

The working condition of TV journalists: An evaluation study among Kannada news channels

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Abstract

Television is visual platform. India has the highest number of news channels in the world. After globalization, organizations identified the potentiality of broadcast industry. Today we have more than 900 satellite channels in India. Every year number increases. News Broadcaster production cost and increased Competition, depleting advertising revenue make the Broadcaster to think over ways to reduce production cost. The crisis is coming from the fact that the business model has been broken for a period of time, substantially because in distribution, broadcaster doesn't get subscription money, but they are paying carriage fees. Competition among news broadcaster led to decrease job satisfaction level of Television journalists. This paper tries to emphasis the prevailing situation in News broadcasting and journalist's conditions. The more and more channels started broadcasting which lead to Competition. Television channels making efforts to gain or regain lost market share. Most media owners concentrate on methods which give more profit with using available resources. The new trend which allows Multimedia reporting and publishing has become the norm of business. Most news organizations have reduced staff, asking the remaining employees to multiply their output for the 24-hour news series.

Keywords: news broadcasting, journalists' socio-economic status, kannada news channels

Introduction

Television media grew in the world in 80s. The speed and scope of journalism in electronic media is huge. Television channels are obsessed with providing information and entertainment to people from time to time. The news channels and news agencies provide information about the incidents, On June 1st 1980, Ted Turner started a twenty-four-hour news channel called CNN. It also became the world's first 24X7 television news broadcaster. CNN broadcast live coverage of the US allied bombing on Baghdad in the desert country on January 14 1991. People watched the horror scenes on television screens. Viewers started watch TV for Live news. In India Government has started Television to provide education and entertainment. Two day in week television news was broadcast for twenty minutes from Delhi's Akashvani studio. Doordarshan has started 24 hours news channel on November 3, 2003. Doordarshan had its monopoly in India until the early 1990. Due to technology development and economic liberalization, foreign television channels started broadcasting news in India. According to official sources, As per January 2018 data, there are 389 News Channels (All language together) in India.

Evaluation of Television in India

Doordarshan had a modest beginning with an experimental telecast starting in Delhi on 15 September 1959, with a small transmitter and a make shift studio. The regular daily transmission started in 1965 as a part of All India Radio. Doordarshan began a five-minute news bulletin in the same year in 1965. The television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service and Doordarshan remained the sole provider of television in India. Television services were separated from radio on 01

April 1976. National telecasts were introduced in 1982. In the same year, colour TV was introduced in the Indian market with the live telecast of the Independence Day speech by then Prime Minister Indira Gandhi on 15 August 1982, followed by the 1982 Asian Games which were held in Delhi. In the world, India, with unity in diversity, has moving towards to have highest number of news channels in the world. After U.S. and China, India is the third largest TV market with 146 million TV households and 80% penetration in Cable and Satellite (C&S) connections (KMPG report). Media and Entertainment industry has news segment, very small stake. It is divided as National, regional and business channels. News channels commands only 7% of Total TV Viewership.

Kannada News Channels in Karnataka

There are 11 satellite news channels in Karnataka. TV9 Karnataka, Suvarna News, Public TV, Kasturi News, BTV, News18 Kannada, Raja News, Digvijay, Praja Tv, Power and Tv5 Kannada. News channels are seeing a lot of growth. Now one more news channel is ready to launch. These news channels have increased employment and advertising market in the state. State news channels which are competing with National News channels and Entertainment channels. Many occasions news channels have topped the in TRP rating. Ex: During actor Vishnu Vardhan's final TV9 Kannada stood number 1 news channel in the country. There are many different sections in news channels as in the newspaper office. News channels mainly has reporters, cameramen, copy editors, news editors, graphic artist, technicians, IT specialists, market analysts, advertising marketers, video editors, program producers, and production assistants etc. Reporters are the backbone of the news channels. These reporters or journalists are not only do the newsgathering, but also techno savvy. He is the

man who work 24X7 for the news. Technology has also leveraged their speed to get to the news in time. Today over a thousand of reporters working in Kannada news channels to assigned News Channel Reporters: Kannada news channels have their own assigned reporters. These designated reporters do cover the crime, political, cinema, human interest, sports related stories and as per the channel requirement. In Television various types of news coverage are there like interview, chitchat walk through etc. All News Channel have their reporters at district centers. Assigned district reporters collect news and send to Channel head office.

