

**A Comparative Study of News Credibility and  
Objectivity of Traditional and New Media  
(A study in Indian context)**

**Thesis**

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By

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**2018**

## **DECLARATION**

I, **Nitin Kumar**, do hereby declare that the thesis entitled “**A Comparative Study of News Credibility and Objectivity of Traditional and New Media (A study in Indian context)**”, is my own work conducted under the supervision of Prof. Gopal Singh in the Department of Mass Communication and Journalism, at Babasaheb Bhimrao Ambedkar University (A Central University), Vidya Vihar, Raebareli Road, Lucknow, and is also approved by Department Research Committee (DRC).

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## **PREFACE**

Society, whether simple or complex, needs some communication system so that its various organizations may perform their designated functions. Traditional Media as well as New Media do what was demanded of them and while doing that they draw strength and support from society for their survival. This interdependence leads to some obvious questions of causes and effects between these media and society? Are mass media including new media the outcome of changes in society? Alternatively, do they simply constitute a response to certain demands?

Cross-ownership of non-media related companies in media houses might hamper the watchdog function of the press towards the private sector. The constitutional value of journalistic media goes far beyond financial interest of individuals or companies, and the danger is that media houses regard newspapers as just another market product. Journalistic media is unlike any other business. However, free and independent media need a sound financial basis. In order to allow them to play their role as an active watchdog, tax allowances or similar means of assistance should be implemented.

New Media has waged a revolution in such sectors as government affairs, economy, media, and socializing with great momentum in recent years, changing the ecosphere of public opinion and reshaping the public life. Traditional media is actively reforming and adjusting themselves under the impact of the new media. In the new media environment, the social structure is flattened and individuals have equal and full opportunities to express themselves. New media has changed the

information dissemination model from “one-way” release to “two-way” interaction, diversified and deepened the interpretation of information, and brought about major changes in the ecosphere of public opinion. In particular, as Internet has come to the era of mobile connectivity on all fronts, the mobile field of public opinion represented by WhatsApp, Facebook, Twitter, YouTube etc. has become the new centre of online public opinion.

The (digital) environment in which we live and the changes it has brought to our media consumption patterns require that the traditional media (radio, television, newspapers) make additional efforts to adapt to a multiplatform universe, in order to capture the various audiences that have progressively been shifting their attention and preferences to new venues, by utilizing both traditional and new media in an integrated way.

The old relationship between broadcaster and audience has been breached. Even though many of us still listen to music on the radio, watch television on the TV set, and are drawn to the intimacy of a paper newspaper, the audience’s role is changing and moving toward the centre of the media universe. It is the audience who chooses the broadcasters of news and entertainment and the most convenient times for those broadcasts. The audience produces its own content - user-generated content - and makes it freely available.

The new media with Internet technology in the core is a “double-edged sword” that, on the one hand, connects the virtual information environment with the reality and also leads to a range of problems on the other hand that have caused many negative impacts on the Indian society, such as untruthful media reports, lack of social responsibility, and distortion of ethics.

On relationship between mass media and society, Denis McQuail (1983) proposed an interactive perspective, that mass media are primarily moulders of society as well as reflectors of it. According to him, “society produces demands for information and entertainment to which media respond. It provides resources and time needed for the growth of media industries and freedom to operate. Mass communication in turn stimulates change, accelerates and demand for its own services, contributes to the climate of cultural and political freedom in which media can themselves better operate diffuse new ideas and innovations. The two influences are so found together that neither mass communication nor modern forms of society is conceivable without the other and each is a necessary but not a sufficient condition for the other.” In short, in his thinking, the mass media (Traditional & New Media) may equally be considered to mould, mirror and follow social change.

Here in our research we are serious about, how the individual of the society uses the media? What are the driving forces behind there exposing patterns to the various mediums i.e. Traditional and new Media?

## CONTENT LIST

<b>Title</b>	<b>Page No</b>
Declaration	i
Plagiarism Certificate	ii
Certificate	iii
Acknowledgement	iv
Preface	vi
Content List	ix
Tables & Figures	xi
<b>Chapter 1- Introduction</b>	<b>1-10</b>
1.1 Defining Traditional Media and New Media	
1.2 Statement of the problem	
1.3 Significance of the study	
1.4 Theoretical perspective	
1.5 Objectives of the study	
1.6 Research Question	
1.7 Methodology	
1.7.1 Population	
1.7.2 Sampling	
1.7.3 Tool	
1.8 Chapters	
<b>Chapter 2- Literature review</b>	<b>11-34</b>
<b>Chapter 3- News: Credibility and Objectivity</b>	<b>35-61</b>
3.1 Credibility of Media	

- 3.2 Objectivity of Media
- 3.3 Credibility & Objectivity : The debate
- 3.4 Credibility and Objectivity in Traditional Media
- 3.5 Credibility and Objectivity in New Media
- 3.6 Credibility & Objectivity amidst Agenda -setting and Gatekeeping
- 3.7 Audience: ‘Mass’ and/or ‘Market’
- 3.8 Social Responsibility Vs Corporate Interest
- 3.9 Code of ethics for Media & Media persons

#### **Chapter 4- Major factors influencing credibility and objectivity in Journalism**

62-80

- 4.1 Commercialization and corporatization of media
- 4.2 Sensationalisation and trivialization of news: Challenges to media as a Fourth Estate
- 4.3 Paid news phenomenon
- 4.4 Mediascape: changing priorities
- 4.5 Objectivity and credibility of news in digital age

#### **Chapter 5 - Data Interpretation and Analysis**

81-159

- 5.1 Respondent Analysis
- 5.2 Media Habits of respondents for getting News and Information
- 5.3 Media use and utility for respondents
- 5.4 Credibility and Objectivity of Traditional Media Vs New Media
- 5.5 Perception about quality/objectivity/credibility of news in New Media
- 5.6 Code of Ethics for Journalists

#### **Chapter 6- Conclusion, Suggestions and Limitations**

- 6.1 Conclusion 160-164
- 6.2 Suggestions
- 6.3 Limitations of the study

**References**

165-186

**Appendix :** Questionnaire

187-194

## **TABLES & FIGURES**

### **Tables**

Table No.	Page No
1	83
2	84
3	85
4	86
5	88
6	89
7	90
8	91
9a	92
9b	93
9c	95
10a	96
10b	97
10c	98
11a	99
11b	100
11c	101
12a	102
12b	103
12c	104
13	105
14	106
15	108
16	110
17a	112
17b	113
17c	114
17d	116
18	121
19	122
20	123
21	124
22	125
23	126

### **Figures**

Figure No.	Page No
1	83
2	84
3	86
4	87
5	88
6	89
7	90
8	91
9a	92
9b	94
9c	95
10a	96
10b	97
10c	98
11a	99
11b	100
11c	101
12a	102
12b	103
12c	104
13	105
14	107
15	109
16	111
17a	112
17b	114
17c	115
17d-a	117
17d-b	118
18	121
19	122
20	123
21	124
22	125
23	126

## Tables

Table No.	Page No
24	127
25	128
26	130
27a	131
27b	132
28a	134
28 b	135
29	136
30	137
31	140
32	142
33	144
34	148
35	150
36	152
37	153
38	154
39	156
40	157

## Figures

Figure No.	Page No
24	128
25	129
26	130
27a	132
27b	133
28a	134
28b	135
29	136
30	138
31	141
32	143
33	145
34	149
35	151
36	152
37	154
38	155
39	156
40	157

# CHAPTER-1

## Introduction

Credibility is the most precious asset of a mass medium, whether traditional or new. Irrespective of ideological orientation, the mass media's effectiveness in serving as watchdogs or mobilizing public opinion in support of national cause solely depends on their credibility.

Eastin (2001) says: "Nowadays millions of people have access of New Media and the number is growing. Characteristics of the Internet such as interactivity, open standards, and global reach make it uniquely easy that anyone could publish on it; in other words, there is less control on the Internet than traditional media. Increasing the amount of information on Internet will decrease the chance of discovering false information."

Generally, Internet news is abundant and easily available nowadays, but its credibility is still very low (Lu and Andrews, 2006). People now have the opportunity to create/circulate/publish news on their own and can have feedback and different version of the same story facilitated by the Internet, which is seen as free from control. Anyone with a blog can be a reporter, anyone with a cell phone can be a videographer and anyone on Facebook, Twitter or a thousand other platforms can be a news editor, or at least a curator (Rosenstiel, 2005).

However, with increasing media availability and use of new media by people, credibility and objectivity of news & information made available by different media is

being intensively debated among the people in general and intelligentsia in particular. Therefore, the issue of credibility & objectivity in relation to both types of media, viz., traditional & new needs to be studied in a systematic manner.

### **1.1 *Defining Traditional Media and New Media***

Here, it will be in the fitness of thing if both forms of media- Traditional & New are defined at the outset.

(i) Traditional Media - Television, Radio, Newspapers, magazines, newsletters and other print publications have been put under traditional media (Rozario, 2013). However, in this study, Radio, Television and Newspapers have been studied as Traditional Media.

U.S. Copyright Office (2004) explains about traditional media: “In a traditional media environment, journalism is, by and large, contained within the products of entities that employ journalists: newspapers, magazines, broadcast news stations and the like.....”

Belch & Belch (2014) in their study said, “.... The rapid growth of the Internet, social media and mobile media now offer marketers a variety of options that just a few decades ago did not exist. Moreover, younger consumers in particular are reducing their use of traditional media such as newspapers, magazines and even television as they become more reliant on digital media.”

Rozario (2013) says, “Another boon of the new media technology that the advertisers thrive on is the technology of convergence. Convergence definitions vary, but in most incantations it is the blending of old media, (e.g., traditional media such as magazines, newspapers, television, cable, and radio) with new media (computers and the Internet) to deliver content.”

In yet another study, traditional media has been explained by Garrison (2003): “.....However, interest in newspaper credibility may have reached in the highest point in the late 1980s, but the media credibility issue has recently been revived with the involvement of traditional media (for example, television and newspapers) in the Internet.

(ii) New Media – This term has been used to describe the new generation of digital, computerized, or networked information and communication technologies. These can take many different forms as News web portals, Blogs, Podcasts, live streaming and video-sharing sites, Facebook, YouTube, WhatsApp and Twitter etc. Cambridge dictionary defines New Media:

“Products and services that provide information or entertainment using computers or the internet, and not by traditional methods such as television and newspapers.”

University of Minnesota under its e-Learning Support Initiative published a communication e-learning material entitled - Communication in the Real World: An Introduction to Communication Studies, which explained New Media as under:

“In news coverage and academic scholarship, you will see several different terms used when discussing new media. Other terms used include digital media, online media, social media, and personal media. For the sake of our discussion, we will subsume all these under the term new media. The term new media itself has been critiqued by some for setting up a false dichotomy between new and old. The technology that made new media possible has been in development for many years. The Internet has existed in some capacity for more than forty years, and the World Wide Web, which made the Internet accessible to the masses, just celebrated its twenty-first birthday in August of 2012.” It says further: “New media

are distinct from old media in that they are less linked to a specific media platform and are therefore more transferable from device to device. They are also less bound to a physical object, meaning that information can be stored electronically rather than needing to be encoded onto a physical object. New media are more personal and social. As the line between consumers and producers of media blur in new media, users gain more freedom to personalize their media experiences. Additionally, the interactive web of personal media devices also allows people to stay in touch with each other, collaborate, and share information in ways that increase the social nature of technology use.”

Siapera (2012) says, “Key to new media is the notion of technological convergence. Most new media are already digital, and the ongoing digitalization of old media allows them to circulate freely and be read/accessed/played by any digital media platform without the need for conversion.” Pavlik (1998) indicated that for the media consumer, the major differences between old media and new are greater user choice and control. Williams, Rice, and Rogers (1988) identified three characteristics of new media: interactivity, de-massification, and asynchronicity. New media not only de-massify, but they also create a continuum between formerly discrete categories of interpersonal and mass-mediated communication (Rice and Williams, 1984: 57).

## **1.2 *Statement of the problem***

In the age of digital communication, most online media (New Media) are always in a hurry to present latest information to draw the attention. News objectivity, which is the basic principle of news reporting, is not really taken into

consideration in most online contents of the news stories. Similarly, due to different pressures, credibility/ objectivity of Traditional media is also questionable.

Media is considered as Fourth Estate and plays the role of a watchdog in a democracy. Hence its credibility and objectivity among the people hold a significant parameter in regard to smooth functioning of a vibrant democratic country. In this context, is Indian media objective in its functioning and does it hold credibility among the masses in India? This study makes an endeavor to find out answer to such questions.

### **1.3 *Significance of the study***

Many studies have been done for credibility and objectivity of news in western countries and US. However, in India such studies are very less. Reports of paid news have questioned the credibility and objectivity of the mass media. Generally, the people deem information taken from various media as gospel truth. This study is significant because it puts a comparative analysis regarding the credibility of media, the fourth estate vis-à-vis that of other important institutions of democracy. With the emergence of social media, such studies become even more relevant.

### **1.4 *Theoretical perspective***

This study is built on social responsibility theory. This theory, according to McQuail (2005:172), holds that “the media have obligations to society, and media ownership is a public trust. News media should be truthful, accurate, fair, objective and relevant. The media should be free, but self-regulated. The media should follow agreed codes of ethics and professional conduct. Under some circumstances, government may need to intervene to safeguard the public interest”.

The relevance of this theory to the work under investigation is that it stresses the need for journalists, whether from the traditional media or new media to maintain the ethical code of the profession for the general good of the masses. Prominent in this ethical concept is news objectivity, upon which this work is built.

In keeping with its focus on the gatekeeping role of journalists, this study adopts a sociology of news framework, which documents the influence of many factors, including media routines and professional norms, on news media content (e.g., Breed, 1955; Fishman, 1980; Soloski, 1989; Tuchman, 1978).

Gatekeeping theory, at its most basic level, is the idea that there is selectivity in the process of determining what news stories are published or broadcast. A major point of the theory, as developed by psychologist Kurt Lewin, is that there are forces that can either inhibit or aid the flow of news items through the “gates” (Shoemaker, 1996).

This study derives its operational framework from the agenda-setting theory also. The agenda-setting theory means the following: “Through their day-by-day selection and display of the news, the mass media shape our perspectives of the world and focus our attention, influencing our views about what are the important topics of the day”(McCombs, 1978, p. 90).

The Internet, especially blogs, have created a number of new agendas and platforms through which to find news, which has made agenda setting harder to gauge, (Coleman and McCombs, 2007).

## **1.5 Objectives of the study**

This study strives to meet the following objectives:

- (i) To study credibility and objectivity of the news reports/coverage by the traditional media (Electronic and Print) and that by new media in India and make comparison.
- (ii) To study and compare credibility and objectivity of the news programs by Private channels Vs Government channels.
- (iii) To identify and analyze factors that influence objectivity and credibility in journalism.
- (iv) To verify whether the rise and expansion of New Media brought about a change in perceptions of media credibility and objectivity.
- (v) To find the primary components of traditional and New Media credibility and objectivity.
- (vi) To find similarities and differences in the credibility and objectivity dimensions of traditional and New media.

## **1.6 Research Questions**

- Between traditional and New Media, which is considered more credible and objective source of news by the masses?
- How do people see Govt. channels as compared to Private channels as sources of news and information?
- What are the factors, which influence objectivity and credibility of media functioning in India?
- To what extent the advent and expansion of New Media has impacted popular perception regarding objectivity and credibility of different sources of news?
- Is there any need for devising fresh codes and ethics for journalistic practices so as to ensure objectivity and credibility of news in our country?

## 1.7. *Methodology*

Researcher used quantitative survey method with cross sectional research design for the study.

In this Positivist approach the researcher seeks to “explain, predict, or describe the world in terms of generalizable laws, facts, or probabilistic relations between behavioral constructs and contextual variables” (Suri, 2013). The methods associated with such an approach are mainly quantitative, using statistical analysis of large datasets .In this approach attempts are made to reduce researcher bias as far as possible. While the impact of one variable upon another can be proved or disproved. The tools are selected in advance and therefore do not deal with uncertainty or unpredictable outcomes well.

Mujis (2010) explains and differentiates it from qualitative research, “Quantitative social research is about collecting numerical data and analyzing it using statistical methods to explain a phenomenon. Unlike qualitative research which argues that there is no pre-existing reality, quantitative research in its extreme form assumes that there exists only one single reality about a social phenomenon which is not influenced by researchers in any way.”

Haq (2014) also says, “Quantitative research is simple and is capable of producing robust results which can be generalized from samples to population.”

The Australian Bureau of Statistics (2010) describes about the importance of data analysis and its interpretation in quantitative research:

“The availability of statistical information does not automatically lead to good decision-making. In order to use statistics to make well-informed decisions, it is necessary to be equipped with the skills and knowledge to be able to access,

understand, analyze and communicate statistical information. These skills provide the basis for understanding the complex social, economic and environmental dimensions of an issue and transforming data into usable information and evidence-based policy decisions.”

### 1.7.1 *Population*

The Universe comprises all the people of Lucknow city, who are 18 years or above and are exposed to both, Traditional Media (News paper, Television and Radio) and New Media (Facebook, Whatsapp, Twitter, Newsbased websites etc.)

### 1.7.2 *Sampling*

Total 500 samples were selected by purposive sampling method out of which 400 received valid questionnaires were analyzed. Distribution of male and female was 218 and 182 respectively. The researcher tried to select the samples from different occupations, income groups as well as from different age groups.

### 1.7.3 *Tool*

A questionnaire in relation to research objectives and questions was used as a tool of data collection for this study.

## 1.8 *Chapters*

This thesis is divided into six chapters. Chapter 1 introduces the subject of study and explains the theme of research including the research method. Chapter 2 refers to different books, journals, research articles and digital resources relevant to subject of study. Chapter 3 discusses different aspects of objectivity & credibility of news in different media. Chapter 4 puts a detailed account of factors influencing objectivity and credibility in journalism. In Chapter 5, data and information gathered through

administration of questionnaire have been analyzed and interpreted. Chapter 6 puts a summary of the research. It also puts forth some suggestions based on findings and analysis of the study including the limitations of present study.

## CHAPTER 2

### Literature Review

Bradley Osborn conducted a research study, in 2001 on ‘Ethics and Credibility in Online Journalism’, he concluded that persisting to conventional ethics and credibility can help to ensure the success of new media in journalism.

He noted that when print was the only medium for the journalist, a lot of time was available for deep and proper research, editing, and publication. As mass media progressed, and new forms of print and broadcasting media appeared, the deadline for journalistic reflection shrank. The Internet allowed news and information to move at tremendous speed, at the speed of the electron or electromagnetic wave. The immediacy created by the online environment. “In this medium everyone is a potential publisher, allows for even less argument or comment by the journalist and editor. So speedy and anonymous identity provided by the new media can play fast but might be loose with journalistic ethics. The New Media has created a fourth kind of journalism, earlier were radio, television, and print journalism” (Osborn, 2001:2).

Herman Bausinger (1984), a German researcher, puts certain key points to be considered while studying the place of media in everyday life.

- To make a meaningful study of the use of the media, it is necessary to take all the different media into consideration.
- Audiences integrate the contents of radio, TV and newspapers.

- The media are not used with full concentration. Viewers zap from channel to channel when they do not like what's on screen and same is the case with the newspaper readers.
- The media are an integral part of the routines and rituals of everyday life. In other words, mass communication and interpersonal communication cannot be separated.
- Media use is not an isolated, individual process, but a collective process. Even when reading the newspaper one is often not truly alone, but interacting with family, friends or colleagues.

Natalie, J. S. & Stephen, D. R., in 2010, in their study, 'Objectivity and Balance: How do Readers and Viewers of News and Information Reach Conclusions Regarding Objectivity and Balance?', based on the results of their findings stated, "News and public affairs programming, could demonstrate their objectivity and credibility or could use it to adjust news content. As perceptions of a media outlet can affect public perceptions" (Stroud and Reese, 2010:30).

Fico, Recardson, & Edwards, in 2004 conclude in their study, 'Influence of story structure on perceived story bias and news organization credibility' that in most cases, news stories that emphasize only one face of a controversial issue, lead audience to see bias. Balanced stories that present both faces of controversial issues in same proportion are perceived as less biased than imbalanced stories that emphasize one face of a controversial issue.

Akpan, C. S., Ifeanyi, A. L., Martin, O. P., Alexander, O. C. & Uchenna, A. in 2012 conclude in their study 'Rethinking Objectivity in News Reporting in the Digital Age', "News objectivity is an ethical aspect of journalism practice which has helped to isolate individual journalistic bias and opinions from the actual state of

events. As one of the ethical codes of the profession, it has helped to protect the dignity of the profession. Therefore, if this code is not redefined or re-examined, the profession might be dragged to the mud or to disrepute. To salvage the profession, therefore, it is imperative for the concept to be re-examined.”

They further recommended, “Journalists on their own part can make it a point of duty to make sure that news materials sent for publication are independent of their personal opinions. This would help set the pace for most citizen journalists who are not trained professionals to learn the act of news writing by reading online news stories of trained professionals.”

Entman (1993) in his study ‘Framing: Toward clarification of a fractured paradigm’, concluded “frames in the news are influenced by the communicator, the receiver, and the culture. This clearly indicate that reporters hold a certain belief systems that influence the words they publish, and that belief systems may or may not be identified by the readers. Journalists highlight certain aspects of a story to make them more sensational, or identifiable, to the reader”. Entman’s explanation become more important, because it give a good argument for why it would be reasonable to think new media and traditional media would frame stories differently.

‘Journalism practice: News, aesthetics, ethics and law’ a study done by Nwodu in 2006, found, “In the field of journalism what constitutes objectivity and how it can be achieved, it is hard to determine. While greater percentage of journalists and practitioners insist that real objectivity does not exist but few others believe that objectivity can easily be achieved if they allow themselves to be guided by the journalistic ethics”.

Chinenye, N., Ephraim, E. & Chinwe E. in 2012, published a paper title ‘ Print Media Objectivity and Advertising Revenue: An Appraisal’ in which they state-

“Some scholars, including many journalists think that objectivity is impossible. Journalists, the reasoning goes, have feelings, opinions and biases are reflected in their write-ups. However, it is not a journalist’s point of view that determines objectivity; but his/her integrity, heart, conscience, professionalism, and devotion to duty determine it.”

They argued again “Any journalist working in the news media has little trouble understanding what is objective and what is not. A person (Journalist) without conscience, ethics, or sensibility to others could fail to be objective. A Journalist/reporter’s job is simply to report, not to express their views or take sides. Whatever a reporter’s own biases may be on a subject, he can write objectively on any subject by simply not introducing any of his biases into it”.

Flanagin, A. J. & Metzger, M. J. (2000), in their study on ‘Perceptions of Internet Information credibility’ conclude “However, the Internet differs from other media used for information. In the way the persons get news/information from Internet/new media can affect its reliability, credibility, and verity as an source of information. The Internet's (new media) structure, designed specifically not to be centrally controlled. Indeed, anyone can be an author on the Internet”.

Beacham (1995) also endorsed it in his study ‘Questioning Technology: Tools for the Revolution’ and stated, " The Internet is representing the real information revolution...one that removes the corporate and government filters that have so long been intervene with traditional media."

Herman & Chomsky (1994), in their book ‘Manufacturing Consent: The Political Economy of the Mass Media’ write, ‘The raw material of news must pass through successive gatekeepers /filters, leaving only the cleansed information fit to print’. They argue, “These filters fix the premises of information and the definition of

what is newsworthy in priority. These set of news 'filters' fulfil owner wealth and profit orientation of the dominant media firms. The reliance of the media on information provided by government, business, and experts as a means of disciplining the media. Under these constraints, it can be stated that seeking objectivity would be an ideological illusion."

Brian McNair in his book 'The Sociology of Journalism' in 1998 argues, "Objective journalism is only journalisms, with different hierarchies and styles of news values, shaped by and specifically to particular societies at particular times". He said again, "The claim of journalistic objectivity is essentially an appeal for trust, even in situations where the facts of a situation may not be fully known."

Glasser (1992) writes in a book chapter, 'Objectivity and News bias', "objectivity in journalism helps journalists to understand three principal developments. Each of which contributes to bias in news, namely: (i). Objective reporting is biased against what the press typically defines as its role in a democracy. (ii). Adversary press: By this Glasser means that objectivity in journalism is biased in favour of the status quo. (iii). Stereotype opinion and the press." Glasser says further that journalistic objectivity is an ideology that is committed to the domination of the retrievable facts. Glasser explain the idea as being biased against the watchdog functions of the media in favour of the news events being covered. Glasser further explain that the second bias of their ideology of journalistic objectivity is bias against free thinking, that requires journalists not to keep their points of view out in news stories. In Glasser's third bias, the belief of objectivity is explained as being biased against the journalists' social responsibility.

Johnson & Kaye (1998) examined in their study 'Cruising is believing? Comparing the Internet and traditional sources on media credibility measures', "how

individuals who used the new media for political information, judged the credibility of several news media, including the new media. They found that online newspapers and news magazines were found highly credible; more credible than traditional media. Credibility was more associated with reliance on the Web portals than with how much individuals were using the medium. He also found that online newspapers and news magazines were got as highly credible.”

Schweiger’s (2000) in his study, ‘Media credibility – experience or image?’, found, “German media users rated newspapers as being more credible than television or new media. At the time when the study was conducted, the Internet was relatively new to users and the majority of participants were non-Internet users. While newspapers were generally found to be the most credible medium, the lines between television and new media (online news media) were not very much clear. Television was rated as more serious, skilled, and critical well-researched, and professional, whereas the new media was found as more thorough and impartial.”

Research has shown that age affects how audiences rate credibility. Bucy in 2003 in his research paper ‘Media Credibility Reconsidered: Synergy Effect between On-air and Online News’ discovered that college students thought that television news and online news were more credible than older media. Older respondents, however, found online news to be more credible than television news, whereas college students found television news to be more credible.

Bucy said “To test credibility of both online newspapers and news portal, one should first define credibility and analyze factors used to test credibility by previous researchers. Credibility of media can be defined as perceptions of a news channel’s believability. Source credibility is different from Media credibility which focuses on quality of message senders / individual speakers.”

Kovacic, M.P., Erjavec K.& Stular K. ( 2010) in their paper ‘Credibility of Traditional vs. Online News Media: A Historical Change in Journalists’ Perceptions?’ conclude, “The majority of journalists still thought that the traditional news media were the most credible. The majority of respondents held a conservative view in the matter of journalistic credibility and its criteria, as they put forward the traditional criteria of quality journalistic work to rate journalistic credibility”

Sultan Ahmad, contributing Editor of Dawn, Karachi, says that the excesses or inadequacy of one newspaper can be checked by others trying to tell the other side of the story. And with TV news coverage increasing in South Asia with foreign stations also beaming in their telecasts, viewers can now compare the newspaper report with the broadcast version. This enhance the need for greater accuracy in reporting. Reporters have now to report not only the obvious or visible but also the news behind the news and tell the whole story without a fictional rhetorical wrapper (Ahmed, 1995 : 150)

Researchers (Mackay & Lowrey) presented a paper on ‘The credibility divide: Leader trust of online newspapers and blogs’ in 2007. They used their news credibility scale to measure the credibility of the press. They used 13 aspects which includes accuracy, bias, telling the whole story, fairness, invading privacy, concern for community wellbeing, watching after the readers’ interest, concern for public interest, separation of fact and opinion, trust, factual and well-trained journalists were some of the aspects used in the scale to measure the credibility of news.

Marchi (2012) stated in his paper titled ‘With Facebook, blogs, and fake news, teens reject journalistic objectivity’ that rather than depending on one-way authoritative media for news, youngsters take advantage of technologies that facilitate the expression of personal opinions and enable them to go beyond traditional news

agendas by selecting news of personal interest. He said “Sharing news and opinions through social network sites and blogs allows them to have their ideas recognized by peers and to develop opinions through interaction with others.”

In a study conducted in Slovenia among journalists by Steensen (2011) titled ‘Online Journalism and the promises of new technology’, majority of the respondents agreed that they rated the traditional news media more credible because of their longer traditions, they had earned a reputation of credibility and objectivity. Some of them referred that traditional news media was a ‘good name’ which they had achieved during years of practicing objective journalism. Most of them had such a reputation due to personal positive experiences by audience or as journalists in their everyday practice in relations with the traditional news media. But they had negative, few, or no experiences with the online news media.

Several respondents attributed the media’s reputation to personalities who work in particular media; they chose the traditional news media because they knew reporters and editors whom they trust. The third important reason for rating the traditional news media as more credible was their news content. Most of the respondents said that the traditional news media were more credible because they offer more serious and public welfare topics, while the new media offer more sensational news. The respondents claimed that the traditional news media were more trustworthy because they offered in-depth and accurate news/information, while new media offer not in-depth and unverified information.

Rao,H.N. & Ravi. B.K. (2015) in their paper ‘Audience perception of the credibility of local news channels’ concluded, “Competition is driving the TRP wars so the credibility factor seems to take a back seat. Everything is fare to get one more viewer to switch to your channel. Ethics are confined to the text books to be taught in

Journalism Schools and not practiced in news rooms.” They concluded again, “The more harsh and noisy debates on primetime are better for TRPs. Factually, more people in cosmopolitan cities like Bangalore are switching to DD News/Doordarshan is a point to be noted by the decision makers in regional news channels. It is also true that audience for local language news channels is increasing faster than that for English news channels. Credibility depends upon the culture that practices in news rooms of TV channels. Unless that changes for the better, credibility will be low.”

Elareshi, M. (2012) published a paper titled ‘Credibility of Televised News in Libya’. He stated, “Even the established news brands cannot presume that their credibility or reputations are secure. Any event can challenge their brand images, as the BBC found during the Hutton enquiry into the editorial policies and practices followed by its journalists and their managers.”

He again said, “In the United States, evidence has emerged that the so many television news networks had experienced a fall in credibility. So news brand need to stable their reputations continuously; just one significant mishap in the quality of their news, could produce critical damage to credibility. In an increasingly competitive and crowded news world, news suppliers also need to know their target audiences and their needs. They should ensure that they continue to provide news relevant as well as interesting.”

McBride and Rosenstiel (2014) wrote in book titled ‘The New Ethics of Journalism: Principles for the 21st Century’ that transparency is required in a news environment where information is becoming ubiquitous and checkable at the same time:

We recognize that journalism in the future will take many more forms and will intertwine with the proliferation of opinion in the digital marketplace-the two no longer so easy to distinguish.

Journalism with a point of view can be just as powerful as work that starts from a position of neutrality. Both can and do move people to democratic action. Both can seek truth (p. 4).

In other words, as long as journalists clearly disclose and display their work and decision making processes, including biases and possible political approaches, journalism will still fulfil its democratic mission.

Andaleed et al. (2012) summarized five media based factors which possibly influence the news credibility: they were objectivity of the news; source expertise; independence of the news; social role of news; and the quality of the news. Independence of the news means that the media should be free from government control. The social role of news means that the media shall fulfil their social responsibility. Objectivity of the news defined as news content should be accurate, fair and objective. They mentioned that the more objective the reporting increases credibility. Source expertise means that the sources rated high in expertise correlated with the greatest perceived trustworthiness among target audience.

To determine media credibility, demographics are also an important factor. Various studies have found that certain demographic variables, such as education and age, have a strong impact on assessment of credibility (Bucy 2003; Mulder, 1981; Westly & Severin, 1964). In general, older and more educated consumers tend to be the most critical of media, while younger and less educated news audiences are more likely to evaluate the media as credible. It was found that male, especially older male, were more cynical towards media. (Mulder, 1981). Robinson & Kohut (1998), found in his study that Income group was also an indicator of news credibility; people with high income tended to rate media as less credible.

Kiousis (1999) presented a paper titled 'Public trust or mistrust? Perceptions of media credibility in the information age'. He argued that news credibility perceptions to be influenced by media use and interpersonal discussion about news. He found that

people rated newspapers more credible than new media or television. Online news was rated more credible than television. Like other studies conducted for print and broadcast news media, he found that credibility rating of a medium was associated with its use. He found links between media use and public perceptions of newspapers and television news credibility.

Newhagen (1997) studied the perception of interactivity in mass media and computer networks. He found that respondents who had e-mailed comments to a network news program rated traditional mass media less interactive, less important and of lower quality than a national sample. While interactivity ratings did not predict mass media credibility, respondents who had e-mailed NBC and those who defined interactivity as “cybernetic feedback” (the feedback necessary to the maintenance as a self-regulating system) found computer communication to be more credible than those who did not.

Hutchins Commission, “a commission of scholars to study the state of the press (in the US) and come up with recommendations for improving the quality of the press in an effort to head off any government intervention”, chaired by Robert Hutchins, the Chancellor of the University of Chicago, in its report, *A Free and Responsible Press*, published in 1947, observed:

Too much of the regular output of the press consists of a miscellaneous succession of stories and images which have no relation to the typical lives of real people anywhere. The result is a meaningless, flatness, distortion and the perpetuation of misunderstanding.

The commission’s view of the role of the press in contemporary society was clearly spelled out. In its view, the public had a right to expect of the press five basic services: (1) an accurate, comprehensive account of the day’s news; (2) a forum for

exchange of comment; (3) a mean of projecting group opinions and attitudes to one another; (4) a method of presenting and clarifying the goals and values of the society; and (5) a way of reaching every member of the society. The public had s right not only to expect the fact to be presented in a meaningful context but also “the truth about the fact”, in other words, not only merely objective reality, but objective reality clarified and explained (Altschull, 1984. 181)

“The press emphasized the exceptional rather than the representative; the sensational rather than the significant. The press is preoccupied with these incidents to such an extent that the citizen is not supplied the information and discussion he needs to discharge his responsibilities to the community” (As quoted in Altschull, 1984: 180).

“The essential problem lies in the idea that ‘straight reporting’ is what is needed for objectivity. An additional part of the problem lies in the standard definition of news as something new, striking, and different. Straight reporting is the notion that objectivity is practiced simply by reporting the overt ‘facts’ of an event or development and/or the words of those involved – and that explanation and interpretation of circumstances, context or general related patterns are either not needed or are illegitimate or simply not worth the time or space” (Alger, 1989:101).

Singh, G. (1997) says, “It is almost established that the unusual is chosen over the normal. It is not news when a dog bites a man, but it is news when a man bites a dog. What happens today is more newsworthy than what happened yesterday; what happens close to home is more newsworthy than what happened thousands of miles away. What is said by a prominent person, a celebrity, is more newsworthy than what is said by an unknown. Whatever is more dramatic and conflictual is more newsworthy than the routine. All these-the unusual, the topical, the near-at-hand, the

voice of the celebrity, the conflictual—are journalistic conventions; it is they that define news. There is no clear definition of news; the professional journalist smells it out with his nose for news. He defines it on the basis of his news judgement. Thus even the concept of news is subjective.” As David Brinkly pointed out, “News is what I say it is” (Altschull, 1984:131).

Both print and electronic media have limited amounts of space or air time. Therefore, it becomes vital what to include and what to leave out of the news. This function of the media people is referred to as gatekeeping. David Broder has noted: “All of us know as journalists that what we are mainly engaged in deciding is not what to put in but what to leave out” (Broder, 1987: 14)

The way audiences approach journalism has changed greatly in the digital culture. Traditional journalism, resting on taken-for-granted values such as credibility and trust, is facing new challenges, and when getting news from social media, audiences can place their trust in people who are members of their social circles (Hermida *et al.*, 2012).

“Every news story should, without any sacrifice of probity or responsibility, display the attributes of fiction, or drama. It should have structure and conflict, problem and denouement, rising action and falling action, a beginning, a middle and an end” (as quoted in Epstein, 1974: 4).

An amalgamation of direct or indirect state repression and basic changes in the nature of the mass-media, especially as a result of their dependence on advertising and role in the commodification of production, has alienated them from being a major channel of cerebral and unbiased communication. Increasingly news has become constructed in its entertainment and commodity functions, as it is in the advanced

capitalist countries, or constructed in ways which support particular ruling interests, state institutions, and developmental strategies (Reeves 1993: 169).

Newman (2011) says, “Citizen journalism and social media haven’t replaced professional journalism, but it has certainly become harder to define what a journalist is. The line between professional and personal has blurred amid an overwhelming tide of interlinked news sources and outputs.”

In the case of electronic media the particular or dominant construction of news is bound up with the different models of radio and television production and distribution adopted, including the industrial structures and organizations of finance (whether dependent on state funding, commercial advertising, or a direct part of the state or party apparatus as in China) and the dominant forms of programming (Reeves 1993:169).

When electronic media become more reliant on advertising revenue, significant changes in programming including news contents are likely to occur and audience-pulling for higher and higher rating becomes more imperative than the news values per se. Professor Marvin Kalb of the John F. Kennedy School of Government in Harvard says the pursuit of the distinctiveness in a multi-channel world is very difficult if news crosses the line and become a branch of entertainment. “This is the biggest challenge: to avoid hard news and straight reporting way to another yardstick”. The drive to achieve ratings has already altered what news does (Hudson, 1997, 13).

The majority of the money invested in news still comes from legacy operations like print newspapers and terrestrial, cable, or satellite television. Precise figures are not available, but interviews with senior industry leaders across a range of European countries suggest that most news companies in 2016 still generated at least

80 to 90 percent of their revenues and in most case all their profits from legacy operations. For broadcasters, digital is an even smaller share of overall revenues. As digital revenues are still limited, the money invested in digital operations normally come from cross-subsidies and cost-cutting elsewhere in legacy organizations. (Cornia et al ,2016).

Musa (1990: 333) observes that news in Nigeria is increasingly being subordinated to the information as commodity function. As the old distinction is collapsed between ‘bad news’ and information of relevance to commercial interests in particular, the role negative, accident/disaster type news diminishes (Musa 1990:334) Moreover, the significance of ‘image-marking’ news exhibits the growing reliance of news-making on state officials as key sources of information (Musa 1990:337). Okigbo’s content analysis of a number of Nigerian daily newspaper- The National concord, Daily Times, The Guardian and Daily Star- found little to support the contention that ‘bad news’ is the predominant content of much of the mass media (Okigbo 1988: 137). He further noticed that bad news, apart from accounting for only 20 per cent of content during the survey period, was not ‘disproportionately displayed on the conspicuous pages (Okigbo 1988: 142).

It is evident that where advertising revenue becomes vital for media, and popular entertainment-sitcoms/soap operas, music, films, sports, etc—acquires primacy to alluring and constructing audience commodities, the character of news programming is recast. The emphasis shifts form development news to just event-reporting. In China, for example, where the media plays the basic role of publicizing and explaining government and party policies, the introduction of television advertising has had a clear impact on programming which ‘must offer contents that will draw people to those media products’ (Robinson 1981: 67).

Print and TV journalist (Late) Surendra Pratap Singh, in an interview, commenting on the importance of an anchor in a TV news magazine, said, " .. this is where the electronic media has a very definite edge over the print. In case of the print, your name is visible alright, but there is actually no room for interaction with the reader, while the anchor in a news magazine comes straight into your boudoir. He builds up a gradual rapport with the viewer" (Singh S.P., 1997).

Writing in the Christian Science Monitor, Rush worth M. Kidder says: "Television, unlike print, favors movement over stillness, simplification over complexity, specificity over abstraction, personality over conceptualization, and the present over both the past the future" (in Agee, et al., 1988: 260).

The explanation lies in the three- fold advantage television news has over newspapers:

1. Its ability to tell stories visually from the scene of the action, making viewers feel as though they are at the scene themselves.
2. The ease with which viewers can receive the news. Reading a newspaper story requires more concentration than watching a news item on television.
3. The fact that TV news is delivered by attractive men and women whose carefully nurtured personalities create an aura of intimacy impossible in print reports and only partially achievable in radio news. For many viewers, the TV messenger who brings the news has more impact than the news itself (Agee, et al., 1988: 260)

A newspaper also gives more matter. Its average contents would take ten hours if read out on TV at the normal speed of 120 words a minute. According to a former chief of the BBC, the Times of London would last for two to four days as a TV news bulletin. Even as TV files the first information report-though in Indian that is a rare

occurrence under the existing set-up- it is newspaper that will continue to come up with more than fleeting images of a news event: opinion on what it signifies, attention to the small details of the story, striking a balance between claims and counter-claims, and so on (Sarkar, 1993).

The great impact of television is due to the seeming realism of actually seeing and hearing people and/or events. T. Burns, an analyst, says:

“Because television news and current affairs programmes convey action, movement, facial expression and demeanor, scenes and actors, as well as verbal messages, they seem more complete, more satisfactory than any account provided by newspaper. ‘View ability is easily construed as reliability... and .... the dramatic intensity of film and video recording carries conviction and guarantees authenticity in ways words cannot’ (as quoted in Altheide and Snow, 1979).

Dean Alger (1989:63) points out another factor:

“Inherent in print media, compared with broadcast media, especially TV seem to be different requirements of attention and involvement. First, with a newspaper or magazine the choice of what story to read is up to the news consumer. Although main headlines and the front page(s) are designed to grab attention, readers can still easily skip to another story from the one their eyes first see. Relatedly, reading a given story requires an active, affirmative effort; those ink letters on a page do not leap out and grab the reader’s attention.”

Alger mentions a survey-result regarding ‘believing TV versus newspapers’ for many years, an organization asked this question of a national sample of people in the United States: “If you get conflicting or different reports of the same news story from radio, TV, magazines, and the newspapers, which one are you inclined to believe?” In 1959, 32% answered newspapers, compared with 29% answering TV.

But by the 1970s, half said they were inclined to believe the television story, while less than one-fourth said they believed the newspaper (Alger, 1989:66).

Alger gives the reason: “it is surely the perception of what is happening on the screen, due to the nature of the medium- the seeming reality of the moving pictures and sound-that is the reason for that change in believability” (Alger, 1989:66).

