

# Pluralism & Political News on National TV Channels


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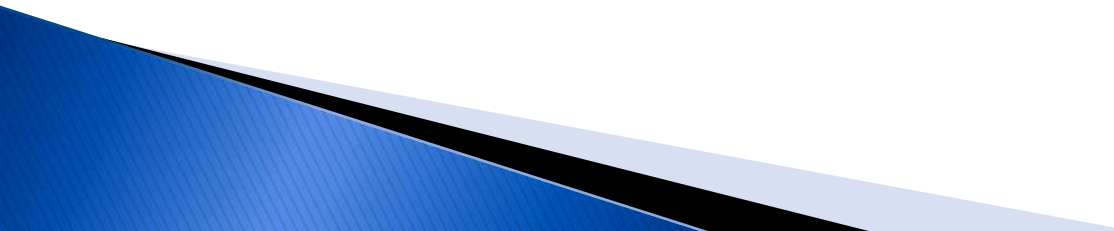
# Introduction

- ▶ Indian TV news channels ranked among the most viewed channels in Indian Television
- ▶ Started 1959, TV witnessed the growth of channels after denationalization
- ▶ Numerous channels besides enhanced subject matter also cover wide ranges from int. national, local, entertn. sports to soap operas
- ▶ 828 private satellite TV channels, out of which 396 are news channels
- ▶ Unlike the days State Monopoly, viewers are given more choices to watch TV news

# Sample and Methodology

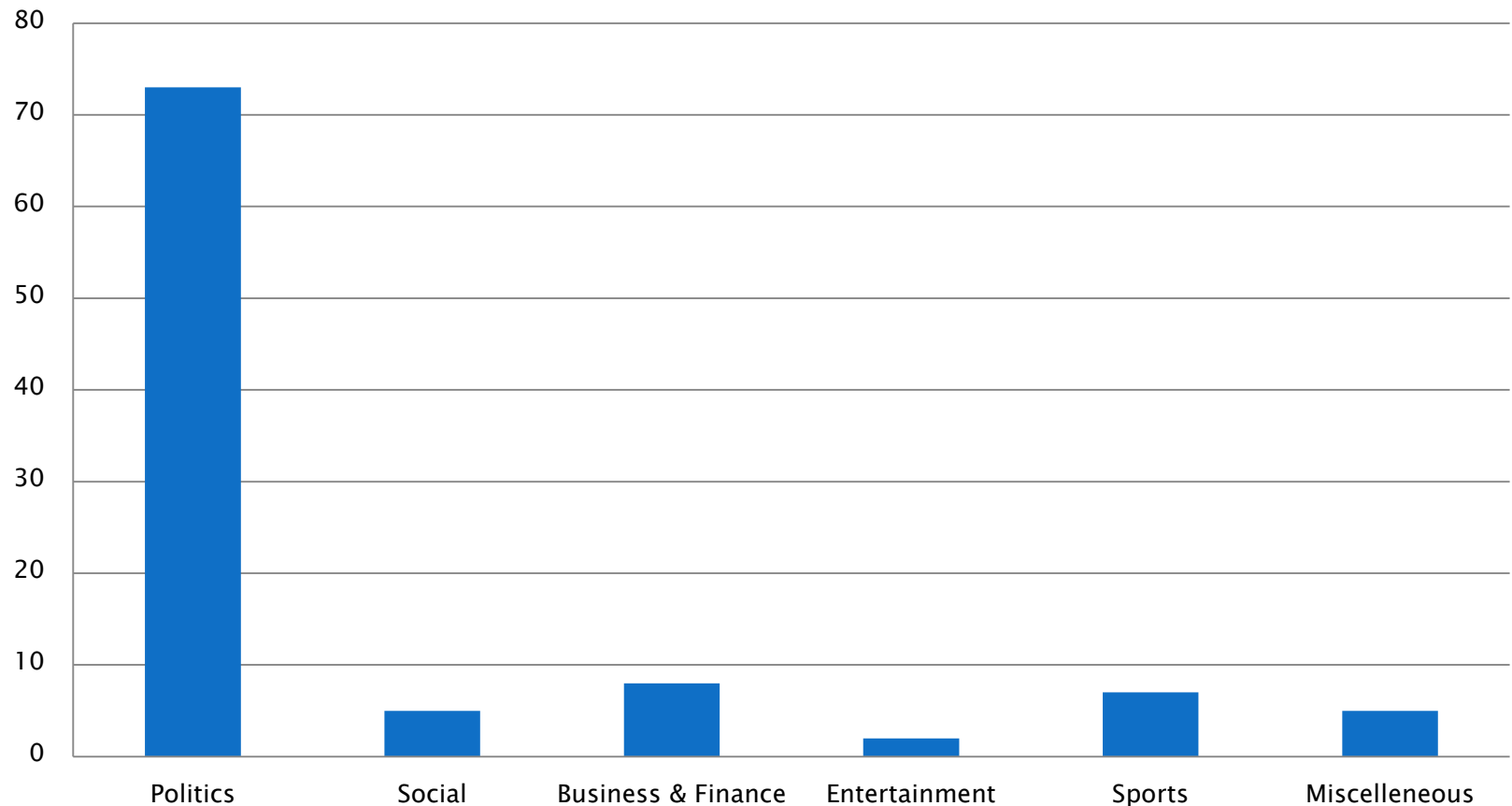
- ▶ Ten channels were analysed for 2 weeks from 1–12 /9/11 of prime–time broadcast programme
  - ▶ Content analysis is the primary tool to investigate news pluralism
  - ▶ Content of the prime–time broadcast programme is used as an indicator of news plurality
  - ▶ Prime–time broadcast programme was divided into various themes and each theme was again divided into various sub–themes
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# Objectives

