



A study of educational profile of Kannada news channels journalists in Karnataka

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Abstract

Journalism education in India is offered at different levels and in over public and private institutions in India. There are different nomenclatures for the degrees and a number of terms used synonymously. It is not uncommon to use “journalism”, “communication”, “mass communication” and “media” individually or in a combination when referring to the degree emphasis. Traditionally, journalism courses have been a postgraduate offering available for students after their regular (10+2+3) degrees. In addition there are a number of postgraduate diplomas and certificate courses offered by private institutions. This paper tries to emphasis the education of Kannada News Channel Journalists in Karnataka. Explained the number respondent who studied journalism as an academic.

Keywords: news broadcasting, journalists education profile, Kannada news channels, communication, journalism, media

Introduction

Popularly referred to as the ‘fourth pillar of democracy,’ media no doubt plays an invaluable role in the investigation of truth and giving a mirror to a society, to a country. The beginnings of Indian media go long back to the eighteenth century when the print media was started in 1780. In this long journey, the industry has seen a number of transformations and achieved many milestones.

There is no accurate documentation of the historical trajectory of journalism education in India. In 1950 journalism started appearing in the college syllabus. They offered certificate courses in journalism. Punjab University attempts to start journalism education in 1941. Professor Eapen refers to as the the first attempt was made by Mrs. Annie Besant at the National University at Adyar, Madras. Indian Journalist association, Kolkata Sponsored training course for journalist also failed. It was at Aligarh that the first university level instruction Course in journalism was introduced in 1938. This was abolished in 1940. The Department of Journalism started by Professor P. P. Singh at Lahore under the auspices of Punjab University in 1941 is the oldest institution (1991). Krishnatray classified the second generation from the late 1960s, saying: By the late 1960’s, the college-based certificate courses were replaced by university-based, second generation journalism departments. These departments offered either one or two-year degrees in journalism and mainly attracted urban, Middle class, English-speaking students. They grew in numbers, mainly in southern part of India, especially in cities like Mysore, Bangalore and Hyderabad (the predominantly Hindi-speaking North India was soon to get caught in the deeply contentious English-Hindi row and jettison English As (the) medium of instruction). The journalism departments served a growing economy and offered a “one-size-fits-all” programme that included subjects such as graphic arts, reporting, editing, history of journalism, etc. In the 1970’s and 80’s, several of such departments changed their nomenclature from “journalism” to “journalism and mass communication” and incorporated subjects such as communication, public relations and

advertising.

Professor Eapen (1991) ^[1] added, “There were only six university departments up to 1961 in India and the number went up to 25 by 1981. Since then, there has been a phenomenal expansion with another 25 departments coming up.” Krishnatray’s analysis classifies the third generation as coming into being in the early 1990s when the Indian government started opening up its economy to the outside world. He observed: The drive to liberalise the Indian economy in the 1990’s ushered in the third generation of communication Education. It created opportunities for new and bold initiatives in communication. Industry captains, non-resident Indians, and established colleges were quick to seize the opportunity.

Present status of journalism education

Journalism education in India is offered at different levels and in over a few hundred public and private institutions in India. In addition, there are a number of postgraduate diplomas and certificate courses offered by private institutions like Bharatiya Vidya Bhavan, Xavier’s Institute of Communication. Of late, the trend has been to offer it as an undergraduate elective (Akhileshwari Ramagoud, State Correspondent, Deccan Herald, personal communication 2006). A number of media houses also train some of their own journalists by selecting potential students with the necessary skills and putting them through journalism training workshops and on-the-job training “intern” programmes. Such media houses believe that it builds employee loyalty and increases long-term employee retention rates while also proving to be cost-efficient. The Times Research Institute and the Eenadu School of Journalism are two of the institutions that run on-the job training programmes, while media organisations like NDTV and others also come to mind. All state institutions in India offer degree courses in journalism and communication and some offer journalism courses through distance education. Each state also has a number of private institutions that offer degree and diploma courses; some states have federal institutions that also offer these courses.

As India is a vast country, this division will present a much better perspective of the present status of journalism education in the country compared to a holistic analysis. Examples of institutions offering various types of degrees in journalism education in each zone will be presented. The only criteria for selection here is the aim to present a diverse and varied picture of the various institutions and the degrees they offer. It is by no means indicative of the merit, visibility or any other criteria of each represented (or unrepresented) institute.