Doris Graber (1987) in a paper on the impact of the visual aspect of the television medium, observed: “The realism presented by television pictures enhances the credibility of news reports. People trust what they see more than what they hear. From watching television pictures, they gain a sense of actually witnessing an event. This too, is bound to have an impact on opinion formation.” She also found that visual “cues are used to appraise the credibility of news personnel and the spokespersons they present to the public on television.” (Graber, 1987: 7.

Richard Gruneau and Robert A. Hackett (1990: 283) say: “TV news always involves a process of selection of which events to report, which to leave out, which aspects to highlight, and which to downplay.... It is important to ask why something are selected rather than others.”

Production of television news involves a complex process of visual and narrative presentation-for example, selecting what sort of images, language, camera positioning, lighting, and story line to use to translate ‘what happened’ into a suitable television news item. TV cameras do not simply present an object or event in a completely neutral way; rather, they situate us in a particular position of location in relation to the object or event this is particularly evident during a riot, demonstration or political agitation.

Gruneau and Hackett suggest: “It is no longer sufficient simply to complain about problems of bias in discussions of television news, as if the news could ever

become truly 'objective'. Rather, we need to develop a much more comprehensive and analytic viewpoint to understand the whole process of news production and consumption, its limits and pressures, its ideological manifestations, and their possibility to be something more than it currently is.”

Herbert Schmertz (1986), then vice-president, public affairs in a business establishment in the U.S., commenting on why executives distrust TV reports said, “The problem lies partly with the medium (TV), which both massages and mangles. By contrast, the print media on occasion mislead, even distort the news through the word-editing process, but these are mostly errors of omission. Print reporters usually have the space to develop complex stories and to produce substantive in-depth interviews. TV journalists edit film, a process that by its very nature is highly subjective, and when content must be chopped into 25-second bites, the latitude of error and distortion is great.”

Michael O’Neill, then editor of the New York Daily News, observes “(T)elevision is an impressionistic medium that marshals images and emotions rather than words and reasons, its lenses are distorting. They focus on the dramatic and the visible, on action and conflict. News decisions are influenced by what film is available, what events ‘project’ well, what can be explained easily in quickie bursts of audio headlines.” (O’Neill, 1986).

With the rise of the Internet, information became accessible in amounts that no other media ever provided before, turning the information rich into the so-called information elite. The availability of information gives the information elite the power to understand things in their correct perspective and to defend against wrong decisions, which affects both their lives and activities (Goulding, 2001).

New Media technologies – internet, mobile broadband, e-commerce, internet-enabled entertainment, social networking, and others – are fundamentally changing the way people interact with each other and the world (Jackson, 2010).

In the times we live in, we are generally attuned to classify new media as Internet and the media forms aided by the application of internet and World Wide Web. No other technological innovation has captured the imagination of users with the speed and impact of the Internet. The Internet may be defined as the interconnection of a number of computer networks on an almost global scale (Peters, 1998).

“The interactive nature of the online content in this new information age is an answer to the diminishing scope for feedback in the so called traditional media. User is given or apparently given primary importance in the web designing process and in the arrangement of content. Gone are the days where users were passive receivers of news from traditional media outlets, they today are an active audience in the information dissemination process. The new media such as the Internet can be used for both, point to mass communications as well as point to point and mass to point message distribution. They are also extremely de-centralized, require very low investment, provide greater interactivity and public participation and are much more difficult to control.” (Banerjee, 2008).

Rozario, Roger Bronson (2013) explained:

This is the point where it becomes necessary to introspect in a logical fashion, the practical differences between traditional media and new media. These differences spread across the areas of technology, audience interactions, commerce and business and media ideologies. The major differences between traditional media and new media are listed below-

1. Differences in data treatment, storage and dissemination
2. Differences in the nature of interactivity and feedback
3. Differences in audience equations with the media content
4. Differences in utility for commercial and promotional purposes
5. Ideological, structural and thematic differences

“Audio visual media could be processed, stored and transmitted in the most convenient manner with the advent of digital technology. Most technologies described as “new media” are digital and often have characteristics of being networkable, dense, compressible, interactive and impartial.” (Krishnaswamy, 2011).

Interactivity, feedback and audience integration- At the ideological level, interactivity has been one of the key „value added“ characteristics of new media. Where old media offered passive consumption, new media offered interactivity. Generally, the term stands for a more powerful sense of user engagement with media texts, a more independent relation to sources of knowledge, individualized media use, and greater user choice (Lister, Dovey, Giddings, Grant & Kelley, 2003).

Rozario (2013) says, “Traditional media platforms considered audiences or users as passive consumers of media products. Like testing grounds for their ideologies, users were seen as receivers of media ideology with virtually no feedback possible. Communication theories of the traditional era also spoke little about audience integration with the media content.”

New Media by large is a free and uncontrolled source of information. But on the other hand, countries like China and Saudi Arabia have proven that this freedom can be controlled too. But generally, new media is an alternative outlet for content that does not fit into the conventional framework of the traditional media forms. Many

advertisements that are otherwise censored for television are put online in an uncensored fashion. (Rozario,2013)

Media content generators and gatekeepers now can still retain their autonomy over information and their centralized tendencies through their traditional platforms and also use their online pages to appear democratic and interact with their users. Mass media news outlets are struggling with changing gate-keeping standards due to demands for interactive content produced by audiences themselves. Ordinary citizens are empowered to report on their political experiences while being held to high standards of information quality and community values. In the long run, these tendencies may be the most revolutionary aspects of the new media environment (Bennett, 2003).

Another boon of the new media technology that the advertisers thrive on is the technology of convergence. Convergence definitions vary, but in most incantations it is the blending of old media, (e.g., traditional media such as magazines, newspapers, television, cable, and radio) with new media (computers and the Internet) to deliver content. Digital technology compresses information and allows text, graphics, photos, and audio to be transmitted effectively and rapidly across media platforms (Lawson-Borders, 2003).

New Media technology brings home the quality of democracy or participatory communication. People who have been always thought of as the receiving end of traditional media messages are now message creators and evaluators. Blogs for example are a venue where ordinary citizens can be proud content generators online. This power of having a decisive role in media and communication process is by far the quality of only new media technology.

In the field of journalism, new media and internet technology has changed the process researching and news gathering. Journalists, especially when writing for magazines, can gather news via the Internet and do their fact-checking or inquiries into facts and figures or background historical information directly from their homes or offices (Salman et al,2011).

The existence of the new media had to a reasonable extent provided users the opportunity to become potential “Citizen Journalists” also known as incidental journalists. According to Hanson et al. (2010), “...These social media provide a new form of mediated communication that gives the audience access to on-demand content and the ability to share and discuss it with others.” This is something that the traditional media can never offer its readers and users since it determines every input and output.

It could be argued also that the new media does not have credibility especially as its access and usage have not been subjected to any form of check, censorship, as they are in the traditional media world. Apart from this, one of the areas of weakness was highlighted by Bell and Garret (1998) and has to do with its transient nature because its links tend to break since there is no proper referencing, linking and attributes to its source. They further stated that its content is often inaccessible, thereby leaving a link in the narrative chain missing.

Ogidi & Anthony (2016) concluded in their study, “As against the assumption that the new media is threatening the traditional media, responses show that the reverse is the case. However, it must be noted that the new media`s unprecedented growth is worth paying attention to especially by traditional media managers who want to remain as relevant and effective as they have always been.”

Rajendran & Thesinghraj (2014), say, “ The Social media and the online news have become the inherent part of modern society. The presence of new media and the Social media in particular, has posed a challenge to the printed newspaper. Readership habits seem to be changing as users turn to the Internet for free news and information. The alternate source of news and information is not only free but also acts fast.”

In exploring the distinctions and complementarities between the new media and mainstream mass media, the mass media are typically highly centralized, require significant investment and resources and can be heavily influenced by governments through various mechanisms and forms of control whereas the new media decentralized, require very low investment, provide greater interactivity and public participation and are much more difficult to control (Banerjee,2008).

## CHAPTER-3

### News: Credibility and Objectivity

Every day people receive news from the mass media like television, radio, news papers and new media .People stay glued to their television and radio sets regularly for getting information and news and flock the magazine and newspaper stands for same purpose. Sometimes a particular information/ news story is spread around in social media; but it does not carry much credibility until the information is confirmed by traditional media (Newspapers, television news channels, etc.). The mass media as newspaper, magazine television and radio have been a major source of information. These are assumed as watchdog for society and earned the epithet of Fourth Estate.

Getting news now a days is not the same as that during the time of terrestrial broadcast when people waited for morning newspapers or sat down at an fixed time for the evening news on Door Darshan. Similarly News consumption today is also not the same as that during the pre-internet time when people tuned in to events happening around the world through 24X7 television news channels. In new trend a significant number of persons are using Internet for their news/information requirements. They are using new media for getting news. Traditional media are still here but there is a growing competition from interactive new media.

#### 3.1 *Credibility of Media*

Joseph A. DeVito (1978:80) distinguishes three general types of credibility: initial, derived, and terminal.

Initial or extrinsic credibility is that which the communicator is seen to have before the actual communication begins. Regardless of who we talk to or who we read, the source is seen as possessing or lacking some degree of credibility. Often this initial credibility is a function of the individual's title or position.

Derived credibility is the credibility that a listener perceived based on what takes place during the communication encounter. All communications relate, directly or indirectly, to the speaker's credibility.

Terminal credibility is that which the communicator is seen to possess after the communication interaction is complete. This terminal credibility is a product of the interaction of initial and derived credibility. Based on the initial credibility and the derived credibility, a terminal credibility image is formed. (pp. 80-82).

Roy Rampal, Professor of Mass Communication, Central Missouri State University, USA, says:

“Credibility is the most precious attribute a medium can have. No matter what their ideological orientation, the mass media's effectiveness in carrying out their mission – whether it is to serve as watchdogs or to mobilize public opinion in support of national development programmes – depends on their credibility. With literacy rates on the rise in developing countries, especially in Asian, today's readers, listeners, and viewers and looking for accurate and objective information from their newspapers, radio, and television” (Rampal, 1995:155). Such an expectation takes on an added significance in view of the fact that the Communication Revolution has brought alternative sources of information to the fingertips of an increasing number of media consumers.

News credibility has been considered as the most important value for media organizations. Since the time of Aristotle, who provided remarkable insights into the

message credibility process, it has been argued that the success of persuasion depends both on the *ethos* (ethic) and *logos* (message itself). As more people consume mass media as their main source of information, the media should maintain their credibility and trust of what they offer to the general public. The value of a news organization hinges on its credibility, a concept that circumscribes the journalistic values of accuracy and objectivity, the fundamental tenets of the journalistic profession.

It is common belief that credibility of a medium is related to utilization & circulation. People consider that the media they use the most, are the most credible. Schweiger (2000) found if persons use medium more they strongly influence credibility judgment. The study found that people trust the outlets they regularly use more. It means, people tend to be not more critical of the media they use than of the other media (Bogart, 1984).

Credibility depends upon the perception of the viewers or readers. Tseng & Fogg (1999) say, “credibility is a perceived quality; it doesn’t reside in an object, a person, or a piece of information.”

Kasoma (1999) says, “If democracy involves making one’s view known to other people, particularly those in government, the press is again indispensable in enabling people individually and collectively to do this. If democracy means making government accountable for its actions or the lack of them to the people individually and collectively, the media of public communication are a major and reliable vehicle for such accountability. If democracy as a political process must be seen to be done rather than done not to be seen, then again the media are indispensable.”

Guo& yu (2010) argue, “The media act as the mediator between people and the decision makers. In fact, people tend to view the media favorably if it carries out the watchdog function and keeps the public interest at heart. They believe that media

scrutiny helps to keep government officials in line. The public also expect that news reports to stick to the facts instead of embedding a lot of interpretations. However, the public witnessed the increase in inaccurate and biased reporting in the past few years. This makes the society doubtful about media ethics and so concerned about media's rights and responsibility. Media credibility becomes an important issue to explore. People rely on press to get information about the reality as most events cannot be known directly. Media plays an essential role in painting the picture of the reality. They can construct, amplify, dramatize or minimize the impact of an event.”

### **3.2 Objectivity of Media**

Glasser (1992) points out that objectivity is a balance of beliefs restructured by a journalist and presented against independent thinking. It is difficult to test the objectivity of journalists because it is the credibility of facts gathered by a journalist that lies at the heart of objectivity.

Berny Morson (1988) says:

“Often we talk about the need for reporting to be ‘objective’, the term usually refers to the duty of the reporter to give the facts “as they are” and without distortion, as a camera might record a scene. Such a cascade of facts, unsifted with regard to relative significance, would be worthless. The job of the reporter is to make an intelligent selection among available facts. Reporting is objective to the extent that facts, once selected, are communicated as accurately as possible.”

Sometimes facts are not clear, and the very existence of facts is doubted in some instance. Because reporters live with daily deadlines, they must often write articles before all the facts of a situation are known. But not to know the facts or to perceive them indistinctly is different from the wilful distortion of facts for gain or

ideological advantage. Objective reporting is a matter of honesty and conscience is reporting the facts to the extent they are known.

Bias also occurs when reporters are blind to all facts except those that accord with their own, long-held point of view or opinion. “Reporting is called biased when facts are twisted or distorted to serve the ends of the writer, rather than the need of the reader to learn what transpired” (Morson, 1988).

This is expected that journalists will put aside their political views and create news stories without any bias according to the principles of objectivity and fairness (Farnsworth & Lichter, 2007).

“Objectivity also has unfortunate consequences for the reporter, the individual journalist. Objective reporting has stripped reporters of their creativity and their imagination; it has robbed journalists of their passion and their perspective. Objective reporting has transformed journalism into something more technical than intellectual; it has turned the art of story-telling into the technique of report writing. And most unfortunate of all, objective reporting has denied journalists their citizenship; as disinterested observers, as impartial reporters, journalists their citizenship; as disinterested observers, as impartial reporters, journalists are expected to be morally disengaged and politically inactive” (Glasser, 1984).

Spencer (1992) state, “objectivity in news is only seeking out the truth, accurately what others have said. In the concept of scientific objectivity, views are supposed to be verified with empirical evidence. In contrast, objectivity in journalism discourages a search for evidence as well as the balancing of opinions replaces journalistic investigation.”

Edward Herman says, “...news organizations seek sources of authoritative and credible news on a regular basis. The requirements are interconnected: If a highly

placed person makes some statement, this is newsworthy in itself. The more authoritative and credible the source, the easier it is to accept statements without checking, and the less expensive is news making. Hence the paradox that even if untrue, such statements may be broadcast without commentary, as ‘objective’ news” (Herman, 1990).

Gans says, “The assumption is that distorted news can be replaced by undistorted news; but that assumption is untenable. Even if a perfect and complete reproduction (or construction) of external reality were philosophically or logistically feasible, the mere act of reproduction would constitute a distortion of that reality. Thus, objective or absolute nondistortion is impossible” (Gans, 1979).

Elliot Cohen argues:

“[A] reporter is expected to be ‘objective’ in his or her account of the facts. Ordinarily, this demand amounts to the demand that journalists keep their own personal biases, emotions, interpretations, and other ‘subjective’ factors out of the news. On this conception, the job of the journalist is to ‘report the facts, not to ‘create’ them....So understood, however, there are several philosophical questions that arise. In the first place, to what extent is it possible for journalists, or human beings generally, to transcend their own subjectivity in accounting for ‘the facts’? Does such a demand rest upon plausible philosophical assumptions about the nature of, and relations between, perception, the external world, facts, and values? Moreover, how should journalists comply with the demand for objectivity? That is, what procedures or ‘conventions’ should they employ in pursuing objective accounts of the news? And, if journalistic objectivity is attainable, is it something journalists ought to pursue?” (Cohen, 1992:156).

Glasser sums up the role of objectivity in journalism in these words:

“The task, then, is to liberate journalism from the burden of objectivity by demonstrating – as convincingly as we can-that objective reporting is more of a custom than a principle, more a habit of mind than a standard of performance. And by showing that objectivity is largely a matter of efficiency – efficiency that serves,... only the needs and interest of the owners of the press, not the needs and interests of talented writers and certainly not the needs and interests of the larger society” (Glasser, 1984).

### **3.3 *Credibility & Objectivity : The debate***

The debate over media credibility has moved sharply into the public arena. Media organizations have become much concerned about the declining credibility of both electronic and print media among the people. This crisis is underway throughout developed and developing world, the difference remaining not in kind but only in degree (Singh,1997).

Objectivity is supposed to be the very substratum of the credibility of a news story. And credibility of news depends on how it is produced, what issues have been raised and with what intention and effect in mind and how the audience/readers react to its way of presentation. In a particular medium different news items may have different reactions about their credibility among different audiences/readers in different situations.

Former President K. R Narayanan while delivering a lecture at the Parliament Annexe commented on the degenerating ethical standards of the Fourth Estate:

“The fakery in the media has reached abysmal depths. There seems to be no borderline between fact and fiction in the media, especially electronic media, no distinction between an educational and entertainment programme”

(Narayanan....',1997). Former justice of Supreme Court, V. R. Krishna Iyer, while delivering the Fifth Rosalind Wilson Memorial lecture on 'The Constitution, the Courts and the Freedom of the Press' said: "The Press sometimes takes sides. Journalists are won over. Instead of diving deep, they float on the surface, happy to be with the powerful..."

Justice A.M. Ahmadi, former Chief Justice of India, in an interview with Kuldip Nayar, had reasons to say:

"It (the Press) does not check facts and prints lies, which, even when contradicted, are not corrected because it doesn't seem to be interested in facts. There is too much comment in the news itself. There is no overall supervision. Every page has an editor. The newspaper once had a pyramid-like structure with the editor on top, now it is a barrel". (Nayar, 1997:26).

"Reporting is called biased when facts are twisted or distorted to serve the ends of the writer, rather than the need of the reader to learn what transpired", (Morson, 1988).

"The concept of distortion is nevertheless valid, but only as a relational one. News can be judged as distorted in relation to a specified standard (or ideal) of nondistortion. However, the standards themselves cannot be absolute or objective because they are inevitably based on a number of reality and value judgements" (Gans, 1979).

Anthony Smith opines when too many conflicting perspectives appear in the news, objectivity can become a "yardstick of reality", a perspective that is credible simply because it is detached (Smith, 1974).

"Objectivity also has unfortunate consequences for the reporter, the individual journalist. Objective reporting has stripped reporters of their creativity and their

imagination; it has robbed journalists of their passion and their perspective. Objective reporting has transformed journalism into something more technical than intellectual; it has turned the art of story-telling into the technique of report writing. And most unfortunate of all, objective reporting has denied journalists their citizenship; as disinterested observers, as impartial reporters, journalists are expected to be morally disengaged and politically inactive” (Glasser, 1984).

Conrad Fink concludes:

“True objectivity is impossible to achieve. Each of us is shaped by background and experience that inevitably influence how we see things and act as journalists. That influence cannot be denied; but objectivity is a worthwhile goal, and as an ethical journalist you must recognize – and overcome – the very human tendency to let personal feelings influence your reporting and writing. For conscientious journalists, it can be a struggle as long as they are in the newsroom” (Fink 1988:18).

### **3.4 *Credibility and Objectivity in Traditional Media***

Brundidge, et al (2014) found in his study that Journalism and the news media play key roles in modern democratic societies. Journalism is considered as a lifeline of a democracy, as it enables informed, reasoned, and rational participation by citizens (Gil de Zuniga, 2015). Dyck & Zingales, (2002) said that traditionally Journalism has been regarded as a watchdog that oversees the activities of public administrations on behalf of citizens, and also work as a mediator between citizens and politicians.

Kiousis (1999) found in his research that news credibility perceptions to be influenced by media use as well as interpersonal discussion of news reports. He says,

“Although online news was rated more credible than television but people rated newspapers as more credible than online news or television”. Like other studies of print and electronic news media, Kiouisis found credibility rating of a medium associated with its use.

Goswami & Ganesh (2017) write in his article that when a newspaper or electronic media takes sides, it becomes vulnerable to value judgments and is likely to be vilified by the viewers or readers and it risks losing credibility and objectivity among targets who wish to be informed of all truths. Giving a one-sided perspective would mean that you are giving half-truths instead of presenting the whole story. It can be dangerous to both, one who is presenting it and another who is consuming it. But objective journalism stays above the hurly burly of news and ideologies. This way one gains a wider perspective to put everything in its rightful place.

Readers are aware that editing and gatekeeping occur in newspaper and television newsrooms. It is also easy to find out who publishes, edits and holds the license of a newspaper or edits a television newscast. But it is harder sometimes to know who publishes a Website. This might be a decision making factor that leads to more concern among new media users about objectivity of an online news website and consequently, its credibility.

Most of the times Journalists claim that their own biases and the pressures from their owners and advertisers do not affect their work because they are professional and so objective. There are two types of objectivity in Journalism. The first is depersonalization, it means that they should not express their own views or beliefs. The second is balance which involves presenting the views of all the sides without favoring any side of a controversy. (Entman, 1989)

Baran (2004) writes that Media owners have led to increased pressure on newspapers to get more and more profit, sometimes at the cost of their journalistic mission. This practice has an ill-effect on objectivity of media. Hence the news media has much focus on profit and running by dictates of the sources of their revenue.

Although India has a free and vibrant print media, broadcasting was a protected government monopoly for more than four decades since the country's independence in 1947. Operating within the developmental journalism philosophy, broadcast news essentially purveyed the government viewpoint. Often to the dismay of opposition political parties (Rampal, 1995:161). A variety of studies indicated that the credibility of broadcast news in India was low compared with that of the print media (Rampal: 1984: 3-20).

As satellite television became available in India in the late 1980s, people increasingly turned to CNN International and BBC World Television for news, which were seen as providing a more candid and balanced coverage of new developments in India. As a result, the ratings of the news broadcast of Doordarshan, the government owned-and-operated television network, plummeted (Rampal, 1995: 161).

Commenting on the anonymous sources and editor's responsibility, James D. Squires, the then editor of the Chicago Tribune, said, "Readers deserve honesty as much sources deserve loyalty. And there is no greater editor's responsibility than the life and credibility of the newspaper" (Squires, 1985-86).

Rao & Ravi (2015) argue:

"Many polls suggest that credibility of media- newspapers and television news channels is declining. One of the reasons attributed is the concentration of media in the hands of big corporations like News Corp. The dwindling variety in the content is directly proportionate to the declining credibility people perceive in media in the

current scenario. This will only get worse as there is a clamour for big media with its advantage of economies of scale.”

“Today, we have access to an almost inconceivably vast amount of information, from sources that are increasingly portable, accessible, and interactive. The Internet and the explosion of digital media content have made more information available from more sources to more people than at any other time in human history. This brings an infinite number of opportunities for learning, social connection, and entertainment. But at the same time, the origin of information, its quality, and its veracity are often difficult to assess. This volume of information addresses the issue of credibility—the objective and subjective components that make information believable—in the contemporary media environment (Rao & Ravi, 2015).

In this context Richard Harwood, a former editor and ombudsman for The Washington Post, is worth quoting: “(news)papers can be both credible and fair without denying that they stand for something, not only on their editorial pages but in terms of the values and beliefs that enter into the ways they shape and select the news” (Harwood, 1994:67).

### **3.5 *Credibility and Objectivity in New Media***

Earlier, people considered new media to be a supplementary medium to traditional print and TV news, which was at the time primary source of news. E-newspapers, news websites and blogs were just alternative sources. In fact, at that time, blogs were considered as unreliable and less credible (Johnson & Kaye,2002). But now a days, new media have become the mainstream media. Internet news sites have become more popular with readers than printed newspapers. But the issue of

credibility and trustworthiness of news and information on the new media is still a concern.

The New Media is essentially a mix of most media forms existing in world today. It is a good example for the democratization of distribution as well as publishing. Most of the new media using 'archives' of contents; hence information can be instantly accessed by the users. Though it is old information that the user avails, it gives a feeling to every user that the media is of his or her own time, thus asynchronous nature of traditional media vanishes. New Media is highly interactive. There are limitations like the wiki-leaks scandals, but traditional media also favor political biases (paid news).

Griffin (2009) stated, "New media platforms assume an important source of information dissemination and expression of opinion, the level to which people place trust and credibility in both the mainstream media and the news media becomes an issue of concern and investigation. It is not all information that is useful and credible and this explains Griffin's argument of source credibility as one of the three major ways through which speakers convince audience members."

Johnson and Kaye (1998) state, "due to free access of internet space in new media, anyone can upload any kind of information without scrutiny. So such free access could affect the credibility of new media as a source of information." Flanagin & Metzger (2000) write that traditional media verify their news reports before going public whereas new media do not necessarily always do so. New media providers are not bound by editorial and gate keeping rules to follow as the traditional media do.

Flanagin & Metzger (2000) observed that while newspapers, books, and television undergo a process of information verification before they reach the public, Internet sites do not always use such measures. The reason to the problem of

credibility is the lack of editorial and gatekeeping rules similar to those in the print and electronic media. Of course, this is likely to increase the importance of branded online news sites.

There is almost no gate keeping in new media. Anyone can share any information in any form for his stakes. Johnson & Kaye (2004) state in their research that credibility of the new media is not as much as traditional media because anyone can share any piece of information on the internet. It is also important that individuals who designed those sites have their personal views and they have no pressure to provide accurate and impartial information. In addition misinformation and rumors are widespread in new media.

(Abdulla,2002) states in his paper that Newspaper credibility is seen to be based in balance, honesty, and currency. So newspapers, must be balanced in storytelling, objective and fair in providing information, accurate and unbiased to become credible. Television news credibility is seen in fairness respondents have shown. Viewers want news that is fair and balanced, as well as should be trustworthy and accurate, having objectivity, completeness and believability. But online news credibility is built upon trustworthiness whatever these respondents feel.

Now a days so many News reports are floating on social networks. Pew Research (2010) found in its study that social network sites such as YouTube, Facebook, LinkedIn and Twitter were some of the foremost online communication platforms.

ING conducted a survey (2014) on The Social Media Impact (SMING14) in 2014 among international group of Journalists and Public Relations professionals that shows that :

About One-third of journalists accepted that posts on social media are not a reliable source of information. Despite this, half of journalists also agreed that social media were their main

source of information. More important, half of journalists said that they considered consumer opinion to be more reliable than a statement given by an organization. Journalists used social media to find out what people were talking, but did not always try to find out whether public opinion was based on facts. More than half Journalists said they felt more free about rules on social media than with traditional media such as a newspaper and television. They acted in a different manner on new media than in traditional media, they shared personal opinion more openly on new media, despite the fact that journalists are seen as being objective and reporters of news facts relating to events of general importance.

Most of media revenue comes from advertising, so it is obvious that advertisers sometimes attempt to influence editorial policies. Mainly they want to alter the stories that could adversely affect their businesses. Sometimes individual advertisers create pressure on smaller newspapers to change some policies and editorial content. It is obvious that credibility and objectivity are being compromised for profitability.

Machesney (1997, P.13) concludes that journalism is reflecting the partisan interest of owners and advertisers, instead of showing the diverse interests of community and objectivity is being compromised due to advertising revenue pursuit by media .

“New media has revolutionized the process of getting information from media; news consumers are no longer passive receivers of news/ information in a communication process dominated by corporate media, but rather are active in deciding where to receive news content, from which media, and at their own convenience” (Domingo & Heinonen, 2008).

Haas (2005) argues about the journalism in New Media, “that citizen journalists challenge the narrow range of topics and sources featured in mainstream media. However, weblogs are also criticized for delivering news content that is too closely related to that of mainstream media. It was also found that not only do citizen

journalists cover the same news content, but they also rely on mainstream media for their information, and often include a hypertext to the original source.”

“In recent years, other coverage-related factors have called the credibility of mainstream media into question due to corporate interests that overshadow gatekeeping and content. In contrast, an advantage for New Media is that the content is not controlled by corporate interests; thus, online journalists have the flexibility of discussing issues and news content that mainstream media usually shy away from due to conflict of interests with big media corporations. It is argued that online/citizen journalists are socially responsible due to their greater concentrated interest on citizen involvement and on a healthier public climate, rather than on the rules and interests of a media organization” (Rosen, 1999; Christians & Nordenstreng, 2004).

Caroline (2016) concludes “In an online environment where hard news and selfies all blend on the one feed, it is becoming increasingly difficult to discern what is ‘news’ and who or what is the source of that information. Accordingly, researchers need to be clear about what element of news media is being asked about, whether it is the content, the brand, an individual reporter, a friend who shared it, or an algorithm that sent it. In light of concerns about the unreliability of online information and the push for consumers to develop a ‘way of skeptical knowing’, perhaps simple questions of ‘trust’ in news media need to be reconsidered in order to embrace the complexity of changing conceptions of ‘trust’ in the digital era and thereby remain relevant.”

Guo&Yu (2010) argue, “Trustworthiness of a source’s knowledge on a topic may influence the way a message is perceived. Some editors opposed to anonymous sources with the argument that it undermines news/reporters’ credibility. Readers may want to know where the information comes from as it builds confidence when they

know it. Many news organizations, including USA Today, The Washington Post and the Associated Press adopted new rules on the use of anonymous sources (Strupp, 2004). Neuharth (2004) even suggested journalists at all levels to ban anonymous sources.”

### **3.6 *Credibility & Objectivity amidst Agenda -setting and Gatekeeping***

By virtue of power of agenda-setting and gatekeeping media persons set the order of importance of news items. In broadcasting the agenda is more assertive than in newspapers where a reader can ignore the pre-set position of stories and move straight to a choiced piece of news.

Thus same news story may be allotted by different editorial teams different positions on the scale of significance in different news-papers or broadcast media. This clearly makes the concept of objectivity an utopia.

Various studies have indicated media do have a considerable effect on what people think about and what they perceive as significant. It is also found that “the relationship between the content emphasis on the front page (of newspaper) and the saliences (the important people saw in issues) was greater than the relationship between the content of the inside pages and the saliences” (Becker at al., 1975: 46).

Shanto lyengar and Donald Kinder, scholars of political communications, carefully edited TV news programmes (in the U.S.) to emphasize certain issues and then tested people on perceived importance of the issues (compared with control groups). They found,

“Taken all together, our evidence decisively sustains the agenda-setting hypothesis (for television news). The verdict is clear and unequivocal: it issues from sequential experiments that last a week, from assemblage experiments that last an

hour, and from time-series data (correlating trends in network news coverage and national public opinion) that span seven years; it holds across different measures of importances; and it is confirmed for a variety of problems..... by attending to some problems and ignoring others, television news shapes the American public's political priorities" (Iyengar & Kinder, 1987: 33)

Ideological consideration dominate the way people in the media world think. And, "Ideology", according to Richard Ohmann, "is the whole of ideas of a group of people with common interests-a nation, a party, a government, a social or economic class, an occupational group, an industry, etc. The most common tactic of ideology is to show how the interests of the group are 'really' the same as the interests of the whole society or of humanity in general" (Ohmann, 1987: 107)

Turning elsewhere has been made easier by the information Revolution. One can bypass the traditional gatekeepers of information in one's country-publishers, editor and every journalists and so straight to wire service stories and a choice of international media available through a variety of computer online services, including the internet. Direct access to wire service stories has also enabled media consumers to compare the original story with the one that was published in a national medium, and determine whether the story's objectivity was affected through the 'editing' process of the gatekeepers. So it appears that the information revolution will do for protected and guided media system what free competition and the open market philosophy have done for protected economies- improve the quality of the 'protected' product (Rampal, 1995: 161).

Ogidi & Anthony (2016) say, "Suffice to submit that the new media, which is relatively recent web development such as blogging, Micro-blogging, Social Media networking, among others, are used essentially as independent or self-publishing

platforms that do not have bottlenecks such as the gatekeeper(s) etc., as available in its traditional counterpart. On the other hand, the traditional media refers to those methods indicative of print based newspaper and television. They include the electronic, the print and the narrowcast media with tremendous achievements over decades.”

The broad and vast effects of gatekeeping and agenda-setting applied not just to information, but also to the visible public opinion of such disseminated information (Barzilai-Nahon, 2008). Since the gatekeepers of society are in complete control of all information received by the public, they are therefore also in control of how the public perceives the rest of society’s reaction to news stories. Due to the unidirectional flow of information, the sole producers of all public knowledge are the gatekeepers of the traditional mass media institutions, where the public audience is not able to freely create Information” (Barzilai-Nahon, 2008, p. 3).

While this unidirectional flow of information worked in establishing a gatekeeping And agenda-setting function for traditional mass media institutions in the twentiethcentury, it is not a practical model to study in the present reality of the multidirectional flow of information in the networked society (Chin-Fook & Simmonds, 2011).

“Due to the rise of accessibility and availability of the internet, the scarcity of information pertaining to issues of interest to the public have largely been reversed. Instead, there is now an abundance of information readily available to members of the public, particularly those who have access to the internet” (Singer, 2014). According to Meraz (2009), “this abundance has turned the table on the gatekeeping and agenda-setting effects of mass media on the public. Given the readily available information scattered throughout cyberspace, the public is given more than a handful of options as

to where they consume their news. Furthermore, with the creation of social media, user-generated content has empowered the public with the tools for becoming their own gatekeepers and agenda setters of information” (Meraz, 2009).

Heinderyckx & Vos (2016), for example, argue that while much of the information received and consumed by the public today is through online mechanisms, most of this information in fact originates from traditional mass media. Moreover, they argue that while today’s digital communication services allow for user-ended creation of information, it is traditional mass media institutions that still dominate the production of news.

Singer (2014) states that the journalist from a mass media outlet still acts as the gatekeeper, but that members of the audience play a role as ‘secondary gatekeepers’; individuals with an online following that are able to distribute information to an even smaller audience of people with similar interests to the so-called ‘secondary gatekeeper’ (p. 58). In other words, a two-step gatekeeping process is created where traditional mass media institutions are the primary gatekeepers that set the agenda for consumers of information. The consumers of such information then become secondary gatekeepers, as they actively disseminate or suppress the information they consume to their audience.

Social media have been studied as an expression of dominant discourse in public opinion, but also as an instrument for the political system to shape news coverage and even more so, to challenge journalism standards and practices. In the domain of agenda building, two lines of analysis are viable. Firstly, the degree of influence that the political agenda exercises –or not– on the media agenda, and secondly, the uses that journalists give to new media (Lasorsa, Lewis & Holton, 2012; Singer, 2005).

### 3.7 Audience: 'Mass' and/or 'Market'

Ien Ang (1990), describing the nature of audience says that the concept of mass was especially popular in the first half of this century, when film and radio made their entrance and rapidly gained an unprecedented acclaim among people throughout. Many cultural observers and critics saw these popular media as important constituents of what they called a mass society, and perceived their audiences as masses who absorb mass culture.

“A lot of early fears about the powers of the media were fed by the idea of the mass” (Ang, 1990). It was this school that put forth the concept of hypodermic needle model of communication according to which the mass media have a direct, immediate and influential effect upon audience by ‘injecting’ information into the consciousness of the masses. The concept is now regarded as crude and simplistic. A British cultural analyst Raymond Williams (1961) has said that there are in fact no masses, but “only ways of seeing people as masses” (p.289).” and those ways seeing tend to be elitist and moralistic” (Ang. 1990).

Morley (1986) found gender differences in viewing preferences and styles: men prefer to watch factual programmes (news and sports), while women prefer fiction (soap operas and other drama series).

According to Morley’s study, when the family is together, men are usually in control of the selection of programmes. “Masuline power is evident in a number of the families as the ultimate determinant on occasions of conflict over viewing choices” (Morley, 1986)

However, “such gender-related patterns of viewing do not occur in all families. The situation may be different in families of different class and ethnic backgrounds, in single-parent or two-career families, and so on” (Ang, 1990 ; 164).

Still, that there are predominant patterns in the United States is confirmed by Several American researchers (Lindlof, Shatzer and Wilkinson, 1988: Lull 1982).

However, “these patterns are not based on difference between women and men or on natural authority possessed by men. Rather. They are the effects of the particular social roles that men and women occupy within” the household (Ang, 1990).

Rajendran & Thesinghraj (2014) concluded, “The young and middle-aged population prefers to get their news and other information from online sources, whilst newspapers and other legacy print media are popular amongst the older population.

“Now, what media need to do is to make a prudent balance between the credibility with responsibility and the credibility with objectivity. In a developing nation like India, to appreciate and practice objective responsibility and thereby ensuring a greater degree of credibility should be the primal urge, whether it be a government controlled medium as in most of the developing countries including AIR or DD or a medium controlled by a business tycoon or a press baron, like most of the newspaper and magazines and Western TV and radio networks. Innovativeness and creativity based on professionalism, ethics and work culture should be inculcated in the journalists by the right type of training to them.” (Singh, 1997)

### **3.8 *Social Responsibility Vs Corporate Interest***

Hoary fallacies about the separation of news and editorial sides on the church-state model and the undesirability of profits form journalism are being given up by many professionals of today. The good health of a newspaper is seen in its financial strength, assuring it freedom from both the need for subsidy and the fear of take-over of closure. The robust freedom of expression journalist cherish does not come about with an unsound balance-sheet (Sarkar, 1993).

Edward R. Murrow, the well-known American broadcaster, who called television “the money-making machine,” has noted, though in American context:

“one of the basic troubles with radio and television news is that both instruments have grown up as an incompatible of show business, advertising and news. The top managements of the networks, with a few notable exceptions, has been trained in advertising, research or show business. But by the nature of the corporate structure, they also make the final and crucial decisions having to do with news and public affairs. Frequently they have neither the time nor the competence to do this...”

(As quoted in Sperber, 1987: xvi)

“There is one and only one social responsibility to business- to use its resources and engage in activities designed to increase its profits so long as its stays within the rules of game....” (Friedman, 1970).

Some critics argue that if social responsibility is accepted as the measurement of success in journalism, freedom of the media will disappear, along with independent news values and judgments. Supporters of social responsibility consider it the right course for newspapers and broadcast stations to follow. But the concept is still predominated by the interest of the proprietors (Singh,1997).

In this regard Leonard silk, economic correspondent, the New York times points out the paradox, “can a newspaper simultaneously be both a business serving its own interests and affect to be a quasy-public institution serving everybody’s best interests as defined by the newspaper itself?” (as quoted in Fink, 1988:83).

Fink succinctly puts it this way:

“Journalistic success can rise only from financial success, journalistic independence only form financial independence; financially weak newspapers or

television stations become easy prey for special interest pressure that distorts the news process” (Fink, 1988:86).

It is relevant here to quote Former President K.R. Narayanan who while delivering a lecture in Parliament Annexe said: “The old preeminence of the editor has become extinct. The proprietor and not the editor formulates policy, and the editors execute the policies. In this contest it is the proprietor who really enjoys the freedom of the press” (Narayanan; 1997.)

Thus, organizations to whom profit is the main consideration give a low second place to credibility. “only an informed public opinion and an alert and committed corps of journalists can create and maintain the public pressure needed to ensure that credibility comes before profit” (Bhattacharjee, 1995).

Tracing the causes of declining credibility of newspapers, Rajendra Prabhu points out: “The number one cause is the ownership pattern. A newspaper is not like manufacturing of soap; those who give it a brand name and want to package it like soap and toothpaste, undermine the very basis of journalism. A packaged good may have good sales but newspaper provides the information that irrigates the grass roots of democracy. And if that information is suspect, tainted or motivated, then the grass roots of democracy will not remain uncontaminated, finally destroying democracy itself. The coming into existence of the electronic media and what is called infotainment, does not alter the basic premise about information. This basic premise arises out of the fact that in a democracy citizens have to make informed choice, and informed choice cannot be made if they cannot rely on the source of information to provide them the truth and nothing but the truth” (Prabhu 1995).

Agee, et al. (1988:32) sum up: “The media as a whole are concerned in a news sense with reporting and interpreting society’s conduct, in an entertainment sense with

presenting material that will earn a profit because it pleases audiences, and commercial sense with marketing goods and services through advertising, at a profit and themselves.”

### **3.9 *Code of ethics for Media & Media persons***

Harris (1992) says, “There are various codes of ethical conduct, depending on the conventions and traditions of the country concerned and on who formulates the code – whether it is publishers, editors, journalists or an external regulatory body. Most codes are concerned with the provision of credible information and avoiding distortion, bias, suppression, invasion of privacy and ‘yellow journalism’. Journalistic codes also tend to protect the independence of journalists from undue pressure from proprietors, publishers or advertisers and often also call for protection of the confidentiality of sources.”

Those who attach codes of ethics maintain, among other things, that the codes often contain internal contradictions, are poorly written, unwisely tend toward consensus thinking on the part of practitioners, and are largely products of management or organizations dominated by ‘management types’, which, as Professor Richard A. Schwarzlose of Northwestern University (the U.S.) states it, “tend to focus on things reporters cannot do (as a protection for corporate and product credibility), rather than on ways of uplifting the reporters’ self-image” (in Agee, et al. 1988:541).

It is evident that, because of substantial public concern, communication ethics will continue to be a hotly debated subject. Denis McQuail sums up the journalistic ethics as follows:

- Truth and accuracy,
- Impartiality and fairness,

- Respect for individual privacy,
- Independence from vested interests,
- Responsibility to society and the public good,
- Respect for law,
- Moral decency and good taste. (McQuail, 1994:126).

The International Principles of Professional Ethics in Journalism, an example of a comprehensive code, which also has an international reference and drawn up under the auspices of UNESCO (Traber and Nordenstreng, 1993), postulates:

- People's Right to True Information,
- The Journalist's Dedication to Objective Reality,
- The Journalist's Social Responsibility,
- The journalist's Professional Integrity,
- Public Access and Participation,
- Respect for Privacy and Human Dignity,
- Respect for the Public Interest,
- Respect for the Universal Values and Diversity of Cultures,
- Elimination of War and Other Great Evils Confronting Humanity,
- Promotion of a New World Information and Communication Order. (McQuail, 1994:125).

