

A COMPARATIVE ANALYSIS OF THE PRIMETIME SHOWS OF PUBLIC AND PRIVATE NEWS CHANNELS IN INDIA

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ABSTRACT

This research article attempts to understand the primetime broadcasting of the public and private broadcasters in India. In this present study Researchers have analyzed the 32 hours news content, 60 different type of news programs of three selected news channels. This study examined the news coverage topics and program format of public service broadcaster (PSB) *DD News* and private news broadcasters *Times Now* and *India Today* during the primetime. To conduct this study six-month content of the selected news channels were recorded by constructing a week for two hours 8pm to 10pm during primetime. All the news stories and program formats were the unit of analysis for the study. The findings through ANOVA and Post Hoc Turkey HSD test shows that there is a significant difference between the news coverage of public service broadcaster and private broadcaster in India. The selected channels are differing to each other in terms of news program production. Public service broadcaster has the maximum share of news count in its programs and follows news bulletin format the most. Whereas private news broadcasters have less share in news count and tries to emphasis on important issues and present the news accordingly.

Keywords: Primetime, News Coverage, Programme Formats, Public Service Broadcaster, Private news broadcaster, Television News

INTRODUCTION

TV nowadays has developed as a major source of news and current affairs in India. Newspapers and news channels set public agenda of the country. TV news programs plays a major role in determining audience psychological perception of reality and news is a good technology for influencing people's belief in our preferred manner (Afghahi & Sadat, 2014). Most of the people frequently watch primetime news and debate shows (V, 2014) Primetime is the most valuable, significant and precious time for the news channels in terms of viewership and its economics. The document of Ministry of Information and Broadcasting (MIB), Government of India (GOI) reveals that every second television channel in India is a news channel (*Broadcasting Documents MIB, GOI, 2018*). Having a population of over 1.37 billion (*India Population, 2020*) and around 197 million

households with television sets¹Television has a great impact on people. It makes this research significant to study the content of Indian TV news broadcasters.

Unesco(2008) defines Public Service Broadcasting as "PSB is broadcasting made, financed and controlled by the public, for the public. It is neither commercial nor state-owned. It is free from political interference and pressure from commercial forces. Through PSB, citizens are informed, educated and also entertained. When guaranteed with pluralism, programming diversity, editorial independence, appropriate funding, accountability and transparency, public service broadcasting can serve as a cornerstone of democracy." Its main role is to inform the public (Picone & Donders, 2020) about the

¹EY report- 2019 Federation of Indian Chambers of Commerce and Industry, Published in *Annual Report 2018-19*, TRAI-2020.

topics of public interest in accordance with professional reporting standards (Ružić, 2020). On the other hand Private news broadcaster are the television news channels which are run and owned by private companies, groups or individuals for commercial purposes and profits.

The journey of television in India initiated in 1959 when the first transmission of India was on-air as an educational project (Singhal, A., & Rogers, 2001) and on an experimental basis with the backing of broadcasting equipment by Philips (India) company and a funding of 20,000 US dollars by UNESCO (Kewal, 2000; Ninan, 1995; Vilanilam, 2004). Television broadcasting in India began in a makeshift studio of national broadcaster *All India Radio* (AIR) and the television sets were first installed in the homes of high level officials and ministers (Khandekar, 2013) and in the year 1976 giving it a distinct identity as *Doordashan* (DD) it was separated from AIR (*About Doordarshan | Doordarshan*, n.d.). Till 90's DD enjoyed the monopoly over television market in India, but this domination broke after the implementation of new economic reforms in 1991.

In 1991, India was confronting a serious financial crisis when the nation's foreign exchange stock went down to short of what one month's import bill. To tackle this crisis then government brought the liberalization policy. India took a huge loan from International Monetary Fund (IMF) and agreed to its condition to open Indian markets to overseas rivalry and venture. This progression of globalization caused in de-regulation of the television market in India (Rodrigues, 2010).

The television has now developed as one of the most gainful businesses in India (Roy, 2011). Once, television broadcasting market was ruled by DD in terms of popularity, reach and access, but after 1991, the segment was opened for private sector was then opened to the international media houses. That was the beginning of the making of a global media market in India. The country which started her journey of television broadcasting in a makeshift studio with 20 minutes of airtime twice a week (Kewal, 2000) only, it has become one of the largest television broadcasting industry in the world. India

stands second (Rotheray, 2010) just after China in terms of largest TV market and number of private satellite Television channels has increased from 524 in the year 2010 to 902 in the year 2019 which are being beamed in different languages (TRAI, 2020). According to the report of Ministry of Information & Broadcasting, Government of India (2018) presently 367 news channels are functioning in India and presenting news round the clock. These news channels are delivering news content nonstop according to the policies, focus area and target audience (Dewal and Kumar, 2017).

