

TELEVISION NEWS PRESENTATION IN INDIA:
ANALYSIS OF TRENDS IN NATIONAL HINDI AND MARATHI
CHANNELS FOR THE PERIOD 2008 TO 2018

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BY

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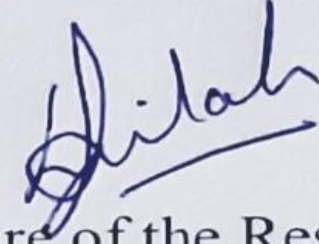
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ABSTRACT

There has been a lot of changes in the news presentation on Television channels from 2008 to 2018. It's reflected in the types of programs and structure of bulletins, studio set up and news anchoring, visual editing and news reporting. Technology has influenced the speed at which news is gathered and telecast. Easy availability of internet services and affordable access has changed media consumption and, hence, expectations of the viewers from the news channels and television viewing habits. The rising number of news channels and growing competition from Digital media have also compelled news channels to induce many changes.

Anchoring has become informal and communicative. But anchors are also criticized for being aggressive and even loud sometimes. Discussion-based programs on the news channels have increased, and news channels are labelled as views channels. The speed of breaking the news has accelerated. But breaking news has not remained the monopoly of news channels.

This research's main focus is on those changes in news presentation, which can be seen on the television screen. Factors affecting the changes at various stages, right from newsgathering, news editing to news anchoring, are an integral part of the study. This researcher also tries to compare the changes in news presentation with overall changes in likes and preferences, if any, of the viewers. The research also aims to find out the influence of Hindi news channels on Marathi channels.

Significance of the Research

In India, various studies have compared Hindi and English news channels. In the case of Marathi news channels, there is not much academic work that focuses on the changes since 2008. Few research studies in Indian universities focus on Doordarshan, content analysis of Hindi and Marathi news channels, media convergence and multimedia journalism. Against this background, this study of changes in news presentation has significant value. It tries to compare the perception of the viewers with broadcast journalists who have introduced these changes. This research highlights the trend in Marathi news channels and compares it with Hindi channels. It also tries to analyze the

impact of digital media on news channels. In-depth interviews of the experts were useful for connecting the dots and analyzing these changes.

Findings and conclusion

The gap between viewers and journalists' perception is seen in fast news, detailed news, and the subject preference. There has been a sea change in the process of news gathering, especially taking the visuals. News is becoming more entertaining because of editing, special effects, studio set up and background music.

Though channels have set up their digital wing, the efforts are not enough to compete with digital media. Here, Hindi channels are far ahead of Marathi channels. Live News is the USP of all TV news channels. But the same news is available on digital platforms. Hence, news channels will have to consider mobile users' expectations and make changes in the priorities, subjects, and presentation.

This study will help media organizations and journalists gain insights about changing viewership pattern and perception of the viewers. This research will help students who want to make a career in journalism as it will give them the ground reality about news channels, their functioning and the changes they have induced over the years.

One of the findings of this research is that viewers are shifting to digital media from broadcast media. Digital media consumption can be studied in detail to find out time spent on getting news and information, social networking, entertainment, etc. Further study of the audience with different age groups and backgrounds will be important to understand the audience's preference. It will give some interesting and useful insights to Television channels to make news programs changes and shift to the digital platform.

Keywords: Television, News channels, News Presentation, News Anchors, Marathi channels, Hindi channels, Digital media

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Chapter 1: Introduction

"Television will be a mighty window, through which people in all walks of life, rich and poor alike, will be able to see for themselves, not only the small world around us but the larger world of which we are a part." ¹

David Sarnoff, (President, Radio Corporation of America)

At the end of the Second World War, the President of Radio Corporation of America predicted that television would transform American life and encourage global communication. He also predicted that television would become the principal source of entertainment, information and news for the American people. His words proved true for America and the rest of the world. Television became the most influential and powerful medium of the 20th century. It played a crucial role whenever there were natural calamities and man-made disasters, national celebrations, world events, elections and conflicts.

1.1 History of Television

In the 1930s, there were 50 serious proposals for television in 11 different countries. A few of the pioneers were able to produce silhouette pictures. They were considered as the inventors of television in those countries. Television was known with various names like Radiovision, Audiovision, Radio Movies, Visual Listening, Telephonoscope, and Radio Kinema.

John Logie Baird demonstrated the working of television successfully using mechanical technology in 1924, and then there was no looking back. He broadcast his experimental television using BBC frequencies in 1929.¹⁰

The British Broadcasting Company (BBC) was formed on October 18, 1922, and had only daily radio service initially.

Isaac Shoenberg, who headed a research group that developed a relatively efficient hard-vacuum cathode-ray tube for the television receiver, had a word of caution. "Well, gentlemen, you have now invented the biggest time-waster of all time. Use it well," he said after a successful demonstration of electronic television in 1934. Television was looked at both with suspicion and appreciation.

1.2 Television in the UK

BBC, the first broadcaster in the world to provide regular television service in 1936, introduced programs like drama, sports, outside broadcasts, and cartoons initially. But the outbreak of the Second World War in 1939 brought programs to a sudden halt. In 1948 the BBC Television Service started regular news. It was a filmed sequence of short reports voiced by the famous commentator John Snagge. In July 1948, the London Olympic Games were televised and watched by one million households in the UK.

Parliament's proceedings reported on BBC radio by 1949. There was an experiment to televise live debate from the House of Commons, but regular live telecast of the Parliament proceedings started from November 1989.

The Coronation of Queen Elizabeth II (June 1953) was shown live on television. More than 20 million people across Europe watched the event.

In April 1972, the first children's TV news bulletin, Newsround, was shown on BBC. John Craven, the anchor, used to sit in front of a desk, not behind, so as not to remind children of a teacher. It was considered the first attempt to give a news service to children they could call their own.¹⁰ It broke two major news stories. The first one was an assassination attempt on Pope John Paul and the second one loss of the Space Shuttle Challenger in 1986.

The wedding of Prince Charles and Lady Diana Spencer in July 1981 had an estimated global TV audience of 750 million.⁷ It was the most popular program ever broadcast. Colour was extended to BBC ONE, and by 1976, the colour network was complete.

The Panorama interview with Princess Diana (1995) was watched by 15 million people. She talked frankly about her marriage to Prince Charles in that interview. Later in the decade, 19 million people watched the funeral of Diana.¹⁰

BBC's first rolling TV news service was launched as BBC News 24 in 1997. It was the second 24-hour news service in Britain. It is now available across several digital platforms.

In 2007, BBC i player internet streaming was launched. This on-demand or catch-up service gave the viewers a choice to see what they want when they want. In July 2011, on the occasion of the 125th anniversary of the Wimbledon Tennis Championships, BBC had given live 3D coverage of the men's and ladies' singles finals.¹⁰

1.3 Television in the USA

Charles Francis Jenkins demonstrated a mechanical television system in the United States earlier in the 1920s. But electronic television, demonstrated by Philo Taylor Farnsworth in 1927, is a direct ancestor of modern television. Radio Corporation of America (RCA), founded in 1919, and invested \$50 million in electronic television development. The company's President, David Sarnoff, hired the Russian-born scientist Vladimir Zworykin to lead the team.²

RCA televised the opening of the New York World's Fair (1939).² President Franklin Delano Roosevelt gave a speech at that fair and became the first President to appear on television. In 1941, the Columbia Broadcasting System (CBS) was broadcasting two 15-minute newscasts on its New York station.

The number of TV sets in the US increased from 20,000 in 1946 to 15 million in 1952. This rise was from less than 1 per cent to a whopping 32 per cent in percentage terms. Networks expanded evening schedules to seven days a week and had regular weeknight newscasts.

The presidential election in 1960 provided evidence of how profoundly television would change politics. The televised debate between John F Kennedy, the Democratic

candidate, and Vice-President Richard M. Nixon, the Republican nominee, was telecast. In a survey that followed, radio listeners indicated that Nixon had won the debate. However, television viewers had a different opinion. They could see the contrast between Nixon's poor posture and poorly shaven face with Kennedy's poise and grace. Hence they said that Kennedy had won the debate.⁶

In the 1950s and 1960s, television network leadership believed that providing news was a public service. The news was not expected to make money for national broadcasters. It was the time when CBS built up a high-quality news division with distinguished journalists such as Edward R. Murrow, who opposed McCarthyism. Walter Cronkite, who anchored a highly respected news broadcast, became 'the most trusted man in America.'⁶

In 1963, the Kennedy assassination's TV coverage showed the shooting and moment-to-moment action that neither newspapers nor the radio could provide. Television was highlighted as the best medium to consume current affairs.⁶

In 1979, when 52 Americans were captured by Iranian militants from Tehran's US Embassy, television viewers wanted in-depth information. Something beyond regular network's evening newscasts. It prompted the American Broadcasting Company (ABC) to create a late-night news program called Nightline. Every day with live coverage was possible through the new satellite technology. Viewers started getting interviews and detailed analysis on the day's top stories for the first time.

By the 1980s and 1990s, when big entertainment companies started acquisitions of TV channels, there was an expectation that the news divisions had to make money, just like the entertainment divisions. One way to improve the profitability of the news channels was cost cuts. At CBS, the management closed down foreign bureaus, documentary division and brought down the number of people in the newsroom. It was an erosion of standards of quality news.

At the same time, advertisers began to analyze large amounts of demographic data through market segmentation. They could target their products and advertise more precisely than ever before. Everything shifted to target marketing, and the national

audience was fragmented. Earlier, ABC, CBS, and NBC were dividing up the diversified national audience. Now, Cable TV changed the scenario with its new 24-hour news cycle. It targeted narrow, niche audiences, and advertisement money moved away from the big networks as a result.

It was the time when the news became just another commodity. Newsrooms neither had longer periods to prepare content nor to check and present it to audiences. It resulted in rushed reports, inaccuracy and distortion. In the 1980s, computers were introduced in many newsrooms. Apart from typical news, weather, and sports channels included health and consumer reporting. In the 1990s, many of the newsmagazines started investigative reporting, and it created controversy. Some local stations moved from the family-oriented health and consumer reporting to hard-hitting, tabloid-style investigations. Big logos were attracting the attention of viewers. The American media widely covered President Bill Clinton's sex scandal (1998) and the Presidential election (2000).

In the O.J. Simpson trial (1994), which was considered the "Trial of the Century", news channels used all the tools to access extensive coverage. Cameras were allowed in the courtrooms, and audience saw helicopter footage of Simpson fleeing the crime scene on TV.

The 9/11 attacks significantly changed the news coverage. After that, there was a need for the journalists to re-interpret reportable news versus rumour.

Social Media changed the way the world saw coverage of breaking news following the 2007 Virginia Tech shooting.³ Internet was present everywhere, and professional journalism wasn't necessary to record visuals or produce live coverage. It was the beginning of citizen journalism.

The decade of 2010 has brought many technological changes and choices. Sitting down to watch an evening bulletin has little relevance to today's young generation. TV newsrooms have started changing their priorities and have started providing information across a variety of platforms. All the channels have started their websites, and there is live streaming on their respective websites.

1.4 Changes in News Presentation

It is very interesting and surprising to know about the early years of television. The first televised baseball game in the US was captured by a single camera. In-studio dramas, actors were forced to work under impossibly hot lights because of those cameras' limitations. They had to wear black lipstick and green makeup as the cameras had trouble with the colour white.

In the initial phase of television, those who worked in TV news usually had backgrounds in radio or newspapers. Some of the anchors were good journalists, and some had very good voice quality. But they were reluctant to work for television. A television news broadcast neither had the reputation of newspaper journalism nor the ability to compete with radio live reporting.

In the UK, regular TV weather forecasts were revived in July 1949. They had charts and voice over giving the weather bulletin. It was in January 1954, George Cowling, a Meteorological officer, interpreted the map in vision and became the BBC's first 'weatherman.' Weather bulletins are common nowadays on all news channels.

On news programs, the screen was filled with "talking heads," newscasters were simply reading the news, as they might have for radio. The networks relied initially on the newsreel companies for visuals.² Their work had been shown previously in movie studios.

Then there was a 15-minute newscast titled CBS TV News (1948) with Douglas Edwards. NBC had Camel News Caravan (1948) with John Cameron Swayze. As the tobacco company was a sponsor, John was required to have a burning cigarette always visible when he was on camera.

Two news presenters that dominated American television were Edward Murrow and Walter Cronkite. Edward Murrow was reporting from Europe on the radio during the Second World War. His report on the Nazi concentration camp in Buchenwald still has historical significance in broadcast journalism.³ His convincing outlook and mastery of language in World News Roundup influenced Americans to believe in a war they initially did not concern about. When Murrow arrived back in New York City in 1941,

he had become a star and was immediately approached to host a weekly television program.³

Murrow began a television documentary series, *See It Now*, in 1950. On March 9, 1954, Murrow narrated a report on Senator Joseph McCarthy. McCarthy had alleged that numerous Communists and Soviet spies and sympathizers had infiltrated the United States federal government without proper regard for evidence. Murrow exposed the senator's shoddy tactics by saying, "His mistake has been to confuse dissent with disloyalty." McCarthy called Murrow 'the leader and the cleverest of the jackal pack, which is always found at the throat of anyone who dares to expose Communist traitors.' In 1954 the US Senate censured McCarthy.

The term 'anchorman' was used for the first time in 1952 when Television news covered the presidential nominating conventions of the two major parties for the first time. It described Walter Cronkite's central role in CBS's convention coverage that year.

The CBS Evening News with Walter Cronkite, which debuted in 1962 (and was broadcast until 1981), was popular in America. By the end of the decade, Cronkite was not only a highly respected journalist but "the most trusted man in America," according to some surveys. His role in the coverage of the Vietnam War was crucial. When most of the television news reports on the Vietnam War were supportive of the US policy, Cronkite had another view. He went to Vietnam in 1968 to report a documentary that concluded with a clear editorial comment. "It is increasingly clear to this reporter that the only rational way out will be to negotiate," Cronkite said. President Johnson was watching his report. "The president flipped off the set and said, If I've lost Cronkite, I've lost middle America", according to Bill Moyers, one of his press aides at the time.²

In the 1970s, TV news was full of stories, and viewers could see people other than white men reading the news. Barbara Walters made TV news history when she joined Harry Reasoner at ABC and became the first woman to co-anchor a network newscast. A lot of money was spent on anchor desks, news music, logo design, and news promotion once TV became colourful.

Based on research findings, television news stations decided their anchor teams needed to be warm, friendly and funny. It began an era that some call "happy talk." The playful exchange of teasing remarks between team members became critical in developing a relationship with the viewers. Anchorman poking fun at the weatherman's necktie was encouraged to lighten up the "show."

Jim McKay, a sports journalist for ABC's Wide World of Sports, became the face of the 1972 Munich Olympics' hostage crisis. He reported for 16 hours on the events as they unfolded with a tragic end. In 1984, Oprah Winfrey began hosting an ABC affiliate's morning show known as A.M. Chicago. This show outscored Phil Donahue's popular talk show ratings within three months. It enabled Oprah to start her own program, Oprah Winfrey Show.³

Peter Jennings was the youngest anchor for ABC Evening News at just 27 years of age. He was named "best anchor" in 1988, 1990 and 1992 by the Washington Journalism Review and has won several Overseas Press Club awards.

Anchors presenting the 9/11 terrorist attacks simultaneously reported the bad news while trying to provide some reassurance to the viewers.

1.5. Television in India

Television was introduced in India on September 15 1959, under a grant of \$ 20,000 and 180 free sets from UNESCO. Equipment was offered by Phillips, technical and other supports from the Federal Republic of Germany and financial support for ten years from the Ford Foundation. Initially, it was on an experimental education service in Delhi. It telecast the program twice a week for an hour each. The first bulletin was telecast in 1965. Community TV sets were provided to 80 villages around Delhi in 1969 so that Krishi Darshan, a program on agriculture can be watched. New agricultural practices could be successfully adopted through communication. It was first tested through Krishi Darshan. In 1972, TV services were extended to Mumbai, Amritsar, and by 1975, Calcutta, Chennai (then Madras), Srinagar, Amritsar and Lucknow had TV stations.

1975 was the year when two important experiments were conducted in the Indian television media. One was the Satellite Instructional Television Experiment (SITE), and the other was the Community television experiment in the Kheda district of Gujarat.

SITE was possible because of the AT-6 satellite provided by NASA. United Nations Educational, Scientific and Cultural Organization (UNESCO), The United Nations Children's Emergency Fund (UNICEF) and UNDP supported the experiment. From August 1 1975, to July 31 1976, this experiment was conducted in six Indian States, namely, Rajasthan, Orissa, Bihar, Madhya Pradesh, Andhra Pradesh and Karnataka. This experiment was designed by NASA and the Indian Space Research Organization (ISRO). The task to provide television sets with parabolic antennas in 2400 villages across 20 districts was accomplished. Morning education programs were aimed at children, and evening programs were aimed at educating adults on various issues like health, hygiene, family planning, nutrition, improved practices in agriculture and events of national importance. SITE played a major role in developing India's satellite program, INSAT.¹¹

SITE is the perfect example of the Indian Space Research Organization (ISRO) commitment. ISRO believed in the use of technology to solve the country's real problems. The choice of the areas and the villages for TV sets indicates its dedication to using technology to help the most disadvantaged through an application-oriented approach.

Though foreign satellite was used, hardware — like the earth stations for uplinking programs, the TV sets; and the special direct-reception equipment were designed and made in India. There was a great challenge to produce programs relevant to villagers in four. Maintaining television sets and sophisticated equipment in remote areas was not easy. Various organizations and State governments supported this experiment. SITE showed that India could use satellite technology for development purpose. This project changed millions of rural Indians' lives and gave a strong message about independent India's advancing technological prowess.

SITE was a great learning experience for the Indian National Satellite System (INSAT). An experiment was conducted to assess its impact where experts from anthropology,

psychology, sociology, political science, and communication studies provided useful insights. These experts also highlighted the communication needs of the villagers and ways to address them.

In the Kheda experiment, a full-fledged TV station was established, and it connected 400 villages with UNDP gifted TV transmitter at Pij village. TV sets installed in panchayat offices, and this communication project worked with the collaboration with milk cooperatives, rural banks and health departments. The objective was to examine the concept of decentralized broadcasting to accomplish goals of development. Villagers were involved as actors and writers of TV programs dealing with various social issues like exploitation, caste discrimination, alcoholism, minimum wages and cooperatives. The program was instrumental in decentralizing TV broadcasting in India.

Kheda Communication projects inspired Jhabua Development Communications Project. The focus of this project was on watershed management, health, education and Panchayati raj.

State Institute of educational technology was established in Maharashtra, Gujarat, Andhra Pradesh, Bihar, Orissa and Uttar Pradesh under the INSAT for an education project in 1982. Countrywide classroom (CWCR), one hour program began on all working days on Doordarshan in 1984. The aim was to reach many scholars, teachers and students with quality educational material and address the problems of accessibility to education.

Development and academic Communication Unit (DECU), an arm of ISRO, was founded in 1989. It aimed toward planning and training the personnel for the usage of satellite-based communication systems for societal needs. EduSat project of the Department of Science and Technology was implemented by installing devices for audio-video data transmission. The objective of this project was to provide education to the masses by employing a satellite-based transmission.

'Consortium for Educational Communication (CEC), an Inter-University Centre, was found in 1993 to co-ordinate with media centres (AVRCs and EMMRCs).

Presently CWCR programs are telecasted on the Vyas-24 hour education channel and DD1, DD Bharathi and Gyandarshan. CEC MOOCs (Massive Open Online Courses) are shown on the Government of India's SWAYAM platform. These courses enable students to attend digital education courses virtually. They provide access to quality, enriched educational resources and give academic grades to students.

1.6 Golden age of Doordarshan

TV services were separated from radio in 1976. The Asian Games of 1982 provided both the government's motivation and proper setting to launch colour transmission. A regular satellite link between the Delhi Doordarshan and Doordarshan centres was also established. In 1984, a second channel called DD-2 was launched, and services were later extended to Mumbai, Calcutta and Chennai.

The First Sponsored Hindi serial, "Hum Log", went on air on July 5 1984. It not only became popular across the country (among viewers who could understand Hindi), but it also pioneered a new genre of entertainment which was to hook millions to the TV sets in anticipation of what would happen in the next episodes. The other notable shows included comedy shows like Yeh Jo Hai Zindagi (1984), mythological dramas like Ramayan (1987-88) and Mahabharat (1989-90), Bharat Ek Khoj, The Sword of Tipu Sultan and Chandrakanta (1994), Hindi film songs-based programs: Chitrahaar (1982), Rangoli (1989), Superhit Muqabla, Crime thrillers like Karamchand (1985), Byomkesh Bakshi (1993) and children programs like Dada Dadi ki Kahaniyan (1986), Malgudi Days (1987), Tenali Rama (1990).

Eminent personalities from the Film Industry engaged in various productions in the 80s and 90s. Ramesh Sippy, Ramanand Sagar, Shyam Benegal, Govind Nihalani, Amol Palekar, Sai Paranjpe, Hema Malini are some of the names.

Doordarshan, one of the world's leading news organizations, runs 23 channels with 16 state/regional level channels, six national channels and DD India, an international channel. DD National, DD News, DD Bharati, DD Urdu, DD Sports & DD Kisan are national channels. In 2019 there are 67 Doordarshan studios producing TV programs today.

1.7 News Presentation on Doordarshan

Anchors of Doordarshan became household names for various reasons. "The most important reason was the presence of only one channel, and viewers had no other alternative. Initially, there was only one bulletin; then, the number increased to two and three. Doordarshan studios had a shortage of news clippings. As a result, anchor's face was seen most of the time," said well-known Doordarshan anchor Shammi Narang in a panel discussion of NDTV.⁸ Anchors worked hard on their language, voice and pronunciation. No Surprise that Doordarshan anchors were not only recognized but well respected and considered as role models also. Pratima Puri, Minu Tanvar, Vini Naran, Sarla Maheshwari, Neethi Ravindran, Shobhana Jagdish, Gitanjali Ayyar, Rini Simon, Doli Thakore, Luku Sanyal, Ved Prakash, Harish Bhimani were well-known faces on Doordarshan.

In 1984, Ashok Lahiri of ITV produced programs featuring an analytical presentation on the Lok Sabha Elections for the DD National channel. He invited Dr Prannoy Roy and Vinod Dua, well known in the political field for their expert writings and analyses, to anchor this program. It was the first sign of liberty given to any private company to evaluate the political parties' performances. The experienced journalists' duo started new electronic journalism trends and became popular for their brilliant performances and crisp analysis.

Programs based on the nation's general election got maximum popularity. People were amazed to see the results with expert comments and discussions going hand in hand with the announcement of election results. For the first time in India, some straight analysis and interpretation were presented on the public broadcast channel.

In 1989, when Dr Roy was invited again for the same job, he realized this medium's potential and exhibited his capabilities with high professionalism. His production house New Delhi Television (NDTV), brought "The World this week", the television's current affairs program. It stood out for its world-class content, reportage, footage and presentation. NDTV tied up a deal with Star News, with the current affairs program first, and then the whole contract of producing a 24-hour news channel. There was no editorial interference from Star. When the contract with the Star was over, NDTV

started its news channels in 2003. They were English (NDTV 24X 7), Hindi (NDTV India), and Business channel (NDTV Profit).

1.8 Entry of Private channels

CNN was the first private satellite channel that began transmission in India in 1991. Some hotels had shown CNN visuals of the gulf war in selected suites. But the credit of the introduction of satellite channels to the masses goes to STAR (Satellite Television Asia Region) TV. Li ka Shin, a businessman from Hong Kong, purchased a discarded satellite from China, repaired it, and made it suitable for transmission. Now he had hardware but needed software, i.e. TV channels showing programs to use this satellite. Hence, he started channels like STAR TV and STAR sports. He offered a bouquet of channels including BBC, MTV and STAR Plus to customers through cable operators. But that was not enough for attracting viewers in the Indian market. The solution was to get Indian channels with local flavour. ZEE TV (then known as Alpha TV) and SUN network grabbed the opportunity to become the first Indian private satellite channels.

Hindi Service of Zee TV was started on October 2 1992. In 1995, SONY was launched. Discovery Channel (1995), National Geographic Channel (1998) also made their foray into India. From 1994 to 1998, STAR TV Network expanded its bouquet with STAR World, ESPN and Channel V.

The cable operating business started for the first time in Mumbai in 1984, and then it expanded its presence to Delhi, Gujarat, Karnataka, etc. Out of the 18 lakh 51 thousand household viewers of television in Mumbai, nearly 4 lakh 72 thousand house were connected to the cable TV, which was about 24.1 per cent. As of October 2018, there were 866 Private Satellite TV Channels in India, 383 News and Current affairs channels and 483 Non-news and current affairs channels.⁹

1.9 Era of news channels

In 1998, STAR News started bilingual services. Initially, most of the programs were in English. In 2003, it became a complete Hindi news channel. In 1999, Zee News and Aaj Tak channels were launched. Aaj Tak's origin goes back to 1988 when the TV Today network (India Today group) started India's first video magazine Newstrack. From 1995, TV Today produced Hindi news and current affair program, Aaj Tak, for Doordarshan, followed by another program Subah Aaj Tak in 1998. Aaj Tak became a household name, and on December 31, 1999, Aaj Tak Channel was launched. In 2003, the group started its English news channel named HEADLINES TODAY.

NDTV produced The World This Week (weekly news magazine) for Doordarshan and worked with international channels like CNN and the BBC. The credit of first live televised coverage of general election results with analysis also goes to NDTV. NDTV became India's first private producer of national news with Tonight on Doordarshan in 1995. NDTV signed an agreement to supply news content to STAR news in 1998 after the global media Moghul Rupert Murdoch cut links with BBC World. NDTV launched two news channels, namely, NDTV 24 x 7 and NDTV India, in 2003. In 2005 the NDTV Profit was launched.

On December 16 2005, CNN IBN launched a news channel. It was owned by TV 18 Broadcast Limited (a joint venture between NBC Universal and Network 18) and Turner International India (Time Warner Incorporated). They also started a Hindi news channel called IBN 7.

Regional channels in India have played an important role in providing information to previously uninformed people, and they are capable of influencing people's actions. They have created a space for citizens who were previously unable to participate in the debates. The difference between English and Indian language news channels is not simply in language but also in the culture of news presentation.