### *Gifts, Favors and Freebies*

It has become a common practice that during press conferences or otherwise gifts are distributed, in addition to entertainment. Journalists expect and accept gifts and public relations men/women in turn expect better coverage for their clients in print. Though there is no way of correlating the quantum of gifts with exposure in

media; it is possible that those handling public relations exaggerate the relationship to fatten their own wallet (Singh,1997).

The question is how the press can be free and independent if a few journalists, including editors and columnists, could occupy government houses and sit in judgement on the high and mighty and the hoi polloi alike, and how much credibility will such a press have (Singh,1997).

A study of journalists' opinion about gratuities, conducted by the researchers of the University of Missouri School of Journalism, revealed "a strong regard for individual professionalism, a general distaste for freebies, a rejection of freebies as essential, and a general support for the SPJ, SDX (The Society of Professional Journalists, Sigma Delta Chi) code of ethics" (in Agee, et al 1988:541).

The Press Council of India concerned over growing malpractices in the corporate sector, issued additional guidelines for financial journalists to check some unhealthy practices which have been on the rise. These guidelines prevent the journalists and newspapers from receiving gifts, concessions, grants or facilities either in cash or in kind which are likely to compromise free and unbiased reporting.

## CHAPTER – 4

### Major factors influencing credibility and objectivity in Journalism

Objectivity and fairness, the core values of journalism are constantly been threatened by different factors which have arisen in today's media, be it print, electronic or online. Some of the factors responsible for influencing objectivity and fairness in journalism are discussed in this chapter.

#### 4.1 *Commercialization and corporatization of media*

The commercialization of media and concomitant deviation from its role as a watchdog has been witnessed worldwide. Many communication scholars and social scientists including Herman & Chomsky (1988), and McChesney (2008) have dealt with this phenomenon at length in their seminal works. These works provide details of the chain of events and factors, which make 'objectivity' falling victim to commercialization and the corporate houses exercising control over media and its content. In our country India, private media seem to borrow heavily from the commercial model of the West, bringing along with it all the incumbent issues and concerns including the phenomenon of 'paid news'. In India, the increasing corporatization of media is a consequence of the inclusion of representatives of big corporate entities that are advertisers into boards of directors (Thakurta 2012). Thakurta says:

Jagran Publications has head the managing director (MD) of Panataloon Retail, Kishore Biyani, McDonald India's MD VikramBakshi, and leather-maker Mirza International's MD Rashid Mirza;

besides the CEO of media consulting firm Lodestar Universal India, Shashidhar Singha, and the chairman of the real estate firm JLL Meghraj, AnujPuri. The board of directions of HT Media, publishers of Hindustan Times and Hindustan, has included the former chairman of Ernst & Young K. N. Memani and the chairman of ITC Ltd Y. C. Deveshwar. Joint MD of Bharti Enterprise Rajan Bharti and MD of Anika International Anil Vig are a part of the TV Today's Board of Directors. The directors of DB Corp (that publishes DainikBhaskar) includes the head of Piramal Enterprises Group, Ajay Piramal, the MD of Warburg Pincus, Nitin Malhan, and the executive chairman of advertising firm Ogilvy & Mather, & CEO of the country's biggest BPO company GenPact as a member of its board of directors. (Thakurta, 2012).

At one hand corporatization of media has changed the priorities of news media and on the other, it has also changed the way in which corporate entities use media for their own interests. Much of the recent coverage of news events has strong linkages to an eagerness of news media to attract and cater to commercial interests. In our country, there is also the issue of surrogate ownership where media companies are front organizations for corporate bodies (Ninan, 2003; Thakurta, 2013). There were reports that inspectors of the Serious Fraud Investigation Office (SFIO) of the Ministry of Corporate Affairs who unearthed media-related investments by a news media company floated by Peter Mukherjee and Indrani Mukherjee in 2006, which launched 9X and NewsX, was actually been hugely financed in the beginning by RIL or its subsidiaries (Thakurta 2013).

It is said that in Chhattisgarh, a conflict zone between govt. machineries & naxalites, various media houses own mining licences, thus, blurring further the roles of media and business interests (Ullekh, 2013). Commercial motives have completely overshadowed the role of media as a watchdog for the people, directly impacting our democratic values and institutions.

#### ***4.2 Sensationalisation and trivialization of news: Challenges to media as a fourth estate***

Media as a ‘watchdog’ enables a ‘public sphere’ that allows for an enlightened discourse and debate over issues and concerns which may affect the masses. The media is supposed to give credible and objective news and information; but because of commercialization of the whole media operations including its editorial decisions, it has become a subject of discussion. Golding & Elliot (1999) while saying that ‘objectivity’ and impartiality’ remain ‘the aims of most day-to-day journalism’, define ‘objectivity’ in journalism as subscribing to and observing a set of rules, which in turn are a result of the assumed audiences and the pressures exerted on the newsroom (1999:640).

The ownership and management of public and private media, particularly the television in India have particularly cast a cloud on ‘impartiality’. There are many instances of pressures on 24\*7 television news channels, which have actually affected the objectivity of news. This shift in basic role of media has been well described by Robert E. Park, who wrote in 1940 that ‘news, as reported in American newspapers, has tended to assume the character of literature more so a fiction – and it is not confined to television alone. It is the preponderance of the ‘narrative’ in the construction of news that has led to ‘accuracy of facts and their correspondence to an outside reality’ being treated as little more than elements ‘in a human ordering of elements’ (Bird & Dardenne, 1997: 336).

The sensationalisation and trivialization of news have its genesis in the western liberal model where media in pursuit of commercial gains have developed processes and procedures of news gathering and reporting that have created an elusive environment and ecology that Lippmann theorized way back in 1921. Television has been particularly responsible for blurring the boundaries between the genres of ‘news’

and ‘entertainment’ (Turner, 2005: 71-93), the ‘political’ and ‘private’ (Lumby, 1997: 135), the public and private behaviours of each sex (Meyrowitz, 1985) and the dividing lines between private and public space (Wark, 1994). Such blurring is even more relevant today in the context of the evolution of myriad communication forms that have changed the conception of masses.

In today’s scenario, it’s possible to overcome governmental pressures over media functioning but it’s really difficult for media to free themselves from the corporate sector’s pulls and pressures because of large scale corporatization of media business. Herman & Chomsky (1988), elaboration of the ‘five filters’ that operate in the selection and dissemination of news, and also issues relating to the political economy of media in the context of globalization by McChesney (2008), has necessitated a rethinking of ‘news’ and the role of media in postmodern society. These factors have led to fears of the erosion of media’s capability of creating a ‘public sphere’ and a space for open and rational communication (Buckingham, 2002: 21). Notwithstanding the critique of Habermas’s conceptualization of ‘public sphere’ (Calhoun 1992; Dahlgren 1995; Peters 1993), the role of media as ‘fourth estate’ depends on media being able to function as a critical commentator, a role that Habermas(1989) argued that the commercialization of media did not allow. In India, the changes that have marked the three constitutive dimensions of the ‘public sphere’, i.e., structures, representation and interaction, constrain and add complexities to the many different spaces that have eventuated (Dahlgren, 1995).

This is further compounded by the symbolic and non-constitutional forms of politics, preoccupations with the ‘local’ by the mushrooming regional media and the processes that govern news-making practices at the national, regional and local levels (Rajagopal, 2009). Even if the complexities of the Indian public sphere do not

correlate to models in the West, the commercialization of the Indian media and its impact upon democracy can be related to the path in the West, which has been grappling for years with the transformation of media from ‘watchdog’ to ‘lapdog’. The unfairly discriminating control that large corporations exert on Indian media outlets can be gauged in emergence of corporate sporting events or other forms of ‘partnership’ witnessed from time to time (Sainath, 2013).

#### **4.3. *Paid news phenomenon***

Paid news is a practice where those who are able pay media houses feature in the news in a positive manner and that too in a sustained manner on different media platforms. Media outlets thus earn profit both in monetary terms and also in circulation and viewership. Paid news may take many forms and is more subtle and brazenly discriminating than advertising so much so that even an alert reader or viewer fails to ascertain whether a particular news in a newspaper or on television news channels is a product of genuine journalistic exercise or is driven by some commercial or political interests and linkages.

In India, the issue of ‘paid news’ may be considered in the context of the historical role of media in nation building and in the context of politics post Independence, particularly post liberalization. Leaving aside the role of English newspapers in the freedom movement and of regional newspapers in post-Independence India, which are well documented (Iyengar, 2001; Jeffrey, 2000; Kundra, 2011), it would be better to focus more on recent developments, particularly post economic liberalization. While it has been noted that political developments of the time had an effect on newspaper circulation (Jeffrey, 2000), the most significant development has been ‘nation-building’ on state-controlled radio and television

giving way to ‘entertainment’ in private television (Athique, 2012: 32-71; Mehta, 2008:1–11).

The traditional role of the press as a watchdog of public interest was replaced by self-serving role with profit-making becoming the foremost objective, post liberalization (Batabyal, 2012: 33-46). Developments in the media industry correlate with developments in the political and socio-economic environment. The growth of the Hindi press was in part politics-driven (Ram, 2000). The emergence of ‘paid news’ can also be traced to increasing incidents of corruption, particularly during elections and for using the media for political goals (Sainath, 2010a).

Moreover, corporate houses and even governments use their advertizing budgets to dictate editorial policy, overtly or covertly; and this is not a recent or new phenomenon (Times of India, 2013). The large public sector, which was a result of the mixed economic model followed in early post-Independence India, made the state and central governments the largest employers and largest advertisers as well. Calls for tender bids and announcements for vacancies in government establishments and the public sector were a common feature in most newspapers until the 1980s. In 2012, the BBC named Indian Railways, with 1.4 million employees, the largest employer in India and the ninth largest in the world (Alexander, 2012).

In the post-liberalization era, government continues to be a major advertiser. One of the means by which state governments seek to bring media outlets to its favour is by withdrawing or reducing government advertisements. Here, ‘paid news’ is mounted to disguise advertisement as ‘news’ and to place it in the news space, not flagging the distinction between objective news and information; and all this happens with active collaborations and complicity of the media organization.

The Press Council of India has based its report on ‘paid news’ in the background of large-scale corruption in society, which has extended to media. Of particular significance, also referred to in the report, is the series of articles by the then the Hindu rural affairs editor P. Sainath on irregularities relating to the electoral campaign of chief ministerial candidate Ashok Chavan in the state of Maharashtra in October 2009. Chavan’s re-election was preceded by some choice coverage, an investigation into which revealed identical stories, word by word in the three Marathi dailies, *Pundhari*, *Lokmat* and *Maharashtra Times*, besides 47 ‘full pages of news’ in more than one daily, but predominantly in the multiple editions of *Lokmat*, none of which was termed ‘advertisement’ or ‘advertorial’ (Sainath, 2009a). It was later revealed that his accounted expenditure on advertisements was a mere Rs. 11,379 million of which six were in print publications amounting to Rs. 5,379 million and the rest in cable television. As advertisements in these dailies would have run to millions of rupees, and in the light of the nature of the articles, it could only be concluded that the coverage was a result of some special deals struck between the advertiser and the newspaper (Sainath, 2009b).

A few relevant instances may be recounted here so as to understand the nexus between media and politics in which each seems to have become a part of the other, so much woven together that they no longer work as partners but as one, and also to underscore the challenges that the development poses to democracy. On 17 March 2011, *The Hindu* published in partnership with Wikileaks a cable sent by the US embassy in New Delhi to the state department on 17 July 2008, in which Charge D’Affaires Steven White conveyed that five days before the UPA government of Manmohan Singh was to face a crucial vote on the Indo-nuclear deal, Nachiketa Kapur, an aide to Congress leader Satish Sharma, had shown him two chests of cash,

reportedly containing Rs. 500-600 million, to purchase the support of MPs, and also told him that four MPs belonging to Ajit Singh's Rashtriya Lok Dal (RLD) had been paid Rs. 100 million each for the same (Varadarajan, 2011).

While White's version could have been based on conjecture considering some of the inaccuracies, the revelation was in consonance with charges of horse-trading made by opposition leaders in the run-up to the nuclear deal vote in 2008, particularly those made on 22 July, the day of the vote, when three BJP MPs displayed wads of cash that they claimed had been paid by Congress ally and Samajwadi Party veteran Amar Singh to buy their votes (Khetan 2011). The satellite channel CNN-IBN had in fact mounted a sting operation ahead of the vote (CNN-IBN), and had whipped up a storm (Ramanujan, 2008; Ray, 2011a, 2011b). A Section of media alleged that it was not the Congress but the BJP that had used its own MPs to 'entrap the Congress or the Samajwadi Party' (Khetan, 2011).

Adding credence to the assertion are the ways in which media, business and politics have also come together to project their common interest. A good example was the public discourse in alternative and social media in December 2013 on the alleged involvement of a powerful industrialist's son in a car crash in Mumbai, which did not make it to the media (Mahabal, 2013). What is worse is that media are becoming predatory, for 'those who did not pay were simply blanked out of newspaper columns and the airwaves (Sainath, 2010b).

There is also the practice of forcing advertisers to buy thousands of copies, thus, increasing circulation, or, as Sainath (2009a) sums it up, 'if your rival has paid up, you might even cop a lot of nasty flak in those media'. Thus, 'Paid news' allows for the exploitation of commercially driven media by political actors enmeshing media, business and politics.

#### **4.4 *Mediascape: changing priorities***

The era of entertainment television as against the educational format of DD influenced the mediascape in general. For instance, it led to the growth of ‘frothy (Print) supplements.... Devoted to non-issues’ (Ninan, 2003). The trend catapulted ‘food’ and ‘fashion’ to the forefront in media, which jettisoned serious issues such as agriculture education, employment and health to make room for matters of public interest (Thomas, 2010:82).

Liberalization changed businesses, spurring growth in advertising, public relations and marketing sectors and led to the setting up of media outlets solely devoted to making money. The hitherto family-owned media enterprises became major business enterprises. This transformed news into a ‘commodity’ and brought industrial and corporate production and management processes into media enterprises. The change was also reflected in the content of news media, particularly television, constructing an ‘elite discourse, a conversation limited to affluent news consumers, while the less privileged are wished away’ (Batabyal, 2012:46).

This is confounded by the fact that a few players dominate all media segments, indirectly contributing to homogeneous representations. According to Telecom Regulatory Authority of India (TRAI), Sun TV and Essel Group have interests in Print, TV, FM as well as distribution platforms like Direct-To-Home (DTH) and MSOs. The Anil Dhirubhai Ambani Group is present in all media segments as well as distribution platforms. Ushodaya (Eenadu), India Today, Times Group, ABP Group, Bhaskar Group, Jagran Prakashan, Malayala Manorama Group have interests in all three media segments – print, TV and FM radio (Jha, 2013). Such cross-ownership is of particular concern in a developing country like India where the media market ‘remains highly fragmented, due to the large number of languages and

the sheer size of the country' (Thakurta, 2012). Such dominance has led to media indifference to issues of poverty and economic ills in the country.

The reportage of agriculture has been woeful, contributing a mere 0.9 per cent to news content. The neglect of the issues plaguing the Vidarbha region, the cotton economy in Maharashtra, by media which at the same time covered the Lakme fashion week in Mumbai with added enthusiasm, has been cited as a prime example of this indifference to issues and concerns of common people (Sainath, 2011).

Here an argument could well be made that media's deflection of attention from more fundamental issues is simply in consonance with the generally skewed priorities in the economy and polity, as media are so enmeshed in it. The 'nationalistic rhetoric' has been internalized to become the commonsensical view (Sutherland, 2005: 193). 'Locked as it is into the power structure', media seem to be acting largely 'in tandem with the dominant institutions in society', producing a perspective that is far from natural (Curran, et al. 1982:21).

Given the historic role of media in India, where the print medium played a stellar role in freedom movement (Ray, 2009) and the broadcast media in post-Independence India was considered a prop of the state, the hegemonising role of media is not a surprise at all (Batabyal, 2012). A critical Marxist perspective leads one to the conclusion that the nation state's ideology is reflected by mainstream media which, functioning as they do as a tool of hegemony, obfuscate failures, lulling audiences into a state of complacency.

The argument is further strengthened by the fact that in the absence of a healthy 'market-place of ideas', media 'serve to bring about and to maintain ruling class domination and exploitation' (Mullen & Klaehn, 2010: 216). And, Indian media's deviation from its defined roles also reflects that our polity lacks concern for

fundamental issues plaguing the country and its people (Ranganathan & Rodrigues, 2010). Another aspect of 'paid news' in the context of the media's role as 'fourth estate' is that while some are able to pay to make it to the 'news', while the socially and economically disadvantaged and the growing instances of inequality since the 1990s are not finding a place in media (Sainath, 2000: 152 – 171).

An investigation by *The Hindu* into the coverage relating to Ashok Chavan and similar electoral coverage revealed a huge amount involved in such exercises (Sainath, 2013). While there is no doubt that the clandestine publication of news that does not identify the source is unethical, this does not answer the question of whether such news has indeed impacted on electoral processes or results. The role of media in electoral politics in India is complex. Even as studies are yet to conclusively establish the link between television propaganda and election outcomes, the effects of other media, especially the print medium, on voters' minds also remain unclear.

The growing skepticism of mainstream media's aims and their role as an objective observer of events has resulted in less and less trust in media, with alternative media finding greater favour, both owing to ease of access and the content purveyed. The myth of the 'fourth estate' 'with its head in politics and feet in commerce' is perhaps evident largely now (George Boyce, cited in Schultz, 1998: 23).

The growth in Indian media, both in terms of readership and viewership has caused unbridled competition with scant regard for guidelines (Lloyd, 2012). Advertisers have increasingly made content decisions with the issue figuring in Parliament in 2003 (Muralidharan, 2006). This could be related to the quest for a 'viable revenue and business model' for both print and digital journalism (Ram, 2011). The preponderance of advertisements has helped such newspapers as the

Times of India to price the newspaper below cost, leading to a price war in most of the cities where it is circulated (Muralidharan, 2006). The following words of N. Ram, a member of the board of the Hindu group of publication summarizes the media scenario today and as to how it has telling effect on objectivity and fairness of news:

Increasing concentration of ownership in some sectors; higher levels of manipulation of news, analysis, and comment to suit the owners' financial and political interests; the downgrading and devaluing of editorial functions and content in some leading newspaper organisations; systematic dumbing down, led by the nose by certain types of market research; the growing willingness within newspapers to tailor the editorial product to subserve advertising and marketing goals set by owners and senior management personal; hyper-commercialisation; price wars and aggressive practices in the home bases of other newspapers to overwhelm and skill competition, raising fears about media monopoly; private treaties with corporate houses that undermine the independence and value of news; rogue practices (Ram, 2011).

#### ***4.5 Objectivity and credibility of news in digital age***

With the coming in of digital/new/online media, a fresh debate has been launched about the objectivity and credibility in journalism. Different social scientists are beginning to question that issue of objectivity, especially when it comes to its application in this contemporary era of digital communication needs to be freshly discussed because of the different characteristics of this new media as compared to old media like TV, radio and newspaper.

In a research study conducted by Osborn (2001) on "Ethics and Credibility in Online Journalism", it was found that adhering to conventional ethics and credibility could help ensure the success of online journalism. This research noted that when print was the only medium available to the journalist, ample time was available for proper research, editing, and publication. This is not the case in the age of digital

media where information run faster and content generation becomes a task to be completed in a hurried fashion.

The Internet allows news and information to move at tremendous dispatch, limited only by the data speed. The immediacy brought by the online environment, a medium where everyone is a potential publisher/broadcaster/writer/reporter, allows for even less deliberation by the journalist and editor. The speed and anonymity provided by the Internet can play spoilsport with journalistic ethics. In fact, the Internet has created a fourth kind of journalism in terms of characteristics and dynamics quite distinct from those of radio, television, and print journalism (Osborn, 2001:2).

Sandra Mins Rowe, an editor of Portend Oregonian observed: “the newest news dispenser, the runaway Internet, makes a journalist out of anybody who has a modem. It values speed and sensationalism above accuracy. New media will not accept our standards. We are foolish to treat them as if they have. This is a grim time for newspapers” (cited in Osborn, 2001:3).

Online reporters struggle with credibility because many who publish on the web are untrained in journalism or about industry standards. There is a pressure on journalists to break news, to scoop as fast as possible. Online journalists are taking less time or cannot afford to take more time to check their stories than they did in the old media adding that the rush to put news stories online is undermining journalistic ethics and norms (Osborn, 2001:7). Therefore, taking exceptional care to be late rather than wrong and compromising on objectivity can enhance credibility, a cornerstone of journalism, which is difficult to regain once it is lost. The loss of balance and fairness because of unverified sources and inaccurate reporting may make it much more difficult for the press to perform its watchdog function (Cowan, 1998).

Osborn (2001) concludes by saying that online media can be credible, but their advantages of speed and multimedia add on tempt the journalists to hasten their copies. The internet can deliver in-depth stories and news, as well. However, audiences mostly look to this medium for the quick news bites rather than more detailed information. The Internet spans the globe, encompassing all manner of geography and political/government entities.

Today we see online webcasts of news and even the injection of audience input in breaking news. It is a fascinating new world in the field of journalism where adhering to conventional ethics and credibility can help ensure objectivity and fairness and finally its acceptability and success among target audience (Osborn, 2001:13). The essence of this argument is based on the fact that significant proportion of online content are devoid of objectivity which is a huge concern in this current age of digital communication.

Thus, today's digital age has redefined the face of communication. According to Watson (2003:230), "Nowhere, except in dreams have reality and fantasy contended for our attention more than on the Net". This is why Stovall (2005:117) opined: "the essence of the Web is news, but the web is not a newspaper on a computer screen. Nor is it a broadcast station that you can pick up through a browser. It is different from traditional media in some significant and profound ways."

Digital media being instantaneous in news reporting may be caught in a trap where objectivity and credibility may be compromised. Stovall (2005:131) observed: "a news website is a site that is devoted to delivering timely news and information to its audience. Those producing news on the site observe the traditional customs and practices of journalism in gathering, writing and presenting the news. The question of credibility continues to plague the web and those who work in it, particularly in

journalism. Those legitimate questions of credibility often revolve around one of the most important characteristics of the web, i.e., Speed. Journalists like to work fast and tell their stories quickly, especially when competing journalists are involved. Just about any journalist will tell you that getting an exclusive story, a “scoop”, is the best feeling in the world.”

Much of the online news credibility research has compared online newspapers to traditional news formats. These studies have produced mixed results with some research indicating that online news media are more credible than traditional news media like television, radio stations and newspapers while other researchers have suggested that online media are less credible.

Johnson & Kaye (1998) examined how individuals who used the Internet for political information and to purchase candidates’ profiles, judged the credibility of several news media, including the Internet. It was found in their research that online newspapers and news magazines were judged as highly credible; even more credible than traditional media. Credibility was more associated with reliance on the Web than with how much an individual was using the medium. Johnson and Kaye (1998) also discovered that online newspapers and news magazines were regarded as highly credible.

Kiousis (2001) found that people were skeptical of online news sources. His survey showed that newspapers were found the most credible medium. International studies have also confirmed that the traditional news media were regarded as more credible than the online news media. Yi Park (2005) did a similar study among Koreans and found that they considered traditional news media to be more credible than the online news media. Schweiger (2000) in his research study found that German media consumers rated newspapers as being more credible than television or

online news. However, at the time this study was conducted, the Web was relatively new to the people and the majority of participants were non-Internet users. While newspapers were generally considered to be the most credible medium, the lines between television and online news media were blurred. Television was considered as more serious, well-researched, critical, proficient and professional, whereas the online media was rated as more thorough and impartial.

Research has shown that age affects how audiences rate credibility. Bucy (2003) found that college students saw television news and online news more credible than older media consumers did. Older participants, however, found online news to be more credible than television news, whereas college students found television news to be more credible.

A few research studies have also examined credibility of online medium without considering other media. Greer (2003) compared the credibility of a highly credible and recognizable online news source *Nytimes.com*, the online version of *The New York Times* to a personal Web page. Participants saw either a highly credible source or a less credible source, and then rated the credibility of a news story on the page. The highly credible source was evaluated as the most credible, but the difference was not statistically significant. Lowrey (2004) found that online news credibility was not affected by story design. One group of participants rated the credibility of a news story written in a traditional, linear style; other participants read a news story that was in a non-linear online format, which allowed participants to jump from one part of the story to another via hyperlinks.

The issues enveloping traditional media journalism and online journalism is borne out of notion and practices in both these media. These are more of a conceptual nature than a technological one, for traditional media journalism exhibits not an

aversion to new technology but rather an attempt at a controlled incorporation of it. “What is at stake is how, not if, these new technological practices will be incorporated into journalistic practices” (Bratich, 2004: 110).

The problem of controlling news quality online stems from the inherent qualities of the Internet itself, where “the invitation to ‘be the media’, and thus to challenge traditional media’s definitions of what counted as ‘news’ as well as who qualified as a ‘journalist’, [is] very much consistent with the animating ethos of the Internet” (Allan, 2002). Such statements reveal the resistance of the traditional news media to the idea that “the content of the Web is news, though not necessarily journalism” (Jones, 2000).

As the traditional news media have no real means of prohibiting online news sites from disseminating their content, their strategy has been to dissuade online news seekers from trusting the material found on those sites. By analyzing the discourse surrounding online reporting, Jordan (2007) observed how the traditional news media used accusations of unprofessionalism and irresponsibility in their discussions of online news sites to discredit those sites.

Even at the dawn of the twenty first century, many professional journalists in the traditional media remained skeptical of the Web’s value as a news resource. News professionals lamented the quality of ideas found online and harshly criticised the lack of gate keeping in online publishing. For example, Jordan (2007) found that broadcast journalists took pains to emphasize the care and concern of their own reporting methods even as they continued to promise increasing amounts of available information and urged their television viewers to go to their news Websites. The message being broadcast was that the mainstream press could be trusted to push all this information through to news seekers without compromising their own journalistic

integrity and credibility. As proof, they even reported on reporters who were suspended for revealing too much information. Jordan also found that the division between mainstream and online news coverage was established in the mainstream press accounts, which implied that theirs was the only legitimate way to cover social events. They did not deny that online news seekers had many alternatives for acquiring information, but they wanted to ensure that news seekers were always questioning those sites' journalistic credentials. To clarify this distinction, the mainstream press continually reported on the activities of online news Websites and pronounced judgments on their journalistic merit, which provided an interpretive template for news seekers to use when assessing online news.

It is obvious that the traditional news media will never be able to control what individual users are able to say online; nor do they need to exert that level of control. Therefore, "rather than closing down the Internet's information proliferation, it is sufficient for their purposes that news audiences maintain a pervasive skepticism regarding online information that is not issued under the banner of a mainstream news Website" (Jordan, 2007).

This tactic is still in evidence today when traditional news articles speak of alternative news media as "standing somewhere between opinion journalism and straight reporting", a statement which does not deny the importance of alternative news media, but which clearly distinguishes them from fact driven reporting. Moreover, it is interesting to note that what counts as "straight reporting" is not explicitly defined; instead, the implication is that straight reporting is different and more valuable than whatever the alternative news sites provide. Criticism of online news sites was frequently articulated as an issue of journalistic "professionalism", a

discourse used by the traditional news media to discipline reporters, editors and audiences (Jordan, 2007).

Thus, public perceptions of news media performance follow how influential individuals, groups and institutions publicly assess the news media's performance, adding that production techniques also influence audience credibility judgments. There is no doubt that the public does not always think about bias in the news in the same way that journalists do. Second, the media may be objective and fair, while still being regarded as not credible by the audience. Third, the presentation and style of news stories influence perceptions about news media. For example, when stories present only one side of an issue or use tabloid production techniques, audiences judge the story less credible. Fourth, audiences generalize their judgments of media bias beyond a single article or broadcast to entire news organizations. And impressions of news sources strongly influence people's ability to evaluate the content of media messages from that source (Stroud and Reese, 2010: 25).

## CHAPTER-5

### Data Interpretation and Analysis

Data and information collected through administration of questionnaire were analyzed at length. Different key areas in relation to the research objectives have been analyzed and a detailed analysis have been presented in this chapter

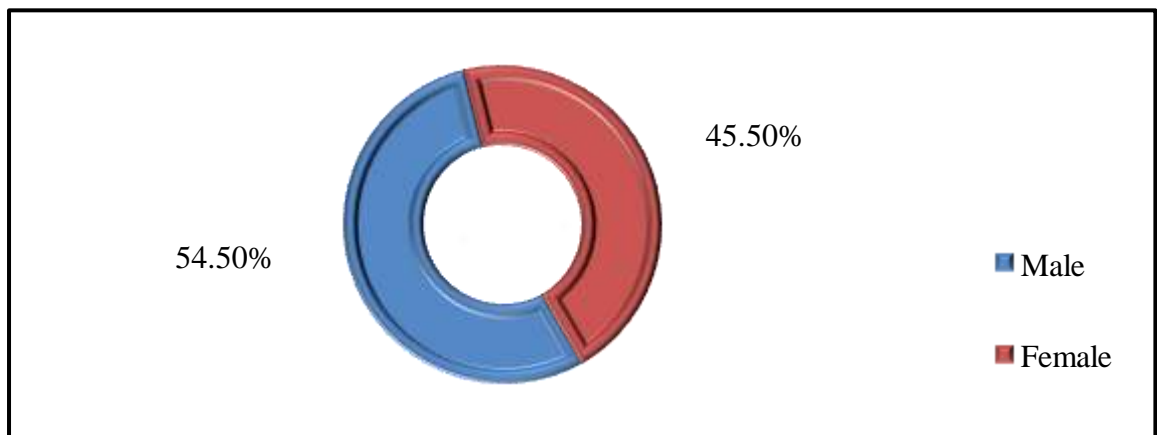
#### 5.1 Respondent Analysis

Out of 400 respondents representation of different age group, occupations, educations and family income has been made for better results.

#### Sex wise distribution of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	218	54.5	54.5	54.5
Valid Female	182	45.5	45.5	100.0
Total	400	100.0	100.0	

(Table-1)

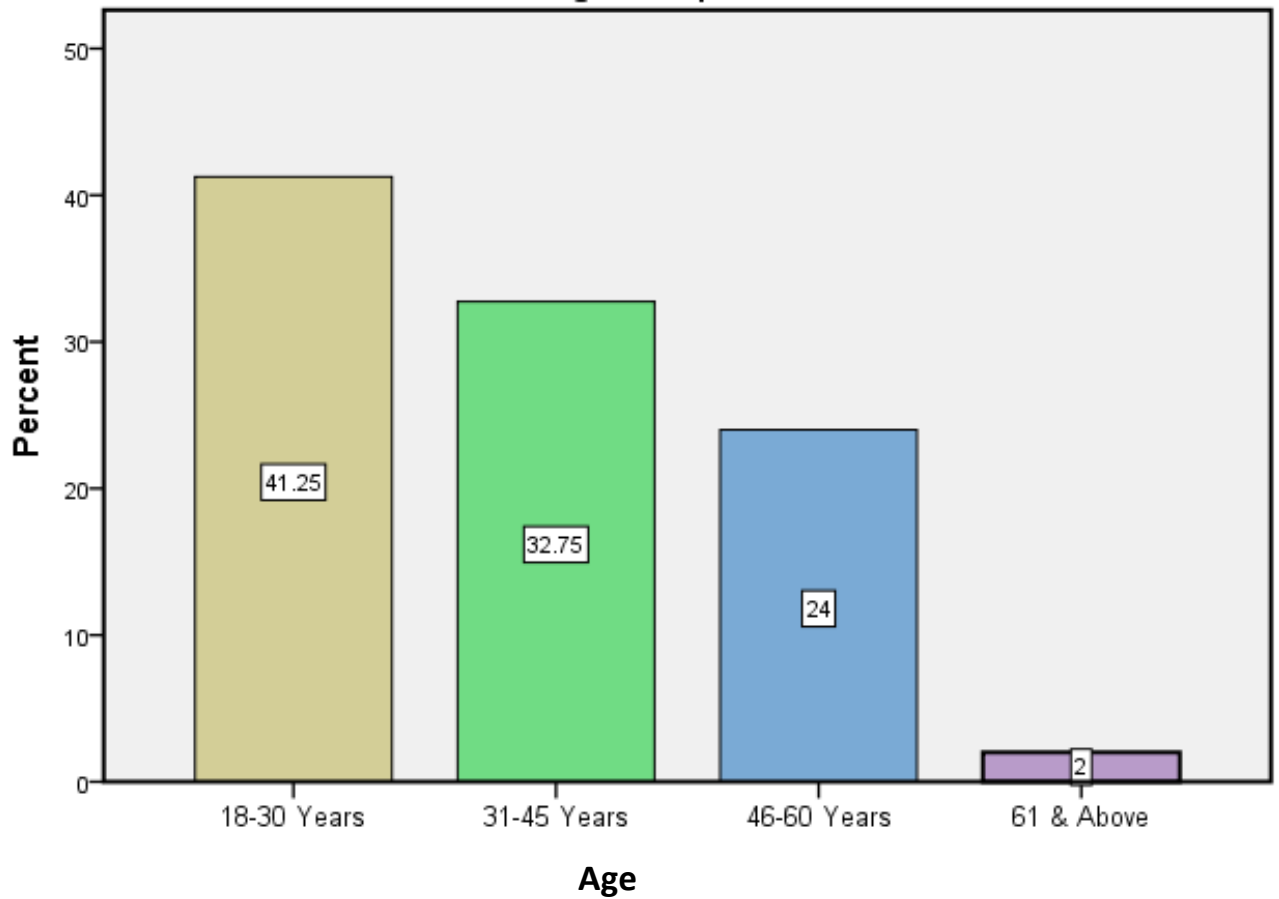


(Figure-1)

Age wise distribution of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-30 Years	165	41.3	41.3	41.3
31-45 Years	131	32.8	32.8	74.0
46-60 Years	96	24.0	24.0	98.0
61 & Above	8	2.0	2.0	100.0
Total	400	100.0	100.0	

(Table-2)



(Figure – 2)

As is clear from Table-1 and Fig.-1, maximum percentage of respondents (41.25 %) were from age group (18-30 Years) and minimum i.e. 2 % respondents were from above 61 years of age, while 32.75 % respondents were from 31 to 45 years age group.

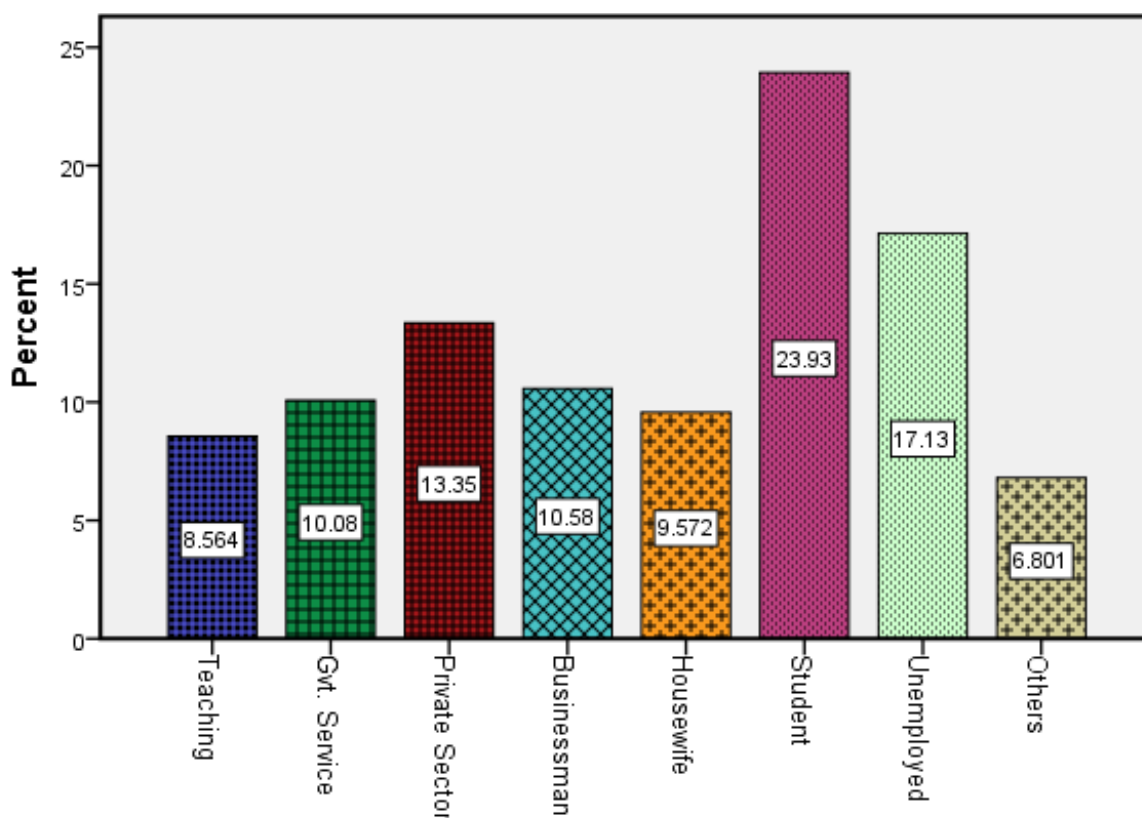
Occupation wise distribution of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Teaching	34	8.5	8.6	8.6
Gvt. Service	40	10.0	10.1	18.6
Private Sector	53	13.3	13.4	32.0
Businessman	42	10.5	10.6	42.6
Valid Housewife	38	9.5	9.6	52.1
Student	95	23.8	23.9	76.1
Unemployed	68	17.0	17.1	93.2
Others	27	6.8	6.8	100.0
Total	397	99.3	100.0	
Missing 9	3	.8		
Total	400	100.0		

(Table -3)

8.5 % respondents were from teaching profession. From Government services, 10 % respondent participated in the survey. 13.3, 10.5 and 9.5 percent respondent were from Private sector, Businessman and Housewife respectively. While students participation was the most 23.8 %, near about one quarter of all respondents. Unemployed and others were 17 % and 6.8 % respectively (Table3 and Fig-3).

### Occupation wise distribution of Respondents



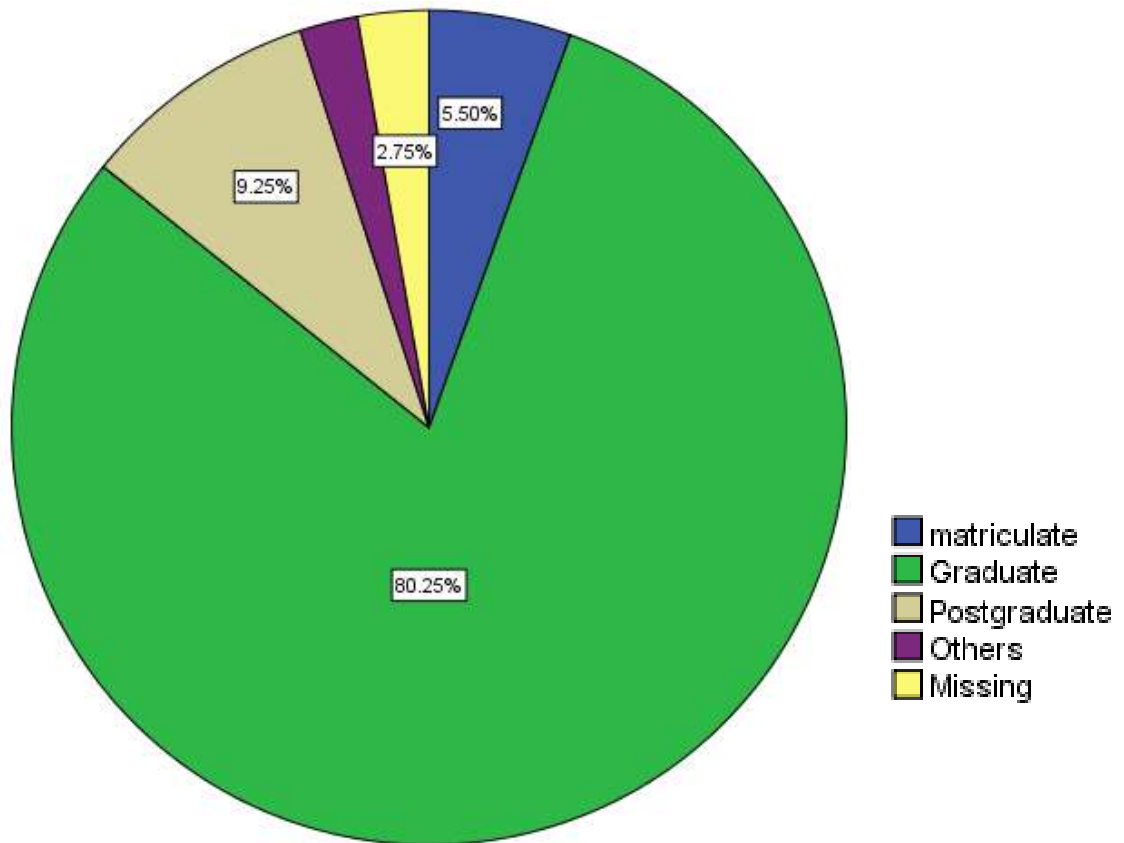
(Figure-3)

### Respondents' Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Matriculate	22	5.5	5.7	5.7
Graduate	321	80.3	82.5	88.2
Postgraduate	37	9.3	9.5	97.7
Others	9	2.3	2.3	100.0
Total	389	97.3	100.0	
Missing				
9	11	2.8		
Total	400	100.0		

(Table- 4)

### Respondents' Education



(Figure -4)

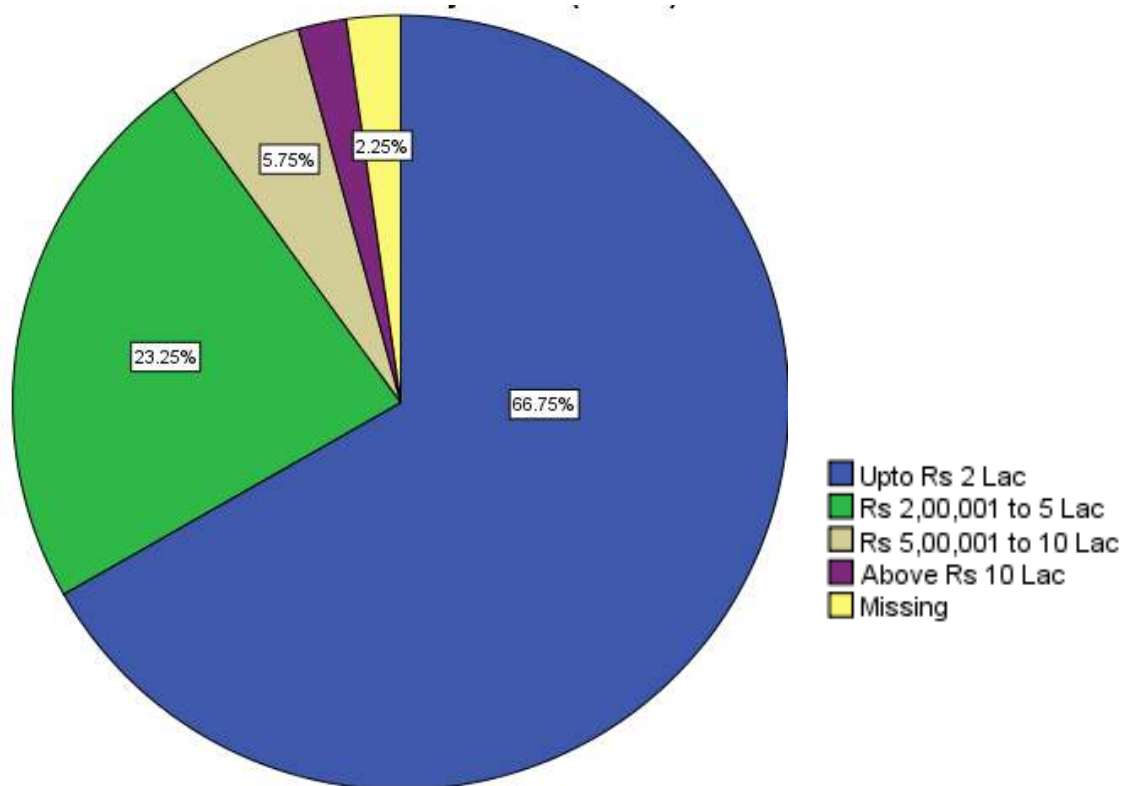
Most of the respondents (80.3 %) were graduate, while 9.3 % of the respondents were Post graduate. Matriculate respondents were 5.5 %. 2.8 % respondents did not mention their qualification and remaining 2.3 % had other kinds of degrees/diploma etc. (Table-4 & Fig-4).

