Chapter 1

Theoretical Base and
Research Design
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1.1.1 Introduction

The electronic media has remarkably changed the face of journalism all over the world. Indian media is no exception. In the pre independence period, the news papers have done a great job of educating, informing, and entertaining people. The non electronic media had a great impact on the citizens of the country. After Second World War, the monopoly of the news papers was broken by the electronic media. In India, the wave came in 1959, when television was introduced on the experimental basis. Even until early seventies, Akashwani (All India Radio) was very powerful medium to create an impact on the minds of the listeners.

After Second World War, in all the developing and developed countries, information became the most powerful weapon. Various countries accepted the right of the citizens to know, which was later considered as the legal and constitutional privilege of the cultured society in India. Nobody could stop the powerful wave of the electronic media, private channels and the satellite networks. In the last more than three decades, Doordarshan developed a lot, and faced the challenges successfully. But satellite networks and private channels affected positively and negatively on Indian Television. There was a need to examine these processes of news making achievements, losses and changes during last 34 years of Indian regional Television news.

The comparing with some other channels was inevitable in some cases to find out the lop holes and draw backs in the process. The television world has changed a lot in its history of more than 70 years, Indian television is no exception.
In 1992 it was the period of the gulf war, when the big channels like BBC and CNN were struggling for the live coverage of the war. At the same time different business equations were taking place and large number of channels was knocking on the Indian doors. Unfortunately, technical quality of Doordarshan services was not improved. On the other hand, the satellite channels like Zee, Star and others came with a much superior picture quality, professional and slick production values and beautiful packages. The News Production and presentation by Doordarshan was in a poor state in comparison with the other satellite channels. The production, reporting and the presentation was in amateur state, despite of the availability of most advance technical support, infrastructure and large number of the viewers.

In the later stage, DD tried to overcome the difficulties and tried to improve the technical quality of the production, presentation and overall performance, but the News production still had a stamp of the government medium instead of the Public Broadcaster in a true sense.

It is important to review the working and historical performance of the official public News Broadcaster in India in the context of the regional services and its growth over the years.

Doordarshan, the national television service of India devoted to public service broadcasting is one of the largest terrestrial networks in the world. The flagship of DOORDARSHAN—DD1 operates through 997 terrestrial transmitters of varying powers reaching over 87 percent of the population. There are 59 additional transmitters giving terrestrial support to other channels. DD uses a large number of transponders on the INSAT and other satellites to network its terrestrial transmitters and also to provide additional channels. DD has established program production facilities in 47 cities
across the country and its programs awe watched in India by 362
million viewers in their homes. DD earned around Rs. 4 billion,
during 1998-1999, through commercial advertisements. This
figure reached up to Rs. 6 billion dollars in the financial year of

1.1.2 New Technologies in the new world

In India, Satellite television entered in 1992, but got settled
in 1993. This was time of a radical change. Change of technology,
application and implementation of the ideas through satellite. The
focus of the news television was completely changed. People
wanted live television than recorded visuals in news as they were
more interested in happenings in the world.

“We are in the middle of the seismic shift, which will change
the broadcasting landscape forever, the way we gather it, the way
we receive it, the way we watch it, the way we use it.”

D. Feingold

In this age of new technology, the Tele-printers and phones
lacked far behind, and palm tops, lap tops, mobile phones, are
also not new, but every minute use of the OFC (optical fiber cable
network), DSNG, satellite connectivity, Flyway vanes, Portable
satellite dishes, Sat phones, have became part and parcel of the
daily routine of any Television channel. The new recruits are
fresher, with full of zest and zeal, having knowledge of up linking,
satellite network, uplink and down link frequencies.

The efforts of being ahead of any other channel started the
vicious and ruthless competition. The difference could be just
because of the speed, some times, but the accuracy is also
important. The technology pours down information to the TV
journalists, which they have to confirm, convert and Process in to
proper format of TV news. Does the viewer get clean picture
about the happenings? The images are shown by giving the
different twists, turn and spin to the facts. As portrayed by Japanese Film maker Akira Kurosawa in his Film RASHOMAAN, there are always various view points and versions of the Truth. ‘But the real truth is always unknown.’ Similarly the viewers of the current age Television news could be still unknown of the fact. Even the information is passed on to the viewer faster than ever before, with the usage of most modern tools for TV news gathering, is the news accurately and impartially reported, with the better and fair understanding of the issues?

Most of the time, the answer is the negative. The researcher has tried to understand various media theories and found that some of them are applicable with the current situation in Indian News making.

1.2 Theories related to the Research

There are many theories on Media, which explain the way of operating. It needs to look at these theories carefully, because some of them suits to the different situations in the different Asian, African as well as American countries also. The theories have great importance in media operations and management. In this research, media theories relevant to Television news have been included. It needs to look at these theories carefully, because some of them suits to the different situations in our country.

1.2.1 Media Theories related to television News

A. Authoritarian Theory

According to this theory, the Media and the press must respect the authority and should avoid offending political or economic values or authorities. In this situation, the Journalists and media men always lose their independence and are surrendered before the power. The situation like censorship is also possible. Even the justification is given for the censorship
that the state has the right to overcome the right of individual for his freedom. Mostly this sort of situation is created in internal or external emergency situations, where the authorities can not afford to allow the media to work freely and express anything against the power.

