



## DIMENSIONS OF MAIN ACTORS AND SOURCES IN ECONOMIC AND POLITICAL STORIES IN NEWS MEDIA

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### Introduction

Economic & Political issues are the main stay of social governance. Most of the issues in the society related to economic planning and decision or political process of the governance shaped the health of society. Most the strong nations have strong and viable economic policies as well as political standing countries like the U.S.A, the U.K and the Peoples Republic of China have strong political power in the International forum against the backdrop of their economic planning.

The economic and political status of India, like any other developing countries have a long way to go in order to get a stand in the international political and economic arena. We are in a phase of formulation of these issues as we are consolidating our democratic form of governance. In order to strengthen the democratic form of governance we need to develop a strong and a viable economic and the political policies and planning.

The present study highlights the social status relating to economic and political issues as perceived through the general mass media especially the news channels.

The study is approached with the broad objective of analysing the content of English news channels on their treatment and coverage of news stories falling under economic and political issues.

### Television program

Television program also known as television show that is a segment of content intended for broadcast on television. Television program may be one-time production or part of a periodically recurring series. A single program that comes in series is called an episode. A program can be either recorded as on video tape or other various electronic media forms or considered live.

### Television format

Television programming having different type it may be fictional (as in comedies and dramas), or non-fictional (as in documentary, news, and reality television), Topical (as in the case of a local newscast and some made for television movies), or historical (as in the case of many documentaries and fictional series). For different types of situations the format could be instructional or educational, or entertaining as is the case in situation comedy and game shows. In drama program usually features a set of actors in a somewhat familiar setting and the program follows their lives and their adventures. Before the year1980's in case of soap operas, the story remained static without story arcs. The genre in case of Common television program periods include regular broadcasts (like news), series (usually seasonal and ongoing with a duration of only a few episodes to many seasons), or miniseries, which is an extended film, usually with a small predetermined number of episodes and a set plot and timeline.

### Genre

Genre is basically the category of distinguish and stylistic form of communication programme e.g. art, literature, entertainment music. The programme can be any type whether in written or spoken form as well as in audio or visual form. The process of genre are continuous that change over time when new one is invented the old ones are discontinued. Genre having many types such as: comedy, unscripted, drama, informational. The informational genres are also known as infomercials such as news programs, documentaries, news magazines etc. Comedy genres are different types like Mockumentary, Satire, Sitcom, Sketch comedy etc. The unscripted genres that is not scripted and naturally presented includes Game shows, Reality, Talk shows, Talent shows etc. Drama genres are different kind of segment such as Action-adventure or Thriller, Comedy-drama, Legal drama, Police procedural, Political drama, Science-fiction / Fantasy / Horror / Supernatural drama, Serial drama, Soap opera, Teen drama, Miniseries and Television movies etc.

### News

News is human construction that is shaped by the social world from which it emerges. News is fresh and meaningful information which interests a large part of community and which has never been brought to their attention. The stale news is



just like stale food. So time scale is the major criteria for news. It means that for it to be newsworthy the event must have happened very recently. Accurate, Balanced, Clear, Real and factual information is the basic elements of the news. It is basically newly received information that has never published or broadcast before.

Topical (contains a today line), informative, unexpected, issues regarding disgrace of general interest, something involve with celebrity, seasonal, amazing etc. that are newsworthy issues which make news.

The full information about the news should be described in the first part of the news. In the language of news it is called Intro. Five w's (who, what, when, where, why) and one "H" means how, should be described in it. Reuters also insists that there is a source in the first paragraph considers it essential that subscribers can judge the worth of story immediately by assessing where it comes from.

### **Formats**

It is considered that Formats are never neutral in their ideological implications. Newspapers usually issue style book to journalists in order to ensure that all copy is written to a unique style and format associated with particular paper but these also in effect produce an ideological as well as presentational house style (Cameron 1996). In TV also particular news formats have particular ideological implications (Cottle, 1995) distinguishes there are three types of formats such that The Expansive, The limited and The restricted. The restrictive format follow the strict structure the news desk report delivered by a journalist with little or no alternative voices and thus reproduce a version of events framed exclusive in terms of journalist value. Limited format may include pre recorded video clips of interview and expansive format is basically flexible type of format in which significant opportunity for alternative or critical voice to contribute to a discursive treatment of news issues.

