



## VIEWERS' PREFERENCES FOR NEWS CHANNELS : AN EMPIRICAL STUDY FROM INDORE CITY

\*Ashwini Sharma \*\*Shweta Pandit

\*Professor, Department of Political Science,  
SABV Govt. Arts and Commerce College, Indore

\*\* Faculty, HR Prestige Institute of Management, Dewas

### Abstract

*In modern society television is becoming an integral part of our routine life. If we are taking about the News channel then main goal of all the channels is to spread information and make viewer more updated. In spite of the availability of lots of electronic gazettes on the palm, TV News channels are preferred way to update our knowledge, with comfort and ease. This paper highlights the important factors that the viewer take into consideration while subscribing and watching a news channel.*

### Introduction

Media is playing vital role in the development of a society as well as nation. Media of India consist of several different types of Indian communications media: television, radio, cinema, newspapers, magazines, and Internet-based Web sites. Many of the media are controlled by large, for-profit corporations which reap revenue from advertising, subscriptions, and sale of copyrighted material. India also has a strong music and film industry. India has more than 70,000 newspapers and over 690 satellite channels (more than 80 are news channels). In this Electronic Media has got special privilege in the modernization of society. In particular TV channels has got very peculiar place in Media. TV channels are not only considered as most favorite entreating media, but it also disseminating information, enhancing knowledge, exploring ideas, and also provide stage to skilled people. Increased voting percentage in recently held assembly election in four states are the results of awareness spread by the News channels regarding the power of democracy.

### Importance of News Channels

Free media is considered as a major pillar of Indian democracy. Media having a very important responsibility for working on Public consciousness and public awareness. Media having power to awaken the sleep of the people. It is powerful enough to demolish the darkness of ignorance. News channels are responsible to maintain flow of information. TV combines sound and picture and speed so it is considered to be powerful medium. In particular to News channels, they are promoting ideas around the globe. What is going on in other nation? What is the progress rate and where we stand in this progressive world? By organizing debates, News channels make people aware about the duties of a political leader, commitment they were made and their execution. News channels also invites foreign dignitaries and great international leaders in their shows which enlighten the path of our youth. Talk show, interviews and sting operations unveils the negatives of leaders' life.

### Review of Literature

Chanduji Thakor, Indubhai Patel & Krupal Nayak (2013), in their research tried to answer four questions related to the media industry. The research concludes that :



1 Among the selected TV News channels AAJ TAK is the most popular TV News channel.

2 Viewers also appreciate Programmes other than News telecasted on TV News channels attract the viewers.

3 Many programmes are now-a-days telecasted on the TV news channels related to sports, crime, society and religion. But still people like to watch current happenings more on TV news channel than other programmes.

4 Negative factors of TV News channels affects the preferences of viewers regarding TV News channel.

R. KARUPPUSAMY ( 2012), Now-a-days all the TV Channels have their own specialized programme and serials. The motive all the channel is to entertain the audience. Though all the channels have family serials, all of them make negative impact on the minds of the family members who watch the serials, because almost in all serials criminal activities by the family members with their close relations are exhibited on television. Though this type of serials bring more income to the TV Channels. It is not good for the citizens as a whole. Particularly the younger generation will be caused more by the TV Serials. So making this type of serials should be avoided at a maximum because the television media has more influence on the audience. Instead of showing more number of serials and entertainment programmes in all time. They can allot time for motivating students and young generation to engage their time mostly in production activities and molding them good culture and habits among the viewers. They can make programme in such a way, that will increase the knowledge and awareness of the viewers. This will be more useful to the developing countries like India.

## Objectives

The following are the objectives of the study:

1 To study the subscription period of News channels.

2 To know the relationship between occupation and News channel preference.

3 To know the relationship between age of the viewer and News channel preference.

4 To know the relationship between gender of the viewer and News channel preference.

5 To know about the dominating factors, which can affect the viewers' preference.

## Hypothesis

### Hypothesis-1

H0: There is no significant relationship between News channel preference and occupation.

