarly, individuals with interest in celebrities and the glamorous stigma of Hollywood may pursue a career as a celebrity television journalist.

Ethics of Journalism - Code of Ethics for Television Journalists

Every news organization has only its credibility and reputation to rely on. It's important that these journalists apply impartiality, fairness, a balanced view, and truthfulness to each and every one of the stories they present to the public. These ethics are what inspires trust in the public, and what makes certain television journalists more likeable and trustable in the eyes of the public than others. Television journalism is important in our times, as a huge percentage of the population receives their news and information from the television.

Journalism - Challenges for Television Journalists

Often times, television journalism can be difficult. There is the urge to bring the public the story before anyone else, and to provide as many details as possible. Then there are times when certain information can be more harmful than it would be helpful. For instance, in cases involving minor children, it's up to the journalist to leave the names or personal information out so as not to place the children in jeopardy. In certain cases, television journalists may choose to leave out details so as not to ruin an investigation. Television journalism can be exciting and fun, but it comes with a healthy dose of reality and choices that do bring consequences.

TV Studio

A Television Studio is an installation in which television or video productions take place, either for live television, for recording live to tape, or for the acquisition of raw footage for postproduction. The design of a studio is similar to, and derived from, movie studios, with a few amendments for the special requirements of television production. A professional television studio generally has several rooms, which are kept separate for noise and practicality reasons. These rooms are connected via intercom, and personnel will be divided among these workplaces.

Generally, a television studio consists of the following rooms:

The studio floor is the actual stage on which the actions that will be recorded take place. A studio floor has the following characteristics and installations:

- cameras on pedestals
- microphones
- lighting rigs and the associated controlling equipment.
- several video monitors for visual feedback from the production control room
- a small public address system for communication
- A glass window between PCR and studio floor for direct visual contact is
- usually desired, but not always possible

Facilities in a PCR include:

- a video monitor wall, with monitors for program, preview, videotape machines, cameras, graphics and other video sources
- switcher a device where all video sources are controlled and taken to air. Also known as a special effects generator
- audio mixing console and other audio equipment such as effects devices
- character generator creates the majority of the names and full screen graphics that are inserted into the program

- digital video effects and/or still frame devices if not integrated in the vision mixer)
- technical director's station, with waveform monitors, vector scopes and the camera control units or remote control panels for the camera control units CCUs
- VTRs may also be located in the PCR, but are also often found in the central machine room

The master control room houses equipment that is too noisy or runs too hot for the production control room. It also makes sure that wire lengths and installation requirements keep within manageable lengths, since most high-quality wiring runs only between devices in this room

In a broadcast station, master control room or "MCR" is the place where the on-air signal is controlled. It may include controls to play back programs and commercials, switch local or network feeds, record satellite feeds and monitor the transmitters. The description of an MCR given above usually refers to an equipment rack room, which is usually separate from the MCR itself. The term "studio" usually refers to a place where a particular local program is originated. If the program is broadcast live, the signal goes from the production control room to MCR and then out to the transmitter.

A television studio usually has other rooms with no technical requirements beyond program and audio monitors. Among them are:

- one or more make-up and changing rooms
- a reception area for crew, talent, and visitors, commonly called the green room.

A green room is a space in a theater, a studio, or a similar venue, for the accommodation of performers or speakers not yet required on stage. It functions as a waiting room or as a touch-up lounge so that a performer need not return to wardrobe or to the dressing room, while remaining immediately available for a call to the stage. The origin of the term is often attributed to such an area historically being painted green, yet a modern "green room" often has no green.

The most important way in which television journalism has an identity of its own, as compared to print or radio journalism, is that it is audio-visual journalism. The unique features of television journalism, which are its own characteristics and do not belong to any

other journalistic medium, all spring from this fundamental difference. The main advantages of television journalism are as follows.

Television journalism provides visual evidence of events. Evidence is extremely important in establishing the credibility of a news story, and there can be no stronger proof of an event having occurred than its being recorded and visible.

Television is like a window to the world. The word 'television' etymologically means 'tele' + 'vision', which means 'seeing from a distance'. The Hindi word 'Doordarshan' is thus a direct translation of this term from English into Hindi. Thus, it provides visual and aural experience of places all over the world to people in their drawing rooms.

Television journalism reaches out a larger number of people nationwide than either radio or print. For this reason, it has a greater social reach, and can potentially stimulate more widespread public discussion of issues.