For example, in a typical local language channel, important stories cut out of national networks – due to commercial constraints – do find space. Besides that, local stories make eminent commercial sense also. According to Nitin Vaidya, co-founder of the

production house Dashmi Creations and former head at Zee Entertainment, the regional markets have grown. Advertisers are looking at these markets for better reach. "With the increase in the appetite of regional viewers, along with advertisers' willingness to spend more, it is natural that channels will invest more in better quality content," says Vaidya.⁴

All major broadcasters, like Zee, Network18 and ABP, are present in the regional news market. Sundeep Nagpal, the Founder Director, Stratagem Media, explained, "In the business of news broadcasting, it is the best to have a large footprint. News becomes much more relevant when it comes to the regional language because it reaches even the country's rural parts. It ultimately increases the footprint. The cost of increasing this reach is not significantly higher for the national networks; there is only content cost."⁵

1.10 Marathi News channels

Doordarshan Mumbai came on the television map on October 2 1972. Sahyadri, a satellite channel in Marathi, started on August 15 1994. Its transmission extended to round-the-clock from April 5 2000. The credit of starting news on private channel goes to Alpha Marathi (Zee group channel, later renamed as Zee Marathi) in 1998. In 2000, ETV Marathi was launched.

Eenadu TV established its presence in 12 regional languages in the news segment. ETV channels were infotainment channels having a mix of entertainment and news bulletins. It was for the first time the concept of hourly bulletins was introduced in Marathi. The duration of those bulletins was five minutes. There were half-hour news bulletins in the evening exclusively for happenings in Mumbai (Apli Mumbai), Maharashtra (Maharashtra Majha) and on a national level. Anchoring and presentation of all the newscasts and live programs were done from Ramoji Film City, Hyderabad. The ETV network had a centrally co-ordinated pool of audiovisual content commonly used in all the 12 regional channels. ETV Marathi channel had the highest number of reporters and stringers in Maharashtra among all other news channels. It helped in gathering the highest number of news stories.

The year 2007 is a milestone in the history of Marathi news channels. Marathi viewers got the first news channel in the form of Zee 24 Taas. It was launched on February 12 2007. In the same year, STAR Majha was launched, followed by IBN Lokmat in April 2008.

Zee network's Alpha Marathi channel used to telecast news, but it was an infotainment channel. ETV network's hourly news and Sahyadri's news bulletins were quite popular. The launch of three news channels giving 24-hour news changed the television news scenario. It provided options to Marathi news viewers and increased opportunities in the career of broadcast journalism.

It was the time when anchors became the face of the channel. Nikhil Wagle, the editor of IBN Lokmat, was the most-watched anchor for how he conducted debates on prime time. Milind Bhagwat, Prasanna Joshi, Namrata Wagle (STAR Majha), Uday Nirgudakar (Zee 24 Taas) became household names.

In 2008, Saam TV, an infotainment channel, was launched, which had hourly news bulletins. TV9 Marathi is a 24/7 Marathi-language News Channel launched in 2009. Initially, it used to broadcast in Hindi as TV9 Mumbai. It switched to Marathi in 2012. In 2012, STAR news was named as ABP news as Star, and Anandabazar Patrika (ABP) decided to discontinue their brand agreement. STAR Majha and STAR Ananda were also renamed as ABP News and ABP Ananda. Programming, anchors, editorial policy, and look and feel of the channels remain the same despite the name change.

Jai Maharashtra (May 2013), Maharashtra 1 (January 2016) were the latest entries in this segment. With Saam Marathi turning a news channel in 2017 and the launch of MKN and AM news, Marathi satellite news channels have reached eight.

1.11 Digital disruption to TV news

Twenty years back, it was newspapers in America and Europe, and now it is TV channels all over the world that have started facing steep competition. In the early 2000s, newspapers in America and Europe started losing advertising money without a significant readership drop. People were unwilling to pay subscription fees because they thought they could go online and get everything for free. The New York Times created a paywall to require subscriptions. A similar trend has started in India.

Television viewing in countries like the US and UK has declined by three to four per cent per year since 2012. In India, also the TV media industry has started to experience heat. There are over-the-top (OTT) Platforms like Amazon Prime, Netflix, Hotstar and so on to entertain people at the time and place of their convenience.

Large scale penetration of mobile services and affordable data packs have enabled most of the population to use the internet. People are no more dependent on news channels to get the latest information. They do not have to tune the TV set for getting something exclusive. Does the young generation pick up a newspaper? Does it watch news channels? Does it need any Walter Cronkite saying, "And that's the way it is," or Arnab Goswami attacking, "Desh ki Janata Chahta Hai"?

News channels have started their digital wing to make news available on the internet and promote their web users' channels. They are compelled to make changes in the programs taking into account this technological change and changing the viewers' habits. Large scale penetration of mobile services and affordable data packs have enabled most of the population to use the internet. There are Over the Top (OTT) platforms like Netflix and Amazon Prime, Hot star, and so on to entertain viewers at the time and place of their convenience.

1.12: The Research Focus

This research's main focus is overall changes in news presentation, especially those seen on the television screen. The changes at various stages, right from newsgathering, news editing to news anchoring.

This researcher is interested in finding out the factors that had played a key role in news presentation. Factors like accessibility and affordability of the internet, availability of Digital platforms for getting news, competition from within the industry and outside the industry affect news channels. Viewers are using mobile phones for media consumption and using television for live streaming. Besides these changes, this researcher also wants to compare the changes in news presentation with overall changes in likes and preferences of the viewers over ten years.

The first part of this research is to find out the changes in news presentation. The focus is on anchoring style, on-screen presentation and the process of news gathering. The second part aims to explore the changes in television news consumption. This researcher surveyed the audience in two cities of Maharashtra. The survey threw light on news consumption patterns and changing preferences of the audience. And there is a comparison of both sides. The researcher has also taken in-depth interviews of the experts to study overall news presentation changes and their reasons.

1.13 Significance of the Research

There has been significant research on content analysis in the European and American context. In India, various studies have compared Hindi and English news channels. In Marathi news channels, there is not much academic work that focuses on the changes from 2005 till now.

A few research studies in Indian universities whose focus is on Doordarshan, content analysis of Marathi news channels, comparison between Hindi and Marathi news channels and media convergence and multimedia journalism. Against this background, this study of changes in news presentation has significant value. It tries to compare the perception of the viewers with broadcast journalists who have introduced these changes. This research highlights the trend in Marathi news channels and compares it with Hindi channels. It also tries to analyze the impact of digital media on the news industry in depth. That is the uniqueness of this study.

Media organizations in regional setting need academic inputs about the changes they have introduced. They wish to know how media organizations are the experiences of other Indian organizations. This study will be helpful to such media organizations.

Journalists working in these organizations have to adopt new technology in newsgathering and be active on social media. This study will be useful to such journalists to gain insights into the undergoing transformation in Indian media.

Media education should also be in tune with the dynamic media world. Many students taking admission to journalism colleges dreamt of making a career in news channels. But the working of the news channels and their requirements are changing. Students should know the ground reality about news channels. Studies such as this will add to this knowledge and will be useful to both teachers and students.

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Chapter 2: Review of Literature

There has been extensive study on the influence of media on society. Of course, there are differences in the degree of these effects. Hypodermic needle theory considers the audience as a passive entity, and media target an injection or bullet of information. The audience is neither able to avoid nor resist the injection or bullets. Later, some studies have proved that media is an influencing factor but in a limited way. Effects of media on young people, kids, and homemakers were studied. It was found that various other variables like demographic attributes, social, economic and psychological factors also play an important role in audience behaviour. Hence a conclusion was widely quoted. Some kinds of communication on some kinds of issues have brought to the attention of some kinds of people under some kinds of conditions have some kinds of effect. (Bernard Berelson, 1959)

Macro-level effects

Some studies have shown the long term effects of media on society. Media cultivates a “collective consciousness about elements of existence (Garbner, 1969). If viewers are exposed to repetitive storylines, they may expect these storylines mirrored in real life over time. The audience get signals through the media about the importance of different issues. The media tells us the news and also tells us what to think about the news. Newspapers and news channels influence public opinion by controlling variables such as time of broadcast, the extent of coverage, and news medium choice. It can create or replace a certain viewpoint in the audience.

Motives for Media consumption

Researchers have identified several common motives for media consumption (Uses and gratification). These include relaxation, entertainment and social interaction. By

examining these motives, researchers better understand why that medium's popularity and the roles that the medium fills in society.

People, on average, used to spend more time in front of the television than with any other media. Exposure to television used to begin before we use most other media. Everything we know about reality is derived from the television world. People can think back on their own experience with TV and say something similar. (Television and Its Viewers: Cultivation Theory and Research, Jim Shanahan, James Shanahan, Michael Morgan, page 23).

The spiral of silence (Elisabeth Noelle-Neumann, 1974) states that those who hold a minority opinion are afraid of expressing it. They silence themselves to prevent social isolation. According to this theory, mass media play an important role in the formation and maintenance of dominant opinions. As minority opinions are silenced, there is only an illusion of consensus and social pressure to adopt the dominant position. The most famous example is Germany before and during World War II. Many Germans opposed Adolf Hitler and his policies, but they kept their opposition silent out of fear of isolation.

Agenda setting in the new age

Agenda-setting theory has come to include an affective dimension (McCombs, Shaw, & Weaver, 1997) which considers production issues such as image size, placement, editing (Campanella Bracken & Atkin, 2004; Lang, Zhou, Schwartz, Bolls, & Potter, 2000), and, most importantly emotional tone.

The researcher has studied various research papers in these media theories and news presentation on television channels.

2.1: Facial expressions of news anchors

'TV Anchors Elections and bias', by Andrea Miller, Renita Coleman, and Donald Granberg

It is generally expected that news should be without views. Personal opinions, emotions or preferences should not be mixed with the news. But it may not happen many times. The researcher found a research paper titled ‘TV Anchors Elections and bias’ by Andrea Miller, Renita Coleman, and Donald Granberg very interesting in this regard. This longitudinal research, is the study of the facial expressions of three anchors with three news channels. The anchors were Tom Brokaw from NBC, Dan Rather from CBS, and Peter Jennings from ABC. The 3 seconds clips were edited onto a videotape with approximately 10 seconds of black between each clip. The volume was turned off while the participants watched, and they were asked to rate the facial expressions as positive, negative, or neutral. Two of the three anchors exhibited more positive facial expressions when they mentioned one presidential candidate than the other in the 1996 election. In 2000 and 2004, all three exhibited bias for one candidate.

This study of television visuals is important for two reasons: first, because various other studies are indicating that moving pictures produce stronger affective responses in viewers than still pictures (Detenber, Simons, & Bennett, 1998). Secondly, till 2005 television news was the primary source of campaign information for most voters (Graber, 1988). It enabled forming impressions about the political world (Graber, 2001; Kahn & Kenney, 2002; Patterson, 2002; Zaller, 2003). This experiment supports the point that the media is biased. While studying the changes in the presentation on Hindi and Marathi channels, this researcher wanted to study the change in pitch, temper and facial expressions of the anchors over the years. In this regards, the researcher found the research paper very useful.

2.2 News in the form of Drama

Social-psychological research on the effects of schema activation (Milburn, 1987; Milburn & Fay-Dumaine, 1988)

Television news stories many times are structured, and they resemble Drama. We are here not referring to docudrama but regular audio-visual packages shown in the news

bulletins. There are background music and not-so-common shots; visuals or bytes played in loop and dramatic voice. Effects of Such news presentation on the viewer about the political issues raised in the stories are analyzed. Social-psychological research on the effects of schema activation shows that such activation may reduce individuals' cognitive complexity.

News stories were edited, and the highly dramatic scenes were removed to test the effect of the dramatic presentation of television news. The edited and non-edited stories were then presented to subjects. Then the subjects' recall and cognitive complexity were measured. Exposure to the dramatic news stories decreased subjects' ability to recall the information in the stories. The results raised important concerns about the contribution of such news to the public's information level and political sophistication.

Though this researcher did not find any study like this in the Indian context, he had observed this type of practice while working in Saam Marathi from 2008 to 2012. Crime news was tried to dramatize through exaggeration, music and graphics. Even a different anchoring style, which was inspired by a crime-based bulletin on a Hindi news channel, was adopted for that show.

The researcher wanted to find out the trends in other Hindi and Marathi channels in this regard.

2.3 New Media

Critical study of multimedia journalism and media convergence in the Indian context by Sanjay Tambat

It is doctoral thesis by Sanjay Tambat. It focuses on journalistic aspects of media convergence, especially its effects on the newsroom and the changing newsroom culture. It explores the technology that influences news consumption patterns among audience and facilitates convergent and multimedia practices in media. The study shows a linkage between access to new revolutionary technology, subsequent adoption of technology by audience members, and journalistic practices changes. As audience is

moving towards multimedia news consumption, convergence level in India is on the rise. Media organizations are making conscious efforts for media convergence and multimedia journalism to retain such audience and catch them young. The study shows that technology convergence increases audience convergence, and converging audience pushes media organization towards convergence and multimedia journalism.

As Indian news channels are also using digital media platforms, the researcher aims to determine the impact and effectiveness of their efforts on news consumption.

Hardee, G., & McMahan, R. (2017). FIJI: A Framework for the Immersion-Journalism Intersection.

There are several initiatives worldwide whereby journalists invite audiences to witness a news event “as if they were there”. Newspapers and television channels worldwide are experimenting with a first-person interactive experience of the events described in news reports and documentary films. But there is a need for bridging the gap between the requirements of journalism and the capabilities of emerging technologies. Gary M. Hardee and Ryan P. McMahan have given a Framework for the Immersion-Journalism Intersection (FIJI).

They have stressed that journalists need to understand the fundamental concepts of immersion and the capabilities and limitations of common immersive technologies.

The paper highlights four immersive journalism types, including 360° breaking news videos, mobile immersive public service, CG-based immersive investigations, and immersive explanatory reports. They have also given design guidelines for journalists and developers while creating immersive news experiences. The researcher has taken into account case studies of 2017 Pulitzer prizes for different categories like public service, investigative reporting, explanatory reporting and explained the possibilities of applying various types of immersive journalism.

This research paper was interesting for two reasons. First, News presentation is affected by technological changes. And second, some Indian news channels have taken initiatives

in this regard. NDTV has started putting flat VR videos online. Zee media's English channel WION has launched uploading and hosting sourced world news VR clips online.

2.4 Study of Hindi news channels

Batabyal, S. (2016). Making news in India. Routledge India.

In 'Making News in India: Star News and Star Ananda,' Somnath Babytabyal explores the setting of 24-hour private news channels in India. It is a detailed ethnographic study of Star News and Star Ananda conducted in 2007 and involves interviews, observations and content analysis. The research-based on fieldwork in Mumbai and Kolkata provides a detailed description of the television newsroom. It also investigates how editorial and corporate strategies converge increasingly in an industry driven by profit. There are glimpses into the workings of one of the biggest news corporations in the world and its ability to get and package daily news for its audiences. The researcher asks questions about the newsmakers' values and everyday practices behind the programs and external factors and internal pressures affecting journalists.

The researcher has compared the similarity between news based programs, including the program's title between National and Regional channel of the same group. The same is still prevalent. Many news channels later copied the anchoring style introduced by Star News for crime shows and some regional channels.

Anuradha Bhattacharjee and Anushi Agrawal: Mapping the Power of Major Media Companies in India'

In India, a handful of media companies dominate the news media. Anuradha Bhattacharjee and Anushi Agrawal study detailed information about the operations of the 12 major Indian news media common ownership units (COUs). The research paper titled 'Mapping the Power of Major Media Companies in India' considers the market share of 12 media groups over eight years. An advertisement-driven news media becomes the channel of marketing information for the corporate group's products and

services. The study makes a point that corporatized news media company does not remain a neutral platform. It becomes an active agent and extension of the industrial or political group. It is definitely against its believed role as the fourth estate and guardian of democracy.

It affects the product and political choices that people make and finally affects the institutions and economic growth of a country, as noted by Bakker (2014). Media ownership has a strong influence on matters of plurality, democratic choices, and consumer choices.

They were worried about media interference with democratic processes and how media companies manipulate the flow of news and information. They have shown how powerful interests control the public conversation and how some voices are excluded from public debate. It is thus the behaviour of some of those who own media rather than the ownership form or extent of ownership that concerns us.

A Kumar, P Gaur: Content of Hindi and English Television News Channels: The Journalists' Perspective

The research paper titled 'Content of Hindi and English Television News Channels: The Journalists' Perspective' applies a qualitative approach through In-depth interviews of the journalists. Amit Kumar and Poonam Gaur have taken in-depth interviews of four journalists from four television news channels (two Hindi and two English). These journalists were actively involved in the selection and presentation of the news content in their respective channels.

The study reveals that the internet has changed the news consumption pattern significantly. Now, a big section of news viewers gets the latest news from online platforms. Therefore, the share of views based programs (debate-discussion, interviews etc.) has been increased. The screen layout has been considered as one of the key presentation related aspect. News channels have become half newspapers as they give a lot of material on their screens to read. Due to throat cut competition, channels want to provide more and more information to their viewers. The need for proper and

comprehensive research on suitable screen layout for TV news channels has been felt. The crowded screen layouts were found as the result of a competition to provide more and more information by using every inch of the screen space.

There is a comparison of news going to English and Hindi channels of the same network. English news channel covers stories from metro cities because their viewers are mainly coming from these areas. Fair share is also given to South Indian cities. But, while producing a bulletin for the Hindi channel, there will be a different strategy. The share of news from south India will go down, and proper coverage to non-metro cities like Lucknow, Patna, Jaipur, Bhopal and even some smaller towns. The language of the channel plays a very important role in the selection of news content. Hindi and English news channels of the same group broadcast different content in different ways. A crime show anchor's dramatic appearance can bring good TRP for Hindi channels, but English viewers will not show much interest in this type of presentation.

Pradeep Krishnatray, Subhadip Roy and Rahul Gadekar: Perceptual Mapping of Hindi News Channels'

In this research paper, Krishnatray, Roy and Gadekar reveal that the internet has significantly changed the news consumption pattern. Now, a big section of news viewers gets the latest news from online platforms. Therefore, the share of views based programs (debate-discussion, interviews etc.) has been increased.

This survey-based study analyses the viewers' perception of the Hindi news channels (HNC). Various attributes selected for the study were Speed of reporting, Credibility, Error-free reporting, Comprehensive coverage, Continuous information update, focus on people-related issues, Absence of political bias, Local news coverage, Informative programs and Entertainment value. They found that there is more to television viewing than what the TRPs indicate. While the TRPs provide detailed and almost instantaneous data on who is watching what and when and for how long, they provide a little clue about why a program on a certain channel is watched or why people switch channels. In most television channels, news selection is made by journalists based primarily on the intrinsic editorial value of the news or what generally goes by the term 'news value'. As the medium thrives on transmitting news instantaneously, the news managers are

interested in airing' breaking news'. Aaj Tak was at number one, but other channels like Star News or Zee had a 'news strategy' problem rather than a 'news presentation' problem.

Hindi television channels, beaming news 24×7, have made news a light-hearted viewable, marketable product: presenting a collage of non-serious events injected with a heavy dose of visual content interspersed with ads and catchy sound-bites that are presented by smartly clad female anchors that uninhibitedly editorialize news and often dispense instant justice. News thus has become an 'entertainment product and, as our study indicates, channels that score high or thereabouts on the 'entertainment value' are also the channels that generally find favour with the audiences.

Shahid Shaikh: Comparative study of Doordarshan News and Zee Television News'.

This study takes into account news values by comparing private and public broadcast. It is often observed that Zee News gives the stories that 'interests public' whereas DD News gives preference to stories in 'public interest'. This inference means a lot for showing the difference between both the news channels. The Zee News is found to be giving the topmost priority to the selection of news based on conflict. It may be a dispute between two person, firms, industries, companies, politicians and nations. One of its most important news values seems to be 'Conflict', controversy, dispute, or bickering, whereas this is not the DD News case. It selects its stories based on public welfare and development besides publicity of the union government.

Warning about the natural calamity and dangerous situation related to possible flood, heavy rain and cloudburst. Typhoon is the first lead of the DD News many times in the public's interest, whereas the Zee News is not seen including such stories in its bulletins maybe because the urban class people, on whom it concentrates, had nothing to do with such stories.

One more important suggestion is that Zee News should stop airing baseless stories. Some stories are disseminating superstition in Indian society.

2.5 Study of Marathi News channels

Sameeran Walvekar: Newly emerged trends in live telecasts, news-based programs, changing face of Indian TV news

In his PhD thesis discussed the changes in Indian television in general and Mumbai Doordarshan in particular. That part related to anchoring, reporting and visual editing was relevant for the present research. In the initial days of Doordarshan, Marathi channels had female anchors like Bhakti Barve, Smita Talwalkar, but the news was presented and produced like a Radio vision (Walvekar, 100). The presenters on DD news were only readers and not journalists. Some newscasters were old and experienced and hence treated as journalists. The presenters till 1999 were hardly seen on locations.

Lack of adequate visuals in the news bulletin, lack of natural ambience in the packages in the initial years, especially in public broadcasters, made the bulletins dull. The cameramen always carried natural ambient sound but were not used in the final editing of the package.

The stories' picture quality was very poor because the cassettes were used more than fifteen times, whereas the international standard was five to six times. It was happening till 2006 in Marathi news produced by DD Sahyadri, a channel of DD. Graphic support for the news story was pathetic. Even till 2008, graphic artists were not trained according to international standard.

He surveyed newsgathering as well as production and news presentation. It was found that 33 per cent were watching Marathi channels and the same percentage prefer to watch Marathi and Hindi channels. Sixty-eight per cent of viewers believed that TV news was becoming sensational. Common people understood the look and slickness of a channel. The demarcation line between fact, fiction and news was getting thin. A lot of denationalization, trivia and exaggeration was added to the presentation instead of substance and content.

It also predicted that there would be city-centric satellite news channels in India. The very little workforce will be used for the coverage, production, and presentation of news in the future. There may be little scope for a well-planned and well-written script for

such coverage, and live conversation between newscasters in the studio and correspondence on location will be more prominent.

It suggested Marathi news channels should differentiate in terms of content. They should rely on the state level and regional issues. Breaking news items must be of some standard. It also predicted that the Future of Indian TV news would be consumer-driven, technologically driven and TRP driven. Viewers will get programs of their choice on demand.

Sampat Pimpale: Changing structure of regional news A Study with special reference to IBN Lokmat ABP Majha and Zee 24 Taas

This PhD thesis is a content analysis done by Sampat Pimple. The researcher observed news bulletins and news based programs on three Hindi news channel and three Marathi news channels. The study analyses Body postures, facial expressions, gestures of the anchors, and the use of graphics and animation. This researcher found that all these aspects are relevant in the present research. But wants to find out the reasons for the changes and the role of technology in the presentation.

2.6 Theoretical Framework

The ideas related to media and media study by Marshall McLuhan, a Canadian philosopher, are relevant today. He coined the phrase 'Medium is the Message'. Changes in communication technology inevitably produce profound changes in both culture and social order. According to him, the media themselves and not the content carried should be the focus of the media study. The new form of media transforms our experience of ourselves and society. This influence is more important than the content of the specific message.

The process of news creation and news consumption all over the world has greatly affected by technology. The gap between news creator and news consumer is not only narrowing, but even the roles are interchanging because of digital technology. The news

is gathered and delivered at lightning speed. The technology gives first-hand experience to the audience by putting them in the middle of the situation.

The audience's news consumption habits are also changing due to the availability of various platforms other than television sets. The audience can consume news at any time and any place at their convenience. It has compelled news channels to make changes in news delivery and the format of news bulletins. Journalists do believe that audience perceive these changes well.

2.6 A Proximity or distance?

Some questions related to audience and journalists are discussed in various communication studies. What do journalists prefer to show, and in which format? Do the audience get what they want? Do the preferences of the audience are known to the journalists? Do those references get reflected in the structure of news bulletins and news programs? Some researchers believe that the purpose of journalism cannot be confined to giving people what they want. But some studies also warn journalists not to ignore audience preferences. These debates are related to appropriate proximity or distance between journalists and their audience. (Görke2014)

In the age of new media, journalism and audiences' social relationship is based on mutual expectations, i.e. What Journalism should provide to its audience and what the audience might expect from journalism? (Scholl 2004)

These questions are more relevant today because the boundaries between news producers and news consumers are blurred due to the internet. (Wiebke Loosen and Jan-Hinrik Schmidt)

2.6 B Importance of audience research

Various media theories have distinguished audiences into three basic types.

(Loosen/Schmidt 2012): The first type considers the audience as only recipients. They are regarded as a passive entity. The second considers the audience as a product. Media

creates the specific categories of audience to get revenues by showing specific types of advertisements. The third type regards audience as empowered networks.

According to Jensen and Rosengren (2005), there are five main traditions of audience research. They include media effects, uses and gratifications, literary criticism, cultural studies, and reception studies. The impact of media on various sections of society based on gender, age, the purpose of media consumption, content in the media, impact of media in social, economic and political fields are studied in the first four categories. Reception studies mainly deal with audience making meaning out of mass media.

Abercrombie & Longhurst stressed the role of media as a scuffle between the power of the text and the power of audience. It can have two extreme versions: The first is the Dominant Text Position. It treats the audience as passive, the prisoner of the text, which the preferred meaning can heavily influence. As the Chicago Tribune managing editor, said “Subscribers don’t want a role in choosing what they get in the newspaper. That’s why they buy the newspaper. They want me to tell them [what’s important].”

Dominant Audience Position, on the other hand, underlines the importance of audience.

Michelle J. Foster (2014) developed a new model of the role of audiences in media development. In a study for the Washington-based centre for International Media Assistance (CIMA), Foster argues that audience research should focus on an engagement model rather than on the traditional exposure model.

2.6 C Importance of feedback

While many journalists’ decisions are made with readers/audience in mind, do journalists get a clear idea about audiences' news consumption habits? Or are journalists’ decisions based on imagined abstractions, newsroom assumptions, and imperfect inference?

In his 1984 study of television news, K. Tim Wulfemeyer found that “television journalists do not ‘know’ their audience as well as they might.” He surveyed the journalists as well as viewers. The journalists thought that viewers would be interested

in stories dealing with sex, crime and violence. Still, the viewers were interested in stories dealing with the economy, consumerism, and education.

But the situation is different now. Jonathan Bright and Tom Nichols point out audience was many times ignored in offline journalism. But now the scenario has changed. Audience and their preferences have a clear impact on journalistic practice. Journalists have started to consider the audience as a lifeline for their economic survival and public legitimacy.

