



## **Dynamics of Regional Television in India: A Systematic Literature Review**

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### **ABSTRACT**

This systematic literature review attempts to put forward the factors that have influenced the change in the trend of the programmes telecasted in the regional channels. This paper seeks to ascertain changes in the world of regional television in India. The research paper focuses on regional news channels in India. In order to identify the factors that are prevalent in existing regional television, a thorough analysis of the existing literatures is performed. The researchers identified that with time the focus of the news channels have shifted from quality to quantity. Through a thorough literature study, the researcher was able to identify few common factors that were influencing the regional news channels of India. Some of these factors were identified to be hindering factors while the remaining was identified to be enhancing factors. The enhancing factors identified were -relatable, engaging, and region-specific news. The hindering factors identified were - repetitive news, packaging of news, quantity over quality, and lack of credibility. The study puts forward the identified factors through systematic literature review. An empirical study to analyse the relationship of the hindering and enhancing factors can be conducted to explore the future directions and enrich the scholarship of existing body of research.

**Keywords-** Television news, regional channels, media ownership, broadcast journalism

### **Introduction:**

The world of television has gone through numerous changes and major shift over time particularly in content and styles. As a part of the media, it is not just a tool of information dissemination but also opinion formation. (Sengupta, Singh, Ganjoo, 2021). In India, television began as an experiment to promote education and best agricultural practices. It was initiated in the year 1959, when Doordarshan was expanded its broadcast across the country, and established regional broadcasting centers. The regional broadcasting centers were established in four metro cities, and a few more cities which were developed at that time. The year of 1982 was an important year in the history of Indian television. This was because for the very first-time color broadcasting was introduced in Indian television. The national network was also established in that year (Kshatri, et al., 2021; Vats, 2021).

The world came closer through social and cultural influences, which facilitated intermingling of ideas and ideologies. (Ganjoo, 2021) The Indian television was very rich in terms of content in the 1990s, with programmes focusing on the development of the nation, serials that had an empowering message, and news that was focused on providing facts with the public. As there was no competition amongst the existing channels the type of content that was broadcasted had quality. The focus of the content creators was public centric (Ramachandra & Jaggarajamma, 2006). The business attitude was not present amongst the content creators. There has been a paradigm shift in the type of content that is broadcasted in the channels. The serials that were broadcasted in the 1990s were way ahead of its time; it focused on giving a social message and uplifting the thought process of its viewers. The content showed was relatable and were focused in one theme. The silver

screen content deteriorated when serials were created with the intention of commercialization (Krishnatray et al., 2010). The serials at the beginning were focused on being able to be aired for a longer period irrespective of any storyline or relatable content. The prime focus of most of the serial is to show a sacrificing lead role, preferably a woman and revolving the entire plot on showing the different challenges she must face in order to live a normal life and portraying her as a sacrificing ideal. These changes in the content and the shift of focus from creating quality content and to creating content that will help in stretching the plot of the show (Deori, et al, 2021; Puthiyakath & Goswami, 2021). Transition has always been unavoidable and applies to all aspects of life. This also applies to the media. Over time, there have been several changes in Indian television, and these changes have been observed to be applicable to regional television channels. In the 1990s, Indian television had a plethora of content, including programmes focusing on national development, serials with an empowering message, and news focused on providing the public with facts. The reality-based shows are also fabricated and filmed in a way that it can generate more TRP (television rating point). The true essence and purpose of the show to create reality content has been changed (Alkawaz & Khan, 2020; Khan & Panwar, 2020). The reality shows like dancing and singing shows are not just focused in creating reality content but now also attempts to give an emotional touch to the show by showing a sad back story of the contestants and by adding gimmicks and comedic content to attract viewers. This is because of the existence of competition among the different channels. As the types of content broadcasted in the channels are similar in nature, the creators try to use every possible trick in their book to increase the number of views (Jaggi & Majumdar, 2009). This focus on increasing viewers rather, than focusing on the type of content generated can also be seen in the news channels. Earlier news was broadcasted at a specific time frame and as limited time was allotted to broadcast the news only quality content with facts was delivered by the news readers. In today's time there are several numbers of news channels, and they are in constant pressure of delivering news 24 hours a day and 7 days a week (Bakshi & Mishra, 2017; Kumar & Gaur, 2019;