This was experienced in India during 1975 to 1977 in Emergency, when total media was put on a strict vigilance and censorship.

**B. Libertarian or Free Press Theory**

This theory is mainly based on the fundamental right of Freedom of Expression. In Indian Constitution, this has been categorically mentioned and given to the citizens of India, under section 19/1/A. In American constitution, this has been mentioned as Individual’s right to life, liberty and pursuit of Happiness.

Here the Individual is supreme and not the society. The VOX POP (voice of the People) can be expressed on any decision or action taken by the state, and it can be taken as an opinion of the people. The free expression is honored in this theory, and through that alone, the freedom can be maintained. A free press, media and people to react on any happening can be taken as the healthy sign of the society or the atmosphere.

Some critics have also called this theory as the power without social responsibility, because the freedom of speech and expression is utilized by the elate or the rich layer, and only they are allowed to express. The media mughals and the owners most of the times instruct their offices to use the creamy opinions or voices in their publications and broadcasts. The freedom to publish or broadcast is exploited by the media business tycoons for their own selfish business expansion purposes.
C. Social Responsibility Theory

This theory is mainly based on the assumption that the media has certain obligations and responsibilities towards the society. These obligations can be explained in terms of the accuracy, balance in reporting or even objectivity, impartiality, and maintaining high professional standards on moral grounds. Here the public interest and protecting it has got maximum importance than unregulated freedom of expression. In 1949, this theory was initiated in America by the commission of freedom, which came to the conclusion that the free market approach to the freedom of the press had not achieved the social as well as the informational needs of the common people, especially the under privileged class. It was also felt that some accountability is required for the working of the media and for that the self and state regulations were required. This report and process was converted in to the decision of the formation of the Press Council, and making of the code of ethics. In 2007, out of more than 250 countries in the world, only 21 countries have such Broadcasting Regulators working. India is also planning to form “Broadcasting Regularity Authority of India” (BRAI), which has not come into existence. In this formation, the intervention of the state, through the regulator has been considered necessary, to put some restrictions, and not the censorship, on the uncontrolled Electronic Media.

D. Democratization Theory

The contemporary mass media was non participatory. Most of the American Media researchers had criticized strongly on this approach of one way communication. Some critics like Luis Beltron and Paulo Freire have insisted that media should be used positively for the betterment of the democratic rights. In this aspect, most important factors according to them are tight to communicate and to get the access. The origin of the newly
emerged Citizen Journalists can be observed in this old concept, which is the participation of the people at large in the process of communication or expression. The theory expects people to express, opine, raise the voice against the injustice or irregularities or corruption. The theory expects the people should speak themselves, and not the professional TV journalists should speak on behalf of the people. The bureaucratic and Political control of the media is strongly condemned and opposed in this theory, because the purpose is to give the control of the media to the common people or the communities in a real sense.

1.2.2 Mass Communication theories

related to television News

Communication consists of transmitting information from one person to another. Lasswell's Theory, "who says what to whom in what channel with what effect," was considered as pioneering one. Communication stands deeply rooted in human behaviors and the structures of society. Communication theory remains a relatively young field of inquiry and integrates itself with other disciplines.

Mass communication takes place when a small number of people send messages to a large anonymous and usually heterogeneous audience through the use of specialized communication media. The units of analysis for mass communication are the messages, the mediums, and the audience. Mass Communication represents the creation and sending of a homogeneous message to a large heterogeneous audience through the media. It studies the uses and effects of the media by many as opposed to the study of human interaction as in other communication contexts.
A. Agenda Setting Theory

"The media (mainly the news media) aren’t always successful at telling us what to think, but they are quite successful at telling us what to think about."

Maxwell McCombs and Donald L. Shaw

This theory is good at explaining why people with similar media exposure place importance on the same issues. Although different people may feel differently about the issues at hand, most people feel the same issues are important. This Theory comes from a scientific perspective, because it predicts that if people are exposed to the same media, they will place importance on the same issues and it explains why most people prioritize the same issues as important. It predicts that if people are exposed to the same media, they will feel the same issues are important. It is a springboard for further research. It has organizing power because it helps organize existing knowledge of media effects.

B. Cultivation Theory

"Television has become the main source of storytelling in today’s society. Those who watch four or more hours a day are labeled heavy television viewers and those who view less then four hours per day, according to Gerbner are light viewers. Heavy viewers are exposed to more violence and therefore are affected by the Mean World Syndrome, an idea that the world is worse then it actually is."

George Gerbner

The cultivation theory is a scientific theory. According to Gerbner, the overuse of television is creating a homogeneous and fearful populace. Gerbner believed in the one truth. The theory does not believe television viewers have a choice in whether they are affected by media violence or not. He allowed
some of his own values to enter into the theory by deciding what to consider violence and by assigning a numerical value to heavy television viewing. Gerber's idea of the effects heavy television viewing was intriguing. Gerbner defined heavy television viewing as watching four or more hours a day. The theory adequately opens the discussion dealing with effects of the media upon viewers.

C. Cultural Imperialism

"Western nations dominate the media around the world which in return has a powerful effect on Third World Cultures by imposing on them Western views and therefore destroying their native cultures."

