



## Portrayal of Males in Television News Programmes

Dr. Awa Shukla

Asst. Professor, Social Sciences Dept. BabasahebAmbedkar Open University, Ahmedabad (Gujarat)

### ABSTRACT

*Television has become the first communication apparatus in public life. Television has been proved to be a boon for knowing the latest minute to minute happenings around the world. Waves of dramatic and dynamic changes have flashed across the horizon of the news programmes in the Indian television. The multilingual, multi-national, multi-channel, onslaughts of news channels brought a drastic change in the trends of news programmes. In a country like India, television provides tremendous outreach for disseminating audio visual information even in remote areas. The presentation of news depends upon the efficiency of the news reader. Males and females both are efficient news reporters now days. So a study was undertaken to find out the portrayal of males in these News programmes, as perceived by the viewers in Kutch region. Significant difference was found in the level of agreement of women on portrayal of males in TV new programmes in relation to the age. It was found that the viewers opined that male reporters were involved in specific type of news presentation only.*

### KEYWORDS :

In a country like India Television provides tremendous reach for disseminating audio-visual information even in the remote areas. The proliferation of channels has put a great pressure on the Indian television programming industry. The news channels in India have acquired today newer dimensions, greater popularity and much wider reach. News channels provide masses a common experience at the same time in verifying degree. Waves of dramatic and dynamic changes have flashed across the horizon of the news programmes in the Indian television. News Channels are poised to become sizeable producers of different news items. International satellite television was introduced in India by CNN through its coverage of the Gulf War in 1991. International satellite programming has opened up competition in news and public affairs programming. The increasing number of news channels has well acquainted people with many realities and researches at national and international levels. Just by switching any news channel viewers get latest updates of what is happening around the world. News programs have become more formative, issue based and trendy. Now a day's graphics, animations, real locations, dramatic acts, etc. are used to show the news. Opinion of different experts from different locations is also taken by the reporters on certain issues. It also includes live talks, interviews, debates, open discussion forums etc. At the same time due to competition the news channel have started making news items just to gain mere publicity and high ratings. Indian audiences are found to be more interested in local or regional or national news items compared to international news items. There are many competitive news channels nowadays. Popular Indian news channels are ABP news, Zee news, India TV, TV9, Doordarshan, AajTak, NDTV, ISBN etc., there are popular regional news channels also like ETV, TV9, Sandesh news, etc. They provide with detailed information about any happenings or mis happenings in any field, in any area, in any region, in life of anyone or anything happening in the world. This news is delivered by different news readers. Social, religious, economic, education, business, sports, historical, financial, political, defence, geographical, environmental, entertainment, etc. all types of news are covered by these reporters. The news programmes are now designed more to attract the viewers. The quality of news always depends upon the efficiency of the news reporters. It is the news reporter who makes any news interesting or non-interesting. Both males and females cover different types of news items. Normally it is found that male and female news reporters cover different types of news. Even their presentation styles and news content vary. So a study was undertaken to find out the portrayal of males in these News programmes, as perceived by the viewers in Kutch region. Following were the objectives of the study,

1. To find out the overall level of agreement of the men and women regarding 'Portrayal of males' in the News programmes.
2. To find out the overall differences level of agreement of the men and women regarding 'Portrayal of males' in the News programmes.
3. To find out the overall differences in the level of agreement of

- men on 'portrayal of males' in News programmes, in relation to,
- Sex
- Age
- Educational level of the respondents
- Type of family

4. To find out the overall differences in the level of agreement of women on 'portrayal of males' in News programmes, in relation to,
- Sex
- Age
- Educational level of the respondents
- Type of family

This study will help us to know how the portrayal of males in News programmes actually work, how it has influenced the viewers and what in turn influences them.

### Methodology

The sample of the study comprised of 500 men and women from Kutch region, selected by purposive sampling method. The samples belonged to Gandhidham, Adipur, Anjar, Bhuj and nearing places of Kutch Region. A structured schedule was developed by the investigator to study the level of agreement of the men and women regarding portrayal of males in the reality shows. The tool was constructed in different sections with different response systems. The three main variables of the study were sex, age and educational level of the respondents. The 5-point scale consisted of the items to measure the men's and women's opinion about portrayal of males in the TV News programmes. The statistical measures used for the analysis of the data were percentages, t-test and intensity indices.

### Major Findings

Item wise Intensity Indices showing the level of agreement by the men and women on the 'Portrayal of males' in the News programmes.

Sr. No.	Portrayal	M (N=250) I.I.	W (N=250) I.I.	Overall (N=250) I.I.
1	The main news seekers	3.17	3.43	3.3
2	Takes all risks to find out struggling news	3.00	2.98	2.99
3	More actors than news readers	3.22	2.89	3.05
4	Emphasizing on their identity	3.28	2.72	3
5	The main trend setters of the news pattern	3.08	3.99	3.53
6	The critic issue raisers	3.21	3.88	3.54
7	Qualitative	3.1	3.66	3.38
8	Non biased	3.12	3.24	3.18
9	Event specific	3.26	3.22	3.24

The above table shows that overall men and women had moderate level of agreement on portrayal of males in news programmes. The overall intensity indices ranged from 2.99 to 3.54. It is seen in the table that women and men had high level of agreement in the various portrayals stated in the table. It was found that 61.2% males and 64.6% females had favourable opinion about news as tele programmes. 67.4% females and 63.1% males had high agreement on the portrayal of males in TV news programmes as considered in the study. It was found that there was no significant difference in the level of agreement of men as well as women on portrayal of males in the news programmes in relation to the type of family and educational qualification.

It was found that there was no significant difference in the level of agreement of men on portrayal of males in news programmes in relation to the age, whereas significant difference was found in the level of agreement of women on portrayal of males in TV news programmes in relation to the age.

It was found that viewers were able to opine about portrayals of males in news programmes. Viewers also found that the news that included critics or development or business or sports was mostly covered by male news reporters. Male reporters try to cover maximum important and highlighted news. Male reporters try to create their own individuality along with the news coverage. Viewers also opined that the male reporters took all the risks to cover the challeng-

ing news and show the facts to the people. Viewers also found some male reporters to be qualitative and report only some kind of specific news item. Some male reporters act more rather than delivering actual news was also observed by the viewers. It is observed from the opinion of the viewers that viewers minutely observe the news delivering details of the news reporters and accordingly preferred to see the news items. The portrayal of males in news programmes had an impact amongst its viewers, as viewers believed in viewing news delivered by some reporters or channels only. They watched the debates and interviews of some specific male reporters only. The viewer's found variation in the presentation styles, content and formats of different reporters. They also believed that the quality of news depend on the quality and perfection of the news reporter. Viewers believed that news are highly influential medium, and it should be delivered authentically.

## REFERENCES

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