### **News selection**

The story is selected on the basis of their impact and usually it is considered Bigger the story the more likely to be picked up and selected by news organization. It is considered that viewers and listeners are likely to more interested in domestic news stories rather than news that happened in more far place of the world. Unexpected, Ethnocentric, localized, proximity slant, relevant and meaningful information, prominence are the basic criteria for news selection.

### **CNN-IBN**

CNN-IBN is India's renowned English news channel, and it is a service of Network 18, India's leading full play media conglomerate and Time Warner Inc, world's leading Media and Entertainment Company. CNN-IBN is considered as a thought leader as well as the most trusted source of the news. The channel having dedicated reporters from across the country and the world, and with cutting edge resources, the channel produces news of international quality. The viewers also remain depend upon its news stories during all events of national importance including the General Elections 2009 and Union Budget 2010, most number of viewers tuned into CNN-IBN. The channel reaches its viewers through various other media like internet, mobile and voice. The channel's news portal, IBNLive.com is the news leader in the Internet also considered as reliable source for the news. Since inception, CNN-IBN has won several times the best English News Channel. The channel won Indian Television Academy Awards ('06, '07, '08 & '09), News Television Awards ('07, '08, & '10), Indian Telly Awards '07 and Asia Brand Congress '08. CNN-IBN also won the prestigious Asian Television Award in the category of 'Best News Programme' for its counting day coverage during the General Elections 2009.

### **NDTV 24/7**

In the year 1988 Pronnoy Roy has founded New Delhi Television limited. The channel has three news channels such as NDTV 24/7 (English), NDTV India(Hindi) and NDTV Profit(Business News). NDTV 24/7 has a very wide approach and considered a credible source for news. The world this week has nominated as one of India's best television program since independence. The first private news on Doordarshan the News Tonight has also produced by NDTV. In 2007, the company launched NDTV Good Times. Time to time NDTV runs campaign against injustice and human rights violations has forced apathetic governments to act, legislation to be changed and made the nation aware of the power of the people.

### **Research Problem**

How the economic and political news is treated by electronic media? The need for the present study is felt in order to check the improper coverage and treatment of economic and political news issues in CNN-IBN & NDTV 24/7 channels. Every one want fair, factual and impartial news from these channels. It matters a lot for the society how mass media select the events and stories that are reported and how the channels covered these issues. The story should not be biased. The most commonly discussed forms of bias occur when the media support or attack a particular political party, candidate, or ideology. When news media report the Political and economic issues, the whole society perceive these issues as it is as news media present. The society affect with political and economic issues. The media is the mirror of the society what happened in the society the



media present the issue as it is. Sometimes channels cover particular issue so many times and that issue came into limelight while some issues are remained ignore in the media.

Sometimes due to corporate and mainstream biasness story has changed. Corporate bias is that when stories are selected or slanted to please corporate owners of media. Mainstream bias means a tendency to report what everyone else is reporting, and to avoid stories that will offend anyone.