- ▶ To find out news plurality individually and across channels
  - ▶ To examine Plurality of news is more in Hindi or English channels
  - ▶ Status of news pluralism in sister channels
  - ▶ Plurality of news is better in public or private channels
  - ▶ Nature and composition of voices in news and story treatment
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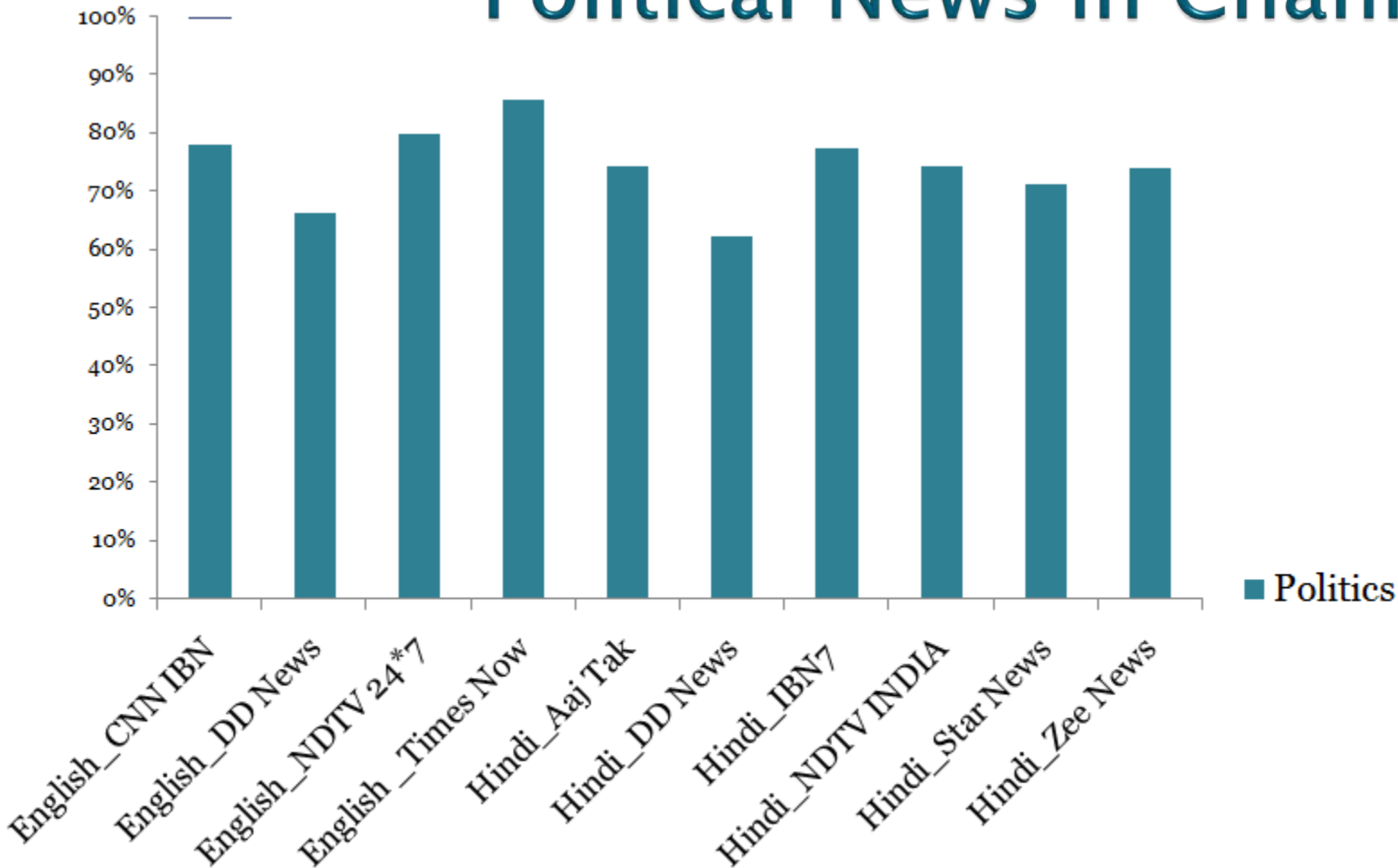


# Percentage of News Themes



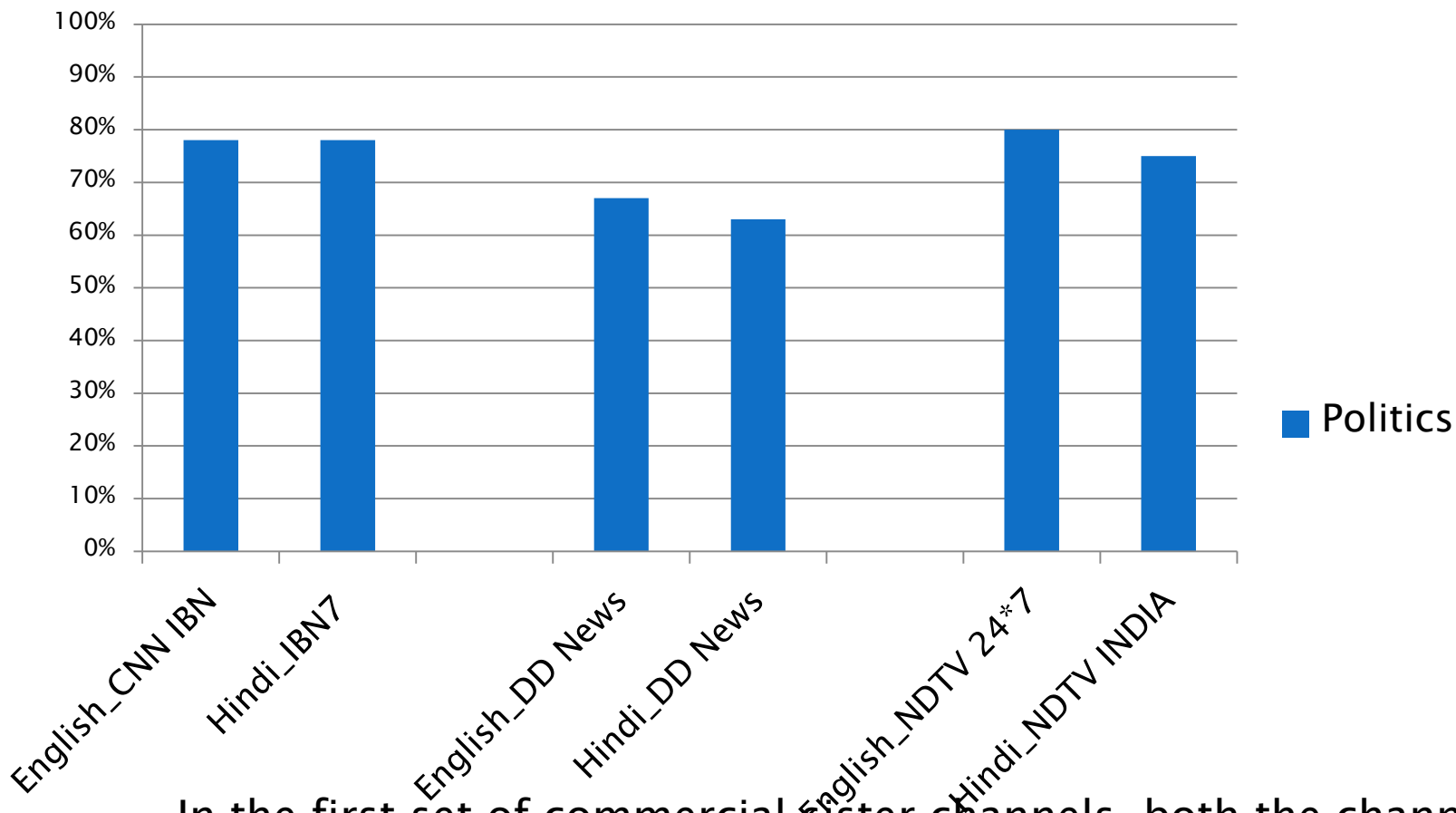
Share of various news themes was not proportionate at all. Ratio of political news was more than the sum of all other news. It means that Television news were politically centric. More balance on various news themes the better plurality of news would be.

