



Analytical Research of News Media & T.v. News Channels with Respect to Gandhinagar City

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Keywords :

OBJECTIVES OF THE RESEARCH

It is the News Media that controls the perceptions of today's Human Brain. So following are our research objectives.

- To check the Popularity of News Media
- To check the Popularity of T.V News channels
- To check the Popularity of T.V News programmes
- To find the Negativity factors of News channels

SCOPE OF STUDY

We have worked with various hypothesis in the field of NEWS MEDIA. The four hypothesis of our present research are as under:

H0: TV is the most convenient source of getting NEWS.

H0: Among the selected TV News channels AAJ TAK is the most popular TV News channel.

H0: Programmes other than News telecasted on TV News channels attracts the viewers."

H0: Negative factors of TV News channels affects the preferences of viewers regarding TV News channel.

In order to study the first hypothesis, we have taken five major sources of News media in present scenario:

Radio
Newspaper
Television
Internet
Mobile phones[SMS]

The TV News channels that are being taken in order to know the popular amongst them are:

AAJ TAK
NDTV INDIA
STAR NEWS
INDIA TV

The research work has been done with the sample units of respondents from the capital of Gujarat, Gandhinagar. We have used one method in order to conduct the research:

Questionnaire method

The scope of study has become to some extent, limited be-

cause of various factors like lack of time, limited area of research etc.

RESEARCH PLAN

Problem Statement:

"To trace out awareness of News Media and to study the popularity of News Media and TV News Channel."

Sampling Plan:

Sample Size	- 150 Units
Sampling procedure	- Simple Random Sampling
Research instrument	- Questionnaire

Limitations:

Research is limited to Gandhinagar only.

The sample size is limited to 150 respondents due to time constraints in Questionnaire Method.

RESEARCH AREA

In order to perform our research project, we have selected the area of GANDHINAGAR, the capital of Gujarat.

INTRODUCTION TO INDIAN NEWS MEDIA

With the fast growing world, today various forms of News Medias have become a part of modern man. A man who is a part of today's competitive world can't imagine his life without News Media.

The backbone of the news media is print journalism. The whole of the scenario of Indian media changed with the introduction of the electronic media, namely Radio and Television. Radio broadcasting commenced in 1927, and was labeled as a suitable and cheap medium to reach a large number of people, especially those residing in the remote regions. It became possible through radio to broadcast recent news by air waves.

Television made its beginning in the country as a modest pilot project in September 1959. Thus began the audio-visual era in Indian media. Doordarshan, the National Television Service in India, started operating through transmitters of varying powers to make available television signals for over eighty seven percent of India's population. Various events started to be covered and being telecasted on televisions.

PRESENT SCENARIO OF INDIAN MEDIA

Usually, print media takes at least 24 hours for the news to appear, radio and television procure within 24 hours, while

Internet takes probably less than an hour to go online and reach the readers. Thus the Indian consumers have seen and experienced different mediums and there is yet a lot to come.

At present, in the Indian media scenario there is a battle between the publications and electronic media for exclusive content. This led news channels/publications to define the news they will be covering in terms of general news, financial news, technology news, political news, lifestyle, movies, etc. With the growing number of publications and TV channels the journalists have started sensitizing all the news to gain TRPs. But this trend is slowly growing towards consumers' oriented content, because the consumer is the king and viewer ship matters.

One of the hard fact about Indian news media is to some extent it has lost its authenticity. Corruption in the Indian governance is rampant and the realm of media is being controlled by the political parties. There is a general allegation that the orientation of the Indian news is changing.

THE FUTURE OF INDIAN NEWS MEDIA

The Indian media is growing at rapid speed involving different tools available online and mobile to garner readers/consumers attention. But the question remains where it is headed towards? What is the future? How will we experience the news or how to get readers involved in the story?

Some new medium for the media industry which will become a common place for the consumers/readers in the future are as follows:

- Info-entertainment - Information combined with entertainment, so consumers get information through entertainment shows.
- Professional bloggers – bloggers will become more popular in the coming years as a source of getting news.
- Bluetooth 4.0 – For sharing news regarding various topics using electronic devices.
- Mobile 3G will enable us to get news via MMS.

The news on the TV Channels will be easily downloadable by sending a message. Recently launched Mobibuzz TV (<http://mobibuzz.in/>) provides content for mobile media, they cover the news which is uploaded on their website, by registering on the website the consumer can select the content he/she wants to see. This content is sent to the consumers' mobile through MMS. With the launch of 3G platform this content can be easily downloaded on a business phone.

There is a high possibility of 3 –D news which can get viewers involved and let them experience the story. Last but not the least: consumer will be the king who will decide what type of new he/she wants and how he/she wants.

