



EXTENT OF EDITORIALIZING & ANCHOR READ IN ECONOMIC AND POLITICAL STORIES IN APPROACH TO TELEVISION NEWS CHANNELS CNN-IBN & NDTV 24/7

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Introduction

News is important and factual information which maximum people interested to know about it. An unstructured and natural event which affects people or stimulates their interest becomes news. Sometimes news focuses on personal interests of journalist. News is selected on the basis of journalist background experiences and prospects of journalist serve as a filter in the course of which professional judgements about news assessments are made. In democracy it becomes very important that journalism ethics should not be violated, Media is a fourth pillar of the society and it is constructed to serve the society. Editorializing inject personal interpretation or opinion into factual account. It is just like endorsement or opinion in the article or written material to by inserting your own views. Walter lippman, has given a logic behind he writes “All the reports in the world working all the hours of the day could not witness all the happenings in the world.” In the news room gate keeping procedure plays a crucial role, through which information is filtered and disseminates in different media. Gate keeping process is a logistic task. It takes place all level of hierarchy in the news room such that reporters decide which sources are chosen to embrace in the sources while editors settle on which stories are printed and covered. The selection process influenced with competition, competition to impart latest information as soon as possible which leads to editorializing in the news. Recreation of stories can hazards the objectivity as well as credibility of the news organization. News is a competition and the challenge of presenting the reality and day by day competition is changing. Due to privatization of channels news become business, and in business news is shaped by the pressure of political parties. In this research paper the editorilazing is categorized in following ways:

- Informational
- Views of the person in the news
- Views of the journalist latent
- Views of the journalist blatant

Informational means the straight forward category of presentation. In which no editorialising content remained. The presentation of news is fully objective.

Views of the person in the news refer to the term in which journalists add some views of the person who he thinks important to add. The journalist or news organisation have some agenda, keeping in their mind that agenda they take the views of the person.

Views of the journalist come in the news come latently that is hidden in the news stories. The audience cannot recognise the views of the journalist present in the news story.

Views of the journalist Blatant means the journalist views shows clearly in the news stories and audience can easily judge what a journalist want to convey in the news story.

Anchor read

A news presenter presents the news during the news program on broadcasting media. News presenters present the news from the studio, may also present the news from distant locations in the field related to particular major event. News presenter is almost working journalist having a just round the corner of the information of issues as well as acquainted with ethics of journalism. The role of the news presenter is developed and changing time to time. Conventionally the presenter would read the news story from the news copy which he may or may not have assisted write with a producer or news writer. Within the development of the 24 hour news cycle and in cable news channel scenario the role of the news anchor also enhanced. Anchors not only present the news but also interviewed the professional about a variety of aspects of breaking news and themselves provide get along commentary, all under the custody of the manufacturer, who synchronized the broadcast by communicating with the anchor through an earphone. Many anchors also write or edit news for their programs, although modern news formats often differentiate between anchor and commentator in attempt to establish the character of the news anchor. The mix of straight line news and explanation varies depending on the type of program and skills and knowledge of the particular anchor. The news presenter usually reads a “lead in” which is known as Introduction of the story before the package is aired and may conclude with additional information is known as “tag”. In short, an anchor can mould as well as present in a straight manner, under the organisation norms.



In the present study the researcher has studied the anchor read to check the presenting style of the news simultaneously editorializing specially in Economic and Political news stories. Which indirectly are associated term and remained helpful for the journalist to examine editorilzing in the news stories.

In the year 1978 Gaye Tuchman has conducted an observational study on political reporters and concluded that Reporter official connection makes news an important tool of government and other set up authority.

Stephen Hess has conducted a study in the year 1981 order to check the valid proof present in the news stories. For this study the researcher 865 stories has taken as sample size , an interview has conducted on 3,967 journalist and found that the reporters of Washington use no documents in the grounding of nearly three- quarter of the stories.