Since television uses moving images and sound, it has a greater subconscious emotional appeal than print, and can therefore not just inform but can potentially also influence people. It is therefore not just an informative medium, but also an influential one

Television is an extremely efficient medium in terms of the speed with which events are reported. In ideal conditions, it can even deliver the news to the audience as the event happens.

THE PROCESS OF TELEVISION JOURNALISM

Television journalism consists of the broadcast of either packaged news or live news. A packaged news story is one, which is explored, shot, edited and most importantly, broadcast after the event has happened. A live news story is one which captures and broadcasts the action of an event as it happens. Depending on whether a journalist is preparing a packaged or a live news story, there is a certain well-defined process to be followed. The processes of packaged news reporting and live news reporting are described below.

Packaged News Stories

The word 'package' refers to a complete product. In other words, a news package is a story, which has been carefully scripted, shot, edited, and thus given a final shape, which contains all the elements of a finished product. The steps involved in the making of a news package are as follows.



The reporter gets information about a potential news story from a source. This source may be an individual or an organization. Experienced reporters build up a network of reliable sources over time, and depend on them for the first vital leads to a story.

The reporter then researches the story. For this, he or she may conduct interviews, consult books, magazines, newspapers, the internet and go through relevant documents and archive material. From this process, the full background to the story emerges.

After this, the reporter, along with a cameraperson, travels to the various locations, which are relevant to the story. There, the cameraperson shoots visuals and cutaways related to the story, while the reporter speaks to people on the location and explores the story. The cameraperson then shoots interviews of the relevant people by the reporter and also record their sound bites and cutaways. The reporter must ensure that the coverage of the story is balanced and impartial and that all sides to the story are represented. The cameraperson then records one or more PTCs (PTC = Piece to Camera) given by the reporter on the location. The PTC is any such recorded clip in which the reporter who is present at the location speaks directly to the camera. Many news stories end with a Closing PTC in which the reporter gives a byline to the story

After this, the reporter and cameraperson return to the office of their organization. The reporter previews the recorded tapes, which means that he or she watches them carefully to identify the shots, interviews and sound bites which are usable. The usable clips are called OK takes, while the unusable ones are called NG takes. OK stands for 'All Correct', while NG stands for 'No Good'. The OK shots, interviews and sound-bites are logged, which means that the reporter prepares a list which mentions each of them along with the time-codes of their in and out points. The time code, also called TC, is a numerical code which appears near the bottom of the screen during playback, and which indicates exactly how much of the tape has been played in terms of hours, minutes, seconds and frames. The 'in point' of a clip is the point where it starts, and the 'out point' is where it ends. The 'log sheet' is the list of clips along with the time codes of their in and out points that is prepared through the process of logging.

The reporter then submits the tape or tapes along with the log-sheets to a facility in the news organization called 'Ingest'. Ingest is a technical facility with its own staff. It consists of a server to which various computer terminals in the news channel are connected. The staff in the Ingest facility captures the OK takes mentioned in the log sheets. Capturing is the process whereby the OK shots, interviews and sound bites are copied into the memory of the server.



Alternatively, the reporter may seek to capture the OK takes in the memory of an individual computer. The first process is the standard one in most news channels, since it is a more time saving process. This is because after the tapes have been captured in the memory of a common server, the reporter can use any computer terminal in the office to access and edit them, depending on whichever terminal is free at that time.

While the capturing process takes place the reporter writes a script, which includes voice-overs VO and which states exactly which sound bites and PTCs are to be used. The most common pattern for a news script is VO-BiteVO-Bite-VO-Bite-VO-PTC. This is not a hard and fast rule however. The average duration of a news story is between two to three minutes, and the script must be written accordingly. Unlike in other forms of broadcast media, such as in documentary filmmaking, news-scriptwriting usually happens after, and not before the shooting. Usually, and especially in hard news stories, the content of the script must be presented according to the formula 5 Ws + 1 H What, Where, When, Who, Why and How.

Next, the reporter records the voice-overs written in the script. Usually, a lip-microphone is connected to each computer terminal and the reporter can record the VOs directly at that terminal. If a lip-mic is not connected to the terminal then the reporter needs to get the VOs recorded according to the prevailing system in the organization

The reporter then edits the story, with or without the help of a video editor. An experienced reporter is expected to know enough video editing to be able to edit the story himself or herself. Editing involves organizing the shots, interviews sound bites and voice-overs in a coordinated and correctly ordered manner. At this point various graphic elements, such as Astons, bugs and slugs may be added.