# Political News in Channels



Barring DD Hindi, the share of coverage on political news was more than two-third. It shows all the national TV news channels gave high priority on political news. Going by individual channel, coverage on political news was fairly balanced excepting few channels though the actual proportion were not proportionate at all.

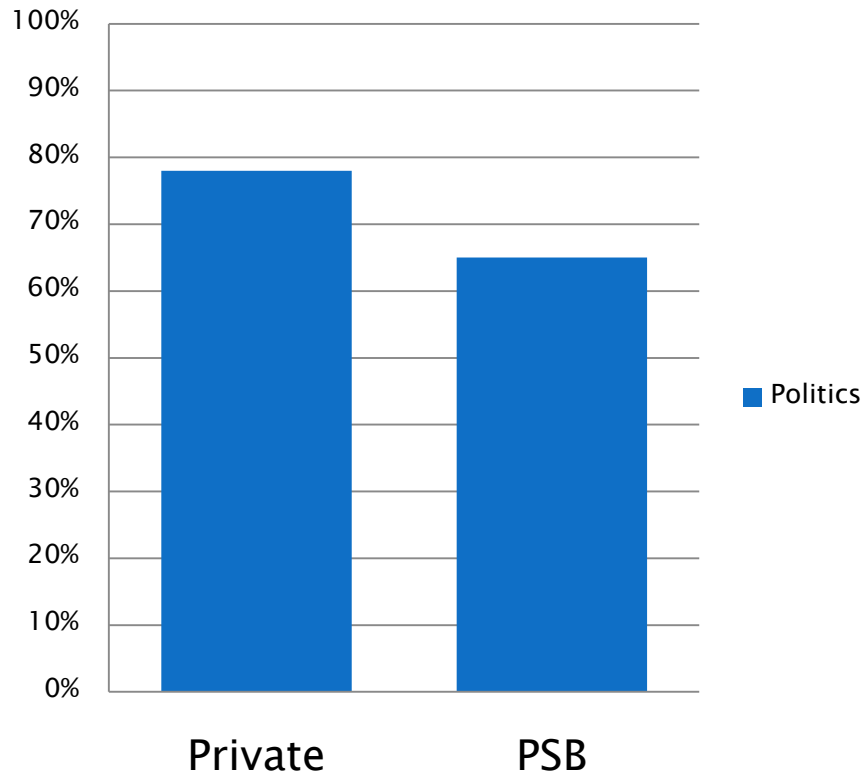
# Political News in Sister Channels



In the first set of commercial sister channels, both the channels had the same share of coverage. In 2<sup>nd</sup> set the proportion of coverage on political news in NDTV 24x7, (80%) was more than NDTV India (75%).

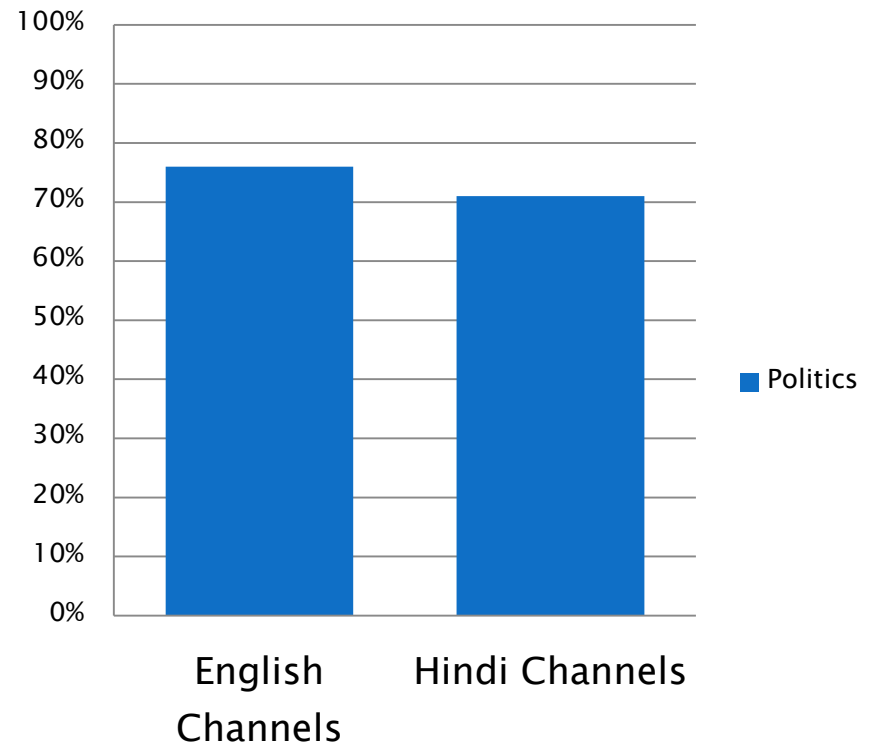
In PSB sister channels, the coverage on political news was slightly more in DD English.

