



## PROBLEMS OF KANNADA TV JOURNALISTS IN THEIR PROFESSION: AN EVALUATION STUDY AMONG KANNADA NEWS CHANNEL JOURNALISTS.

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### ABSTRACT

There are many different sections in news channels as in the newspaper office. Mainly News channels have reporters, cameramen, copy editors, news editors, graphic artist, technicians, IT specialists, market analysts, advertising marketers, video editors, program producers and production assistants etc. Reporters are the backbone of the news channels. These reporters file their reports to Copy editors. These people should have bilingual experts. One is regional language and another is English. This paper tries to emphasize the professional problems of TV journalist in News broadcasting. As per the news channel requirement reporters and copyeditors know English and experts in translation especially English to Kannada. This paper explained the opinion of the respondents on some of their professional problems.

**KEYWORDS :** Journalists, Television, Professionalism, Socio, Economic Problems

### INTRODUCTION:

The Kannada electronic media reaped the benefits with the advent of satellite channels in the 90s. The viewers who were solely dependent on Doordarshan for news and entertainment elated after private TV channels made inroads into their television sets. The private TV channels initially dished out only entertainment stuff but slowly started broadcasting news. Udaya TV started telecasting news in its channel followed by ETV and other channels. Then the 24X7 news channels emerged, TV9 with its unique presentation of news, sort of revolutionized Kannada news media. The channel soon became a household name across Karnataka. In the meantime, several news channels mushroomed in Karnataka, prompting many to wonder whether it is too crowded.

### Kannada News Channels in Karnataka:

There are 11 satellite Kannada news channels in Karnataka. TV9 Karnataka, Suvarna News, Public TV, BTV, News18 Kannada, Raja News, Digvijay 24X7, Praja Tv, News First, Power Tv and Tv5 Kannada. The Kannada electronic media is at a crossroads amid COVID-19 pandemic and emerging challenges in the field. The media has been grappling with several issues compounded by the pandemic that resulted in many journalists losing their jobs. The mainstream media both the print and electronic were badly affected due to dip in the revenue. The media houses were forced to lay-off considerable number of journalists to sustain the business.

The Kannada electronic media is also facing a major challenge as many media houses are switching towards digital media news platform which is touted as next big thing in the area of news consumption. As more and more people particularly youngsters opting to watch news content packaged into small videos on mobile apps rather than spending hours watching television news channels. The digital media news platform has been growing steadily in the country that caters to people who prefer to watch news presented in a crisp and brief manner in the fast-phased world where time is too precious.

Hundreds of journalists, cameramen, video editors and others have been rendered jobless across Karnataka. Many of these journalists are forced to do odd jobs to support their families. With the IMF predicting a gloomy picture for the Indian economy, continuing price rise, border tension with China and the unceasing spread of Coronavirus, the tough time for these people is far from over. Even as news channels are struggling to pay wages to their staff, some are queuing up seeking government permit to launch their channels. The government must formulate strict rules for the new players in the market which is already crowded.

### Review of Literature:

The Researchers observed various research aspects related research topic. According to Azmi (1977) journalism is a profession with special knowledge. This knowledge is obtained by journalists in training institutes affiliated to various universities. The success of journalists is judged on the basis of the high intellectual service provided to the community, he said.

As journalist Bandopadhyaya (2002) asserts, journalism has to take care of the health of society. It is essentially a value-based profession. It affects the thinking, life and actions of millions of people. The level of independence and independence required by the industry depends on the degree of achievement of freedom of speech and expression. Over the years journalism has grown in size and complexity as analyzed above. Also sectioned is a lot more standard.

According to Britannica Encyclopedia (1987) it was first argued that anyone who became a journalist. A number of factors influenced this tradition. That is special education is essential for journalists.

### OBJECTIVE OF THE STUDY:

To know the professional problems of journalists working in Kannada news channels. The impact of language knowledge, knowledge of English, Technical Usage and English Translation of journalists working in Kannada news channels in Karnataka.