Devi, 2019). This is further, worsen by the increase in competition among the news channels. The news channels are now focused on creating 'breaking news' that will help in attracting more viewers. Most of the focus of the news channels is on gaining more views, without giving any attention on the type of news that has been broadcasted. The change observed is mostly to remain ahead of other news channels. Numerous changes are observed in this news channels broadcasted in the television over the span of time. As such there is certain research question that arises:

Table 1: Research Questions

RQ1	What are the factors identified in the present trend of regional television?
RQ2	Are these factors hindering or enhancing the regional television news channels?

This paper here attempts to determine the changes in the world of regional televisions in India. The paper gives special attention to regional news channel in India. A thorough analysis of the existing literatures is done to identify the factors that are prevalent in the existing regional television.

### Background

Change has always been inevitable and is applicable in all the spheres of life. This is also applicable to media. The Indian television has seen several changes over the time, it has been observed that these changes were also applicable to regional television channels. In the 1990s, Indian television was very rich in terms of content, with programmes focusing on national development, serials with an empowering message, and news focused on providing facts to the public. Because there was no competition among the existing channels, the content that was broadcasted was of high quality (Puthiyakath & Goswami, 2021; Vats, 2021). The content creators' primary focus was on the public. The creators of content did not have a business mindset. The type of content broadcasted on the channels has undergone a paradigm shift. The content presented was centered on a single theme and were relatable. When serials were produced with the goal of commercialization, the quality of the content on the silver screen declined (Rao & Johal, 2016). Serials began to focus on being able to be aired for a longer

period, regardless of storyline or relatable content. The primary focus of most of the serial is to show a sacrificing lead role, preferably a woman, and to revolve the entire plot around showing the various challenges she has to face in order to live a normal life, portraying her as a sacrificing ideal. Indian news outlets now focus on making the news more marketable (Jindal, et al., 2011).

Researchers have discovered that the ongoing trends in Indian news channels focusing on commercialization have had a negative impact on the quality of news broadcast. According to researchers, news organizations in India are mainly focused on increasing their viewers by displaying the news in a manner to motivate viewers to watch more (Thussu, 2012; Chatterjee & Pal, 2021). The creators try every trick in the book to increase the number of views because the nature of the content that is broadcast on the channels is similar. The news channels share this focus on growing audiences rather than emphasizing the type of content produced. Previously, news was broadcasted at a specific time, and because there was limited time to broadcast the news, only quality content with facts was delivered by the news readers. The goal of the news networks is to draw in more viewers. In India's private news channels, quality has surpassed quantity. Researchers discovered that regional news channels are politically controlled, and as a result, the news is concocted and presented in a manner that serves their political agenda (Deori et al., 2021). Local news channels, on the other hand, produce more money and views than national channels, according to the researchers (Rodrigues, 2005). According to the researchers, this was attributable to the regional channels' use of language, and the news streamed on regional channels was much more relatable to its audiences than national news channels. Viewers were able to connect with their local news channels more effectively. The following section analyses the various research studies that has been identified on regional television in India.

#### ***Methodology & Secondary Data Retrieval for SLR***

This research is conducted by using Systematic Literature Review keeping PRISMA guidelines in view. A systematic literature review “identifies, selects, and

critically appraises research to answer a clearly formulated research question (Dewey & Drahota, 2016). A systematic literature review also provides an analysis of the evolving topics of a research area (Jabbour, 2013, p.145). In the field of media, the method of SLR has been used by various researchers such as finding out the relation between social media and knowledge sharing (Ahmed et al., 2019), the proliferation of Hallyu wave and Korean popular culture from 2000-2019 (Ganghariya & Kanozia, 2020), and user generated content research (Naab & Sehl, 2016). For this study, two major databases, Scopus and Web of Science, are searched for the articles to be included in the review. These two databases contain a wide range of articles on various topics written by researchers from around the world. As a result, these two databases are ideal for gathering articles for the research. Search keywords used in the databases includes terms like “Television”, “Regional”, “Local”, “Channels”, “News”, etc. The detailed procedure for finalizing the final articles is described in the following section. The search string involved in the process includes-