H1: There is significant relationship between News channel preference and occupation.

### Hypothesis-2

H0: There is no significant relationship between News channel preference and age of the viewer.

H1: There is significant relationship between News channel preference and age of the viewer.

### Hypothesis-3

H0: Anchor or News reader of the News channels and viewers' preference are independent to each other.

H1: Anchor or News reader of the News channels and viewers' preference are dependent to each other.

### Hypothesis-4

H0: Viewers Income and News channel having no relationship with each other. H1: Viewers Income and News channel having relationship with each other.

### Hypothesis-5

H0: Viewers gender and News channel preference having no relationship with each other.

H1: Viewers gender and their preference for a News channel having relationship with each other.



## Research Methodology & Design

1 Sources of Data: Both primary and secondary data used to analysis the stipulated objectives of the study.

2 Data Collection: Primary data was collected by survey method through a structured questionnaire. News channels viewers of different occupation, age group and gender were considered as respondent for the research.

3 Sample Size and Techniques: From 100 respondents a complete questionnaire was collected. A convenient random sampling is used to select the respondent.

4 Data Analysis Tool: This study was carried out to get clarity of the stamen of the problem, by interacting with readers, to understand their interest in News channels. It was found that there were so many factors, which were influence the person who is watching a News channel. so this create an interest in this study. In response to the same objective and hypothesis were set for the study. To address the research objective % analysis and student t- test were adopted.

5 Data Collection Instruments: A structured questionnaire was adopted.

**Research Area:** In order to perform this research, Indore (MP) is considered

## Limitation

Every research has certain limitations and proposed research will also not be an exception to this fact. The proposed research will have following limitations-

1 Universe is Indore city only so study findings would be applicable to Indore region

and cannot be generalized at state / national level.

2 Sample size is small and limited to 100 respondents.

3 Getting accurate responses from the respondents, due to their inherent problems and biasness may affect the accuracy of results.

4 Time constraint faced in the project may affect the comprehensiveness of its findings.

## Analysis & Interpretation

In this highly modernized world, the information industry has assumed a new position where all the information providers intended to provide latest and authentic news to its viewers as early as possible. Electronic media is expecting more sophistication and professionalism to bring information to their subscriber. The analysis on the collected data enables us to draw following results:

1 From the results of t-test it is observed that p value is grater than 0.05 which suggest that Null hypothesis accepted. That is, there is no relationship between the occupation and selection of news paper. Here it is important to note that research is considering Hindi news channels only, if we will take some business news channels in the study, and then there will be a possibility that responses will be different.

2 In second hypothesis alternatively hypothesis was worth considering, which suggest that there exist a relationship between the age of the viewer and their News channel preference. Youngsters are preferred to watch those channels which provide sports news and carrier oriented news. Incase of youngsters frequent surfing is witnessed as compare to old age people.

3 Another related result explores that anchor of the news channels and selection of subject matter by the channels can also seized the focus of the viewer.

4 Interview segments and coverage of live events are lucrative for the old age people

as well as students. Whereas it is observed that professionals and working people believes in short length and important news at prime time.

5 Fast & clear transmission and subject matter selection for prime time equally affects the viewers in all groups.

6 Language is main attribute for the professionals whereas anchor and presentation is preferred by the students.

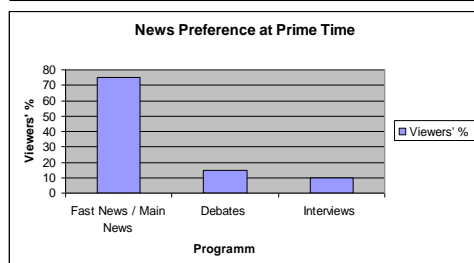
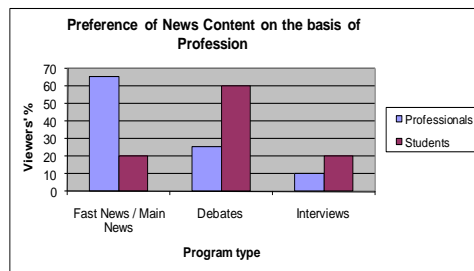
7 For hypothesis four again null hypothesis not accepted. Subscription of TV News channel is influenced by the economic conditions of the subscriber and package offers.