LITERATURE REVIEW

The primetime evening broadcasts have usually been considered significant in terms of viewers ratings and their impact on the images of networks (Bae, 2000b). The reason behind this is that maximum numbers of individuals tend to watch TV when they are at home and free after their routine work. This is the main reason for high ratings of TV programs at this time and grab the interest of advertisers (Ahmed & Osmani, 2014). Primetime television is the segment of daily broadcast time when most of the viewers are watching TV. Conventionally, it starts from 8 pm and ends at 11 pm in the midnight during weekdays, Monday to Friday (Nielsen, 2011). It is a query of content and the convenience of a big segment of the viewers in front of the television. Consequently, by meaning it is post evening hours (indiantelevison, 2016).

The most popular media (Geniets, 2010) having round the clock news stations countrywide and locally across the country and their live inclusion potential, TV nowadays has developed as a major source of news and current matters in India. Newspapers and news channels set public agenda of the country- provincially and nationwide- for legislative issues, the administration and even markets. The content of news media in certain regards effect markets and mirror the disposition of the country, concern of representatives, priorities of the administration of the day (Rao, 2016). TV news programs plays a major role in determining audience psychological perception of reality and news is a good technology for influencing people's belief in our preferred manner (Afghahi & Sadat, 2014). Most of the people frequently watch

primetime news and debate shows (V, 2014) and it touches people as well as their regular lives (Ahmed & Osmani, 2014). All the news broadcasters try to grab the attention of the viewers during primetime by showing their best programs or are expected to get popular (N, Chanakya C N. & Narasimhamurthy, 2019). Therefore, the present study is an attempt to investigate the content of television news broadcasted by Public Service Broadcaster of India and top rated English private news channels of India on prime hours.

Hudíková et al., (2020) examined hybridization of news on public TV broadcaster RTVS and two commercial news broadcasters *Markiza* and *TA3* in Slovakia. The study attempted an analysis of 967 news reports and “current affairs elements” in the news stories broadcast in three news programs during primetime over a two-week period. The researchers revealed that public news broadcaster broadcast news related to *Politics* more than the private news channels. Private news station *Markiza* took the lead in presenting news reports of *Economics* in its coverage during primetime. The news of *Sports* was covered by public broadcaster only. The commercial TV station *TA3* reported less news in numbers as compared to other selected news channels.

Arbaoui et al., (2020) studied sensationalism in news reporting of public and private television stations. The researchers performed a content analysis of a sample of 29 daily newscasts from 14 television systems in Canada, France, Belgium, Germany, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Switzerland, Turkey, and the United Kingdom. Total 812 newscasts and 13444 news stories were examined. The results of the study revealed that private channels report and give preference to sensational news more often than public broadcaster. Both types of broadcast channels apply sensational formal features equally in their news reporting.

Garg (2016) reveals that, in India, news like national politics, film and entertainment, crime and sports occupies almost half of the entire prime time and the share of important news like education dropped from 1.10 percent in 2005 to 0.69 per cent in 2013 of entire prime time. Even news coverage related to Health;

Science and Technology; Agriculture also saw a drop in 2013.

Panda & Tripathi (2016) while studying primetime news content of public service broadcaster, *DD News*, and private news channel, *NDTV 24*7*, for one week at 9 PM, found that *DD News* presented 79.7 per cent (67 stories) of the total news stories covered by both the news channels whereas *NDTV 24*7* covered on 20.2 per cent (17 stories) of the total news stories covered. *DD News* presented the news stories more than *NDTV 24*7* in the form of package. International issues covered in panel discussion on *DD News* was more than *NDTV 24*7*.

Afghahi & Sadat(2014) compared the content of *ShabakeKhabar (Iran)* and *TRT Turk (Turkey)* and found that Iranian news channel gave preference to news related to “political violence” and Turkey’s news channel was tilted towards news of “foreign relations”. Both the channels gave equal coverage to news with subjects related to human rights, crime, and judicial affairs. Their finding shows that *ShabkeKhabar* highlighted the issues related to business and economics, and religion. On the other hand, *TRT Turk* covered the news associated with any event, “art, culture and entertainment” regularly.

Angela & Stella(2011)studied the world news on *CNN* and *Channels TV* over a period of 6 weeks for one hour daily and revealed that both the channels give more importance to political news. *CNN* covered 27.2 per cent news stories on political issues out of total news covered by *CNN*. Whereas *Channels TV* covered 32.1 per cent of total news on political issues. Stories related to crime broadcasted on *CNN* and *Channels TV* stood on second place with 25.5 per cent and 20.4 per cent of total coverage respectively. News related to economics, sports, science and technology, education etc. were given little coverage.

