A study on viewer’s perception towards watching national English news channels with special reference to Malabar region of Kerala

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ABSTRACT

Majority of television viewer’s across the Kerala are fond of news and news based programme like focus group (talk shows), youth oriented, health, women oriented and career guidance programme’s. Among these news occupies primary place. Now a day, viewers find T.V news to be more attractive as it provide with the advantage of viewing visual while simultaneously listening to the news. In Kerala almost all the segment of population from children’s to grown ups are eager to watch news updates. Most of the native viewers have instant preference for local news channels ahead of others. But their perception towards watching other news channels especially English is unknown. The project holds the key since it analyzes viewer’s perception towards watching national English news channels.

Keywords: Television viewership, news channels, talk shows.

1. Introduction

Kerala is a state which is known for its high literacy rate and proliferation of education with diversities in culture, perception, taste and preferences and medium of communication is highly correlated with the overall culture, perception and attitude of the people. As we know as a global language English plays a vital role in every nuke and corners of the world and Kerala is no exception.

Even though rate English literacy is increasing at a rapid rate majority of Keralites are reluctant to speak in English. This hesitation can be removed only by making them familiar with language. Print and visual medias especially news channels plays a vital role in this. Major national news channels (English) available in kerala are NDTV 24X7, CNN-IBN, TIMES NOW and So on and so forth. This shows that English news channel industry is growing at very high speed and it has been very important to study the important parameters on which viewer’s perception towards national English news channel industry is based on.

1.1. Research problem

The television channel industry has grown tremendously today. It’s the only industry which does not have any strike or lock outs and practically no vacation. The national English television channel industry here in Kerala provides a large number of job opportunities here. Thus it has been very important to study the important parameters
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on which viewer’s perception towards national English news channel industry is based on.

1.2 Objectives of the study

1.2.1 Primary objective
To identify viewer’s perception towards watching national English news channels

1.2.2 Secondary objectives
1. To identify English news viewing pattern among people in Malabar
2. To identify type of news majority of the viewers are interested in
3. To identify their most preferred news based programme
4. To identify most preferred time for watching news and news based programme

1.3 Research methodology

1.3.1 Type of research
The type of research adopted in the present study is the descriptive research.

1.3.2 Type of population
Entire samples are drawn from Malabar region of Kerala.

1.3.3 Sample Size
The sampling size will be small in the case of the descriptive study where less than 1 percent is sufficient to provide reliable results. The sample size that is taken here for the study is 50, which covers some part of Malabar area.

1.3.4 Sampling technique
The researcher has adopted the Convenience sampling which is a type of non-probability sampling, which does not provide every item in the universe with a known chance of being included in the sample.

1.4 Methods of data collection
The present study consists of primary as well as secondary data. A well structured questionnaire was used to collect the primary data from the respondents. The respondents were given multiple choices to select their particular answers. Secondary data for the study were compiled from published and unpublished sources.

1.5 Tools of analysis
1. Percentage method: The number of respondents in each category is summarized to percentage for the convenience.
2. Graphical Analyzing: The responses are converted to pictorial representations
1.6 Limitations of the study

The major limitation of the study is that the total population of Malabar area is too large, whereas the sample survey is limited to 50 individual viewers only. Most of the viewers are program oriented and not channel oriented. Therefore respondents have found it difficult to rate different news channels. The sampling is done based on convenience sampling; it has the disadvantages of the same. Moreover personal bias of respondents cannot be completely ruled out hence findings cannot be generalized.

2. Industry profile and literature review (concepts)

News channels rank among most viewed channel on Indian television. Starting with Doordarshan in the 1990’s, television industry has witnessed tremendous growth of several news channels. There are number of private news channels which have joined the segment of news broadcasting and the situation today is such that news has been devised in to an essential commodity.

In the initial days when Doordarshan monopolized news broadcasting, the Indian viewers had very limited options and for watching the updated news they have to watch Doordarshan and some international news channels like BBC or CNN. Now a day’s numerous news channels are emerging as enhanced and more equipped in terms of their subject matter, presentation, objectivity and high quality visuals. They serve to cover wide range of topics from local news to international events, thus every significant incidents is covered by the huge variety of news channels. The emerging media power houses provided prime television content to all leading satellite channels in India including star TV, Sony, MTV, Zee and BBC World. In the rush to provide more news Zee- News was launched in 1995.STAR – TV was the other round the clock news channels which aired it’s exclusively round the clock news channel Zee News in 1995. India Today group launched 24 hr Hindi news channel with the name Aaj Tak, in December 2000. With in 11 months of its launch, Aaj Tak emerged as India’s emerging news channel and was honored best news channel award from Indian television academy awards. NDTV entered in to broadcasting business by simultaneously launching two 24 hr news channels, NDTV 24X7 (English news channel) and NDTV India (Hindi news channel). Sahara India parivaar launched a 24 hr Hindi news channel, Sahara Samay on 28th March 2003, which is known to be 1st ever city centric satellite news channel covering 31 cities in India with their own city news bulletin.