The story has now been given the final shape and is now called a news package. A senior member of the editorial team who decides whether or not it should be included in a news bulletin for telecast now screens it. If approved, the package is included in a list called the Rundown. The Rundown is a list, which states exactly what is telecast in each news bulletin in which order.

Effects of TV News

We've known for a long time that the emotional content of films and television programs can affect psychological health. It can do this by directly affecting your mood, and your mood can then affect many aspects of your thinking and behaviour.



If the TV program generates a negative mood (anxiety, sadness, anger, or disgust), these experiences will affect how you interpret events in your own life, what types of memories you recall, and how much you will worry about events in your own life.

Why have I singled out negative news bulletins for attention here? Well, there is good reason to believe that the negative sensationalism in news has been gradually increasing over the past 20 to 30 years.

First, we'll look at what negative news is, and then we'll examine the reasons why broadcasting negative news has become so prevalent. Finally, we'll look at some of the ways in which viewing perpetual negative news might affect your mood, and particularly your tendency to worry about your own specific problems.

There are a lot of bad things that happen in the world, and it is right that people should know about these things through reporting in news bulletins. These "bad things" include crime, famine, war, violence, political unrest, and injustice, to name a few.

But there is also an increasing tendency for news broadcasters to "emotionalize" their news and to do so by emphasizing any potential negative outcomes of a story no matter how low the risks of those negative outcomes might be. This is basically scaremongering at every available opportunity in order to sensationalize and emotionalize the impact of a news story.

Because we now have 24-hour news coverage, gone are the days when a correspondent or journalist's role was simply to impartially describe what was happening in the world—because of satellite TV, we have an almost immediate visual record of what is happening throughout the world. So the journalist's job can become one of evaluating the news story and it is only a small step from evaluating a story to sensationalizing it.

As professor of journalism studies Bob Franklin wrote some years ago, "Entertainment has superseded the provision of information; human interest has supplanted the public interest; measured judgment has succumbed to sensationalism." Franklin, B, *Newszak and News Media*, 1997.

News bulletins also have to compete with entertainment programs for their audience and for their primetime TV slot, and they seem to do this by emphasizing emotionally relevant material such as crime, war, or famine at the expense of more positive material.

Knowing that the proportion of negatively-valenced emotional material in news bulletins was increasing, in 1997 we conducted a study looking at the psychological effects of viewing negative news items. We constructed three different 14-minute news bulletins. One was made entirely of negative news items, one was made entirely of positive news items (e.g. people



winning the lottery, recovering from illness), and one was made of items that were emotionally neutral. We then showed these bulletins to three different groups of people. As we predicted, those who watched the negative news bulletin all reported being significantly more anxious and sadder after watching this bulletin than those people who watched either the positive or neutral news bulletin.

But what was more interesting was the effect that watching negative news had on peoples' worries. We asked each participant to tell us what their main worry was at the time, and we then asked them to think about this worry during a structured interview. We found that those people who had watched the negative news bulletin spent more time thinking and talking about their worry and were more likely to catastrophize their worry than people in the other two groups. Catastrophizing is when you think about a worry so persistently that you begin to make it seem much worse than it was at the outset and much worse than it is in reality—a tendency to make mountains out of molehills!

So not only are negatively valenced news broadcasts likely to make you sadder and more anxious, they are also likely to exacerbate your own personal worries and anxieties. We would intuitively expect that news items reflecting war, famine, and poverty might induce viewers to ruminate on such topics. But the effect of negatively valenced news is much broader than that—it can potentially exacerbate a range of personal concerns not specifically relevant to the content of the program itself.

So, bombarding people with sensationalized negativity has genuine and real psychological effects. Given this cascading effect of negativity into people's personal lives, should TV schedulers be required to consider such effects when preparing and scheduling programs containing emotively negative content?

Methodology

Research approach

This research employs the method of Qualitative research through quantitative analysis to gather an in-depth understanding of the behavioral changes caused by the social networking sites like Orkut on youth and the reasons that govern such behavior

Type of the Research: Survey Method

This method involves the direct interaction with the subjects through collecting the data by surveys and interviews. This kind of survey can be conducted online as well as offline and that is the reason it is a go-to option for descriptive research method that has a large sample

size. And for the purpose of having an inclusive end result of the survey, the questionnaire must have a good mix of open-ended and close-ended questions.