It is in this theoretical framework; this researcher attempts to study television news presentation.

Chapter 3: Research Methodology

There are various research studies all over the world on news television channels and news presentation. Various research articles and books are written on Hindi and English news and content analysis of their programs. But in Marathi, very few researchers have attempted to study the changes in a presentation on the news channels since their beginning. This research, 'Television News presentation in India: Analysis of the trends in Hindi and Marathi channels', is an effort to fill this gap.

3.1 Exploratory Research Design

Exploratory research is normally used when the past data is not available or when there is little or no research available in the respective field. It does not offer concrete solutions to the existing problems, but it can be used when certain phenomenon are still evolving. Exploratory research many times can be used as a foundation for future research. It allows for exploring various dimensions of the problem and better understands the problem. This research on Television news presentation in national Hindi channels and Marathi news channels attempts to understand trends evolving in the news channels.

Exploratory research is intended to search for data indications rather than find causality (Tukey, 1962, 1986). The goal of exploratory research is to gather preliminary data. It can be used to refine research questions and possibly to develop hypotheses. Many times new approaches and new explanations are required to understand a phenomenon.

Qualitative and quantitative research methods are used in this exploratory study design. Qualitative analysis can give knowledge of the changes in presentation styles on news channels. In-depth interviews of the people working in the channel with more than ten years of experience were taken for this purpose. Quantitative analysis was done for the

audience to know their perception about the changes in news channels and also for the broadcast journalists with various news channels. The purpose was to compare the difference between the two years, 2008 and 2018 and compare both sides' perception. This chapter explains in detail the way this research design was applied.

3.2 Aim and objectives

There has been a lot of changes in the news presentation on Television channels. It is reflected in the speed of the bulletin, types of programs and style of the anchors. Technology has affected the speed and process of news gathering, and it has also resulted in changes in the viewers' expectations from the news channels. Easy availability of internet services and affordable access has changed ways of media consumption. It has affected television viewing habits as well. Growing competition from Digital media has also compelled news channels to induce many changes.

There is a lot of research going on to study the changes in the presentation on Television news worldwide. There are some studies on Hindi channels, but those showing Marathi news presentation changes on the background of Hindi news presentation channels are missing.

3.2. 1 Aim

To explore and analyze the changes in the presentation style of the television news and study the recent trends in Marathi and Hindi news channels.

3.2.2 Objectives

To fulfil this aim, the researcher has kept the following objectives,

1. To understand the trends in the news presentation
2. To find out the factors responsible for the changes in the overall presentation of the news channel
3. To know the perception of the viewers about presentation style
4. To compare the presentation style of Hindi and Marathi news channels

Scope of this research

This research attempts to find out changes in news presentation, especially Marathi news channels and national Hindi channels. Hence,

- This study focuses on Marathi news channels. It includes Marathi news channels established before 2008.
- This study also takes into account presentation on national Hindi news channels. Some media groups started Hindi channels first and then launched Marathi channels later. The researcher intends to study the influence of Hindi on Marathi channels if any.

3.3 Hypothesis

A hypothesis is a tentative proposition about a specific phenomenon. It provides direction for a study. The researcher has sought to test the following hypothesis.

Hypothesis 1

There has been a considerable change in the news presentation from 2008 to 2018.

Hypothesis 2

Changes in news presentation are directly related to the news consumption preferences of the audience.

Hypothesis 3

The presentation style of Marathi news channels is highly influenced by Hindi news channels.

3.4 Pilot study

The researcher wanted to conduct two surveys, one for the television journalists and another for the viewers to understand the news presentation changes. There was a pilot survey for the journalists who were working on television channels. It was conducted in December 2018 through e-mail. There were 40 questions. The mail was sent to 40 journalists, and 15 of them responded. It was made clear to them that it was a pilot survey. Some journalists suggested a few changes in the questionnaire. Changes were related to giving more MCQ options and adding a couple of extra open-ended questions to get more information related to the research topic.

Questions related to internal assessment, job satisfaction, and journalistic freedom were also included in the journalists' final questionnaire.

A pilot survey for the audience was conducted in Aurangabad based on convenient sampling. It was conducted from December 1 to December 10 2018. The response from the sample of 25 viewers was analyzed. Respondents found some questions difficult, and some questions inconvenient to answer.

Some technical questions were related to graphics and video editing, which were difficult to answer. When the information related to caste was asked, people were sceptical, and a few of them refused to respond. Few questions were removed after taking into account the response and the scope of the research, and the final questionnaire had only 20 MCQs and one open-ended question. The respondents' personal information like Name, age, gender, contact number, place, and profession was kept as it was.

The researcher sought the help of journalism students in Aurangabad and Pune to conduct the survey in two cities. A sample size of 400 was finalized from each city.

3.5 Analysis of secondary data

Secondary data analysis was conducted to explore the nature of media studies, to find out the trends in news presentation and to compare various news channels. This researcher read some books written by well-known media persons. Research papers and information available from online sources were also useful in carrying this research.

3.6 Survey of the Viewers

There are certain methods in collecting data in scientific research, analyzing it and drawing conclusions and testing the hypothesis. It involves careful observation, continuous questioning. Scientific research is a systematic study that is based on empirical data, and the experiments are replicable. Both qualitative and quantitative methods are applied to determine changes in news presentation on Marathi and Hindi channels.

Quantitative methods measure the variables using numerical data. A survey is an important method for gathering quantitative data. Two standardized sets of questions for the audience and television journalists were as a measurement instrument. Analysis of this data explained relationships among different variables, and certain conclusions were drawn accordingly.

Survey Plan and the Questionnaire

A set of questions was shown to the research guide, and the final questionnaire was prepared after making the changes suggested by the guide. Data collected through the survey was first entered in excel sheets, and then tables and charts were made for the relevant question.

The researcher carried out an audience survey in Pune and Aurangabad from Dec.18 to June 19. The main aim of taking an audience survey was to find out changes in their media consumption pattern over the years and compare them with journalists.

There were multiple-choice questions that aimed at various preferences of viewers regarding news format, qualities of anchors, number of participants in debate shows. The viewers were also asked to give their opinion about the impartiality of news channels and the impact of a growing number of news channels. Most of the targeted viewers (86%) were from the age-group 30 to 70.

Our first methodological concern was the selection of city/ cities for the study. It was not an easy task, as we had initially thought. For instance, Mumbai is the capital of Maharashtra and the most important city from TRP also. But being a cosmopolitan city with a complex structure, getting the sample and collecting the data representing the population was a great challenge. Hence two other cities were finalized. Pune, the cultural capital of Maharashtra, is a major city in Western Maharashtra. In city-centric bulletins, Pune gets prominence. Another city selected was Aurangabad representing the Marathwada region. It allowed the researcher to compare the preferences of viewers in two cities.

The researcher conducted the survey in Pune and Aurangabad to study the audience's television news consumption patterns; kept the survey for the viewers in the Marathi language.

The questionnaire was tested with few viewers in Aurangabad. The researcher made some changes in the questionnaire after scrutiny. The first part of the questionnaire was about personal information. The second part had all closed-ended questions. Only the last question was open-ended. The questionnaire is attached in Appendix A1.

The researcher has taken the help of students of the Journalism and Mass Communication department of Tilak Maharashtra Vidyapeeth and Dr Babasaheb Ambedkar Marathwada Vidyapeeth in data collection to conduct this survey from January 2019 to March 2019.

Sample Design

The universe for the survey was the audience of television news in Pune and Aurangabad. As the researcher intends to determine the changes in television channels in ten years, all the viewers selected were more than 20 years old.

The concept of TRP is important for all news channels. There is competition among all channels to gain the attention of different age groups. Media usage in general and news consumption, in particular, have different patterns among men and women. The percentage of men in both cities was kept higher deliberately for this survey. News consumption pattern also differs from age to age. For this reason, he chose viewers from different age group. The focus was on the age group 30 to 60.

The sample selected was purposive and convenient. Participants were selected according to the news consumption pattern. Only those viewers were taken into account who watch news channels. Special instructions were given to take the sample from viewers in different parts of the cities as well as with different educational background. It made the sample more representative of the news watching audience.

The researcher received 940 responses from the audience survey. Some forms were incomplete, and some carried inconsistent answers. For data analysis sample of 800 responses was finalized. (Pune 400, Aurangabad, 400). The sex ratio of the respondents is 66.75% male and 33.25% female. The majority of the respondents (79.125%) were from the age group 30 to 60 years.

3.7 Survey of Journalists

News channel employees have first- hand experience of the changes, if any, which occurred in the last ten years. Anchors, reporters, cameramen and editors are the ones who make the required changes in the presentation of the news. To explore news trends in news presentation and study the perceptions and attitudes of working journalists, an

online survey was conducted. The questionnaire in Marathi was tested with a few journalists. Based on the journalists' feedback and suggestions, separate online Google Forms were created in English and Marathi. Survey links.

Changes in the presentation on news channels in the last ten years

https://docs.google.com/forms/d/1lCmugYkU_brpWEtaB8bxa3OT8DIMAObFH-peVyNln18

वृत्तवाहिन्यांवरील सादरीकीरणात गेल्या दहा वर्षात झालेले बदल

<https://docs.google.com/forms/d/17yjoJSBjMAioND-KUIFvtQxYBml8lysTQ2UVJ85QCGc>

The first part of the questionnaire contains the respondent's personal information, his/her designation, contact number, news channel, and media experience. The second part consists of a total of 39 questions, out of which eight are open-ended. They were related to changes in graphics, presentation, anchoring and reporting style. For more details, see the questionnaire in Appendix B.

The universe for this survey was broadcast journalists working in Marathi and Hindi news channels. The sample was purposive and convenient. Google forms were sent to 146 Broadcast journalists working in Hindi and Marathi channels. This researcher also sent a reminder to respond to Google forms. With a total of 54 responses, the response rate to the online survey was 39.01%. The researcher got a response from 29 Marathi journalists and 25 Hindi journalists. Finally, 25 responses from each survey were used for analysis. This survey was done from May to July 19.

Google Forms were downloaded in excel format for further processing. The relevant information was analyzed by applying filters. The gender ratio of the respondents was 66% male and 34% female. There are still more male viewers for television news than female viewers. It got reflected in the respondents' profile of this online survey. For more details, see the data presentation and analysis chapter.

3.8 Expert interviews

Many times in-depth interviews are used as a tool of triangulation in support of other research data. They are useful to gain more insight into a research area. They can throw light on various aspects of the research area and also can be of great help in understanding certain things left out of quantitative data. That was the purpose of the present research as well. The experts' explanatory answers in the respective field helped analyze the quantitative data collected from a sample survey.

To gain more information about news presentation on television and analyze trends on news channels, this researcher conducted interviews with senior editors, anchors and journalists on television channels.

The researcher had gathered data from the audience and broadcast journalists through the survey. In addition to the survey, in-depth information and different perspectives were also needed. Hence the researcher tool detailed interviews of editors, anchors, and reporters. Most of the interviews were telephonic. The experts were given a clear idea of this research, and the interviews were recorded on a mobile phone for further reference. Respondents included four editors of prominent Marathi channels (ABP Majha, Zee 24 Taas, TV18 Lokmat and Saam Marathi), four anchors (ABP Majha, Zee 24 Taas, TV 18 Lokmat and Saam Marathi) and the editor of BBC Marathi World. Please see the Appendix for details.

Interviews were mostly conducted on the phone by the researcher. The average length of the interviews was approximately forty-five minutes. Some questions were common for all journalists, and some were related to a specific news channel or job profile of a particular interviewee. Please see Appendix D2 for a sample questionnaire.

3.9 Ethical Considerations

During the research, this researcher took care of ethical aspects. All the participants and respondents were briefed about the study's purpose, and then only the audience and journalists surveys and in-depth interviews were conducted. The researcher had assured them that the data collected will only be used for academic purpose and not for a commercial ones.

Some experts wanted to see the transcript of the interviews before any part gets into the research. It was shown to them. Some experts were ready to give personal views and not an official view of the organization they represent. They also insisted that it should be mentioned in the thesis. It was duly obliged.

All the audience survey forms are filed, and online records are maintained properly. This researcher has not altered data in any form.

Chapter 4: Data Presentation and Analysis

There is growing research about overall changes in news channels in Hindi and Marathi media. But as stated earlier, there is not enough research literature on these trends in the Indian context. This study is a humble effort to bridge this gap. The researcher has employed exploratory research design and used a mixed method approach to study these phenomena. The data collected by this researcher using both quantitative and qualitative methods as described in the earlier chapter have yielded a wealth of information on the topic. It now demands further explanation and interpretation.

Data presentation and analysis is the next logical step in research. As Marshall and Rossman (1990) states, "It is the process of bringing order, structure and meaning to the mass of collected data. It is a messy, ambiguous, time-consuming, creative, and fascinating process". The researcher has to sift through the data; find hidden numbers, patterns and categories in it and explore the interrelationship among the variables in order to arrive at some conclusion. It is a logical process of attaching meaning to the data.

This chapter presents both the quantitative and qualitative data in the light of research questions which initiated this inquiry. It is an effort to interpret and analyze the data from the view of its aims and objectives. To ensure systematic documentation of the study, data is presented in four sections from 4A to 4D followed by a brief summary of the analysis. Quantitative data from the surveys is displayed in the form of tables and charts supported by necessary explanation. Qualitative data is presented in the form of analysis of emerging patterns in various areas of news presentation.

This researcher has presented collected data and its analysis in following sections.

Section 4A: Exploring New Trends: This section explores various trends in news presentation and change in the preferences of the viewers. This brief overview provides

a platform to understand perceptions of journalists and viewers in the subsequent sections.

Section 4B: Perception of Broadcast Journalists: This section presents the results of online survey of journalists and other media professionals from Mumbai and Delhi.

Section 4 C: Perception of Audience: This section presents survey results of audience in Pune and Aurangabad. It reflects changes in television news consumption patterns among audience.

Section 4D: Comparison of different perceptions: This section compares the preferences of the viewers with priorities of the broadcast journalists. It probes the probable link between changing media usage of the audience and emerging practices in broadcast journalism.

Section 4E: Comparison of Hindi and Marathi channels: The section compares perception of audience and journalists about influence of Hindi channels on Marathi channels

Section 4F Editorial Perspectives: This section puts forth qualitative data generated from Qualitative data from in-depth interviews of editors and senior journalists who have more than 15 years of experience in broadcast journalism.

Section 4A: Exploring new trends

Changes in news presentation can be seen on all the news channels in the world. On one hand newspapers in USA are struggling for survival and in India the circulation of newspapers is rising. Television industry all over the world is facing the challenge from online media and OTT platforms. But there are still more than 900 satellite television channels in India. And more than 400 are news channels.

There are various changes in the news gathering, news editing and news anchoring all over the world. Viewers, on the other hand have options of other media platforms. In the advent social media, web channels, independent news sites, other digital platforms and changing news consumption pattern of the viewers the question is what will happen to news channels in near future?

To survive in such a competitive environment, news channels are going digital, experimenting with multi-media journalism and encouraging their journalists to be active on social media. They have started adopting new technologies and new practices. For example, to remain relevant news channels are making their websites more vibrant. They are creating different type of content on digital platforms. Regular use of photos, videos and interactive features on these sites is visible. Use of social networks for content promotion and also as a source of information is increasing. Going a step ahead, media organizations are now creating special news apps and websites for the Smartphone users.

Section 4B: Insights from the practitioners

This section takes into account the response from the broadcast journalists regarding changes in news presentation in last 10 years.

4B.1 Profile of the Respondents

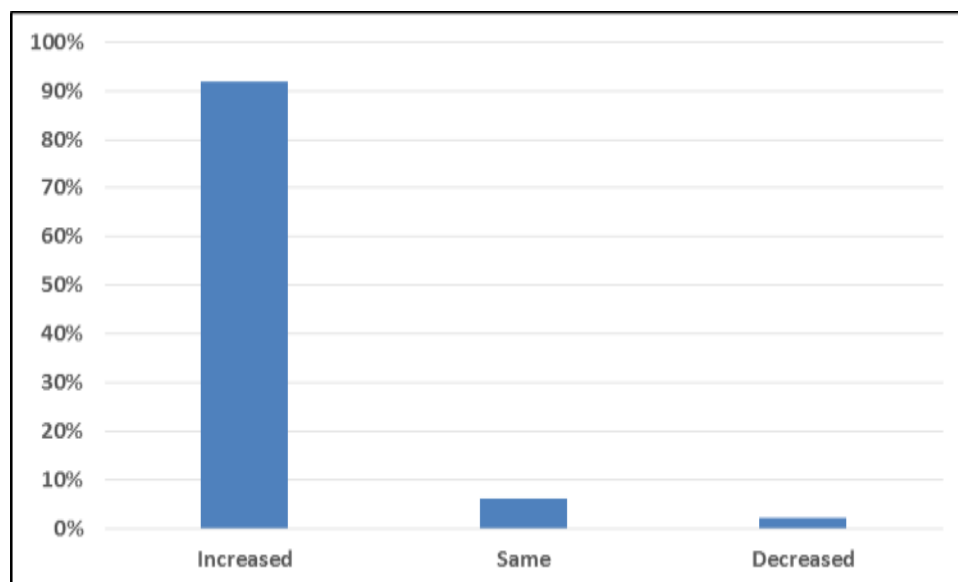
Table 4B.1: Profile of the Respondents

Marathi Channels	
Zee 24	7
TV9	5
ABP Majha	4
New 18 Lokmat	3
Jai Maharashtra	2
ETV Bharat	1
	25

National channels	
AAJTAK	5
Zee News	5
ABP News	4
NDTV India	4
India TV	2
Doordarshan	2
TV 9	1
Network 18	1
India TV	1
Total	25

4B.2 Change in Anchoring Style

Graph 4B.1: What do you think about the pitch of the anchors?



The journalists in Television media opined that the pitch of the news anchor or the host who conducts the show has increased over the years. Only 6 % of the respondents

observed that it had remained the same, and 2 % noticed the lower pitch of the anchors than what it used to be ten years back.

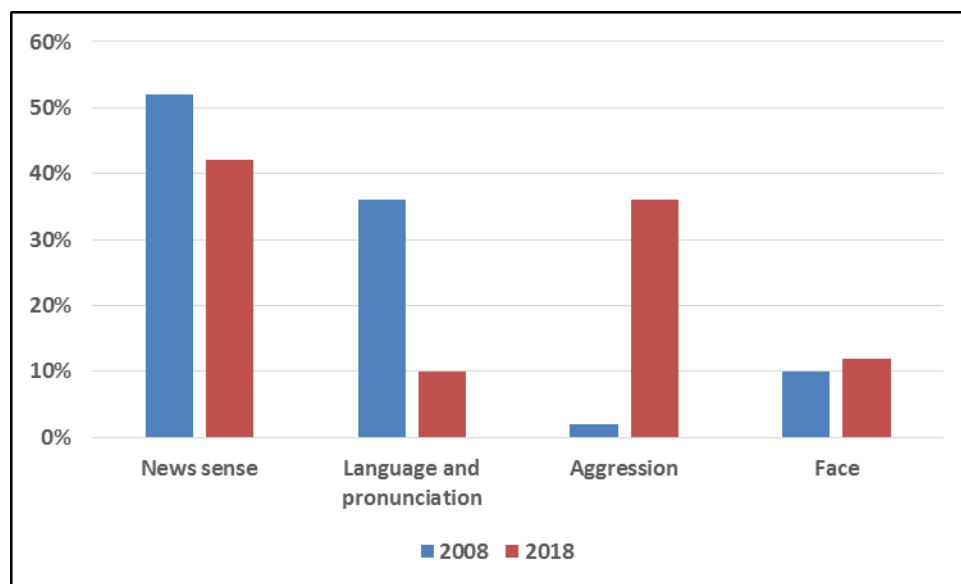
This question was relevant for the first objective, i.e.to, understand the trends in the news presentation

4B.3 Qualities expected from Anchor

Table 4B.2: What is the most preferred quality of the anchor?

	2008	2018
News sense	52%	42%
Language and pronunciation	36%	10%
Aggression	2%	36%
Face	10%	12%

Graph 4B.2: What is the most preferred quality of the anchor?



News sense was and still is the most important quality for the anchor, according to the TV journalists.

Mean of the TV journalists preferring News sense as the most important quality of the anchors is =47%

Decrease in Percentage of TV journalists preferring News sense as the most important quality of the anchors =10%

Aggression has become the second most important quality after news sense. 36% of the journalists opted for aggression as the most important quality. It is followed by face, and only 12 % have given the preference to language and pronunciation as the most important quality for an anchor. This question was relevant for the first objective i.e.to, understand the trends in the news presentation.

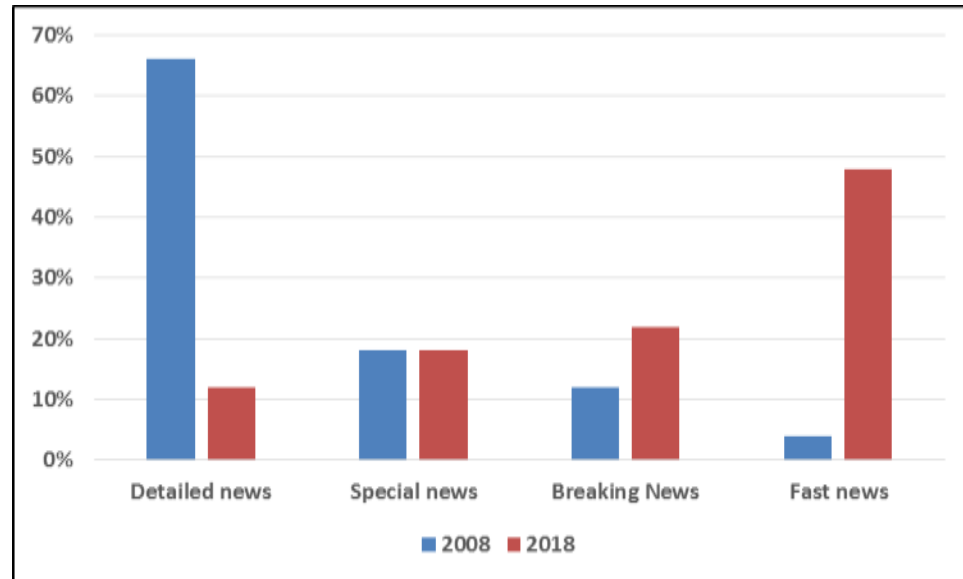
It clearly indicates the change in journalists' preference for anchoring style over the years. We will discuss the reasons for it in section 4 E and will also compare it with the preference of TV viewers.

4B.4 Preference for news and information

Table 4B.3: The most important format of the news

	2008	2018
Detailed news	66%	12%
Special news	18%	18%
Breaking News	12%	22%
Fast news	4%	48%

Graph 4B.3: The most important format of the news



News channels have made a drastic change in the format of the bulletins.

Mean of the journalists preferring Detailed news as the most important format=39%

Decrease in percentage of TV journalists preferring detailed news as the most important format=54%

For 66 % of TV journalist, detailed news was the most important form of the bulletin in 2008, and fast news was the least important part of the bulletin. (Graph 4B.3) There was News in Brief even twenty years ago in ETV, but that was part of the bulletin. The least important news was covered in NIB, and the duration used to be 2 to 3 minutes. But Fast news has become the most preferred format according to 48 % of the journalists.

Mean of the journalists preferring fast news as the most important format=26%

Increase in percentage of TV journalists preferring fast news as the most important format=44%

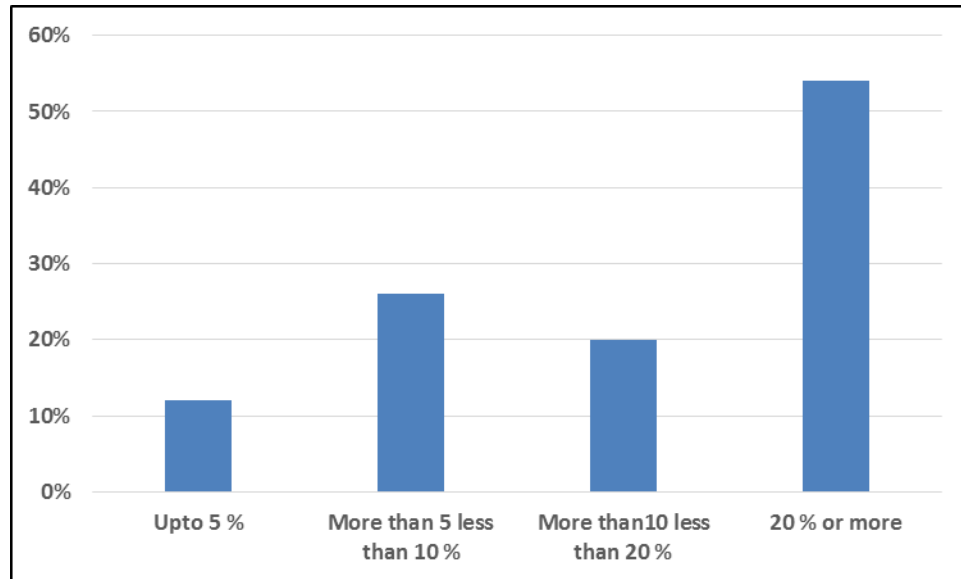
This question was relevant for the first objective i.e.to, understand the trends in the news presentation.

4B.5 Use of Mobile phone in newsgathering

Table 4B.4: footage covered through mobile phones

Up to 5 %	12%
More than 5 less than 10 %	26%
More than10 less than 20 %	20%
20 % or more	54%

Graph 4B.4: footage covered through mobile phones



Technology has played an important role in the changes in newsgathering process over the years. The last ten years are also not an exception. Mobile phones are being used for news coverage. It is clearly indicated as the majority of the journalists (54%) have said that footage covered through mobile phone is 20% or more.