### Review of Literature

- In the year 1976 Tuchman has explained about the news according to him” to say that a news report is a story, no more but no less, is not to demean the news, not to accuse it to being fictitious. Rather, it alters us that news, like all public documents, is a constructed reality possessing its own internal validity.”
- Sociologist Graham Murdock conducted a study in the year 1973 he tried to find the answer of government officials, cultural forces and even reality could gives the proper words to the news but finally he find out the answer of that query and explained that flesh- and –blood literally compose the story. In his study when Murdock asks this question from the reporter he simply explained “Again and again the main reason why they turn out as they do is accident – accident of a kind which recurs so haphazardly as to defeat statistical examination”. The researcher finally concluded that purpose of the generation of the news is “news and news programmed could almost be called random relations to the random events”.
- Walter Gieber has conducted a study in the year 1956 of 16 wire editors in Wisconsin. The researcher selected the news item through the Gate keeping process and to check out the personal subjectivity in selecting the news and he found that Telegraph editor to be preoccupied with mechanical pressure of his work rather than the social meanings and impact of the news. Editors personal rarely entered into the selection process of the news. Gieber found in his study that telegraph editor is not practicing polices in selecting the news process .Gieber found that gatekeeper job should necessarily be quantities reducing the amount of information available to the sum that fits the size of a paper and length of a news show. He explained about the happening situation in the news room “concerned with goals of production, bureaucratic routine and interpersonal relation with in the news room.”
- In the year 1971 Paletz et. Al. has conducted in the context of American media to find out that it is very distressing that due to views of dominant groups in the society that deviation comes in fair and objective reporting. Glasgow media groups criticize the television news for bias and in this context in the year 1982 the Bennett has given his statement that “achieve their ideological effectively preciously through their observation of the statutory requirements of balance and impartiality”.
- In the year 1988 Edward S. Herman and Noam Chomsky in the context of political economic perspective in the united state explained that propaganda model of the mass media in manufacturing consent “ serve to mobilize support for the special interest that dominate the state and private activity.”
- In the year 1980 Mark Fishman conducted a participant observation study of newspaper with in a daily circulation of 45,000 and a full time editorial staff of 37. The researcher found that journalist is highly influenced with bureaucratic of the organization of government “the world is bureaucratically oriented for the journalist”. The reporters get the largest beats share from the government official agencies.
- Gaye Tuchman has conducted a study in the year 1978 to find out the news sources of the journalist. The researcher found that reporter-official connection makes news an important tool of government and other established authorities.
- Goldenberg in the year 1975 has conducted a study on media organization to find out the factors which affect the coverage of the news media. In his study researcher concluded that “resource poor organization” has great difficulty in getting the news.
- **“Private television channels as an agent of political awareness in Pakistan”** journal published in **Interdisciplinary journal of contemporary research in business**, vol. 4,no.3 on dated july 2012 by zahid yousaf In this study the researcher highlighted importance of talk shows for educating people politically. The study presents evidence demonstrating that private TV talk shows are creating more political awareness then magazine and newspaper. In this study the researcher found that Television is the medium which is consulted most, for seeking information about politics as compare to the other media of Mass Communication. This indicates the effectiveness of Television in creating political awareness The survey method is conducted for this study. Researcher had chosen 200 respondents, 100 in rural area and 100 in urban population to measure the impact of private TV talk shows for creating awareness in Pakistan. In this study researcher found that 14.5% respondents of this survey opined that Private Television talk shows are creating political awareness in Pakistan. 9% of respondents opined that these talk shows literate people politically. 7% respondents opined that by providing



information about the working of political parties and exposing the realities of their leaders, these talk shows are creating awareness.

**Objectives**

**Broad objective**

- To Find out the content of political and economy news presented in CNN-IBN and NDTV 24/7.

**Specific objective**

- To find out main actor present in the news stories of political and economy related stories.
- To find out the source of the news stories presented in CNN-IBN and NDTV 24/7.
- To find out the main actor present in the news stories of CNN-IBN and NDTV 24/7

