



## A study on Paradigm shifts in News Channels with special reference to Audio-Visual Media

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**Abstract:** India has witnessed a proliferation of news channels. A major paradigm shift in the news channels for the audio visual media is very much evident. We are living in a world which is marked by dynamism. It has resulted in the development of news which affects the different facets of our lives. The audio-visual media is the most happening media today as it offers a deadly combination of sights, sound and movement. The changing media has brought locally and globally certain challenges and opportunities. The news is instantly available to everyone at all times of the day & night and the presentation has also undergone a drastic change.

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Moreover the news is constantly updated. In this age of information technology, sources of news gathering and reporting have undergone a dramatic paradigm shift as well.

**Keywords :** Paradigm shift, Media, News.

### Introduction :

We are living in a world which is marked by dynamism. It results in the development of news which affects different facets of our lives. The audio-visual media is the most happening media today as it's a deadly combination of sight, sound and movement (Reddi Narasimha C.V., 2014). Television has the strongest emotional impact of all the media. Its sound and sight power makes programmes more close to the viewers and influence better than radio or press (Chunnawalla S.A. and Sethia K.C. (2006)). Television brings us images from far and wide. Television is also called as a magic carpet. Therefore, the news in audio-visual media has the most impact over the viewers.

The study is a systematic enquiry regarding how the presentation of news has undergone change over the years. The news channels which thrive on the TRP go all out to carry on with all sorts of initiatives to survive, sustain and succeed. The study therefore is an analysis regarding what paradigm shifts have occurred in the news industry with special reference to the audio-visual media.

### Objectives:

The different objectives of the study are as follows:

1. To find out the most popular news content among the viewers.

2. To figure out the reasons behind watching a particular programme on news channels.
3. To find out whether opportunities are given to women in media industry.
4. To figure out whether the preference of viewers for any particular language has changed over the years.

#### Hypotheses:

The following hypotheses are being considered for the study:

1. Political news is the most popular news content among the viewers.
2. Presenter/ show host is the reason for watching a particular programme on news channels.
3. Women are getting ample opportunities on news channels.
4. The respondents have not changed the preference for language over the years.

#### Limitations:

The major limitations of the research study are:

1. As sample size was limited to Patna, the findings cannot be concluded for the rest of the country. So, it has limited validity.
2. The sample size was restricted to 300 respondents only because of the paucity of time within which the research was to be completed.

#### Methodology:

The research design has been explorative as well as descriptive, since the study involved making an enquiry regarding the perception how the news channels have undergone a change over the year and to make a statement regarding the state of affairs that prevail at present.

The data has been collected from both, primary sources and secondary sources. For primary source, the viewers of news channels Doordarshan, Aaj Tak, APB News, News 18, CNN News, India TV, etc., have been approached. The secondary data was mainly collected through internet, books and journals, etc.

An interview schedule was administered on 300 respondents from the population in Patna for the collection of the data. The sample units have been selected through convenience sampling.

Major Findings of research :

#### Table 1. Preference of news channels among the viewers

Almost half of the respondents prefer Aaj Tak as their favourite news channel.

#### Table 2. Preference of news contents among the viewers

The analysis establishes that entertainment as well as political news is the most viewed programme.

#### Table 3. Reasons for the preference of news channels

Majority of the respondents consider news programme to be the reason for watching a particular news channel.

#### Table 4. Presentation of news affects the viewers or not

Maximum respondents agreed that presentation affects the viewership.

#### Table 5. Criteria for the progress of the news channels

The time duration and the reading pattern are the most important criteria for the progress of the news channels.

#### Table 6. Perception of viewers towards sensationalisation of news

A large number of respondents believe that sensationalisation of news is unethical.

#### Table 7. Approval of the heated discussion in news programme

Majority of the respondents approved airing heated discussions on news programme.

#### Table 8. Growth of opportunities for women in news channel

Almost all the respondents agreed that women are getting more opportunities as compared to the earlier scenario.

#### Table 9. Changes in the preference for language

Maximum number of respondents have not changed their preference for language over the years.

#### Suggestions:

After a rigorous analysis of data, the following suggestions could be made:

1. Exaggerating the news content should be prohibited.
2. News channels should not support any specific political party.
3. Debates should always have a conclusion at the end.
4. Secret planning related to the security of the nation should not be aired on the news channels.