Herb Schiller

Western Civilization produces the majority of the media (film, news, comics, etc.) because they have the money to do so. The rest of the world purchases those productions because it is cheaper for them to do so rather than produce their own. Third World countries are watching media filled with the Western world's way of living, believing, and thinking. The third world cultures then wanted to do the same things in their countries and destroy their own culture.

The Theory explains what happens when one group of people with their own ideas sends messages through the media to different groups of people. It predicts that Third World countries' culture will be destroyed and the people will identify with Western views. The Theory explains that we can see a direct linear path from sender to receiver through the media channels and then watch the effects.
D. Functional Approach to Mass Communication Theory

“There are five functional approaches the media serves users: surveillance, correlation, transmission, entertainment, and mobilization”

Harold Laswell and Charles Wright

The mass media serves many functions for our society. The five elements in this theory describe the audience’s use for the media. Surveillance means that the media provides news and information. Correlation means that the media presents the information to us after they select, interpret, and criticize it. The cultural transmission function means that the media reflects our own beliefs, values, and norms. Media also entertains us in our free time and provides an escape from everyday life. Mobilization refers to the media function of promoting society’s interest, especially in times of crisis.

This Theory explains our society’s use for media and mass communication. It predicts that people will use the media for specific functions because it has a need and the media fulfills it. The theory becomes logical, as several functions of the media are not in conflict with one another. Some people can use the media for more than one function at different times. This theory organizes how the media fits in to this equation.

E. Technological Determinism Theory

“Media technology shapes how we as individuals in a society think, feel, act, and how society is operates as we move from one technological age to another (Tribal- Literate- Print-Electronic)”.

Marshall McLuhan

We learn and feel and think that the way we do because of the messages we receive through the current technology that is available. The radio required us to only listen and develop our
sense of hearing. On the other hand, television engages both our hearing and visual senses. We then transfer those developed senses into our everyday lives and we want to use them again. **The medium is then our message**

Humans do not have much free will at all. Whatever society as a whole is using to communicate, they too will use to communicate. Therefore they will adapt to the medium they are using so that they can send and receive messages like everyone else. We know that there is one truth and that is by observing what has happened over time. *As the medium changes so does the society’s way of communicating*. People can only use the medium for which it was created (phone for talking over lines or electronic mail for talking via computer). If the medium is impersonal (television) then the message too is impersonal.

This theory is objective in that everyone will act and feel the same no matter what the medium they are using. Values are not involved because evidence is seen strictly through observation. It explains when new systems of technology are developed; the culture or society is immediately changed to reflect the senses needed to use the new technology. It predicts that with every new system of media technology, society will change and adapt to that technology. There is a simple cause and effect analysis between the introduction of new technology and the changes in society’s way of thinking, feeling, acting, or believing.

**F. Media Equation Theory**

“This theory predicts why people respond unconsciously and automatically to communication media as if it were human”.

*Byron Reeves and Clifford Nass*

This theory looks at interpersonal communication between an individual and the media. We talk back to our computers, and we use the same personal spacing techniques with media as we
would if that particular medium were a real person. We unconsciously act as if the media are people. Uniqueness of this theory lies in its new forms of interpersonal communication.

This theory is scientific in nature, and according to Chaffee & Berger’s 1997 criteria for scientific theories, it predicts that people will treat the media as though they would treat a real person. It explains ways the audience is active. It is relatively simple to understand. It is internally consistent on the scientific side (one truth, determinism, value neutral). It helps organize knowledge about the action of the audience.

G. Uses and Gratification Theory

“Media users play an active role in choosing and using the media. Users take an active part in the communication process and are goal oriented in their media use. The theorists say that a media user seeks out a media source that best fulfills the needs of the user. Uses and gratifications assume that the user has alternate choices to satisfy their need.”

Blumler and Katz

Uses and gratifications theory has a humanistic approach to looking at media use. Blumler and Katz believe that there is not merely a one way that the populace uses media. Instead, they believe there are as many reasons for using the media, as there are media users. According to the theory, media consumers have a free will to decide how they will use the media and how it will affect them. Blumler and Katz believe that media consumers can choose the influence media has on them, as well as the idea that users choose media alternatives. Uses and gratification is the optimist’s view of the media. The theory takes out the possibility, that the media can have an unconscious influence over our lives and how we view the world. The idea that
we simply use the media to satisfy a given need does not seem to fully recognize the power of the media in today’s society.

H. Human Action Approach Theory

“Human behavior can be predicted because people make choices with a purpose about their actions. Behavior is chosen by individuals to reach certain goals.”

P. Winch

This theory is used as a measure to provide better understanding of behavior that has already occurred, it says nothing about future behavior. The Human Action Approach is useful to apply in situations when trying to explain behavior that has already occurred. Studying historical events or known past experiences could use the Human Action Approach.

I. Media Dependency Theory

“This theory states that the more dependent an individual is on the media for having his or her needs fulfilled, the more important the media will be to that person.”