### Family Income of respondents

As in Table-5 and Fig.5, it is obvious that the most of the respondents (66.8 %) had income of less than 2 Lac annually. 23.3 % of respondents had annual income between 2 Lac to 5 Lac and 5.8 % having 5 -10 Lac. Only 2 % of respondents have more than 10 Lac income annually.

Family Income of respondents				
Annual Income	Frequency	Percent	Valid Percent	Cumulative Percent
Up to Rs 2 Lac	267	66.8	68.3	68.3
Rs 2,00,001 to 5 Lac	93	23.3	23.8	92.1
Rs 5,00,001 to 10 Lac	23	5.8	5.9	98.0
Above Rs 10 Lac	8	2.0	2.0	100.0
Total	391	97.8	100.0	
Missing	9	2.3		
Total	400	100.0		

(Table- 5)



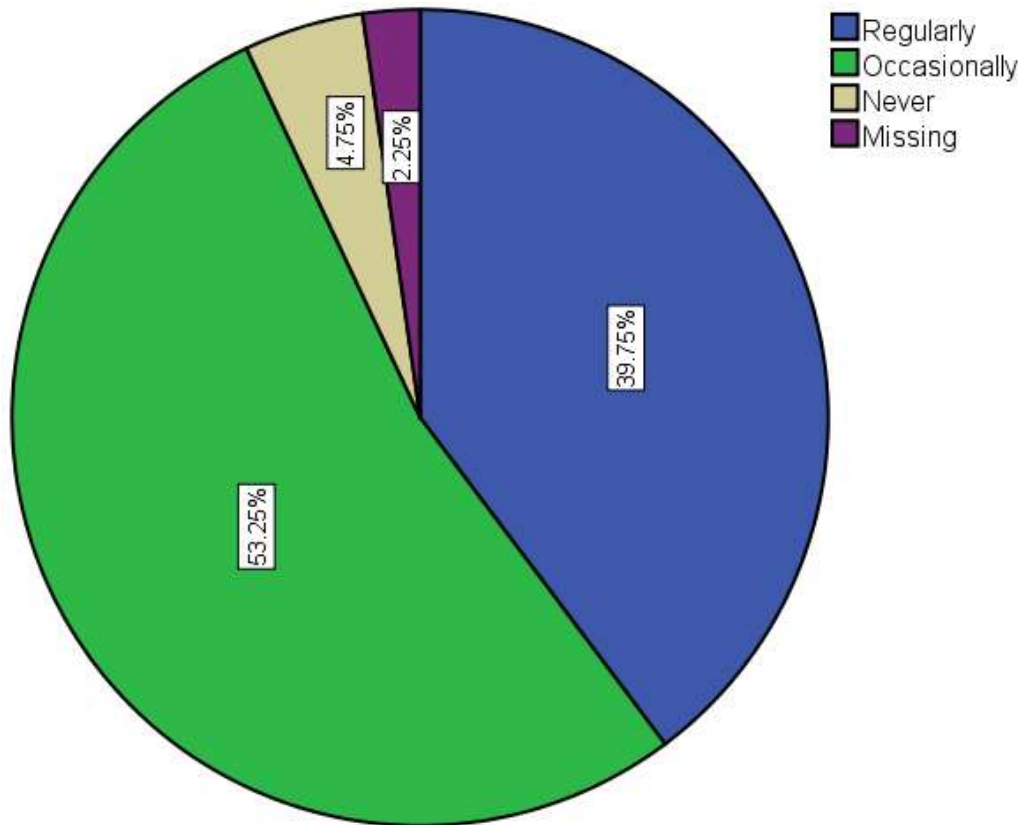
(Figure-5)

**5.2 Media Habits of respondents for getting News and Information**

How they watch TV News?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	159	39.8	40.7	40.7
	Occasionally	213	53.3	54.5	95.1
	Never	19	4.8	4.9	100.0
	Total	391	97.8	100.0	
Missing	9	9	2.3		
Total		400	100.0		

(Table- 6)



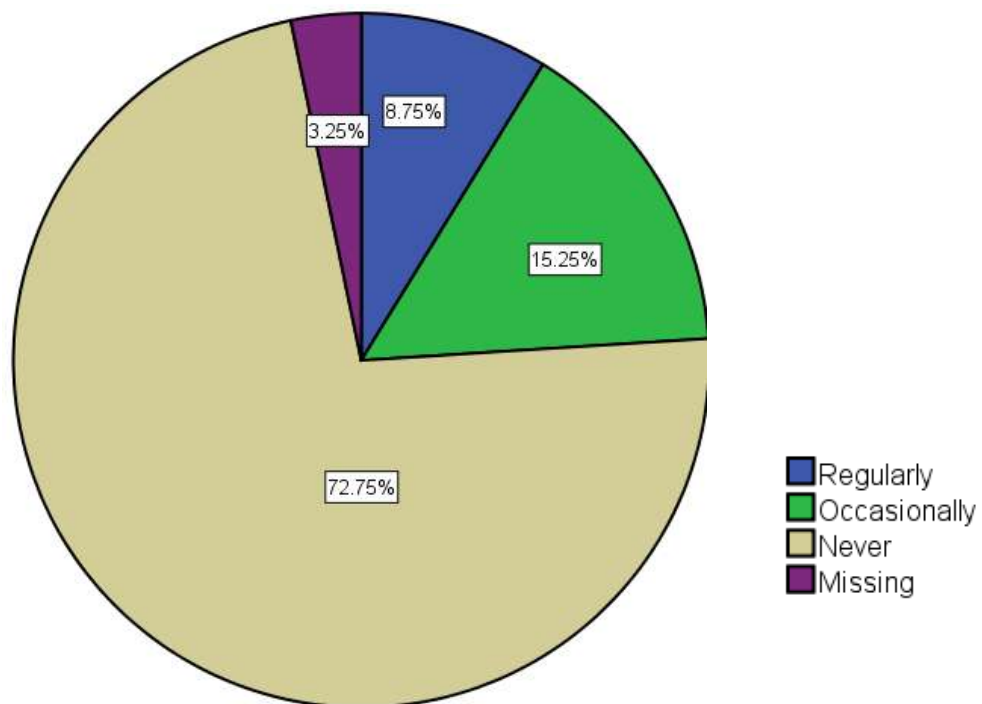
(Figure -6)

More than the half (53.25 %) of the respondents accepted that they watched TV news occasionally and 39.8 % said that they were regular viewers of TV news channels. 4.8 % respondents did not use to watch TV news and 2.3 percent of respondents did not respond (Table-6, Figure-6).

How they listen Radio News?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	35	8.8	9.0
	Occasionally	61	15.3	15.8
	Never	291	72.8	75.2
	Total	387	96.8	100.0
Missing	9	13	3.3	
Total	400	100.0		

(Table-7)



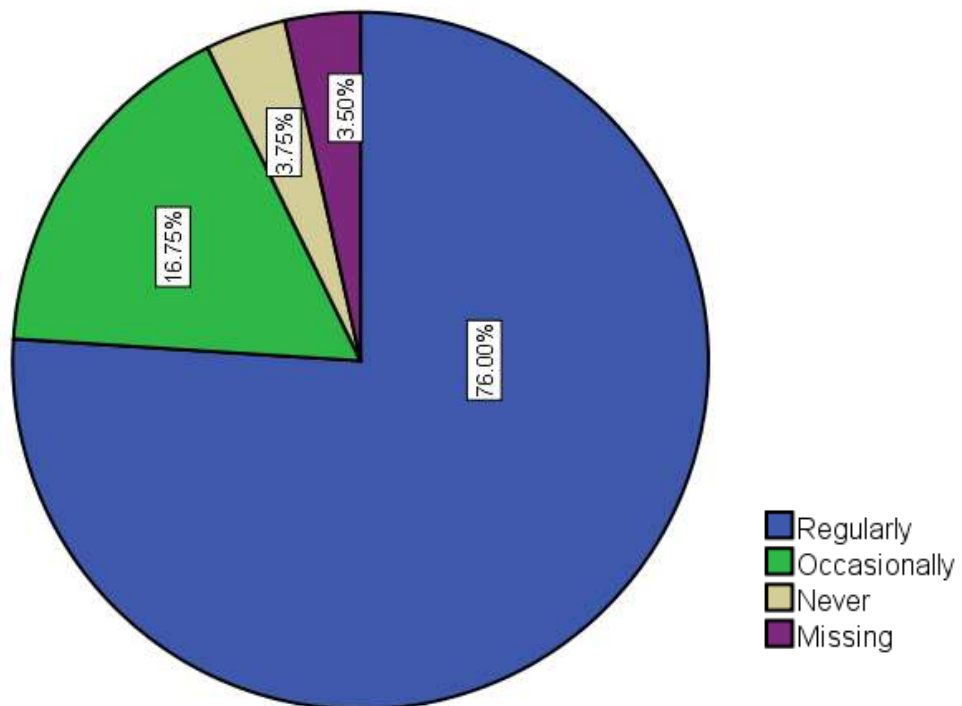
(Figure-7)

Three fourth of valid percent (75.2 %) never listened Radio news, i.e., a huge numbers of listeners do not get news from Radio. Only 8.8 % respondents listen it regularly, while 15.3 % accepted that they listen to it occasionally (Table-7, Fig.-7)

How they read Newspapers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	304	76.0	78.8	78.8
	Occasionally	67	16.8	17.4	96.1
	Never	15	3.8	3.9	100.0
	Total	386	96.5	100.0	
Missing	9	14	3.5		
Total		400	100.0		

(Table-8)



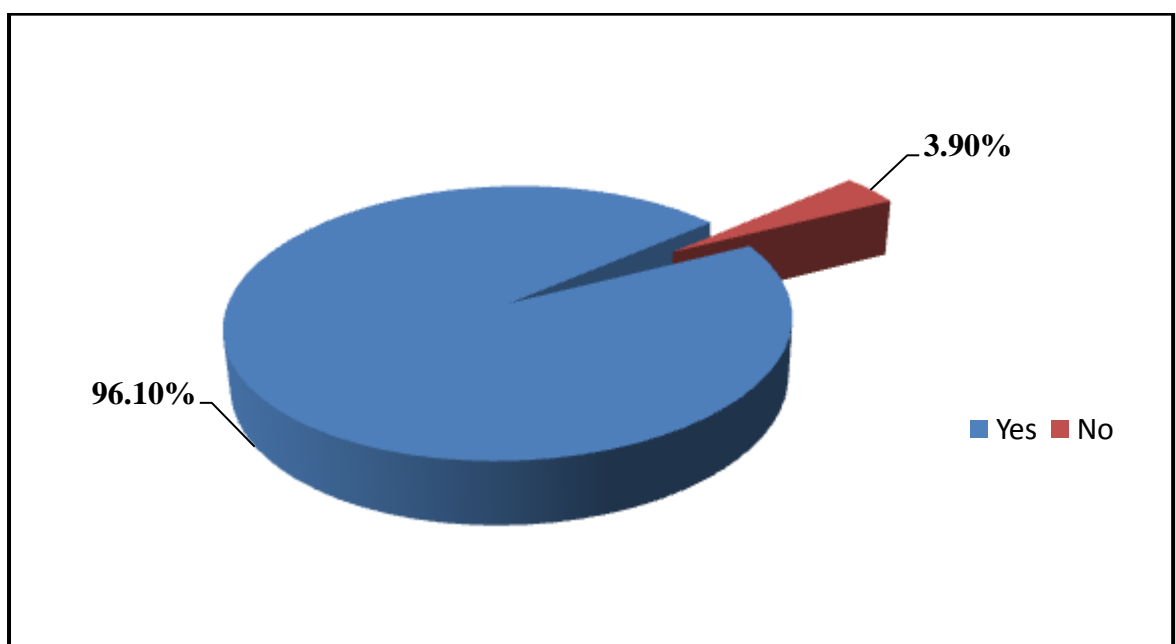
(Figure-8)

It is obvious from Table-8 and Fig-8 that more than the three fourth (76.0 %) of the respondents read Newspapers regularly. Only a few (3.8 %) of the respondents never read it, while 16.8% of the respondents read it occasionally. 3.5 % of the respondents did not answer.

Persons getting news from New Media -  
(Facebook, Whatsapp, News portals etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	374	93.5	96.1	96.1
	NO	15	3.8	3.9	100.0
	Total	389	97.3	100.0	
Missing	9	11	2.8		
Total		400	100.0		

(Table -9a)



(Figure-9a)

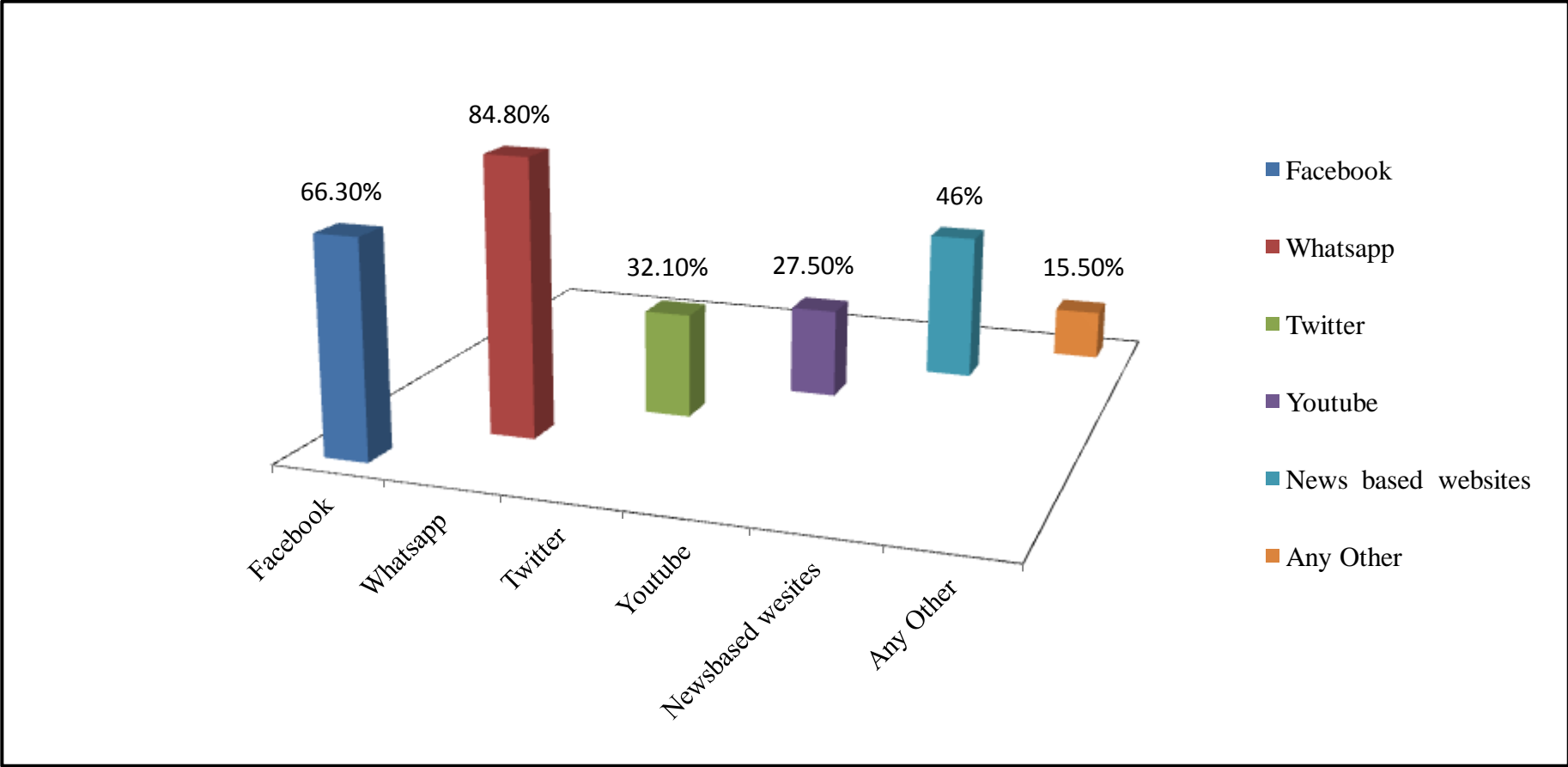
Almost all respondents (96.1%, valid) or 93.5% of the total accepted that they got news from New media ( Table-9a and Fig.-9a). Their responses regarding from which one(s) did they get news are following:

Persons getting news from New Media via-		
	Frequency	Percent
Facebook	248	66.3
Whatsapp	317	84.8
Twitter	120	32.1
Youtube	103	27.5
Newsbased websites	172	46
Any Other	62	15.5
Total Number	374	

(Table-9 b)

The respondents who accepted that they used New media for getting news (374 in numbers), further explained different sources of getting it . Most of the respondents (84.8%) got news from Whatsapp. After that, about two thirds of the respondents (66.3%) accepted that they got news from Facebook. About one third (32.1%) of the respondents also use Twitter for this purpose. Very few, less than half of the respondents (46%) searched Newsbased website portals to get news. 15.5 % of the respondent said that they got news from other sources like Instagram, Blogs, Vchat etc, and 27.5 % of respondents got it from YouTube ( Table- 9b and Figure- 9b).

Persons getting news from New Media via-

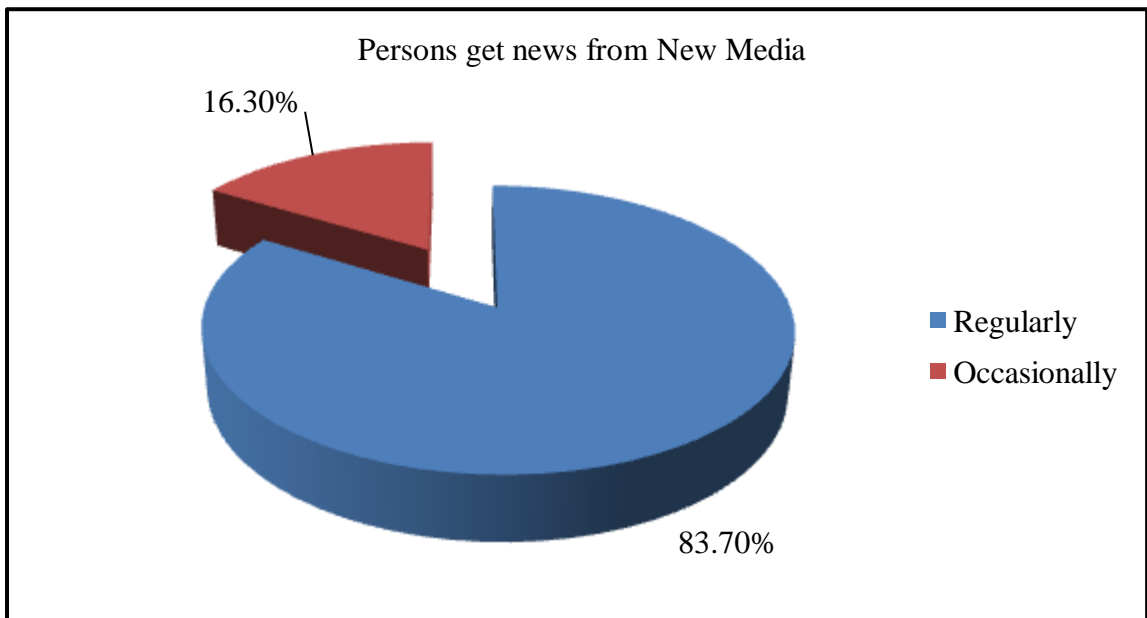


(Figure-9 b)

When asked again, whether you used it regularly or occasionally, following responses were received:

Whether the Persons get news from New Media			Frequency	Percent
Valid	Regularly		313	83.7
	Occasionally		61	16.3
		Total	374	

(Table-9c)



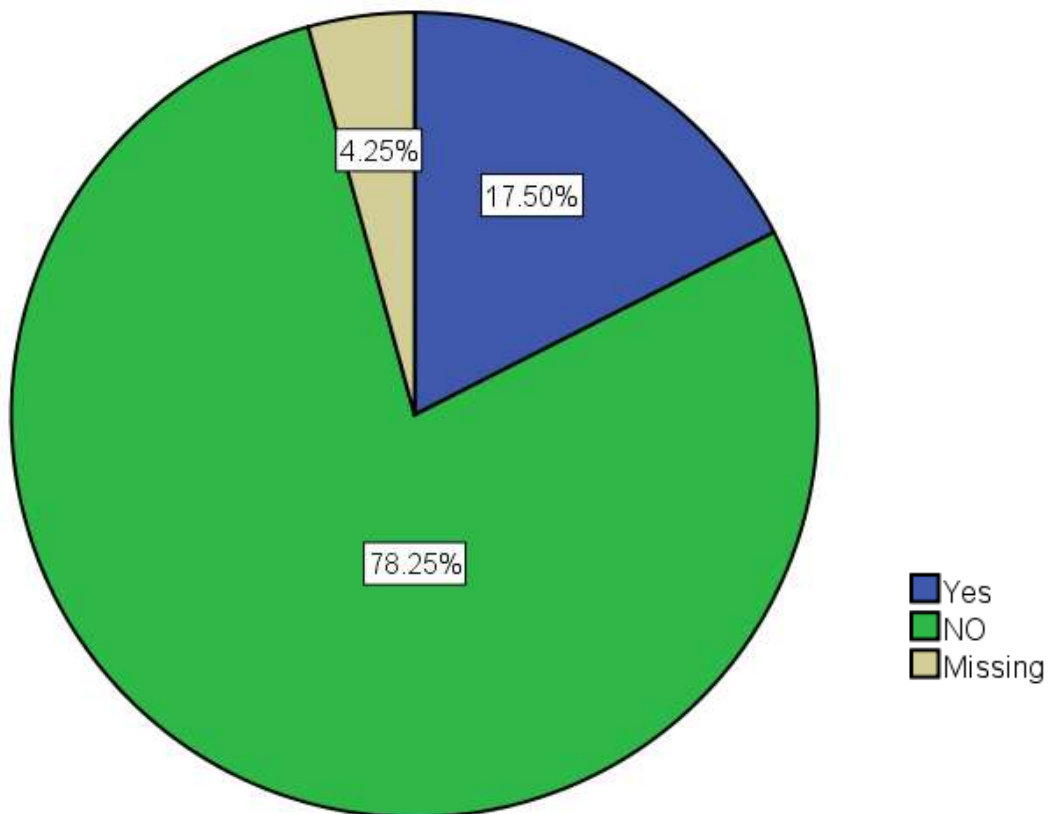
(Figure-9c)

It is clear from Table- 9c and Fig.-9c that a huge number of respondents (83.70%) got news regularly from New media via Whatsapp, Facebook, Twitter, news based websites etc. While remaining 16.30 % of respondents used it occasionally for news purposes.

Persons watch foreign TV News Channels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	17.5	18.3	18.3
	NO	313	78.3	81.7	100.0
	Total	383	95.8	100.0	
Missing	9	17	4.3		
Total		400	100.0		

(Table- 10 a)

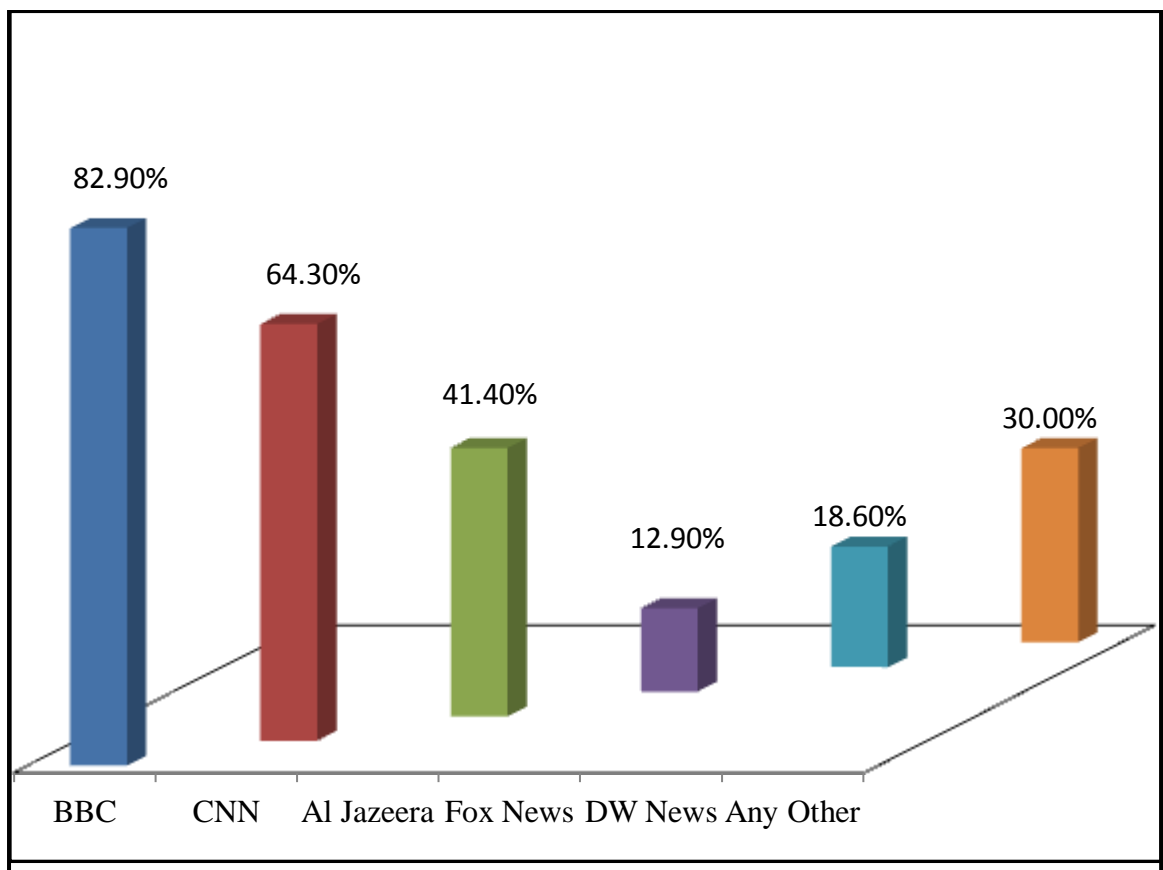


(Figure-10a)

Only 17.50% of respondents watched foreign news channels. 4.25 % respondents did not fill any choice. So only 70 respondents could be analyzed for the foreign news channel they preferred to watch. Following table shows their preferences:

Preferences of viewers who watched Foreign News channels		
	Frequency	Percent
BBC	58	82.9
CNN	45	64.3
Al Jazeera	29	41.4
Fox News	9	12.9
DW News	13	18.6
Any Other	21	30
No. of Respondents	70	

(Table- 10 b)



(Figure – 10 b)

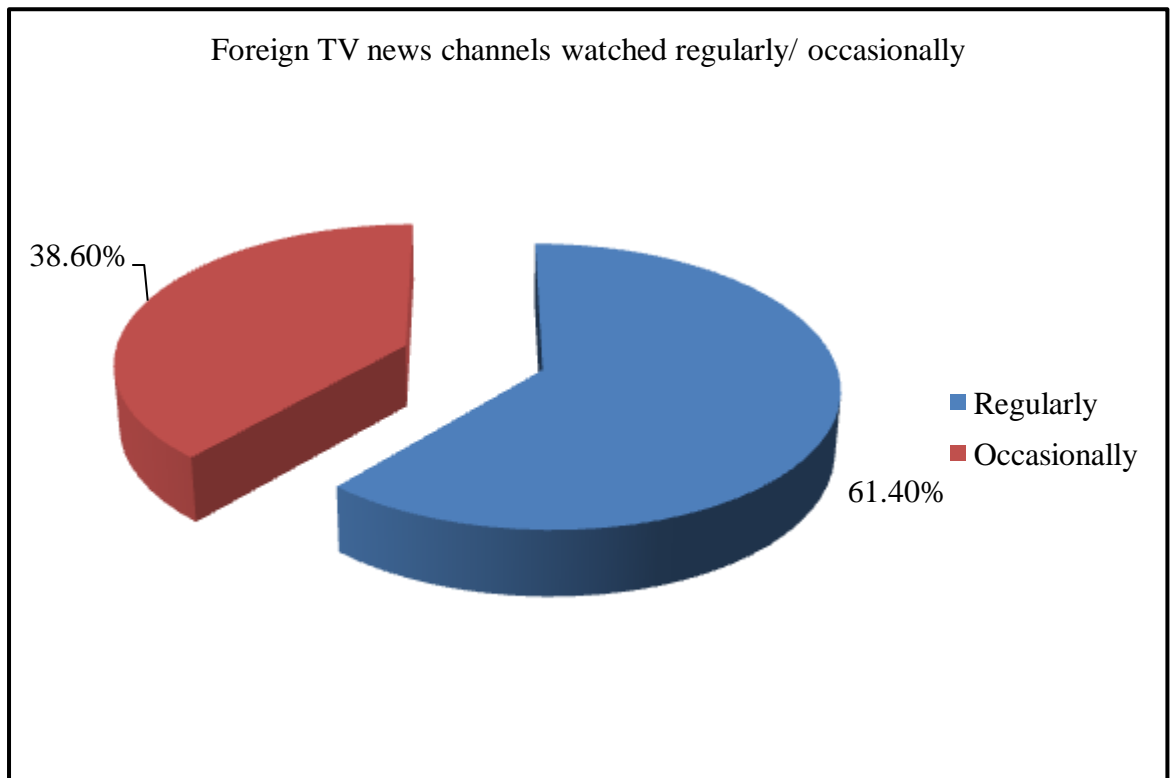
This analysis is done on 70 respondents only who watched foreign news channels. BBC was the most popular TV news channel (82.9%) among the viewers while CNN was the second with 64.30 % of respondents. Al Jazeera with 41.40% of respondents

was third popular news channel. While DW news and Fox news were being watched by 18.60 and 12.90 percent viewers respectively (Table-10b and Fig.-10b).

When asked whether they used it regularly or occasionally, following responses were received:

		Frequency	Percent
Valid	Regularly	43	10.8
	Occasionally	27	6.8
	Total	70	17.5

(Table-10c)

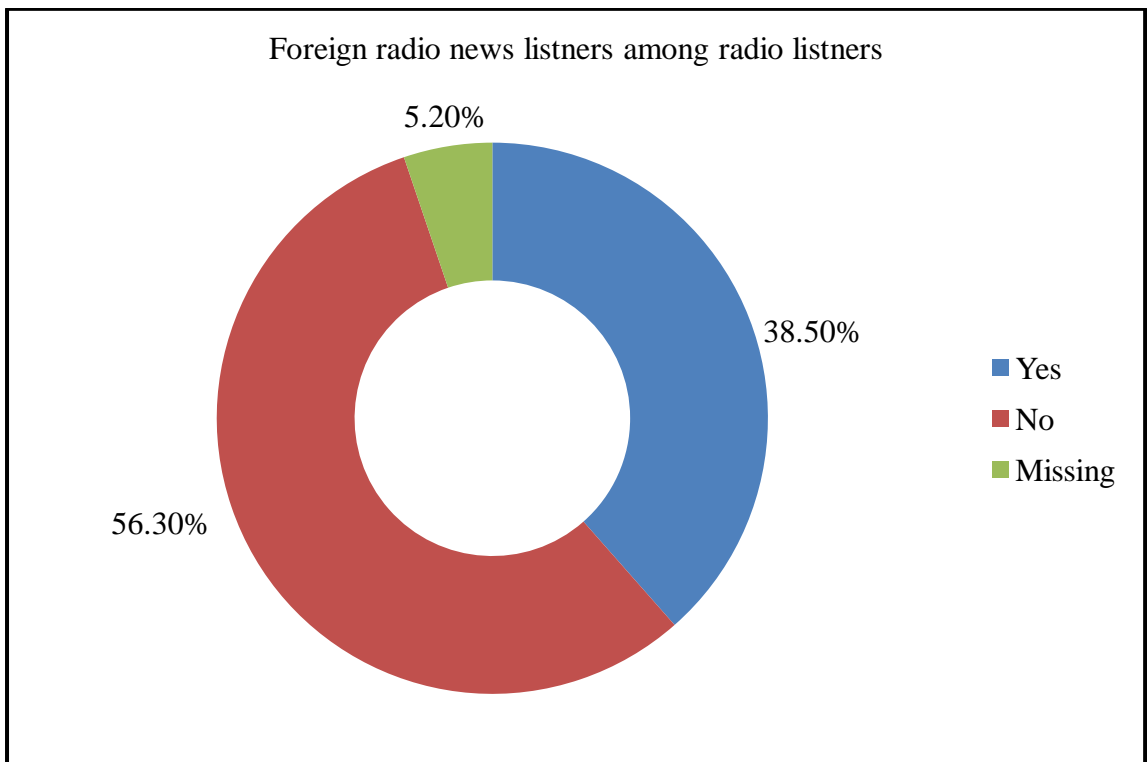


(Figure-10c)

Persons listen foreign Radio News Channels

Do the persons who listen Radio, listen foreign radio news channels also?				
		Frequency	Percent	Valid Percent
Valid	Yes	37	38.5	40.7
	No	54	56.3	59.3
	Total	91	94.8	100.0
Missing		5	5.2	
Total		96	100.0	

(Table-11a)

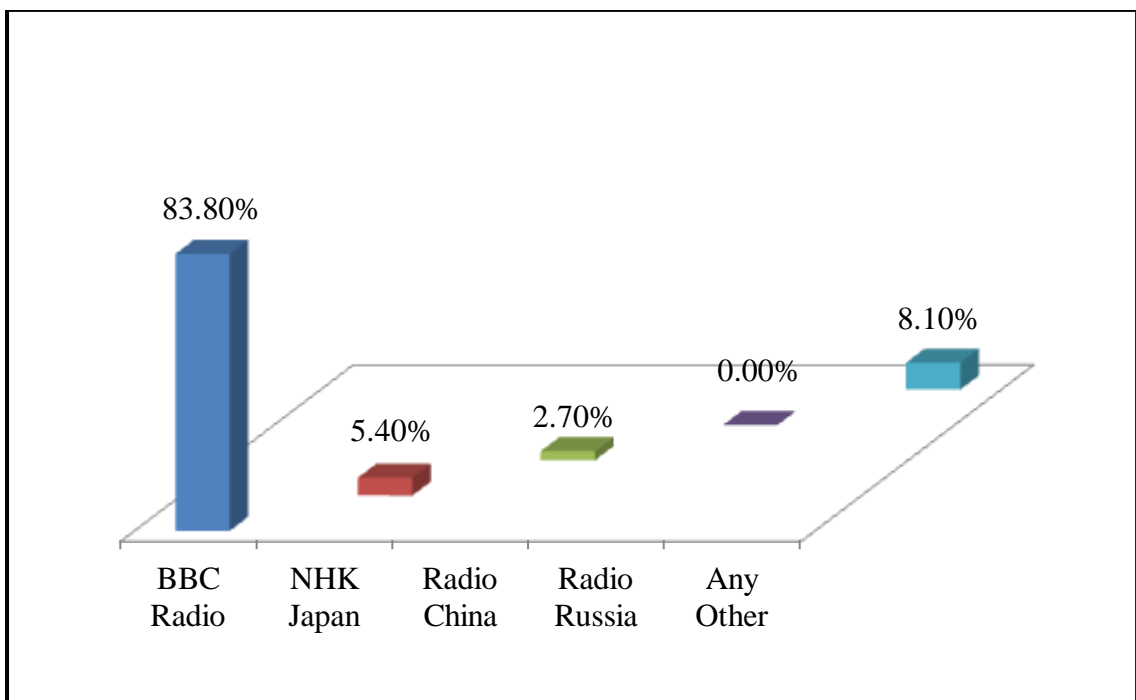


(Figure-11a)

Total radio listeners were 96, out of them only 38 % of listeners listen foreign radio news programs. 5.2 % of total listeners did not respond. From which one(s) did they get news is indicated in following table:

Preferences of listeners who listen foreign radio news		
	Frequency	Percent
BBC Radio	31	83.8
NHK Japan	2	5.4
Radio China	1	2.7
Radio Russia	0	0
Any Other	3	8.1
No. of Respondents	37	

(Table- 11b)



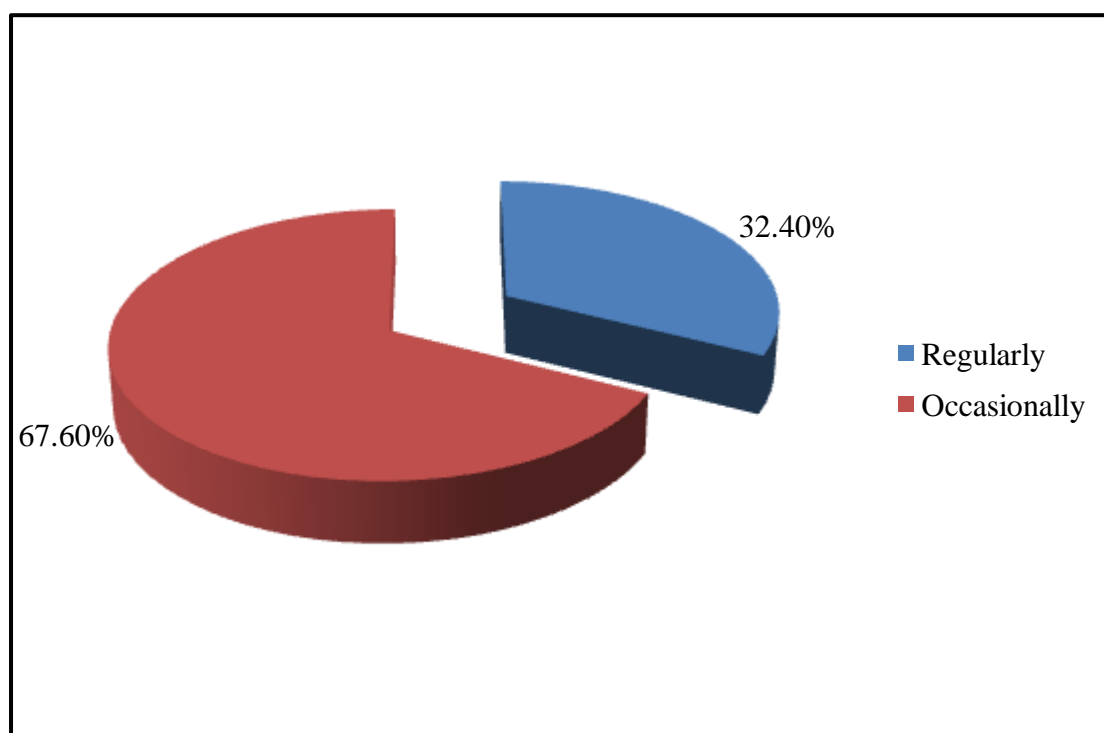
(Figure-11b)

Table No-11b and Fig- 11b show that among the radio news listeners, BBC radio was the most favorite channel to listen foreign news with 83.8% of all foreign news listeners. Others channels were being listened in very little percentage while no respondent listened Radio Russia. Similarly almost negligible percentage of listeners subscribed to NHK Japan and Radio China which stood at 5.4 % and 2.7 % respectively.