## Political News in Private & Public Channels



As compare to PSB and Private Channels, private channels gave more value to political news.

## Political News in Languages

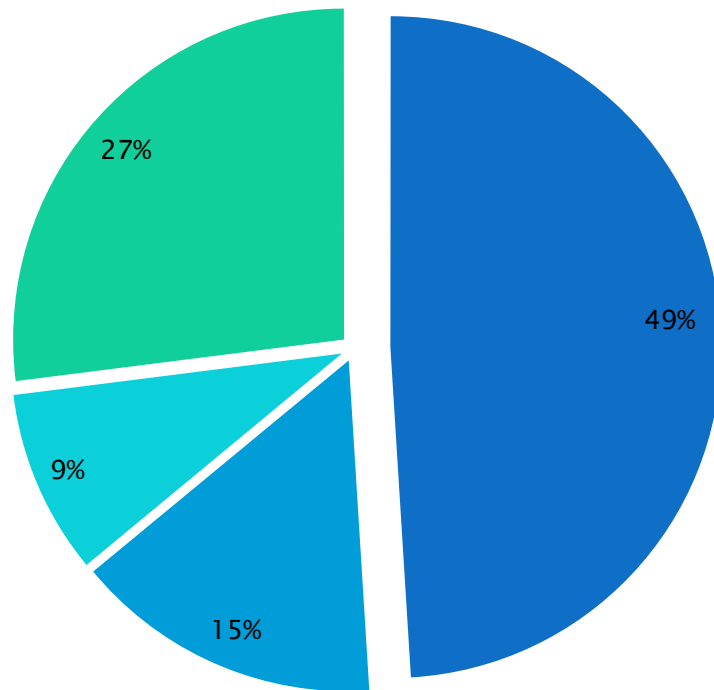


English channels slightly covered more political news than Hindi channels. In terms of balancing political news, both the language based channels was fairly balanced.