Search String Set 1 – (“Regional”) AND (“television”)

Search String Set 2 – (“Regional”) AND (“News”)

Search String Set 3 – (“Television”) AND (“Regional”)

Search String Set 4 – (“Television”) AND (“Local”)

Once the search results using the above keywords are generated, the process followed for their selection is discussed in the following section.

Table 2 – Details on the Articles incorporated in this SLR

Database Name	Source	Number of Articles Retrieved
SCOPUS	Conference Papers	4
	Journal Articles	16

*Source Author's own*

#### ***Data Extraction and Synthesis***

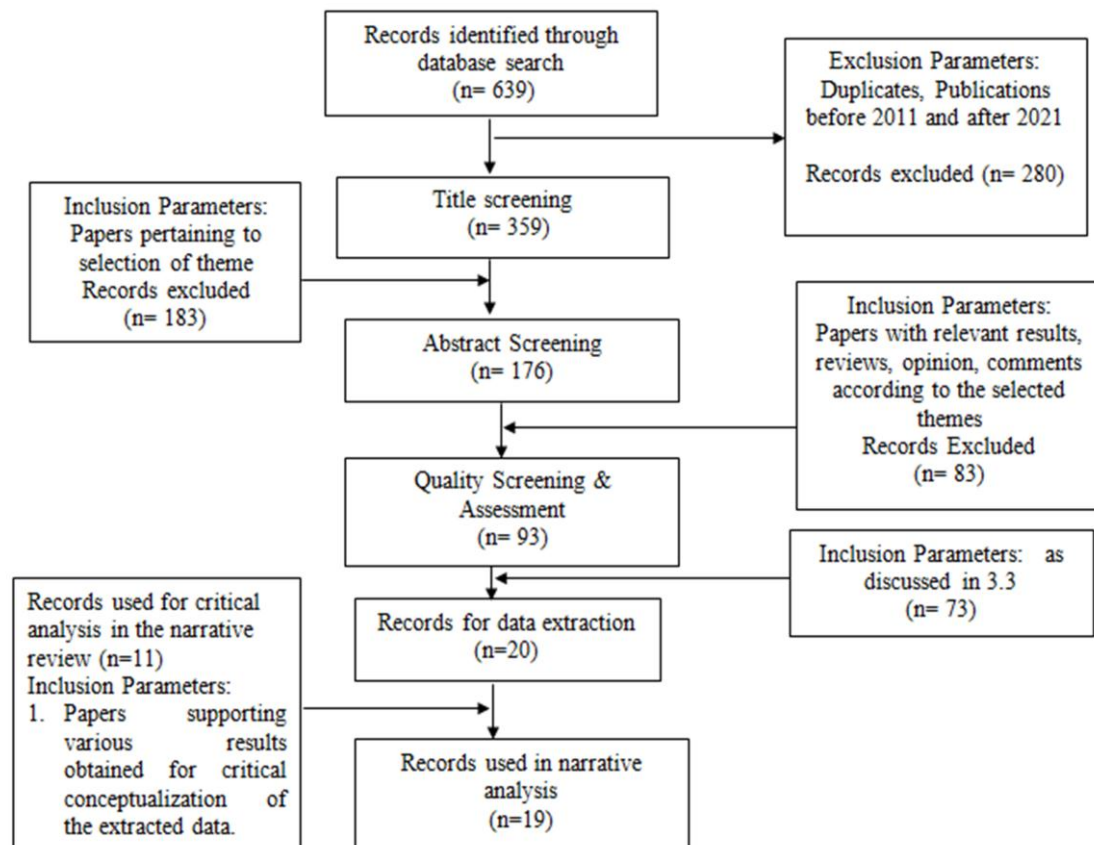
One of the most important requirements for completing a systematic literature review is to adhere to a strict strategy for selecting articles for final evaluation. The relevance of the title is used to evaluate the articles in the first step. Once the title establishes a connection to the topic, the abstract is thoroughly examined to determine whether the article meets the criteria. The final articles are chosen after reading and interpreting the abstracts. The final evaluation papers are meticulously examined, and the most important topics derived from them are tabulated.