Whether they listen to it Regularly or occasionally, following responses were found (Table-11c and fig-11c)

Whether they listen these radio programs -		
	Frequency	Percent
Regularly	12	32.4
Occasionally	25	67.6
Total	37	

(Table-11c)



(Figure- 11c)

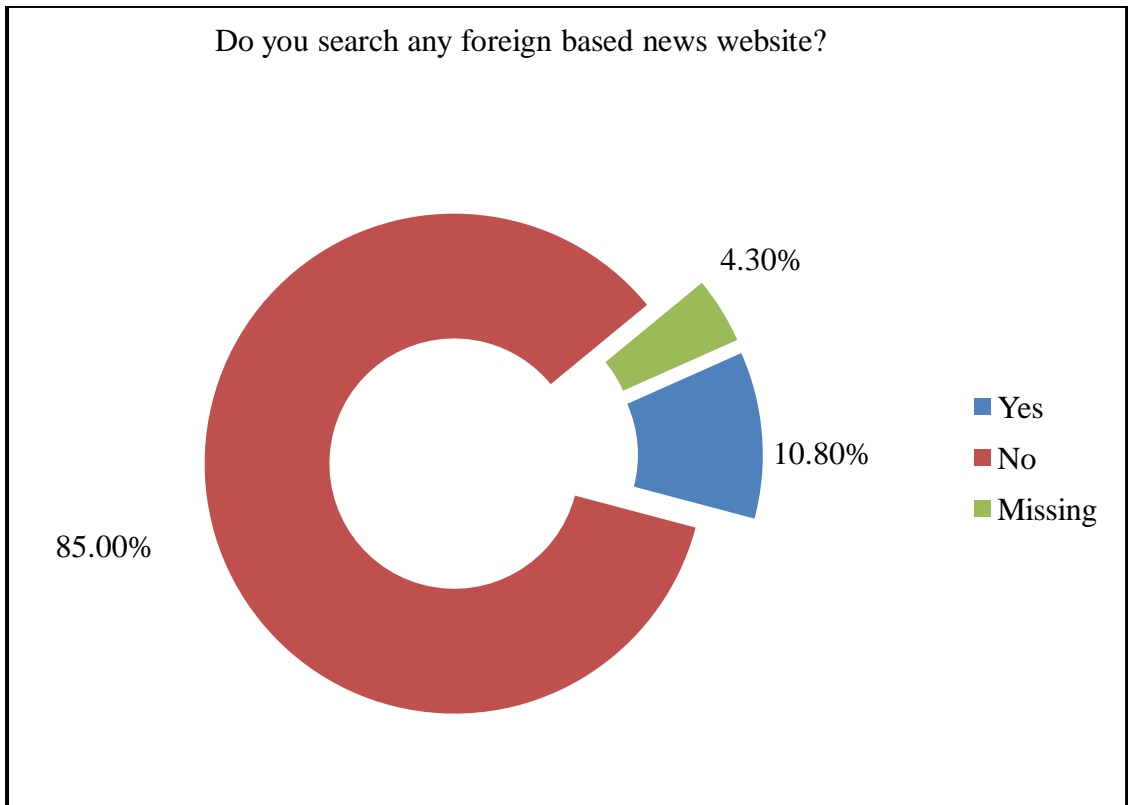
About one third of listeners listened these news regularly. This clearly indicates that very few listeners listened foreign radio news regularly. Most of these regular listeners listen to BBC radio.

Do you search any foreign based news website?

(Such as CNN, FOX NEWS, BBC etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	10.8	11.2	11.2
	No	340	85.0	88.8	100.0
	Total	383	95.8	100.0	
Missing	9	17	4.3		
Total		400	100.0		

(Table-12a)

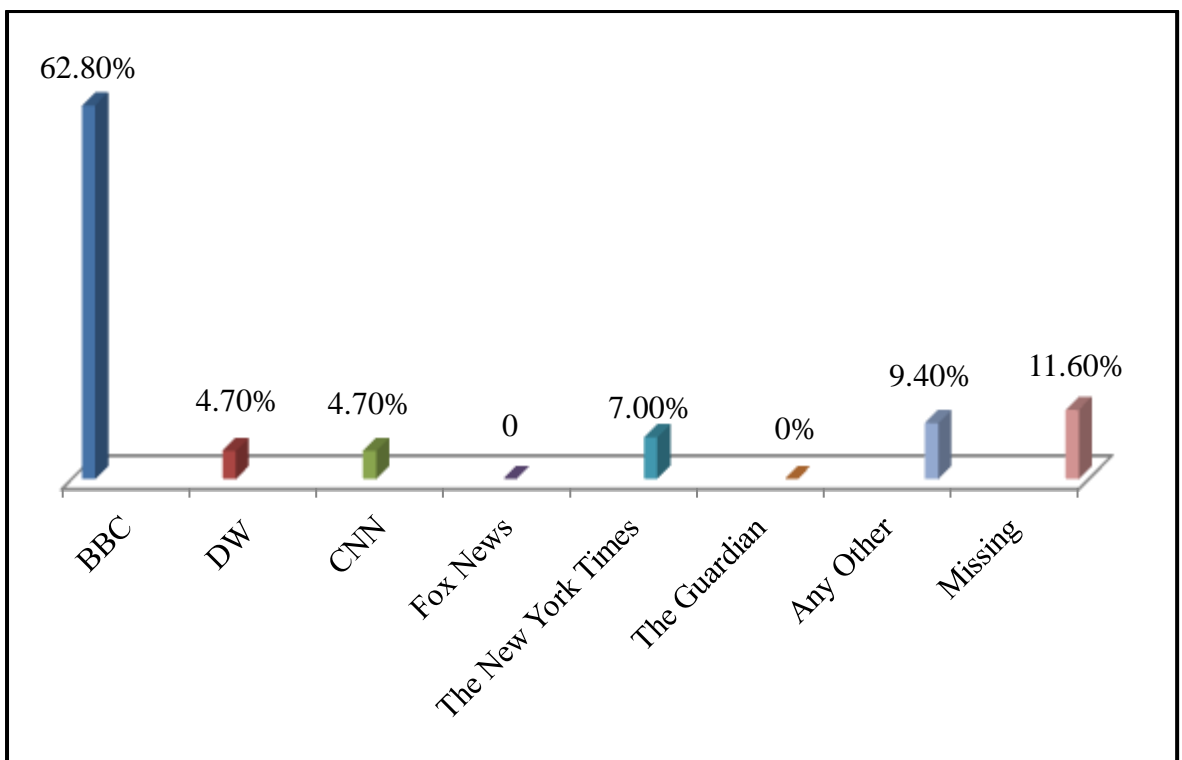


(Figure- 12a)

Only 10.8 % of respondents accepted that they searched foreign News based websites to get news. 4.3 % of respondents did not answer. From which one did they search the most, is given in the following table:

Which news based website is searched the most ?		
	Frequency	Percent
BBC	27	62.8
DW (Deutsche welle)	2	4.7
CNN	2	4.7
Fox News	0	0
The New York Times	3	7.0
The Guardian	0	0
Any Other	4	9.4
Missing	5	11.6
No of Respondents	43	

(Table-12b)



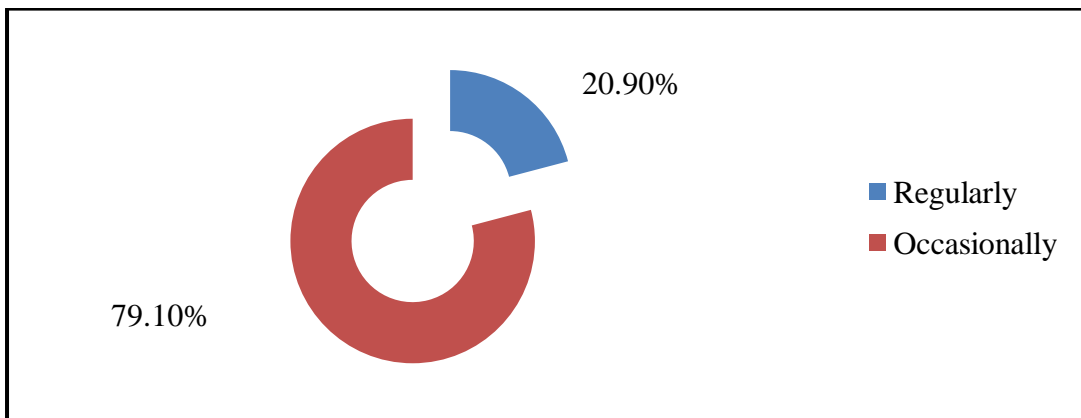
(Figure- 12b)

43 respondents accepted that they searched any foreign news based website to get news. So, only these respondents were analyzed to find as to which news based website they searched the most. It was found that about two third (62.8 %) of them searched BBC`s website. 4.7 %, 4.7 % and 7.0 % of the valid respondents searched Deutche Welle, CNN and The New York Times websites respectively while no respondent searched Fox News and The Guardian`s website. 9.4 % of the valid respondents chose “any other websites” options to get news and 11.6 % of the respondents did not tick any of the choice (Table-12b & Fig.-12 b).

Only 20.9 % of valid respondents searched these websites regularly. So, it is clear that a very little percentage of persons searched foreign news websites to get news (Table-12c & Fig.-12c).

	Frequency	Percent
Regularly	9	20.9
Occasionally	34	79.1
Total	43	30.8

(Table-12c)



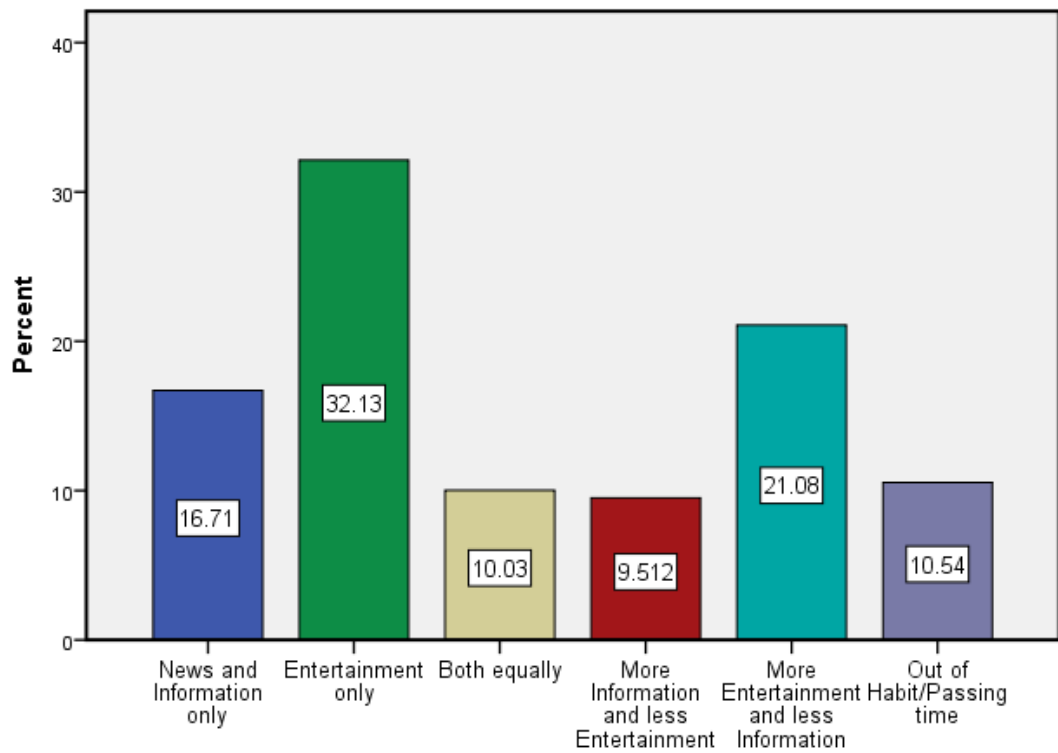
( Figure-12c)

5.3 Media use and utility for respondents:

Purpose of watching TV

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
News and Information only	65	16.3	16.7	16.7
Entertainment only	125	31.3	32.1	48.8
Both equally	39	9.8	10.0	58.9
More Information and less Entertainment	37	9.3	9.5	68.4
More Entertainment and less Information	82	20.5	21.1	89.5
Out of Habit/Passing time	41	10.3	10.5	100.0
Total	389	97.3	100.0	
Missing	9	2.8		
Total	400	100.0		

(Table-13)



(Figure- 13)

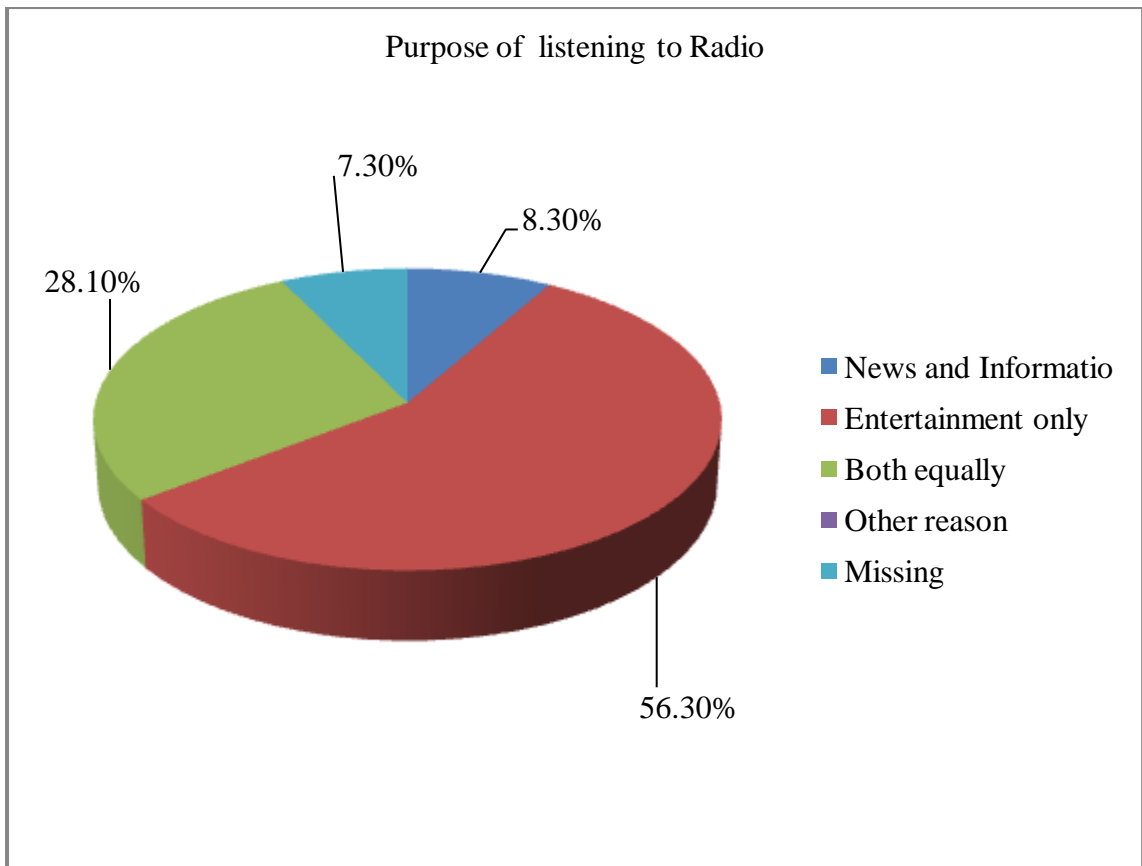
It was found that about one third of the valid respondents (32.13%) watched TV for entertainment only and 21.08 % of the valid respondents watched TV for more entertainment and less information. This indicates that more than half (53.21%) of the valid respondents watched TV mainly for entertainment. Moreover, 16.71 % of the valid respondents watched TV for news and information only and 9.5 % of the valid respondents watched TV for more information and less entertainment. This indicates that 26.2 % of the valid respondents watched TV mainly for news and information. Remaining 10.5 % of the respondents watched TV for passing time.

Persons listen Radio for-

	Frequency	Percent
News/ Information	8	8.3
Entertainment Only	54	56.3
Both equally	27	28.1
Other Reason	0	0
Missing	7	7.3
No of Respondents	96	

(Table-14)

96 respondents have been included in this analysis who listened radio. Out of them, more than half (56.3 %) of the respondents listened to radio for entertainment. Only 8.3 % of the respondents listened to radio for news and information. 28.1 % of the respondents said that they listened it for both equally. 7.3 % of these did not respond.



(Figure-14)

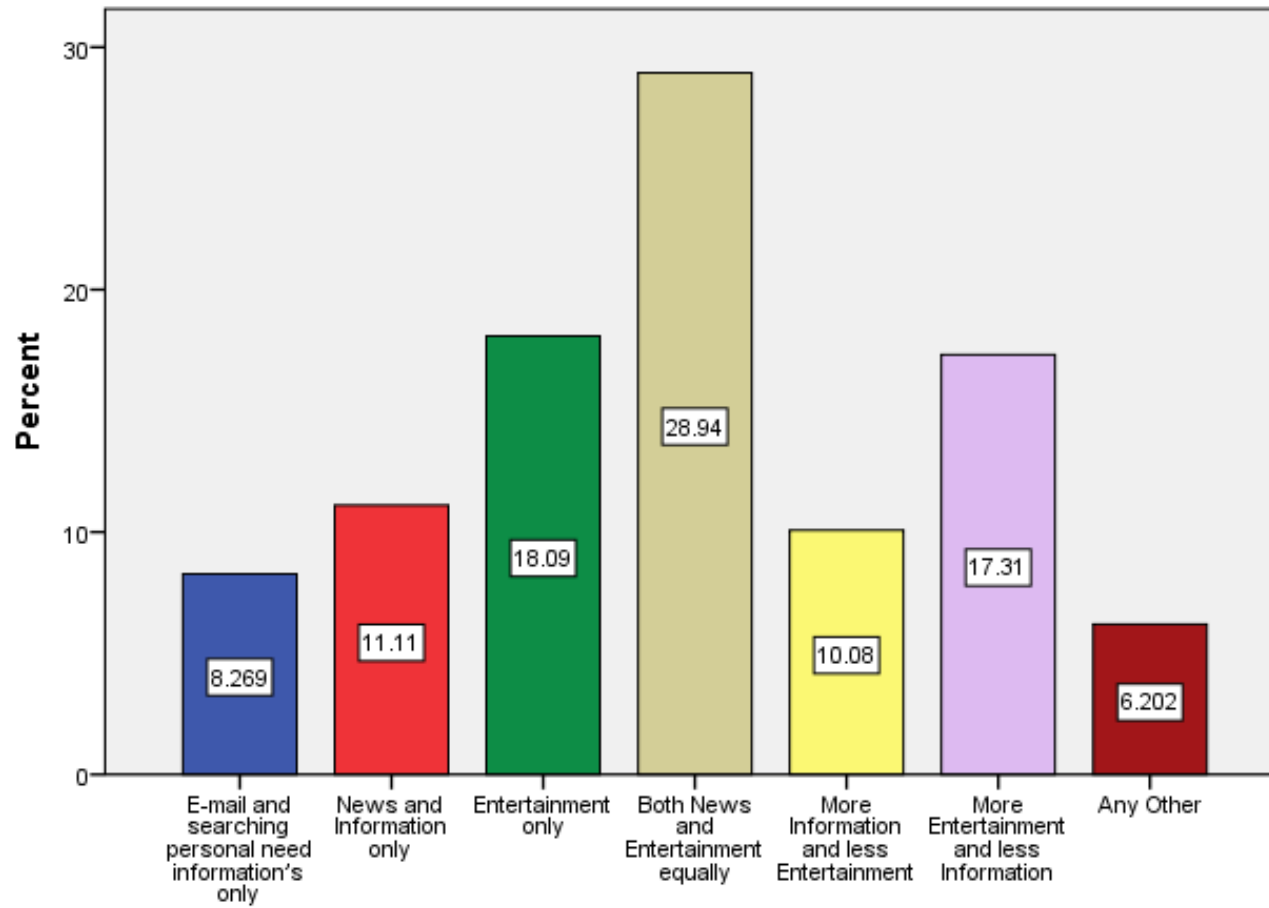
Persons use New Media for-

The largest number of the valid respondents (28.94%) used new media for both, news and entertainment equally. While 18.1 % no. of the valid respondents used it for entertainment only and 17.31 % of the respondents used it for more entertainment and less information. It indicates that 36.21 % of the valid respondents gave priority to entertainment whenever using New Media. Similarly 11.11% of the valid respondents used New Media for news and information only and 10.08 % of the valid respondents used it for more information and less entertainment purpose. It shows that 21.19 % of the valid respondents used New Media for news and information purpose

Persons use New media for-				
	Frequency	Percent	Valid Percent	Cumulative Percent
E-mail and searching personal need information's only	32	8.0	8.3	8.3
News and Information only	43	10.8	11.1	19.4
Entertainment only	70	17.5	18.1	37.5
Both News and Entertainment equally	112	28.0	28.9	66.4
More Information and less Entertainment	39	9.8	10.1	76.5
More Entertainment and less Information	67	16.8	17.3	93.8
Any Other	24	6.0	6.2	100.0
Total	387	96.8	100.0	
Missing	9	3.3		
Total	400	100.0		

(Table- 15)

Persons use New Media for



(Figure – 15)

in priority bases. 8.3% of the valid respondents used it for e-mail and searching personal need information only. Remaining 6.2 % of the valid respondents used it for another purpose. 3.3 % of the respondents did not give answer (Table-15 & Fig.15)

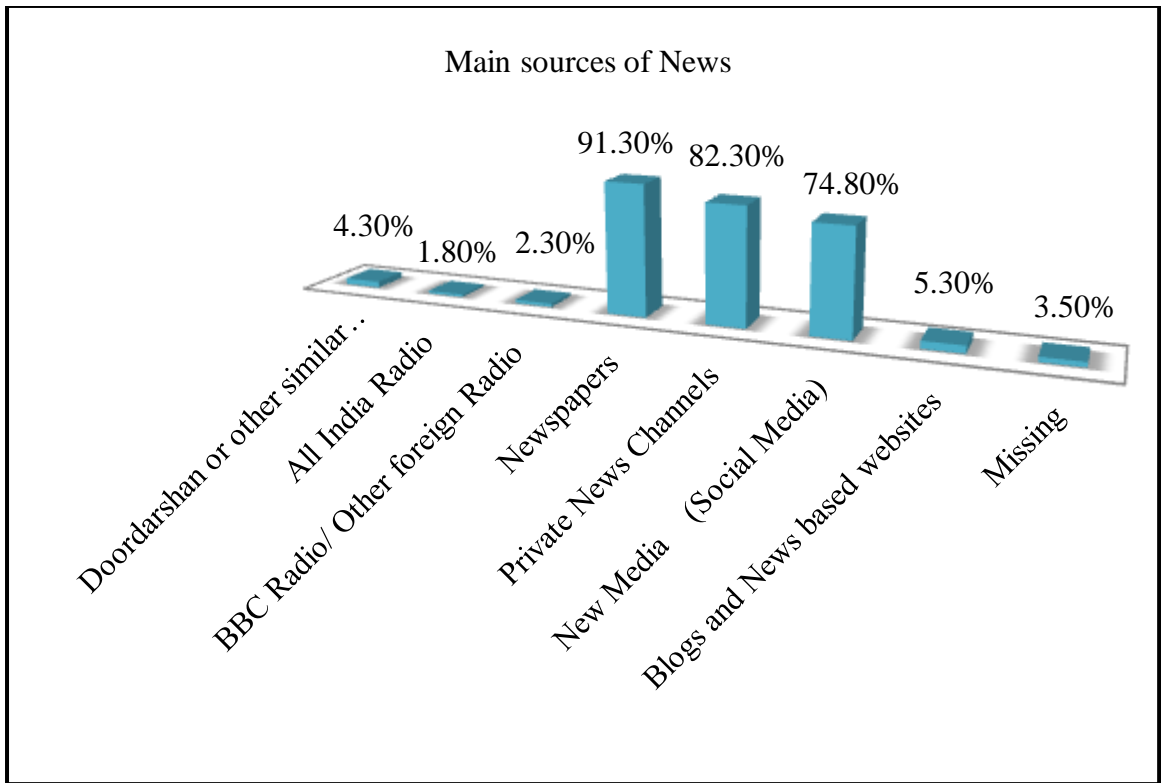
Main source(s) of News

	Frequency	Percent
Doordarshan or other similar channels	17	4.3
All India Radio	7	1.8
BBC Radio/ Other foreign Radio	9	2.3
Newspapers	365	91.3
Private News Channels	329	82.3
New Media ( Social Media)	299	74.8
Blogs and News based websites	21	5.3
Missing	14	3.5
No of Respondents	400	

(Table-16)

Table-16 and fig.-16 clearly indicate that with 91.3 % of the respondents, newspapers were the most important sources of news, after that a large no. of the respondents (82.3%) got news from private news channels. About three fourth (74.8%) of the respondents got news from Social Media. It indicates that Newspapers, Private News Channels and Social Media were the big three sources to get news by the respondents. 4.3% of the respondents got news from Doordarshan or other similar channels. 1.8 % and 2.3 % of the respondents had their main sources of news All India Radio and BBC radio/other foreign radio respectively. It shows that a very few percentage of respondents accepted radio as a main source of news. 5.3% of the respondents used

Blogs and news based websites as a main source of news. 2.5 % of the respondent said nothing about it.



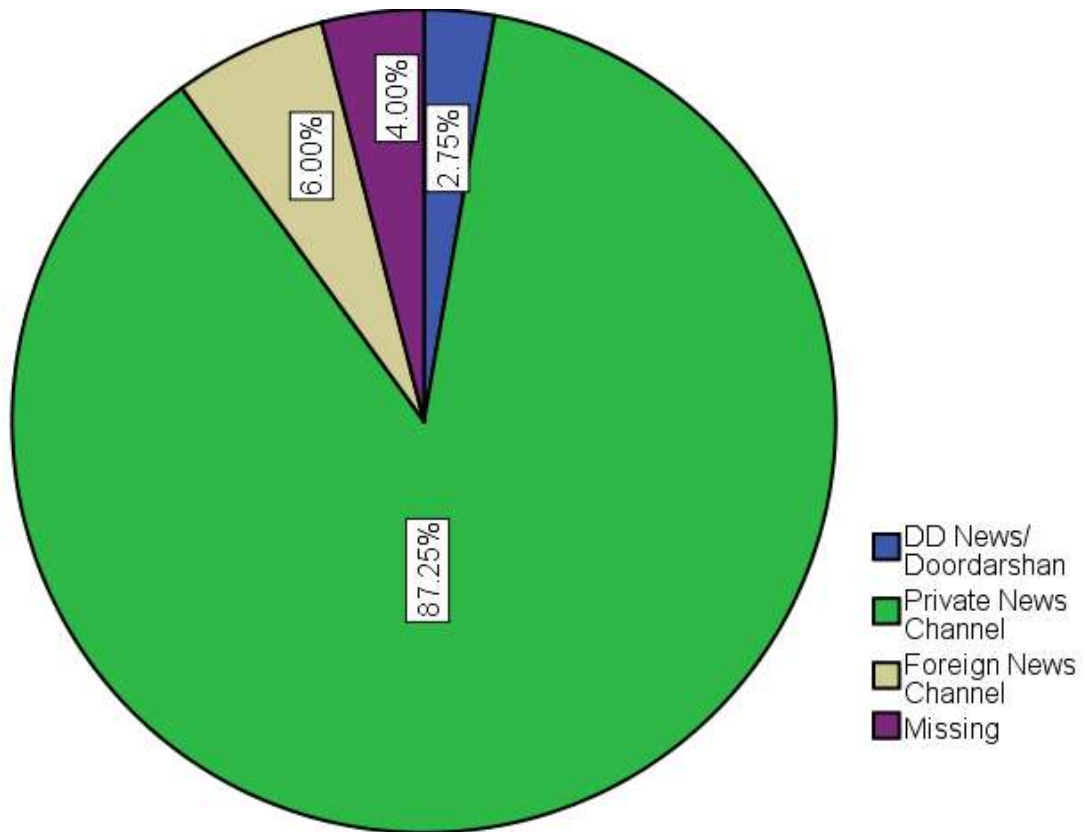
(Figure-16)

#### 5.4 Credibility and Objectivity of Traditional Media Vs New Media

Preference to watch TV news on the channel-

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid DD News/ Doordarshan	11	2.8	2.9	2.9
Private News Channel	349	87.3	90.9	93.8
Foreign News Channel	24	6.0	6.3	100.0
Total	384	96.0	100.0	
Missing 9	16	4.0		
Total	400	100.0		

(Table- 17a)



(Figure-17a)

Table-17a and Fig-17a clearly indicate that a huge number of viewers (90.9% of Valid respondents or 87.25 % of all respondents) preferred to watch TV news from private channels. Only a small percentage of 2.8 and 6 of the respondents watched DD News/ Doordarshan and Foreign News channels respectively to get news. While 4% of the respondents did not answer.

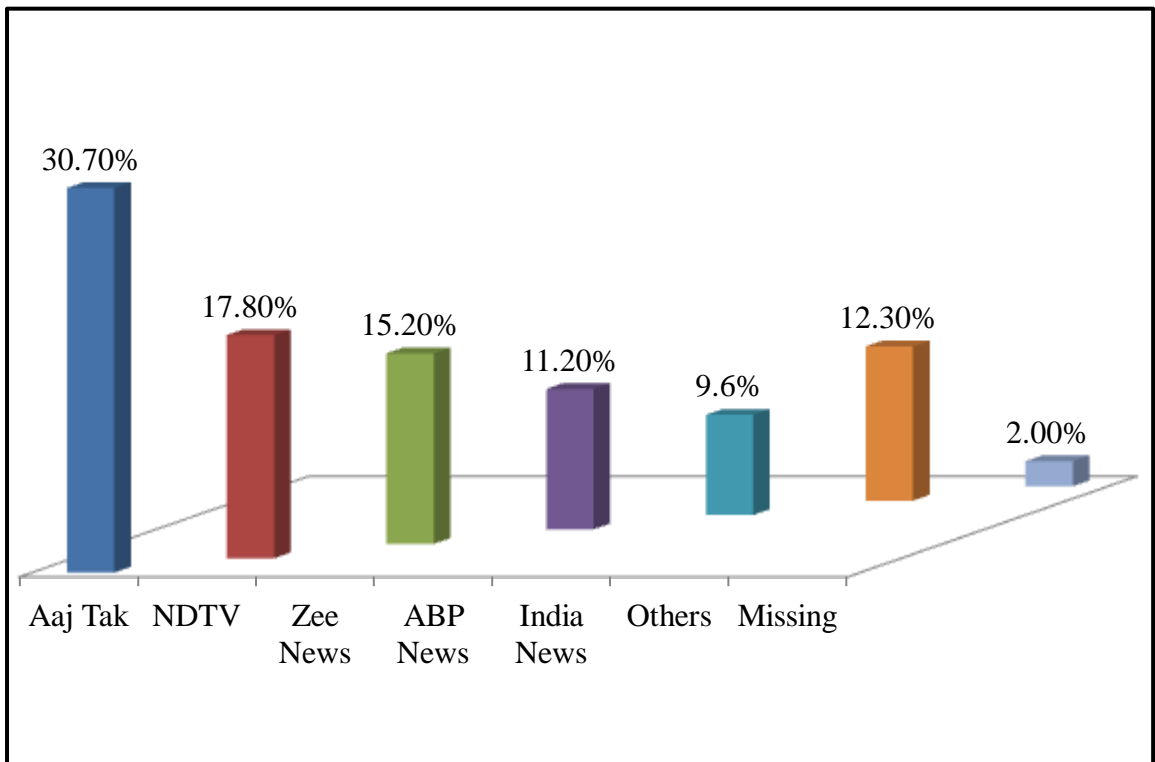
Preferences of private channels are indicated in the following table:

Watching preferences for Private Channels		
	Frequency	Percent
Aaj Tak	107	30.7
NDTV	62	17.8
Zee News	53	15.2
ABP News	39	11.2
India News	28	8.0
Others	43	12.3
Missing	7	2.0
Total	349	

(Table- 17b)

Total 349 respondents accepted that they gave preference to watch TV news on Private News Channels. Thus, 349 respondents were analyzed. Aaj Tak with 30.7 percent of valid respondents (persons who prefer to watch private news channels) was the first choice to get news from it. After that, 17.8 % of the valid respondents chose NDTV for news purpose. Zee news and ABP were the choice of 15.2 % and 11.2 % of the valid respondents respectively. With 8.2 % of the respondents, India News was the least preferred one. 12.3 % of the respondents preferred other channels to watch TV news. 2% of valid respondents did not respond (Table-17b and Fig 17-b).

### Watching preferences for Private Channels



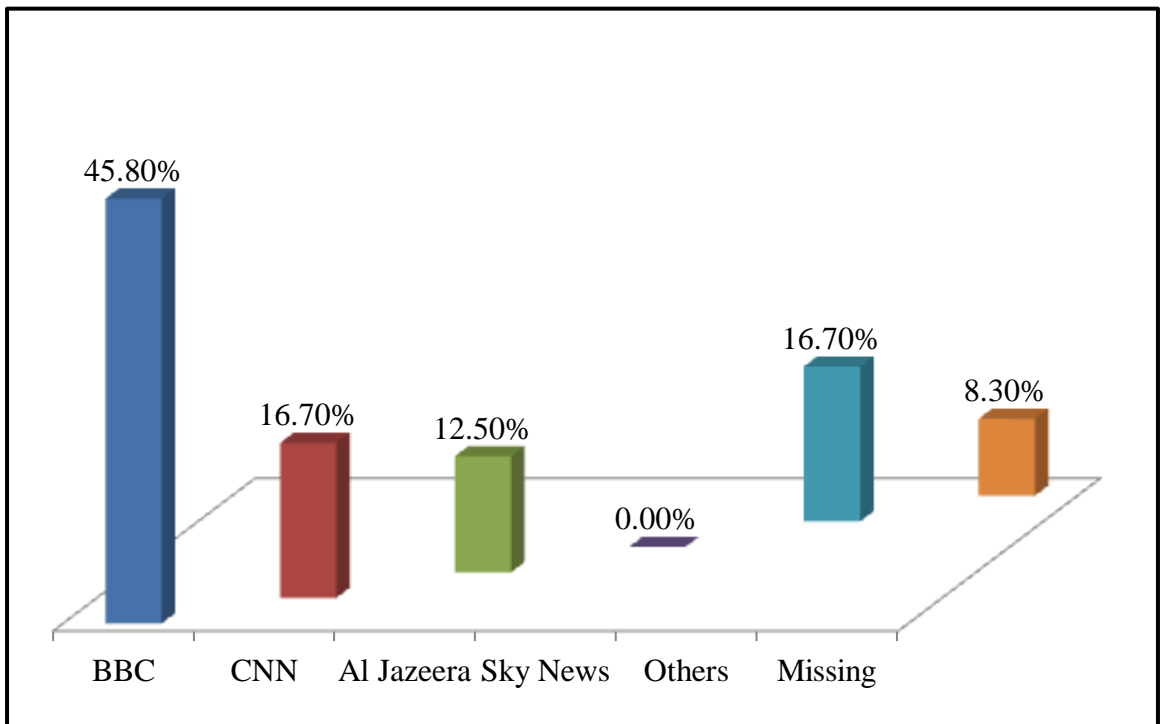
(Figure-17b)

Preferences in watching foreign news channels are indicated in the following table:

Watching preferences for Foreign News Channels		
	Frequency	Percent
BBC	11	45.8
CNN	4	16.7
Al Jazeera	3	12.5
Sky News	0	0
Other	4	16.7
Missing	2	8.3
Total	24	

(Table- 17c)

### Watching preferences for Foreign News Channels



(Figure-17c)

Only 24 respondents accepted that they preferred to watch TV news on foreign news channels. Further, researcher analyzed these 24 respondents (Tab-17c & Fig.17c). It was found that among them, a few less than half (45.8 %) respondents preferred to watch BBC. CNN and others channels with 16.7 % both were their next choices to watch foreign TV news. No viewer watched Sky News and 8.3 % of the valid respondents did not give answer.

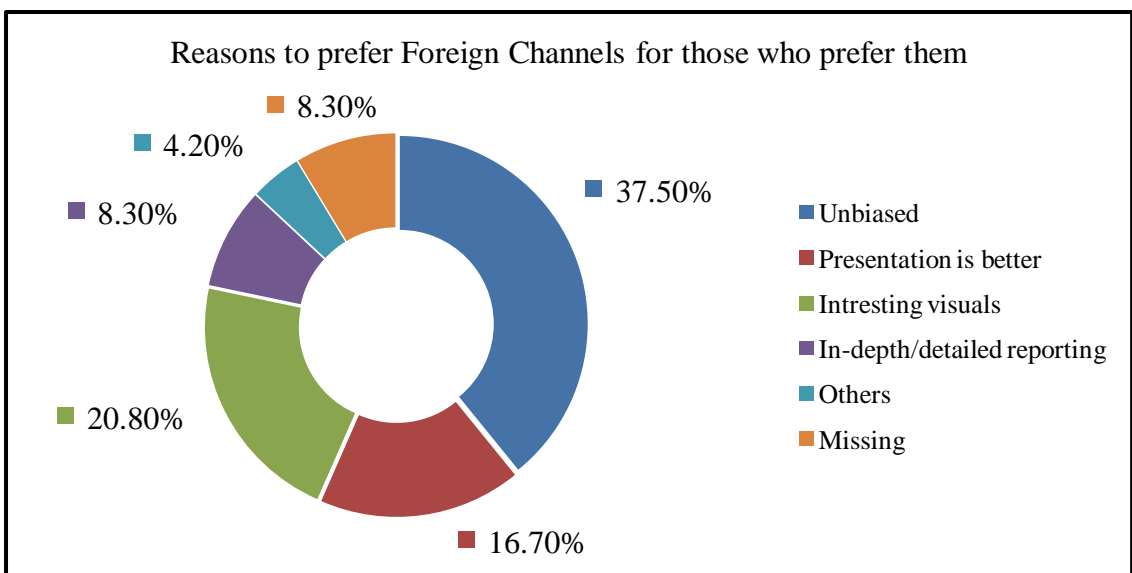
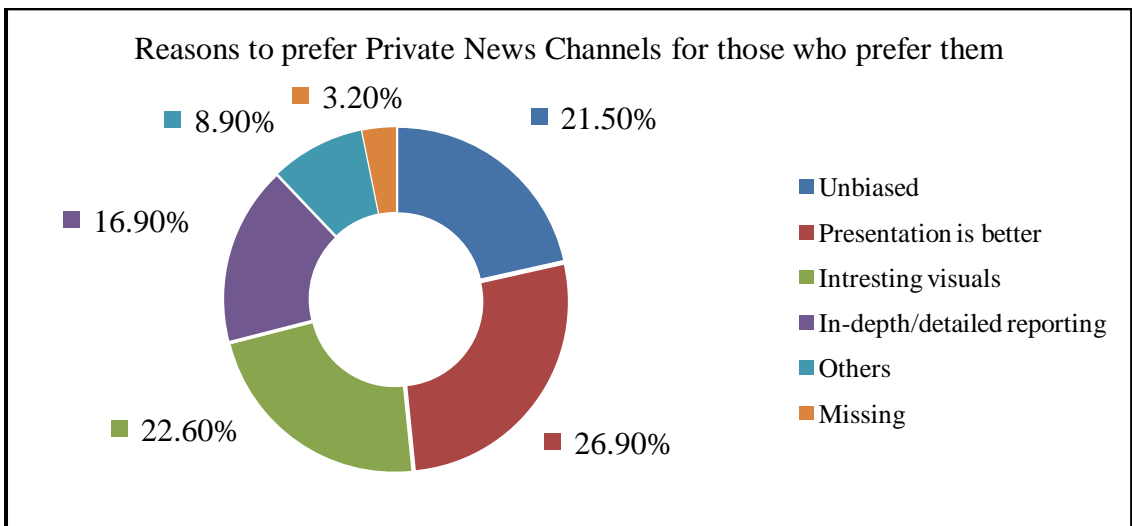
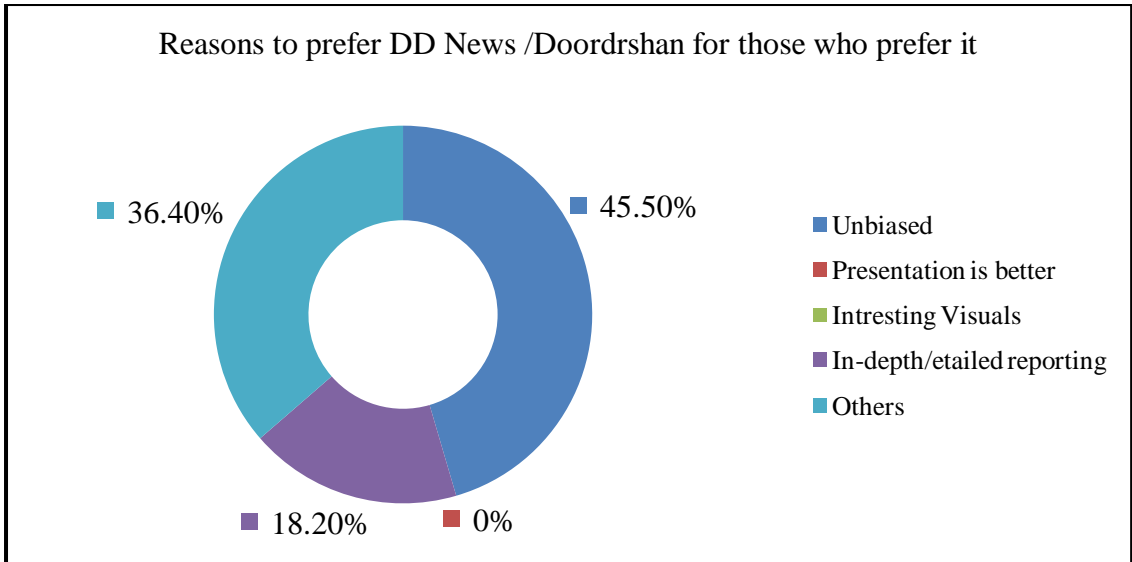
#### Why do the viewers prefer these channels ?