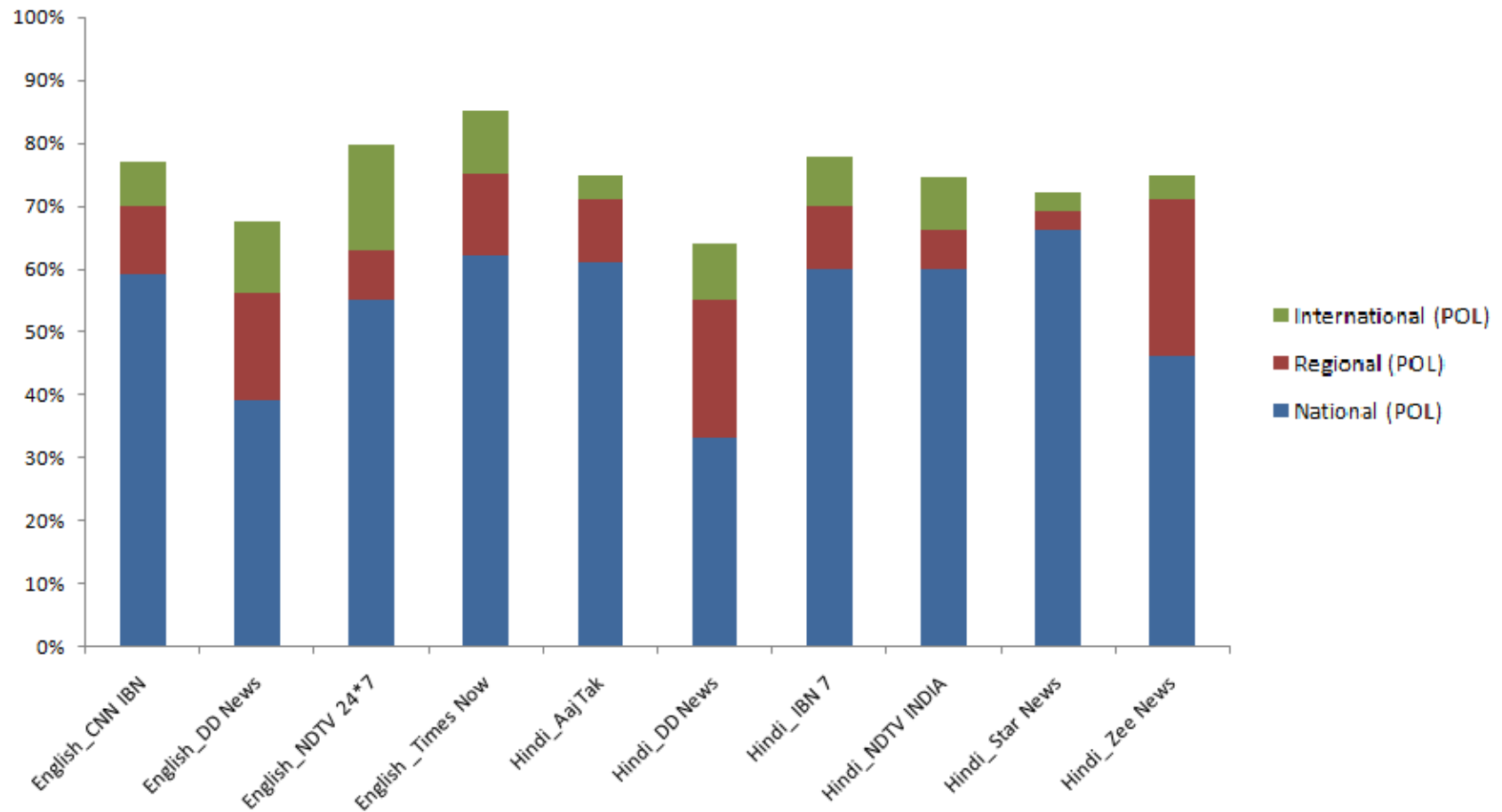
# Overall Freq. of Political Sub-Themes

■ National (POL) ■ Regional (POL) ■ International (POL) ■ Other



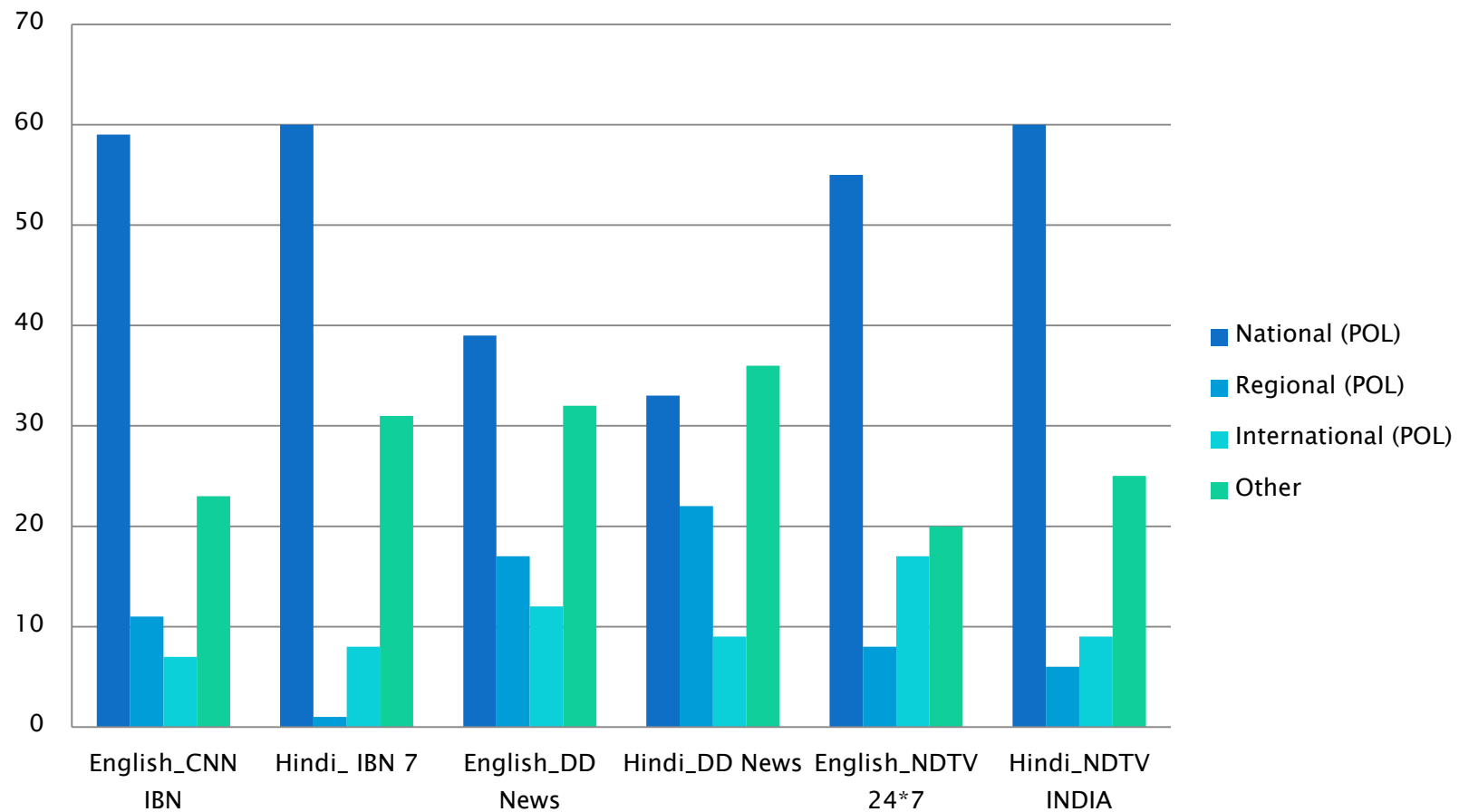
The proportion of coverage on national political news was more than the sum of regional and international political issues. It means that out of the total converge almost half of the coverage was on national political news. It was cleared that overage on political sub-themes was not balanced at all. The mushrooming growth of channels continues to pay high attention not only on news related to politics but on national political news. Coverage on political sub-themes was far from balanced.