Singh(2015) in his study on primetime television news of three private news broadcasters reveals that Indian news channels covers news related to “Politics” more prominently and stories related to Sports/Cricket, and international issues are

given equal importance². Environment related news were not covered in the 224 hours of the sample size of news programming. Crime news was given more preference by IBN 7 (11 percent).

Rodrigues (2005) investigated the content of the primetime news programs of The Indian public service broadcaster, *Doordarshan*, and a television network based abroad, Star News. The study was carried out using a constructed week sampling method over a period of one year. The researcher found that stories related to "politics" were given more attention than any other stories. *Doordarshan* covered 45.5 per cent stories of politics whereas Star covered 34.9 percent political stories. In case of stories related to sports, Star gave more importance (19.5%) than *Doordarshan* (10.6 %). Star presented its stories in the form of Package more than *Doordarshan* whose 49 % of stories are presented by anchor with visuals.

Natarajan & Xiaoming(2003) while focusing on investigating the content of Asian evening news bulletins of *Channel news Asia* and *CNN* for four weeks over a period of six months found that both the channels focused on crisis and conflicts of Asia. The most news covered by *CNN* were related to Politics (33.5 per cent) and *CNA* gave more preference to the stories related to War & terrorism (26 per cent) and Politics was covered in 24.4 per cent of news. Finance, Accident and Crime related topics were also covered by both the channels heavily.

Bae(2000) examined the content of different primetime evening newscasts (6.30pm to 11 pm) on *CNN*, *FNC*, *MSNBC*, *ABC*, *CBS* and *NBC* over a ten-week period forming two constructed weeks. The result of the study reveals that the stories related to Crime/Court was covered prominently and consistently by all the six channels.

Kirat(1995) studied the flow of international news on the evening newscasts of the BBC and CBS and found that both the networks covered the news which were crisis and non-political oriented in nature. News related to other category and sports category did not find time on their screen.

²5.5 percent of the total news stories covered by each channel (*AajTak*, *NDTV India*, and *IBN 7*).

While investigating foreign news coverage on U.S. television the researchers (Hester, 1978; Weaver et al., 1984) concluded that news topics corresponding to human interest, important personalities, arts-culture-entertainment, race relations, education, Science and Health, and agriculture received very little coverage during the evening television news broadcast and news topics related to foreign relations, internal politics, military, and crime-terrorism received more attention by the TV news channels.

In a major advance in 1970, Almaney analyzed the evening news bulletins of ABC, CBS and NBC of U.S. over a period of four weeks and concluded that the topic of domestic affairs was the dominant element in the news coverage. For international and foreign affairs, Almaney refers to a point which he called the "Crisis" point. When issues cross that point the news is more likely to be covered and the events which remains below that point are "scarcely reported".

Significance of the study:

In summary, the present literature shows that news channels give more importance to news related to Politics, Crime, and business more often. And a very little attention has been given on the issues like environment, social issues, education, science & technology, agriculture etc. The present study is an investigation of public service broadcaster of India *DD News* and two top ranked English news channels of India.

There is considerable amount of literature on television news content. There is a literature gap in these studies. The key problem with much of the literature on the issue is that more emphasis is given on news stories and little research has been conducted on formats of the news programs. Another key problem with much of the literature on news investigation is that of news categories. Previous studies outlined few news categories and investigated. In the present study, researchers have investigated diversity of news content, news programs formats and other variation in prime-time broadcasting.

Research Questions: Formulation of the research problem is essential to move in a particular direction, to identify, select and

analyze an appropriate research problem to get a meaningful answer.

RQ1: How Indian news channels (private and public service broadcaster) covering news in their prime time and shaping the ideology and habits of the viewers?

RQ2: How much diversity is there in news content of Indian TV News Channels (Public and Private Service Broadcasters) ?

RQ3: What type of news program formats have been used in the prime-time television news shows of Public and Private Service Broadcasters in India?

Hypotheses:

1. There is difference of news coverage between public and private broadcasters.
2. Prime time news program formats are different in news channels.

RESEARCH OBJECTIVES

Media persons and Media Educators are worrisome about the changing patterns of the content and formats in Indian TV Industry, Majorly, they observed a huge significant difference in the content and formats of Public and Private Broadcasters of India. These laymen observations strongly urging the scholars and research to come up with a strong empirical base, or to test these assumptions. The way Indian New Channels, shaping the ideology and habits of the viewers, motivates us to analyze and study this phenomenon; how Indian news channels (private and public service broadcaster) covering news in their prime time and shaping the ideology and habits of the viewers? How much diversity in news content and what type of news program formats they are using in their prime time? The aim of this is to understand the various formats of television news being presented on prime time.