Sandra Ball-Rokeach and Melvin DeFleur

People use the media for many reasons. Information, entertainment, and para-social relationships are just a few of them. The Dependency Theory says the more a person becomes dependent on the media the more he would to fulfill these needs, the media will become more important to that individual. The media will also have much more influence and power over that individual. If someone is so dependent on the media for information, and the media is that person’s only source for information, then it is easy to set the agenda. The individuals fall a victim to Agenda Setting. As you can see, these three theories intertwine quite a bit. Media Dependency Theory predicts a correlation between media dependence and importance and influence of the media, but each
person uses the media in different ways. Also, the media affects each person in different ways. It has explanatory and predictive power because it predicts how dependency on the media correlates with importance of the media to a certain person on the same side of the continuum.

**J. Rules Based Theory**

“*Habitual rules are non-negotiable with negative consequences for violation. Parametric rules are somewhat more negotiable and are understood boundaries (not always verbalized). Lull’s last rule is tactical, which are set by the culture in general.*”

*J. Lull*

This theory describes three rule-governed behaviors during family television viewing. Lull’s rules-based theory believes that although families all have television viewing rules they all do it in different ways. The theory is value neutral and rests in the middle between free will and deterministic. Lull’s rules-based theory does not do much more than describe an everyday, common sense action. Lull does put names to things most people are familiar with; however, the theory does little more. It is easy to see the rules-based theory in work anytime a parent tells a child that they can not watch television after ten o’clock or not to change the channel without asking.

**K. Spiral of Silence Theory**

“The Spiral of Silence theory explains why people often feel the need to conceal their opinions/preference/views/etc. when they fall within the minority of a group.”

*Elizabeth Noelle-Neumann*

The Spiral of Silence theory is a scientific theory that for the most part is quite sound in situations in which opinions are not of great consequence. For example, if opinion of a person is a
strong conviction and he is not willing to bend in his beliefs then the theory may not apply to him to such an extent. Also, if he is an opinion leader, (from the Diffusion of Innovations theory) that is he is the one voicing his opinion and affecting other people; then he also may not bend in his opinions either. Spiral of Silence believes that there is fate- opinions are dependent on the majority opinion of the group. It is useful to apply in situations when trying to explain why people cover up or change their opinions when in a group setting especially when they think they are alone in their opinions.

1.3 Review of the literature

Some of the good books written on the Television news were studied by the present researcher, Mainly on the books related to the British Television and American television News were helpful to him and to find out the progression in the production techniques as well as the changes in presentation of News casts. There are very few books available on the production and changes of Indian News. But Considering the British Impact on the earlier years in Indian Broadcasting system, the researcher has studied some of the reports of the British journalists and the broadcasters, and some work done by them. Even some books written in the Post gulf War period, about the changing style of news production and need of future, were also studied.


Derek O’Bien, CNBC-TV 18, 2007

The world of business and economy at your fingertips! Put together by the team behind the phenomenally successful Penguin India Reference Yearbook, The Penguin India–CNBC TV 18 Business Yearbook 2006-2007 is a one-volume guide to business and economy in India and the international arena, with a special focus on the high points of the past financial year, current
trends and prospects. This first-of-its-kind business and economy yearbook and reference includes: It is a complete dossier on Indian business, economics and industry, incorporating the latest figures. It highlights on contemporary issues such as the rise of the Sensex, VAT, disinvestment, PSUs and FIIs. Profiles of major companies (both Indian and international) across industries such as engineering, IT and entertainment are given in this book. A thorough Year in Review segment with day-by-day listings of occurrences in 2005-06, along with write-ups on people and events in the news given in this book has helped in this research quite a lot.

B. News of the World: World Cultures Look at Television News

By Klaus Jensen, Routledge, Pop Arts / Pop Culture, 1998

This collection is the first in-depth study of how television viewers around the world respond to the ever increasing mass of information available from news programs. "News of the World" describes and interprets the type of news available, the amount of news that viewers consume, and how it is understood in the context of everyday life in the United States, India, Mexico, Italy, Denmark, Israel and Belarus.

C. The Global Dynamics of News: Studies in International News Coverage and News Agenda

By Anandam P. Kavoori, Abbas Malek, Contributor Abbas Malek, 1999 Ablex/Greenwood

The Global Dynamics of News is an attempt to locate the study of news—perhaps the genre based epitomizing the process of media globalization—within contemporary debate about news flow, transnational media-cultures and globalization. This book seeks to fill a considerable gap in the literature on international communication and transnational media studies, which have
focused on issues of media culture, especially popular culture while leaving news under explored. This book is the first of its kind, bringing together both theoretical essays and case studies that are informed by historical and contemporary debates about issues of media flow and media imperialism specifically, and those of media globalization generally.

D. Fighting for Air: In the Trenches with Television News
By Liz Trotta Published in 1991, Simon & Schuster, Politics/Current Events

A study of television news offers candid views of Walter Cronkite, Dan Rather, John Chancellor, and many others, as well as an account of a reporter's world, both in the trenches and in the studio.

E. What Ails Indian Broadcasting
By Kartar Singh Duggal Published 1980, Marwah,

This book takes the review of Indian broadcasting since the pre independence period, and tells the interesting story about the vision of the then Indian leaders like Pandit Jawaharlal Nehru.

