



THE CASTE AND KANNADA NEWS CHANNELS JOURNALISTS IN KARNATAKA

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ABSTRACT

Media industry in India has witnessed influence of dominant castes since its very inception. Such hegemony has had a huge impact on our everyday lives and how we come to experience the world. This research paper analyze caste group of Journalists working in Kannada news channels in Karnataka. It helps dominant discourses to prevail and shapes popular perceptions and culture. The paper examines news channels a tool of maintaining the status quo and also as a medium of resistance and assertion.

KEYWORDS : News Broadcasting, Journalists Socio Status, Kannada News channels, Caste, Media

INTRODUCTION

Popularly referred to as the 'fourth pillar of democracy,' media no doubt plays an invaluable role in the investigation of truth and giving a mirror to a society, to a country. The beginnings of Indian media go long back to the eighteenth century when the print media was started in 1780. In this long journey, the industry has seen a number of transformations and achieved many milestones.

Indian Journalism

Journalism in India was once a profession. It has now become a trade. It has no more moral function than the manufacture of soap. It does not regard itself as the responsible adviser of the public. To give the news uncolored by any motive, to present a certain view of public policy which it believes to be for the good of the community, to correct and chastise without fear all those, no matter how high, who have chosen a wrong or a barren path, is not regarded by journalism in India its first or foremost duty. news gives place to sensation, reasoned opinion to unreasoning passion, appeal to the minds of responsible people to appeal to the emotions of the irresponsible. It is common knowledge that this so-called pillar of democracy has the capacity to manipulate reality, promote state interests, extend propaganda, or advertise oppressive ideologies. Therefore, to explore this 'other' side of media, it becomes important to investigate the various aspects of it, from its composition and content to how it shapes the popular perceptions. In this paper, I will be exploring the various facets of News Channels. The aim of the paper is to know the caste groups in Kannada News channels.

Kannada News Channels in Karnataka:

There are 12 satellite news channels in Karnataka. TV9 karantaka, Suvarna News, Public TV, Kasturi News, BTV, News18 kannada, Raja News, Digvijay, Praja Tv, Power, News 1st and Tv5 Kannada. News channels are seeing a lot of growth. These news channels have increased employment and advertising market in the state. State news channels which are competing with National News channels and Entertainment channels. There are many different sections in news channels as in the newspaper office. News channels mainly has 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. Today over a thousand of reporters belonging to different caste are working in Kannada news channels. These designated reporters do cover the crime, political, cinema, human interest, sports related stories and as per the channel requirement.

Review of Literature: The Researchers observed various research aspects related research topic. As human beings remain a part of the society that they see and engage with,

their location in the structures that exist in the society plays a significant role in how they perceive reality and more importantly, how they arrive at knowledge. As observed in the above section, a large majority of positions in the media houses is occupied by social groups that are above the oppressed population in the caste hierarchy. The oppressor castes that are actually a numerical minority end up producing stories and reporting news on the marginalized population. As a result, as has been noted by many anti-caste individuals, the stories produced by media reflect a casteist mindset in one way or the other. First of all, issues of caste are reported less or largely ignored by the media. While many times, the issue of caste is consciously concealed in the news reports. As the Oxfam and NewsLaundry survey also revealed, merely 10 of the 972 articles that appeared on the cover pages of 12 magazines under study addressed caste related issues. While no media house was interested in covering any caste-based atrocities due to lack of readership for the said issues a decade ago, the amount of reportage on the same has increased in the recent years. The reason for this change in course is attributed to the rise of the so-called 'alternate' media outlets run by editors of marginalized communities (Mondal, 2017). These media houses are reporting from the grass roots and have managed to attract readers/viewers for the stories and experiences they bring out in the open. However, even though the caste atrocities and such cases are being covered at least more than how it was a decade ago, there is still a long way to go for the media houses to practice honest and meaningful journalism. Another equally, if not more, detrimental consequence of such journalism has been that it has contributed in reducing the issue of caste to merely a rural problem. In the name of reporting caste issues, journalists reach villages to cover the atrocities but fail to see Brahminical hegemony in the urban spaces. S. Anand's (2005) critique of P. Sainath's reportage highlights this issue. Sainath is a prominent Brahmin journalist and a role model for many aspiring journalists. He fetched the Amnesty International Award 2000 for his piece A Dalit Goes to Court. Anand (2005, p. 184) notes (*Caste: A Global Journal on Social Exclusion)

Objective of the Study: To know the caste group and social status of journalists working in Kannada news channel. The impact of caste on their profession of journalists working in Kannada news channels.