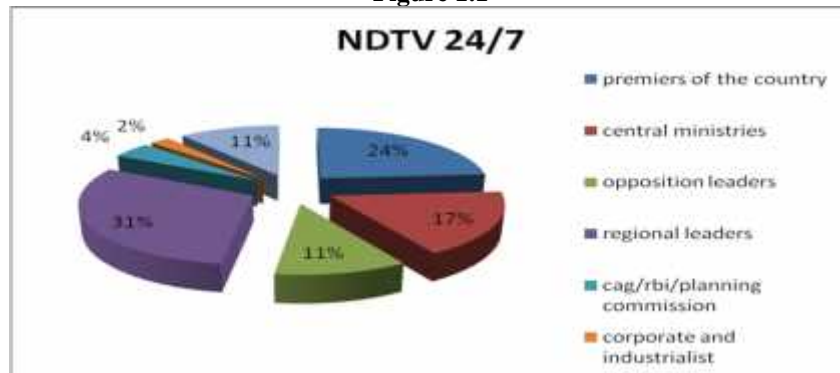
**Research Methodology**

In the year 1952 Berelson has defined that “content analysis a research technique for the objective, systematic, and quantitative description of the manifest content of the communication.” Berelson explained that objective means the researcher have to describe his study briefly and objectively. And systematic means that a researcher may not select that piece of content which proves their hypothesis but must rely on all that is relevant. This technique is quantitative it means that distinguish it from merely reading and recording one’s impression. In General sense Data concerning in media content unobtrusive it means that their presence affecting the behaviour of the subject. Content analysis can be done in qualitative manner in attempt to examine the quality of the message.

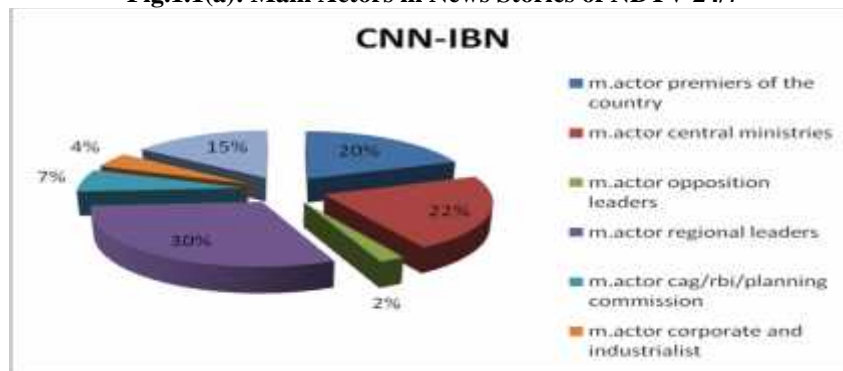
In the present study researcher has used this technique because it is very effective technique for measuring the content in quantitative and objective manner. For this researcher has selected the two news channel such that CNN-IBN and NDTV 24/7 because both the channel are reputed English channel. For this universe the researcher has collected the news bulletin of CNN-IBN and NDTV 24/7 from November 2014 to March 2015. Out of this period the researcher has collected sample of 45 days randomly and 92 stories related to political and economy news are randomly selected from these days. The researcher has collected 46 news from CNN-IBN and 46 news stories from NDTV 24/7. For this researcher has recorded CNN-IBN news bulletin telecasted at 8:00 P.M “NEWS 360” and NDTV news bulletin telecasted at 7:30 P.M” Newsbreak”

**Data analysis and interpretation**

**Figure 1.1**



**Fig.1.1(a): Main Actors in News Stories of NDTV 24/7**



**Fig. 1.1(b) Main Actors in News Stories of CNN-IBN**



The above figures 1.1(a) and 1.1(b) clearly shows that in the channel NDTV 24/7 premiers of the country remained maximum 24% whereas in the channel CNN-IBN the main actors such as primers of the country comprised 20% in the news. The channel CNN-IBN has comprised maximum 22% central ministries as the main actors whereas NDTV24/7 has comprised 17% central ministries as the main actor. The channel NDTV 24/7 has given maximum 11% news coverage to the Opposition leaders whereas channel CNN-IBN has comprised only 2% news story under this category. Regional leaders comprised maximum 31% in the channel NDTV 24/7 whereas in the channel CNN-IBN it comprised only 30% as main actor. CAG/RBI/ and planning commission as a main actor remained maximum 7% in the channel CNN-IBN whereas remained 4% in the channel NDTV 24/7. Corporate and industrialist comprised 4% in the channel CNN-IBN whereas just 2% remained in the channel NDTV 24/7.