It is clear from Table -17c that very few respondents preferred DD news/ Doordarshan and foreign news channels, but a large number of respondents chose private news channels. To find the reason, researcher analyzed it in two ways. First the reason of preference and then, the overall comparison.

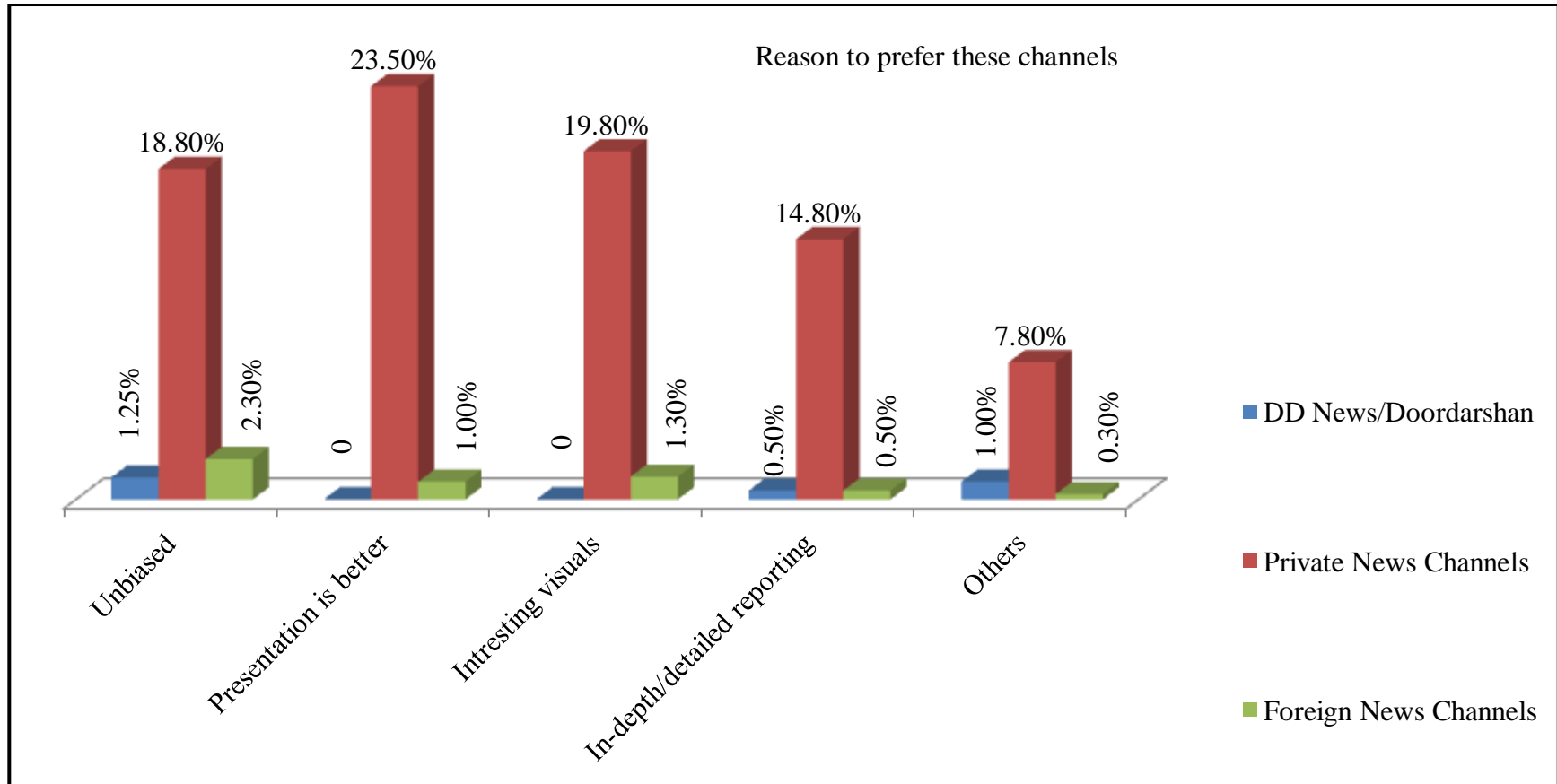
Reason for channel preferences									
	DD News/ Doordarshan			Private News Channel			Foreign News Channel		
	Frequ ency	Percent N(11)#	Percent N(400)	Frequ ency	Percent N(349)#	Percent N(400)	Frequen cy	Percent N(42)#	Percent N(400)
It is unbiased/News can be believed	5	45.5	1.25	75	21.5	18.8	9	37.5	2.3
Its presentation is better	0	0	0	94	26.9	23.5	4	16.7	1.0
Because of interesting visuals	0	0	0	79	22.6	19.8	5	20.8	1.3
Reporting is detailed and in-depth	2	18.2	0.5	59	16.9	14.8	2	8.3	0.5
Other	4	36.4	1.0	31	8.9	7.8	1	4.2	0.3
Missing	0	0	0	11	3.2	2.8	2	8.3	0.5
No of Respondents	11			349			24		

(Table-17d)

# indicates the percentage of respondents in their preference area only and another percentage indicate their choice in overall.



(Figure-17d-a)



(Figure- 17 d-b)

Table-17d and Figs.-17d-a indicate that most of the respondents (45.5%) who preferred DD News / Doordarshan (2.8% of total respondents) for news, liked it due to it being unbiased. 36.40 % of valid respondents watched it due to other reasons. While 18.20 % of valid respondents accepted that they watched it due to in-depth reporting. No respondent said that 'its presentation is better' or 'it has interesting visuals'.

Again the reason to prefer private news channels was analyzed. 87.3% of total respondents preferred Private news channels, so valid respondents for analyzing them were 349. Most of the valid respondents (26.90%) gave this preference due to its better presentation than the other two categories. 21.50% of the valid respondents (who gave their preferences to Private News channels) said that the reason to prefer was its unbiased nature. 22.60 % of the valid respondents said that private news channels showed interesting visuals, therefore they preferred these. 8.9% of valid respondents preferred it due to other reasons and 3.2 % of them did not respond. (Table 17-d & Fig 17-d-a)

When the researcher analyzed the reason to prefer foreign news channels, it was found that only 6% of the total respondents (24 in numbers) watched these news channels. Out of them (valid respondents), 37.5% preferred it due to its unbiased nature and 20.8% of them preferred it due to interesting visuals. 16.70% of the valid respondents preferred it due to its better presentation. 8.3% of the valid respondents preferred private news channels because these had in-depth reporting. 8.3 % of valid respondents did not give any response. (Table 17-d & Fig 17-d-a)

The researcher also compared these three main categories of the news channels. It is clearly seen in Table- 17-d and Fig. 17-d-b that private news channels are far ahead

in the all of the reasons to prefer these channels by the respondents. In unbiased nature of the channels, Private channels acquired faith of 18.8 % of the respondents while Foreign news channels and DD/ Doordarshan received faith of 2.3% and 1.25% of respondents respectively. Due to the better presentation, the largest group of the respondents (23.5%) preferred private news channels. Only 1% of the respondents preferred foreign news channels due to the better presentation but no one preferred DD News/ Doordarshan for the same reason.

19.8% and 1.3% of the respondents preferred Private news channels and Foreign news channels respectively due to interesting visuals. In this category DD News/ Doordarshan had no response.

Private channels with 14.8% of respondents were preferred due to in-depth reporting, while only 0.5 % and 0.5% of the respondents preferred foreign news channels due to detailed reporting.

7.8%, 1% and 0.3 % of the respondents said that due to other reasons they preferred Private news channels, DD News/ Doordarshan and Foreign news channels respectively.

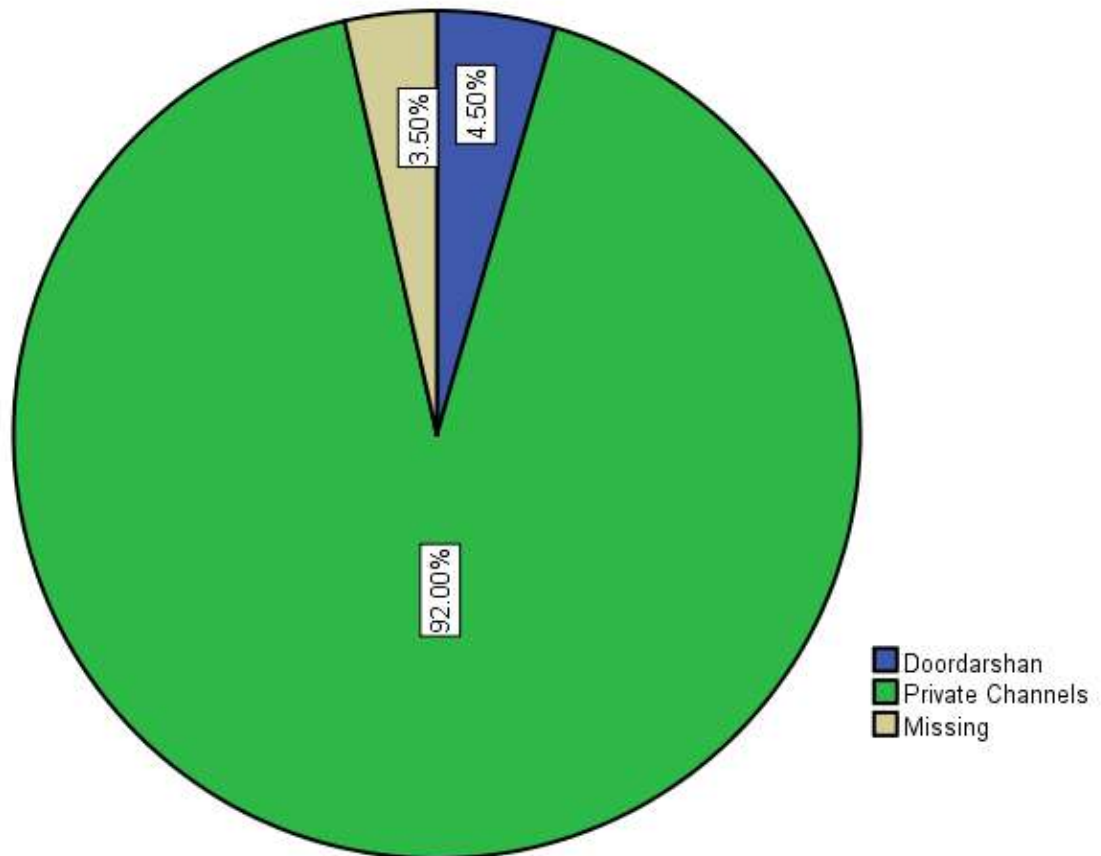
#### Comparison of Credibility between Doordarshan and Private News Channels

When the researcher asked the respondents between Doordarshan and Private News channels whose credibility was better, with huge no. of the respondents (92.0%) were with private News channels. 3.5% of respondents did not respond while only 4.5% said that Doordarshan was more credible than private news channels (Table-18 & Fig.-18).

Comparison of Credibility between Doordarshan and Private News Channels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Doordarshan	18	4.5	4.7	4.7
	Private Channels	368	92.0	95.3	100.0
	Total	386	96.5	100.0	
Missing	9	14	3.5		
Total		400	100.0		

(Table-18)

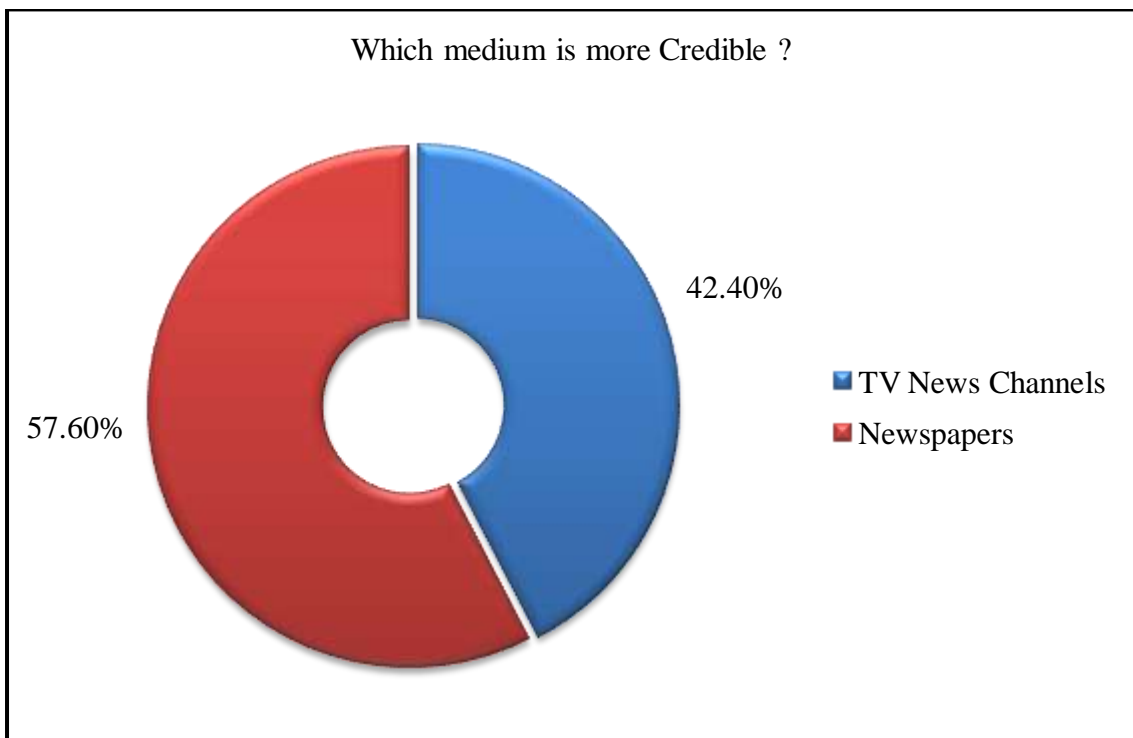


(Figure-18)

Comparison of Credibility between TV News channels and Newspapers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TV News channels	167	41.8	42.4	42.4
Valid Newspapers	227	56.8	57.6	100.0
Total	394	98.5	100.0	
Missing 9	6	1.5		
Total	400	100.0		

(Table-19)



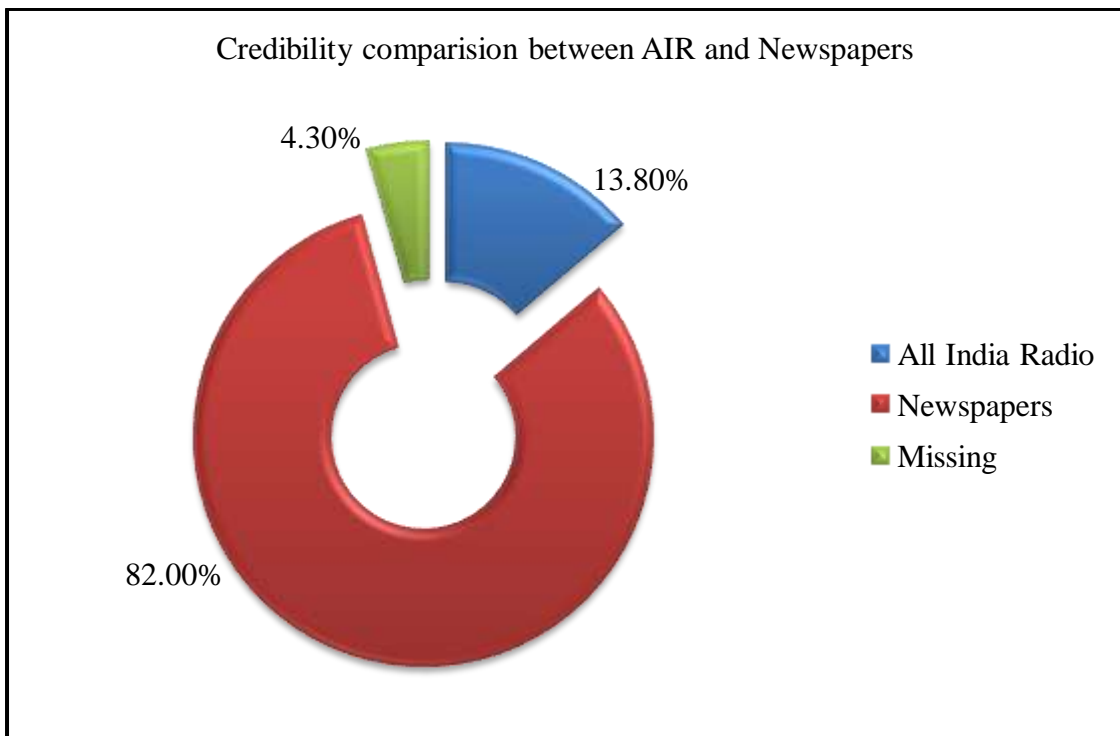
(Figure-19)

The respondents found newspapers more credible than TV news channels. 57.6 % of valid respondents thought that Newspapers were more credible while remaining 42.40% of valid respondents thought that TV news channels were more credible. 1.5 % of respondent did not respond (Table-19 & Fig.19).

Comparison of Credibility between All India Radio and Newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All India Radio	55	13.8	14.4	14.4
	Newspapers	328	82.0	85.6	100.0
	Total	383	95.8	100.0	
Missing	9	17	4.3		
Total		400	100.0		

(Table- 20)



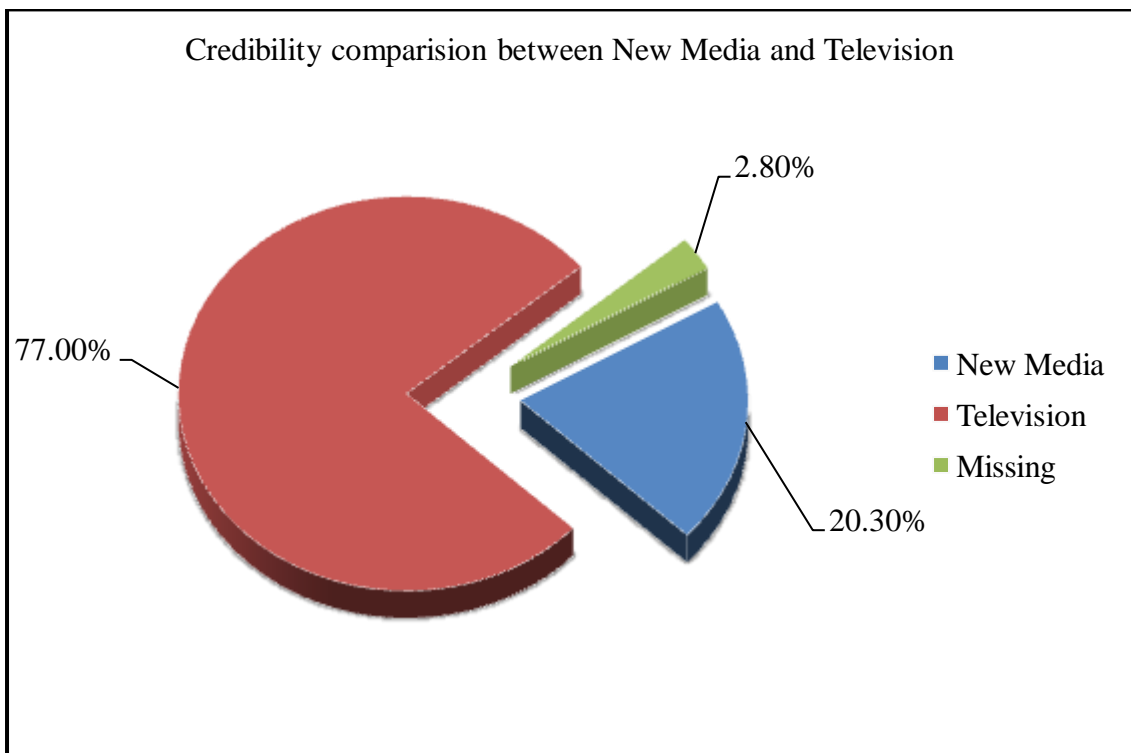
(Figure-20)

After the comparison of credibility between All India Radio and Newspapers, about four fifth (82.00%) of the respondents thought that Newspapers were more credible, while 13.80 % of the respondents thought its opposite. 4.30% of the respondents did not answer (Table-20 & Fig.-20).

Comparison of Credibility between New Media and Television

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	New media	81	20.3	20.8	20.8
	Television	308	77.0	79.2	100.0
	Total	389	97.3	100.0	
Missing	9	11	2.8		
Total		400	100.0		

(Table-21)



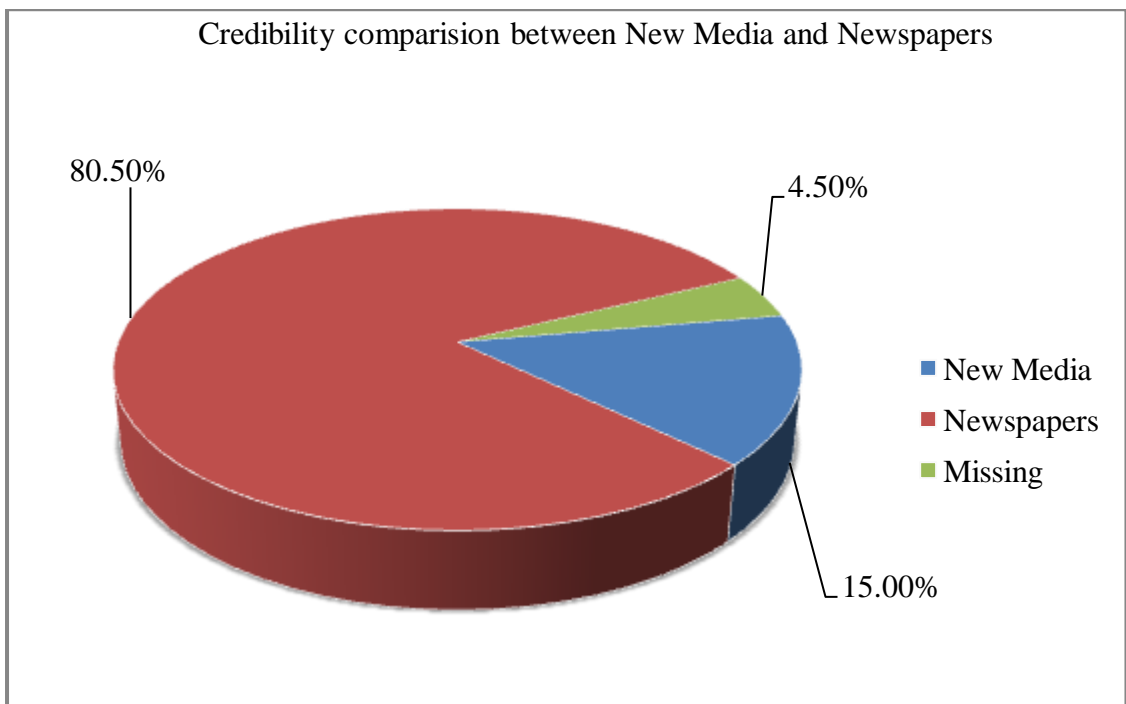
(Figure-21)

It is obvious from Table-21 and Fig.-21 that a huge percent (77%) of the respondents accept that television is more credible medium than the new media for getting news while 20.3 % of the respondents accepted its opposite. 2.8 % of the respondents were silent.

Comparison of Credibility between New Media and Newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	New media	60	15.0	15.7	15.7
	Newspapers	322	80.5	84.3	100.0
	Total	382	95.5	100.0	
Missing	9	18	4.5		
Total		400	100.0		

(Table-22)



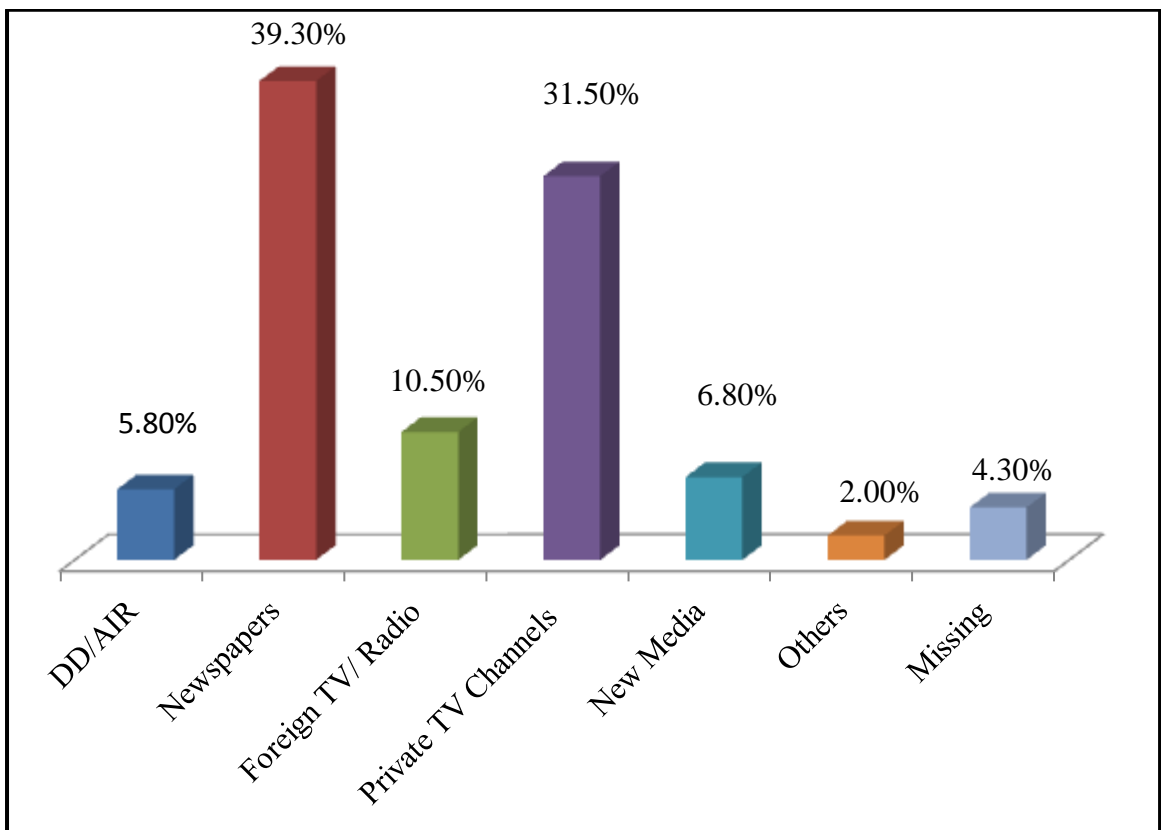
(Figure-22)

Newspapers were more credible than the New Media; it was found when researcher asked the respondents. More than the four fifth (80.5%) of the respondents agreed that newspapers were more credible than new media. But 15 % of the respondents did not think so, they opined that new media was more credible than newspapers. 4.5% of the respondents were silent.

Belief in news sources when conflicting or different reports of the same news story

	Frequency	Percent
DD/AIR	23	5.8
Newspapers	157	39.3
Foreign TV/Radio (BBC TV/Radio etc.)	42	10.5
Private TV Channels	126	31.5
New Media (Messengers, apps/websites etc.)	27	6.8
Others	8	2.0
Missing	17	4.3
No of Respondents	400	

(Table-23)



(Figure-23)

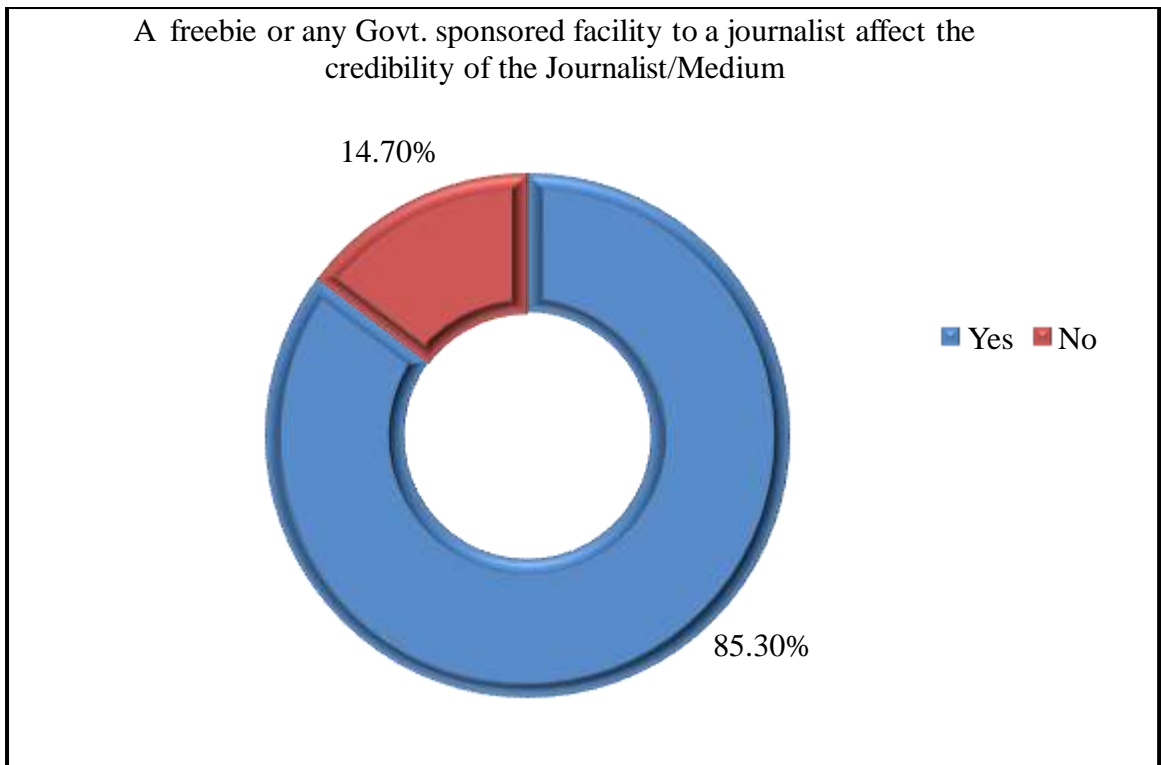
With 39.3 % of the respondents, newspapers were the most credible sources of news whether they get conflicting or different reports of the same news story. After that, they believed in private news channels (31.5% of the respondents) in the similar condition. 6.8 % of the respondents inclined to believe in new media when they got different versions of the same story in different media. 5.8 % and 10.5 % of the respondents believed in DD/AIR and foreign TV/ Radio respectively when they got conflicting reports of the same news. The less no. of respondents who believed in foreign Radio/TV might be because of the less no of respondents who listened/viewed to foreign radio/TV channels. 4.3 % of the respondents did not answer while 2.0 % of the respondents said that they chose other sources in similar situations.

A freebie or any Govt. sponsored facility to a journalist affect the credibility of the Journalist/Medium

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	320	80.0	85.3	85.3
	No	55	13.8	14.7	100.0
	Total	375	93.8	100.0	
Missing	9	25	6.3		
Total		400	100.0		

(Table-24)

A huge percentage of the respondents (80%) agreed that a freebie and Govt. sponsored facility affect the credibility of the Journalist/Medium. While 13.8% of the respondents did not agree to it. 6.3 % of the respondents were silent regarding this (Table-24 and Fig.-24).



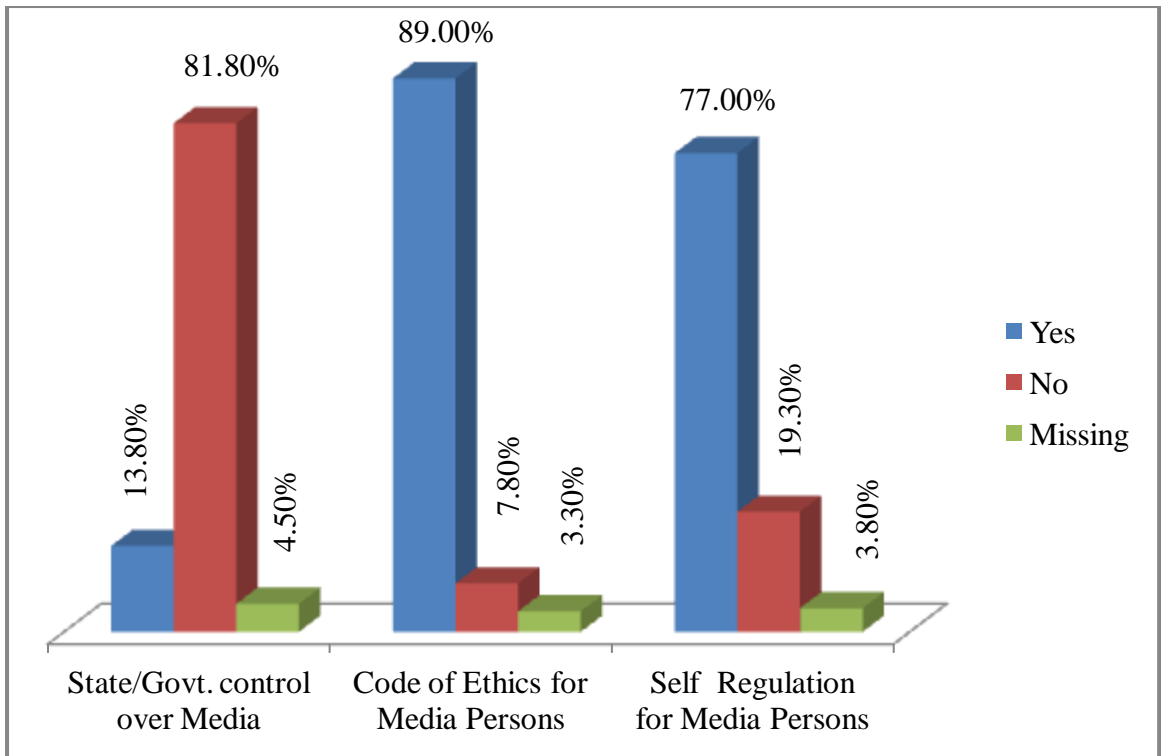
(Figure-24)

Controls/ Regulations for Objective and Credible Coverage of Media

For objective and credible Coverage of News, viewers favour-						
	State/Govt. control over Media		Code of Ethics for Media Persons		Self Regulation for Media Persons	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	55	13.8	356	89	308	77
No	327	81.8	31	7.8	77	19.3
Missing	18	4.5	13	3.3	15	3.8
Total	400		400		400	

(Table-25)

For objective and credible Coverage of News, viewers favour-



(Figure-25)

Most of the respondents (81.8%) did not favour State/Govt. control over media for objective and credible coverage of news. While 13.8% of the respondents wanted that State /Govt. control should be imposed for objective and credible news coverage. 4.5 % of the respondents did not answer.

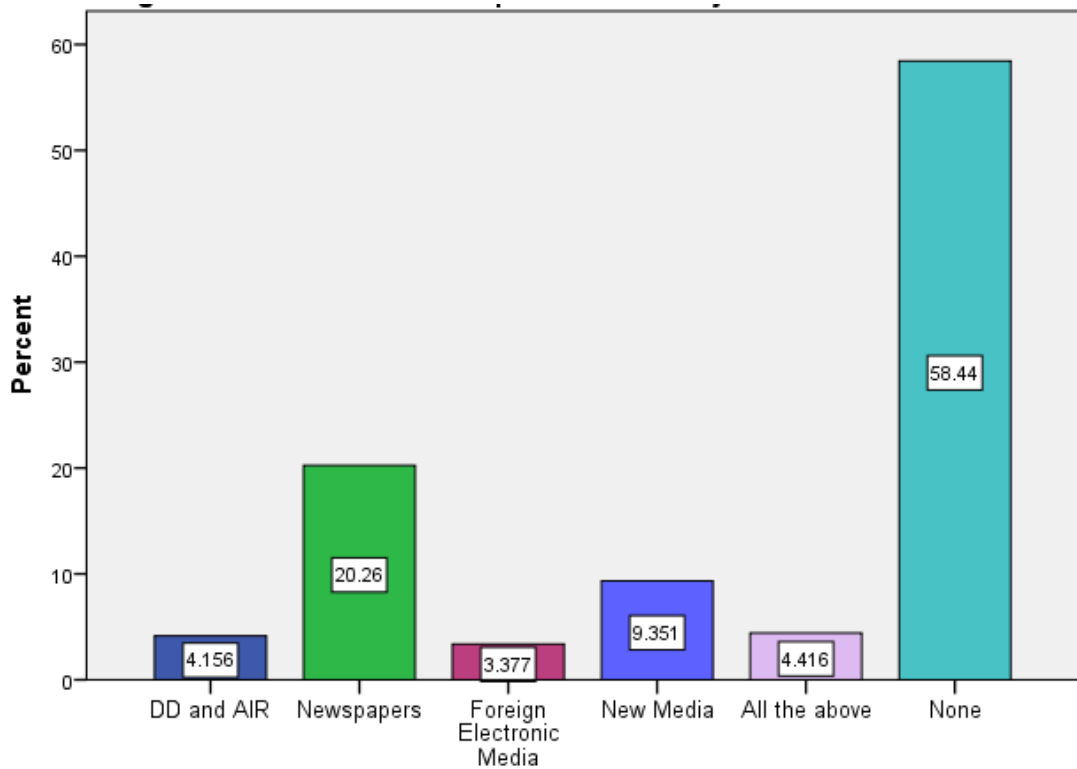
A huge percentage of the respondents (89%) agreed that there should be code of ethics for media persons for objective and credible coverage of news. But 7.8 % of the respondents did not favour code of ethics for media persons. 3.3% of the respondents did not give answer.

About three fourth (77%) of the respondents were in favour of self regulation for media persons for objective and credible coverage of news while 19.3 % of the respondents do not favor it (Table-25 and Fig.25).

Objectivity and credibility of Medium during elections

During elections, which medium was found to be objective/credible/ fair?					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	DD and AIR	16	4.0	4.2	4.2
	Newspapers	78	19.5	20.3	24.4
	Foreign Electronic Media (BBC, CNN etc.)	13	3.3	3.4	27.8
	New Media (Facebook, Twitter, Whatsapp etc. )	36	9.0	9.4	37.1
	All the above	17	4.3	4.4	41.6
	None	225	56.3	58.4	100.0
	Total	385	96.3	100.0	
Missing	9	15	3.8		
Total	400	100.0			

(Table-26)



(Figure-26)

Table-26 and Fig.-26 show that during the election, a large percent of the respondents (58.44%) felt, that none of the medium is objective, credible or fair. But about one fifth of the respondents (20.26%) still thought that newspapers were the most credible/objective/fair as compared to other media during elections. 9.4% of the respondents accepted that New media was credible/objective. 4.2% and 3.4% of the respondents thought that DD/AIR and foreign media respectively were more credible than the other media. while 4.4% of the respondents said that all the media are credible/objective/fair during the elections. 3.8 % of the respondents did not respond.

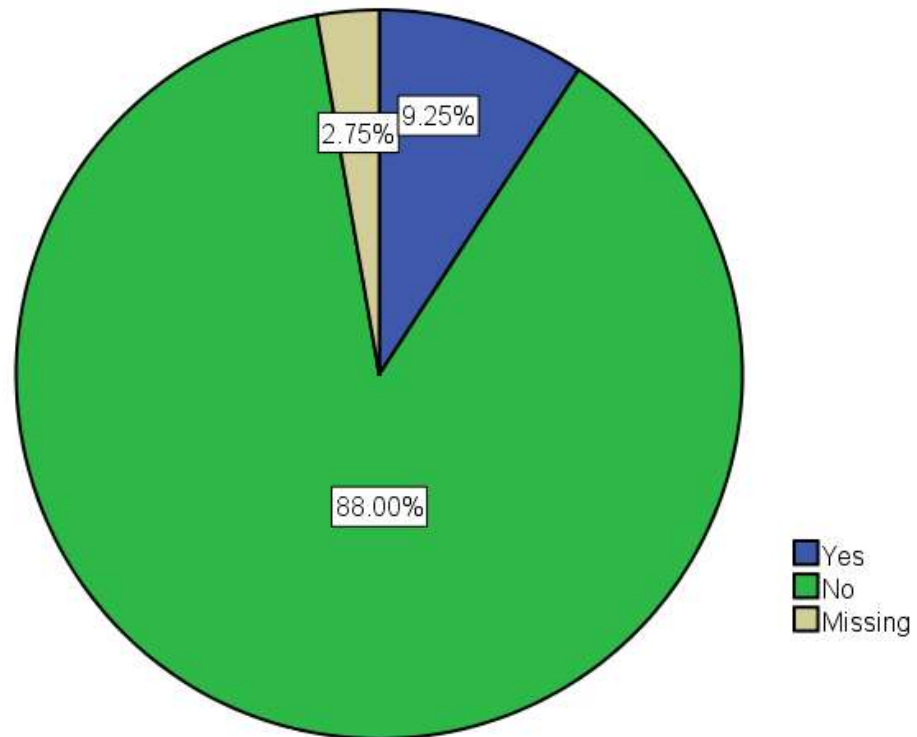
Are Newspapers free/ independent in news coverage/ reporting?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	9.3	9.5	9.5
	No	352	88.0	90.5	100.0
	Total	389	97.3	100.0	
Missing	9	11	2.8		
Total		400	100.0		

(Table -27a)

Replying to the question whether newspapers are free or independent in news coverage or reporting, a very huge percentage of respondents (88%) stated in negative. While 9.3 % of the respondents agreed that newspaper are free/independent in news coverage. 2.75 % of the respondents were silent (Table-27a & Fig.27a).