Study Area: The study was conducted in Bangalore and other districts of Karnataka state. Only working TV journalists (accredited journalist from state government) have been included for this study. The study including women and male journalists too, politics, sports, crime, metro city-centric, fashion, culture and business reporters are considered for this study. This study has limited for TRP based satellite Kannada News channels in Karnataka.

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 Davanagere districts in the second phase. Bangalore, Bangalore rural, Chitradurga, Tumkur, Mysuru, Kodagu and Chamarajnar in Third phase Lastly Dakshina Kannada, Hassan, Udupi, Shimoga, Chikmagalur, Kolar, Yadagiri, Ramanagara, Chikkaballapur Mandya, Mangalore and Bidar. Information collected from Kannada news channel from all districts of Karnataka State.

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 statewide 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
 Kannada news channels District reporters in Karnataka state:
 28 Districts X 8 = 224

TV Journalists from 12 news channels in Bangalore:
 102

Bangalore rural TV journalists : 04
 Total collected samples : 330

Out of these 36 informants did not provide any information for the questionnaires. Therefore, the information of 294 respondents was recorded for the research.

Significance of the study:

According to the literature survey, there is no state wide study on Kannada news channel reporters has done. Social backgrounds of Reporters working in Kannada News channel is of great importance. The views reflected in the press 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 reporters in the news channels. As well as professional barriers, creativity and internal and external pressures in working area.

Study Analysis and Findings:

Caste	Male	Female	Total
General	121(87.1 %)	18(12.9 %)	139 (47.28%)
Other Backward class	74(89.2%)	9(10.8 %)	83 (28.23%)
Minorities	20(83.3%)	4(16.7%)	24 (8.16%)
SC/ST	41 (95.3 %)	2(4.7%)	43 (14.63%)
Others	4(80 %)	1(20 %)	5 (1.7%)
Total	260(88.4%)	34(11.6%)	294

Out of the total 294 informants 139 (47.28%) respondents are belongs to the General category. Of these 121 (87.1%) are men and 18 (12.9%) are women. 83 (28.23%) informants are belongs to other backward classes, out of them backward 74 (89.2%) of the informants are men and 9 (10.8%) are women. According to minority informants 24 (8.16%) majority 20 (83.3%) are of men, only 4 (16.7%) are women. There are 43 respondents are belonging to SC/ST out of this 41 (95.3%) are men and 2 (4.7%) are women. Men belonging to other classes are 4(80%) and only one woman mentioned other class.

Reasons for discrimination in News room	Responding to Priority over Intermediation in a News Channels						
	Priority	1	2	3	4	5	6
Discrimination in employment	30 (10.2%)	32 (10.9%)	92 (31.3%)	7 (2.4%)	57 (19.4%)	63 (21.4%)	13 (4.4%)
Discrimination in wages	30 (10.2%)	42 (14.3%)	32 (10.9%)	72 (24.5)	2 (0.7%)	79 (26.9%)	37 (12.6%)
Geographically discrimination	32 (10.9%)	8 (2.7%)	24 (8.2%)	88 (29.9%)	98 (33.3%)	5 (1.7%)	39 (13.3%)
Caste-based discrimination	30 (10.2%)	14 (4.8%)	64 (21.8%)	40 (13.6%)	82 (37.9%)	59 (20.1%)	5 (1.7%)
Neutral without answering	20 (6.8%)	144 (49%)	30 (10.2%)	6 (2.0%)	5 (1.7%)	63 (21.4%)	26 (8.8%)
Other reason	24 (8.2%)	43 (14.6%)	16 (5.4%)	49 (16.7%)	16 (5.4%)	6 (2%)	140 (47.6%)

According to the table, in this present study, journalists were asked whether they were discriminated in their media agency. Their responses were recorded by priority. Out of 294 respondents 30 (10.2%) have made a serious statement on caste discrimination. 64 (21.8%) TV journalists gave second priority for caste discrimination where as 82 (37.9%) respondents have mentioned 4th preference for Caste discrimination. In addition 14 (4.8%) journalists reported that caste inequalities have been experienced. They gave first preference to caste discrimination.

CONCLUSION:

Many TV journalists refer to it as "Hinduism". Some journalists have not disclosed their Caste. Some have not answered the question. Some have gone beyond the journalistic caste. Some journalists have replied that there no caste for journalist and some mentioned Indian. Most journalists working in the Kannada News Channels are belongs to general category. General category journalists number is higher and the

backward class journalists number is lower. The reason is education. In selecting and studying journalism as a subject, the family's financial condition may be the one of reason. Be it the newsroom, there has been hegemony of the historically oppressor castes in the domain of media. Such element had bearings on the content that is produced by the industry. This content is not an objective representation of the social reality and plays a significant role in producing News and news based programmes.

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