#### Conclusion:

The broadcast journalism has come of age. We have channels that are dedicated to news. The viewer today does not have to wait for that "half an hour of news" telecast on one channel. In the past Doordarshan used to sandwich news slots between soaps for other entertainment. Now we can just switch on to various news channels which are available 24x7 for fresh, up-to-date news about the happenings around the world. The number of news channels is growing day by day and so are viewers. Further, news is being presented in almost all regional languages of India, though most of the viewers in Patna prefer news in Hindi and English.

## **LIST OF TABLES**

**Table 1. Preference of news channels among the viewers.**

Name of news channels	No. of respondents	Percentage
Doordarshan	16	5.3
Aaj Tak	160	53.3
ETV News Bihar/Jharkhand	20	6.7
India TV	48	16
CNN news 18	20	6.7
Republic	8	2.7
Any other	28	9.3
Total	300	100

**Table 2. Preference of news contents among the viewers.**

News content	No. of respondent	Percentage
Politics	110	36.6
Mythology	16	5.4
Sports	54	18
Entertainment	112	37.4
Any other	8	2.6
Total	300	100

**Table 3. Reasons for the preference of watching news channels**

Reasons	No. of respondents	Percentage
Presenter	70	23.3
Time slot	48	16
News programme	162	54
Any other	20	6.7
Total	300	100

**Table 4. Presentation of news affects the viewers or not**

Criteria	No. of respondents	Percentage
Yes	276	92
No	24	8
Total	300	100

**Table 5. Criteria for the progress of the news channels**

Criteria	No. of respondents	Percentage
Time duration	120	40
Attire	6	2
Reading pattern	174	58
Total	300	100

**Table 6. Perception of viewers towards sensationalisation of news**

Views	No. of respondents	Percentage
Yes	108	36
No	192	64
Total	300	100

**Table 7. Approval of the heated discussion in news programme**

Views	No. of respondents	Percentage
Yes	200	66.7
No	100	33.3
Total	300	100

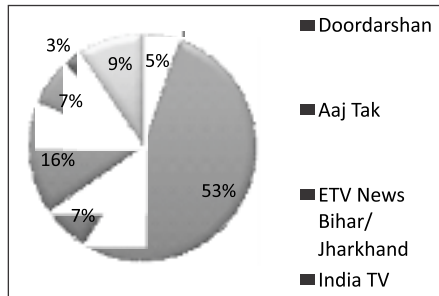
**Table 8. Growth of opportunities for women in news channel**

Views	No. of Respondents	Percentage
Yes	294	98
No	6	2
Total	300	100

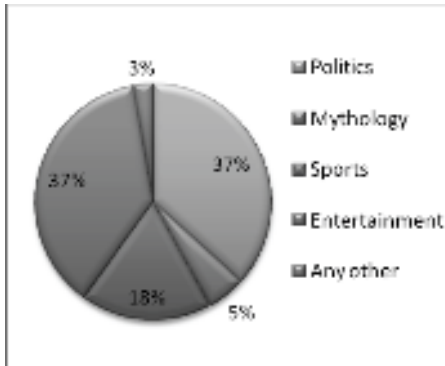
**Table 9. Change in preference for language**

Criteria	No. of respondents	Percentage
Hindi to English	15	5
English to Hindi	5	1.7
Hindi to Regional language	40	13.3
Not changed	240	80
Total	300	100

