

**A COMPARATIVE CONTENT ANALYSIS OF PRIME
TIME HINDI NEWS PROGRAMMES
(INDIAN NATIONAL NEWS CHANNELS)**

Abstract

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A Dissertation on the topic "A comparative content analysis of prime time Hindi news programmes (Indian national news channels)"

Keywords : Prime time, News stories, Channel(s), Content analysis, Political

Abstract

News is of great importance around the world for citizens, especially for a democracy as it involves citizens in democratic processes. Like print media, electronic media (TV and radio) news shapes people's opinion. Nowadays television news media have become the top source of news and opinion maker.

In India 24*7 television news industry came around twenty years back changing the Indian journalism status. With time competitiveness among channels developed and increased leading to '*speed*' becoming the key concern. Now infotainment has substituted information. News channels started dramatizing news, giving special effects through the use of new technologies. Factors like TRP(television rating point), financial status, business and other interest of the owners, advertisers' demand, editorial

policies, the nature and orientation of editorial team, quality of the employee journalists influence the content of a television news channel. Except for the DD News the whole TV news industry comes from the private sector and profit is the key factor for them. For profit, they need more viewership and cost-effective programming. The competition to catch the eyeballs and reduce the programme production cost, these two factors mainly decide the content of television news channels (Rao 2016).

Two important steps in television news broadcasting are selection of content and presentation of the selected content. Selection decides '*what to show*' and presentation decides '*how to show*'. First of all issues and stories which are to be broadcasted are selected. Then it is decided how to present those issues and stories. The topic of the dissertation '*A comparative content analysis of prime time Hindi news programmes (Indian national news channels)*' was neither a research on television sets nor on screen recorders so the prime time news contents were downloaded from the official YouTube channels of the respective TV news channels. Moreover if a more easy and reliable method of research is available then why to waste time in screen recording. Now with

digitalization getting video contents of various channels has become easy as every news channels, entertainment channels etc. have their official YouTube channels.

To conduct a comparative content analysis three news channels namely DD News, NDTV India and India TV were selected on the basis of certain research principles(details in the methodology section). In order to answer the research questions and fulfil the research objectives a qualitative content analysis of Prime Time news programmes was undertaken. Prime time for news channels is that part of the day when television viewership is comparatively higher than other times of the day. In other words 7 P.M. to 11 P.M. is the Prime time.

After analysing the contents of different prime time news programmes of the different channels and also comparing the various charts in the findings part the researcher concluded several things. First of all it was found that the DD NEWS' programme News Night covered news from every category in the entire month. Also the total number of news stories during the entire month for News Night was the highest (193 news stories). Another thing to note is that DD NEWS presented less news stories on CAA, NRC and NPR as compared to the other two prime time news programmes.

Last but not the least it was found that while INDIA TV'S Aaj ki baat did not hold any debate/discussion, DD NEWS had debate/discussion in all its episodes of the News Night and that too covering a number of topics. NDTV INDIA'S Prime Time on the other hand had only 7 discussions out of the 23 episodes and that too on a few topics.

Overall it could be concluded that DD NEWS is in no way less than the private channels. Rather it presents a complete and balanced news and it's analysis for the day.

The research study had some limitations. On the basis of his efforts and experiences the researcher suggests other researchers to do a comparative content analysis between English and Hindi prime time news programmes. Through this it could be known that what are the similarities and differences between the tastes and preferences of English and Hindi prime time news viewers.