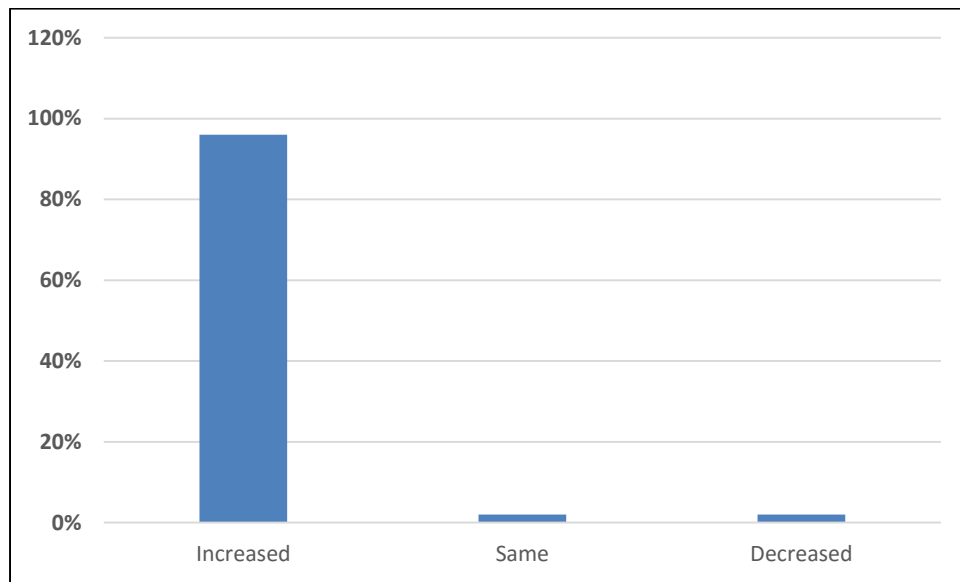
Mobile phones are not only used for capturing the videos, but also for editing and sending them to the newsroom. It has increased the speed of news gathering and are cost-effective also. This question was important for second objective i.e. to find out the factors responsible for the changes in the overall presentation of the news channel.

4B.6 Online and offline Graphics

Table 4B.5: Use of graphics in your channel

Increased	96%
Same	2%
Decreased	2%

Graph 4B.5: Use of graphics in your channel



The use of graphics in the news channels has definitely increased with over 96 % of the journalists agree to this point.

This question was relevant for the first objective i.e.to, understand the trends in the news presentation.

4B.7: Testing of Hypothesis 1:

There has been a considerable change in the news presentation from 2008 to 2018.

From 4B.2 to 4B.6 it is proved that,

1. For television journalists pitch of the news anchors has increased over the years.
2. Aggression has become more important now than what it used to be. Language and pronunciation, on the other hand, have lost their significance.

3. News channels give more fast news and less detailed news now.
4. Online and offline use of graphics has increased.
5. News channels are relying more and more on the footage captured on and received from mobile phones.

Hence, Hypothesis 1 can be accepted.

Section 4C: Understanding the audience

The study of changes in the news presentation will be incomplete if we do not take into account the perception of the people who watch the news on a regular basis. This perception is also important for the comparison between the views of television journalists and news viewers.

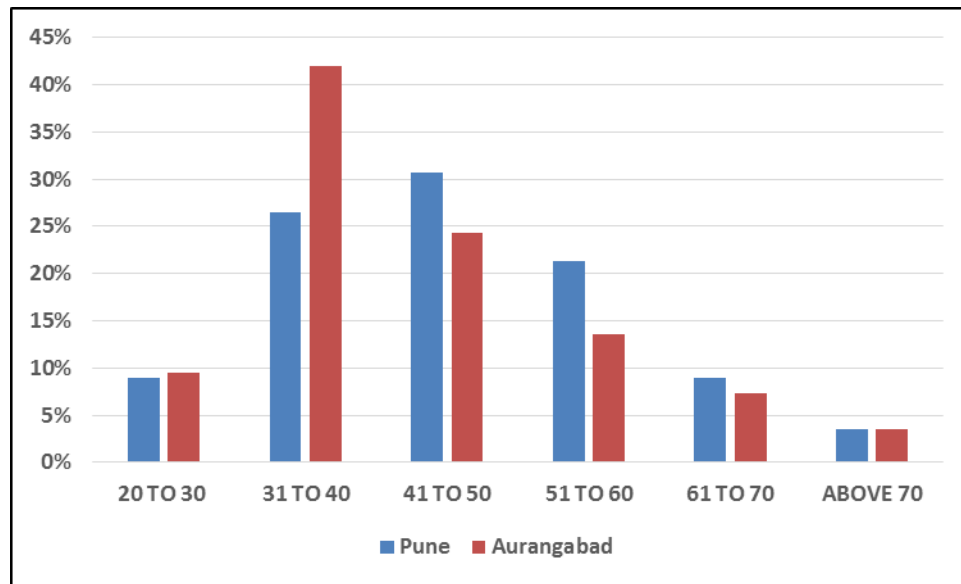
4C.1 Profile of the Respondents

The data was collected from 938 responses in Pune and Aurangabad. After removing incomplete questionnaires, a total of 800 responses are used for data analysis. The sample from Pune city is 400 (261 male and 139 female), and from Aurangabad is 400 (267 male and 133 female). The percentage of male respondents is high. As a result, total sex ratio of the respondents is 66 % male and 34 % female.

Table 4C.1 Age-wise distribution the respondents

	Pune	Aurangabad
20 TO 30	9%	9.50%
31 TO 40	26.50%	42%
41 TO 50	30.75%	24.25%
51 TO 60	21.25%	13.50%
61 TO 70	9%	7.25%
ABOVE 70	3.50%	3.50%

Graph 4C.1 Age wise distribution the respondents

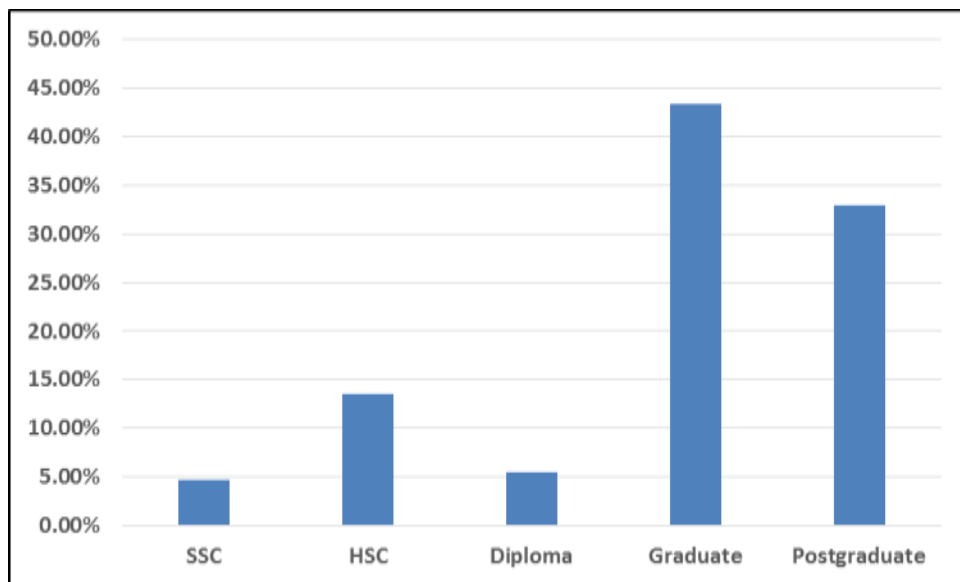


The age group of the respondents is given in the line Graph 4C.1. As the respondents were asked the questions related to changes in the preferences over the last ten years, age group 30 to 60 was crucial for this research. Specific instructions were given to those who had collected the sample, and hence 79.125 % of respondents are from this age group whereas 87.25. % of the respondents are from the age group 30 to 70. Only 9.25 % of respondents are in the age group 20 to 30. And 3.5 % are above 70 years.

Table 4C.2 Education-wise distribution the respondents

SSC	4.63%
HSC	13.50%
Diploma	5.50%
Graduate	43.38%
Postgraduate	33%

Graph 4C.2 Education wise distribution the respondents

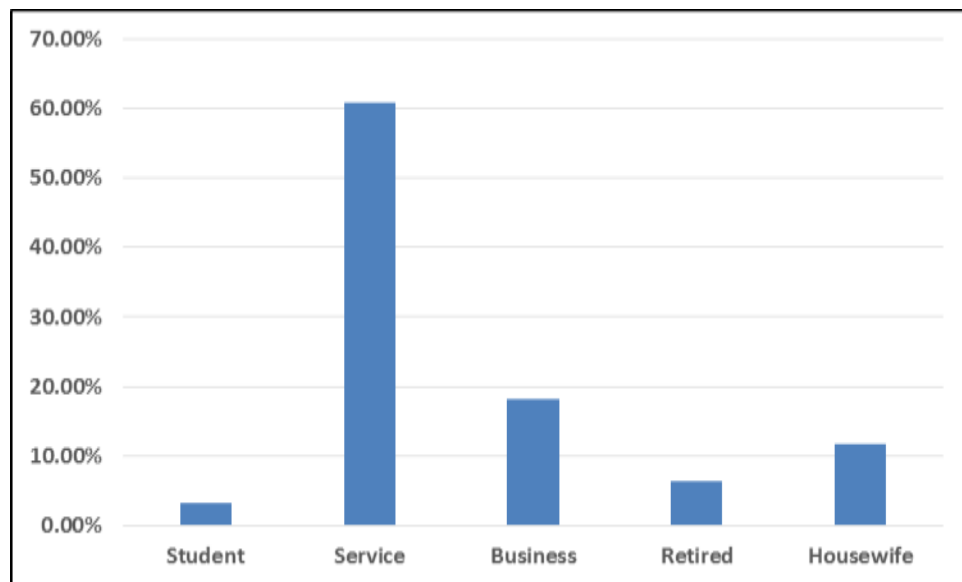


Almost 70 per cent of the respondents are well educated. Graduates account for 43.375%, whereas 33% are postgraduates. 4.625% of the respondents have done SSC, 13.5% HSC, and 5.50% have completed their diploma. The education of the respondents is shown in Graph 4C.2.

Table 4C.3 Profession wise distribution of the respondents

Student	3.13%
Service	60.88%
Business	18.13%
Retired	6.25%
Housewife	11.63%

Graph 4C.3 Profession wise distribution of the respondents



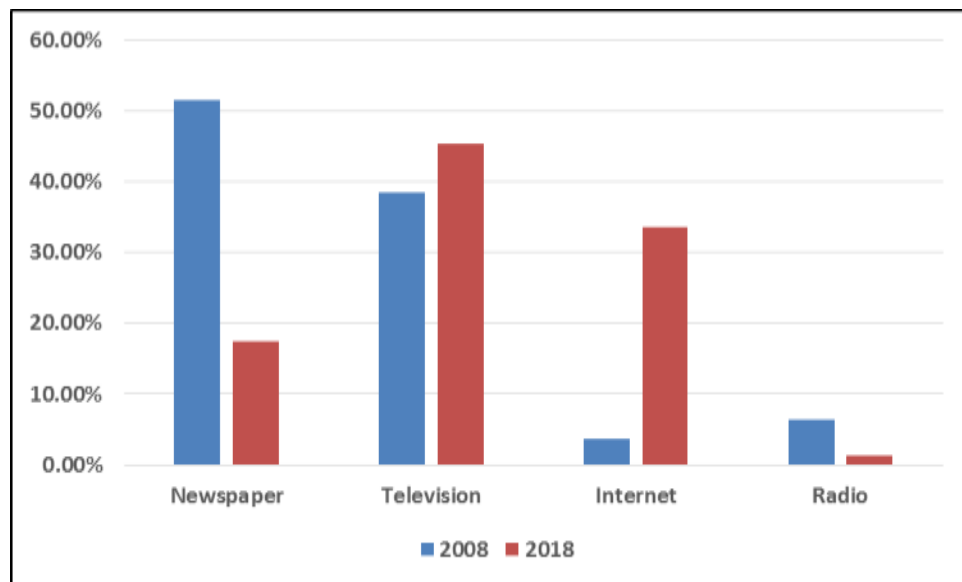
Most of the respondents (66.88%) were from the service category. This is followed by Business (18.13 %) and housewives (11.63%). This is shown in Graph 4B.3.

4C.2 Media consumption (TV/Print/Digital)

Table 4C.4 Primary source for getting news

	2008	2018
Newspaper	51.50%	17.38%
Television	38.50%	45.25%
Internet	3.63%	33.63%
Radio	6.38%	1.25%

Graph 4C.4 Primary source for getting news



The newspaper was a prime source of getting information for 51.50 % of the respondents in 2008. (Graph 4C.4) But in 2018, for only 17.38 % of the respondents, it has remained the primary source. On an average 41.87 % of people consider TV as the prime source of getting news. This is the average of two years, 2008 and 2018. The importance of TV as a prime news source has increased by 7 %, I. e from 38.50% to 45.25%. But the drastic change is observed in the internet as playing a prime source for getting information. The number of respondents considering the internet as the prime source of information has increased ten folds from 3.63% to 33.63%

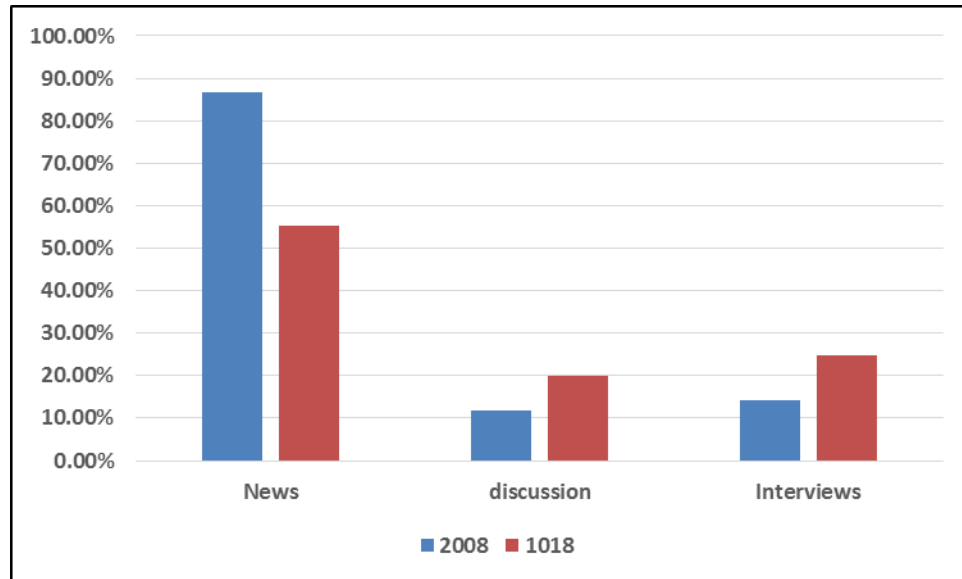
This question was relevant for the second objective, i.e. to find out the factors responsible for changes in overall news presentation.

4C.3 Changing Priorities

Graph 4C.5: What viewers prefer the most to watch on news channels?

	2008	2018
News	86.63%	55.25%
discussion	11.75%	20%
Interviews	14.13%	24.75%

Table 4C.5: What viewers prefer the most to watch on news channels?



What type of program viewers like to watch on the news channel? It was and still is news. See Graph 4C.5.

Mean of the audience preferring to watch news between 2008 and 2018= 70.94%

Decrease in the percentage of the preference for news between 2008 and 2018 = 31.37%

Watching news is the top priority for the majority of the respondents. But the viewer percentage has come down from 86.62 % viewers to 55.25 %. On the other hand, viewers giving priority to the discussion has increased from 11.75 % to 20 %. In the case of interview, the percentage has increased from 14 % to 24.74 %

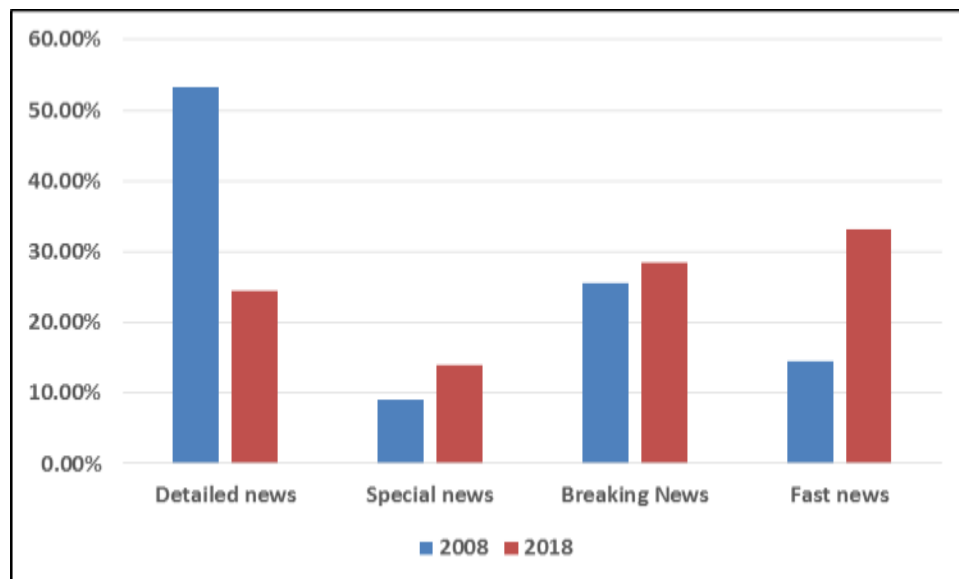
This question was important for the second objective i.e. to find out the factors responsible for changes in overall news presentation.

4C.4 Preference for Detailed News and Fast News

Table 4C.6: The most preferred type of news

	2008	2018
Detailed news	66%	12%
Special news	18%	18%
Breaking News	12%	22%
Fast news	4%	48%

Graph 4C.6: The most preferred type of news



The next obvious question was related to the type of news people prefer the most to watch on news channels. See Graph 4C.6

Mean of viewers preferring detailed news between 2008 and 2018 =39%

Decrease in the percentage of viewers preferring detailed news between 2008 and 2018 =54%

66% of the respondents have given the first preference to detailed news in 2008. But only 12% say that they like to watch detailed news the most. Respondents are in favour of special news and breaking news. But the highest increase is reflected in fast news from 4 % to 48 %.

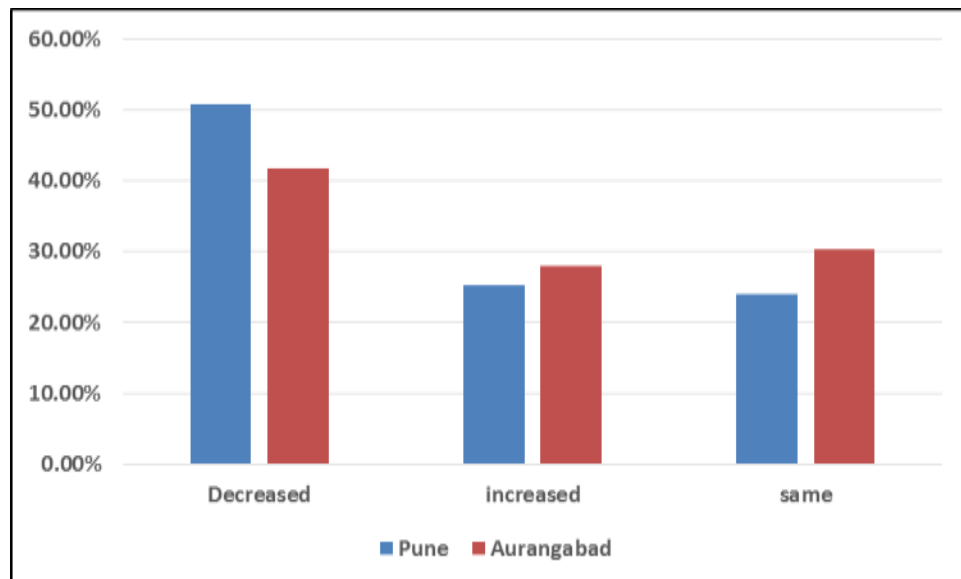
This question was relevant for the second objective i.e. to find out the factors responsible for changes in overall news presentation.

4C.5: Change in Media consumption

Table 4C.7 Change in Television viewing

	Pune	Aurangabad
Decreased	50.75%	41.75%
Increased	25.25%	28%
Same	24%	30.25%

Graph 4C.7 Change in the time spent on TV viewing



In Pune, 50.75 % of respondents say that their TV watching has decreased in the last ten years. Graph 4C.7 In Aurangabad, this percentage of viewers is 41 per cent. On the

other hand, only 24 % of respondents from Pune and 30.25 % of respondents from Aurangabad say that their TV watching has increased in the last 10 years. This clearly shows the difference between media usage in the given time period.

Mean of the viewer of cities whose TV viewing has decreased=46.25 %

Mean of the viewer of cities whose TV viewing has decreased =26.625 %

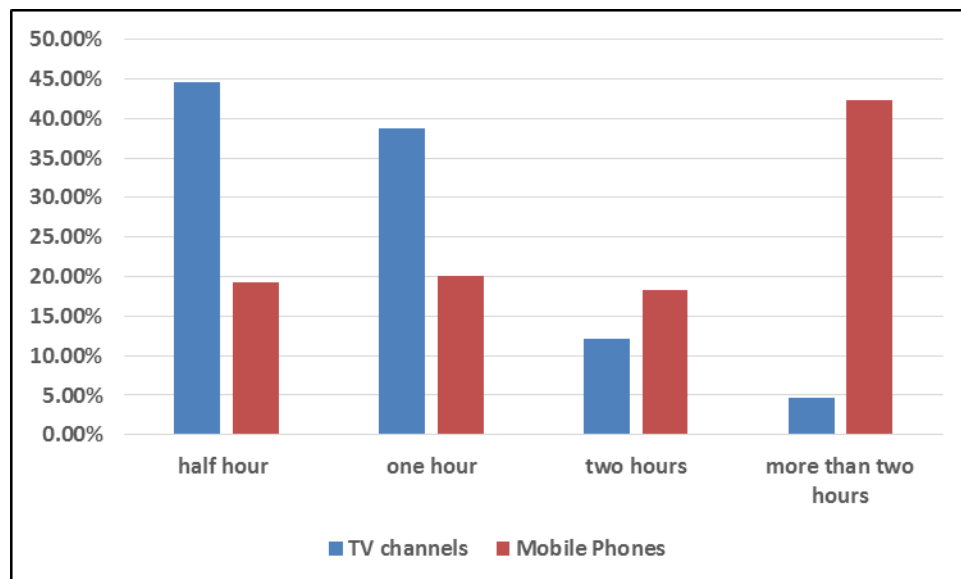
This question was relevant for the second objective, i.e. to find out the factors responsible for changes in overall news presentation.

4C.6 Use of TV and Internet

Table 4C.8 Daily Media consumption of the respondents

	TV channels	Mobile Phones
half hour	44.50%	19.25%
one hour	38.75%	20.13%
two hours	12.13%	18.25%
more than two hours	4.75%	42.38%

Graph 4C.8 Daily Media consumption of the respondents



It is interesting to see the difference in media consumption. Graph 4C.8. The researcher has asked the question regarding the average time spent on watching TV channels and

average time spent on internet. Graph 4C. 8. So far as Television watching pattern is concerned, 44.5 percent of the respondents spend half hour in front of TV. 38.75 % spent one hour, 12.125 % spent two hours and only 4.25 % spent more than two hours.

The case for mobile phone is different. 19.25 percent use mobile for half an hour, 20 percent for one hour, 18.25 for one and half hour and 42 percent for more than two hours.

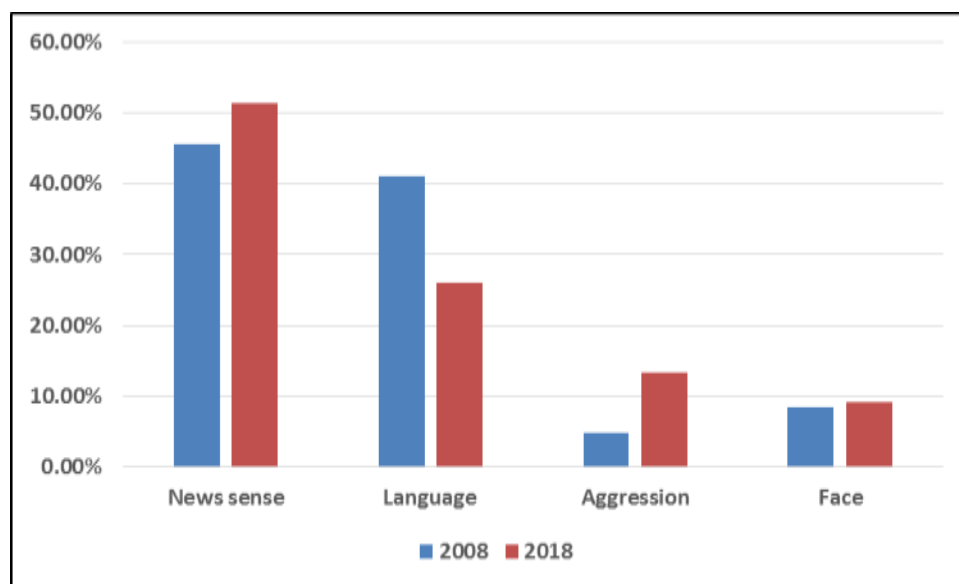
This question was relevant for the second objective i.e. to find out the factors responsible for changes in overall news presentation.

4C.7 Qualities expected from Anchors

Table 4C.9: The most preferred quality expected from anchors

	2008	2018
News sense	45.63%	51.38%
Language	41.13%	26%
Aggression	4.75%	13.25%
Face	8.50%	9.25%

Graph 4C.9: The most preferred quality expected from anchors



The most important quality of the anchor according to the viewers is news sense.

Viewers expect anchor to understand news, be a good journalist. And more people have given first rank to this quality in 2018.

Mean of the TV viewers preferring News sense as the most important quality of the anchors is =48.51%

Increase in Percentage of TV viewers giving the preference to News Sense=5.75 %

Language and pronunciation was and still preferred as the best quality of the anchor by 26 percent of the respondents. But it is losing its significance as an important quality of the anchor, according to TV viewers.

Mean of the TV viewers preferring Language and pronunciation as the most important quality of the anchors is =33.57%

Increase in Percentage of TV viewers giving the preference to language and pronunciation=15.13%

TV viewers expect anchors to be more aggressive.

Mean of the TV viewers preferring aggression as the most important quality of the anchors is =9 %

Increase in Percentage of TV viewers giving the preference to aggression =8.5%

See Graph 4C.10. It is interesting to know the perception of the TV journalists about the same criterion. We will compare this in section 4D.

This question was important for the third objective i.e. to know about perception of viewers about presentation style.

4. D Comparison of Audience preferences and journalists priorities

In section 4C this researcher has given the audience perception of the presentation whereas section 4B of this chapter reflects the views of broadcast journalists about changes in news presentation.