Review of Literature

The Researchers observed various research aspects related research topic. As human beings remain a part of the society that they see and engage with, their location, education in the structures that exist in the society plays a significant role in how they perceive reality and more importantly, how they arrive at knowledge.

Objective of the Study

To know the Educational Profile of journalists working in Kannada news channel. The impact of Journalism education in their profession of electronic media.

Study area

The study was conducted in Bangalore and other districts of Karnataka state. Only working TV 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 satellite Kannada News channels 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 Davanagere districts in the second phase. Bangalore, Bangalore rural, Chitradurga, Tumkur, Mysuru, Kodagu and Chamarajnagar 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.

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 Kannada news channels District reporters in Karnataka state: 28 Districts X8 = 224

TV Journalists from 12 news channels in Bangalore: 102

Bangalore rural TV journalists: 04

Total collected samples: 330

Out of these 36 informants did not provide any information for the questionnaires. Therefore, the information of 294 respondents was recorded for the research.

Significance of the study

According to the literature survey, there is no state wide study on Kannada news channel reporters has done. 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.

Study analysis and findings

Table 1

Educational qualification	Male	Female	Total
PUC	27 (93.1%)	2 (6.9%)	29
Degree	97 (85.1%)	17 (14.9%)	114
Post graduation	128 (90.8%)	13 (9.2%)	141
Others	8 (80%)	2 (20%)	10
Total	260 (88.4%)	34 (11.6%)	294

Out of the total 294 informants 29 respondents were studied upto PUC. Of these 27 (93.1%) are men and 2 (6.9%) are women. 114 (28.23%) Journalists are completed Degree. Out of these 97(85.1%) are men and 17 (14.9%) are women. According to the collected data 141 respondents are got Post graduation degree. Out of 141 Journalists 128(90.8%) are men and 13(9.2%) are women completed PG degree. There are 10 respondents mentioned that they had other qualification such as Diploma courses and certificate courses.

Table 2

Journalism as subject	Male	Female	Total
YES	166 (86.5%)	26 (13.5%)	192
NO	94 (92.2 %)	8 (7.8 %)	102
Total	260 (88.4%)	34 (11.6%)	294

Journalists working in Kannada news channels, particularly those who have been studied journalism are 192. Out of these 166 (86.5%) men have been educated in journalism and 26(13.5%) are women. 94(92.2%) of male journalists have mentioned no to Journalism education. 8 (7.8%) women electronic media journalists have not studied journalism. Total of 294 journalists were surveyed, most of Kannada news channel journalists working with a degree in journalism.

Table 3

Journalism qualification	Male	Female	Total
Degree	66 (86.8%)	10 (13.2%)	76
Post graduation	75 (84.3%)	14 (15.7%)	89
Diploma	17 (94.4%)	1 (5.6%)	18
Other	8 (88.9%)	1 (11.1%)	9
Total	166	26	192

In terms of journalism education, there are 66 (86.8%) men TV journalists and 10 (13.2%) women electronic media journalists are graduate in Journalism subject. 89 respondents who have a master's degree in journalism, out of these 75 (84.3%) are male and 14 (15.7%) are women. Of these 18 journalistic diploma graduates, only 17 (94.4%) are male graduates, while only 1 (5.6%) female journalist had diploma in Journalism. Other 8 (88.9%) men and 1 (11.1%) women journalists are comprised other journalism courses.

Conclusion

Most of the journalists from all the Kannada news Channels in Karnataka are educated in Journalism Degree or postgraduate in Journalism. There was a saying before the 80th Century. That journalists and politicians do not need academic qualifications. Because a journalist had to have a grip on writing and language and care about society. But as the day progressed, in the 20th century, after the launch of the '24X7 News' in the Karnataka state, all the universities in Karnataka were set to study journalism academically. Kannada News Channel agencies began to hire journalists who were directly educated in Journalism and Mass Communication, rather than selecting and training graduates in a different subject. This has led to an increase in the number of candidates who have studied journalism alongside experienced journalists in newsrooms. Importantly, the current study found that journalism educators have a higher proportion of journalists working in the newsrooms. Kannada News Channels also offer more opportunities for journalism and communication educators.

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