A flow chart depicting the entire process is mentioned in the PRISMA created below.

based on whether they meet the three quality criteria. Content with a score of 4 or higher is considered high quality and can be included in the evaluation. To help you understand the procedure, the appendix includes a table with the respective scores.

### 3.4 Threats to validity of research and mitigations

In order to conduct a review, the construct and external validity aspects must be investigated. The quality assurance parameters checklist (Dyba & Dingsoyr, 2008) is used to resolve any differences or threats arising from validity issues in the articles. Second, the PRISMA method for finally arriving at the articles is the



Source Author's own

Figure 1 – PRISMA

### Quality Parameters Used for selection

(Dyba & Dingsoyr, 2008) created a checklist of questions to ensure the quality of publications included in systematic reviews. These questions are based on three main criteria: credibility, rigour, and relevance. The nominated articles are given a score of 1 or 0

most effective way to minimize authenticity risks.

### 1. Results:

The results from the data extraction process conducted is as follows –

**Table 3- Summary of Data Extraction (Source Author's Own)**

General papers on televisions						
Sl. No.	Author/s	Objective of the Study	Findings	Factors identified	Hinderin g Factors	Enhancin g Factors
1.	Batabyal, 2011	The purpose of the study is to analyze how news channels in India construct an audience.	The researchers identified that the news channels in India are focused on constructing viewer by packaging the news in a way that it attracts more views. The news channels are more concerned about collecting viewers of the channel.	Packaging of information, commercializa tion, target audience	<input type="checkbox"/>	√
2.	Roy, 2011	The purpose of the paper was to analyze the television news and the democratic change in India	The researchers identified that the type of news that is telecasted has the power to enable the economic, political and social empowerment. The researchers observed that the news has the power to influence its viewers and therefore, the news channels should give attention to the type of news of that has been telecasted. The news channels have a huge responsibility of telecasting correct and credible information without any biasness.	Liberalization, empowerment, neoliberalism	<input type="checkbox"/>	√
3.	Chadha & Kavoori, 2012	The purpose of the study was to map the television landscape of India	The researchers identified that there are limited regional channels and mostly audience had to rely on the channels offered by Doordarshan, only a few private channels were observed by the researcher. The researcher also observed that the regional channels had very less variations and broadcasted the same set of serials, reality shows and film-based programmes.	Primacy of the market, media conglomerate unites, rule by limited formats, film-industry as invasive species	√	√
4.	Roy, 2013	The purpose of the research is to study the quality of news that is telecasted in the news channel.	The researchers identified the news channels in today's time are concentrated in delivering quantity of news telecasted rather than the quality of news telecasted. The pressure of telecasting news for 24 hours a day has forced the news channels to broadcast more and more news in their channel.	Repetitive, quantity, deteriorating quality	√	<input type="checkbox"/>
5.	Jeeson, 2015	The purpose of the study was to analyze the changing pattern in the	The researchers identified that due to the Foreign Direct Investment in the Indian television industry, the regional television of India is uplifted. With the investments the producers	Change due to FDI, diverse programmes, more channels	<input type="checkbox"/>	√