F. Transnational Television Worldwide: Towards a New Media Order
By Jean K. Chalaby, 2005, I. B. Tauris

This book is the first to offer a global perspective on the unique contemporary media phenomenon of transnational television channels. It is also the first to compare their impact in different regions of the globe. Revealing great richness and diversity across seven key broadcasting regions, North America, Latin America, Europe, the Middle East, Africa, South and East Asia, the book examines the place of these channels in the process of globalization, their impact on the nation-state, and many more elements central to the study of international media and communications.
G. Television Across Asia: Television Industries, Program Formats and Globalization

By Albert Moran, Michael Keane, 2003, Routledge

This book explores the trade in television program formats, which is a crucially important ingredient in the globalization of culture in Asia. It examines how much traffic there is in program formats, the principle direction of flow of such traffic, and the economic and cultural significance of this trade for territories involved as well as the region as a whole. It shows how new technology, deregulation, privatization and economic recession have greatly intensified competition between broadcasters in Asia, as in other parts of the world, and discusses how this in turn has multiplied the incidence of television format remakes with some countries developing dedicated format companies, and others becoming net importers and adapters of formats.

H. The Television Industry: A Historical Dictionary

By Anthony Slide, 1991 Greenwood Pub Group, Pop Arts / Pop Culture

This unique dictionary is the first “what’s what” of television. Its more than 1,000 entries provide succinct factual data on production companies, distributors, organizations, genres, historical and technical terms, and much more. All areas of the industry, including “free,” public, and cable television, are covered. While the majority of the entries relate to the American television industry, the book is international in scope. Following many of the entries is an address, if the company or organization is still active, and, where it is appropriate, a bibliography. An asterisk following a name indicates that there is a separate entry for that subject. Headings are based on the best-known name of the company or technical innovation and are not necessarily the final names by which the subjects are known. However, all such
alternative names are included in the index. Wherever feasible, birth and death years are noted for key figures. A general bibliography of reference books on television appears at the end of the volume. The index provides immediate access to all the entries and to the personalities discussed in each entry. In addition, there is a program index, providing the reader with speedy information as to which company or distributor is responsible for which series. The Television Industry will serve as an essential reference tool for any scholar, student, or librarian involved in the study of the television industry. It will also prove enlightening and interesting for the casual reader.

I. **Satellite Invasion of India**

This book deals with the history of the Indian Television as well as the problems in the growth and the development. The book also deals with the issues thrown up by the satellite programs being beamed to Indian TV owning homes because of the cable operators. This is a study of the cable invasion and the future scenario in India, it might occur due to the DTH and the video on demand, and also challenges before television in India. It also deals with the cultural invasion in India. The book explodes a few myths and tells all aspects of development of television in India and consumerism running riot. Lot of important speeches by the then ministers of Information and Broadcasting, given in the parliament of India had been referred in this book.

J. **Live, Direct And Biased:**

*Making Television News in the Satellite Age*
By Brent McGregor Arnold, London

This book combines insights of the experienced TV Journalist as well as a broadcast practitioner with a flair for investigation and up to date knowledge of academic work on
Television News. This book shows how technology has changed the face and working styles in the process of the news making on Television. The book also takes the reader in to the current scenario with the introduction of the devices like portable satellite dish, OB van, camcorders, portable video Editing suits etc. The book also reviews various processes of delivering the live news and examines the transmitted screen product and the news gathering process in various conditions. This could be the best ever analysis made by any practicing broadcaster turned academician about the changes in TV Reporting and since the author is a former producer, his remarks are sharp, practical and providing historical context for the diversity of the broadcasting news.

**K. TV Newscast: Process and Procedures**
Robert J. Schihl, Multiple Camera Video Series, Focal Press.

This is a practical Blue print for creating a good news cast. The book explains responsibilities of the news producer, in the stages of Pre, during, and the post production of Television News. The book includes the budgeting, scheduling, set designing, scripting, shot selection and editing of the news. The skills and the technical information is required for the practical knowledge and studio as well as outdoor news production.

**L. ENG: Television News and the New Technology**

The authors of this book have examined the immediate and lasting effects of Electronic News gathering Process for the TV News making. The most important part of this book is the planning and utilization of the proper technological devices for the news making. The authors have given the characteristics of the ENG equipments. It gives the step by step information for the recording of any event, and converting it into the news format.
The book also provides the organizational setup of the TV News Room and the working patterns. It also explains the technical problems and remedies on it. The book gives the unique ways of Journalistic and technological mix. It gives the real world examples, strengths and weaknesses of the exiting and demanding capacities of ENG.

**M. Market Driven Journalism: let citizen beware**


The book indicates that today’s television News is dominated by not only the Technology, but Market conditions also. This is the major pressure factor, which affect the planning, launching, and running of any channel. This process is completely dependent on the share of revenue earned by the channels from various agencies. The Agencies are run by hardcore businessmen, again monitoring the response factor, and the footprint as well as the viewership surveys and monitors.

The following is the basic information about scope, nature, objectives, hypothesis and chapter design of this research.
1.4 Statement of the Research

“Changes in Reporting, Production and Presentation of News, on Indian Television With special reference to DOORDARSHAN Mumbai (1972-2006)”

1.4.1 Scope of the Research

The main components of the Television News are The Coverage of the news, its pre production, and Post production. Utilizing modern techniques, making the news packages for the news casts, and presentation of the news.