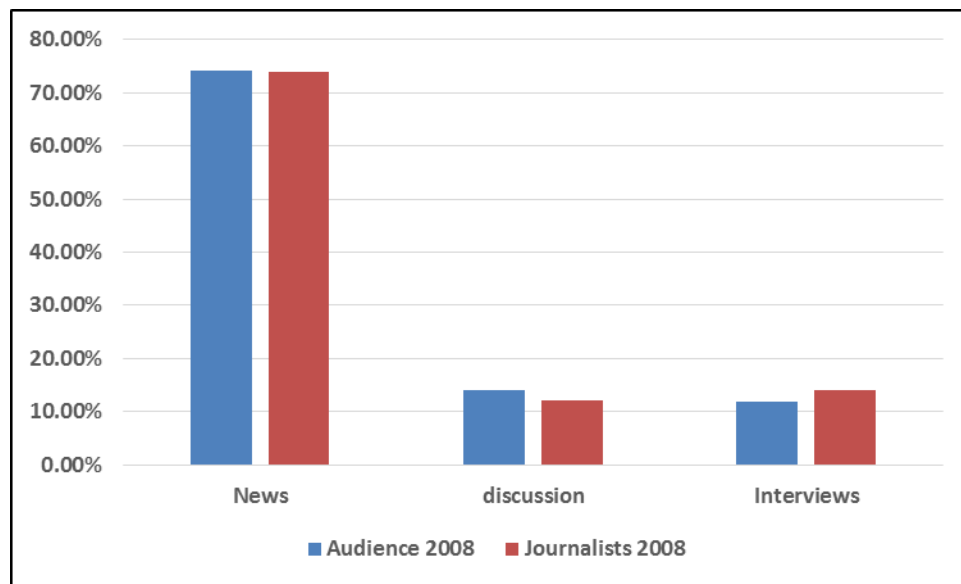
In this section researcher tries to compare the perception of the audience with feedback of the journalists. In other words, this is an attempt to compare the expectations of the audience with what they get actually. If both sides show similar trends there is scope to say that channel programs are in tune with audience preferences. If not, it is likely that viewers may shift away from television to other media platforms.

4D.1 News bulletin and discussion

Table 4D.1: What you preferred the most to watch/show in 2008?

	Audience 2008	Journalists 2008
News	74.13%	74%
Discussion	14.13%	12%
Interviews	11.75%	14%

Graph 4D.1: What you preferred the most to watch/show 2008?



In 2008, news bulletins were primarily shown on news channels and audience also gave the preference to watching news.

Mean of the percentage of viewers and Journalists giving the most preferred format to News in 2008 = 74.07 %

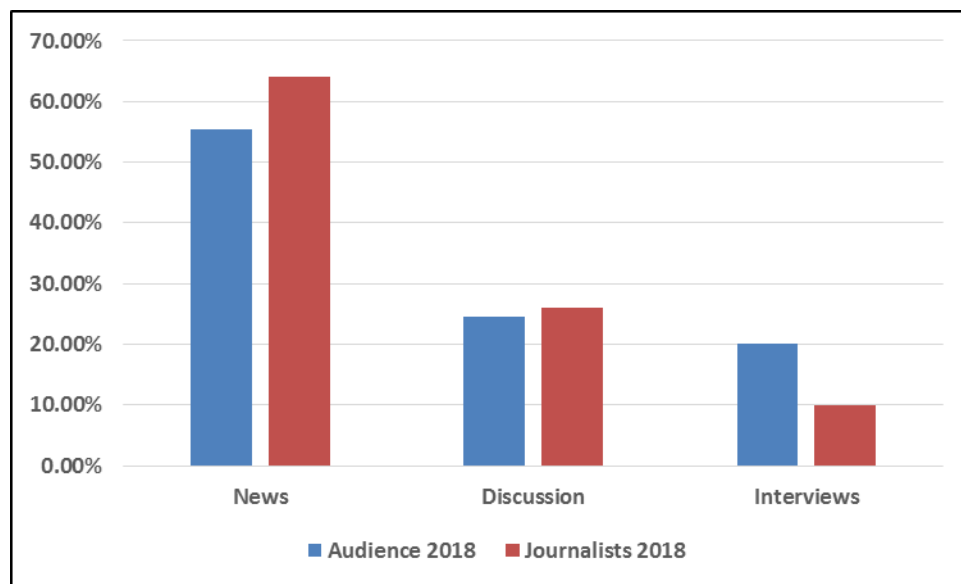
The difference between two means = .13%

Discussion and Interviews were preferred less by both audience and Television journalists. This question was relevant for the third objective i.e.to compare preferences of viewers and priorities of TV journalists.

Table 4D.2: What you prefer the most to watch/show in 2018?

	Audience 2018	Journalists 2018
News	55.50%	64%
Discussion	24.50%	26%
Interviews	20%	10%

Graph 4D.2: What you prefer the most to watch/show in 2018?



It can be clearly seen from the graph that both audience and journalists preferred to watch/show news in 2018. It is followed by discussions and interviews.

Mean of the percentage of viewers and Journalists giving the most preferred format to News in 2008 =59.75 %

The difference between the percentage of audience and journalists giving the most preferred format to News in 2008= 8.5%

This question was relevant for the third objective i.e. to compare preferences of viewers and priorities of TV journalists.

Graph 4D.2 indicates top priority of the journalists to show the news is higher than the top preference of the viewers to watch the news. The same is applicable to discussion to some extent. But the difference is very low. For interviews, there is a considerable difference of 10 percent. The top priority of the journalists to show the interviews is lower than the top preference of the viewers to watch Interviews.

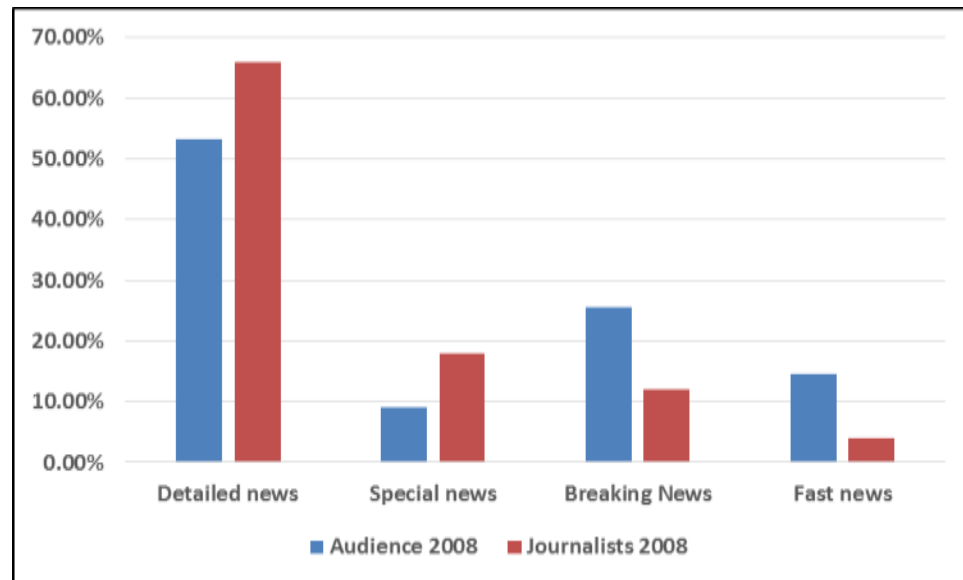
The preference given to news on television by both audience and journalists has gone down. The difference between the average percentage of audience and journalists in 2008 and 2018 is 14.32. (Graph 4D1 and 4D2)

4D.2 Importance of Fast news

Table 4D.3: The most preferred news format in 2008

	Audience 2008	Journalists 2008
Detailed news	53.25%	66%
Special news	9.13%	18%
Breaking News	25.63%	12%
Fast news	14.50%	4%

Graph 4D.3The most preferred news format in 2008



It can be clearly seen from the graph that both journalists and audience used to watch/show detailed news the most in 2008. But the journalists gave more importance to

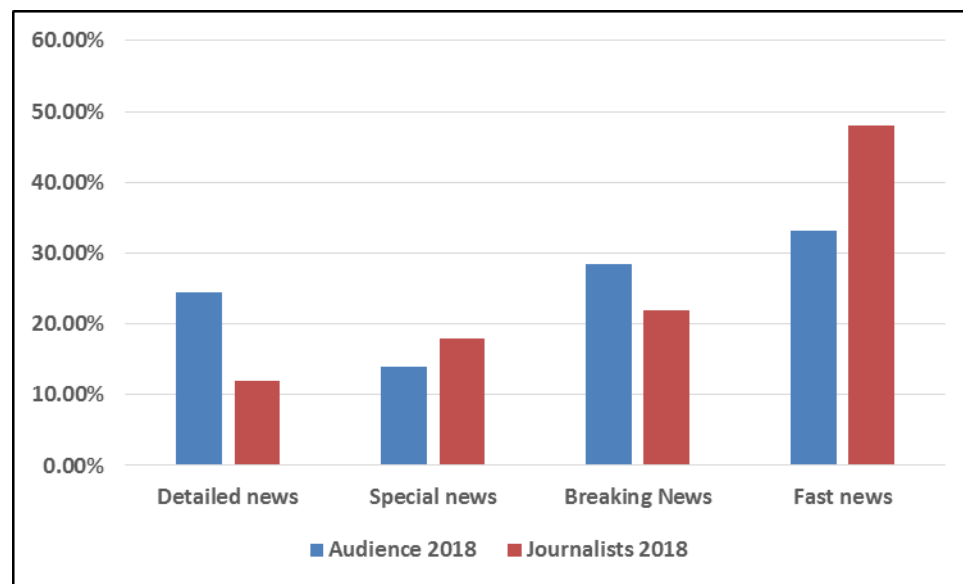
detailed news and special news than news consumption pattern of the audience. On the other hand audience preference for breaking and fast news was greater than the preference of the journalists.

This question was relevant for the third objective i.e. to compare preferences of viewers and priorities of TV journalists.

Table 4D.4: The most preferred news format in 2018

	Audience 2018	Journalists 2018
Detailed news	24.50%	12%
Special news	13.88%	18%
Breaking News	28.50%	22%
Fast news	33.13%	48%

Graph 4D.4: The most preferred news format in 2018



It can be clearly seen from the graph that both audience and journalists preferred to watch/show fast news in 2018. It is followed by breaking news.

Mean of the percentage of viewers and Journalists giving the most preferred format to Fast News in 2018 = 40.57 %. The difference between the percentage of Audience and journalists giving the most preferred format to Fast News in 2018 = 14.87 %

There is disparity between the audience and journalists preference so far as detailed news and fast news are considered. Audience prefer to watch more detailed news but they are not getting it whereas the news channels priority of fast news is higher than the preference of the audience for it.

This question was relevant for the third objective i.e. to compare preferences of viewers and priorities of TV journalists.

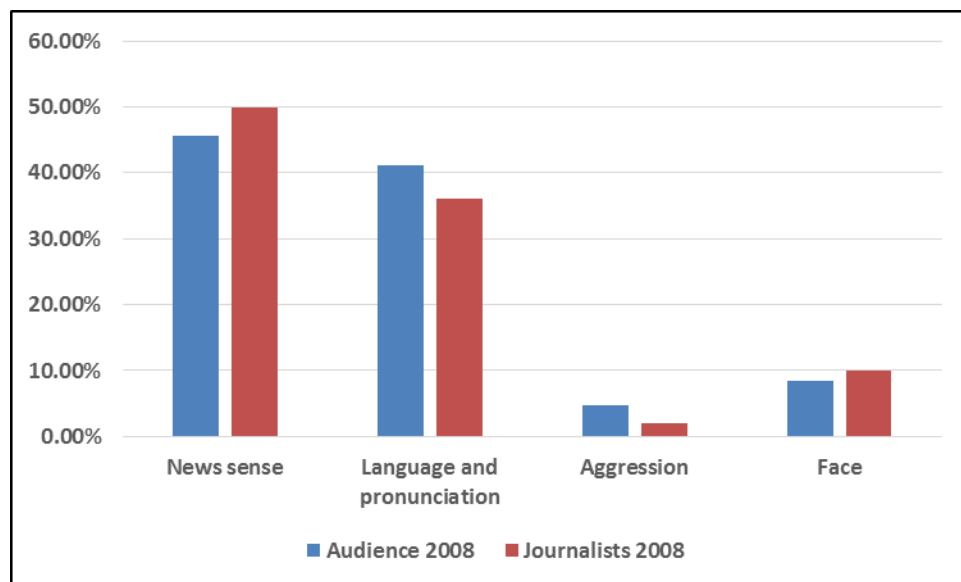
The preference given to fast news on television by both audience and journalists has gone up. The difference between the average percentage of audience and journalists in 2008 and 2018 is 30.32. (Graph4D.3 and 4D.4)

4 D.3 Important qualities for the anchors

Table 4D.5: The most important quality for the anchor in 2008

	Audience 2008	Journalists 2008
News sense	45.63%	50%
Language and pronunciation	41.13%	36%
Aggression	4.75%	2%
Face	8.50%	10%

Graph 4D.5: The most important quality for the anchor in 2008



News sense was the most important quality for anchor in 2008. It is reflected in the preferences given by audience as well as broadcast journalists.

Mean of the percentage of viewers and Journalists giving the most preferred quality to news sense in 2008 =47.82 %

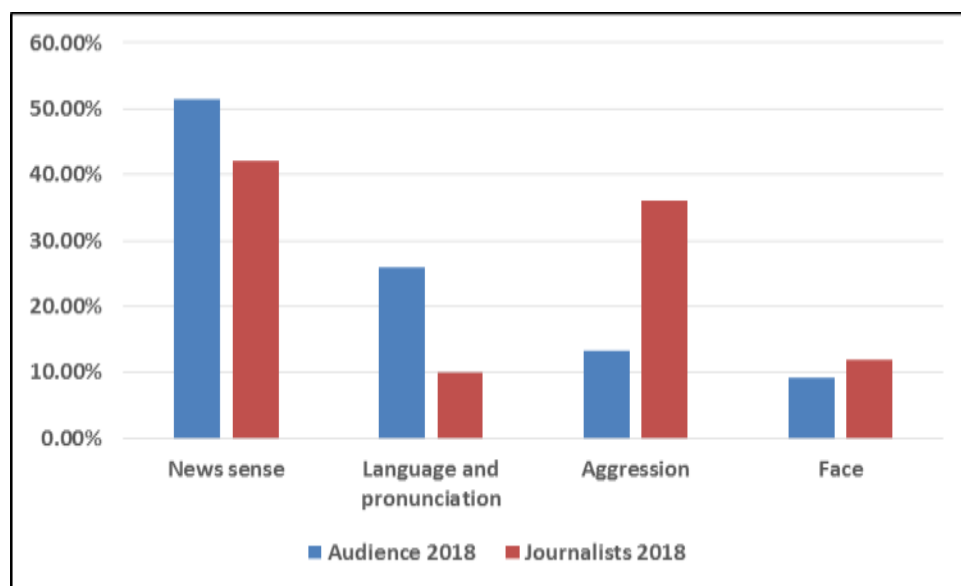
This is followed by language and pronunciation. For 41% of the audience and 36% of the journalists Language and pronunciation was the most important quality for the anchor. This preference was followed by face and aggression appeared in the end.

This question was relevant for the third objective i.e. to compare preferences of viewers and priorities of TV journalists.

Table 4D.6: The most important quality for the anchor in 2018

	Audience 2018	Journalists 2018
News sense	51.38%	42.00%
Language and pronunciation	26%	10.00%
Aggression	13.25%	36%
Face	9.25%	12%

Graph 4D.6The most important quality for the anchor in 2018



News sense is still the most important quality for the anchor according to audience and news channels. Mean of the percentage of viewers and Journalists giving the most preferred quality to news sense in 2008 =46.69 %

But interestingly aggression has become the most important quality for 36% of the journalists whereas only 13% of the viewers have given the first preference to this attribute.

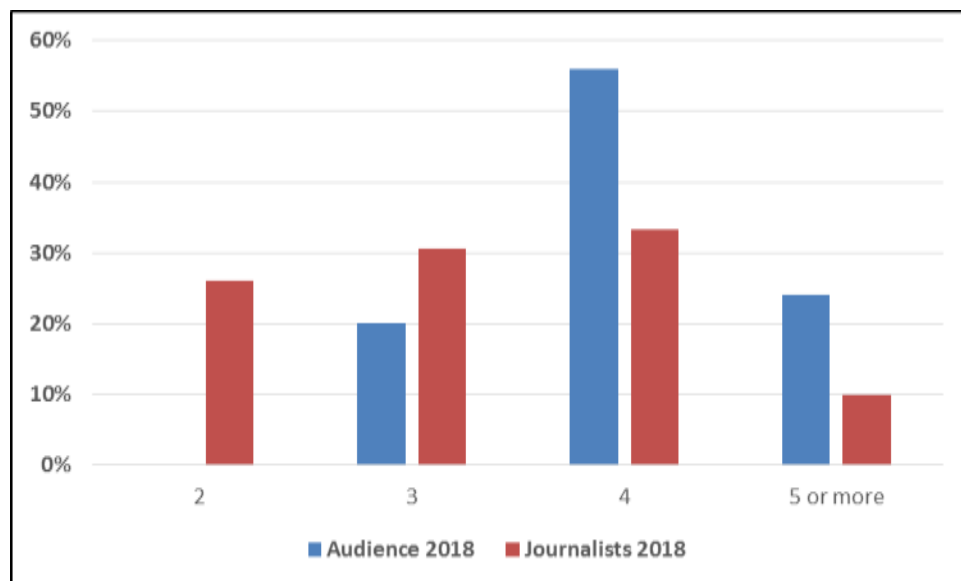
The expectation of the viewers and the preferences of the journalists do not match so far as language and pronunciation of the anchors is concerned. This question was relevant for the third objective i.e. to compare preferences of viewers and priorities of TV journalists.

4D.4: Panel Discussion

Table 4D.7: How many guests should participate in the debate?

	Audience 2018	Journalists 2018
2	0%	26.13%
3	20%	30.50%
4	56%	33.38%
5 or more	24%	10%

Graph 4D.7: How many guests should participate in the debate?



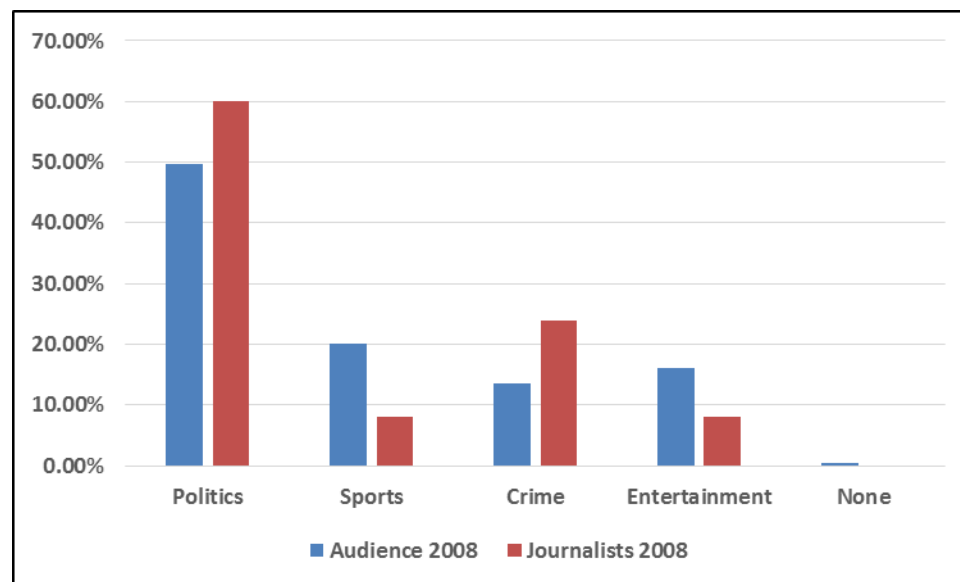
Majority of the audience prefer to see 4 guests in the news discussion. (Table 4D.6) But there is a disparity between audience and Journalists preference.

4 D.5 Subject Preferences

Table 4D.8: The most preferred topic to watch/show in 2008

	Audience 2008	Journalists 2008
Politics	49.75%	60%
Sports	20%	8%
Crime	13.63%	24%
Entertainment	16.13%	8%
None	0.50%	0%

Graph 4D.8: The most preferred topic to watch/show in 2008



Politics was the most preferred topic of the audience as well as the journalists.

Mean of the percentage of viewers and Journalists selecting the most preferred topic as politics 2008 =54.88 %

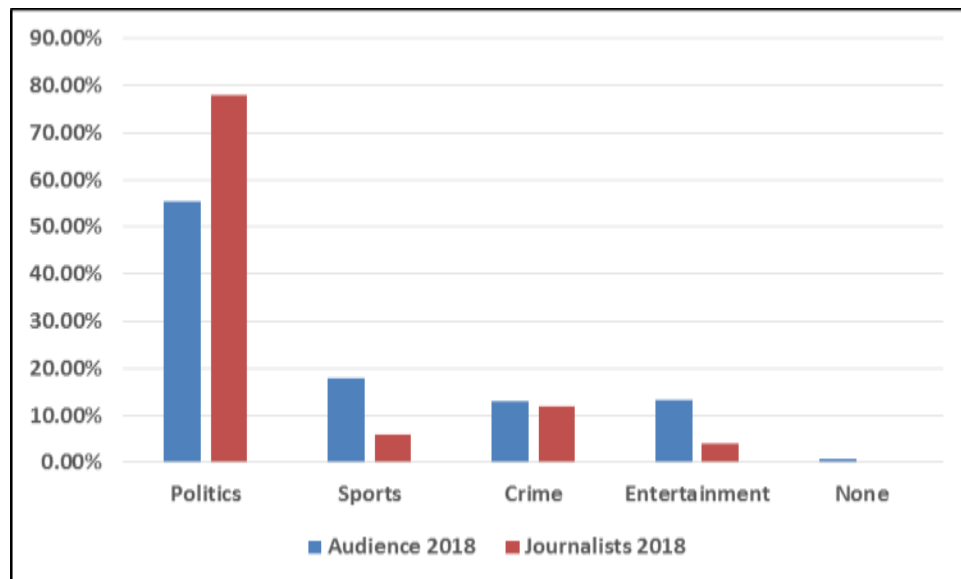
Difference between the percentages of the viewers and journalists giving politics as the most preferred topic on news channel in 2008 =10.25 %. It was followed by crime, sports and entertainment.

This question was relevant for the third objective i.e. to compare preferences of viewers and priorities of TV journalists.

Table 4D.9: The most preferred topic to watch/show in 2018

	Audience 2018	Journalists 2018
Politics	55.50%	78%
Sports	17.75%	6%
Crime	12.88%	12%
Entertainment	13.25%	4%
None	0.63%	0%

Graph 4D.9: The most preferred topic to watch/show in 2018?



Politics is still the most preferred topic of the audience as well as the journalists. Mean of the percentage of viewers and Journalists selecting the most preferred topic as politics 2018 =66.75 %

Difference between the percentages of the viewers and journalists giving politics as the most preferred topic on news channels in 2018=22.50 %

The preference of the viewers to get sports news is not matched by the priority of the journalists.

Difference between the percentage of the viewers and percentage of the journalists giving sports as the most preferred topic on news channels=11.75%

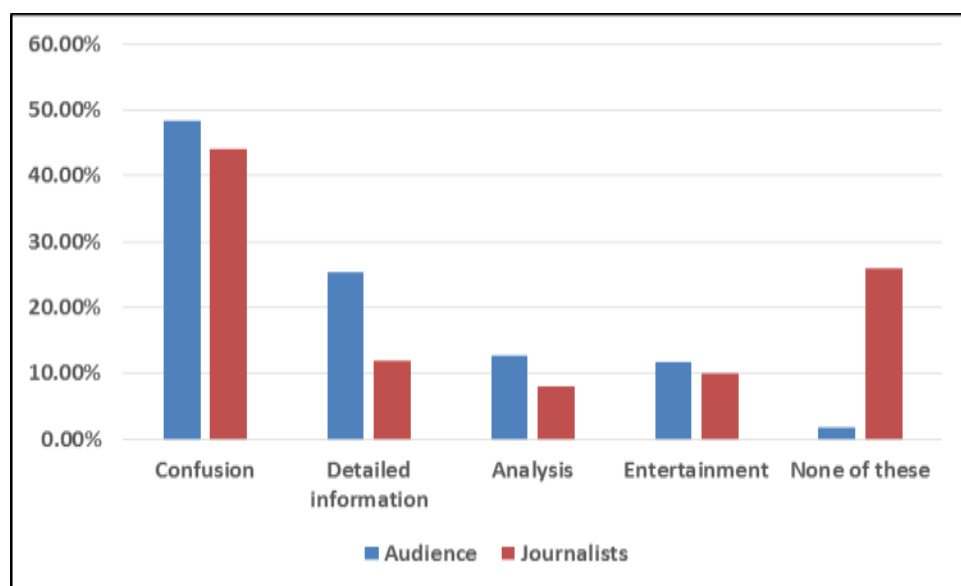
This question was relevant for the third objective i.e. to compare preferences of viewers and priorities of TV journalists.

4D.6 Impact of competition

Table 4D.10 Growing number of channels have resulted into...

	Audience	Journalists
Confusion	48.25%	44%
Detailed information	25.38%	12%
Analysis	12.75%	8%
Entertainment	11.75%	10%
None of these	1.88%	26%

Graph 4D.10: Growing number of channels have resulted into...



The most significant outcome of increasing competition is the confusion created by the news channels. Both, television news audience and broadcast journalists opined the same view.