### Study Area:

The study was conducted in Bangalore and other districts of Karnataka state. Only working journalists (accredited journalist from state government) have been included for this study. The study including women and male journalists too, the research study has been carried out in four stages. Gulbarga, Vijayapura, Bagalkot, Raichur and Bellary districts in first phase. Reporters from Belgaum, Hubli-Dharwad, Gadag, Koppal, Haveri and Davanageri districts in the second phase. Bangalore, Bangalore rural, Chitradurga, Tumkur, Mysuru, Kodagu and Chamarajnagar in Third phase Lastly Dakshina Kannada, Hassan, Udupi, Shimoga, Chikmagalur, Kolar, Yadagiri, Ramanagara, Chikkaballapur Mandya, Mangalore and Bidar

### METHODOLOGY:

**Sampling Method:** The survey methodology was applied to this study by collecting data through a structured questionnaire. Multiple stage group random sampling method was applied for this research. The state wide study was based on reporters in state level news channel to provide appropriate representation to all categories of Kannada news channels. The researchers have been selected on available

information on the basis of respondents' education, gender, salary, post, social background, caste and religion. State wise data collection work was conducted for a period of three months.

**Data Collection:**

In this study samples were collected using multiple stage group random sampling method. Methodology of the research and objectives of the study, scope and significance of the study all are described in this study.

Blueprint for research study sample collection  
 28 District Kannada News Channels in Karnataka state : 28X8 = 224

Reporters from various Kannada Channels in Bangalore headquarters : 102

Banga Rural reporters from Kannada News Channels : 04

Total collected samples : 330

Out of 330 samples, 36 respondents are not gave proper complete information. Total 294 respondents have been considered for the study.

**Significance of the study:**

As per review of literature, there is no state wide study on Kannada news channel reporters has done. The professional problems which are facing by Journalists working in Kannada News channel is of great importance. The views reflected in this paper are influenced by these backgrounds of reporters and their other contemporary facts. A number of factors can play a crucial role in determining the various types of thinking and preoccupation reflected in news media. The fourth pillar of the democratic system can be understood as the background of working Journalists in the news channels. Knowing the level of satisfaction in the profession of Kannada news channel reporters.

**Analysis of the study:**

Frequency	Ranked on preference over professional problems						
	1	2	3	4	5	6	No response
Various professional problems	76(25.9%)	55(18.7%)	12(4.1%)	71(24.1%)	19(6.5%)	6(2.0%)	55(18.7%)
Translation problem	32(10.9%)	26(8.8%)	24(8.2%)	43(14.6%)	92(31.3%)	22(7.5%)	55(18.7%)
The problem of inferiority	42(14.3%)	53(18.0%)	28(9.5%)	46(15.6%)	34(11.6%)	42(14.2%)	49(16.7%)
Problem of the English language	16(5.4%)	64(21.8%)	70(23.8%)	31(10.5%)	49(16.7%)	25(8.5%)	45(15.3%)
Problem in using new technology	72(24.5%)	39(13.3%)	42(14.3%)	41(13.9%)	40(13.6%)	27(9.2%)	33(11.2%)
The problem of wages and consideration	56(19.0%)	4(1.4%)	63(21.4%)	7(2.4%)	9(3.1%)	117(39.8%)	38(12.9%)

According to this table analysis shows that most of the TV journalists are working in 24 hour in day and night shifts. They facing many professionally problems like translation, inferiority, English language skills, problem of using new technology, monthly salary and field reporting problems. As per this data shows that majority of respondent means 76 percent of TV Journalists are facing translation problem. They gave first rank for this problem. 55 percent of TV Journalists gave second rank for the translation problem. Only 12 percent of journalists gave the third rank for the regarding translation problem. Regarding on fourth option 71 percent of TV Journalists are mentioned fourth rank for translation problem in their professional. In other hand 19 percent of them gave fifth rank for this statement and only 6 percent of respondent gave sixth rank for this problem.