General papers on televisions						
Sl. No.	Author/s	Objective of the Study	Findings	Factors identified	Hinderin g Factors	Enhancin g Factors
		Malayalam Television channels	can cater to a diverse group of people. The regional channels now can telecast dubbed version of Hindi serials for its viewers. The focus of the serials of the regional channels have also changed as earlier the focus was on stories from the rural areas and now the serials are at par with national level telecasted programs.			
6.	Singh, 2015	The purpose of the research is to study the trends of the primetime news of selected news channels.	The findings of the study suggested that the prime-time news channels have entered the trend of corporate culture. The news channels are putting their concentration towards packaging of the information into a way that it increases TRP. The focus on the dissemination of credible news has been shifted to the delivering of news in a way that it attracts more views.	Priority of news, competition, reflect social reality, packaging of information	√	□
7.	Chadha, 2017	The objective of the study is to analyze the structural trends of Indian news media.	The researchers identified that the Indian news channels have changed over time. The focus of Indian news channels has changed their focus to commercialisation of the news. The researchers have observed that the trends that have been continuing in the Indian news channels focusing on commercialisation of the news channels have negatively influenced in the quality of news being telecasted.	Commercializa tion, quality of news, cross-media ownership	√	□
8.	Sathua, 2019	The objective of the research paper is to analyze the shifting aim of private news channels from quantity over quality.	According to the researchers, news channels in India are focused on constructing viewers by packaging the news in a way that attracts more views. The news channels are more concerned with increasing their viewership. The emphasis of India's private news channels has shifted from quantity to quality.	Quantity of information, commercializa tion, quality of news		
9.	Malur, 2020	The purpose of the study was to identify the adaption of	The researcher observed that the content creators and writers copy the content from shows that are popular in national television. There are	Lack of originality, lack of creativity, repetitive plot	√	□

General papers on televisions						
Sl. No.	Author/s	Objective of the Study	Findings	Factors identified	Hinderin g Factors	Enhancin g Factors
		the programs by the regional television channels of Kannada.	a very few serials in Kannada television that focuses on creating quality and original content for the viewers.			
Special papers on regional news channels						
1.	Mehta, 2012	The purpose of the study was to identify the challenges of Indian television.	The researchers identified that the regional news channels are under political control and therefore, the news are fabricated and presented in a manner that it caters to their political agenda.	In search of regulation, political control, crisis of content, failing business model	√	□
2.	Mithun, 2012	The purpose of the study was to analyze the preference of the viewers regional news channels of Kerela	The findings of the study suggested that the news producers are concerned on making the news as attractive and appealing as possible. They also attempt to convey the audience that they are a part of the events shown in the news channel. The researchers also identified that the audience preferred to watch national and international news more as compared to regional news channels	Quality content, technical quality, language	√	√
3.	Thakor, et al., 2013	The objective of the study was to analyze the popularity of news media, news channels, news programmes and to determine the negativity factors in news channels	The researchers identified that the viewers' preference over a news channel is impacted by the negative factors of the news channels. This includes repetitive news, publicity stunts of famous people, manipulation of news and excessive advertisement. The researchers identified that the quality of news broadcasted has deteriorated over time.	Undue repetitive news, publicity stunts of famous people, manipulation of news and excessive advertisement	√	□
4.	Mohapatra and Suresh, 2014	The purpose of the study was to analyze the viewers perspective of the regional news channels in India	The researchers identified that the local news channels are generating more revenue and views as compared to the national channels. The researchers stated that this was due to the language used in the regional channels and the news telecasted in the regional channels were more relatable as compared to the	Relatable, language, engaging	□	√