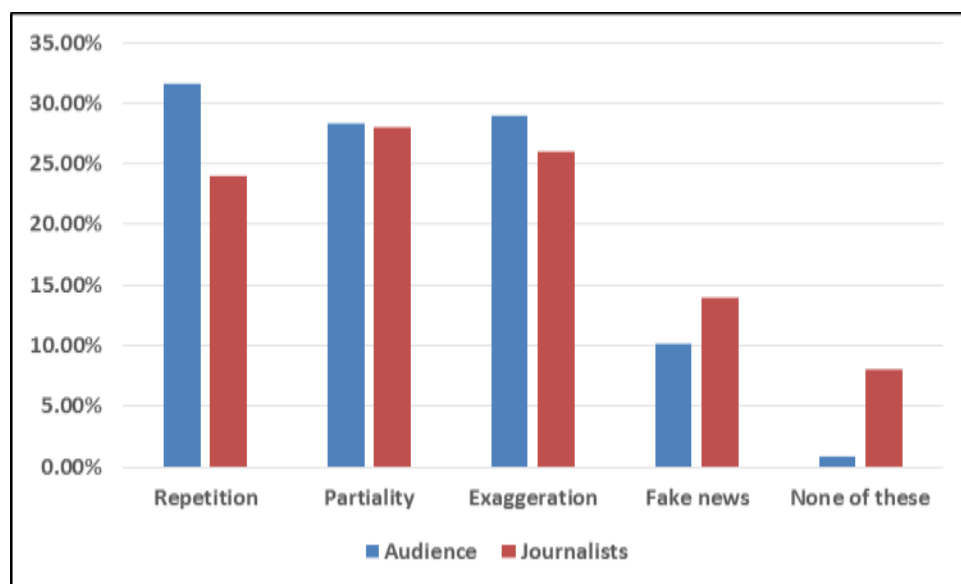
This question was relevant for the third objective i.e. to compare preferences of viewers and priorities of TV journalists.

4 D 7: Objections raised by audience and journalists

Table 4D.11: What do you dislike the most?

	Audience	Journalists
Repetition	31.63%	24%
Partiality	28.38%	28%
Exaggeration	29%	26%
Fake news	10.13%	14%
None of these	0.88%	8%

Graph 4D.11: What do you dislike the most?



Repetition, partiality and exaggeration have been considered as objectionable attributes of news channels. Both, viewers and journalists have given similar preference for these objections.

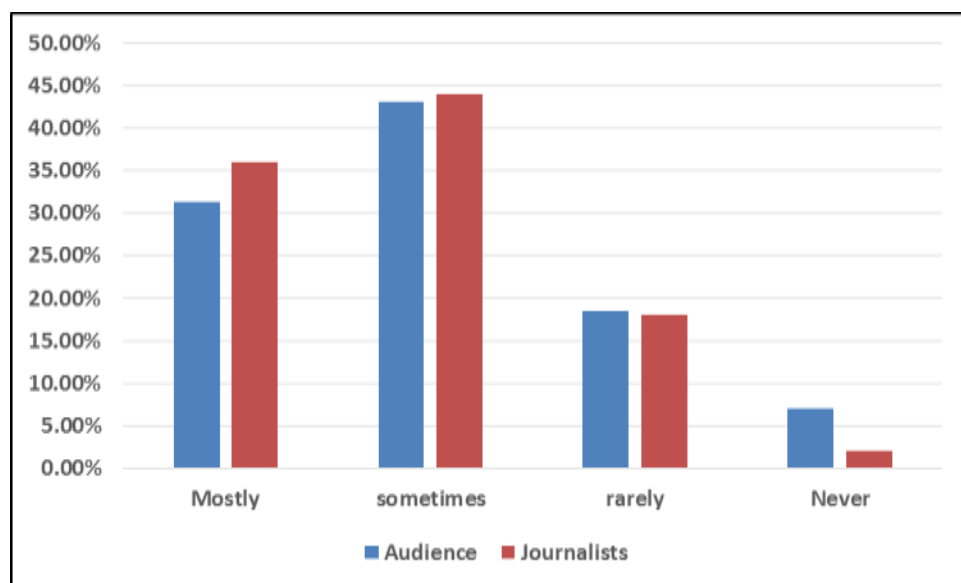
This question was relevant for the third objective i.e. to compare preferences of viewers and priorities of TV journalists.

4 D.8 Partiality of the channels

Table 4D.12 Are news channels partial?

	Audience	Journalists
Mostly	31.38%	36%
sometimes	43.13%	44%
rarely	18.50%	18%
Never	7%	2%
Do not know	0%	0%

Graph 4D.12 Are news channels partial?



Both, More than 75% of the audience as well as journalists are of the view that Marathi news channels mostly or sometimes copy Hindi channels.

4 D.9: Testing of Hypothesis 2

Changes in News presentation are directly related to news consumption preferences of the audience.

It is clear from section C and D

2. For both, audience and TV channels news was the most preferred program on news channels and it is still the most preferred. But the preference given to news has come down over the years, followed by the preference for discussions and interviews

3. For Audience and TV channels detailed news was the most preferred type of news. But now the preference given to detailed news has come down and fast news have become the most important news format for news channels.

The newspapers were considered as the most preferred medium for getting news. But in 2018 the first preference was given to television (45.25%) followed by online media (33.63%). Most interestingly, for majority of the audience TV viewing has gone down and audience prefer to spend more time on mobile phone than watching Television.

4. For audience and TV channels news sense is the most preferred quality for the anchor. In fact the preference given for news sense has gone up. But language and pronunciation is preferred by 26 % of the audience in 2018 whereas 36 % of news journalists have preferred aggression as the most important quality of the anchor.

5. Politics is still preferred the most important news topic for watching on television. The preference given has gone up.

6. Both audience and journalists have preferred four numbers of guests in the panel of discussion

7. The increasing number of channels has resulted into confusion. 48.25% of the audience and 44% of the journalists are of this opinion.

8. Both audience and TV journalists agree about the objectionable things of TV channels and give similar weightage to repetition, partiality and exaggeration.

9. Both audience and TV journalists have similar opinion about partiality of the news channels.

Hence, Hypothesis 2 can be accepted.

4 E: Comparison between Marathi and Hindi news channels

In section B, C and D the researcher has tested first three hypothesis. This section attempts to test the fourth hypothesis i.e. there is no difference in the presentation style of Hindi and Marathi channels.

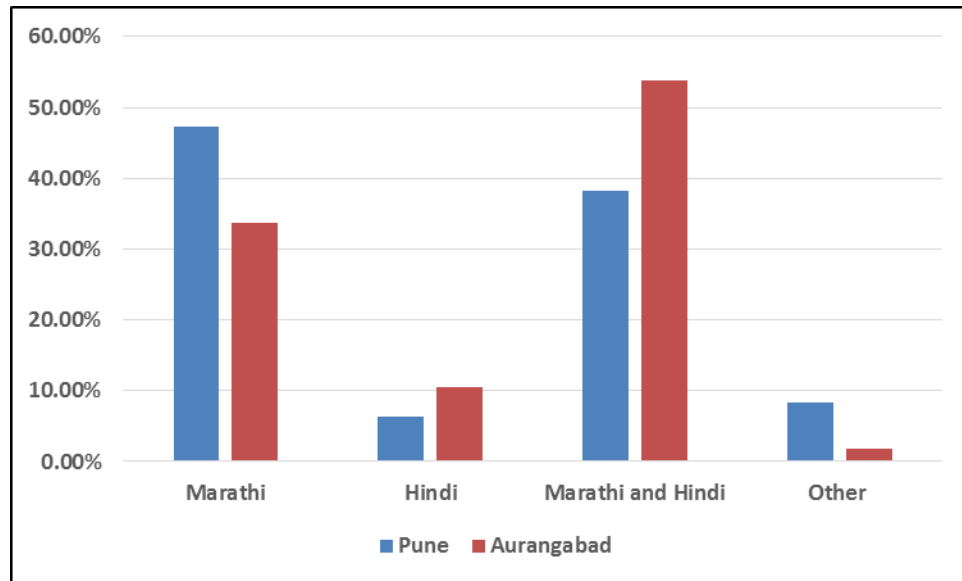
4 E.1 Language preference of the audience

The researcher has found that in Pune, Marathi news channels are given the first preference by the audience whereas in Aurangabad, both Hindi and Marathi news channels are preferred most by the audience.

Table 4E.1: Language preference of the audience

	Pune	Aurangabad
Marathi	47.25%	33.75%
Hindi	6.25%	10.50%
Marathi and Hindi	38.25%	53.75%
Other	8.25%	1.75%

Graph 4E.1: Language preference of the audience



Average number of percentage of viewers giving preference to Marathi news in two cities is 40.50

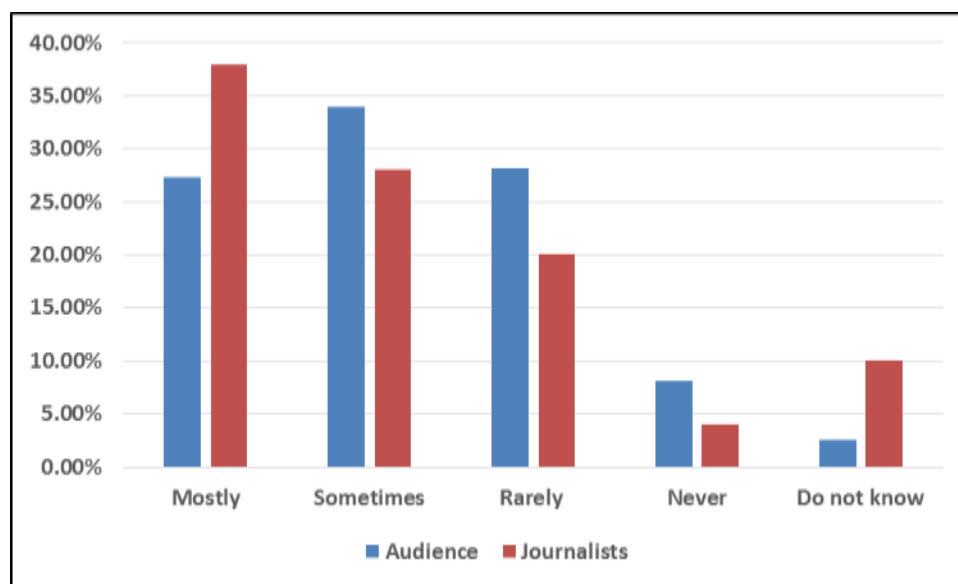
Whereas average number of viewers preferring Hindi and Marathi news is 46.

4 E.2 News Presentation on Hindi and Marathi channels

Table 4E.2 Do Marathi channels copy Hindi channels?

	Audience	Journalists
Mostly	27.25%	38%
Sometimes	34%	28%
Rarely	28.13%	20%
Never	8.13%	4%
Do not know	2.50%	10%

Graph 4E.2 Do Marathi channels copy Hindi channels?



It is the perception of the viewers and journalists that Marathi channels do copy Hindi channels. 27.25% of the audience and 38 % of the journalists (both Hindi and Marathi) have said that Marathi channels copy Hindi channels most of the time.

34 % of the audience and 28% of the journalists have said that Marathi channels sometimes copy Hindi channels.

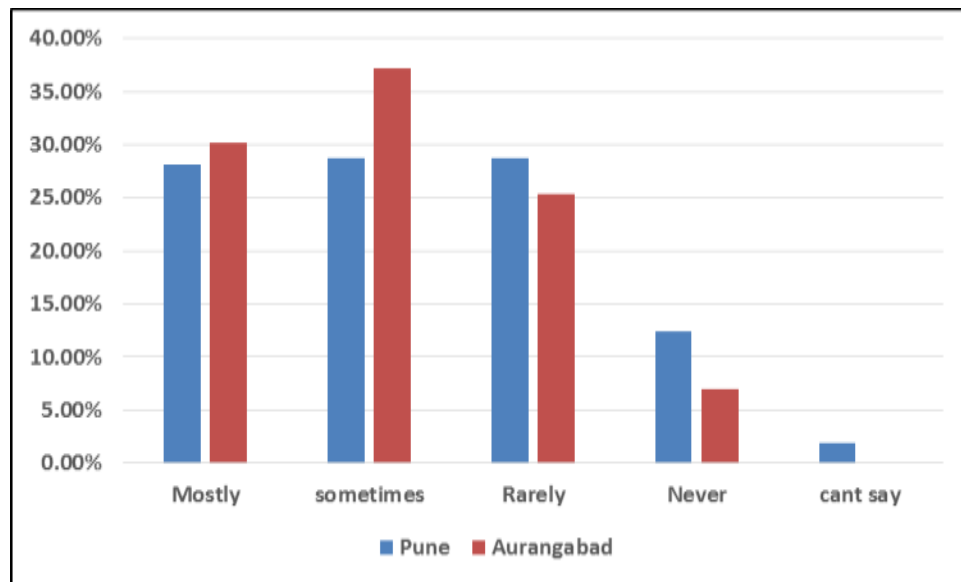
4E.3 Perception of Hindi and Marathi news Audience

To find out whether Marathi channels copy Hindi channels, what really matters is the audience who have given preference to watching both Hindi and Marathi channels. The following table takes into account only that audience.

Table 4E.3: Do Marathi channels copy Hindi channels? (Hindi-Marathi news Audience)

	Pune	Aurangabad
Mostly	28.1%	30.23%
Sometimes	28.75%	37.2%
Rarely	28.75%	25.28%
Never	12.41%	6.97%
Cannot say	1.96%	0%

Graph 4E.3: Do Marathi channels copy Hindi channels? (Hindi-Marathi news Audience)



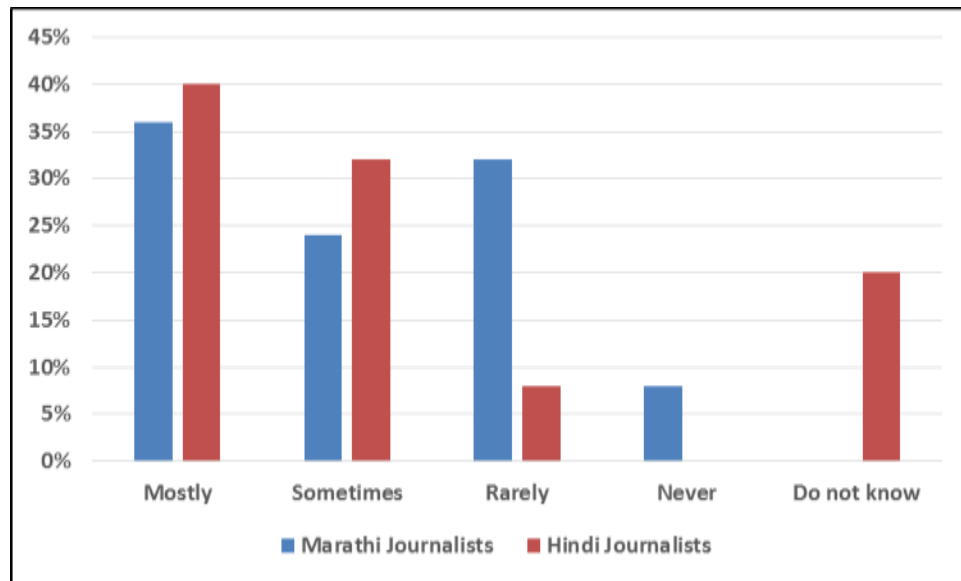
There is no much difference between the percentage Hindi and Marathi news watching audience in Pune and Aurangabad about Marathi channels copying Hindi Channels. But there is no clear indication to draw any conclusion on the basis of this data.

4E.4 Perception of Hindi and Marathi Journalists

Table 4E.4: Do Marathi channels copy Hindi channels? (Hindi-Marathi journalists)

	Marathi Journalists	Hindi Journalists
Mostly	36%	40%
Sometimes	24%	32%
Rarely	32%	8%
Never	8%	0%
Do not know	0%	20%

Graph 4E.4: Do Marathi channels copy Hindi channels? (Hindi-Marathi journalists)



Average percentage of the journalists saying Marathi channels mostly copy Hindi news channels is 38.

4E.5 Testing of Hypothesis 3

Presentation style of Marathi news channels is highly influenced by Hindi news channels.

It is clear from 4E.1 to 4E.4

1. In case of audience, 27.25 % have opined that Marathi news channels mostly copy Hindi news channels and 38 % news journalists have the same opinion. But the preference given to ‘sometimes’ (34% by audience and 28% by the journalists) and ‘rarely’ (28.13% by audience and 20% by the journalists) is also considerable.
2. According to 41 % of Hindi journalists and 36% of Marathi journalists Marathi channels mostly copy Hindi channels. But again preference given to ‘sometimes’ (32% of Hindi and 24% of Marathi journalists) and given to ‘rarely’ (8 % of Hindi journalists and 32% of Marathi journalists) is also considerable.

Hence Hypothesis 4 cannot be accepted. The researcher has discussed this question in the expert interviews and detailed analysis is done in the next section.

Section 4F: The Editorial Perspectives (Presentation of data from the in-depth interviews of the Editors and senior journalists)

4 F.1 Important changes in Television Industry

There has been a tremendous increase in the number of news channels in India since 2005. In the scenario of intense competition, those channels which have very strong financial support and have satisfied the criterion of TRP have survived. According to Rajdeep Sardesai (Consulting Editor, India Today TV) business model of the news channels has already collapsed. Channels are driven by TRP and not by quality. Arati Kulkarni (Assistant News Editor TV 18 Lokmat) also expressed the same view. Earlier content was king, according to her. But now the focus is on catching the eyeball.

Rajdeep Sardesai said, “The entire focus is shifted to studio and studio based discussions. Public issues covered by news channels have reduced and also citizen journalism.” Narendra Bandbe (Producer, Zee News) also reiterates this view. Earlier debates were shown only in prime time. Now from 5 pm onwards, there are debate based programs on Hindi channels.

Prasad Kathe (Executive editor, Zee 24 Taas) put this view in different words. The output department has become more important, and the news channels have become output driven.

Meghraaj Patil (Head, Digital Media, ABP Majha) explained the impact of cut-throat competition. The rise in competition has affected the speed of overall functioning. Speed in collecting the news, processing it and delivering it to the viewers. Sometimes Anchors and other journalists are not well prepared for it. Prasad Kathe (Zee 24 Taas) also shared the same view. There is the degradation of the quality of news presentation due to anchors and reporters as they are not well prepared.

The experts also highlighted the impact of social media on news channels. In the words of Arati Kulkarni (TV 18 Lokmat), “Nowadays the digital media is driving television channels. Our headlines are based on tweets, troll and viral videos. We are not providing original content to the audience.” Meghraaj Patil (ABP Majha) pointed out another effect of technology. There is nothing as exclusive now. If you are showing something with an exclusive tag, other channels will show the same story with visuals within a half-hour. The sources which share visuals with one channel can share the same with other channels. Ajay Kautikwar put it in a different way. The pace has increased, and the presentation has become crispy. The time between the occurrence of an incident and its coverage is almost zero. No channel is getting an opportunity to say with pride that we are the first to give news. Rajendra Hunje (broadcast journalist) gave the example of The ETV Bharat, which provides reporters mobile phones with camera and built-in software to edit the stories.

4F. 2 Changes in news gathering

There has been tremendous change in the process of news gathering in the last ten years. The main change is in live coverage. Outstation broadcast (OB) van was necessary for live coverage. The speed and effectiveness of news gathering were judged on the basis of possession of OB vans of the news channels. There were the days when news channels had a fleet of OB vans, and channels used to give their idle OB vans to other channels on a rental basis. Now a different scenario is narrated by Meghraj Patil of ABP Majha. Television Live Unit (TUC) has replaced OB vans. The cost of OB van has come down from Rs.3 crore to Rs. 1 crore, but still it is very high as compared to TUC, which costs only Rs. 1 lakh. There are a few disadvantages of TUC. The speed of visuals depends on mobile connectivity, and it cannot be used at crowded places where everybody is using data. But it has certainly brought down the cost of live coverage.

Another change is reflected in the job profile of the reporters. A team of reporter, cameraman and camera assistant used to travel in a vehicle for news coverage in big cities. In small cities, a pair of cameraman and reporter was necessary for news coverage. Now the requirement of cameramen for news coverage has drastically gone down. Sameeran Walvekar, a senior broadcast journalist who has worked with Marathi, Hindi and English channels in various capacities, gave the example of NDTV. This media house has given Samsung Galaxy S 10 to all reporters. Reporters shoot, edit and send the stories from their mobile phone. This is practically mobile journalism which was used by citizen journalists earlier.

In a supportive voice, Durgesh Sonar (Saam Marathi) said, “Many times reporters and cameramen are sending the visuals on WhatsApp. We get good quality, even on WhatsApp. The news gathering has become 40 to 45 per cent easier than what it used to be”

Prasad Kathe (Zee 24 Taas) expressed words of caution. “People purchase LED or 4K TV to get quality picture. But if they get poor quality footage why should they watch the news channels. News channels are compromising with quality due to economic considerations.” Quality has definitely hampered as reporters are sending the feed from WhatsApp. And channels have to show news for 24 hours, says Meghraj Patil (ABP

Majha). These views are interesting on the background of use of good camera by some web channels for news gathering. Prasad Kathe (Zee 24 Taas) expressed words of caution. “People purchase LED or 4K TV to get a quality picture. But if they get poor quality footage why should they watch the news channels. News channels are compromising with quality due to economic considerations.” Quality has definitely hampered as reporters are sending the feed from WhatsApp. And channels have to show news for 24 hours, says Meghraj Patil (ABP Majha). These views are interesting in the background of the use of a good camera by some web channels for newsgathering.

When the reporter is doing all these tasks, the question arises, what happens to the core value of reporting and style of reporting? Prasanna Joshi (ABP Majha) expressed these concerns. He said, “I remember the days of Ravish Kumar and Dipak Chaurasia, who were known for their reporting style. In Marathi news channels, we hardly see these types of reporters.” In a supportive voice, Arati Kulkarni (TV18 Lokmat) said, “Earlier reporters used to go to the field, do research on the topics; spend few days sometimes. But now reporters neither have the time nor are they expected to do research. They are covering the events superficially. They do not make efforts to make analytical packages. We had reportage and a team of reporters working on it. But that is history now.” She referred to the quote of Rajdeep Sardesai: The reporter is dead. She also gave the reference to Praveen Tokekar’s statement; Young Reporters have legs but not the head.

Meghraj Patil (ABP Majha) shared the experience of the reporters. A few years ago, when reporter covered the stories, took visuals and bytes, the concerned people used to enquire about the time slot of the screening. They could tune in television set to watch them appearing on the screen and even pass on messages to their friends to do so. Now those people simply ask reporters to send the link. Meghraj also drew attention to another aspect. Viewers are already shifting from TV to mobile for watching news stories. But this viewership is not reflected in TRP ratings. Channels will change their strategies only when those viewers are counted in TRP. NETFLIX and other OTT platforms have already taken into account the viewer using the mobile screen for watching the content.

4F.3 Visual Editing and graphics

The use of online and offline graphics have increased over the years. They are not only substituting visuals but also giving better understanding and different experience to viewers. For Ajay Kautikwar quality and effectiveness of graphics are important. “If there is an accident, the gravity is seen on the screen with the help of graphics. While showing a story of Wing Commandant Abhinandan Varthaman we used graphics of MIG21 taking down Pakistani plane. And viewers could experience the thrill.”

The use of graph plates has also increased over the years. Saam has started the practice of using a side graphical plate for every news story. “Ten years back, we were not even using headers. In 2010 we started using headers and footers. But now, there are five inputs to each news story. We give two headers. It is just like giving heading and subheading in the newspapers,” said Durgesh Sonar. The colour scheme of Marathi channels is soft as compared with Hindi news channels, he adds.

4F.4 Studio set up

Most of the experts said that there had been considerable changes in Studio set up. In 2008 a lot of work was done on setting up Studio for news bulletins. Plasma was used in the background, and the name of the bulletin was played in a loop. Chroma was also used frequently. But now, more efforts are taken on creating graphical effects on the background of the anchor.

Sameeran Walvekar (senior journalist and media person) said, “Studio has become glossy. There are facilities like Chroma, Virtual reality and the technology of perspective management.”

There is no need for cameramen in the Studio because of studio camera sensors. There are changes in Trolley and dollies. Three cameras are erected on three poles. They move in 180 degrees. Cool lights have taken the place of hot lights. Earlier big studio size used to be 40 feet by 60 feet. Now the depth of field can be given with 10 feet by 15 feet studio, and the effect of crane movement is possible with three camera setup, added Sameeran.

The newsroom bulletins have become common in almost all the channels. Jimmy Jib and three camera set up were common in English and Hindi channels ten years back.

The proportion of discussion-based programs has increased over the last ten years. Hence news channels have a separate set up in the Studio for discussion. Perspective management enables the foreground to match with the background. It is possible to involve guests in the discussion from various locations.

There is no major difference between National channels and Marathi channels so far as Studio is concerned. Marathi channels use the same technology. The only budget for National and regional channels may be different when Studio set up is concerned. The English and Hindi channels frequently use Video wall and VR & AR setup.

Durgesh Sonar (Saam TV) said, “Now the use of real set in the Studio has drastically come down. As we use virtual Studio and chroma set up, it is possible to give a separate treatment to every news story. Earlier, the Studio was static. In Hindi, technology and manpower are heavy. We use offline as well as online graphics.”

4F.5 Changes in anchoring

When ETV Marathi started giving hourly news bulletins in 2000, their anchoring style was dominated by Doordarshan. Four of the five anchors recruited had a background in All India Radio. They were newsreaders, and command over language and pronunciation played an important role in their selection. They had to learn the technique of reading teleprompter. But with more news channels and growing competition, teleprompter reading has not remained the single most important task. Nowadays, many times there is no script on a teleprompter for live coverage and breaking news. Anchors need to speak on their own. Earlier, there were many examples of anchors being recruited without a journalism background. But now, you can become an anchor only if you have a journalism background and a strong news sense.

Sameeran Walvekar expressed a similar opinion. Anchors were news readers first. Then they became Teleprompter readers. Some anchors were referred to as TP dolls. But now they are multi-skilled personality and multifaceted journalists. They cover story, make run order, edit bites and read the news. They are supposed to be a jack of all.

They should know Camera angles, microphone techniques, non-linear editing and transmission technology as well.

Supporting this view, Prasanna Joshi (ABP Majha) explained, “Twenty years back there was only Doordarshan, and it was a model for almost all the journalists who are above 35 now. DD anchors were reading the news with no expressions on their face. But now anchors need to be interactive. Objectivity is a thing of the past now. Anchors have become more and more subjective. Look, we have Arnab Goswami at one end and Ravish Kumar on the other.”

There are many examples of reporters becoming anchors like Ravish Kumar. But there is a reverse trend also. Rajendra Hunje (TV Journalist) said, “For covering important events, anchors are often sent on the field. They can remain unbiased and get a true picture.” Rajendra also underlined the fact that many anchors today do not have adequate time to read. Those anchors get exposed in live anchoring.

Viewers often complain, and journalists often admit that little attention is given to the language used in news channels. They often give examples of incorrect words, wrong pronunciation and poor command over the language.