Competitiveness review: an international business journal using the internet for new and perceptions of news organization bias Thomas b. Christie

In this research paper the author Thomas b. Christie finds the perception prejudice present among people who use the internet for this study data is drawn from the pew research centre june,2005 news interest index that is standard source of information. For this study of news media and society a telephonic survey has conducted. a sample of 1,464 adults from USA continent has taken and data is collected with the help of telephonic interview from june 8 to 12,2000. The different queries are asked whether news organizations are politically biased in their reporting and news organization had a liberal or conservative bias the researcher has found in case of ideological bias 64.6% participant reported the perception that there is a political biasness. Only 19.1% of respondents reported no liberal or conservative bias remained in the news organisation and 78.2% reported perception of media bias present in political and social issue. Internet user/non user has ideological biased about news organization the respondents who use internet as a source of news having perception that news organization are more biased than non user. In regard of liberal and conservative bias in the news organization non internet news user respond that news organization is biased. Practical implication of the study is that advertising revenue of traditional media could decline as news use shifts to internet source.

Objectives

Broad Objective

To study the content of economic and political news issues in the English news channels CNN-IBN and NDTV 24/7.

Specific Objectives

1. To study the Editorializing present in Political and Economic news.
2. To study the Anchor Read in Political and Economic news.

Content Analysis

Content analysis is unobtrusive and systematic study of content present in the written, verbal and recorded material. It pays particular attention to the content present in the material which is bound for evaluated. Content analysis is considered as non reactive method which is used for logical and systematic study of communication. Primarily content analysis is used to find out the meanings, framework and rationales contained in the message.

Berelson (1952) has written that content analysis is a research procedure for the objective, systematic and quantitative depiction of the manifest content of communication.

Krippendorf (2004) presents content analysis as it as a research method for making collective and valid references from data to their context.

Kerlinger (2000) has defined Content Analysis is as a system of studying and analyzing communication in a systematic, purpose and quantitative manner for the purpose of measuring variables.

Universe

Television news broadcast content in regard to political and economy news on the English news channels NDTV 24/7 & CNN –IBN, from November 2014 to March 2015 has been analysed. In the present study data is collected from the two news channels CNN-IBN & NDTV 24/7 which is taken as universe.

Sample size

The researcher studies the Economic & Political issues in the two channels. The total time period for data collection has taken from November 2014 to March 2015 Randomly 45 days from this total period are selected. Total 90 news items which are related to economic and political news stories are analyzed from total 45 days.



Units of analysis

In the present study of the researcher has analysed the content of news stories. In which the researcher analyzed Economic & Political issues in news stories such as Anchor Read, and editorializing is taken as unit of analysis.