Television Journalism as a Career

There are different opinions about what journalism is as a profession. There are no restrictions, especially for those who enter this field in India. No qualifications have been set. Anyone can enter the journalism field. This is a career free field, everyone doubts whether journalism can be considered a profession. There are some provisions for treating any occupation as a profession. Namely minimum qualification and training, adherence to professional code of conduct of professional organization and non-adherence to the membership, expulsion from membership of the organization, minimum qualification, training and association membership for doctors, lawyers and engineers. However, there are disagreements about whether journalists can be called professionals as journalists do not have such provisions. Numerous experts have interpreted the advances in Indian journalism as an independent trend, moving towards journalistic professionalism.

Review of Literature

The Researchers observed various research aspects related research topic. According to Azmi (1977), journalism is a profession with special knowledge. This knowledge is obtained by journalists in training institutes affiliated to various universities. The success of journalists is judged on the basis of the high intellectual service provided to the community. He said. As journalist Bandopadhyay (2002) asserts, journalism has to take care of the health of society. It is essentially a value-based profession. It affects the thinking, life and actions of millions of people. The level of independence and independence required by the industry depends on the degree of achievement of freedom of speech and expression. Over the years, journalism has grown in size and complexity, as analyzed above. Also sectioned is a lot more standard. According to Britannica Encyclopedia (1987), it was first argued that anyone who became a journalist. A number of factors influenced this tradition. That is special education is essential for journalists. Current News Definition Everybody knows the rare events that happen every day. Normal events that people see every day are not news. There must be something new in the news. To impress readers and viewers, a television journalist must express his commitment to providing fascinating and innovative news.

Objective of the Study

To know the economic, educational and social status of journalists working in Kannada news channel. The Journalists have what is the impact of journalism profession on lifestyle and family life of journalists working in Kannada news channels.

Study Area

The study was conducted in Bangalore and other districts of Karnataka state. Only working journalists (accredited journalist from state government) have been included for this study. The study including women and male journalists too, politics, sports, crime, metro city-centric, fashion, culture and business reporters are considered for this study. This study has limited for TRP based Kannada News channel in Karnataka.

The research study has been carried out in four stages. Gulbarga, Vijayapura, Bagalkot, Raichur and Bellary districts in first phase. Reporters from Belgaum, Hubli-Dharwad, Gadag, Koppal, Haveri and Davanageri districts in the second phase. Bangalore, Bangalore rural, Chitradurga, Tumkur, Mysuru, Kodagu and Chamarajnar in Third phase Lastly Dakshina Kannada, Hassan, Udupi, Shimoga, Chikmagalur, Kolar, Yadagiri, Ramanagara, Chikkaballapur Mandya, Mangalore and Bidar. Information collected from Kannada news channel from all districts of Karnataka State Kannada news channel

Methodology

Sampling Method

The survey methodology was applied to this study by collecting data through a structured questionnaire. Multiple stage group random sampling method was applied for this research. The statewide study was based on reporters in state level news channel to provide appropriate representation to all categories of Kannada news channels. The researchers have been selected on Available information on the basis of respondents' education, gender, salary, post, social background, caste and religion. State wise data collection work was conducted for a period of three months.

Data Collection

In this study samples were collected using multiple stage group random sampling method. Methodology of the research and objectives of the study, scope and significance of the study all are described in this study.

