

A comparative study on news content of public news channel Vs private news channel (with reference to DD News and NDTV 24*7)

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Abstract

Television as a medium of mass communication introduced in India with the help of a 500 watt transmitter on September 15, 1959 from the premises of All India radio headquarter New Delhi. Television becomes more popular during the Asiad Games in 1982 with color television. In 1990s globalization opened the door for private company to launch television channels and up to the beginning of 21st century there were hundreds of private television channels in India. After globalization the corporate sectors became the owner of most of the news and entertainment channels. In 20th century concept of news channels was not so popular, where infotainment channels telecasted both news and entertainment. In the beginning of 21st century 24*7 news channels one after another launched in India. Today there are many news channels where DD News is the only public news channel of the country owned by Government of India. The news content of news channels is influenced by ownership pattern of the media organization. Prime time news content of any one private news channel and DD News will be the area of the research. The objective of the research is to find out the quality and unbiasedness of news content of both private and public news channels with comparative analysis.

Keywords: Television, News Content, Public News Channel, Private News Channel, DD News, Media Ownership.

Introduction

Doordarshan as the first television network started its functioning from the premises of All India Radio headquarter New Delhi September 15, 1959 with the help of a 500 watt transmitter. Till 1982 the scenario of Doordarshan was little bit of bitter but during the Delhi Asian Games DD spread all over India within a short period of time. Now Doordarshan is not only a channel but it has established a network of approximately 20 channels all over India. It has eleven regional channels which telecast social, cultural, informative and artistic programmes based on the local region. All most all channels of DD telecast news in India but DD News is a unique by-language 24*7 hour news channel, it is the only public sector news channel of India launched on November 03, 2003 by converting DD Metro into a complete news and current affairs channel. DD News channel is owned by Prashar Bharti board that is under control of central government in India. In 1990s the private televisions grew in India in a rapid rate and after 1995 Hindi news channels like Aaj Tak and Star News started functioning. In the beginning of 21st century private English news channels NDTV 27*7, Headlines Today (India Today), CNN-IBN, Times Now and News X launched in India. The channels are owned by different private organizations like NDTV 27*7 by New Delhi Television Limited, Headlines Today (India Today) by India Today group, CNN-IBN by TV 18 Network, Times Now by Times Group and News X controlled by ITV Network. Content of the news channels are controlled by the owner of that particular news channel, that affects the trust of viewer and people.

Hypothesis

H1: DD News present more number of news in prime time as compare to other private television, where private television are more focused on panel discussion in prime time.

H2: The private channels are unbiased in nature but DD News behaves biasness as far as the issues related to central government are concern.

Objectives

1. To find out the number, nature and characteristics of stories telecasted by one public and one private television news channel and analysis the content by applying different parameters.
2. To find out the stories in which biasness of the public news channel reflected during the research.

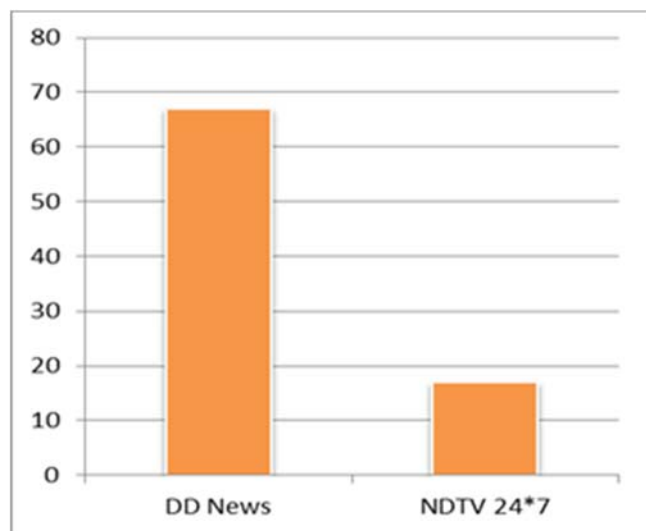
Methodology

DD News is the only public sector news channel in India, the prime time News Night show at 09:00 PM of a week from September 28 to October 02 (Monday to Friday) are being analyzed. Selecting one English news channel out of five was a very difficult task. So one channel NDTV 24*7 is being drawn at random from a bowl holding tickets of five English news channels individually. The Bucks Stops Here is the prime time news shows at 09:00 PM of the same week like DD News from September 28 to October 02 (Monday to Friday) are being analyzed. The core parameters of the study are to find the numbers of news stories, method of panel discussion and interview, issues drawn in front of masses, types of issues, panelist of the debate and duration of the panel discussion.