Data Analysis

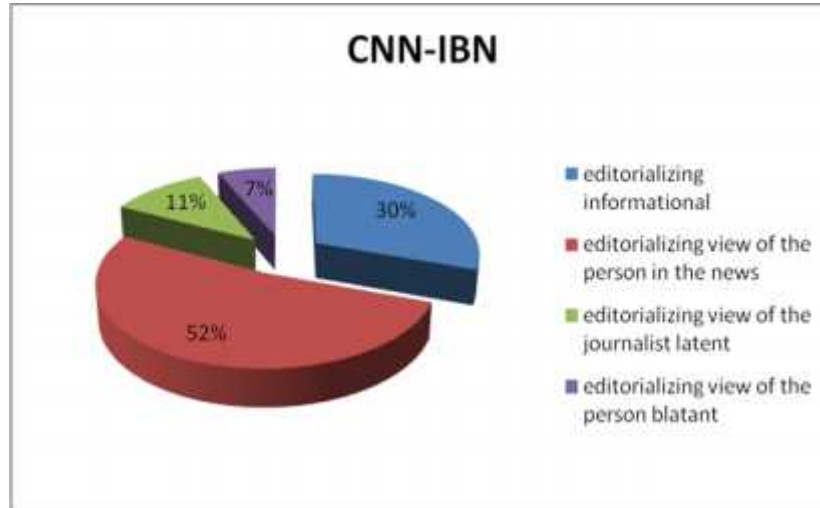


Chart 1.1(a) for representing editorializing in the news stories of CNN-IBN

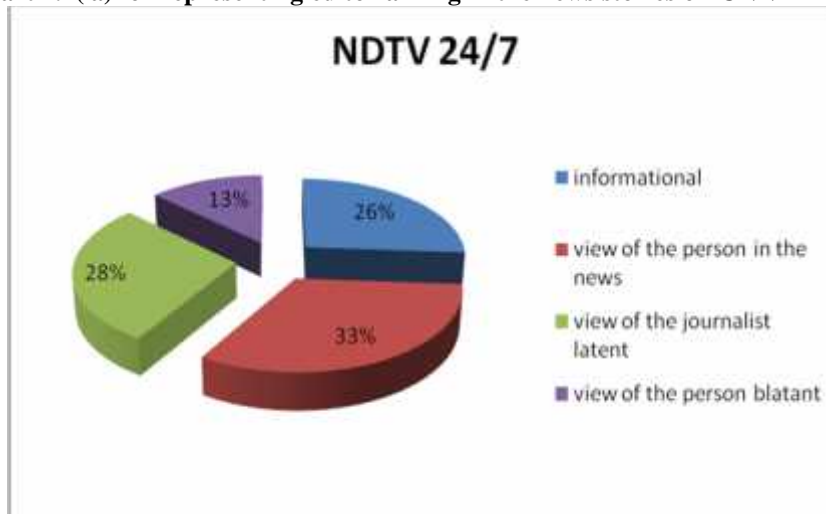


Chart 1.1 (b) for representing Editorlizing in the news stories of NDTV 24/7

The above chart 1.1(a) shows that the editorializing of the news. In the present study, editorializing refers to the term that whether news keeps the views of journalist, if the views are journalist views representing the representation is blatant or latent. In the present study the editorialising is classified into four parameters that is Informational, Views of the person in the news, views of the journalist latent, Views of the journalist blatant. The researcher has observed that in the channel CNN-IBN emerges more Informational news stories followed by NDTV 24/7. CNN-IBN has telecasted (30.00%) informational story whereas the channel NDTV 24/7 has telecasted (26.00%) news stories in the informational category. The maximum (52.00%) views of the person are presented in the channel CNN-IBN whereas NDTV 24/7 has given least representation that is (33.00%) news stories to this category. In addressing views in passive mode, the channel NDTV 24/7 and journalist place their views latent and acquire first position that is 28.00% whereas in the channel CNN-IBN has presented only 11.00% journalist views latent. The researcher has observed that NDTV 24/7 telecast their news stories in full swing and reporter place their views blatant and acquires first position with In addressing the views in full swing the journalist place their views 13.00% and in CNN-IBN only 11.00% journalist place their views in aggressive mode.