Blueprint for research study sample collection

District reporters of all Kannada news channels in Karnataka state: 30X10 = 300

Reporters from various sections in Bangalore headquarters: 12X15 = 180

Total collected samples: = 480

All the revenue districts were included of Karnataka state for the study. From Bangalore head office fifteen correspondents are selected from 12 Kannada news channels. Special correspondents, crime, cinema, metro, fashion, sports, politics and business reporters from Twelve Kannada news channel's headquarters have been selected for the study.

Significance of the study

According to the literature survey, there is no state wide study on Kannada news channel reporters has done. Social, cultural and educational backgrounds of Reporters working in Kannada News channel is of great importance. The views reflected in the press are influenced by these backgrounds of reporters and their other contemporary facts. A number of factors can play a crucial role in determining the various types of thinking and preoccupation reflected in news media. The fourth pillar of the democratic system can be

understood as the background of working reporters in the news channels. As well as professional barriers, creativity and internal and external pressures in working area. Knowing the level of satisfaction in the profession of Kannada news channel reporters.

Study Analysis and Findings

Table 1

Journalists Working Different Places	Respondents	Percentage
Socio- Psychological Pressures	188	62.00%
Psychological Health Related Problems	117	31.08 %
Life Style and Family Related Problems	81	26.61%
Total Respondents	294	89.01%

According to this research journalists currently working in television news outlets face economic, social, and psychological problems. This type of dataset has been analyzed to determine what kinds of problems are exacerbated by the pressures of work. Importantly 294 (89.01%) of journalists reported that they had problems with Socio-psychological problems, with 188 (62%) reporting that they had problems with health problems, followed by 117 (31.08%) with health problems. It is not out of the table that 81 (27.61%) of the people are having family problems due to work stress.

The Data Distribution of Respondents economics status

Table 2

Economic Status						
	Up to 10,000	10,001-30000	30,001-50,000	50,001-70000	Above 70,000	Total
Male	49	158	29	18	5	259
Female	6	21	6	1	0	34
Total	56	179	35	19	5	294

According this table distribution of the various data considered regarding of journalists monthly income, most of them highest number of journalists 158 Journalists are drawing monthly salary amount of 10,001 to 30,000 rupees. More than three years' experience journalists are getting only 10,000 rupees. Middle age group journalists are getting 30,001-50,001. According to this table most of the female journalists are getting salary to between ten thousand to thirty thousand rupees per month. Interesting fact is only five journalists are getting salary about Seventy thousand and no one journalists getting highest salary in this regard. Totally number of 179 male and female journalists getting average salary according company fixation salary and Fifty-Six Journalists are getting only ten thousand and thirty-five journalists are getting handsome salary of Fifty thousand rupees.

Socio-Psychological Pressures among TV Journalists

Table 3

Journalists Working Different Places	Respondents	Percentage
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The survey shows that journalists working in news channels

face many problems, including mental and health problems. According to this research survey, journalists currently working in television news outlets face economic, social, and psychological problems. This type of dataset has been analyzed to determine what kinds of problems are exacerbated by the pressures of work. Importantly, journalists reported that they had problems with psychological problems, with the professional related reporting that they had problems with health problems, followed by 117 (1.3%) with health problems. It is not out of the table that 81 (1.3%) of the people are having family problems due to work stress and analyzes of the data. The survey, therefore, shows that journalists working in electronic media today face many problems, including mental and health problems.

Conclusion

The Newspapers get revenue through advertising and subscription but Television gets through advertising only. Many Business houses enter into this lucrative Television industry to promote their business interest. Those who do not have any business house support, or political party patronage, making losses. It is inevitable that running News Channels always risky one unless if you have regular inflow of funds into Television. Still many Kannada TV Channels are have huge working pressure. In Television, it is not clearly defined who is a journalist or a non journalist to get accreditation. A committee, comprise of senior journalists, working in print and electronic media helping state Information & Public Relation department to identify & issue accreditation. The Government of India or Telecom Regulatory Authority of India should make certain provisions in order to protect interest of the employees. As Ministry of Information and Broadcasting set up a content monitoring wing, the labor department also looks into similar pattern to keep an eye on Television industry.

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