METHODOLOGY

After a rigorous literature review, researchers have understood that to test empirical test this phenomenon or research problem it demands, a quantitative analysis approach, to appropriately meet the objectives of the present research study researchers have adopted for the content analysis method, empirically. The news channels *DD News*, *India Today* and *Times Now* have been selected,

by keeping in view that *DD News* Asia Public service broadcaster of India which claims to give balanced, fair and accurate (*DD News*, n.d.), whereas news networks *Times Now* and *India Today Television* are 24 hour private commercial networks operated in India. Both the channels have been rated first and second³ respectively in Television Audience Measurement (TAM) weekly ratings by Broadcast Audience Research Council of India (BARC), the largest TV audience measurement system of its kind in the world.⁴

Sampling Procedure

The present study covers a period of six months in 2017-2018. Riffe et al., (1993) in a study of about the effectiveness of random, consecutive day and constructed week sampling in newspaper content analysis found that “for a six months of editions, one constructed week was as efficient as four”. We also adopted the same method of one constructed week sampling for the present study and spread it over six months of period.

As noted by Rodrigues(2005) “it is not a common practice for television channels to provide data to academic researchers”, so we decided to record the newscasts/programs of selected TV channels to collect the data for analysis. For our study, we selected the two hours of primetime slot (8 pm to 10 pm) of selected TV news channels. As we were not focusing on any single issue covered by different news channels on a single day, we recorded the data for each channel separately. First, we formed a constructed week for each selected channel. We started recording the data from Saturday, 9th September 2017 and the first day was devoted to *DD News*. We dedicated the next date 10th September (Sunday), 2017 to *Times Now* and 11th of September (Monday), 2017 was given to *India Today Television* (till then it was known *India Today*). Following the same pattern and spreading it over a period of six months the following days mentioned in Table 1 were chosen systematically.

³ BARC “Weekly Data”, 27 January 2017, 3rd February 2017 and 9th February 2017. <http://www.barcindia.co.in/statistic.aspx>

⁴ About us, BARC, <https://www.barcindia.co.in/about-us.aspx> accessed on 12/7/2020

Table 1: Channel wise distribution of days of constructed week.

Channel	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<i>DD News</i>	12 th Feb. 2018	31 st Oct. 2017	17 th Jan. 2018	5 th Oct. 2017	22 nd Dec. 2017	9 th Sept. 2017	26 th Nov. 2017
<i>Times Now</i>	27 th Nov. 2017	13 th Feb. 2018	1 st Nov. 2017	18 th Jan. 2018	6 th Oct. 2017	23 rd Dec. 2017	10 th Sep. 2017
<i>India Today</i>	11 th September 2017	28 th November 2017	14 th February 2018	2 nd November 2017	19 th January 2018	7 th October 2017	24 th December 2017

Table 1 shows that by constructing a week for data collection, each channel got a chance to be recorded on each day of week including weekends and each channel got the representation of each month of six months i.e., from September 2017 to February 2018.

Researchers kept news stories as the unit of analysis for the evaluation of the content of the news bulletins/programs aired during the sample period. The news story was defined as a topic prefaced by the anchor, which is usually followed by a video report presented or submitted by the reporter. Stories which did not have any reporter and were credited in the voiceover as 'Bureau Report'; and a story narrated by Anchor without visuals and graphics were also considered under the category of news story in the present research. Voiceover was defined as the male or female voice which was a part of the narration and was heard over the visuals during the story.

The starting point of a news story was considered from the beginning point of the Anchor Link followed by the actual story reported by reporter or bureau and the beginning of the anchor link of a different story was considered the end point of the first story. Anchor link was defined "as that part of news which is read or delivered by an anchor" (Kalra, 2012). After the completion of the news story if anchor said something about the previous story (Anchor Tag) was also considered a part of the same news story. Differentiation of two news was made based on separate Anchor Links.

The categories of the news stories (topics) for the investigation were developed which was a mix of various previous studies (Bae, 2000a;

Budd, 1964; Kumar & Sahu, 2011; Schmitt & Soderlund, 1982; Yu, 1997)with few amendments: Politics; Terrorism; Crime/Corruption; Police/Intelligence Agency; Demonstrations/Protest; Military and Defence; Natural Disasters; Science & technology; Science & technology; Weather/Rain; Environment/Wild Life/Forest; Health, Hygiene and Social Issues; Education; Transport issues; Economics/ Trade and Business; Sports; Culture and Tradition; Life style/Fashion; Travel and Tourism; Celebrities; Films and Television; Human Interest; Religion/Ethnic Issues; Human rights; Development; Court/Judicial System; Foreign Affairs/Bilateral Ties/Visits/ Foreign Policy; Agriculture and Farmers; Literature; Peace; Accident; Law and Order; Government and other.

