



Breaking News

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Contact Games, Non Contact Games, Personality Traits, Enthusiasm and Boldness

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ABSTRACT *Breaking news is one of the most commonly used presentation techniques in broadcasting, it is important that we understand the influence of such coverage on viewers. In an age of increasing competition among media outlets, an understanding of breaking news ultimately serves to help us understand the potential for audience manipulation by media sources. Are stories truly "breaking?" Or, is the libel?*

Simply a means to capture audience attention and prevent viewers from changing the channel? If by identifying coverage as breaking news people are conditioned to respond in a particular way, namely to perceive the information as being important or urgent, their true interests may not be served. In such cases, the media would not be fulfilling their responsibility of serving the public good. Breaking stories provokes curiosity and prompts viewers to seek additional information.

There has been considerable research exploring psychological responses to media in the past decade, scholars have much work to do before meeting Geiger and Newhagen's challenge to conduct greater exploration of message processing. Some researchers have examined cognitive responses to elements of news production; however, these efforts have largely emphasized viewer recall and physiological responses to messages. For example, Lang, Potter, and Grabe produced multiple versions of the same story to assess viewer recall and physiological responses. Among other things, they found that slower pacing, concrete words, and matching words to pictures made television news reports more memorable. Viewer responses to television messages can also be influenced by the size of the screen being watched. Reeves, Lang, Kim, and Tatar showed participants emotional scenes on three different sized television screens.

INTRODUCTION

Breaking news is part of media from decades, but it has started changing its ways in which broadcast media produce their news. It shows the changing media environment. Here news creators only concerned about the competition and it has made them to provide any ordinary information as breaking news. They have an avoidable spirit of supremacy for giving immediate news. Breaking news serves as a marketing tool for media organizations that are under increasing pressure to provide as much information to the audience as quickly as possible.

The characteristics of breaking news on television are distinct. Information is presented with language emphasizing urgency. Details are referred to as, "this just in" or "a developing story," and coverage is highlighted with live pictures, distinctive graphic packages, and dramatic music. Viewers sense that other stories are being cut from a newscast in lieu of breaking coverage, thereby signaling that the breaking story is of greater value. Audiences believe lead stories are more important than other parts of a newscast, therefore story placement can take on added significance if breaking news appears near the top of a broadcast. Reporters are often live at the scene of breaking stories, and anchors abandon scripts in favor of ad-lib commentary.

Modern television news viewers have greater opportunities than ever before to be exposed to breaking news because that particular type of coverage has gained prominence in recent years due in large part to the growing competition posed by online information sources. Television outlets have learned that ratings will rise when information is presented in a breaking format.

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used presentation techniques in broadcasting, it is important that we understand the influence of such coverage on viewers. In an age of increasing competition among media outlets, an understanding of breaking news ultimately serves to help us understand the potential for audience manipulation by media sources. Are stories truly "breaking?" Or, is the libel?

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The impact of breaking news on the audience may be uncertain, but its influence on the product being provided by

news organizations is clear. Network broadcasters feature breaking news as a service on their websites. Individuals subscribe with an e-mail address or pager number to be alerted when breaking news occurs. The big three broadcast networks and cable news channels, like CNN, MSNBC, and Fox News Channel, provide two to three breaking news alerts each day.

Internet search engines, like Yahoo!, provide subscribers with up to 30 breaking news alerts each week. Breaking news has even changed newspaper production. There was a time when newspaper staffs worried only about printing a daily edition. Now, in this era of growing competition, newspapers feature breaking news on their websites and update information as much as possible.

Our understanding of the impact of exposure to breaking news on viewers is limited. However, a scant body of research does provide some insight about the impact of breaking news on the audience. For example, Miller and Perlmutter applied relevance theory to their examination of the topic and concluded that viewers are more likely to pay attention to a breaking story when they consider it to be relevant to their 5 lives. Harrington produced similar results when he studied reactions among soap opera viewers whose favorite programs were interrupted by breaking news. Participants in that study often questioned whether or not a breaking story was worthy of interrupting programming. Several political and social issues, such as the first bombing of the World Trade Center in 1993, were deemed worthy of breaking in, but, other stories, including the 1994 murder trial of O.J. Simpson, were considered best suited for coverage by cable news. Nevertheless, viewers pay greater attention to breaking news than they do to stories presented in a traditional format. This results in a greater likelihood that a person will be affected by the message. He or she is more likely to exert the effort to process the message, which can potentially shape how he or she responds.

Although there has been considerable research exploring psychological responses to media in the past decade, scholars have much work to do before meeting Geiger and Newhagen's challenge to conduct greater exploration of message processing. Some researchers have examined cognitive responses to elements of news production; however, these efforts have largely emphasized viewer recall and physiological responses to messages. For example, Lang, Potter, and Grabe produced multiple versions of the same story to assess viewer recall and physiological responses. Among other things, they found that slower pacing, concrete words, and matching words to pictures made television news reports more memorable. Viewer responses to television messages can also be influenced by the size of the screen being watched. Reeves, Lang, Kim, and Tatar showed participants emotional scenes on three different sized television screens.