# Political Sub-Themes in National Channels

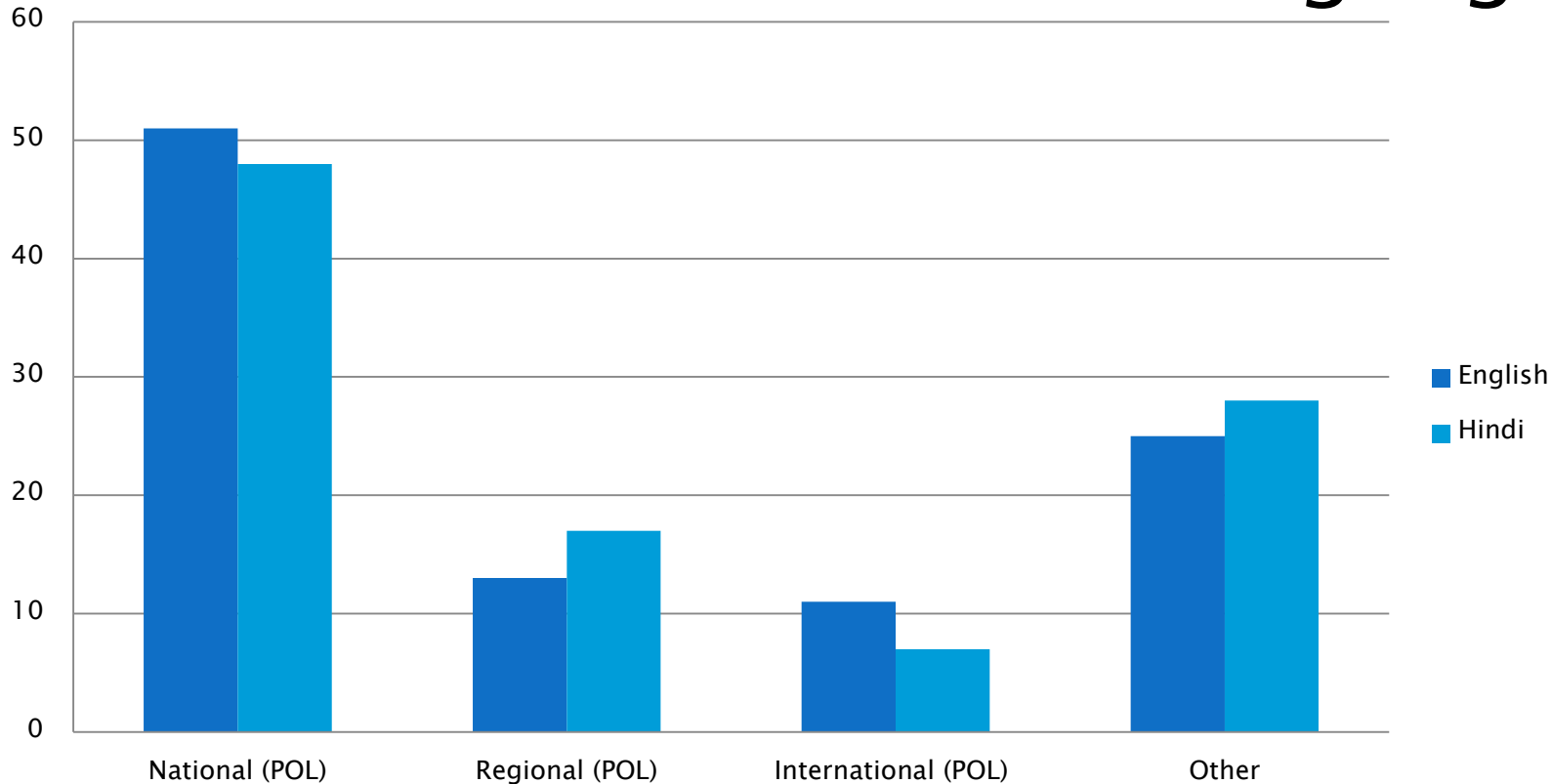




# Political Sub-Themes in Sister Channels

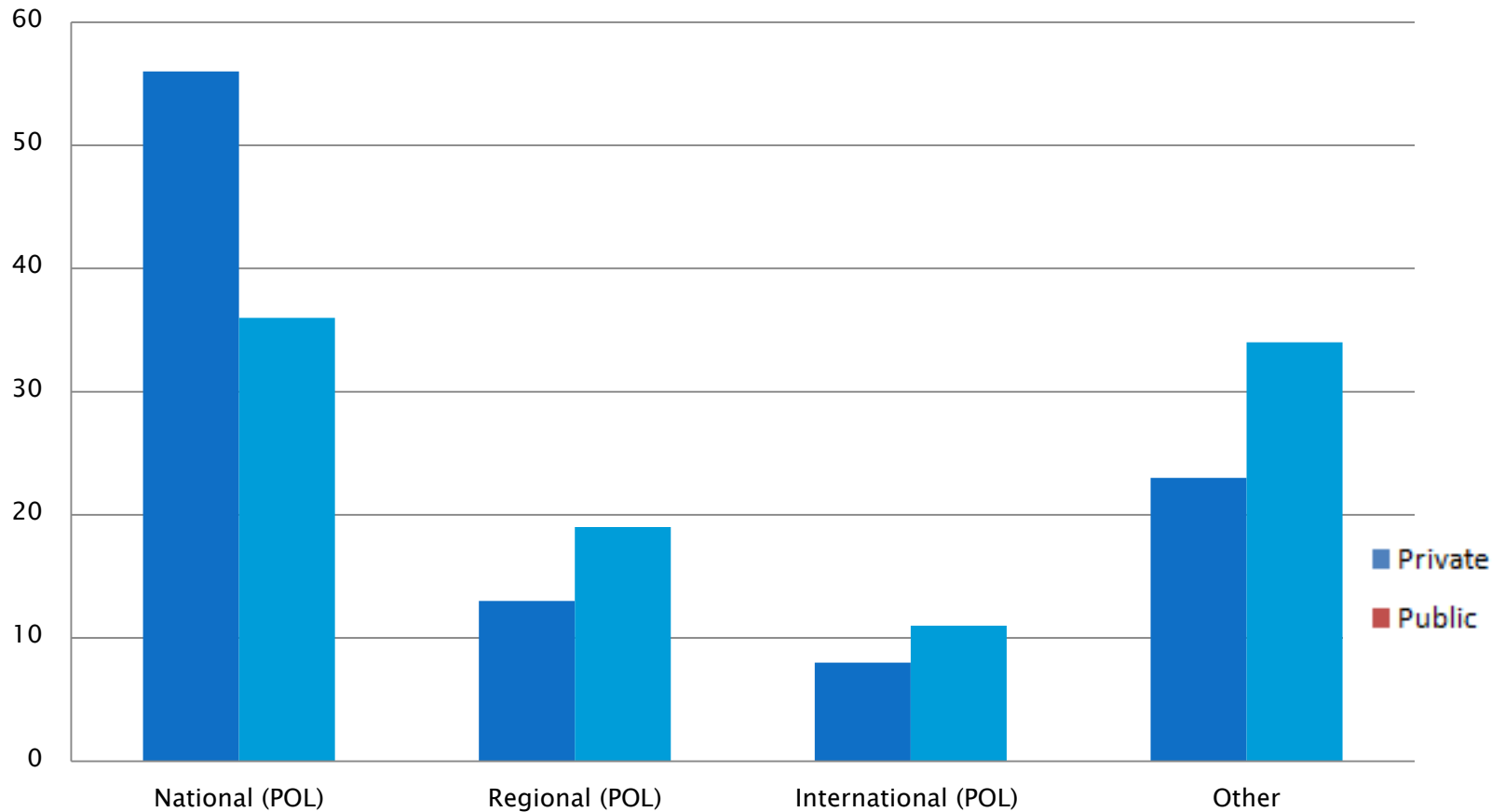


# Political Sub-Themes in Languages



Hindi channels were relatively more balanced between national and regional political news since English channels coverage more on national political news. Between English and Hindi, the most balanced coverage out of the political sub-themes was on national political news. In the political sub-themes, Hindi channels were slightly more balance