News stories were covered in different programs by the selected news channels and these programs were defined as:

1. News Bulletin; program which consists of more than one news and the news are introduced by the news presenter(s). Sometimes a news bulletin can be of one single issue which consists of different news stories with diverse viewpoints/angles on the same issue.
2. Debate/Discussion; it refers to a genre of news program comprising a variety of guests. In this genre the anchor or anchor woman/host/moderator first provides the background of the issue to be debated, then asks the invited guests to comment on the issue. The guest speaks either in favour of the issue or against the issue. Participating may be political commentators, experts on various subjects, senior journalists,

3. Rapid News (Speed News); refers to news programs with short news of few seconds without anchor link. The speed of the voiceover is faster than the routine news presentations. These may be presented by an anchor or without.
4. Documentary/Special Program; refers to a programme on a particular single issue and different aspects of that issue are presented in a form of documentary.
5. Interview; refers to a programme that have an Interviewer (Anchor) and an
6. Other; this category refers to a program which cannot be included in one of the above categories.

News stories were coded and examined as news topic, duration and formats of the news programme. News presented in headlines, Teasers, promos were not included in the study.

In order to test the hypothesis and examining the variability amongst the means and

Table 2 :Percentage of Total News Stories Covered by News Channels

Content Category	<i>DD NEWS</i> (Public Broadcaster)	<i>TIMES NOW</i> (Private Broadcaster)	<i>INDIA TODAY</i> (Private Broadcaster)	TOTAL
Politics	11.1%	3.5%	6.0%	20.6%
Terrorism	3.3%	1.6%	2.5%	7.4%
Crime/Corruption	6.8%	4.1%	4.7%	15.7%
Police/Intelligence Agency	0.6%	--	--	0.6%
Demonstration/ Protest	0.4%	0.4%	0.4%	1.2%
Military and Defence	2.9%	1.2%	2.5%	6.6%
Natural Disaster	0.6%	--	--	0.6%
Weather/Rain	1.4%	--	--	1.4%
Environment/Wild Life/Forest	0.8%	--	--	0.8%
Health, Hygiene and Social Issues	0.6%	--	0.2%	0.8%
Education	0.4%	--	0.8%	1.2%
Economics/Trade and Business	8.7%	--	1.0%	9.7%
Sports	4.1%	--	0.2%	4.3%
Travel and Tourism	1.6%	--	--	1.6%
Celebrities	--	--	0.2%	0.2%
Films and Television	0.4%	0.2%	1.0%	1.6%
Human Interest	2.5%	--	0.6%	3.1%
Religion and Ethnic Issues	0.8%	1.0%	0.2%	2.1%
Development	3.1%	--	--	3.1%
Court/ Judicial System	1.6%	--	--	1.6%
Foreign Affairs/Bilateral Ties/Visits/Foreign Policy	5.8%	0.2%	0.4%	6.4%
Agriculture and Farmers	1.2%	--	0.4%	1.6%
Other/ Miscellaneous	1.2%	--	1.0%	2.3%
Literature	0.6%	--	--	0.6%
Peace	0.2%	--	--	0.2%
Accident	0.2%	--	0.4%	0.6%
Law and Order	1.0%	0.2%	--	1.2%
Government	2.5%	--	--	2.5%
Total	100%	100%	100%	100%
(n)	314	61	110	485

Interview. Anchor asks different questions to the present guest for the interview.

compare it against the variability within each group we applied ANOVA test.

Findings Analysis and Testing of Hypotheses:

In total, 485 news stories broadcasted by *DD News*, *Times Now* and *India Today* and a total duration of 1,16,811 seconds (about 32 hours) were recorded and content analysed. Table no.1 shows the total number of news covered by all the three selected channels and the percentage also. The Public Service Broadcaster *DD News* covered most of the news topics, 314 topics; Private Broadcasters *Times Now* and *India Today* covered 171 news topics; 61 and 110 respectively.

The major share of news subjects fell within two categories: *Politics* and *Crime*(20.6% and 15.7% respectively).*DD News* covered 11.1% of its total news related to politics and 8.7 % news on Economics/Trade and Business issue.