Sample Size

The sample comprised of students from business, history, mass communication, etc and people from different professions. But the sample as mentioned is restricted to a certain geographical area and is also small in number. The large sample size tends to give more accurate results. But the fact that large sample sizes can be expensive and time consuming, cannot be neglected. But on the other hand, small sample size is economical and less time consuming, even though it is not that accurate. Hence, in situations requiring minimal error and maximum accuracy of predictions of population values, large sample is the most suitable.

Sampling Technique

The core population was chosen with the use of convenient sampling like the users of social media was chosen by the simple random sampling approach. The survey was carried out on the sample with the easily accessible and available to indulge the various constraints and limits like finance and time. Sampling can be utilized to come up with a conclusion or generalization with the data in hand and in relation to the already existing theory.

Data type

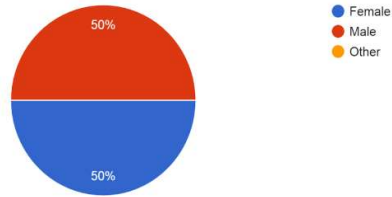
Data is fundamental aspect to provide an insight in a project and collecting good data is like creating the foundation for gathering the evidence and achieving the accurate objective & result.

DATA COLLECTION

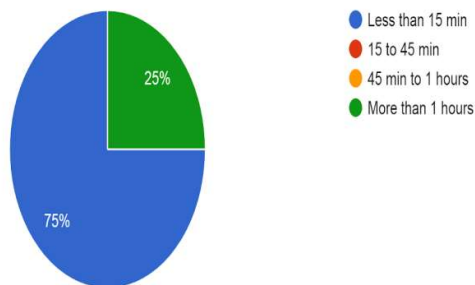
Survey data is defined as the resultant data that is collected from a sample of respondents that took a survey. This data is comprehensive information gathered from a target audience about a specific topic to conduct research. There are many methods used for survey data collection and statistical analysis. Various mediums are used to collect feedback and opinions from the desired sample of individuals. While conducting survey research, researchers prefer multiple sources to gather data such as online surveys, telephonic surveys, face-to-face surveys, etc. The medium of collecting survey data decides the sample of people that are to be reached out to, to reach the requisite number of survey responses. Factors of collecting survey data such as how the interviewer will contact the respondent (online or offline), how the information is communicated to the respondents etc. decide the effectiveness of gathered data



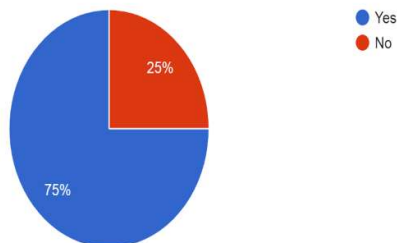
Gender
4 responses



How much time do you spend on watching tv News in a day?
4 responses

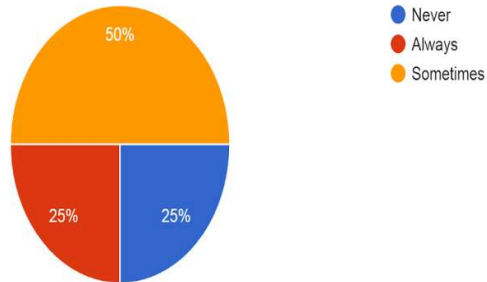


Did you notice any kind of changes in the presenting of News on TV Recently?
4 responses



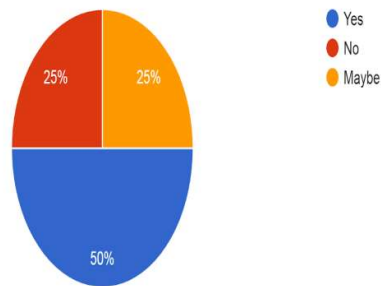
Do you watch Hindi TV News channels?

4 responses



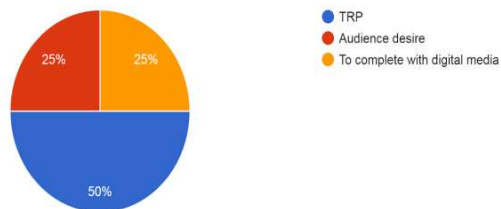
Is the current trend of TV News presenting being able to complete with digital media?

4 responses



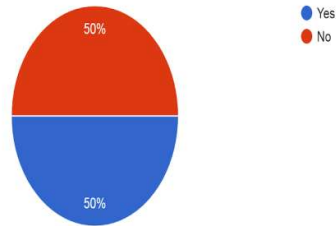
What could be reason behind changing the presentation of TV News often?