8 Interview segments are now as prominent in daytime cable as they are in prime time.

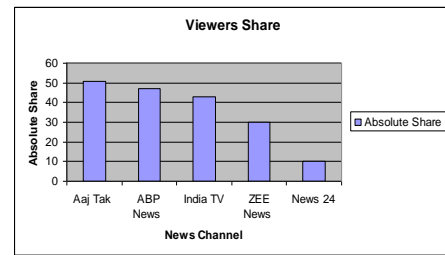
9 The preference of news channels for male and female is quite different. They both having different criteria to watch a News channel

10 News related to recent happenings are major attraction for all.

11 News Preference at Prime Time is shown below:



1 From the research the most preferred channels are: Aaj Tak & ABP News



## Conclusion

Television is most popular media which also witnessing huge investment and cutthroat competition. All the news channels, whether they are leaders are chasers having social responsibility over their shoulders. In the developing nation like India they have to bring social reforms. Thus they should have to transmit authentic news only. To win the market they have to focus on content selection, creative intelligence, and error free transmissions adequate length of the programs, Language and presentation respectively. The impact of News channels on human life is great around 80% of our population is using TV News channels as a major source of information. Hence News channels should not be manipulated for selfish gains by presenting false propaganda or falsehoods to the viewers. The popular tactic used by News channels is to covers news about more controversies and magnifying a small issue and presenting it as a big problem. But it is not ethical way to gain popularity

## Reference

- Burra, Rani Day & Rao, Maithili, "Cinema", *Encyclopaedia of India* (vol. 1) edited by Stanley Wolpert, 2006, pp.252–259, Thomson Gale, ISBN 0-684-31350-2.
- Chanduji Thakor, Indubhai Patel & Krupal Nayak, "Analytical Research of News Media & T.v. NewsChannels with Respect to Gandhinagar City", *PARIPEX - INDIAN JOURNAL OF RESEARCH*, Volume : 2 , Issue : 10, Oct 2013 ISSN - 2250-1991, pp. 98-100.
- Mark Jurkowitz, Paul Hitlin, Amy Mitchell, Laura Santhanam, Steve Adams, Monica Anderson and



Nancy Vogt "The State of the News Media 2014",  
An Annual Report on American Journalism, Pew  
Research Center Project for Excellence in  
Journalism, referred from:  
<http://www.journalism.org/packages/state-of-the-news-media-2014>

4 P.C. Reddy & K. Sai Kumar, "Reader's  
Preferences for Financial Dailies: An empirical  
Study from Hyderabad City", "International  
Journal of Management Research and  
Technology, Vol. 4, No. 2, December 2010, pp.  
203-213.

### **Webliography**

- 1 [http://en.wikipedia.org/wiki/Media\\_of\\_India](http://en.wikipedia.org/wiki/Media_of_India)
- 2 [www.indya.com](http://www.indya.com)
- 3 [www.pdfsearchengine.com](http://www.pdfsearchengine.com)
- 4 [www.projectparadise.com](http://www.projectparadise.com)
- 5 [www.pdfgeni.com](http://www.pdfgeni.com)
- 6 Official web sites of: | AAJ TAK | NDTV | STAR NEWS | INDIA TV |

### **Appendix**

- Popular National Hindi News Channels
- 1 Aajtak, 2 News india, 3 ABP NEWS, 4 India TV,
  - 5 ZEE NEWS, 6 News 24, 7 Lok Sabha TV,
  - 8 Rajya Sabha TV, 9 NDTV INDIA,
  - 10 NEWS NATION , 11 Sahara Samay,
  - 12 P7 News ,13 DD NEWS ,14 4 Real News
  - 15 News 24LIVE INDIA, 16 SUDARSHAN NEWS
  - 17 CHANNEL ONE