The production process includes editing of the content as well as the visuals. Through this study, the situation is reviewed about the boom of the satellite channels, and the changes in DD news in terms of the production values and the treatment. Even the changes in the news coverage and packaging according to the changing times are also reviewed. The basic Aims to conduct this research are mainly to review the changes in almost 34 years of Indian television History, to study various changes in the process of news making on Indian television, especially on Mumbai Doordarshan from 1972. The present researcher also aims to examine the technical changes in news production and presentation, to study the process of the electronic news gathering, to observe the challenges created by the Private satellite channels, to study the difference between Marathi Doordarshan News and News from other Satellite channels.

Some of the major Objectives of this research are, to discuss the newly emerged trend of the live telecasts and news based current affairs programs on DD and Private Satellite Channels, to study the changing face of the Indian regional television news, To examine the process of the 24 hrs news channels and technology driven changes as well as cut throat
competition in between the channels, in a way electronic media war every day, to study the psychology of the viewers, about their need of information. Other important motive behind this research was to study the comprehension based on priority in speed and truth of the news presentation.

The changes all this process of presentation, production and news making, have taken places on various levels but this particular study is about Television news produced in Marathi language alone. From one hour experimental telecast to 24 Hour news or Infotainment television, there are lots of revolutionary changes in technology, work culture and vision of the human beings working on it. Even the number of News Channel had gone up from one to five in 2007. This research is a comprehensive study of the process and changes of the production of Indian television news, especially DD News and other satellite news. This includes the regional; with special reference to Marathi News. Before going in to the further details of the changes in Production of TV news in India, the researcher wishes to take a brief review of the concept of News and TV news.

1.4.2 Objectives of the Research

1. To study various changes in the process of news making on Indian television, especially on Mumbai Doordarshan from 1972.
2. To examine the technical changes in news production and presentation.
3. To study the process of the electronic news gathering
4. To observe the challenges created by the Private satellite channels.
5. To study the difference between Marathi Doordarshan News and News from other Satellite channels.
6. To discuss the newly emerged trend of the live telecasts and news based current affairs programs on DD and Private Satellite Channels.

7. To examine the process of the 24 hrs news channels and technology driven changes as well as cut throat competition in between the channels, in a way electronic media war every day.

8. To study the psychology of the viewers, about their need for information, and to understand the happenings, and the urge to know it first.

1.4.3 Hypothesis

1. Indian television adopted the changes in the production and presentation of news and current affairs programs on various Pvt and Satellite channels. The private channels have created a great challenge before Indian Broadcasting and telecasting machinery.

2. Frequency of watching the Television has been improved, and the viewers in Maharashtra give maximum priority to watch Marathi News. The evening and night time is preferable most for watching News.

3. DD News has the maximum focus, reach and credibility. It has huge infrastructure in comparison with all the existing channels in India. Technical changes have enriched the news production on national level, and not on regional alone.

4. DD Marathi news is lagging behind the satellite channels like ETV and Zee Marathi News, in terms of Production values, Reporting and Presentation.

5. The Blend of Information and Programs is utilized under the name of Infotainment by the satellite channels to fill up the time slots. The presentation of 24 hour news channels has been facing the problem of content. Competition in terms of speed and
technique hampers content, quality and credibility of news on Marathi Channels.

6. There is a strong belief amongst the viewers and citizen of this country, that the sting operations reveal the truth, which helps to expose the unethical or illegal activities for the social cause.

1.4.4 Research Design

At last more than three decades, Doordarshan had developed a lot, considering the need of the time and had faced the challenges successfully. The satellite networks and private channels as well as foreign channels have affected positively and negatively on Indian Television. There was a need to examine these processes of news making and changes took solace during the last 33 years. The comparison with some other channels was inevitable, in some cases to find out the lop holes and draw backs in the process. This research is a comprehensive study of the process and changes of the production of Indian television news, especially DD News and other satellite news. This includes the regional, with special reference to Marathi, Hindi and English News.

This study is divided into the following nine chapters.

1. Theoretical Base and Research Design

In this chapter, the subject has been introduced in the context of the present scenario of the television. While doing so, a brief review of the history of television has been taken. While explaining the methodology, the systematic survey and the statistical approach have been explained. Some major media and communication theories have been reviewed and explained how these are relevant to the topic.

2. DD News and Satellite News: Functioning and changes

A brief review of the world television has been taken. The situation at the time of the arrival of DD in India as well as in
Maharashtra is discussed. The hurdles in television reporting for DD in the earlier years were studied. A small review of the battle for autonomy has been taken with the help of various Reports of the committees formed by the ministry of Information and Broadcasting. The arrival of Private news related programs on DD are reviewed. The changes in the viewers taste and situation of arrival of first satellite news channel are examined in this chapter. Problems faced by the reporters of DD and the satellite channels are studied.

3. Usage of modern techniques in TV News Production
The difference in functioning of the news room of Doordarshan and Private satellite News channels is studied. Technical changes in the coverage and post production of news is also discussed. Arrival of 24 hour news channels changed the dimension and working patterns of TV news making. The time management and new techniques used in TV News production are also discussed.