ABOUT TV NEWS MEDIA

Before 1990s, Doordarshan had monopolized newscast on Indian television and also turned the news programs into a dull exercise. Now the private channels made the news an essential commodity, a basic necessity of life like food, cloth and shelter. The strong point of all today's news bulletins is their topicality, objectivity, glossy editing and high-quality visuals.

The emerging media powerhouse provided prime time television content to almost all leading satellite channels in India including BBC, Star Plus, Zee. Indian viewers had very limited options (like public service broadcaster Doordarshan, BBC and CNN) for watching the television news. NDTV (New Delhi Television Company) to provide news content for this news channel. After the huge success of news programme 'Aaj Tak', TV Today group launched a 24-hour Hindi news channel with the same name 'Aaj Tak', in December 2000, which covers India with insight, courage and plenty of local flavor. Within 11 months of its launch, Aaj Tak emerged as India's number one news channel and was awarded Best News Channel award from Indian Television Academy Awards.

With the expiry, NDTV forayed into broadcasting business by simultaneously launching two 24-hour news channels; NDTV 24X7 - English news channel and NDTV India - Hindi news channel, which targets the Indian Diaspora across the world.

RESEARCH FINDINGS

[1] "Having regular touch with updated News Media is an essential requirement for me."

Strongly Agree	---	34%
Agree	---	39%
Not Always	---	13%
Disagree	---	11%
Strongly Disagree	---	3%

We conclude that 39% of people agree to be in regular touch with news media.

[2] Does your above said requirement get satisfied?

Always	---	35%
Many Times	---	39%
Rarely	---	26%

There are maximum people who thinks that their requirements gets satisfied regarding news.

[3] Which of the given Medias do you generally prefer to get News updates?

Newspaper	---	35%
Radio	---	10%
Television	---	41%
Internet	---	12%
SMS	---	2%

This shows that television and newspaper are most preferred media among people.

[4] "Television is the most convenient and qualitative form of all Other News Medias."

Agree	---	71%	b) Disagree	---	29%
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From the above data we come to a conclusion that maximum people believes TELEVISION as a convenient source for watching news.

[5] Which of these T.V. News Channel do you generally prefer to watch?

Not sure (Depends on type of News)	---	19%
AAJTAK	---	41%
INDIA T.V	---	13%
STAR NEWS	---	20%
NDTV	---	7%

From the above data we conclude most people prefers to watch "AAJTAK".

[6] Why do you prefer it? (Multi choice is sought)

a) News Quality	---	20%
b) Current News	---	37%
c) News projection and presentation	---	11%
d) Popularity	---	17%
e) Trustworthiness	---	10%
f) Other (specify)	---	3%
g) Resolution	---	2%

Most people think that news quality and current ness as a reason for preferring a news channel.

[7] Which type of News shows / programmes do you generally prefer? (Multi choice is sought)

Any current	---	27%
Political News	---	15%
Business News	---	17%
Sports News	---	11%
Entertainment	---	15%
Educational	---	15%

The above data shows most people watch any current news.

[8] Why do you prefer it?

I have keen interest in it	---	29%
It is related to my profession (work)	---	22%
It provides me maximum entertainment	---	15%
I gain knowledge from it	---	28%
Other (specify)	---	6%

Above data shows that maximum people watch programs for gaining knowledge and keen interest.

[9] How often do you watch your favorite News Programme?

Occasionally	---	15%
Often	---	22%
Regularly	---	36%
Sometimes	---	27%

Above data shows most people watch their favorite programmes on "REGULAR BASIS".

[10] What you don't like in the News Channels?

Manipulation of News	---	23%
Undue repetition of News	---	27%
Excessive Advertisement	---	25%
Publicity stunts for / of famous persons	---	25%

Looking at the data we can see minor differences between the negative factors but "REPETITION OF NEWS" is the most disliked factor.

[11] Which News Channel you dislike the most?

AAJTAK	---	15%
INDIA TV	---	45%
STAR NEWS	---	23%
NDTV	---	17%

Looking at the data we conclude that most disliked channel among our samples is "INDIA TV"

CONCLUSION

In the present research work, we have worked on the four hypothesis related to the news media industry. By the use of various tools of research, we have concluded the following things:

"TV is the most convenient source of getting NEWS."

"Among the selected TV News channels AAJ TAK is the most popular TV News channel."

"Programmes other than News telecasted on TV News channels attract the viewers."

Many programmes are nowadays telecasted on the TV news channels related to sports, crime, society and religion. But still people like to watch current happenings more on TV news channel than other programmes. Thus our hypothesis proved wrong.

"Negative factors of TV News channels affects the preferences of viewers regarding TV News channel."

We have shown 4-5 major disadvantages of TV news channel in our questionnaire and on that basis we can conclude that such disliked factors affects the preference of viewers for TV news channel. Thus our hypothesis is proved.

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