The Private Broadcaster *Times Now* emphasized more on the topics related to *Crime* (4.1 %) and *Politics* (3.5%) whereas *India Today* shared 6.0% of its total news related to *Politics* and 4.7% of news were related to *Crime*.

The graph above also shows the comparison between public and private news channels. The public news broadcaster *DD News* covered the maximum news content categories as compared to its counterpart private news channels. To check the differences of news coverage between the independent variables we applied the One-Way ANOVA test and found the following as table 3 & 4:

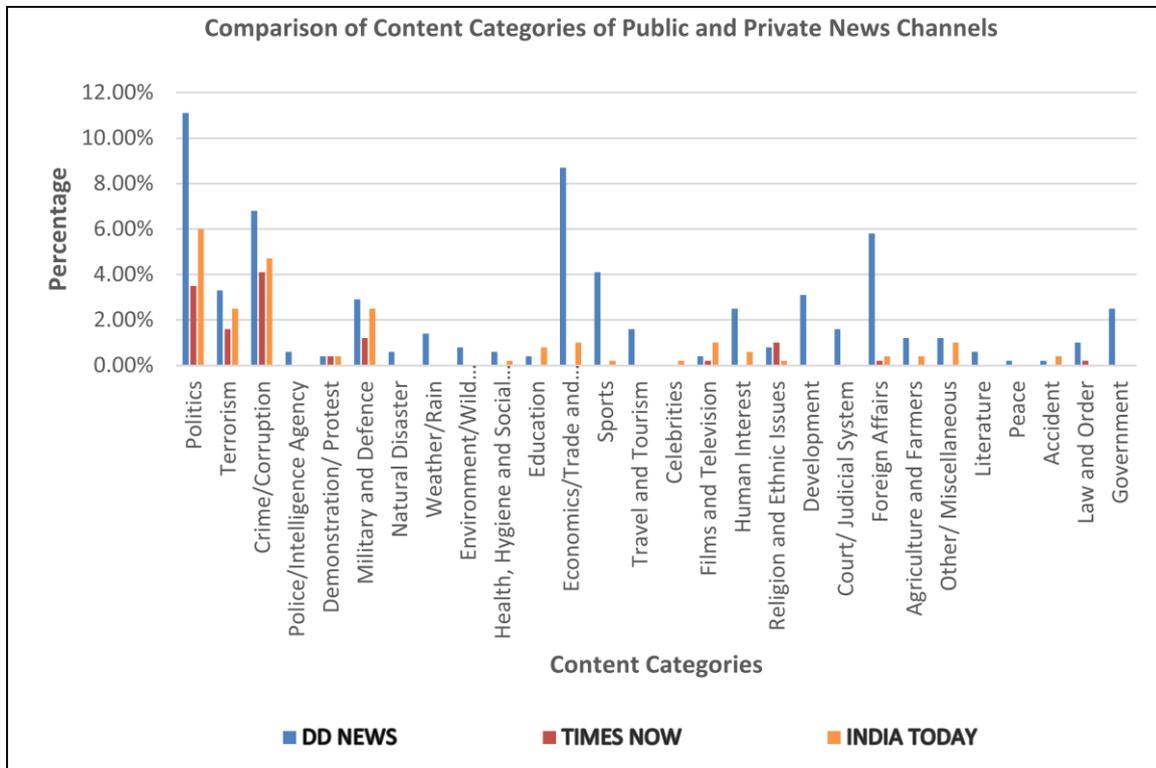


Table 3: Descriptive analysis of variance of news coverage difference of the news channels

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<i>DD News</i>	314	14.0287	11.44074	0.64564	12.7583	15.2990	1.00	38.00
<i>Times Now</i>	61	5.4590	7.74074	0.99110	3.4765	7.4415	1.00	37.00
<i>India Today</i>	110	8.1636	9.80313	0.93469	6.3111	10.0162	1.00	36.00
Total	485	11.6206	11.17943	0.50763	10.6232	12.6181	1.00	38.00

Table 4:ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5451.250	2	2725.625	23.869	0.000
Within Groups	55038.944	482	114.189		
Total	60490.194	484			

The test reveals that there is a statistically significant difference of news coverage between the levels of independent variable ($F_{2,482}=23.869, p<.001$) therefore hypothesis 1, there is difference of news coverage between the selected news channels, was supported. After getting the statistically significant difference we conducted a Post Hoc test to find where the exact difference was, and we found the following as table 5

The results of post hoc Turkey HSD test states that there is a highly significant difference ($p<0.001$) between *DD News*, *Times Now* and *India Today* and there is no significant difference ($p>0.05$) between the coverage of *Times Now* and *India Today*.