Arati Kulkarni expressed her concern about the poor command over the language. She said, “Anchors are using the wrong language. They use English words when it is not necessary. Even proper Marathi words are not used. We had a stylebook when the channel (IBN Lokmat) was launched, and we were working for six months on preparing that style book. If any anchor used the wrong word, it was noticed and was instructed to avoid that word.”

Milind Khandekar (BBC) disagreed with this view. “Language was and still is important for journalists. The question is whether viewers understand what anchors say. If they do, there should not be any problem. And look at all the successful anchors. Those who have a good command of language are successful. It shows the importance of language.”

Rajdeep Sardesai (TV Today) opined that anchoring has become much louder. He said, “Ten years ago, anchors had conversational style. Now anchors are confronting. There is an obvious reason for it. Newsrooms have become courtrooms, and anchors have

become public prosecutors. If there is shouting on the street, people will gather around. The same happens in the case of TV debates. And there is an audience for both; Maybe even a larger audience for an aggressive style. But that is entertainment and not news. Anchors now drive channel and not reporters. Anchors have become a star. Everyone wants to be an anchor, and they have become larger than life.”

Airing a different view Milind Khandekar (BBC) said,” Television is not a passive medium. There was aggression from the very beginning. Aggression is the reflection of society. There are polarization and growing estrangement in society. And aggression is necessary when you ask questions to the government.”

In a supportive voice, Durgesh Sonar (Saam TV) expressed the need for being aggressive. Delivery style has definitely changed. Anchors are becoming aggressive. But that is the need of the hour. When there is breaking news, the audience should know that it is breaking news. Naturally, there is a higher pitch, speed and aggression accompanied by music and graphics. If the anchor starts speaking in a soft tone, viewers will not watch the channel.

“Shouting in the debates may grab viewer attention but will not hold the viewer to the screen for a long time. Nikhil Wagle was aggressive; But serious in his business. There was an urge from within to highlight socio, economic and political issues,” said Ajay Kautikwar.

The job profile of the anchors has also changed. “Since 2013, Anchors are also doing the job of panel producers in our channels since”, says Meghraj Patil (ABP Majha).

There is some change in the costume of anchors. Milind Bhagwat (TV 18 Lokmat) said,” Male anchors are mostly using the same type of costume for years. There are a few exceptions. When Vilas Bade started giving Gawakadchya batmya (news focussing rural area), he started using a khadi jacket. He continued wearing the same while giving other bulletins. And other male anchors use traditional outfits when there is a special occasion. For female anchors, there is definitely some change. They have moved from Saree to Kurtee and then to jacket. For some entertainment-based programs and for evening news bulletins, female anchors are seen in a skirt.

4F.6 Digital First

The number of smartphone users has gone up in India. News consumption on a smartphone has also increased. It was necessary for this research to know about the policy of news channels and initiatives they have taken in this regard.

Most of the channels have their websites with live streaming of the news. Some channels have also introduced their apps for smartphones. The digital platform allows news channels to give news in three dimensions audio, video and text; enables news consumption at the time and place convenient to the user and also allows the user to comment and share.

Taking into account the consumption of news on mobile phones, news channels both in Hindi and Marathi have started their digital wing. Narendra Bandbe (Zee) gives the example of Aaj Tak, who is doing various experiments for mobile users. They have separate apps/clips for Mumbai and Gujarat users. They have an Instagram world. Live trends are shown. Besides, that separate packages with short duration are done to cater for the preference of mobile users. But most of the experiments are in Hindi. In Marathi news content of the channel is uploaded on the web in the same form.

Airing a different view Ajay Kautikwar (TV 10 Lokmat) said, “Channels have started implementing ‘Digital First’ strategy. Team 18 Lokmat had only two persons to manage the Digital platform. Now the number has gone up to 18. We make separate packages for social media or asking reporters to do a walkthrough only for digital media. That is an additional task for their everyday work. Now 5 G technology will bring more changes in our functioning and presentation.”

While talking about the strength and impact of Digital media, he gave the example of Sharad Pawar’s interview during the Lok sabha Election 2019. Some part of it was teased on social media, and many viewers switched on the television set to watch the full interview.

Arati Kulkarni (TV18 Lokmat) urged the need for making specific efforts on the part of Marathi news channels in scriptwriting or packaging, taking into account smartphone users. She gave the example of BBC Marathi, a web portal that has started a new format.

Reporter is not seen on the screen and his/her voice is not heard. There are only bytes; visuals are superimposed on that byte, and the package is done. Extra information is given through the text.

Now here is a paradox. BBC Marathi, a web portal, uses the camera required for broadcast quality. But many news channels are shifting to mobile coverage or CCTV footage received through Whatsapp, which definitely compromises the quality. Viewers would love to watch quality content with visual richness on the TV screen, said Prasanna Joshi (ABP Majha). According to Prasad Kathe (Zee Marathi), a web portal has become the publicity wing of Television news channels. They just see to it that the links of various stories are circulated through social media.

There is a difference between TV viewers and Digital Viewers. Those who use mobile are trying to create their own content as well, said Manik Munde (TV9). There is little scope for TV for in-depth news. But on a digital platform, it can be done. Manik gave the example of First Post, an independent digital platform for news. It creates its own content, does live sometimes and given a good alternative to online viewers. The most important factor is credibility. If the credibility of independent web channels and news sites is better than satellite news channels, people will definitely divert to digital media.

4F.7 Use of Social Media

News channels are using social media for two reasons. It has become an important news source and also a platform for news promotion. Social Media has completely taken over broadcast media. Arati Kulkarni (TV18 Lokmat) described this over-dependence in a sarcastic way: Look at our headlines. The first headline is about the tweet of a political leader; the second one is about a celebrity being trolled. The third one is about the video that has become viral. Where are the news gathered by our reporters?

There are some programs on news channels based on fact-checking. They focus on a couple of clips or posts that are viral on social media and check the authenticity of these clips taking the help of the expert.

The Digital wing of the channel promotes the programs and the news by posting the links on social media. Narendra Bandbe (Zee News) said, “Channels are using celebrity status of anchors for getting viewers to the channel. Reporters and anchors of Hindi channels are using social media effectively.” He gave the example of Sudhir Chaudhary and Rajdeep Sardesai.

But this is not observed in Marathi media, according to Ajay Kautikwar (TV 18 Lokmat). He said, “We tell our anchors and reporters to write blog and tweet regularly. But they are not taking it seriously. In newspapers like Maharashtra Times, some retweets are compulsory for journalists. The same should be followed in news channels.”

Meghraaj Patil (ABP Majha) supported this view by saying, “We are encouraging our anchors and reporters to express through social media. We have created groups and ask our anchors to respond to various comments by the viewers. Still, they are using their personal accounts. They do not understand the strength of this medium.”

Prasad Kathe (Zee 24 Taas) criticised the way some female anchors are using social media. Some anchors change facebook status every day. But do not have time to read books and newspapers.

4F.8 Influence of Hindi Channels

There are three Marathi private news channels that are part of media groups that also have Hindi news channels in their bouquet. They are ABP Majha, Zee 24 Taas and News 18 Lokmat. These are the only Marathi news channels that have a history of more than a decade. It is important to know the uniqueness of Marathi channels, especially when Marathi viewers not only understand Hindi but also watch national Hindi channels.

Milind Khandekar (BBC) shared his experience. He said, “The same point was raised when we launched Star Majha (Now ABP Majha). Star News (ABP news now) was an established channel in Hindi at that time. The question was asked, who will watch the Marathi channel? Besides that, both channels have the same Devanagari font. Creating a separate identity for the Marathi channel was important. We knew that national channels have limitations. They cannot be catering to regional news, which the Maharashtrians are interested in. For Star Majha, our focus was naturally on regional coverage and regional penetration. Regional channels have reporters or stringers in almost every district. That is their biggest strength.”

Airing a different view Prasanna Joshi (ABP Majha) said, “Major Marathi news channels are subsidiary channels of Hindi channels. In India, news channels started in Hindi and English languages first. We are grown up watching Ashutosh and Barkha Dutta. So we have adopted their interactive style and their costumes as well. Interestingly they were copying the journalists from the USA and Europe who had trained them.”

Meghraaj Patil (ABP Majha) gave the reason for the similarity between the two types of channels. Regional channels which are part of national-level media houses are not free to make their own decisions. Many times regional channels get ready-made content (in the form of packages and graphs). It helps to bring down production cost. Other channels like Saam or Jay Maharashtra copy Hindi channels in general.

The similarity between the two categories is not only restricted to the look of the channel, said Arati Kulkarni (TV18 Lokmat). Many Editors and reporters of Marathi channels are from the background of Hindi channels. Even the editorial policy of many channels is decided by the headquarters, which are in Delhi.

Prasad Kathe (Zee 24 Taas) expressed a different view. Most Hindi channels copy Aaj Tak, and most English channels copy NDTV. In Marathi, ABP is a trendsetter. ABP introduces a particular program in one slot, and other channels follow suit. The most disturbing thing for Prasad is Marathi channels lacking the vision “All of them are

monotonous, and no channel has guts to get out of it. Look at channels like India TV or Times now. Their owners were the editors, so they could initiate changes. Otherwise, news has become a product. TV channels are not an exception. You need to study the change in consumer behaviour and the viewership pattern. We have only a different language. But there is no cultural representation. The majority of TV news is political. For Hindi, the trend is set now. They show debates in prime time right from 7.00 pm. News is fast news, and Marathi channels are following this trend.”

Ajay Kautikwar (TV18 Lokmat) confirmed this trend. “Marathi channels copy Hindi channels. Take the example of TV 9. Their style and aggression are like the Hindi channel. TV 9 Marathi is what Sandhyanand is in Marathi print media”, he said.

Rajendra Hunje (TV Journalist) also gave a similar opinion. Marathi channels are not only copying Hindi channels but other leading Marathi channels as well. People who were working in Hindi channels had forced the same style in Marathi channels. Even some channels tried to show mythological stories, but Marathi viewers did not like it. Every time when the new editor joins the channel, he brings in his own style and spoils the content.

4F.9: Uniqueness of Marathi channels.

When Marathi channels are part of the group that also runs news channels in different languages, the question of uniqueness is important. What is the uniqueness of Marathi channels? For Prasanna Joshi (ABP Majha), it is because of the uniqueness of our culture. “Ours is the only language in which Sahitya Sammelan (Marathi Literary Meet) is held every year. Maharashtra has RSS headquarter in Nagpur. We have parties like Shivsena and a leader like Raj Thackeray”, said Prasanna.

Expressing a different view Meghraaj Patil (ABP Majha) said, “Marathi channels are in the Marathi language. That is their uniqueness. Nothing else (exhibits their uniqueness). We have very few news-based programs that can be considered unique. We have a program during the election where the entire debate takes place in the State transport bus, and we visit different parts of the state.

Arati Kulkarni (TV 18 Lokmat) supported the same view. “Marathi channels do not have uniqueness. Books, music, social reforms, Natyasangeet all are part of Marathi culture. But it is not reflected on Marathi channels”, she said.

The comparison of Hindi and Marathi debates was also inevitable. “You expect anchors to be expressive. For that, editors should be expressive. They are not as active as editors of Hindi channels. There are restrictions on anchors for expressing themselves on social media. The views and opinions are expected to be in tune with the policy of the news channels. Earlier anchors of the channel were identified with specific bulletins and time slot allotted to that bulletin. It helped anchors in having attachment with viewers. Now that attachment is no more. Many people who earlier used to give us feedback now say they do not watch TV news anymore. ”said Arati.

4F.10 TRP and competition

There is tremendous pressure of TRP on the journalists of all the channels. Every week, when the latest ratings are announced, the atmosphere at the newsroom changes and there is celebration, relief or firing.

Arati Kulkarni (TV 18, Lokmat) expressed her concern about the impact of TRP ratings on journalists. Increasing competition and TRP have led to tremendous work pressure. Nobody has time to check the quality of the news. The channels have lost accuracy and credibility. Channels are taking the audience for granted. And viewers are criticizing the channels. The respect for each other is lost.

For Ajay Kautikwar (TV 18 Lokmat), TRP Rating is still a puzzle after working in broadcast media for 15 years. “It is hard to believe that in Marathi news Saam TV and TV 9 are ahead of us, but the market depends on TRP.”

4F.11 New Experiments

Technology is changing viewing habits as well as the functioning of television channels. “5G technology will bring a lot of changes. The size of the studios will be small. As reporting, scripting, voice-over, visual editing, and anchoring will be done by one person, broadcast journalists need to learn all these things. Otherwise, they will be out of Journalism” said Ajay Kautikwar (TV18 Lokmat)

He also talked about the recent experiments in News channels. One of the experiments was done in NDTV. The visuals were off, and there were Devnagari words flashing on the screen. Anchor Ravish Kumar criticised the way news channels are functioning, and debates are conducted by anchors. He did not name anybody but said that the blackness of the screen refers to the darkness “this is what television news has come to be”. He was commenting on the way news channels are blatantly opinionated.



Figure: Screenshot of Ravish Kumar show on 19th Feb 2016

For the first time, a pollster is driven to a studio of Republic TV for broadcasting Exit polls in May 2019. Yashwant Deshmukh and Pradeep Bhandari entered in a car and on a two-wheeler, respectively, in the news studio.

4F.12: Saam TV: Case study of Marathi news channel which jumped to no. 1

After various brainstorming sessions and workshops over two years, Saam TV was launched. Intensive training for the team of 100 staff members was completed in March 2008. It included employees in the news section as well as in programming. Eighty per cent of the staff did not have any broadcast background. Different sessions, right from planning a story to writing a script for visual media, reporting from the field to the production process, were part of this workshop. From May 2000, there were dry runs. In the meantime, the studio and other facilities were completed, and the channel became operational from Sakal's Mumbai head office in CBD Belapur. This researcher was part of the launching process and had worked with the channel till October 2012.

In the very first week of the launch, Sanjay Dabke, the television Head, resigned, and Sanjeev Latkar was assigned the responsibility of the channel. Neither any news bulletin nor any serial appeared in the top 50 slots in TRP charts. There were already three news channels in Marathi, infotainment channels like ETV and DD Sahyadri and entertainment channel Zee Marathi. Saam TV was not available on most of the DTH platforms for many years.

Struggle

It was believed that a vast network of Sakal reporters throughout Maharashtra would make the news section competitive, which it tried to some extent. But the number of news bulletins was considerably less than other news channels in Marathi. Other Marathi news channels were showing live debates in prime time, but Saam did not have such programs for several months. It was possible for other channels to get experts and analysts easily in their studios which were situated in the heart of Mumbai, like in Mahalaxmi and Lower Parel. But the studio of Saam Marathi in CBD Belapur (New Mumbai) was not convenient for the guests and experts to commute.

When Lok Sabha 2009 elections were round the corner, Saam started two discussion-based programs every day in March 2009. Again, getting the spokespersons to the studio was difficult. The way out was to invite the senior editorial staff of Sakal to the news studio and ask spokespersons and reporters to join live on the phone.

In April 2009, Saam Marathi introduced new programs to boost its afternoon slot. The new programs were produced in house, with a low budget and interactive in nature. There were some live programs with phone-ins. Others were women-centric programs that aimed to entertain, engage, and educate women. Some of the shows were Sugran (cookery show), Madhura (chat show), 'Mana Majhe (experts counselling on problems of viewers) and Saam Sanjivani (health and lifestyle show).

Apart from these shows, there were 15 minutes recorded programs such as Rupa Dekhane (showing beauty and health tips), Tejaswini (inspirational stories of woman professional) and Bhavishyavedha (show on astrology). When other General entertainment channels (GEC) had daily soaps in the afternoon, Saam TV tried to create differentiation by giving viewers something new.

The second season for the Indian Premier League (IPL) started in the same month, and it was a great challenge for GEC as well as news channels to get the audience. Most of the channels planned special programs for the upcoming elections. Saam sent its team to different parts of the state and covered various issues in one hour program 'Maharashtra kunacha?'

Neither the new program structure nor Lok sabha elections coverage could lift the viewership base of the channel. After the elections, there was a retrenchment, and 17 employees at the news desk were asked to resign on a single day. More than 15 reporters were asked to rejoin the Sakal print division. In the next year, ten more employees were shifted to Sakal newspaper.

Surprisingly, when all the news channels had two persons to head input and output departments, Saam had only one person to take this responsibility. There was no separate input section as such. There were only two full-time video editors in 2010, and a few employees at the desk learnt video editing on FCP to make the packages.

The channel was still waiting to get visibility on few DTH Platforms, and the existing employees were just trying to keep the show going.

First attempt to Re-launch

In 2010 senior media professionals from other news channels took the responsibility of turn around. They recruited some anchors and reporters from other news channels, paying them a higher salary than the salary given to the existing employees. It resulted in a rift between old and new employees.

The channel was re-launched with some new programs like a breakfast show, a crime bulletin and segments of fast news. For the first time, the input section got a team of five. The number of employees in the output section and video editing increased to 35. The channel increased the number of reporters in Mumbai from 2 to 8. New online graphics was introduced with a header and footer for every story. A special treatment was given to news packages with montage and background music. Visuals sharing arrangement was made with some channels. The practice of copying visuals from rival channels and showing them by cropping their logos also started at the same time.

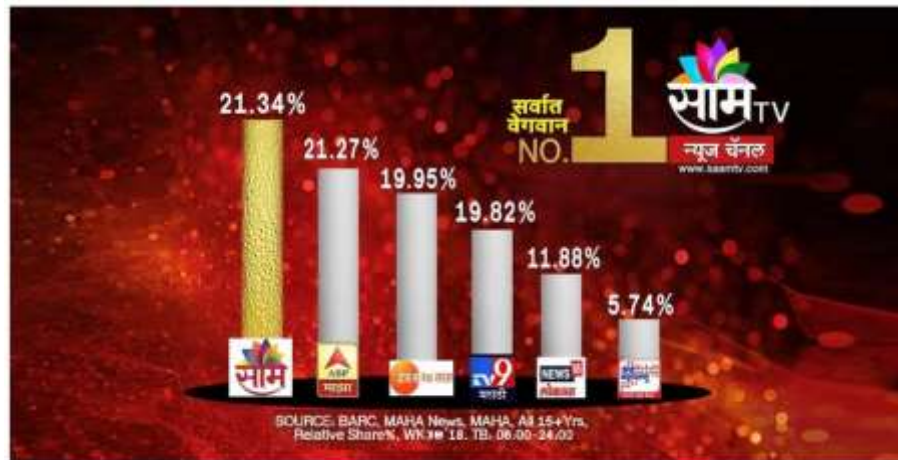
All these efforts received a positive response from viewers, but it was not sufficient in improving the overall viewership of the channel.

Between 2013 and 2016, there were two rounds of leadership change, but Saam was not able to establish its mark in terms of viewership.

The journey towards No. 1

Nilesh Khare joined as channel head in September 2017, and Saam started showing the positive results. In just six months, Saam jumped from the fifth to the first position in Marathi news channels. In June 2018, it was in the number 2 position, and in August

2018, it got the highest rating from the Broadcast Audience Research Council of India (BARC). From 100 top slots in Marathi television news, 35 were from Saam Marathi.



<https://www.saamtv.com/saam-tv-news-channel-number-one-all-marathi-news-channel-2429>

Nilesh Khare explained the factors that were responsible for this performance. Most of the Marathi news channels were following the format set by Doordarshan. Only ABP was introducing certain changes. Saam changed this format. Politics was overemphasized by other news channels in Marathi. Saam brought it down to only 10 to 15 per cent. Nobody can say that the channel is in favour of or against anybody.

The most shocking decision taken was to stop everyday debates. “We only have debates when it is necessary. Many spokespersons of political parties are still not happy with our decision with me. But we took the decision, and other news channels also stopped debates in the prime time”, added Nilesh Khare.

“With a new tagline *baatmi ji vyabstha badlel* (News that will change the system) our focus shifted to a public utility. We introduced a program *Ethe nokari milel* (You will get a job, here). Viewers had seen employment news on Doordarshan earlier. We only changed that name and kept the same format. We got a good response, and people also benefited,” informed Nilesh.



Screenshot of the program *Ethe nokari milel*

Saam then completely revamped its news based programs. New programs like Spotlight, top 50 news, Mega prime time, 36 Jilhe (districts) 36 reporters were introduced. Aaj Dinank, Sarkarnama 360, Aaj kaay vishesh, and Saam updates also received well by the audience. The focus was on fast news rather than on packaged based news bulletins.

But the most talked-about program was viral satya (Viral truth) which was based on verification of the videos or photographs which had gone viral. When all over the world, there was a rise of fake news on social media, viewers were appealed to upload viral videos on a specific number, and Saam team verified it and told the truth.

“We never tried to compete with other TV channels but with digital media. That’s why we introduced the program ‘Viral Satya’. This show is based on investigation, and there is definitely a crime feel in it. We chose Shivaji Shinde, who was working with the assignment desk and had no experience of anchoring. The look of the anchor was unconventional,” added Nilesh Khare.



Screenshot of the program Viral Satya. Source: Google

The look of the anchor was very close to the look of Shrivardhan Trivedi, who had completed more than 5,000 episodes of the famous crime show 'Sansani'.

Saam changed not only the structure of news based programs but also the way of news presentation. While delivering fast news, Saam anchors started appearing on the screen in a small window. Fast news is otherwise a popular format. But gradually, it turned out to be boring and monotonous, with anchors getting disconnected from the news. When Saam started showing anchors on the screen, other Marathi news channels followed suit.

Saam changed the quality of content and the process of delivery. The channel introduced fresh anchors. Their fluency over language or their intellect was not the topmost priority, but camera facing confidence and ability to read teleprompter and readiness to learn was important. Saam is the only Marathi news channel where every producer is an anchor and there is editorial strength of only 40 employees, which includes input, output sections and reporters.

Saam does not have a single OB van and does not feel its need. Reporters are encouraged to shoot on mobile phone and send visuals through Whatsapp. Nilesh Khare believes that in television, speed matters the most, and content is more important than the quality of visuals. He refers to the CCTV footage of a tiger at the entrance of the house or of a crime that is being committed.

“In less than six months, we reached the top position from the fifth position. When other channels spend Rs. 3 to 4 crore for branding or re-launch; we did not spend a single rupee on branding. Our strength is our fresh team, new brain and new ideas,” explains Nilesh.



Screenshot of 2 minute Ayurved in June 2018

Saam kept the afternoon slot mostly the same as it was; but revamped structure of certain programs. For example, five slots of Ayurved with two minutes duration each were introduced rather than carrying half hour program. The utility of the program anchored by Dr. Shree Balaji Tambe got improved and people could digest it easily.



Screenshot of the graphics using red and yellow colours prominently

Nilesh Khare is basically an artist and this back ground enabled him to change the colour scheme of the channel. Nilesh recollected finding of a marketing survey made for a few brands in Maharashtra. It inferred red and yellow colours as the most appealing for people in Maharashtra. Saam, hence kept these colours as prominent while revamping graphics.

Chapter 5: Finding and conclusions

5.1 Anchoring

News sense was and still is the most important criterion for the Television anchor. News channels and viewers expect this basic quality as the most important criterion for an anchor. Hence, there have been instances that good reporters are asked to anchor the bulletins and talk shows. Ravish Kumar (NDTV India) is a classic example. In the program Ravish Ki report, he has displayed his keen acumen for the news. Now he anchors Prime Time with Ravish Kumar. It is a news-based program in which Ravish Kumar does not read the news; he explains, analyses, expresses his views, and asks questions. We find such shows named after the anchor in Hindi but not in Marathi.

There is a major change in anchoring style over the last ten years. It is clear through facial expressions and body language. The pitch of the anchors is going up. Anchors were more aggressive in 2018. It is because of various reasons. Breaking news and special news require anchors to be louder. It is necessary for grabbing the attention of the viewers. In debates for controlling various guests in the show, anchors need to be aggressive. Increasing competition is another reason. Many news channels believe that aggression is necessary to grab the viewers' attention and make them glued to TV screens.

It is true to some extent. According to the audience survey, aggression has become the second most important quality anchor must have, and the same is the expectation of the news channels. But it seems that the journalists working in news channels are putting over-emphasis on this criterion.



Figure: Screenshot of debate on 19th May 2019

Some English channels have started this trend. Hindi channels have adopted it, and now Marathi news channels are copying the same style. But there are serious concerns expressed by senior journalists. Aggression can grab viewer attention for a short period, but ultimately, the viewer wants the content.

Another finding of this research is related to the language and pronunciation of the anchors. It has lost its importance over the last ten years.

5.2 News Gathering

There has been a drastic change in the process of news gathering due to technological advancement. In 2008, cassettes were used in the camera. The visuals were transferred from cassettes to computer, and then visuals were sent through 2 MB line to the V Sat room in the head office. But it was a time-consuming exercise. In the case of major events, OB vans were used for live coverage. But now Television Live Unit has taken the place of OB vans.



Figure: Journalist with video transmission unit

The work of the reporters has become easy in one sense. The focus on news bulletins has reduced; discussion and talk shows are getting more importance. The number of special stories and investigative stories has also gone down. Thanks to social media, it is often easy to get visuals without practically sending a reporter to the spot. Fast news has taken the place of conventional half-hour news bulletins. It enables news channels to use only 30 seconds visuals which can be sent through WhatsApp also.

In addition to the reporters' footage, news channels are getting stories from digital media and visuals from social networking sites. It has reduced the dependence on the visuals from the reporters to some extent.

But technology has also increased the workload of the reporters. They need to perform some other tasks. In the absence of cameramen, reporters have to shoot the story also. They write the script, give the voice over, edit the package and send it to the head office. So Mobile Journalism (Mojo) is the current trend in the news channels. As channels have started strengthening the Digital wing, reporters need to send the news on an urgent basis for the digital platform. Sometimes vox-pop or a walkthrough may not be required for the news bulletin but may be essential for the channel's digital platform.

The reporters need to fulfil this duty. Besides that, they also have to be active on social media to get news and spread news. Many channels have made it compulsory for the reporters to react on Facebook or tweet and retweet. Their presence on social media is carefully monitored by the superiors.

Sometimes reporters are asked to give P to C in two different languages, i.e. in Marathi and Hindi, for different channels of the same media group. Few of them are fluent in both languages. But others use wrong pronunciations and commit grammatical mistakes. News channels have accepted their limitations. Neither editorial staff nor viewers raise strong objections about it.