4 responses



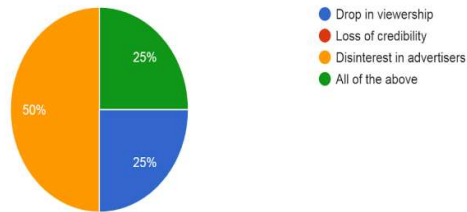
Do you feel that it's the strategy of a news channel to bring news presenters with attitude and arrogance for their primd time shows?

4 responses



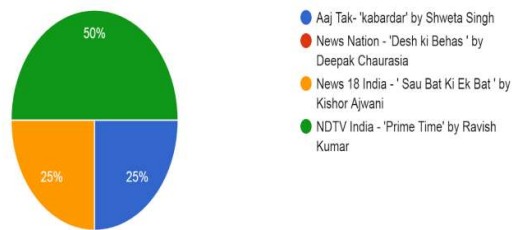
What are the risks associated with changing the style of news presenting frequently?

4 responses



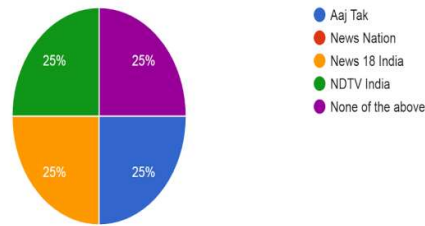
Are any of these following prime time TV shows in your priority?

4 responses



On which of the following channels do you like overall presenting of News best?

4 responses



DISCUSSION & CONCLUSION

In our work we addressed the issue of influence of media content on the human psyche. In the research we verified some theoretical and empirical knowledge. In previous studies mainly the effect of media on children's aggression and delinquency was explored. But there are also studies that oppose this result. Most experts still consider the certain influence of media, but not exactly dominant. It may be only a kind of trigger already biologically rooted predisposition. Although we identify with this opinion, but even we wonder how strong may be the action of the news content on TV, respectively whether the TV news can cause anxiety and mood deterioration in individuals. Our assumptions were based primarily on an analysis of TV news content (was realized during the pre-research study). A large part of TV news consists mainly of negative and neutral tuned news. Positive information are in the TV news presented only minimal. We consider this as an essential deficiency and it led us to realize the research. As we mentioned, we examined the action of television news for anxiety and actual mood of an individual. We assumed that after exposure of the TV news in individuals occurs increase anxiety and also worsening of mood. We created an experimental plan and after finish of data collection we execute the statistical testing. Though, the results support our assumptions only partially. The first hypothesis we reject. Group of respondents who watched television news does not show an increase of anxiety in comparison with other groups. There are several explanations of this result. In particular, we consider the limit of timing the test situation. This we have chosen for the sample of students during the class time. The point is that for students is more enjoyable to spend lesson with some action as to receive a regular interpretation of matter from the teachers. Only one research group avoided the lesson of statistics which they considered it boring (they told us after the completion of testing). This may lead to reduction of an anxiety and also to improve the mood. This situation occurred in



all three groups, therefore we consider this explanation to be most likely. Another fact, which could distort the results is that students watched the television news before midday. While the TV news are normally broadcast in the evening. A person usually comes home tired from work or school and sit at the television. He has not always the need to solve or monitor the negative or positive news. He simply wants to be informed, and thus receives information in any form. Perhaps the result would turn out differently if we tested individual in that moment. Next, there also may be important the role of society. When an individual is in the large society of people, the information may be perceived quite differently than he is exposed them face to face in the comfort of own home.

According to the results of current study we modify methodology and enrich the research with testing in the laboratory conditions. Reliable results can be applied later in the field of media psychology. Our ambitions are focused to a point where the psychologists would be competent to appeal on commercial television to broadcast slightly more positive news than it is at present. That means, at least, the number of negative news does not exceed the number of positive or neutral toned coverage. But the media broadcasting also offers other and equally important stimuli to investigate about the impact on individual. On television, there are movie during the day-time extremely unacceptably for child viewers (under 15 years). We mean especially the violent, sex scenes, but also commonly presenting the scenes of drug use. The last one we have also investigated and have particularly verified the relation of daily exposure to scenes of alcohol use on actual alcohol behavior among adolescents (the study has been not yet published; more information on request).

However we believe, that, particularly, the general public has to be informed about the risks, be able to choose and initiate change... Otherwise, the media will continue its own way. Therefore, it is profoundly important to examine these topics, but mainly to provide and publish results for the general public. And here arises a big problem with the place of publication for the general public. Because the way to inform ordinary people is heading only through the public media, which we criticize

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