General papers on televisions						
Sl. No.	Author/s	Objective of the Study	Findings	Factors identified	Hinderin g Factors	Enhancin g Factors
			national news channels for its viewers. The viewers were able to relate more with the respective regional news channels.			
5.	Chadha & Koliska, 2015	The objective of this paper was to analyze the value of newsroom in the Indian regional television channels.	The researchers stated that there have been changes in the news delivery of the news channels with time. The newsroom centrality was observed by the researchers to be an important part of television news channels. The news channels which were used to be of public interest are now observed to be revolving around business interests and competition against other news channels.	Immediacy, lack of objectivity, serving the public, lack of ethics, lack of independence	√	□
6.	Rao & Ravi, 2015	The purpose of the study was to analyze the perception of the viewers of local news regarding the credibility of the news broadcasted	The researchers identified that the credibility of the news broadcasted are perceived to be low as most of the news channels are focused on increasing the TRP. The researchers stated that the news channels are more into getting views and has discarded ethical means required to be practiced while broadcasting a news.	Credibility, Preference over national news, Priority content, region specific news, influence of mother tongue	√	√
7.	Thakur & De, 2015	The study conducted a comparison between national and Bengali news channels in context of news from North-East	The researchers identified that the people of Northeast are neglected by the rest of the country and therefore, the national news channels do not cover news pertaining to it. The researchers stated that there is an absence of Northeast from the headline irrespective of the news event. The news channels are more concerned with increasing views, and it is assumed that the news relating to NE region of the country is not viewed much by the people of the country. The study identified that the Bengali news channels proportionately telecasts more news pertaining to NE as compared to the national news channels.	Time provided, substantial news events, integration	√	□
8.	Sachdev, 2016	The objective of eth study is to analyze	The researcher identified that the regional news channels of Rajasthan tend to do	Packaging of information, repetitive	√	□



General papers on televisions						
Sl. No.	Author/s	Objective of the Study	Findings	Factors identified	Hinderin g Factors	Enhancin g Factors
		the content that s broadcasted in the regional news channels of Rajasthan	packaging of information to attract more views and to increase the TRP of the programme and news channel.	news, quantity of information		
9.	Sekar, 2016	The study analyzed the role played by the Tamil news channel in the development of the society	The study was focused on the news channel named Puthiya Thalaimurai, a Tamil news channel. It was identified that the news channel carries out various developmental programmes that helps in the development of eth society. They allow the people to be a part of the process of developmental programmes.	Engaging, uplifting, developmental	<input type="checkbox"/>	√
10.	Nahak, 2020	The researcher in this study analysed the progress of the television broadcasting in the last 20 years.	The researchers observed that the regional news channels of Odia had a numerous changes in the TV newscast and this can be seen particularly in the technology used. They also observed that the news that is broadcasted are not socially purposive, rather they are created with the purpose of commercialisation.	Visual editing, accessibility, User friendly	<input type="checkbox"/>	√
11.	Sathay, 2020	The purpose of the study was to analyze the crisis faced by the Marathi news channels.	The researchers identified that with the regional news channels of Maharashtra faces several challenges. The researcher observed that with the access to news through online modes, people prefer getting information through online channels and websites, they also identified that the news channels are under constant pressure to broadcast news for at least 12 hours a day making it hard to generate content and repeating the same news content. The researchers also observed that there has been an increase in the lack of the number of viewers of the regional news channels.	Accessibility, Availability of Content, lack of viewers	√	<input type="checkbox"/>

### Discussion

The research studies have identified certain similar traits of the Indian television. Researchers discovered that news channels in India are focused on building viewers by

packaging news in a way that attracts more views. The number of viewers that the news channels attract is what they care about most. The researchers claim that Indian news organizations put a lot of effort into building

their audience by presenting the information in a way that encourages viewers to watch more. The news networks are more concerned with increasing their audience. Private news channels in India have shifted their focus from quantity to quality. The researchers discovered that today's news channels are focused on delivering a large quantity of news rather than a high quality of news. The pressure of broadcasting news 24 hours a day has forced news channels to broadcast more and more news. (Batabyal, 2011; Roy, 2013). Studies have discovered that there are few regional channels and that most viewers must rely on the channels provided by Doordarshan, with only a few private channels observed by the researcher. The researcher also discovered that regional channels had very little variation and aired the same set of serials, reality shows, and film-based programmes. According to research studies, prime time news channels have embraced the corporate culture trend. The news channels are focusing their efforts on packaging information in such a way that it increases TRP. The emphasis has shifted from the dissemination of credible news to the delivery of news in a way that attracts more views (Chaddha & Kavoori, 2012; Singh, 2015). According to research, the kind of news that is broadcasted has the potential to promote social, political, and economic empowerment. The researchers discovered that news has the power to influence its viewers, and thus news channels should pay attention to the type of news that is broadcast. Researchers have found that the growth of Indian regional television is a result of foreign direct investment in the country's television industry. The investments enable the producers to appeal to a diverse group of people. Regional channels can now show dubbed versions of Hindi serials to their viewers. The focus of regional channel serials has also shifted; previously, the focus was on stories from rural areas, but now the serials are on par with national level telecasted programmes. (Roy, 2011; Jeelson, 2015)