The second problem, Electronic Media Journalists has given their opinion about inferiority complex in their working place. The highest number of respondent 92 percent of them have given fifth rank for this problem, followed by 43 percent of TV journalist have mentioned fourth rank for same statement and other hand 32 percent of them have given the first rank option for this statement. Only 26 to 24 percent of respondents gave second and third rank for the regarding particular statement only least of them means 22 percent have given sixth rank for inferiority problem in newsroom.

As per this study shows most of the Kannada news channel journalists are not so expert in English language. 53 percent of respondent have given second rank for expertisation in English language. Followed by 46 percent of them gave fourth rank for particular professional problem. 42 percent of respondents have given first and sixth rank for English language fluency. 34 percent of Kannada news channel journalists have given the fifth rank and only 28 percent of them gave third rank for this statement.

Table contains using new technology in their profession related data. The data analysis shows that most of the respondent means 70 percent of them Kannada news channel Journalists are not aware about regarding new technology using in TV channels. They gave third rank for the statement. In followed by 64 percent of them they have given the second rank for this statement. Other hand data shows 49 percent of

them also gave fifth rank for the same problem. 26 percent of them TV Journalists are given the sixth rank option for this statement only least of the 16 percent of them have given first option for the particular statement.

Table showing statistical data of salary discrimination in Kannada News channels. As per data most of the Kannada news channel journalists means 72 percent of respondents are facing salary discrimination in their organisations. In followed by 42 percent of them they have given the thirds rank for this statement. Interestingly second, third, fourth and fifth rank is balancing statically data shows 39 to 42 percent of them facing salary and wages related problems. Only 27 percent of respondent gave sixth rank for this statement.

**CONCLUSION:**

A journalist who does not know how to write and translate is a non-journalist. It is natural for news channel journalist gravitates toward reporting and narrative. This is definitely not wrong. But in order to achieve these two disciplines journalists must look to the other two disciplines. One is writing and another is translation.

Let's talk about the topic of writing first. Sentence structure is important in writing. Usage of word is important in sentence structure. The use of appropriate words in words is very important. Writing is the lifeblood electronic media. So no further analysis of this is needed. Of course, the words come to a screeching halt when we speak informally. However, as soon as you stand in front of the camera, the words begin to forget. In this case a reporter or an interpreter makes up the sentence in the mind, and puts it out verbally. This is a normal process for the reporter to be unaware of. For those who practice writing, in this case the words go off without hindrance. So even the Journalists of visual media will be looking into this during their college days.

The second thing is translation. Probably: The Journalists do not know the significance of this. However, once the official entry into the media field, the importance of translation becomes apparent. This category is often ignored in today's journalism courses. No news is available in Kannada for all media. Some government publications, the opinions of private individuals, reach out to the media in different languages.

Sometimes even a reporter misses an opportunity to do an affordable interview. The reason is that they don't get enough English. Sub-editors in the newsroom, copy editors, programmers, those who are in charge of special programmes. They need to know English. You must learn not to speak but to translate into Kannada. Otherwise, he would be left as a journalist to no avail. Moreover, in today's modern age digital journalism must have both writing and translation. The growth of communication technologies, the impact of globalization and the liberal policy adopted by the government have brought in stupendous changes in the field of communication. A key change in news processing and reporting rooms has been the introduction of computer and laptops which have replaced manual typewriters. The technological change in news gathering have really increased the speed of news and helped news channels to reach their deadlines. The numbers of media organizations are well equipped technology now days. The changing technology influences journalism. Although new media such as the Internet, World Wide Web and digital video are perhaps the most visible examples of technologies that are transforming journalism, the history of journalism is in many ways defined by technological change. The article concludes with a proposed research agenda for the Translation expertise and knowledge of English language. This paper aims to determine how Kannada TV journalists use daily developing technology as a part of their everyday professional life.

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