# Sub-Themes in Private & Public Channels

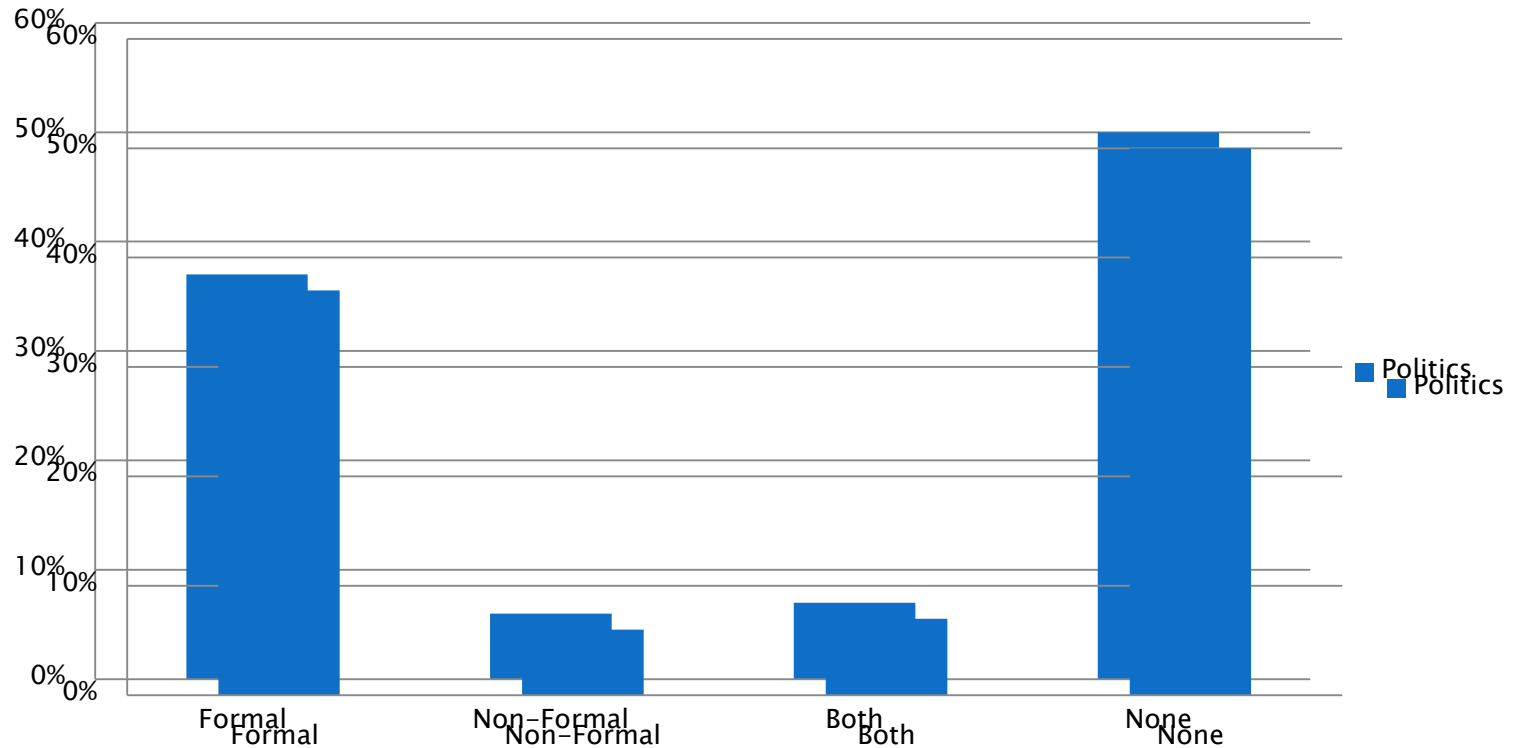


Commercial channels focused more on national political news. But PSB focused more in regional political news.

Like regional political news, the share of international political news was more in PSB .

On political news, overall picture unfolded that PSB appears to be more balanced and informative as compare to its commercial counterparts