Are Newspapers free/ independent in news coverage/ reporting?



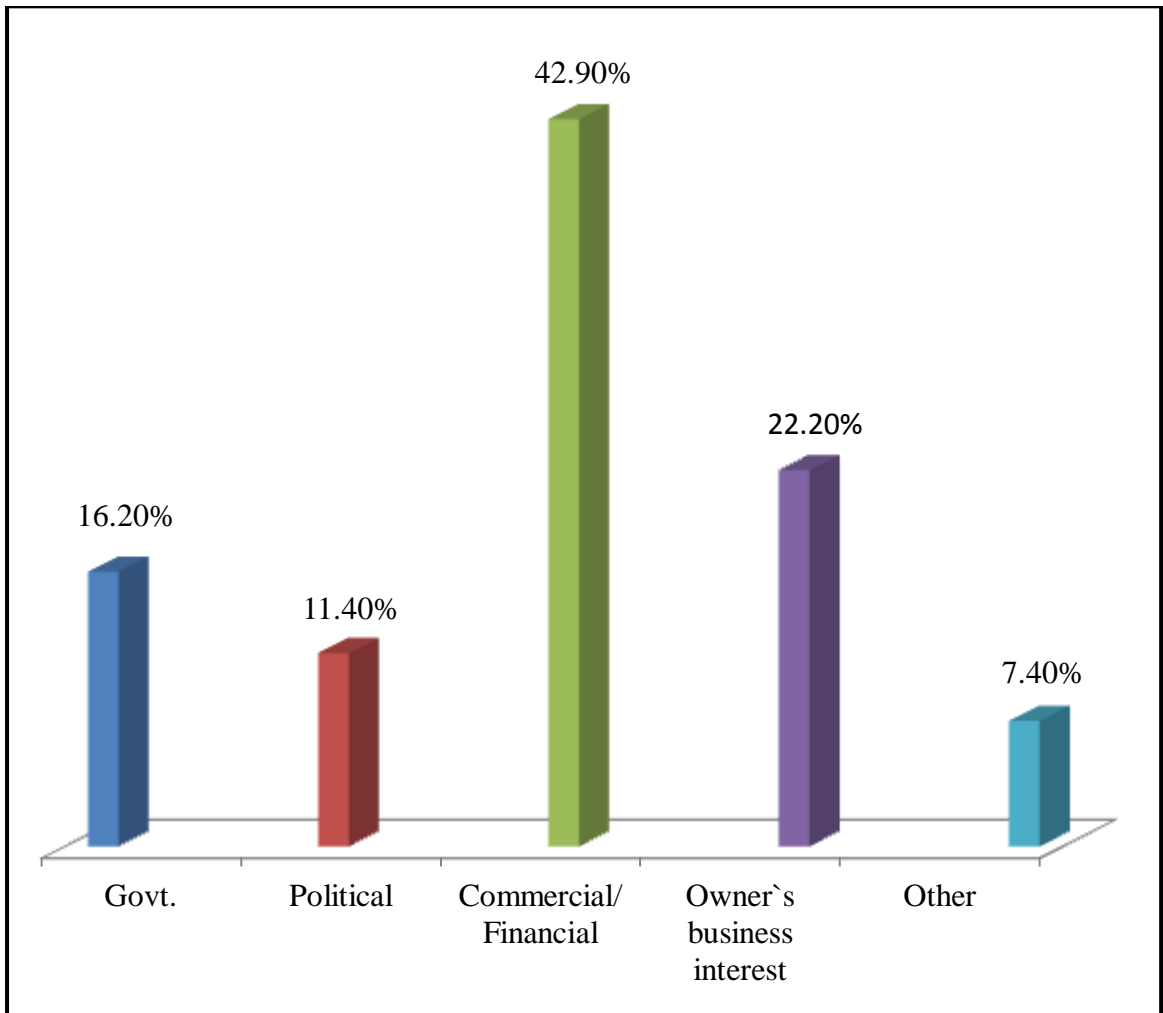
(Figure- 27a)

352 respondents (88% of the total respondents) say that News papers are not free/ independent in their news coverage/reporting. Compelling factors as given by respondents are shown in Table-27b & Fig.27b.

Compelling factors for Newspapers		
	Frequency	Percent
Govt.	57	16.2
Political	40	11.4
Commercial/Financial	151	42.9
Proprietor`s/Owner`s business interest	78	22.2
Other	26	7.4
Total	352	100.0

(Table-27b)

### Compelling factors for Newspapers



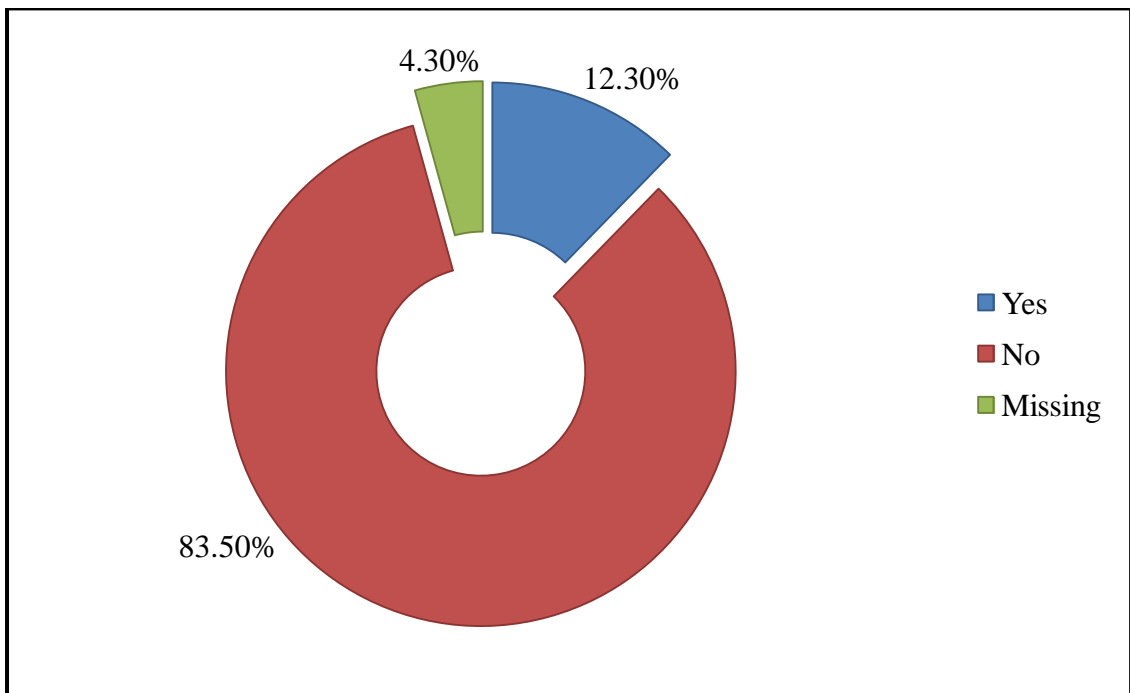
(Figure-27b)

42.9 % of the valid respondents (352 in numbers) said that due to commercial/financial reason, Newspapers in India were not free/independent in their news coverage/ reporting. 22.2 % of the valid respondents accepted that it is due to owner`s business interest. While 16.2% of the valid respondents said that Newspapers were not doing independent news coverage/ due to government pressure. 11.40 % agreed that it was due to political pressure, While 7.40 % of the valid respondents said that it was due to other reasons (Table-27b & Fig - 27b).

Are DD and AIR free/ independent in news coverage/ reporting?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	12.3	12.8	12.8
	No	334	83.5	87.2	100.0
	Total	383	95.8	100.0	
Missing	9	17	4.3		
Total		400	100.0		

(Table-28a)

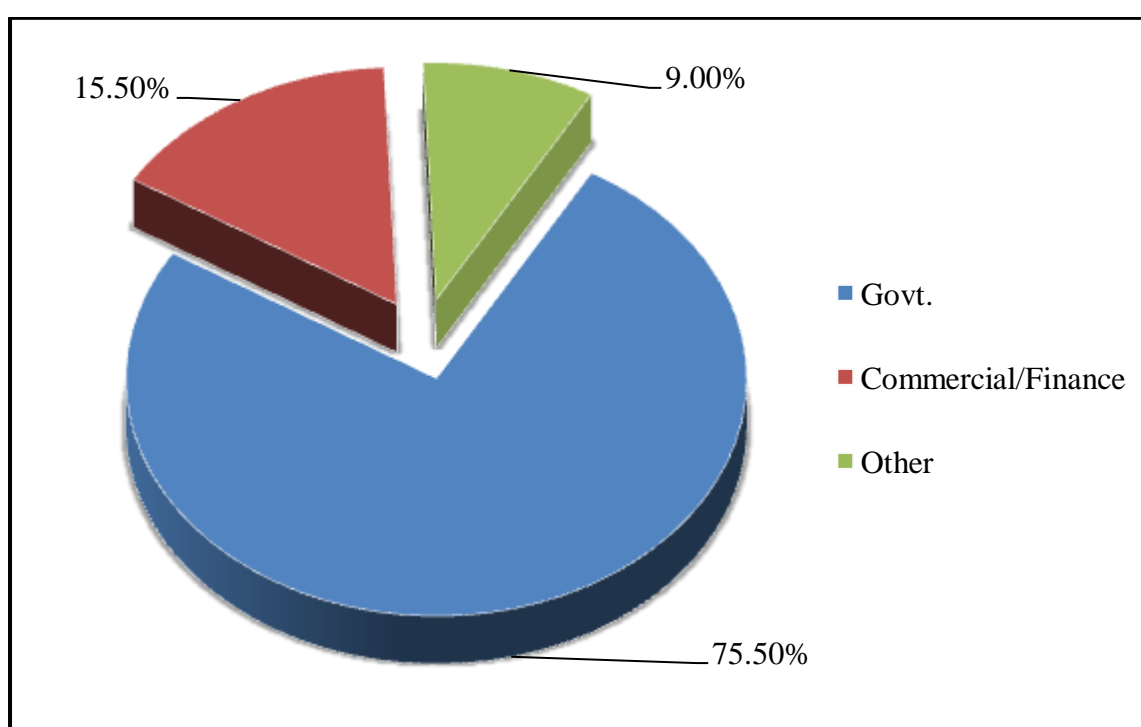


(Figure-28a)

Huge majority of the respondents (83.50%) agreed that DD and AIR were not free/ independent in their news coverage and reporting. But 12.9 % of the respondents thought that Doordarshan and All India Radio were free in their operations. 4.30 % of the respondents did not answer. Reasons for pressure in DD/AIR operations are shown in Table-28b & Fig-28b.

If No, what kind of pressure is there?			
	Frequency	Valid Percent	
Valid	Govt.	253	75.5
	Commercial/Finance	52	15.5
	Other	30	9.0
	Total	335	100.0

(Table-28b)



(Figure-28b)

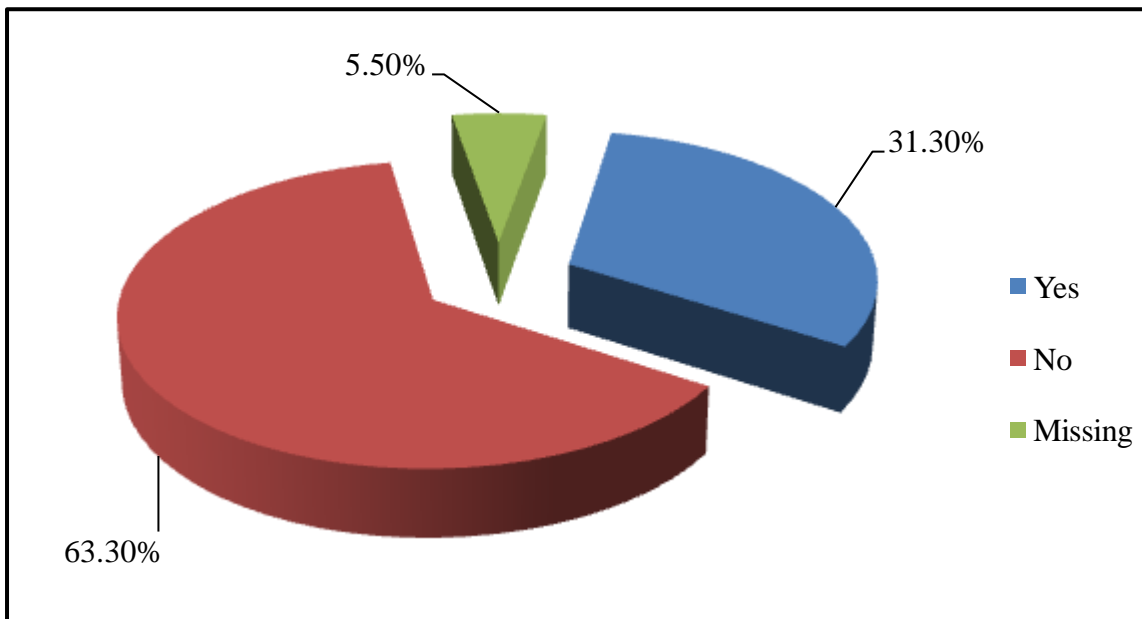
About three fourth (75.52%) of the valid respondents (334 in numbers) agreed that due to the government pressure, DD and AIR were not free/independent in news coverage and reporting, while 15.50 % of the valid respondents said that it was due to commercial and finance reason. 9.0% of the valid respondents agreed that due to other reason DD & AIR did not air free/independent news coverage/reporting (Table-28b and Fig.28-b).

Is New Media free/ independent in news coverage/ reporting?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	125	31.3	33.1	33.1
	No	253	63.3	66.9	100.0
	Total	378	94.5	100.0	
Missing	9	22	5.5		
Total		400	100.0		

(Table-29)

Is New Media free/independent in their News coverage and reporting?



(Figure-29)

31.3% of the respondents agreed that New media was free/independent in their news coverage and reporting, while about two third (63.3%) of the respondents felt that New Media was not free /Independent in news coverage/ reporting. It is due to political propaganda & campaigns, vested interest groups & individuals aspire to be popular by sensation, and persons have political, commercial and own interests etc.

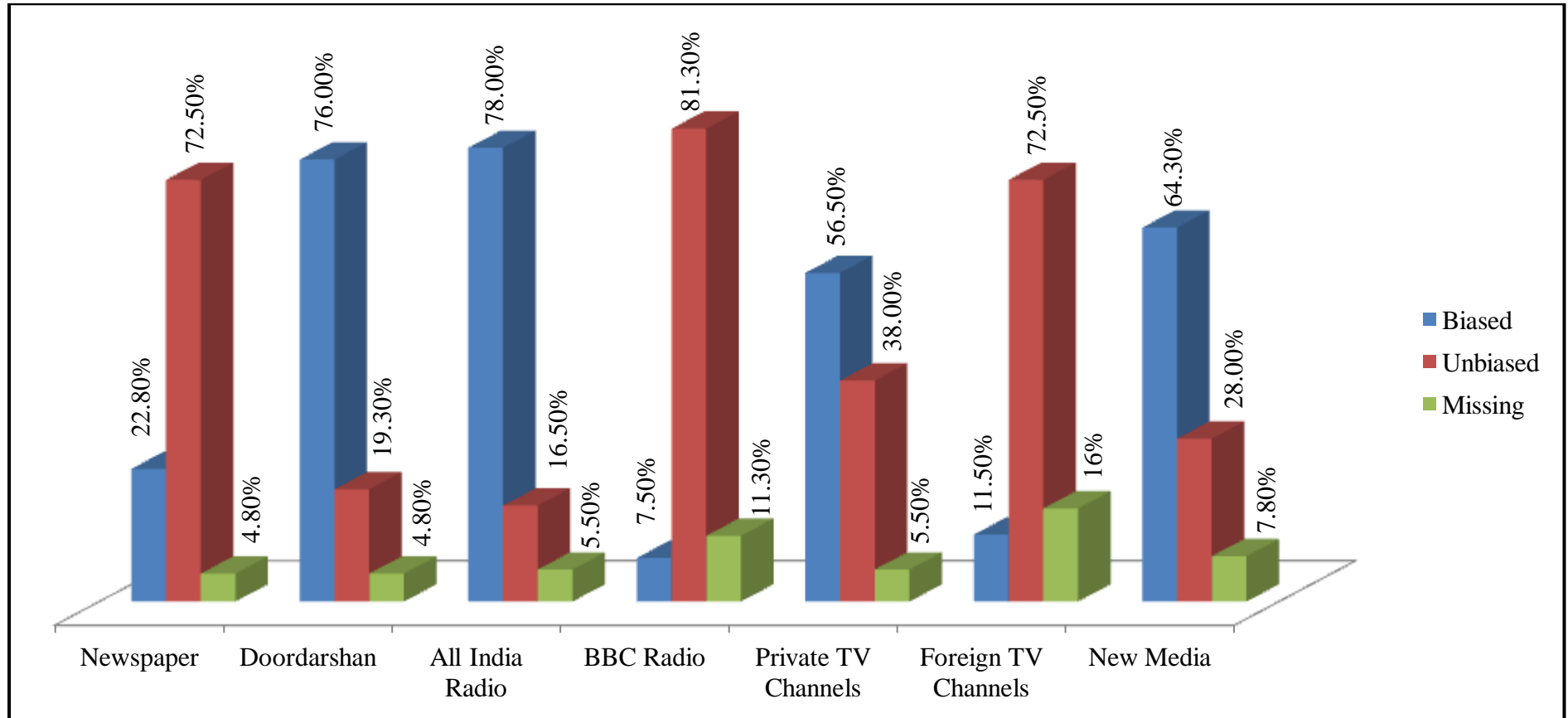
(A part of this question was open ended)

Whether News Reporting (in India) by different media is biased or unbiased-

	Newspaper		Doordarshan		All India Radio		BBC Radio		Private TV Channels		Foreign TV Channels		New Media	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Biased	91	22.8	304	76	312	78	30	7.5	226	56.5	46	11.5	257	64.3
Unbiased	290	72.5	77	19.3	66	16.5	325	81.3	152	38	290	72.5	112	28
Missing	19	4.8	19	4.8	22	5.5	45	11.3	22	5.5	64	16	31	7.8
Total	400		400		400		400		400		400		400	

(Table-30)

Whether News Reporting (in India) by different media is biased or unbiased-



(Figure-30)

72.5% of the respondents thought that Newspapers were unbiased while 22.80% of the respondents thought that newspapers were biased. 4.80% of the respondents did not respond.

For Doordarshan, about one fifth (19.8%) of the respondents accepted that it was unbiased, while a large percentage (76.0 %) of respondents thought that Doordarshan was biased. 4.8% of the respondents did not answer.

The largest percentage for biasness (78%) of media was given to All India Radio. only 16.5% of the respondents said that AIR was unbiased. 5.5 % of the respondents did not give their opinion.

Among the unbiased category of media, the largest percentages of the respondents (81.3%) chose BBC Radio. Only 7.5 % of the respondents say that BBC radio was biased. A considerable percentage of the respondents (11.30%) did not give their opinion.

56.5% of the respondents said that Private TV channels were biased but 38% of the respondents thought the other way.

About three fourth of the respondents (72.50%) thought that foreign TV channels were unbiased, but 11.50% of the respondents thought them being biased. A big no. of the respondents (16%) did not answer.

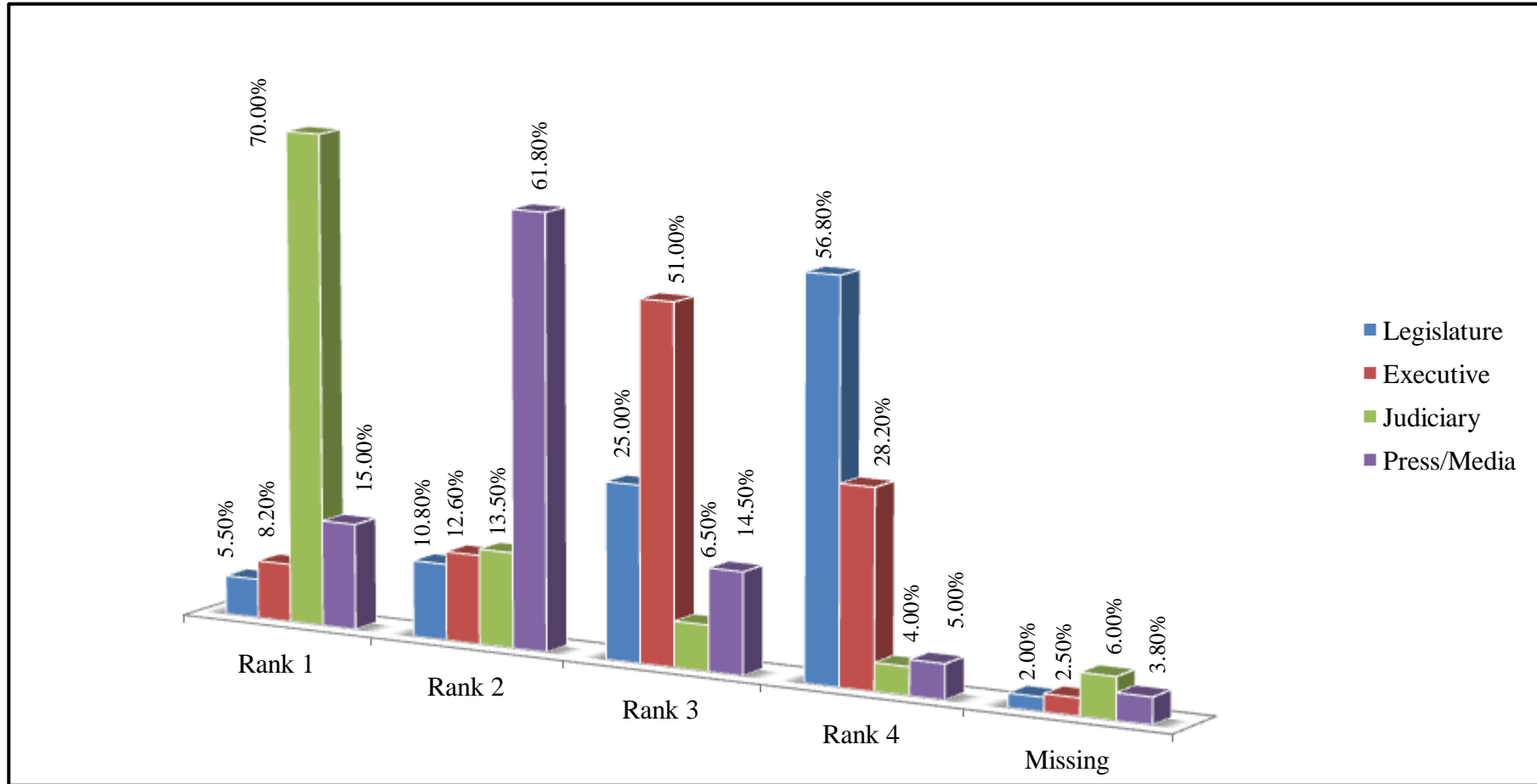
About two third of the respondents (64.3%) said that New media was biased but 28.5% of the respondents had the opinion that it was not biased. 7.8% of the respondents did not give any response (Table-30 and Fig-30).

Trust in Four Estates (Column)

Rank (1,2,3,4) to the four Estates (Columns) according to the Person`s confidence /trust in them-								
	Legislature		Executive		Judiciary		Press/ Media	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Rank 1	22	5.5	32	8.2	280	70.0	60	15.0
Rank 2	43	10.8	49	12.6	54	13.5	247	61.8
Rank 3	100	25.0	199	51.0	26	6.5	58	14.5
Rank 4	227	56.8	110	28.2	16	4.0	20	5.0
Missing	8	2.0	10	2.5	24	6.0	15	3.8
Total	400		400		400		400	

(Table-31)

Rank (1, 2, 3, 4) to the four Estates (Columns) according to the people`s confidence /trust in them-



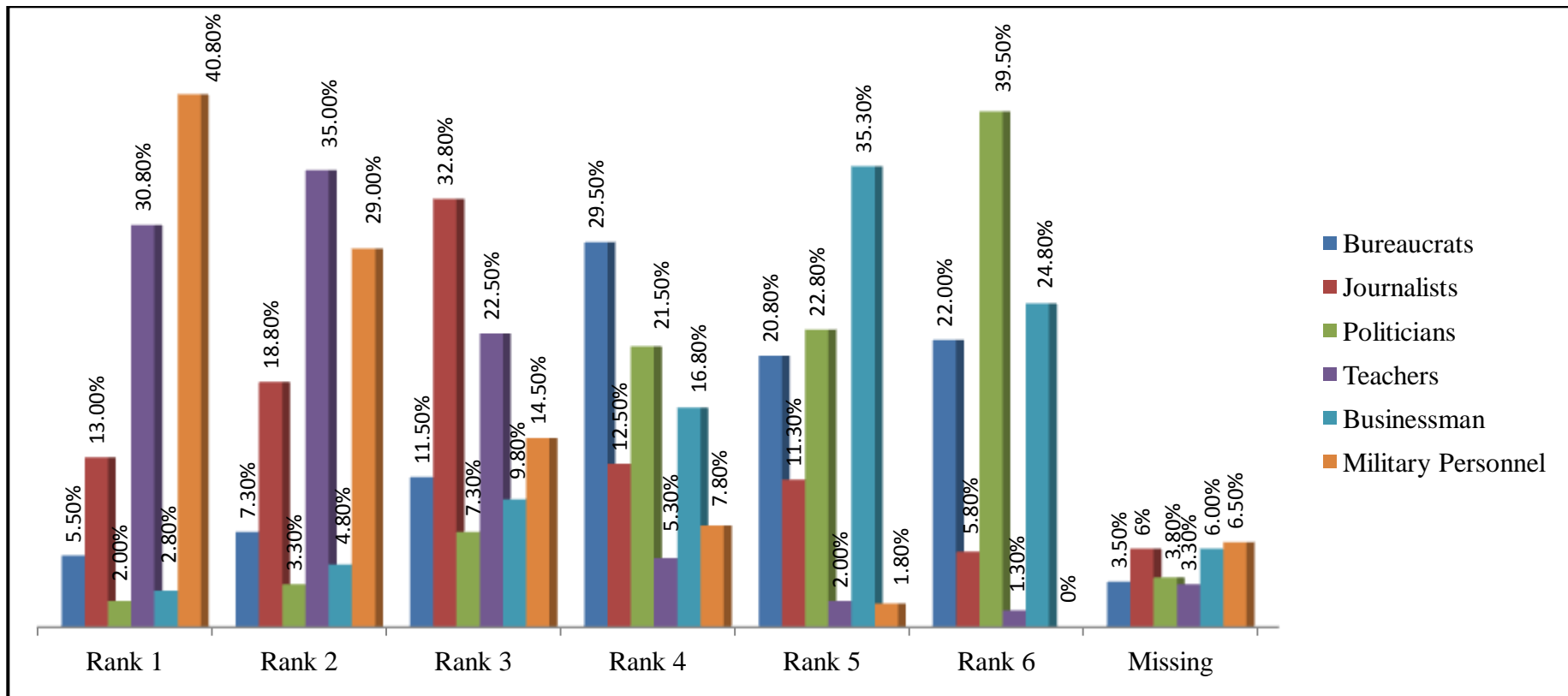
(Figure-31)

Trust in different sections of society

Rank ( 1, 2, 3,4, 5, 6) the following according to your confidence/ trust in them ( in descending order)-												
	Bureaucrats		Journalists		Politicians		Teachers		Businessmen		Military Personnel	
	Frequen cy	Percent	Frequen cy	Percent	Frequen cy	Percent	Frequen cy	Percent	Frequ ency	Percent	Frequ ency	Percent
Rank 1	22	5.5	52	13.0	8	2.0	123	30.8	11	2.8	163	40.8
Rank 2	29	7.3	75	18.8	13	3.3	140	35.0	19	4.8	116	29.0
Rank 3	46	11.5	131	32.8	29	7.3	90	22.5	39	9.8	57	14.3
Rank 4	118	29.5	50	12.5	86	21.5	21	5.3	67	16.8	31	7.8
Rank 5	83	20.8	45	11.3	91	22.8	8	2.0	141	35.3	7	1.8
Rank 6	88	22.0	23	5.8	158	39.5	5	1.3	99	24.8	0	0
Missing	14	3.5	24	6.0	15	3.8	13	3.3	24	6.0	26	6.5
	400		400		400		400		400		400	

(Table-32)

Trust in different sections of society



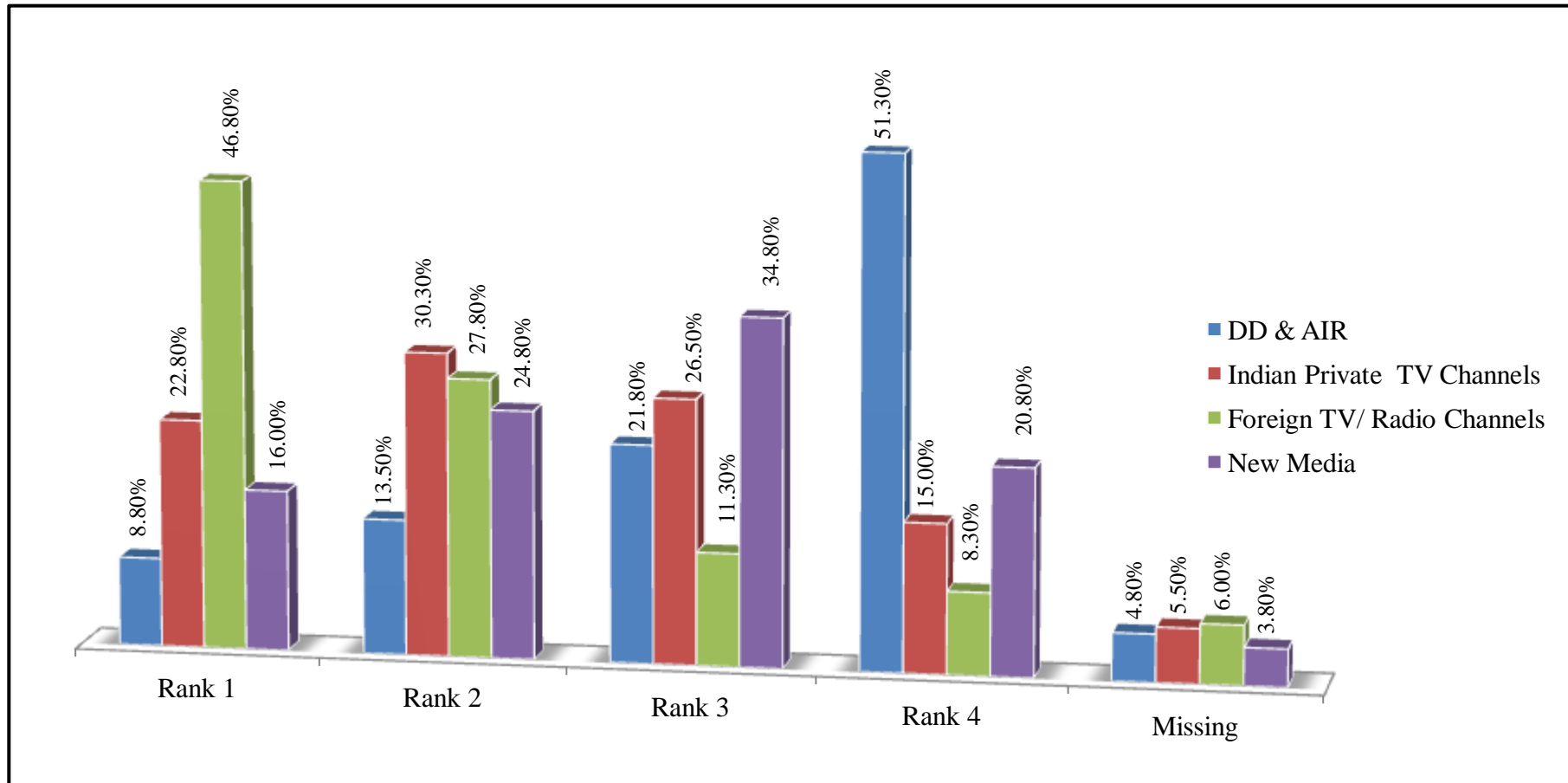
(Figure- 32)

Credibility of Different Media

Rank (1,2,3,4) the credibility of the media (in descending order)								
	DD & AIR		Indian Private Channels		Foreign TV/ Radio Channels		New Media	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Rank 1	35	8.8	91	22.8	187	46.8	64	16.0
Rank 2	54	13.5	121	30.3	111	27.8	99	24.8
Rank 3	87	21.8	106	26.5	45	11.3	139	34.8
Rank 4	205	51.3	60	15.0	33	8.3	83	20.8
Missing	19	4.8	22	5.5	24	6.0	15	3.8
Total	400		400		400		400	

(Table-33)

Rank (1, 2, 3, 4) according the credibility of the media (in descending order)-



(Figure-33)

Tables- 31, 32 & 33 and Figs.-31, 32 & 33 depict about the credibility and trust in media among different sections of society. Respondents gave ranking (1, 2, 3 and 4) to the four Estates (Columns) of democracy according to the confidence / trust in Legislature, Executive, Judiciary and Press/Media in descending orders. 70% of the respondents gave Rank 1 to Judiciary and stated it as the most trustworthy. Legislature,( 5.5 % of the respondents gave Rank 1 and 56.8% of the respondents gave Rank 4) is the least trustworthy and credible among these four. Press/ Media was the most credible and trustworthy after Judiciary (61.8% of the respondents gave Rank 2 and 15 % of the respondents gave Rank 1). The Executive was more credible and trustworthy than Legislature but not as much as Judiciary and Press/Media (51% of the respondents gave Rank 3 and 8.2% of the respondents gave Rank 1). So over all respondents have trust/faith in Judiciary, Press/Media, Executive and Legislature in descending order (Table-31 & Fig-31).

Again respondents, ranked 1, 2, 3, 4, 5 and 6 to Bureaucrats, Journalists, Politicians, Teachers, Businessman and Military Personnel, according to their confidence/ trust in them in descending order. The respondents showed the most confidence and trust in Military Personnel (40.80% of the respondents gave Rank 1& 29 % of the respondents gave rank 2 and 14.5 % of the respondents gave Rank 3). After that the respondents gave preference to Teachers (35% of the respondents gave rank 2 and 30.8 % of the respondents gave rank 1 with 22.5 % of the respondents gave rank 3).

Journalists are not so trustworthy as Military Personnel and Teachers are. But the respondents showed more confidence/trust in Journalists than Bureaucrats, Politicians and Businessmen. (32.8% of the respondents ranked 3& 18.8 % of the respondents ranked 2 and 13 % of the respondents ranked 1).

The respondents showed the least trust/confidence in Politicians (39.5% of the respondents gave Rank 6 and only 2% & 3.3 % of the respondents gave Rank 1 and Rank 2 respectively). Bureaucrats enjoyed more faith/ confidence of the respondents than Businessman and Politician, but not more than the Military personnel, Teachers and Journalists (29.5% of the respondents gave Rank 4 but 5.5% % & 7.3 % of the respondents gave Rank 1 & Rank 2 respectively). Confidence/ trust in Businessman was just more than Politicians (35.3 % of the respondents gave Rank 5 but 2.8 % & 4.8% gave Rank 1& Rank 2 respectively).

So the study suggests that the respondents had confidence/trust in Military Personnel, Teachers, Journalists, Bureaucrats, businessman and Politicians in descending order. (Table-32 & Fig.- 32)

Respondents were asked to Rank 1, 2, 3, and 4 according to the credibility of Doordarshan/All India Radio, Indian Private TV Channels, Foreign TV/Radio channels and New Media in descending order. Foreign TV/radio Channels were considered the most credible among the respondents (46.8 % of the respondents ranked 1 and 27.8 % of the respondents Ranked 2). After Foreign TV/Radio, Indian Private Channels were accepted more credible than New Media & DD/AIR ( 30.3% of the respondents ranked 2 and 22.8 % of the respondents ranked 1). New Media was more credible than DD/AIR but not as credible as Foreign TV/Radio & Indian Private Channels were (34.8% of the respondents gave Rank 3 and 16% of the respondents gave Rank 1) while DD/ Air were the least credible among the all given media ( 51.3 % of the respondents gave Rank 4 and only 8.8 % of the respondents gave Rank 1). Therefore, it could be inferred that Foreign TV/Radio channels, Indian Private Channels, New Media and DD/Air are credible respectively in descending order (Table-33 and Fig-33).

## 5.5 Perception about objectivity/credibility of news in New Media

### Factors affect the objectivity/credibility of News on New media

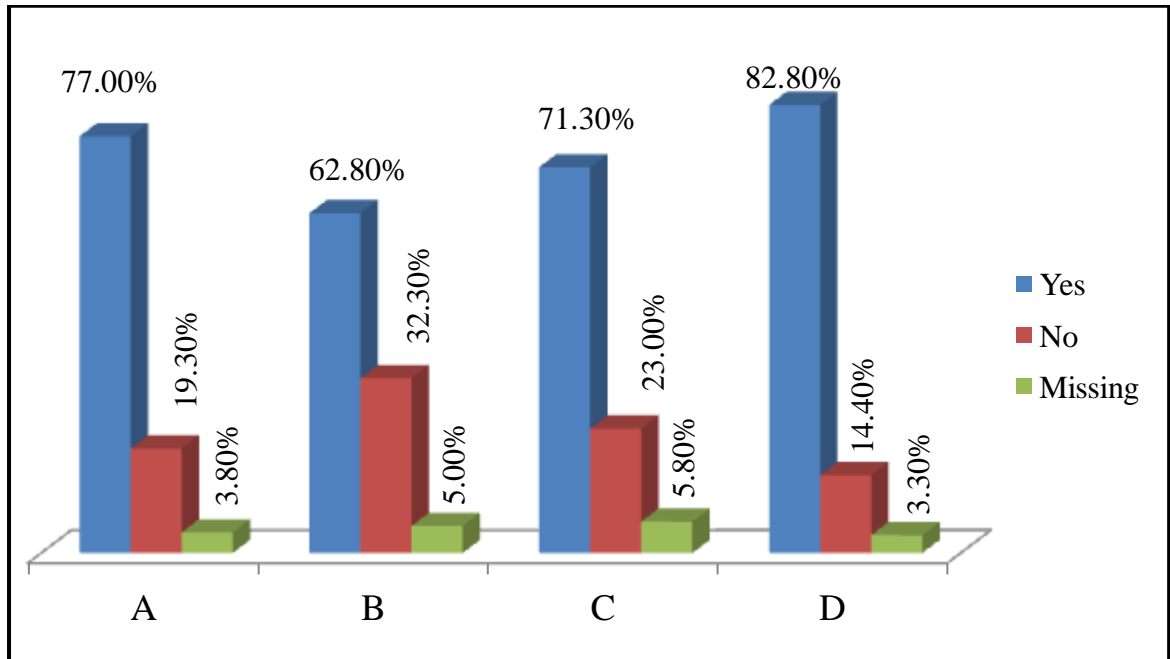
	Whether News is forwarded by your friend circle (A)		Whether News is forwarded by unknown person (B)		Whether News is read on official website of Indian News channels/ News papers ( C)		Whether News is read on official website of Foreign News channels/Newspapers (D)	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	308	77.0	251	62.8	285	71.3	331	82.8
No	77	19.3	129	32.3	92	23.0	56	14.4
Missing	15	3.8	20	5.0	23	5.8	13	3.3
Total	400		400		400		400	

(Table- 34)

About three fourth of the respondents (77%) thought if news was forwarded by their friend circle on New Media, it affects the objectivity/credibility, but 19.3 % of the respondents thought that it does not affect while 3.8 % of the respondents were silent.

62.8 % of the respondents agreed, if news was forwarded by unknown persons it affected the objectivity/credibility of news on New Media. But about one third of the respondents did not think so, they thought it did not matter. 5% of the respondents did not answer (Table -34 and Fig.-34).

## Factors affecting the objectivity/credibility of News on New Media



**A** - Whether News is forwarded by your friend circle

**B** - Whether News is forwarded by unknown person

**C** - Whether News is read on official website of Indian News channels/ News papers

**D** - Whether News is read on official website of Foreign News channels/Newspapers

(Figure-34)

Whether news was read on official websites of Indian News channels/ Newspapers, 71.3% of the respondents thought it affected the objectivity/credibility of news on New Media. But 23.0 % of the respondent thought that it did not affect.

Similarly if news was read on official website of foreign News Channels/Newspapers, it also affected the objectivity/credibility of news on New Media, say the largest no of the respondents (82.8%). 3.3 % of the respondents did not say anything. (Table-34 & Fig-34).