Chart for Anchor Read

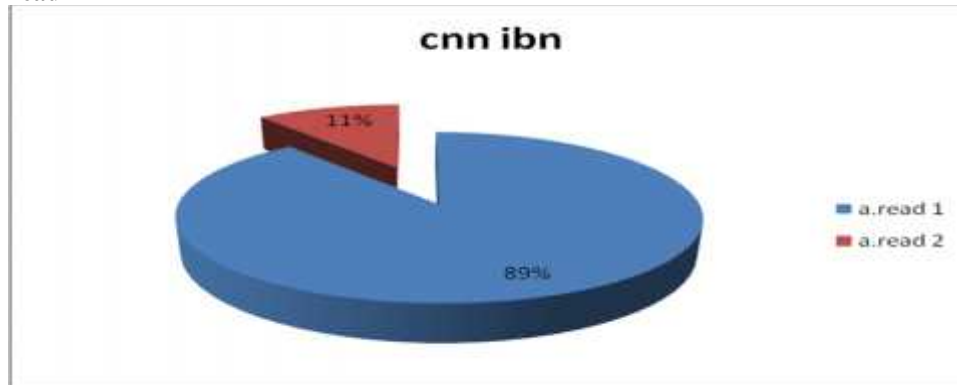


Chart 1.2(a) representing Anchor Read in the news stories of CNN-IBN

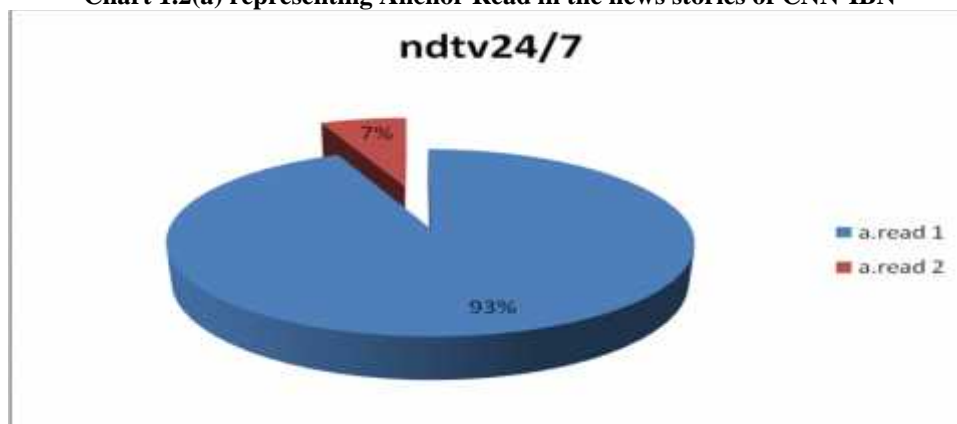


Chart 1.2(b) representing Anchor Read in the news stories of NDTV 24/7

The above charts represent the anchor read in the news stories. A. Read 1 Represent the anchor read present in the news story whereas A. Read 2 represent the anchor read is not present in the news story. In the present study NDTV24/7 leads in presenting the anchors read in the news stories followed by the channel CNN-IBN. Across the channel NDTV24/7 has presented maximum (93.00%) anchors read in the news stories whereas the channel CNN-IBN has presented the (89.00%) anchors read in the news stories. The news stories without anchors read observed maximum (11.00%) in the channel CNN-IBN whereas the channel NDTV 24/7 has presented (7.00%) anchors read in their news stories. The total out of 92 news stories 84 news cases presented the anchors read

Findings

- Across the channel NDTV24/7 has presented maximum (93.00%) anchors read in the news stories whereas the channel CNN-IBN has presented the (89.00%) anchors read in the news stories.
- The news stories without anchors read observed maximum (11.00%) in the channel CNN-IBN whereas the channel NDTV 24/7 has presented (7.00%) anchors read in their news stories.
- The researcher has observed that in the channel CNN-IBN emerges more Informational news stories followed by NDTV 24/7. CNN-IBN has telecasted (30.00%) informational story whereas the channel NDTV 24/7 has telecasted (26.00%) news stories in the informational category.
- The maximum (52.00%) views of the person are presented in the channel CNN-IBN whereas NDTV 24/7 has given least representation that is (33.00%) news stories to this category.
- Across the channel passive mode, the channel NDTV 24/7 and journalist place their views latent and acquire first position that is (28.00%) whereas in the channel CNN-IBN has presented only (11.00%) journalist views latent.
- The researcher has observed that NDTV 24/7 telecast their news stories in full swing and reporter place their views blatant and acquires first position with In addressing the views in full swing the journalist place their views (13.00%) and in CNN-IBN only (11.00%) journalist place their views in aggressive mode.



Discussion

Television is upright source of news and it presents the outline to the public opinion. Most of the viewers depend upon its news because it is considered as the reliable source of the information because news can be seen as well as heard. It becomes duty of mainstreaming media to present news as it is. Whereas cut throat competition of TRP between the channels the news channels make the news sensational. On the other side, it becomes the difficulty for the news channels to maintain the journalistic ethics to present the news in its true sense. The editorializing should never violate the factual information in the news stories. India is a democratic country and in a democracy all and sundry has a right to express his views and thoughts. Diverse view in the news gives depth to the issue in different angle. The public which is reliant for information on the news channels should take decision rationally on the news angles.

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