4. Changes in Presentation of TV News
Indian television news was under the traditional impact of this presentation. Gradually it had to be changed. After the satellite channels came in to existence, the viewers were introduced to the various styles of the news presentation around the world. The satellite channels also changed themselves a lot. The different backgrounds were worked out, proper color combinations were changed, some effects were added and overall look was changed to attract the viewers. The presenters with Journalistic skills were groomed by the channels.

5. Breaking News, Infotainment and Current Affairs
Changes in the presentation, production for the breaking news are the important factors of this study and research. Three or Four-way communication for presenting news from different places has become a normal practice on all satellite channels,
which are studied in detail. New Era of Infotainment and repeat value in 24 Hr News Telecast is also examined. Changing Patterns of News based and Current Affairs Programs are studied.

6. Live News and Need for Broadcasting Regulation
In this chapter, mainly Changing Patterns of live telecasts and live bulletins are studied. Technical coordination needed for the process of live news is also examined. New participatory element of the viewers has got the importance in terms of the citizens journalists. A detailed discussion on Live, real and Reality elements in Television news in India is included in various opinions of TV Personalities. The need for the separate Broadcasting Regularity authority of India is discussed in this chapter.

7. Challenges before Indian Television
Technology is changing fast, and convergence is taking place with a speed beyond imagination. The researcher has taken a review of this changing scenario. From Video on demand up to IPTV and from Digital beaming to Television on Mobile, we are entering in to the age of combinations. The threats to the electronic media are also knocking on the door. The Viewers have many choices, but there are no controls available to maintain the balance. All these aspects are discussed in this chapter.

8. Sample Survey and Graphical Presentation
In this chapter, Research Design, Objectives of Research, Designing of the Questionnaire is explained in detail. Method of sampling is explained. Variables and Hypothesis are also discussed. Communication relevance to Media Theories has been studied in detail, and the relevant theories have been
included. Analysis of different Perceptions and Views about Television News are also considered.

The analysis has been done on mainly two levels. **Qualitative analysis** is done on the basis of the Personal experience of the researcher in the field of Electronic Media, while working in many channels. In the same period, he had interviewed many TV Journalists, Engineers and Technicians. This interaction has become the main source of information for this research. The second one is **Quantitative Analysis**, which emerged from the sample survey conducted in many districts of the State. The gathered information provided the first hand information on the likes and dislikes, priorities and preferences of the TV viewers in the state.

**9. Findings, Analysis, and recommendations**

In this chapter, the main challenges before the Indian television like Conditional access system, video on demand, Direct to home service etc are discussed with the relevant examples. The advantages of the HDTV, Dolby digital, IPTV based converged services are also explained. At the end, the conclusions and recommendations are given.

**1.4.5 Data collection**

Data was collected mainly from three sources: these sources are the following:

**Primary Source**:

**Self Experience and Observations**:

The researcher has practically worked on various senior posts like Correspondent and News Editor on Doordarshan Mumbai and also in the national News Room at New Delhi. He has worked as Head of first Satellite Marathi channels News, Alpha Marathi. Later he was Executive Producer of Zee News, and Special correspondent of NDTV.
While working for electronic Media for more than 17 years, the researcher had lot of experience in production, presentation and Reporting of Television News in India, especially on Doordarshan Mumbai. This was the main source to collect the first hand experience based information, and this was treated as the main primary source data for this research. This could help him in reviewing the changes in all the stages of Presentation production and reporting for Television News in India.

Secondary Source

A. Interviews and Interactions:
The Researcher had Interviewed personally the Most senior Personalities from Doordarshan, Ministry Of Information and Broadcasting, Heads of the Private channels, for getting the first hand information for this research. This Information and figures were utilized in this research as the secondary source. Due to this information, present scenario and the latest changes taking place on various channels were represented in proper authentic form.

The following Personalities were interviewed for this research.
1. D. Ray, (Chief Engineer, Doordarshan, New Delhi)
2. Mukesh Sharma (Former Director, Doordarshan Mumbai)
3. Mrs. Monideepa Mukharji, (Director, DD News, Mumbai)
4. Meghraj Patil (Senior Producer, Star Maza, Mumbai)
5. Mitali Mathkar (Senior Producer, Zee Chovis Taas, Mumbai)
6. Ravindra Ambekar (Special Correspondent, IBN 7, Mumbai)
7. Neelesh Khare (Special Correspondent, Star News Mumbai)
8. Sandeep Sonwalkar (Special Correspondent, Aaj Tak, New Delhi)

The Interaction was done by the researcher on various occasions with the following personalities, about many topics. Most of them were seniors of the researchers, heading different
channels. This information was used as a major reference and enriched the research. The interaction was done over the years with:

1. D. N Mohanthy (Director, Press Information Bureau, New Delhi
2. Rajdeep Sardesai (Editor in Chief, CNN- IBN)
3. Nitin Vaidya (Director, Regional Channels, Zee Network)
4. Raghu Nandan Dhar, (Former Editor, Zee News, Mumbai)
5. Sanjay Pugaliya (Former Editor, Zee News, New Delhi)
6. Mr. S. K. Sharma, (Library of Press Information Bureau,
   Ministry of Information and Broadcasting, New Delhi.)