News Program Formats

Table 6 shows that all the three selected news channels there were 61 programs were aired

during the sample period on primetime. Public Service Broadcaster *DD News* adopted News Bulletin program format (81.8%) the most to broadcast news and Rapid News was the second format (18.2%) *DD News* adopted. Private Broadcaster *Times Now* adopted only one single program format i.e., Debate & Discussion (100%) and the other Private Broadcaster *India Today* gave news in News Bulletin (36%), Debate & Discussion (28%), 20% in another category. *India Today* also adopted Documentary and Special Program format; and Interview also (12% and 4% respectively).

The graphical representation of the comparison between public news broadcaster and private news broadcaster in terms of news programme format is also shown through the graph below.

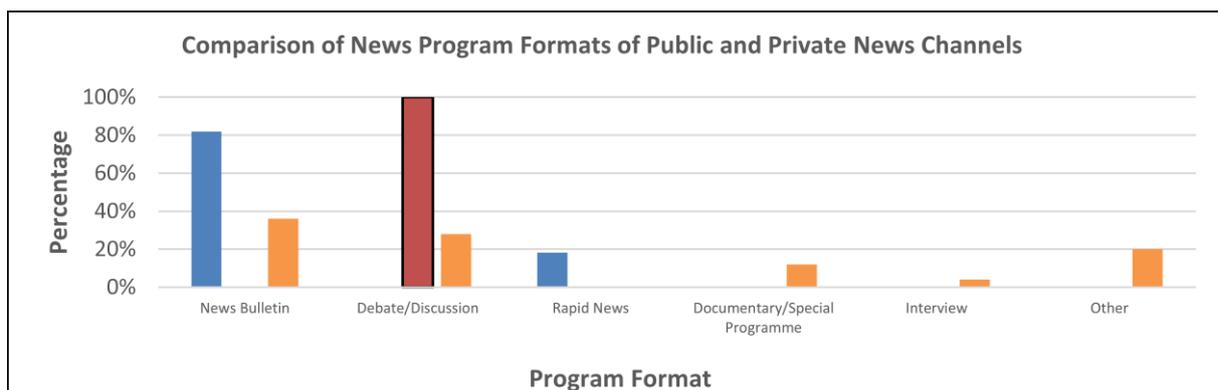
Table 5: Post Hoc Test Turkey HSD Multiple Comparisons of News Content Coverage

(I) Name of the Channel	(J) Name of the Channel	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
<i>DD News</i>	<i>Times Now</i>	8.56965*	1.49519	0.000	5.0545	12.0848
	<i>India Today</i>	5.86503*	1.18395	0.000	3.0816	8.6485
<i>Times Now</i>	<i>DD News</i>	-8.56965*	1.49519	0.000	-12.0848	-5.0545
	<i>India Today</i>	-2.70462	1.70588	0.253	-6.7151	1.3059
<i>India Today</i>	<i>DD News</i>	-5.86503*	1.18395	0.000	-8.6485	-3.0816
	<i>Times Now</i>	2.70462	1.70588	0.253	-1.3059	6.7151

*. The mean difference is significant at the 0.05 level.

Table 6 :Percentage of News Program Formats on Indian News Channels

	Name of the Channel			Total
	<i>DD News</i>	<i>Times Now</i>	<i>India Today</i>	
News Bulletin	81.8%	--	36.0%	44.3%
Debate/Discussion	--	100.0%	28.0%	34.4%
Rapid News	18.2%	--	--	6.6%
Documentary/Special Programme	--	--	12.0%	4.9%
Interview	--	--	4.0%	1.6%
Other	--	--	20.0%	8.2%
Total	100.0%	100.0%	100.0%	100.0%



The graph above shows a clear picture of news programme formats adopted by the news channels. Only *DD News* and *India Today* adopted the News bulletin format. *Times Now* emphasised only on Debate/Discussion programme during its primetime broadcast. Apart from news bulletin format *DD News* used 'Rapid News' format also in its primetime slot this format was totally ignored by private news channels.

To examining the variability amongst the means and compare it against variability within each mean in terms of the entities within each group we performed a One Way ANOVA test.

Table 7 and 8 shows that there is a statistically significant difference of news program formats between the levels of independent variable ($F_{2,58}=7.923, p<0.05$) therefore hypothesis 2, there is difference of news program formats between the selected channels, was supported.

To find the exact differences of news program formats we conducted a Post Hoc Turkey HSD test. The results are as under Table 9:

Table 9 reveals that there is a statistically significant difference ($p<0.05$) between *DD News*, *Times Now* and *India Today* and there is no statistically significant difference ($p>0.05$) between *Times Now* and *India Today* in terms of news program formats.