Analysis

Graph 1: Numbers of news stories of both the channels in Primetime

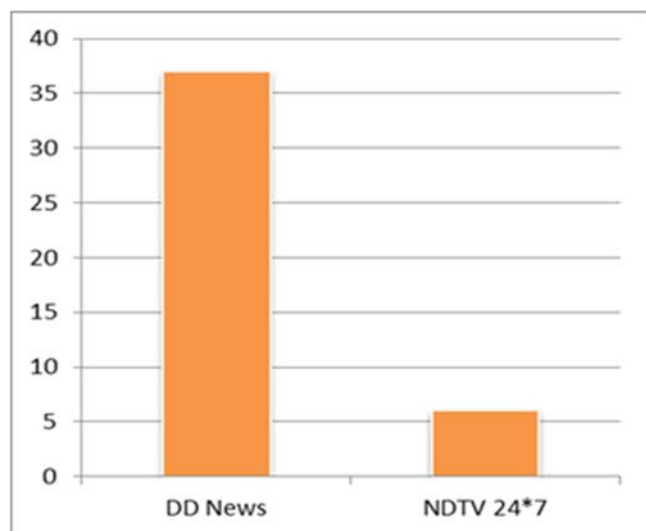
DD News	67
NDTV 24*7	17



In an average duration of one hour in five days DD News telecast 67 news stories where NDTV 24*7 telecast 17 stories in prime time. This indicates DD try to show more number of story where NDTV 24*7 try to go in depth in selected stories.

Graph 2: Number of news package telecasted

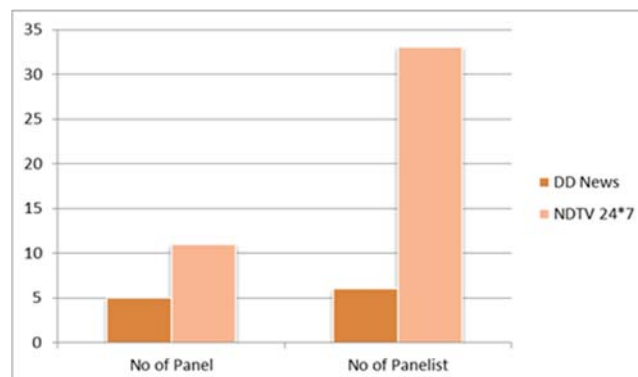
DD News	37
NDTV 24*7	6



The graph indicate that DD telecasted more news in the form of story its number of stories in the particular week were 37. NDTV 24*7 telecasted less number of stories where its number is just six in a week from Monday to Friday.

Graph 3: Number of panel discussion or interview of DD News and NDTV 24*7

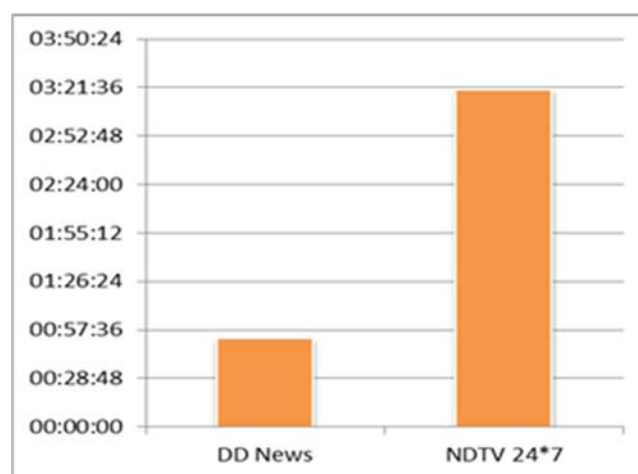
	No of Panel	No of Panellist
DD News	5	6
NDTV 24*7	11	33



DD News host one panel discussion in a day where except one day only new invited experts were available in remaining four days. NDTV 27*7 host one panel discussion on Monday where seven panelists were invited. Three panels on Tuesday and one on Wednesday where hoisted by NDTV where seven and four invited experts were present. On Thursday there were two panels and eight panelists were present in the discussion. Four panel hoisted on Friday where seven panelists were invited to discuss on the issues.