An individual who is habitually watching television news could be paying little attention to the content, that is, the television could just be on in the background. However, when breaking news is introduced with urgent language, dramatic music, and the appropriate graphics, people's schemas are triggered and they become aware of the story. If the person evaluates the report to be particularly salient and wishes to obtain more information, that story is no longer just background noise. The person has now shifted from being a ritualized news viewer to an instrumental news viewer. Even if an individual is watching the news

for entertainment purposes as opposed to satisfying information-seeking needs, exposure to breaking news might prompt such viewers to become purposive in obtaining additional information about a story.

Likewise, the opposite could occur. If an instrumental news viewer is engaged in information-seeking behavior when breaking news is introduced, that person could be exposed to the breaking news frame, breaking news schemas could be activated, and the individual could determine the story is extremely low in salience and of no value. For example, if the breaking news item is from the world of Major League Baseball and he or she is not a sports fan, then, at that point, a person's instrumental use of television news might become ritualized. Such an outcome could also result from overexposure to the media message and desensitization (Davis & Mares, 1998; Kinnick, Krugman, & Cameron, 1996). For example, if the breaking story is originating from Iraq, a person could decide that another piece of information from the Middle East does not matter to him or her at that point and the story becomes background noise.

Breaking the 'News'

Through its conduct, choice of stories, and style of breaking news for the past two years, News channels have taken television journalism to disgraceful new lows and on one Sunday it hit a new depth by its own standard. It is the disgrace of a private TV. It resulted not just in general mayhem but caused untold misery to lakhs of parents across the State who were worried about the safety of their children.

Another tragic victim of this irresponsible story is the polio drops program. This initiative has suffered a huge setback and took lot of time for it to regain the trust of the public. There were reports that on Monday, the second day of the polio drops campaign that dozens of volunteers were turned away by the wary parents across the State and as a result 54,000 kids could not be administered the polio drops in Bangalore alone.

In another incident touted by a news channel as an exposé on the depravity and moral turpitude in society is now emerging as an event which was manipulated by the channel to "create" breaking news. On July 9, 2012 the whole country was outraged by a video clip aired by News Live, a leading news channel of Assam, which showed a young girl being groped, clawed, beaten and molested in full public glare outside a pub on the busy GS Road of Guwahati, the Northeast's biggest city.

People were shocked, the people of Assam more than anybody else. Public morality had hit an all-time low. How could this happen on a busy street of a state capital? How could bystanders watch as a mob of not less than 30 men humiliated a young girl? Where was the police in all this?

The question gnawing at the sides was the role played by the news channel, News Live, which filmed the whole episode. RTI activist and leader of the Krishak Mukti Sangram Samiti (KMSS) Akhil Gogoi claimed to have laid his hands on video clippings that demonstrated that the News Live reporter who filmed the whole incident had instigated the mob. Akhil alleged that Gaurav Jyoti Neog, the News Live reporter who had called in his camera unit to film the incident, had orchestrated the molestation to "manufacture" a "sensational news piece" to boost the channel's TRP.

The media has taken some flak for being shallow, inaccurate and sometimes damagingly obtrusive. Former Supreme Court judge and chairman of the country's Press Council, Markandey Katju, fired the first broadside, exhorting journalists to educate themselves more. Predictably, it provoked a sharp reaction from the media.

Constructive 'breaking news'

TV news channels to ensure accuracy - should air corrections and journalists should be given more training. Lack of training is more pertinent. Most Indian newsrooms have no legacy - or practice - of editorial training. They still host energetic, sharp and argumentative journalists. But analysts say many newsrooms do lack rigour and there is a crying need for some serious, consistent training in fact checking and reporting ethics.

There tends to be fulsome coverage in the news media of the lifestyles of the fortunate, and little notice of the concerns of the less fortunate. To refer to three of many unfortunate facts : (1) India has the highest percentage of undernourished children in the entire world, measured in terms of the standard criteria; (2) India spends a far lower percentage of its GNP than China on government-provided health care and has a much lower life expectancy; and (3) India's average rank among South Asian countries — India, Pakistan, Bangladesh, Sri Lanka, Nepal, and Bhutan — in the standard social indicators, varying from life expectancy and immunisation to infant mortality and girls' schooling, has dropped over the last twenty years from being second-best to second-worst.

Here media can play a more constructive part in keeping

the reality of India persistently in the view of the public. The bias in coverage, even though it is by no means unpleasant to the viewers, contributes quite heavily to the political apathy about the urgency of remedying the extreme deprivation of the Indian underprivileged. Since the fortunate group includes not only business leaders and the professional classes, but also the bulk of the country's intellectuals, the story of unusual national advancement gets, directly or indirectly, much aired — making an alleged reality out of what is at best a very partial story.

Conclusion

With above reference of the relevant subject called "Breaking News" , Has a kind of compulsion with the listeners and readers as well as audiences across the world. Perhaps , this breaking news always give you a sense of feeling of the subject which has had or have been happening in the community. The complexity of proximity would be more valuable for the hype of the news and arouse an interest among the publics for reading or going through the story.

Eventually, This breaking news is like a fresh fish in the market .However, after one hours of an incident would not be considered as a breaking news and engross not much any intuition or motivation among the readers. Some of sensational news like A.Raj scam ,Neera Radia or release of

Mr. Janardhan Reddy from the jai after being in the cell as a inmate for one two and half a year may be a breaking news for the publics. Perhaps, we can drag the conclusion that there are various concerned issue around the society which encrypts attention very quickly.