Cross check of news/ information in New Media

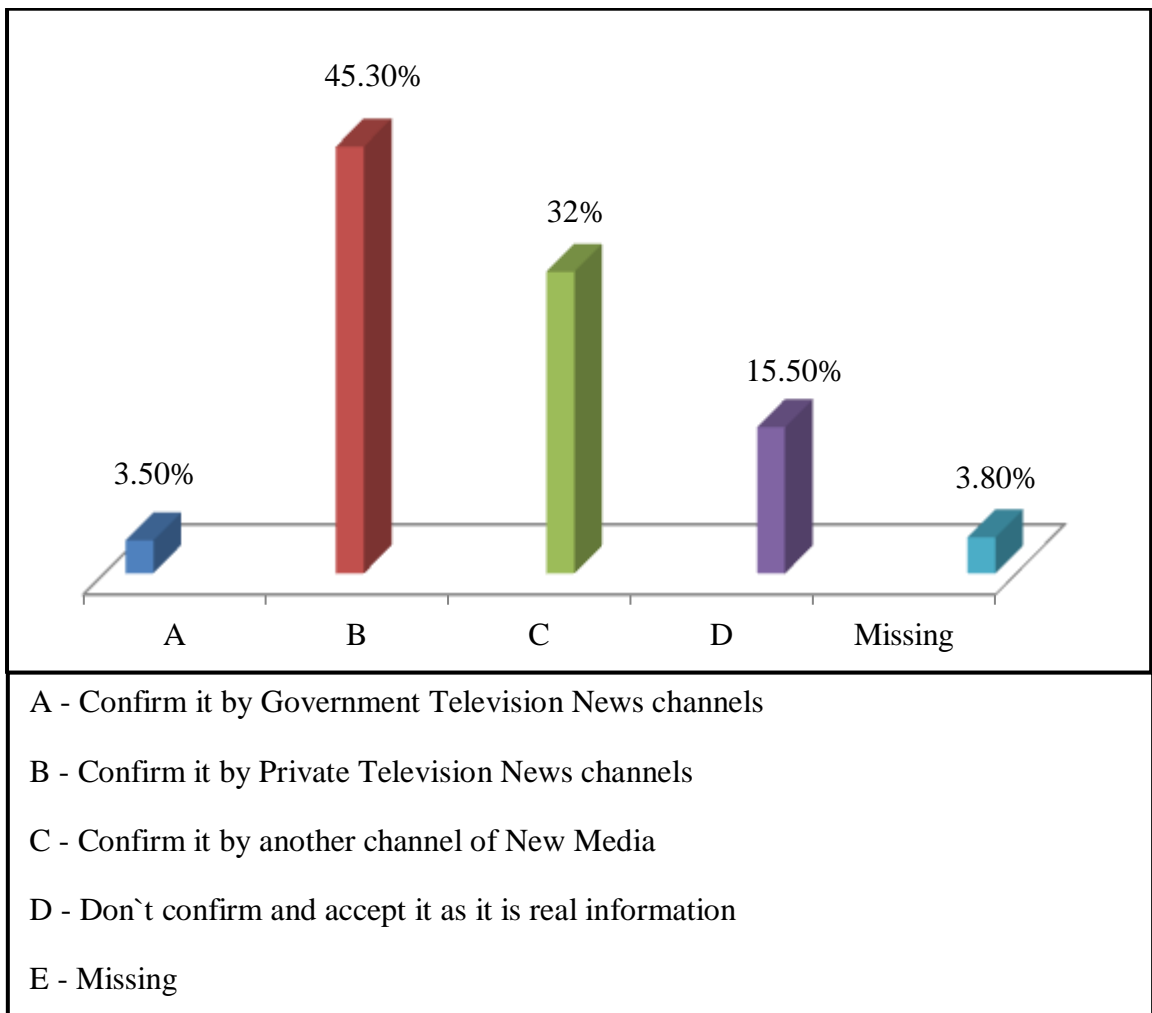
If person get any news in New Media ( Facebook, Whatsapp, Twitter etc.) they-

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Confirm it by Government Television News channels	14	3.5	3.6	3.6
Confirm it by Private Television News channels	181	45.3	47.0	50.6
Confirm it by another channel of New Media	128	32.0	33.2	83.9
Don't confirm and accept it as it is real information	62	15.5	16.1	100.0
Total	385	96.3	100.0	
Missing	9	15	3.8	
Total	400	100.0		

(Table-35)

If the respondents got news in New media (Facebook, Whatsapp, Twitter, Instagram etc.), the least of them (3.5%) confirmed it by Government News channels (DD & Doordarshan). But the largest percent of the respondents(45.3%) accepted that they confirmed it by Private News Channels whether it was correct or fake. About one third of the respondents (32.0 %) confirmed it by another channel of New Media if they got any news on New Media (e.g. If news in facebook will be confirmed by news channel websites). But 15.5 % of the respondents, even did not confirm information/news and would accept it, as it was real information. 3.8 % of the respondents were silent about the confirming news from another media sources (Table-35 & Fig.-35).

If people get any news in New Media ( Facebook, Whatsapp, Twitter etc.) they-



(Figure-35)

### Time Spent on New Media

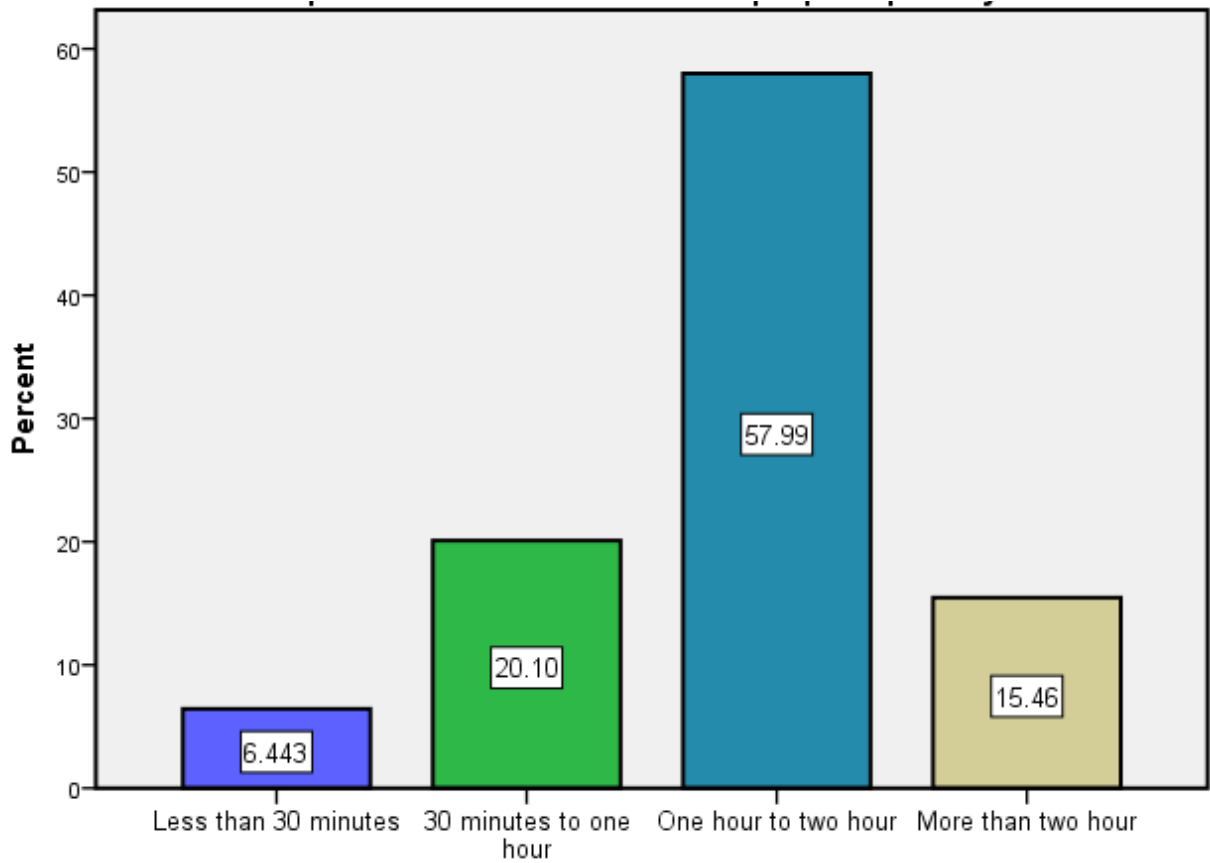
Most of the valid respondents (57.9 %) spent their time on New Media for news purpose for one hour to two hour per day. 20.1 % of the valid respondents spent their time for thirty minute to one hour per day for the same purpose. While 15.46% of the valid respondents searched news on New media for more than two hours and 6.4% of Valid respondents for less than thirty minutes. 3 % of the respondents did not respond (Table-36 & Fig.-36).

Time spent on new media for news purpose per day

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Less than 30 minutes	25	6.3	6.4	6.4
30 minutes to one hour	78	19.5	20.1	26.5
One hour to two hour	225	56.3	58.0	84.5
More than two hour	60	15.0	15.5	100.0
Total	388	97.0	100.0	
Missing 9	12	3.0		
Total	400	100.0		

( Table-36)

Time spent on new media for news purpose per day



(Figure-36)

Use of New Media for-

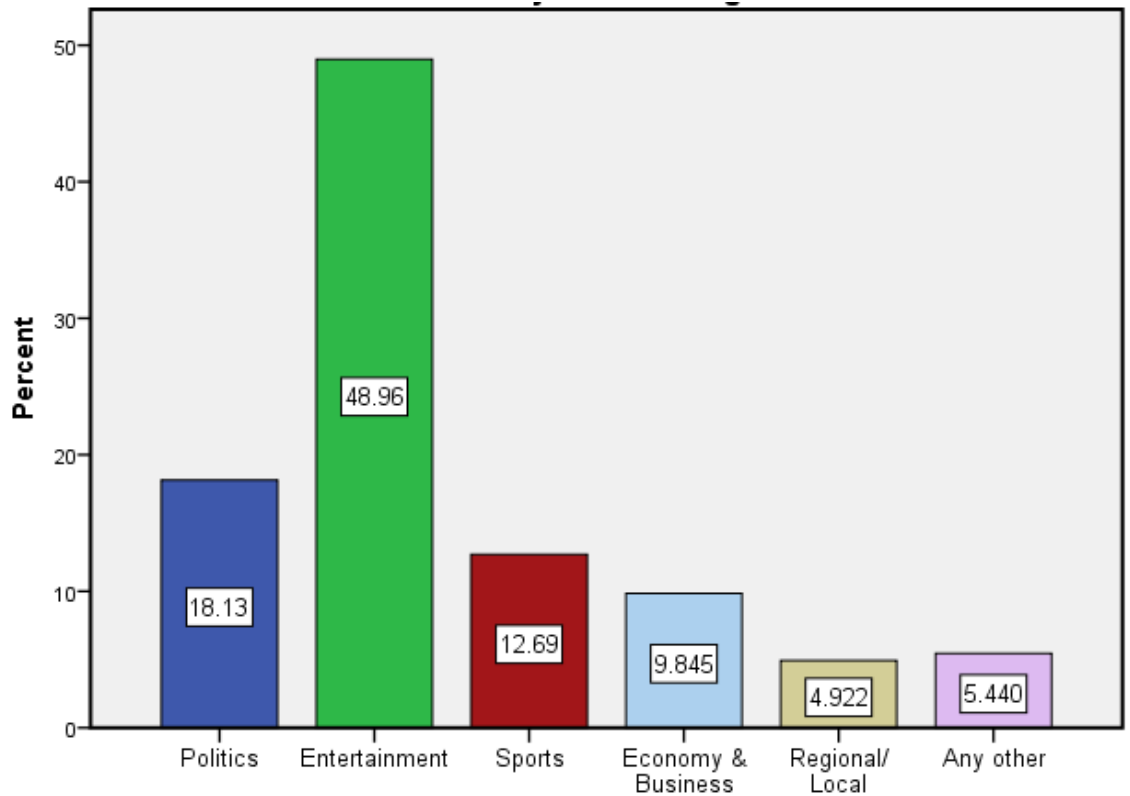
Use of New Media mostly for news/information about-

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Politics	70	17.5	18.1	18.1
Entertainment	189	47.3	49.0	67.1
Sports	49	12.3	12.7	79.8
Economy & Business	38	9.5	9.8	89.6
Regional/ Local	19	4.8	4.9	94.6
Any other	21	5.3	5.4	100.0
Total	386	96.5	100.0	
Missing 9	14	3.5		
Total	400	100.0		

(Table-37)

It is obvious from table-37 and Fig.-37 that nearly half of the respondents (47.3%) used New Media mostly for entertainment. After that 17.5 % of the respondents searched about Political news/Information's mostly. 12.3 % and 9.5 % of the respondents searched news about Sports and Economy /Business respectively in New Media most of the times. There were also 4.8 % of the respondents who searched about Regional and Local news in New Media. 5.3 % of the respondents searched other types of information on New Media. 3.5 % of the respondents were silent.

Use of New Media mostly for searching news/information about-



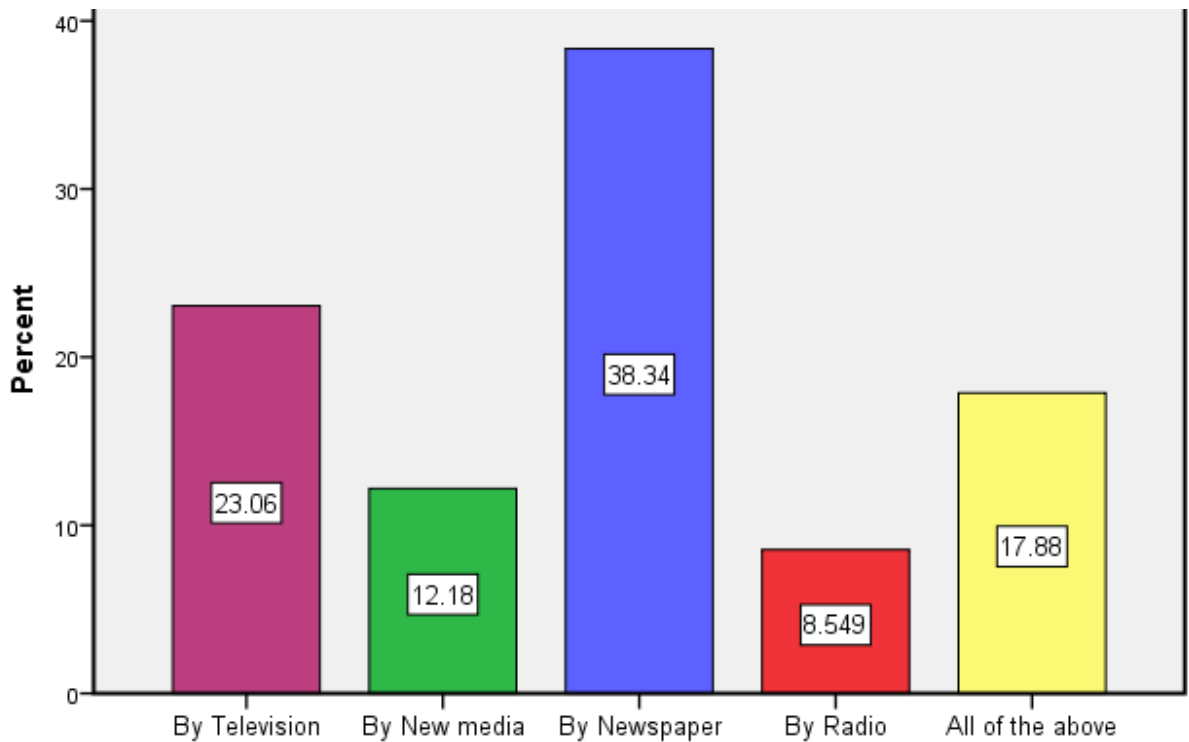
(Figure-37)

Effect of medium in credibility

If persons get news via television/newspapers/radio or via new media (weblog/ written on website, Twitter etc,) which one will be more credible-					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	By Television	89	22.3	23.1	23.1
	By New media	47	11.8	12.2	35.2
	By Newspaper	148	37.0	38.3	73.6
	By Radio	33	8.3	8.5	82.1
	All of the above	69	17.3	17.9	100.0
	Total	386	96.5	100.0	
Missing	9	14	3.5		
	Total	400	100.0		

(Table-38)

If persons get news via television/newspapers/radio or via new media (weblog/ written on websites, Twitter etc,) which one will be more credible-



(Figure-38)

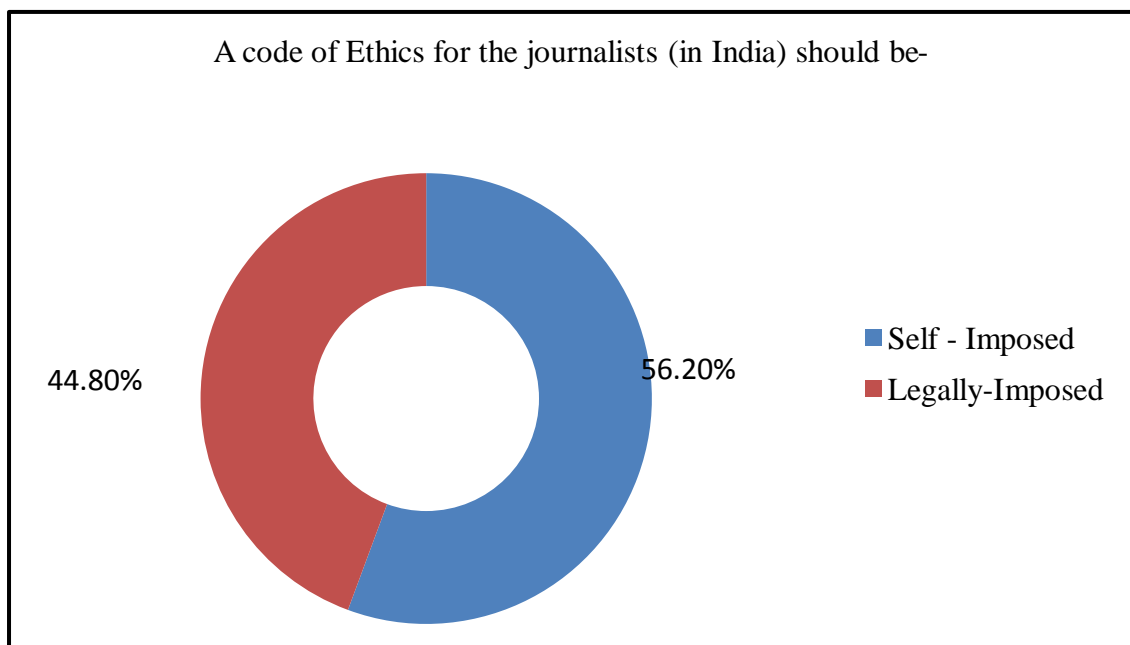
Researcher asked, when the respondents got news from Television/ Newspapers/Radio or via New Media (weblog / written on websites, twitter etc.) which one would they considered to be more credible. The most of the valid respondents (38.34%) agreed that if they got the news via newspapers, it would be more credible than the other medium. After that 23.1% of the respondents thought that the news given through television would be more credible than other media 12.18% and 8.5 % of the valid respondents said that they would trust more in New Media and Radio respectively. 17.9 % of the respondents feel that all media are equally credible (Table-38 and Fig. 38).

## 5.6 Code of Ethics for Journalist

A code of Ethics for the journalists (in India) should be-

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Self - Imposed	217	54.3	56.2	56.2
Valid Legally-Imposed	169	42.3	44.8	100.0
Valid Total	386	96.5	100.0	
Missing 9	14	3.5		
Total	400	100.0		

(Table-39)



(Figure-39)

It is obvious from Table-26 and Fig.26 that more than half (56.20%) of the valid respondents agreed that code of ethics for journalist in India should be self -imposed rest of the valid respondents said that it should be self-imposed. 3.5 % of the total respondents did not respond.

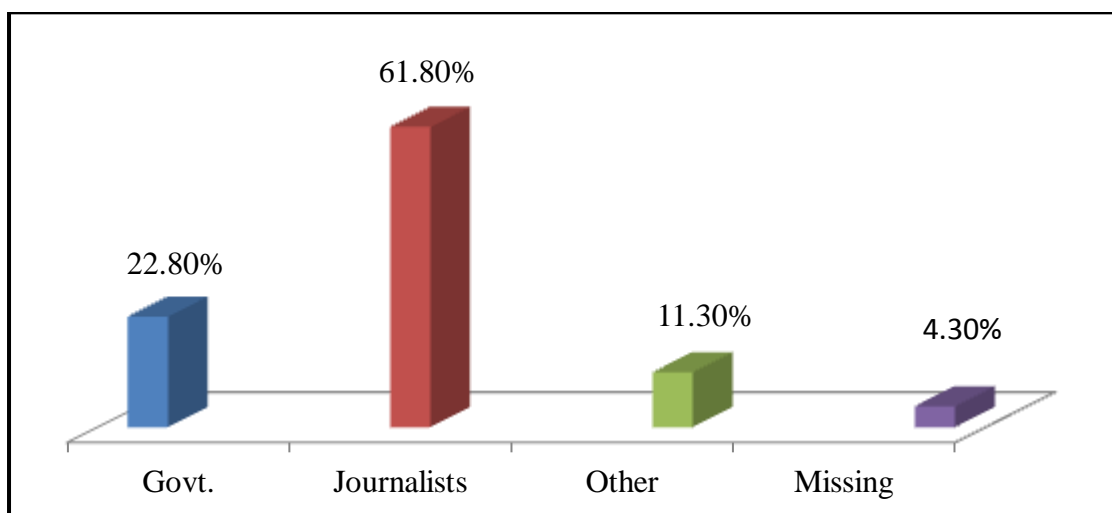
### Formulation of code of Ethics for Journalist

A code of Ethics for the journalists (in India) should be framed/formulated by-

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Govt.	91	22.8	23.8	23.8
Journalists	247	61.8	64.5	88.3
Other	45	11.3	11.7	100.0
Total	383	95.8	100.0	
Missing	9	4.3		
Total	400	100.0		

(Table-40)

A code of Ethics for the journalists (in India) should be framed/formulated by-



(Figure-40)

With 61.80 % of the respondents, it is clear that the most of the respondents wanted that a Code of Ethics for the journalists (in India) should be framed/formulated by the Journalists only. But 22.80 % of the respondents wanted that it should be formulated/imposed by the government. 11.30 % of the respondents were in favour that it should be imposed/formulated by others (Table-40 & Fig.-40).

Thus, based on detailed analysis and interpretation of data and information gathered from the field of study, it could be inferred that –

1. The purpose of viewing Television differed; 9.8 % claimed that they watched TV for both news and entertainment and 16.3 % for news & information only while 9.3 % for more Information and less entertainment. So, It was found that 35.4 % people watched TV primarily for News and Information. Similarly, 10.8 % used New Media only for news and information, 28% used it for both news and entertainment and 9.8 % for more information than the entertainment. So, about half of the respondents (47.6%) used New Media as an important source of Information. Thus, it could be inferred that people considered New Media and Television as the main sources to get information and they are getting significant amount of information from New media as compared to the television.
2. Between Doordarshan and Private channels, people considered Private channels (92%) more credible. Of TV News channels and Newspapers, 56.8% of the respondents felt that newspapers were more credible and of AIR and newspapers, people considered (82%) newspapers more credible. Thus, TV news channels were more credible than AIR. When credibility of new media and Television was compared, it was found that television was more credible (77%). Thus, News paper is the most reliable/credible medium among the people in terms of credibility and objectivity of media.
3. In the event of any conflicting news story or getting different reports of the same story, only 5.8 % persons cross checked it with government channels (DD/AIR) while a significant number checked it on Private TV channels (31.5%). Most of the persons (39.3%) chose newspapers to check the credibility of such news items. Only 6.8 % of

the respondents showed faith in New media for cross checking facts if they got conflicting news reports. Therefore, here again newspapers emerged as a credible media as compared to other forms of media.

4. A huge proportion (83.5%) thought that coverage of DD/AIR was not objective. Most of the respondents (75.5%) thought that due to Governmental pressure, it was not independent in news coverage & reporting. Although newspapers were found to be one of the most credible media, yet huge number of the people (88%) opined that due to some pressure, mainly commercial/financial (42.9%), Owner`s business interests (22.2%) and governmental pressure (16.2%), newspapers` objectivity also came under doubt. The objectivity in news coverage/ reporting in new media were also doubted. 63.3 % of the persons did not think that it was independent in news reporting and it was also being used for political propaganda & campaigns by vested interests/groups/individuals etc. Thus it is obvious that people think that all types of media bow down under some sort of pressure, be it from govt. or non-govt. and thus compromise objectivity of their news stories.
5. Not only Govt., political, commercial or owner`s business interests influenced objectivity of the news but at times, freebie or sponsored facilities also had an affect on it. 80% of the respondents agreed that a freebie or sponsored facility to a journalist affect the credibility of the journalist/medium. For objective and credible coverage of news, most of the people (89%) agreed that there should be code of ethics for media persons and 77% of the respondents wanted self regulation for media persons. Thus, a need for some ethical code or self regulation for journalistic practices was felt.
6. More than the half of the respondents (56.3%) spent time on New media for one to two hours per day. Although most of them (49%) were searching entertainment news, yet

news about Politics (18.1%), Sports (12.7%), Economy & Business (9.8%), regional (4.9%) and others (5.4%) were also searched. If the persons got news from New Media, its credibility was reported to be low; only 15.5 % accepted it or found it worthy of being believed. Some of them cross checked it via private news channels (45.3%), or another channels of New Media (32.0%). Therefore, objectivity of New Media was under cloud and its credibility was low.

7. When the respondents were asked to give rank about the trust in Four Estates (Legislature, Executives, Judiciary and Press) of the country, Judiciary was ranked first by 70.0% of the people, after that was press/media with 15.0% of the people's choice for rank one. And for credibility of media, Foreign TV/Radio Channels (46.8%) got Rank one while Indian Private channels (22.8%) got rank one. DD and AIR were least credible according to rank and New Media (16%) was ranked third among all forms of media. Therefore, in spite of many doubts in their minds, people still have trust media.
8. About the media being biased or unbiased, 72.5 % of the respondents said that newspaper were unbiased. 78.0 % and 76.0% said that AIR and Doordarshan are biased. On the other hand, BBC Radio was the most credible medium among people as 81.3% of the respondents found it unbiased. Similarly, Foreign TV channels were also considered credible/objective with a significant number (72.5%) terming them as unbiased. 64.3 % people found new media biased. Private channels (38%) were reported to be relatively unbiased as compared to new media (28%). Thus, people still rely upon foreign media either Foreign TV or BBC Radio as credible source of news and information as compared to the Indian media. But in Indian media, Newspapers are trusted as unbiased in nature in comparison to other media.

9. 42.3% of the respondents agreed that there should be legally imposed code of ethics for the journalists and 61.8% thought that it should be formulated by the journalists, while 22.8% said that it should be formulated by the government. Thus, the need for code of ethics for journalists either by journalists themselves or by Govt. agencies was propagated so as to ensure objectivity and credibility of media in our country.

## CHAPTER- 6

### Conclusion, Suggestions and Limitations

This study reveals a valuable account of news credibility and objectivity of Traditional and New Media. Conclusions thus arrived at and suggestions therefor are presented in this chapter.

#### 6.1 *Conclusion*

The analysis and interpretation of the data suggests that majority of the respondents found newspapers the most credible/ reliable medium. Thus, Newspapers still command a greater degree of credibility and objectivity as compared to TV channels and New Media including the Public Service Broadcasters DD & AIR and Indian private news channels. Today when 24-hour news channels are telecasting breaking news/ news flashes and live feeds giving immediate coverage and information of news and events, newspapers still hold the place of honour in terms of news credibility & objectivity. Similarly, even though use of new media is increasing, it has not found favourite place in the minds of the respondents as far as news is concerned.

In the event of conflicting reports of the same story by the different media, the maximum number of the respondents believe the story as given by Newspapers followed by Private News channels and New Media. A significant number of the respondents confirm news & information coming through New Media from another

media or other channels of new media. Therefore, new media is yet to emerge as a credible & objective source of news and information.

This study also suggests that as compared to DD/ AIR, Indian Private news channels and New Media, the foreign TV/Radio channels command more credibility among the people. Ranking of different media was done based on people`s responses. In this ranking, foreign TV/ Radio was ranked first followed by Indian private channels, New Media & DD/AIR in that order. Thus, foreign media enjoys respondents`s trust more than domestic media. It should be a cause of concern for media practitioners in India & policy makers as well.

Of the Four Estates, respondents have most confidence and trust in Judiciary followed by the Press/Media, Executive and Legislature. Thus, the Press/Media still enjoy the place of pride in respondents `s conscience which is undoubtedly a heartening revelation in this research study.

Of the six given occupational groups, Journalists ranked third in terms of public confidence and trust behind military personnel and teachers. Bureaucrats, Businessmen and Politicians got fourth, fifth and sixth place respectively. Hence again, Journalists still enjoyed public confidence which is a good pointer for a vibrant democracy like ours.

A huge chunk of respondents feels that news reporting by DD & AIR is biased due to government pressure. One particular reason for the lack of trust in DD & AIR can be traced into the establishment bias. respondents believe that DD and AIR, being government media, present only the government`s version news stories and facts either are concealed or are presented in a skewed manner.

In spite of being the most credible medium, Newspapers are also seen as biased due to commercial/ financial or owner`s business interests. respondents

observed that New media was being used for propaganda and campaigns by vested interests/groups or individuals etc. Thus, credibility/objectivity of all media is under suspicion, which is not a good trend, and different media platforms & groups must look into this emerging popular perception.

About reporting during elections in India, newspapers are considered more objective and fair than DD /AIR and New Media. However, a high percentage of respondents find no medium objective or fair. This clearly indicates political bias in media functioning in our country.

For objective and credible coverage of news, considerable number of the respondents feel that there should be self- censorship for media persons. A general opinion emerged that Code of Ethics for the journalists should be devised and defined by journalists and media practitioners themselves.

There is a dominant feeling among the respondents that a freebie or any government sponsored facility to a journalist does affect credibility of the journalist or medium. Thus, a need for some ethical code or self regulation for journalistic practices was felt.

Newspapers, Private News channels and New media including social media and blogs/ news based websites are the main sources to get news. For the respondents getting news/ Information from New media, WhatsApp and Facebook are two major sources to get information. After that, news based websites, Twitter and YouTube are main sources to get news. Thus, social networking sites are one of the main sources of news/information who depend primarily on new media. Moreover, it is also found that people use new media mostly for entertainment purpose, though it is also used to get news/information about politics and sports.

Very few respondents are listening to radio news; and even less are the regular listeners. Those who listen to radio, a huge majority still rely upon BBC radio for credible and objective news. They are listening radio on its website as well. Thus, it may be concluded that among those who depend upon radio as credible source of news, BBC Radio has found a favourite place.

To conclude, credibility of news depends on how it is produced, what issues have been raised and with what intention and effect in mind and how the audience/readers react to its/ their way of presentation. In a particular medium, different news items may have different reactions about their credibility among different audiences/readers in different situations.

## **6.2 *Suggestions***

To enhance the credibility of all media so as to ensure fair and objective coverage of news coupled with free and frank expression of views, followings suggestions may be applied as per findings of this study:

1. Innovative, creative and objective coverage of the news and events have to be planned based on feedback of the people. Hence, professional independence is necessary.
2. Efforts should be made to stimulate a new work culture in the electronic media so that our broadcasting system must bear its own national individuality.
3. Mass communications educators should be represented in the media policymaking bodies.

4. The right type of training has to be imparted not only to the freshers but also to the in service personnel in order to generate a sense of ethics and accountability and responsibility to public and society in general.
5. Narrowcasting should be practiced at a large scale in our Broadcasting system to encourage local participation and raising of local issues and its coverage so that people could trust the broadcast media more.
6. There should be statutory body on the lines of the Press Council of India, which governs & regulates all forms of media including new media.
7. DD & AIR (Prasar Bharti), an autonomous corporation should have both structural and functional autonomy so that people's trust in it could be restored.
8. Political interference of any type in all media platforms should be effectively restrained.
9. The government must refrain from interfering in media functioning, which may be overt or covert because there is a growing popular belief that govt. does interfere in some way or other in media management including in its editorial operations.
10. There must be some system/ legislation in place to regulate New Media, which is largely ungoverned today.

### **6.3 *Limitations of the study***

This study has some limitations as well. Amidst financial and time constraints, significant area and components relevant to the topic of research were covered; but it was felt that many more facets of the present subject of research remained untouched. In further studies, these areas may be covered.

Limitations of this research are detailed below so that future researchers on this subject or similar subjects could take these into reckoning during their researches.

1. This study was conducted in Lucknow, Uttar Pradesh. Research results might differ in other districts/cities and locations because the pattern of New media's use may be different in different regions of India. Moreover, every region has some socio-cultural distinctiveness, which may impact result of the study.
2. A large sample size and its spread may give highly reliable findings in relation to the subject of research.
3. Penetration of new media is increasing fast, especially after mobile data went cheaper. Therefore, similar study after a few years may give different set of results.
4. Rural and urban areas in our country differ in terms of new media availability and usage. Therefore, a separate study for these areas may give useful insight on the subject.

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**Questionnaire**

Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow

Department of Journalism and Mass Communication

A SURVEY OF NEWS CREDIBILITY AND OBJECTIVITY

**Researcher : Nitin Kumar**

1. Sex : (A) Male (B) Female
2. Age group: (A) 18-30 Years (B) 31-45 Years  
(C) 46-60 Years (D) 61 & Above
3. Occupation: (A) Teaching (B) Govt. Service  
(C) Private Sector (D) Businessman  
(E) Housewife (F) Student  
(G) Unemployed (H) Others
4. Education (A) Matriculate (B) Graduate  
(C) Postgraduate (D) Others
5. Family Income (Annual):(A) Upto Rs 2 lac (B) Rs 2,00,001 Lac to 5 lac  
(C) Rs 5,00,001 to 10 lac (D) Above Rs 10 lac

- 
6. You Watch TV News: (A) Regularly (B) Occasionally  
(C) Never

7. You listen to Radio News: (A) Regularly (B) Occasionally  
(C) Never

8. You read Newspapers: (A) Regularly (B) Occasionally  
(C) Never

9. Do you get news from new media (Facebook, Whatsapp, Newsbasedwebsite etc.) ?

(A) Yes (B) No

If yes, from which one(s) (A) Facebook (B) Whatsapp (C) Twitter  
(D) Youtube (E) News based websites  
(F) Any others.....

And Whether , (A) Regularly (B) Occasionally

10. Do you watch any foreign TV news channel ?

(A) Yes (B) No

If yes, from which one(s) (A) BBC (B) CNN (C) Al Jazeera  
(D) Fox News (E) DW News (F) Any others.....

And Whether , (A) Regularly (B) Occasionally

11. Do you listen to any foreign Radio News Programme ?

(A) Yes (B) No

If yes, from which one(s) (A) BBC Radio (B) NHK (C) Radio china  
(D) Radio Russia (E) any Others.....

And Whether ,(A) Regularly (B) Occasionally

12. Do you search any foreign based News website {such as CNN, FOX NEWS, BBC, The New York Times, DW(Deutsche Welle), The Guardian etc.}?

(A) Yes (B) No

If yes, from which one the most (A) BBC (B) DW(Deutsche Welle)  
(C) CNN (D) FOX NEWS  
(E) The New York Times (F) The Guardian  
(G) Any Other (Please mention).....

And Whether , (A) Regularly (B) Occasionally

13. You watch TV for-
- (A) News and Information only      (B) Entertainment only
- (C) Both equally      (D) More Information and less Entertainment
- (E) More Entertainment and less Information
- (F) Out of Habit/Passing time
14. You listen to Radio for -
- (A) News/Information      (B)Entertainment      (C) Both
- (D)Other ( Please mention).....
15. You use Internet for -
- (A) e-mail and searching personal need information's only
- (B) News and Information only      (C) Entertainment only
- (D) Both News and Entertainment equally
- (E) More Information and less Entertainment
- (F) More Entertainment and less Information
- (G) Any Other (Please mention ).....
16. Which of the following is /are your main source (s) of News ?
- (A) Doordarshan or other similar Channels as Rajyasabha, Loksabha, DD regional etc.      (B) All India Radio      (C) BBC Radio/ other foreign Radio
- (D) Newspapers      (E) Private News Channels      (F) New media as Facebook, Twitter, Whatsapp etc      (G) Blogs and news based websites
17. (a) On which channel do you prefer to watch TV News ?
- (A) DD News / Doordarshan
- (B) Private Channel      (i) Aaj Tak      (ii) NDTV      (iii) Zee News
- (iv) ABP News      (v) India news      (vi) Other

- (C) Foreign News channel (i) BBC (ii) CNN  
 (iii) Al Jazeera (iv) Sky News  
 (v) Other (please mention).....

17. (b) Why do you prefer this channel ?

- (A) It is unbiased/News can be believed (B) Its presentation is better  
 (C) Because of interesting visuals (D) Reporting is detailed and in-  
 Depth (E) Other (Please mention) .....

18. Of Doordarshan and Private Channel , which TV News channels do you consider more credible ?

- (A) Doordarshan (B) Private channels

19. Of TV news channels and Newspapers, which medium do you consider more credible ?

- (A) TV News channels (B) Newspapers

20. Of Radio (All India Radio) and Newspapers, which medium do you consider more credible ?

- (A) All India Radio (AIR) (B) Newspapers

21. Of New media (as Facebook, twitter, whatsapp etc.) and Television, which medium do you consider more credible for News?

- (A) New media (B) Television

22. Of New media and Newspapers, which medium do you consider more credible for News?

- (A) New media (B) Newspapers

23. If you get conflicting or different reports of the same news story from DD, AIR, Newspapers, Private TV channels, Foreign radio/TV Channels, New Media (Internet messenger aps/sites) etc. Which one are you inclined to believe?
- (A) DD/AIR (B) Newspapers (C) Foreign Radio/TV channels (BBC TV/Radio etc.) (D) Private TV channels (E) New media ( Facebook /Whatsapp/ Twitter / news websites etc.)
- (F) Others (Please mention) .....
24. Does a freebie or any Govt. sponsored facility to a journalist affect the credibility of the Journalist / Medium?
- (A) Yes (B) No
25. For objective and credible Coverage of News, do you favor-
- (i) State/Govt. control over Media: (A) Yes (B) No
- (ii) Code of Ethics for Media Persons: (A) Yes (B) No
- (iii) Self Regulation for Media Persons: (A) Yes (B) No
26. A code of Ethics for the journalists (in India) should be-
- (A) Self - Imposed (B) Legally-Imposed
27. A code of Ethics for the journalists (in India) should be framed/formulated by-
- (A) Govt. (B) Journalist
- (C) Other( Please mention) .....
28. During elections which medium do you find objective/ credible /fair ?
- (A) DD and AIR (B) Newspapers (C) Foreign Electronic Media (BBC, CNN etc.) (D) New Media ( Facebook, Twitter, Whatsapp etc. )
- (E)All the above (F) None

29 . Do you feel Newspapers in India are free/independent in their News coverage  
And reporting ?

(A) Yes (B) No

If No, what kind of pressure is there ?

(A)Govt. (B) Political (C) Commercial/Financial

(D) Proprietor`s/Owner`s business interest

( E) Other(Please mention) .....

30. Do you feel DD and AIR are free/independent in their News coverage and  
reporting ?

(A) Yes (B) No

If No, what kind of pressure is there ?

(A)Govt. (B) Commercial/Financial

(C) Other(Please mention ).....

31. Do you feel New Media is free/independent in their News coverage and  
reporting ?

(A) Yes (B) No

If No, what kind of pressure is there (Please mention)?.....

32. Please tick whether News –reporting (in India) by

(A) Newspapers is biased/unbiased

(B)DD is biased/unbiased

(C) AIR is biased/unbiased

(D) BBC Radio is biased/unbiased

(E) Private TV Channels is biased/unbiased

(F) Foreign TV Channels is biased/unbiased

(G) New Media is biased/unbiased

33. Rank (1,2,3,4) the four Estates (Columns) according to your confidence /trust in them (in descending order)
- (A) Legislature..... (B) Executive .....
- (C) Judiciary ..... (D) Press/ Media .....
34. Rank ( 1, 2, 3,4, 5, 6) the following according to your confidence/ trust in them ( in descending order)
- (A) Bureaucrats ..... (B) Journalists .....
- (C ) Politicians ..... (D) Teachers .....
- (E) Businessmen ..... (F) Military Personnel .....
35. Rank (1,2,3,4) the credibility of the following media (in descending order)
- (A) DD & AIR ..... (B) Indian Private Channels .....
- (B) Foreign TV/ Radio Channels ... (D) New Media .....
36. Do you think the following factors affect the objectivity/credibility of News on New media ?
- (A) News is forwarded by your friend circle Yes/No
- (B) News is forwarded by unknown person Yes/No
- (C) News is read on official website of Indian News channels/ News papers  
Yes/No
- (D ) News is read on official website of Foreign News channels/Newspapers  
Yes/No
37. If you get any news in new media ( Facebook, Whatsapp, Twitter, Instagram etc) you-
- (A) Confirm it by Government Television News channels
- (B) Confirm it by Private Television News channels

(C) Confirm it by another channel of new media (as if news in Facebook  
Will confirm by news channel websites etc.)

(D) Don't confirm and accept it as it is real information

38. How much time you spend on new media for news purpose per day ?

(A) less than 30 minutes (B) 30 minutes to one hour

(C) one hour to two hour (D) More than two hour

39. You use new media mostly for news/ information about-

(A) Politics (B) Entertainment (C) Sports (D) Economy

& Business (E) Regional/Local

(F) Any other (Please mention) .....

40. If you get news via television/newspapers/radio or via new media (weblog/  
written on website, Twitter etc,) which one will be more credible-

(A) By Television (B) By new media (C) By Newspaper

(D) By radio (E) All of the above