Graph 4: Duration of panel discussion

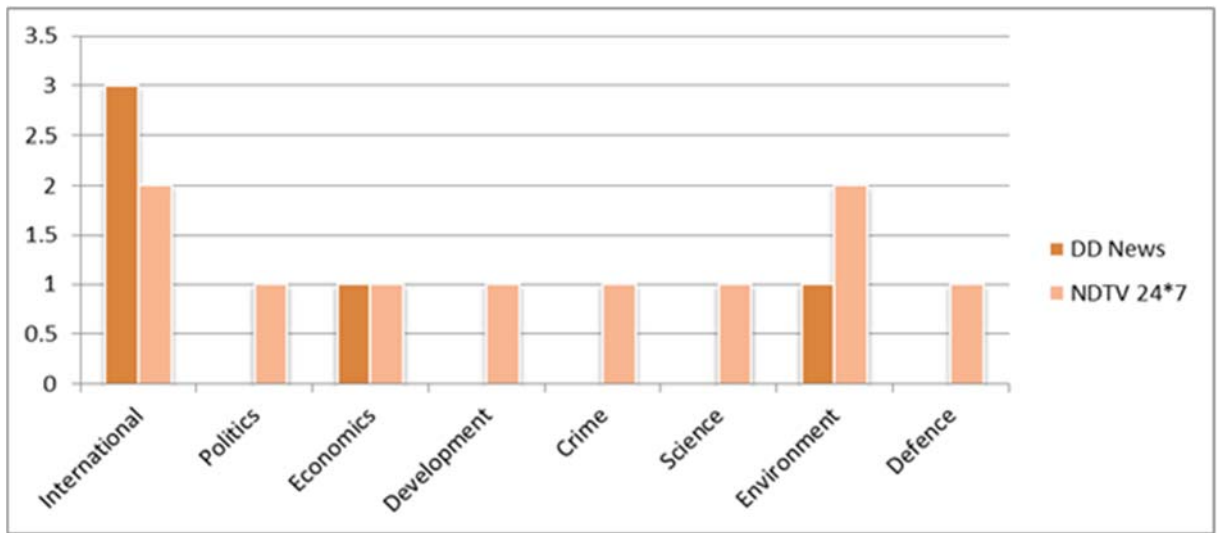
DD News	00:52:25
NDTV 24*7	03:20:00



In the period of five days DD News contribute a total of fifty two minute twenty five second (00:52:25) for penal discussion where NDTV 24*7 use three hour twenty minute for penal discussion (03:20:00) for discussion on various issues. The total duration of content of DD News is 04:35:00 and NDTV 24*7 is 03:55:02 in five days i.e. Monday to Friday.

Graph 5: Type of issue discussed in panel discussion/interview

	International	Politics	Economics	Development	Crime	Science	Environment	Defence
DD News	3	0	1	0	0	0	1	0
NDTV 24*7	2	1	1	1	1	1	2	1



The issues are classified in to various news bits DD News present three international issues and one each of economic and environmental issues in the particular period. NDTV 24*7 conduct eleven discussion in five days where two each international and environmental issues. One each issue from economic, crime, science, development, politics and defense were being discussed.

Conclusion

DD News focused on news story broadcast where NDTV 24*7 converge in analysis the issues in panel discussion. DD News face technical problem during a discussion and wrong presentation due to communication gape with control room. NDTV 24*7 is unable to touch more than three to five stories in a day of course the prime time show is scheduled for panel discussion. Internal content of both the channels were very nice according to their presentation format. In many news package of DD News found that channel is promoting more the prime minister of India and its party, channel present all foreign trips of PM as hundred percent successes but the reality is far behind.

Reference

1. <http://www.ddinews.gov.in/>
2. <http://www.ndtv.com/>