# Type of Voice in Political News

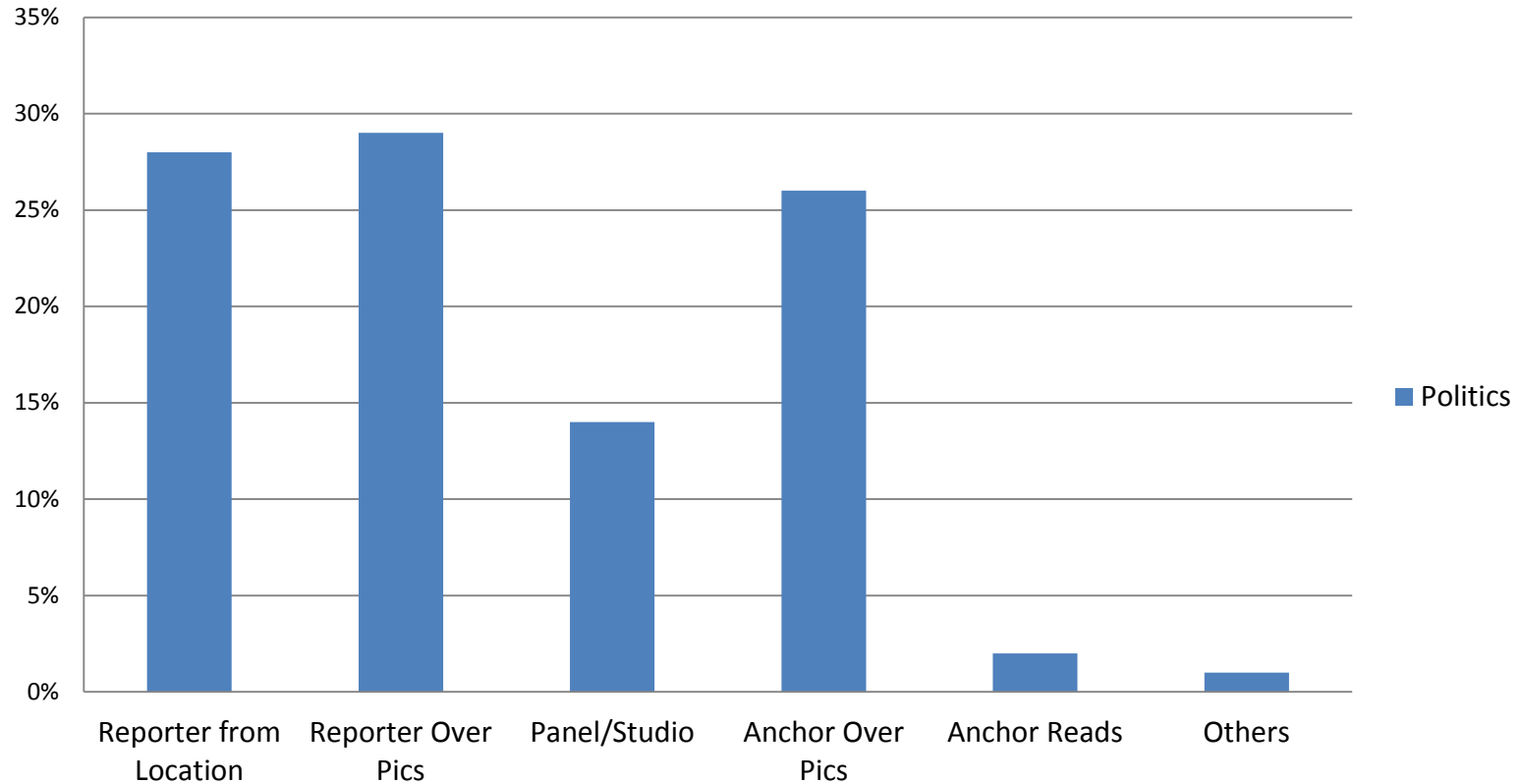


Different voices in political news were far from balanced. It may be noted that in the category of formal voices, it includes ruling party, opposition and Left parties, Govt. officials and experts.

Likewise, in informal voices, there were vox populi, identity/activist groups and non-identity/activist groups.

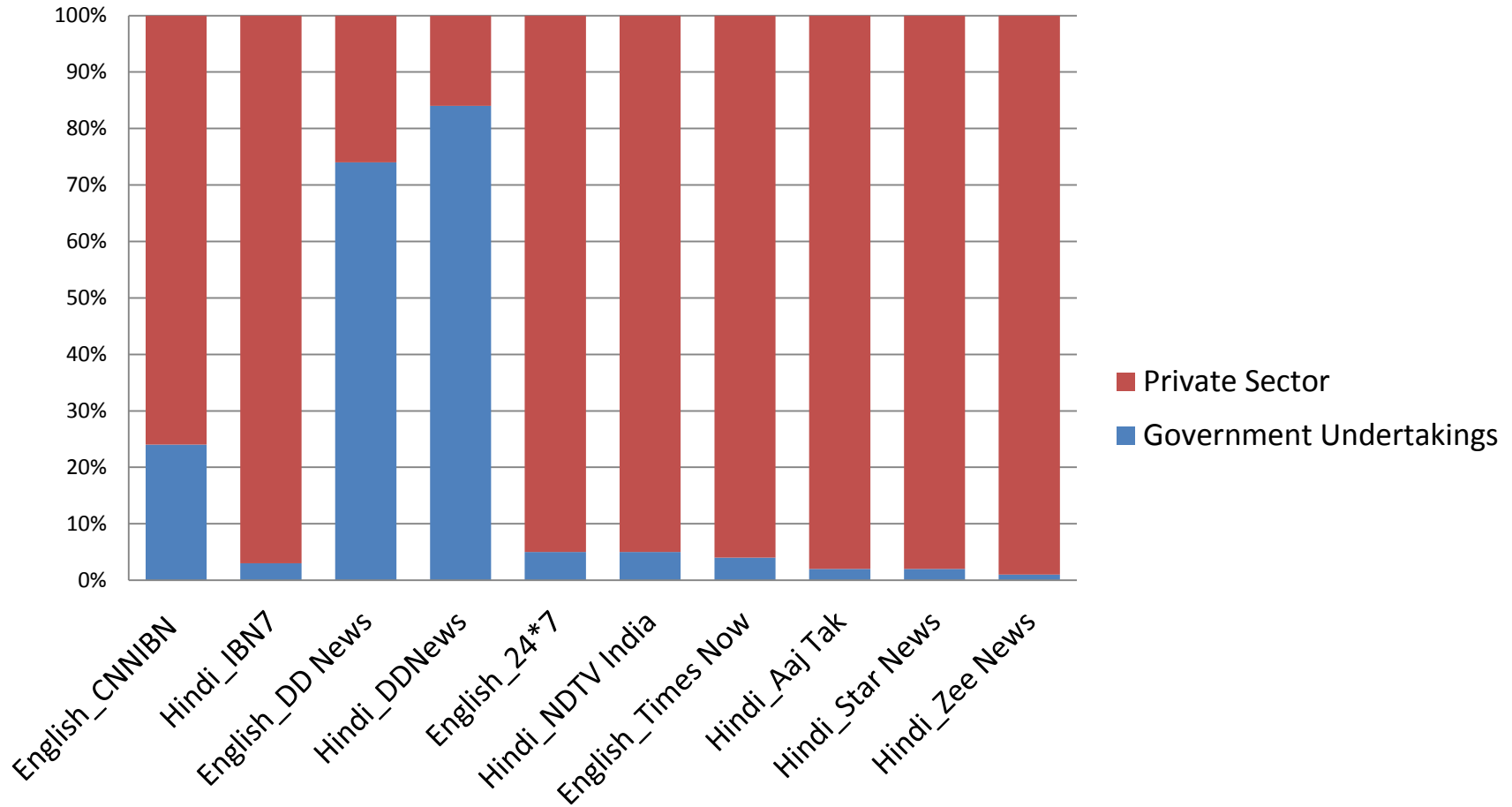
It means that ratio of informal voices were low in political news, which is critical to provide balance news.

# Story Treatment in Political News



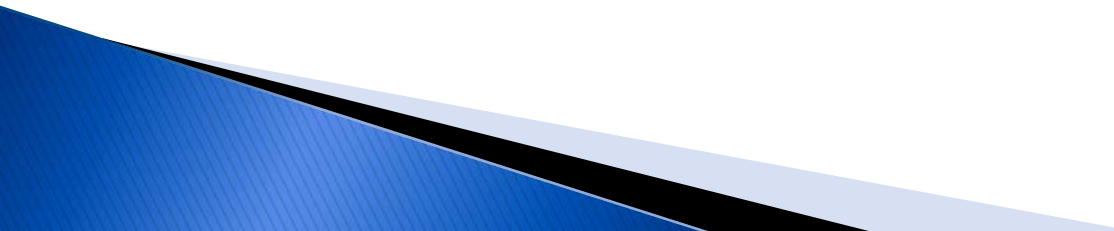


# Source of Ads in National Channels





# Conclusion

- ▶ The coverage of Hindi Channels were slightly better balanced as compare to English channels
  - ▶ The coverage of PSB channels were more balanced as compare to Private/commercial channels
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THANK YOU