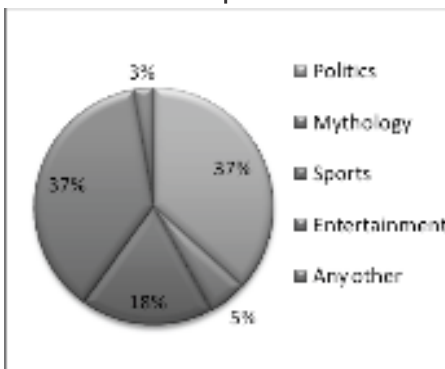
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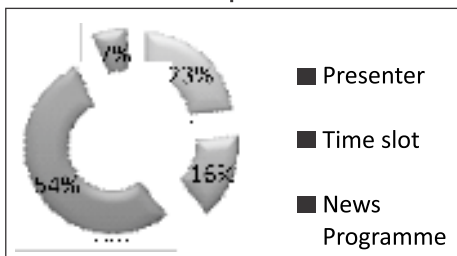
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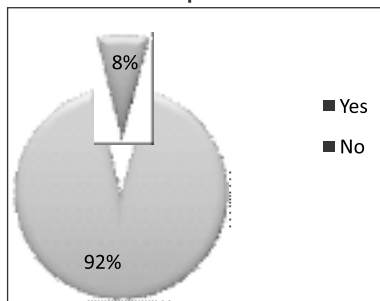
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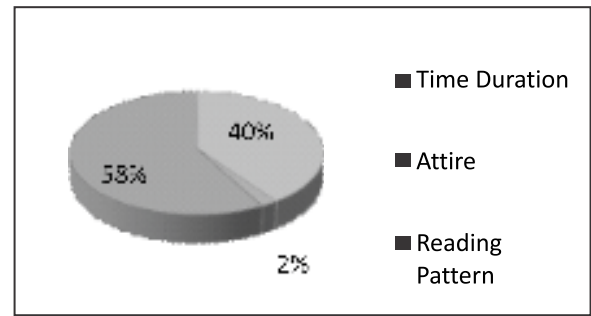
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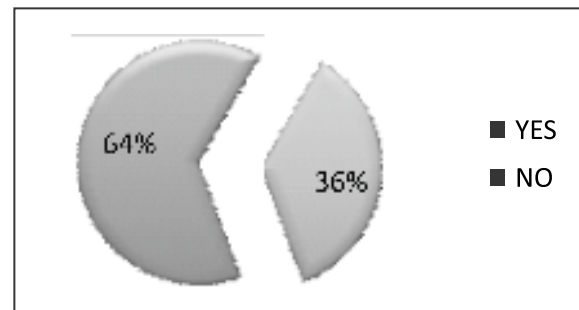
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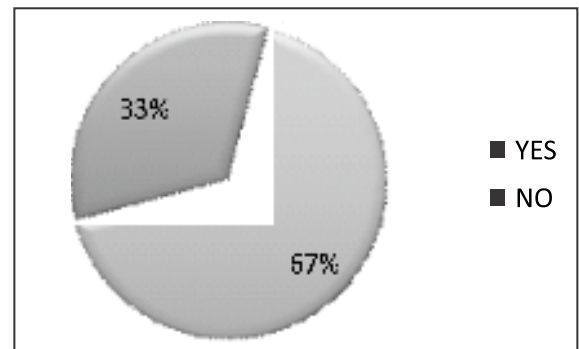
Graph 5.



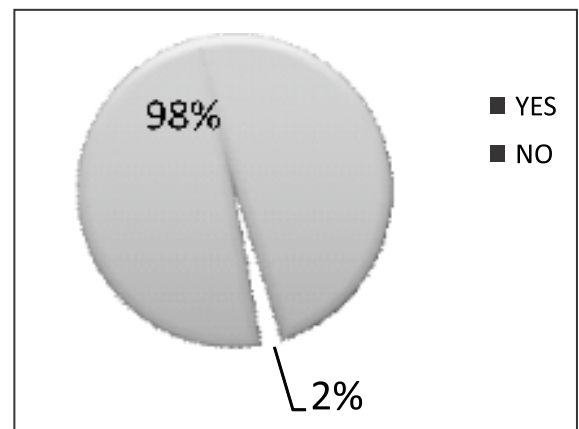
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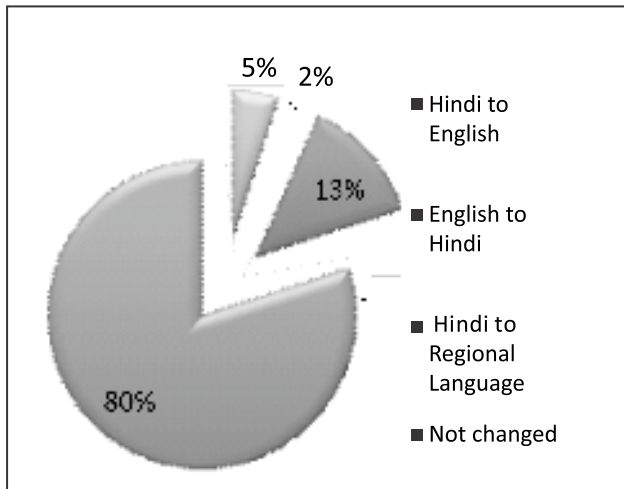
Graph 6.



Graph 7.



Graph 8.



**Graph 9.**

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