B. Reports and Feedback
The researcher had also used the following data collected from various sources for this research.

a. Reports of Ministry Of Information and Broadcasting, from
   Publication Division, Government of India.

b. Annual Reports of Doordarshan Mumbai and New Delhi.

c. Reports of Audience research Cell, Doordarshan, Mandi
   House New Delhi, and DDK Mumbai.

d. Records of the Parliament Sessions,

C. Sample Survey
Basic aim of this research is to study and examine the changes in reporting, production and presentation of Television news. It was not possible only to depend on the survey. The researcher has worked extensively in the field of electronic media and in various senior capacities on many Satellite channels. This experience has been treated as the Primary Source.

The Sample survey, which was conducted in different districts of Maharashtra, is the secondary source. In this survey, mainly the opinions of the various viewers from different categories has been considered, to evaluate the changes in the
viewership, taste, and the choice of the programs as well as the news channels and news casts.

The sample survey was done by the researcher extensively for the following purposes:

A. To understand the Media Literacy of the common Viewer
B. To study the response of the viewers to the News casts and the programs
C. To examine the timings, duration and devotion to the watching of the news casts and programs
D. To compare the viewers and the reasons of the viewer ship for different channels

**Size of the Sample**

The researcher has sent questionnaires to 450 various viewers from different districts, out of which 380 have fully filled in and sent the questionnaires back on time.

The Major Categories selected for this project were as under:

1. Professionals
2. Employees
3. Students
4. Teachers
5. Housewives
6. Uneducated and Unemployed

**Rationale of the sample size**

- The research project intends to search the views of the TV news makers as well as perceptions of the Viewers.
- Samples were sent to Minimum 13 out of 33 districts in Maharashtra.
- The sample Collection was a time bound Process, observed by the specifically instructed personnel.
• The format of the different Profession and working groups from various sections of the society were taken as the samples.
• While selecting the housewives and the unemployed as well as the illiterates, the random selection was one.

1.4.6 Method of Sampling

The method of Sampling used for different categories is as under:

Table 1.1 – Method of Sampling

<table>
<thead>
<tr>
<th>Category</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Professionals</td>
<td>Purposive</td>
</tr>
<tr>
<td>2 Employees</td>
<td>Purposive</td>
</tr>
<tr>
<td>3 Students</td>
<td>Stratified Random</td>
</tr>
<tr>
<td>4 Teachers</td>
<td>Stratified Random</td>
</tr>
<tr>
<td>5 Housewives</td>
<td>Random Selection</td>
</tr>
<tr>
<td>6 Uneducated and Unemployed</td>
<td>Random Selection</td>
</tr>
</tbody>
</table>

Tools and Devices used for the data collection

For this research, the questionnaire was taken to the specific 13 districts by the researcher, and the data collection was done by using the following tools:

1. Questionnaire
2. Focal Interviews

Designing of the questionnaire

The questionnaire designed for this research was carefully drafted, and the following points were considered while drafting it:

1. Every section of the society must get the representation
2. Understanding of the viewer about content and Technique treatment should reflect in answers
3. Intentions of the viewers while watching should be made clear
4. The likes and dislikes of the viewer, with the reasons should be represented.
5. The taste and the expectation of the viewer should be clearly mentioned.
6. The Convenience of the timings and time devoted for the news watching should be clearly mentioned, to understand the viewer ship.
7. The choices about speed, accuracy and competition should be clarifies.
8. The impact of the specific Language, content and visual must be reflected.

**Variables**

This research project is an effort to understand the views of the common viewers of the TV News, and specifically viewers of the Marathi newscast. The target viewers are from various walks of life. Some of them are aware of the impact of the media, and process of the mass communication. Most of them are totally unaware of the Media and communication. They are unaware of the technology and even the content, but still most of them are under the impression that they are media literate. All the categories were having equal number of Male and Female respondents.

The variables used for this research are as follows.

**A. Professionals**

Most of the Professionals, are the regular viewers, and are aware of the media as well as its impact. But they are not aware of the process of News making. They are regular in watching, but are also give importance to entertaining channels. They have limitation of the duration devoted for TV News due to their hectic schedules.

**B. Employees**

This group has secondary priority for the viewing, as the top one is their work or job which is their bread and butter. The
most common answers are given on the basis of heard or seen things. But the first hand reactions are only considered.

C. Students

Students from Different faculties and courses were considered, and some media students were also asked to fill in the samples. The awareness about media and communication process was evaluated. The response about various Electronic media channels, language, content as well as presentation was varied but enthusiastic.

D. Teachers

This group was included due to their alert and educated nature, which gave the quick and studied responses on the questions on media, content and its treatment. The teachers were also representing the learned and educated class. Their concepts about electronic media were comparatively clear, and the answers were also analytical.

E. Housewives

The random selection was done in the respondents on the domestic level such as housewives. Some of them were educated and some of them were less educated and non serving. The responses varied but relevant from the most common point of views. This class was unaware of the technique and other forms of production. They simply answered on the impact basis.

F. Uneducated and Unemployed

This class was completely raw viewers, and having no knowledge of importance of content, massage and production or presentation values. Their impression was of a lay man and can be taken as a very general opinion without any specific knowledge or expectation, but certainly having big stance of always against the system.
References

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