DISCUSSION AND CONCLUSION

This study discussed the news content coverage and the formats of the news program of Public Service Broadcaster *DD NEWS* and Private Broadcasters *Times Now* and *India Today*. The study reveals statistically significant difference in the diversity of news coverage on primetime newscasts of Public and Private Broadcasters. Most of the news covered by all three broadcasters falls under the category of *Politics* which supports the findings of previous studies(Angela & Stella,

Table 7 Descriptive analysis of variance of news programme formats of the news channels

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<i>DD News</i>	22	1.5455	1.18431	0.25250	1.0204	2.0705	1.00	4.00
<i>Times Now</i>	14	3.0000	.00000	0.00000	3.0000	3.0000	3.00	3.00
<i>India Today</i>	25	3.4400	2.34663	0.46933	2.4714	4.4086	1.00	7.00
Total	61	2.6557	1.85189	0.23711	2.1814	3.1300	1.00	7.00

Table 8 : ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.156	2	22.078	7.923	0.001
Within Groups	161.615	58	2.786		
Total	205.770	60			

Table 9 :Post Hoc Test Turkey HSD Multiple Comparisons of News Program Format

(I) Name of the Channel	(J) Name of the Channel	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
<i>DD News</i>	<i>Times Now</i>	-1.45455*	.57069	.035	-2.8272	-.0819
	<i>India Today</i>	-1.89455*	.48797	.001	-3.0683	-.7208
<i>Times Now</i>	<i>DD News</i>	1.45455*	.57069	.035	.0819	2.8272
	<i>India Today</i>	-.44000	.55722	.711	-1.7803	.9003
<i>India Today</i>	<i>DD News</i>	1.89455*	.48797	.001	.7208	3.0683
	<i>Times Now</i>	.44000	.55722	.711	-.9003	1.7803

*. The mean difference is significant at the 0.05 level.

2011a, 2011b; Garg, 2016; Rodrigues, 2005). News related to *Crime* category has been another topic of coverage prominently and consistently on all the three channels. *DD News* presents more news related to *Economics, Trade & Business* issues as compared to private broadcasters *Times Now* and *India Today* on primetime.

Public service broadcaster *DD News* has share in almost all the news categories. Overall, news topics related to Police; Demonstration; Environment; Health, Hygiene & Social Issues; Education; Travel & Tourism; Films & Television; Court/ Judicial System; Agriculture & Farmers; etc. got less coverage on primetime.

This comparative study also found statistically significant difference among the three news channels in terms of formats of the program. This study examined 61 news program formats (News Bulletin=27; Debate & Discussion=21; Rapid News=4; Documentary/Special Program=3; Interview=1 and other category=5). Public service broadcaster *DD NEWS* prefer the 'News Bulletin' program format the most among all the channels. It also adopted the 'Rapid News' format also to broadcast news stories.

On the other hand, private news broadcaster *Times Now* prefer 'Debate & Discussion' format only during its primetime slot and concentrate on limited topics to discuss. It covered Politics; Terrorism; Crime; Demonstration/Protest; Military & Defense; Films & Television; Religion & Ethnic Issues; Foreign Affairs/Bilateral Ties; and Law & Order related issues. One very important thing was noted about the *Times Now* that in Debate & Discussion format the various aspects related to the topic of debate are in different news presentation formats like Anchor Graphics; Anchor Visuals; Packages; Breaking News; Studio spots etc. Adopting the Debate & Discussion format can be considered the reason behind the less news share by *Times Now* (total=61; and 12.6% of the total news 485) during primetime.

No statistically significant difference was found between *Times Now* and *India Today* in terms of news program formats. *India Today* emphasized on News Bulletin; Debate &

Discussion; Documentary/Special Program; Interview; and another category. In its presentation of News Bulletins *India Today* kept some segments of debate & discussion on a related topic also. Package: and Flash/Breaking News formats were also used by the *India Today* during its Debate & Discussion program.

The present study found that public service broadcaster and private news broadcasters are very much different in terms of coverage of news. Public service broadcaster *DD News* follows its traditional news bulletin format for giving news to its viewers during primetime. Apart from bulletin format it has adopted the new trend of presenting news Rapid News Bulletin and tries to give more news. *DD News* has the highest share of news stories in comparison with private news broadcasters. *Times Now* and *India Today* gives less news, tries to emphasis on important issues and present the news accordingly during primetime. Study shows that most of the news channels are broadcasting variety of news programs to engage their audience. They are also taking care of the diversity of news content on prime time.

Studies on Headlines and Tickers should be carried out to measure the news coverage in both the formats. Graphical representation of news content can also be examined.

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