With so many tasks to be performed, where is the time for the reporters to study? They are neither expected nor allowed to spend time on a special story. The reporters of independent news portals occupy this vacuum.

Ten years back, when there were a limited number of news channels in Marathi, the reporters enjoyed a special status in society. Through the various issues highlighted in the media, exclusive visuals were shown to the audience. But with the advent of digital media and social media, the respect or the glamour that reporters used to enjoy has come down. Of course, few reporters are well known for their style and analytical skills. Some other reporters like Prasad Kathe (Zee 24 Taas), Ashish Jadhav (Jai Maharashtra), Nilesh Khare (Saam Marathi), Mayuresh Konnur (BBC Marathi), Vilas Bade (TV 18 Lokmat), Umesh Kumavat (TV 9 Marathi) have already become anchors or editors in other Marathi channels.

5.3 Talk shows

Talk shows are getting more important than prime time bulletins for various reasons. The journalists' first reason is obvious: When viewers are already aware of the news, they expect to get more views. The preferences of the viewers have changed in the last ten years. They want different opinions and analysis.

But it has raised several questions. Do the channels play the dominant role in opinion formation? How many viewers watch the debate, and does it help in getting higher TRP ratings? What is the outcome of such debates? Let us discuss these questions in detail.

While conducting the debate, Nikhil Wagle (Editor, IBN Lokmat) used to appeal to the viewers to respond to the particular issue in terms of yes, no or cannot say. Sometimes it was in the form of agree, disagree or cannot say. These responses flashed during the debate and at the end of the debate. There is often much difference in the viewers' response at various stages of debates. Hence, there are reasons to believe that channels set the agenda, but there is a doubt whether they can form the opinion.

The topics of the debates are mostly political. Topics related to social, economic, religious, and entertainment fields are also covered but in less proportion. Viewers get the opportunity to watch anchors with so many guests in the studio. Debates are not only watched for analysis and differences of opinions. Viewers discuss the debates; circulate the clippings of the debates. It includes the scenes in which anchors lose their temper, ask a guest to leave the studio or guests using inappropriate words for the anchors, shout at other guests. Many times viewers discuss the way debate is conducted rather than the content of the debate.

There are doubts raised about the TRP from various channels. Besides that, the exact number of viewers on digital platforms may not be known. Saam TV in Marathi discarded the format of debates in prime time and introduced fast news instead. It, along with some other changes, has enabled Saam Marathi to get the top rank among all Marathi news channels, said Sameeran Walvekar (Senior Journalist)

The perception of the viewers is that News channels are creating confusion; they are becoming entertaining. One of the reasons for this perception is debate shows.

5.4 Entertainment

During the era of Doordarshan, the sole purpose of the news was to inform. But with the advent of private satellite news channels, the scenario has changed. News channels have

to compete with Entertainment channels and sports channels to attract viewers. In 2008 there were three news channels in Marathi. (ABP Majha, IBN Lokmat and Zee 24 Taas) .Three infotainment channels, Sahyadri, ETV and Saam Marathi, had news bulletins as well. News channels still have programs related to religious sermons, astrology, cooking recipes besides a show based on television news serials and movies.

They have started showing crime stories with different camera angles, special sound effects, and different anchoring types. Marathi Channels were following the pattern set by Hindi channels.

To make audio-visual packages effective, voice-over was given dramatically, music was played in the background, the off-screen graphic was used at the beginning of the package, and important shots were played in a loop. The same trend continues today with more drama and entertainment now.

5.5 Subjects

Politics was and still an important topic for the news channels. Viewers, as well as a journalist working in news channels, express the same opinion. One obvious reason is there are some or other elections throughout the year at the national, state or local level. The year 2019 witnessed Lok Sabha elections (May 2019) and Assembly elections in Maharashtra (October 2019). It was the biggest opportunity to earn revenue and plan various news-based programs that can run for a couple of weeks.

Another reason for viewers preferring political news on TV may be the availability of options for other topics. For example, there are sports channels for watching sports and OTT and Digital media for watching topics related to entertainment.

5.6 Political Stand

Media houses today are not shy of taking the side of political parties openly. Promoters of Some English and Hindi channels are political leaders or have a link with political

leaders. Some owners of the media houses have entered into politics. It naturally gets reflected in media coverage.

Viewers are aware that news channels, both Hindi and Marathi, are taking a political stand. They are partial while giving news about political parties or leaders. The journalists working for those channels need to follow the broad guidelines for them or quit the job.

5.7 TRP

All the news channels in Hindi, as well as Marathi, have become TRP driven channels. TRP indicates the preference of the viewers, and channels are acting accordingly. There is a high TRP for Fast news. Hence this format is frequently used by all the channels. In the attempt of getting higher TRP, channels have lost their identity. Issue-based reporting, special and investigative stories have little space now.

All the channels are introducing a similar type of programs in the same slot. In Marathi, some slots were for a state-level bulletin, Metro centric bulletin and debates. Most of the channels follow the same pattern till 2018.

Many news channels have raised doubts about TRP. When Maharashtra Navnirman Sena chief Raj Thackeray's live speech was shown on one channel, the other channel, which showed the minister's interview, got higher TRP. It is possible, said one senior journalist indicating the chances of manipulation in TRP rating.

There is nothing like the number 1 channel permanently in Marathi. Saam Marathi and TV 9 have surprised other news channels, which were started 12 years back.

5.8 News Media and Future of Television

Even some editors of television channels cannot tell about the future of television channels after five years. The obvious reasons are the widespread use of smartphones, easy and affordable accessibility of data and the phenomenal speed at which everything

is becoming digital. Media consumption preferences of the viewers are changing. On the other hand, this is an era in which anybody and everybody are creating content. Hence, breaking news is not the monopoly of news channels. Information can be circulated on social media at a much faster rate.

Independent news websites and web channels offer various views and analysis with different styles suitable to different audiences. Besides that, they can show various programs without any pressure and cover a variety of subjects. Financially it may be easier to run a web-based channel than satellite news channels.

What will be the future of news channels in 2025? What about the journalists and other technicians working with these channels? So long as there is curiosity about the current happenings, somebody has to answer 5W and 1H. If news channels can satisfy that hunger, channels will stay even in 2025. But channels will be seen on the digital platform then onwards.

Live News is the USP of all TV news channels. But the same news will be seen on mobile screens and other digital formats. Hence, news channels will have to take mobile users' expectations into account and make changes in the priorities, subjects, and presentation.

5.9 Framework to study television news

While studying television news today, two important factors are the most relevant. The first, technological changes and the second is the audience effect. Technological changes have directly affected the way news is generated, presented and consumed. These sea changes were seen in India since 2012. It reminds us of the famous sentence of Marshall McLuhan: The medium is the message. Technological changes are compelling news channels to change the structure of news bulletins and the news programs' format. These technological changes not only determine the message to be sent but also the meaning to be perceived.

Technological changes have reduced the time gap between capturing the news footage and sending it to the head office. It has helped in sending the visuals to viewers almost in real-time. Not surprising, the proportion of edited news packages have gone down drastically in Hindi and Marathi news channels. Viewers are getting news on social media from their smartphones; hence news channels started focusing on views rather than news.

But the effects of technological changes cannot be studied only by focusing on the changes in news format and functioning of news channels. Television news channels need to be studied from the audience perspective. There is a lot of research on cultivation analysis and the effects of media on viewers. The study conducted by George Gerbner about television violence and its impact on the public's conception of violence is relevant even today but in a different context. People who watch larger amounts of TV will be more likely to think that the real world is like the world shown on TV. It is the hypothesis of Cultivation analysis. But with the higher consumption of digital media, a few questions can be coined differently. Do people who consume news on digital media on a large scale think that the real world is like the world brought by digital media? Do they believe that all the news spread through social media is real? Do they think that news channels are irresponsible and TV journalists are funny and immature?

Many TV channels show news and programs based on the posts getting viral on social media. Do viewers like to watch the news on different platforms, or they get convinced that it is not fake news only after watching it on TV channels. ?

John Fiske, a media scholar's views related to dominant audience position are relevant to these findings' background. Fiske advocated the need for the expansion of the role of the audience in decoding the process. According to him, 'there is no Text, there is no audience, there are only the processes of viewing' (Fiske 1996). He went on to say that, without the interpretative intervention of the audience, media texts do not have any meanings. Audience response is not to the meaning. It is the meaning.

The changes in news consumption are greatly influenced by the availability and affordability of the internet. Availability of digital platforms, opportunity to interact,

options of sharing content and capacity to play a dual role as a news creator and news consumer have brought a revolutionary change in news consumption. That is the reason, Co-founder of the online TV streaming company Netflix, Reed Hastings, had predicted in 2015 that in ten years, or twenty at the most, linear TV with a fixed schedule would be dead.

Social media and real-time mediated interaction have brought various changes in the media landscape. A model of audiences' role in media development by Michelle J. Foster (2014) is also relevant in this study. Foster argues that audience research should focus on an engagement model rather than on the traditional exposure model, which considers a specific time for the survey. On the other hand, the engagement model focuses on the changes in the media ecology brought about by digitalization. It focuses on analytics and metrics.

For electronic media in general and satellite news channels in particular, getting the right feedback from the audience is the greatest challenge. Only TRP ratings are not going to be helpful. It is always convenient and more accurate to get the viewership data for digital platforms. Hence news channels that will seamlessly shift to digital platforms as early as possible will only sustain.

5.10 Contribution of this research

This research has attempted to put forth the changes in the news presentation on Marathi channels by taking into account these channels' journey since their inception. The focus is on that part visible to the audience, i.e. which can be seen on the television screen. It compares changes in anchoring style over ten years, including pitch and facial expressions, language, pronunciation and aggression. The researcher has found out the factors responsible for these changes by considering the viewers' opinion and television journalists' perspectives.

This research also analyses the treatment given to the news. The researcher finds out the changes in a news format, graphics and animation and the new experiments in news gathering and news presentation.

The comparison between the perspective of television journalists and TV audience has led to two types of inferences. Changes in news presentation are in tune with the changes in the audience's preferences in most cases. So news channels may claim that they are moving in the right direction. But there is another trend that shows that competition has led to confusion. Journalists and the audience consider repetition, partiality, exaggeration as objectionable factors of news channels.

A few areas where the results of audience and journalists surveys differ, but news channels cannot ignore them. According to viewers, there is an overemphasis on fast news, overrating for aggression and overdose of political news. The internet is becoming the primary source of getting news, but users are spending more time on the internet than on television.

New media is offering various avenues to get entertainment, information and analysis. News channels cannot survive without adopting new technology and digital-first strategy.

5.11 Limitations

This research has primarily taken into account the changes in newsgathering, news editing and news anchoring. Though there are some references about day to day functioning of the news channels and preference of news, it does not go into detail.

The research does not throw much light on changes in the content of the news. It does not elaborate on different types of stories (investigative stories, exclusive stories, special reports) and the impact of these stories on different society sections.

Most importantly, when a survey considers the changes in TV news presentation, it is a longitudinal survey. But the data is not collected in two different years. The survey was conducted in 2018-2019, and both audience and TV journalists were asked questions related to their preferences in 2008. The result is based on their ability to recollect.

5. 12 Suggestions

One of the findings of this research is that viewers are shifting to digital media from broadcast media. Digital media consumption should be studied in depth. It will throw light on time spent on getting news and information, social networking, entertainment, gaming, etc. That may help existing news channels make changes in the news format and produce separate programs for digital media.

This research is based on a survey of two cities. Different age groups and different background of the audience can be studied in detail to determine the audience's preferences. It will give some interesting and useful insights to Television channels, enabling them to make changes in news programs accordingly.

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Appendix A: Questionnaire for Online Survey of the viewers

Perception of the viewers about changes in news channels

A Survey for PhD Study

नमस्कार, गेल्या दहा वर्षांत टीव्हीवरील बातम्या बघण्याच्या सवयीत झालेले बदल तसेच टीव्हीवरील बातम्यांमध्ये झालेले बदल जाणून घेण्याच्या उद्देशाने हा सर्व्हे करण्यात येत आहे. पीएचडी अभ्यासासाठी हा सर्व्हे तयार करण्यात आला आहे. यातील प्रश्नाची उत्तरे देण्यासाठी तुम्ही काही मिनिटे देऊ शकाल का? तुमच्याद्वारे दिली गेलेली माहिती फक्त शैक्षणिक कार्यासाठीच वापरली जाईल. ती गोपनीय ठेवली जाईल आणि कोणत्याही व्यावसायिक कारणांसाठी त्याचा वापर केला जाणार नाही.

धन्यवाद.

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भाग एक (मुलभूत माहिती)

नाव

गाव

वय

शिक्षण

व्यवसाय : नोकरी/उद्योगधंदा/ गृहिणी/विद्यार्थी/निवृत्त

भाग दोन(वृत्तवाहिन्यांत जाणवलेले बदल आणि टीव्ही बघण्यात झालेले बदल)

1 दहा वर्षांपूर्वी कोणत्या प्रकारचा कार्यक्रम तुम्ही पाहात होता?

A. बातम्या

B. चर्चा

C. मुलाखती

- 2 सध्या कोणत्या प्रकाराला तुमची सर्वाधिक पसंती आहे?
A. बातम्या B. चर्चा C. मुलाखती
- 3 दहा वर्षांपूर्वी कोणत्या बातम्या तुम्ही पाहात होता?
A. सविस्तरबातम्या B. ब्रेकिंगन्यूज
C. स्पेशल न्यूज/स्टिंग ऑपरेशन D. फास्टन्यूज
- 4 आता कोणत्या बातम्यांना तुमची सर्वाधिक पसंती आहे?
A. सविस्तर बातम्या B. ब्रेकिंग न्यूज
C. स्पेशल न्यूज/स्टिंग ऑपरेशन D. फास्ट न्यूज
- 5 वृत्तनिवेदकासाठी दहा वर्षांपूर्वी कोणता गुण सर्वात महत्वाचा होता?
A. चेहरा B. भाषा व उच्चार C. बातमीची जाण D. आक्रमकपणा
- 6 वृत्तनिवेदकासाठी आता कोणता गुण सर्वात महत्वाचा आहे?
A. चेहरा B. भाषा व उच्चार C. बातमीची जाण D. आक्रमकपणा
- 7 बातम्यांसाठी कोणत्या माध्यमाचा तुम्ही वापर करायचा?
A. वृत्तपत्र B. टीव्ही C. इंटरनेट D. रेडिओ
- 8 बातम्यांसाठी सध्या कोणत्या माध्यमाला तुमची पसंती आहे?
A. वृत्तपत्र B. टीव्ही C. इंटरनेट D. रेडिओ
- 9 पूर्वी कोणत्या विषयावरच्या बातम्या पहायला तुम्हाला आवडायचे?
A. गुन्हेगारी B. राजकारण C. क्रीडा D. करमणूक
- 10 आता कोणत्या विषयावरच्या बातम्यांना तुमची पसंती असते?
A. गुन्हेगार B. राजकारण C. क्रीडा D. करमणूक
- 11 वाहिन्यांवरील चर्चेमध्ये किती लोक असावेत असे वाटते?

- A. एक किंवा दोन B. तीन C. चार D. पाच किंवा जास्त
- 12 वाढत्या वृत्तवाहिन्यांमुळे काय झाले आहे असे वाटते?
A. वैचारिक गोंधळ B. विश्लेषण C. सखोल माहिती D. करमणूक
- 13 वृत्तवाहिन्यांची कोणती गोष्ट सर्वाधिक खटकते?
A. पक्षपात B. अतिशयोक्ती C. तोचतोचपणा D. खोट्याबातम्या
- 14 मराठी वृत्तवाहिन्या पक्षपात करतात का?
A. बहुतेकवेळा B. कधीकधी C. क्वचित D. कधीही नाही
- 15 मराठी वृत्तवाहिन्या हिंदी वृत्तवाहिन्यांची कॉपी करतात का?
A. बहुतेक वेळा B. कधीकधी C. क्वचित D. कधीही नाही
- 16 कोणत्या भाषेतील बातम्यांना तुमची पसंती असते?
A. मराठी B. हिंदी C. हिंदी आणि मराठी D. इतर
- 17 तुमचे टीव्हीवर बातम्या बघण्याचे प्रमाण पूर्वीच्या तुलनेत.....
A. वाढले आहे. B. घटले आहे. C. तेवढेच आहे.
- 18 तुम्ही दररोज सरासरी किती वेळ न्यूजचॅनेल्स पाहता?
A. अर्धा तास B. एक तास C. दोन तास D. दोनहून जास्त तास
- 19 तुम्ही दररोज सरासरी किती वेळ मोबाईलचा वापर करता?
A. अर्धा तास B. एक तास C. दोन तास D. दोनहून जास्त तास
- 20 वृत्तवाहिन्यांतील सादरीकरणाविषयी तुम्हाला आणखी काही सांगायचे आहे काय?
-
-
-

Appendix B: Questionnaire for Online Survey of the Journalists

Changes in the news presentation

A Survey for PhD Study

Dear Journalists, This Survey aims to find out the changes in news channels in last 10 years. This is prepared for my PhD. Will you spare a few minutes to answer MCQs? I assure you that the information given by you will only be used for academic purpose. It information will be treated as confidential and will not be used for any other commercial purpose. Thank you.

Yours faithfully,

Sagar Gokhale

Contact: 7350009725

Email: saagargokhale@gmail.com

Part One (Basic Information)

Name

Age

Channel

Designation

Gender

Educational Qualification

A. 10th B. 12th C. Graduate D. Post graduate E. Other

Mobile No.

Email ID

Part Two (About Changes in television news)

1. Which of the following did you prefer the most to be shown on news channels 10 years ago?

A. News B. Discussion C. Interviews

2 Which of the following do you prefer the most to be shown on news channel at present?

A. News B. Discussion C. Interviews

3. Which was the most preferred type of news to be shown by you 10 years ago?

A. Detailed news B. Breaking news

C. Special news and sting operation D. Fast news

4. Which is the most preferred type of news to be shown by you at present?

A. Detailed news B. Breaking news

C. Special news, sting operation D. Fast news

5. Which was the most important quality for news anchor 10 years ago?

A. Face B. Language and pronunciation

C. News sense D. Aggression

6. Which is the most important quality for news anchor at present?

A. Face B. Language and pronunciation

C. News sense D. Aggression

7. The pitch of the news anchor's voice has.....over the last 10 years.

A. increased B. remained same C. Decreased

8. The use of special effects to make news package more attractive has over last 10 years.

A. increased B. remained same C. Decreased

9. The percentage of mobile camera footage with respect to overall gathered footage is in your channel.
- A. five percent B. Ten percent
- C. Fifteen percent D. Twenty or more percent
10. The focus on news stories from rural area as compared to urban area has.....
- A. increased B. remained same C. Decreased
11. Which of the following news stories did you prefer the most to show 10 years ago?
- A. Crime B. Politics C. Sports D. Entertainment
12. Which of the following news stories do you prefer to show now?
- A. Crime B. Politics C. Sports D. Entertainment
13. What should be the ideal number of guests in panel discussion according to you?
- A. One or two B. Three C. Four D. Five or more
14. What is the outcome of growing number of news channels?
- A. Confusion B. Analysis C. Detailed information
- D. Entertainment E. None of these
15. What is the most objectionable thing about news channels?
- A. Partiality B. Exaggeration C. Repetition
- D. False news E. None of these
16. The number of employees in your channels (desk, reporters, video editors, cameramen) has.....in the last 10 years.
- A. increased B. Decreased C. remained same
17. Which department in your news channel has observed a drastic change in number of employees?

A. desk B. Reporting C. Camera D. Technical E. None of these

18. Are you satisfied with the evaluation of your work by your channel?

A. Completely B. Quite a lot C. To some extent D. Not at all

19. Which is the motivational factor for you to be in this profession?

A. Salary and perks B. Glamour C. Strength of the medium D. Job satisfaction

E. Other

20. Its alleged that Hindi news channels are biased. Does it happen according to you?

A. Mostly B. Sometimes C. Rarely D. Never

21. They say that the Freedom of press is becoming rare in Hindi news channels.

Journalists need to act as per directions of their bosses or managers? Does it happen?

A. Mostly B. Sometimes C. Rarely D. Never

22. Regional news channels copy national Hindi news channels. Does it happen?

A. Mostly B. Sometimes C. Rarely D. Never E. do not know

23. What are the important changes in studio set up or background in your channel in the last 10 years?

24. What are the important changes in the presentation style of news anchors in your channel?

25. What are the important changes in style of reporters in your channel?

26. How can citizen journalists participate in your channel?

27. Which are the trend setting channels in Hindi news?

28. Which are the trend setting channels in English news?

29. Can you recollect some incidents of false news in Hindi channels?

30. Do you want to comment on any other changes in Hindi channels in last 10 years?

Appendix C: List of Participants in In-depth Interviews

To support quantitative data from the surveys and qualitative data from the focus group discussions in-depth interviews of some editors of the newspapers, some heads of Marathi news channels and few other senior journalists working for digital platforms were conducted. Most interviews took place face to face in the offices of the senior journalists with prior appointments. One interview was conducted via phone due to very tight schedule of the editor. There was a technical problem while recording an interview.

The researcher wrote the transcript of the interview from the notes taken by him and confirmed it with the interviewee. The researcher recorded all the interviews with audio recorder. Most interviews were conducted in Marathi. The full transcripts of the interviews were made in respective languages, i.e. both in English and Marathi. The required part of the transcripts in Marathi was translated into English while presenting and analyzing the data by the researcher himself.

Sr. No.	Expert	Designation, Channel	Date of Interview
1	Rajdeep Sardesai	Consulting Editor, India Today Group	19-09-2019
2	Milind Khandekar	Digital Editor, BBC India	11-09-2019
3	Sameeran Walvekar	Media Expert	18-09-2019
4	Abhinandan Sakhri	Co-Founder, News Laundry	12-09-2019
5	Prasad Kathe	Executive Editor, Input, Zee 24 Taas	17-08-2019
6	Meghraj Patil	Head , Digital Media ABP Majha	19-08-2019
7	Narendra Bandbe	Producer, Zee news, Integrated media news room	01-09-2019

8	Prasanna Joshi	Sr. Producer, ABP Majha	17-08-2019
9	Milind Bhagwat	Deputy News Editor, News 18 Lokmat	01-02-2019
10	Durgesh Sonar	Senior Producer, Saam TV	19-09-2019
11	Manik Munde	Executive Editor, TV9 Marathi	30-08-2019
12	Ajay Kautikwar	Deputy News Editor, News 18 Lokmat	31-08-2019
13	Arati Kulkarni	Assistant News Editor, TV and Digital, News18 Lokmat	24-08-2019
14	Rajendra Hunje	Senior Broadcast journalist	23-08-2019
15	Nilesh Khare	Channel Head, Saam TV	26-06-2020

Appendix D: Questions for in-depth interviews

Some common questions were related to overall changes in media industry and some questions were related to the media organizations represented by the experts. The questions were rephrased while taking the interview and follow up question were also asked in this telephonic interviews.

1. What are three major changes in your channel in last 10 years?
2. There is change in technology so far as reporting, editing and anchoring are concerned. How is it reflected on your channel?
3. How digital technology is affecting your channels?
4. Anchors and reporters are asked to promote stories and news channels on social media? How effectively your channel is doing this?
5. It is alleged that Marathi channels are biased. What is your opinion?
6. It is also criticised that Marathi channels copy news channels. Is it true?
7. Where do you see Marathi news channels in 2025?

Some questions related to particular persons and organizations

Rajdeep Sardesai, (Consulting Editor, India Today Group)

1. What are the major changes in news channels in last 10 years?
2. Anchors can communicate and convey their point without shouting. People also appreciate that style. But some people say that it does not get good TRP. How do you look at this view?
3. What is the major change in job profile of the anchors in the last 10 years?
4. Reporters are sending visuals through mobile phones. Channels are also using visuals they get from social media. On the contrary high quality visuals are used by many independent web channels. How do you at this contradiction?
5. Journalistic freedom is curtailed and Broad guidelines are given by the management. Is it true?

6. How effectively journalists in Hindi and English channels are using new social media?
7. Where do you see news channels in 2025?

Milind Khandekar (Digital Editor, India, BBC)

1. From the last 3/4 years viewers' independent news websites and You-tube channels are getting good response? What are its reasons?
2. It is always possible to analyze audience using digital media. How important this is in the success of web channels?
3. Language has become the least important criterion for TV anchors? What is scenario on digital platform?
4. Aggression is becoming important for anchoring on news channel? What must be its reasons?
5. You have worked with Star which has Marathi as well as Hindi channel. How Marathi channels have maintained their uniqueness?
6. Some people say that business model of web based channels is not yet clear. To what extent do you think it is true?
7. Where do you see TV channels and in the next 5 years?

Dr.Sameeran Walvekar (Media Expert)

1. What are the major changes in Marathi and Hindi channels in the last 10 years?
2. What are major changes in Studio setup that you have observed?
3. What is the difference between Hindi and Marathi channels so far as implementing this technology is concerned?
4. Language is the least important criterion for anchor. What might be the reasons? Will it change?
5. Pitch and volume of the anchors have increased. What are the reasons for that?

6. Anchors can communicate and convey their point without shouting. People also appreciate that style. But some people say that it does not get good TRP. Is it true?
7. Where do you see news channels in 2025?

Abhinandan Sakhri (Co-Founder, News Laundry)

1. From the last 3/4 years viewers' independent news websites and You-tube channels are getting good response? What are its reasons?
2. It is always possible to analyze audience using digital media. How important this is in the success of web channels?
3. Language has become the least important criterion for TV anchors? What is scenario on digital platform?
4. Aggression is becoming important for anchoring on news channel? What must be its reasons?
5. Some people say that business model of web based channels is not yet clear. To what extent do you think is it true?
6. What is the future of television channels in India?

Nilesh Khare (Channel Head, Saam TV)

1. There are two clear cut phases we can see since the launch of Saam TV. The first before you join the channel and the second after you join. How do you compare these phases?
2. What are the important changes Saam has introduced in the news presentation and structure of news bulletin?
3. Saam has introduced different types of programs and other channels have started following this trend. Tell us about these experiments.
4. What are the key factors that have led Saam to achieve number one position in Marathi news channels?

5. Most of the news channels have debate based program every day in the evening. Saam is an exception. Was it a deliberate decision not to have any program like this?
6. Anchors are generally considered as face of the news channel. Most of the anchors in your channel are either fresh graduates or journalists without anchoring background. Tell us about the thought process behind taking this policy decision.