Figure 2.1

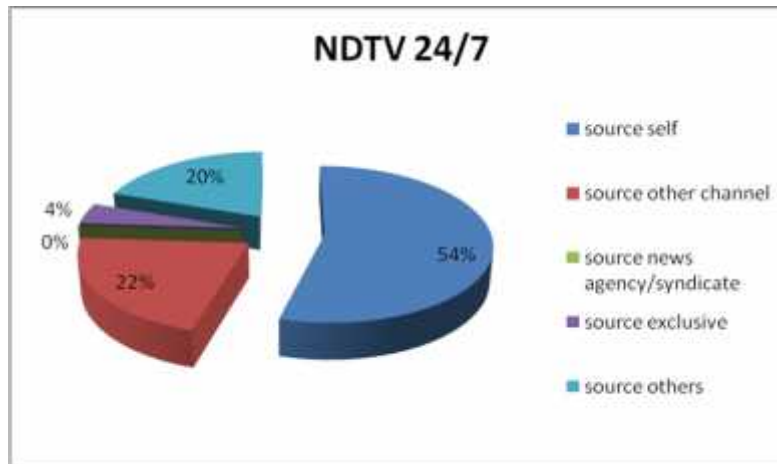


Fig. 2.1(a) News source in the News Stories of NDTV24/7

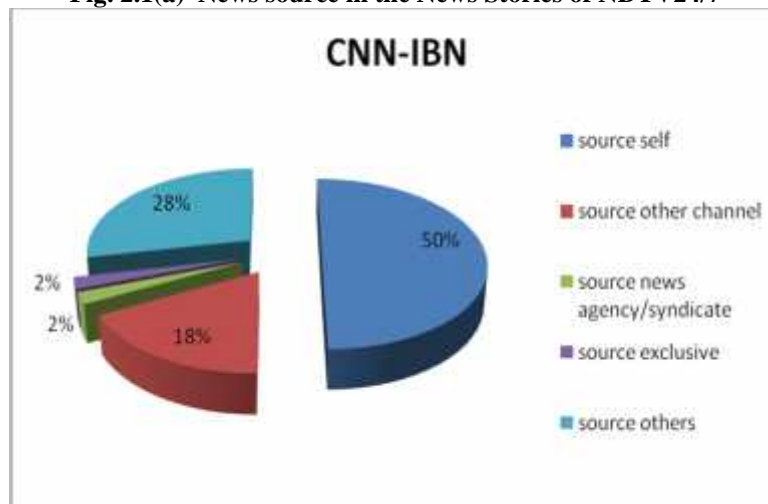


Fig. 2.2(b) News source in the news stories in CNN-IBN

The above figures 2.1(a) and 2.2(b) clearly shows that the news stories of NDTV 24/7 has maximum approximately 54% stories are presented as self reporting while in the channel CNN-IBN approximately 50% stories are presented as self reporting category. On the other hand NDTV 24/7 has remained maximum 22% news stories from the other channel whereas the channel CNN-IBN has collected 18% stories from the other channel. On the another hand, news stories collected from news and syndicate remained maximum 2% the channel CNN-IBN while in the channel NDTV 24/7 there is not even a single story remained from the news agency and syndicates. Exclusive stories are remained maximum 4% in the channel NDTV 24/7 nearly 2% stories remained exclusive in CNN-IBN news channel. In the other category which is apart from aforesaid category maximum 28% stories remained in the channel CNN-IBN whereas in the channel NDTV 24/7 only 20% stories remained in other category.