Researchers found that over time, Indian news networks have changed. Indian news channels now concentrate on the commercialization of the news. The researchers discovered that the continuing trends in Indian news channels focusing on commercialization of the news channels have had a negative impact on the quality of news being broadcast. The

researchers claim that news outlets in India are primarily concerned with building audiences by presenting the news in a way that encourages viewers to watch more. The news networks are more focused on attracting more viewers. Quality now takes precedence over quantity in India's private news channels. The researcher discovered that content creators and writers copy content from popular national television shows. There are very few Kannada television serials that concentrate on developing quality and original content for viewers (Chadha, 2017; Sathua, 2019; Makur, 2020).

Finding of research studies indicated that regional news channels of Maharashtra face several challenges. The researcher noticed that since news is now accessible online, people prefer to obtain information from websites and online channels. They also noticed that news channels are constantly under the obligation to broadcast news for at least 12 hours a day, which makes it challenging to produce new content and causes them to repeat old news stories. The researchers also discovered an increase in the number of people who do not watch regional news channels (Sathay, 2020).

Researchers discovered that regional news channels are under political control, and thus the news is fabricated and presented in a way that serves their political agenda. However, the researchers discovered that local news channels generate more revenue and views than national channels. According to the researchers, this was due to the language used in regional channels, and the news broadcasted on regional channels was more relatable to its viewers than national news channels. Viewers were able to connect more with their local news channels (Mehta, 2012; Mohapatra & Suresh, 2014).

According to researchers, the people of the Northeast are neglected by the rest of the country, and as a result, national news channels do not cover news about them. According to the researchers, regardless of the news event, the Northeast is missing from the headlines. The news outlets are more focused on growing their viewership, and it is assumed that people in the country do not pay much attention to news about the NE region of the country. According to a study, Bengali news channels broadcast proportionally more

news about the Northeast than national news channels. According to the findings of a study, news producers are concerned with making the news as appealing and appealing as possible. They also try to convince the audience that they are a part of the events depicted on the news channel. The researchers also discovered that national and international news channels were preferred by the audience over regional news channels. According to the researchers, the news channels' news delivery has changed over time. The researchers found newsroom centrality to be an important aspect of television news channels. It is now common knowledge that news channels that once served the public interest now focus more on business objectives and rivalry with other news sources (Thakur & De, 2015; Mithun, 2012; Chaddha&Koliska, 2015).

(Thakor, et al., 2013) The researchers identified that the viewers' preference over a news channel is impacted by the negative factors of the news channels. This includes repetitive news, publicity stunts of famous people, manipulation of news and excessive advertisement. The researchers identified that the quality of news broadcasted has deteriorated over time. Researchers have observed that regional news outlets in Rajasthan frequently package news stories to draw in more viewers and boost their programmes' and news outlets' TRP. The PuthiyaThalaimurai news channel, a Tamil news channel, was the subject of the study. It was found that the news channel produces several social development programmes that aid in the advancement of humanity. People can participate in the process of developmental programmes thanks to them (Sachdev, 2016; Sekar, 2016).

According to research studies, the authenticity of the news broadcasted is perceived to be low because most news channels are focused on increasing their TRP. Researchers have claimed that news channels are more interested in gaining viewers and have abandoned the ethical practices that must be used when broadcasting news. Researchers discovered that the Odia regional news channels had numerous changes in the TV newscast, particularly in the technology used. They also noticed that the news that is broadcasted is not created for social purposes,

but rather for commercial purposes (Rao & Ravi, 2015; Nahak, 2020).