Figure 3.1

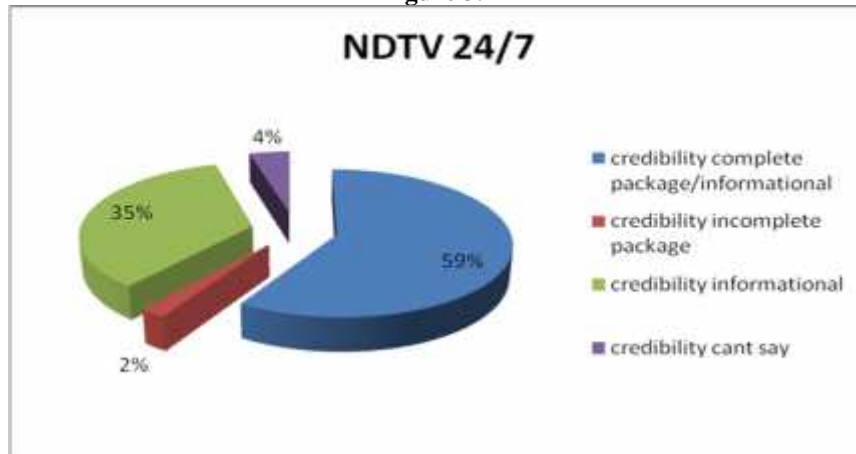


Fig.3.1(a) Credibility in the News Stories of NDTV 24/7

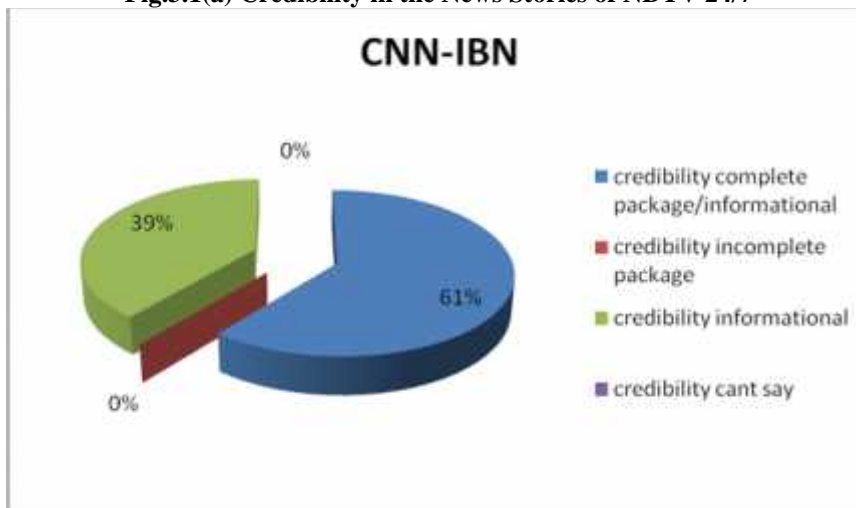


Fig. 3.1(b) Credibility in the news stories in the channel CNN-IBN

The above figures 3.1(a) and 3.1(b) clearly shows that in the channel CNN-IBN maximum approximately 61% credibility remained in the news stories while in the channel NDTV 24/7 approximately 59% credibility remained in the news stories. In the channel NDTV 24/7 maximum approximately 2% news stories remained in the category of incomplete package whereas in the channel CNN-IBN no story remained under this category. The channel CNN-IBN comprised 39% news stories under the category of informational news whereas the channel NDTV 24/7 has comprised only 35% news stories under this category.

#### Findings and conclusion

- The researcher has found that More than half (1/2) of the news stories remained credible in the channel CNN-IBN and NDTV 24/7.
- The researcher has found that More than one fourth (1/4) of the news stories remained informational which is really a remarkable figure to considering channel is credible source of the information.
- The researcher has found that one half (1/2) of the story remained in the channel CNN-IBN as well as in NDTV 24/7 self reporting category.
- The researcher has found that less than one quarter (1/4) news stories remained in the channel CNN-IBN and NDTV 24/7 is collected from the other channel.
- The researcher has found that more than one quarter (1/4) regional leaders remained the main actors in both the channel CNN-IBN and NDTV 24/7 respectively.



### **Conclusion**

The channels have to give attention towards its credibility in economic and political issues both the channel NDTV 24/7 as well as CNN-IBN remained as credible source of the news. Both the channel CNN-IBN as well as NDTV 24/7 has given priority to informational news content which is really a remarkable figure to considering channel is credible source of the information. Self reporting in the channels comprised a very important role but both the channels have to give importance to this aspect. This is a good sign that both the channels are not giving priority to the news of other channels. Both the channels have given priority to the regional leaders which show that the channels are giving the importance to the grass root level news.

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