Gaps identified that have been influencing the regional news channels are as follows

#### **Enhancing Factors:**

##### Relatable:

The researchers identified that the viewers prefer to watch regional news channels over national news channels because of the relatable news broadcasted. The regional news channels over time have started focusing on delivering news that is of a particular region making the content relatable for its viewers. The viewers of the regional news channels can gain information that is more relatable to them as it is of the state from which they belong.

##### Engaging:

The regional news channels have made their news engaging making the viewers feel that they are part of the news event. This has helped in gaining more views in the channels. This also encourages more people in viewing regional news channels and helps the channels in gathering audience.

##### Region specific news:

The national and international news channels broadcasts news that are of national or international interests. Due to this reason viewers prefer watching regional news channels as they offer news that are region specific, and this helps them get news from the place they belong.

#### **Hindering Factors:**

##### Repetitive News:

The regional news channels of India are broadcasted 24 hours a day and this puts immense pressure on the channel producers to create content that lasts the entire day. For this reason, the news that is telecasted is repetitive in nature. The news channels stretch a news event for an entire day or even days, if possible, to increase the content of their news channels.

##### Packaging of News:

News channels have shifted from broadcasting news for social purpose to broadcasting news for business purpose and to earn profit by increasing views. The news channels now attract views by packaging news in a manner that it attracts more viewers to the channel

and increases the TRP of the news channel. The news channels are determined in constructing audience for their news channels.

#### Quantity over Quality

In light of the constant need to telecast news to the public, news channels have shifted their focusing from quality to quantity. The news channels now construct news based on trivial events. As they cannot find news, they focus on creating news to attract views to their channels.

#### Lack of credibility:

Due to the constant need of delivering news to the public, the news channels broadcast news that are sometimes not backed by ethical and authentic sources. This has led to losing the trust of the viewers and this lack of credibility has led to losing the essence of the principles of news. Regional news channels are also controlled by the political influence of the respective state which leads to bending the news in a manner that is beneficial to the respective political party. The main objective of delivering unbiased facts and information is lost in this process, which leads to lack of credibility of the news channels.

#### **Conclusion:**

In the present study a thorough review of the exiting literatures was conducted. Literatures pertaining to regional televisions and the changes in the trends of the Indian regional televisions were identified. The primary focus was to analyze the changes observed in the trends of the regional news television. Through the research study it was identified that there are a very few literature that focused on the changing trends of the regional television and the changing trends in the regional news channels in India. All aspects of life are subject to change, which has always been an inevitability. This is also true in the media. Over time, there have been several changes in Indian television, and it has been observed that these changes are also applicable to regional television channels. With shows emphasising national development, serials with a message of empowerment, and news focused on informing the public of the facts, Indian television in the 1990s had a very rich content offering. Several changes have been observed in the regional news channels as well. The

changes that are seen in the regional news channels over the years are numerous, though there have been several developments on the quality of news telecasted, there has also been a number of negative changes in the quality of the news telecasted. The researchers identified that with time the focus of the news channels have shifted from quality to quantity. Through a thorough literature study, the researcher was able to identify few common factors that were influencing the regional news channels of India. Some of these factors were identified to be hindering factors while the remaining were identified to be enhancing factors. The enhancing factors identified were -relatable, engaging, and region-specific news. The hindering factors identified were - repetitive news, packaging of news, quantity over quality, and lack of credibility. The study puts forward the identified factors through literature review. An empirical study to analyze the relationship of the factors is required to be conducted.

#### **Limitation of the Study**

Despite being carried out in a methodical and scientific manner, the study has some limitations. Since the study is a review, it is dependent on the findings of earlier authors and cannot provide any empirical value on its own. Furthermore, since the study does not include papers on regional news channels from a particular state, it is impossible to draw conclusions about the news channels based on their geographic location or other characteristics. In addition, for the review, a very limited number of papers were identified on regional television.

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