Apart from the ones mentioned above, there are number of news channels today which compete on the national stage to provide a constant stream of latest news to the people. Among the most viewed news channels on Indian television today are CNN-IBN, Headlines today, NDTV, CNBC TV18, Times Now India etc. Apart from national the news channels there are also a large number of regional news channels which fulfills the information need of regional public in their own language. Amongst the array of recently launched news channels Bloomberg utv, News X, Reporter etc also deserves a special respect.

2.2 Perception

Perception is the process by which individuals’ select, organize and interpret stimuli into a meaningful and coherent picture of the world. Perception has strategy
implications for marketers because consumers make decisions based on what they perceive rather than on the basis of objective reality

2.3 Literature review

1. Rameshwaran. B (2010) A study on the viewers perception towards Malayalam news channels, man–age,Vol-5, issue-1-2, Revealed that among different regional news channels Asianet news is the most preferred news channel. He also identified that, viewers will become more satisfied if Asianet news channel commence al new live phone in quiz show. Moreover he revealed that among the four news channels, Asianet News, Manorama News, India vision and Kairali people, Asianet news brings the earliest LIVE news

2. Brajendra Sharma (2011) in his study Perception of viewers towards news channels in India identified the fact that the retired persons like to watch more and more news channel. He also pointed out that, the business class like to watch news from 20 to 40/min. a day on the other hand professionals prefer to watch news in an unspecified manner i.e. as and when they get time. Moreover he revealed that students focuses their attention more on current affairs, business news, education related, cinema and sports.

3. Data analysis

Table 1: Table showing respondents interest in watching National English news channels

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Number of respondent</th>
<th>Percentage of respondents (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interested</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>Not interested</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

3.1 Description

The following table shows respondents interest in watching National English news channels.

Figure 1: Graphical representation showing respondents interest in watching National English news channels

Source: Primary data
3.1.1 Inference

From the above table and graph it is clear that most of the respondents prefer to watch National English news channels

Table 2: Table showing respondents preference towards different national news channels

<table>
<thead>
<tr>
<th>Name of news channel</th>
<th>Number of respondent</th>
<th>Percentage of respondents (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIMES NOW</td>
<td>17</td>
<td>34</td>
</tr>
<tr>
<td>CNN-IBN</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>NDTV 24X7</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>OTHERS</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

3.2 Description

The following table shows the detail of respondent’s preference towards different news channels

Figure 2: Graphical representation showing respondents preference towards different national news channels

Source: Primary data

3.2.1 Inference

From the above table and chart it is clear that majority of respondents in Malabar area prefer to watch TIMESNOW ahead of the other channels

Table 3: Table showing top rated news based program

<table>
<thead>
<tr>
<th>Name of the program</th>
<th>No. of respondent</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>News hour with Arnab Goswami</td>
<td>26</td>
<td>52</td>
</tr>
<tr>
<td>Other prime time news</td>
<td>24</td>
<td>48</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

3.3 Description

The following table shows the rating made by Malabar viewer’s towards different news based program
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Figure 3: Graph showing rating made by Malabar viewer’s towards different news based program
Source: primary data

3.3.1 Inference

From the above table and chart it is clear that The News hour anchored by Arnab Goswami is the most watched English news show in the Malabar region of Kerala

Table 4: Table rating made by Malabar viewer’s towards different types of news program

<table>
<thead>
<tr>
<th>Type of news</th>
<th>No. of respondent</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short head lines</td>
<td>23</td>
<td>46</td>
</tr>
<tr>
<td>News scrolls</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Detailed bulletins</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

3.4 Description

The following table shows the rating made by Malabar viewer’s towards different types of news based program

Figure 4: Graph showing types of news preferred
Source: primary data
3.4.1 Inference

From the above table and chart it is clear that short headlines and news scrolls are commonly preferred by viewers of Malabar region.

4. Findings and suggestions

4.1 Findings

1. The study reveals that majority of the respondents are keenly observing English news channels. So it is clear that an enthusiasm towards updating themselves and learning global language is generating among them.

2. From the study, it has been found that TIMES NOW is the most preferred national English news channel in the Malabar region of Kerala.

3. Most of the viewers prefer to watch news in the night, followed by news in the evening.

4. The study reveals that most of the viewers short head line bulletins more than detailed bulletin

5. Self employed professionals, due to limitations of their time usually prefer to watch news scrolls

6. Students and salaried professionals prefer short headlines over others

7. Home makers and retired citizens have more preference for detailed bulletins than head lines.

8. Viewers are of the opinion that the time between 7pm to 9 pm is the most convenient time for watching news bulletins.

9. Employees and professionals have strong preference time after 8pm

10. Home makers spend their time by watching TV serials in the evening, hence they prefer to watch news between 12 noon and 2 pm

11. NEWS HOUR anchored by Arnab Goswami is the top rated news Based programme

4.2 Suggestions

In a developing country like India news channels must focus on development of the country. Development news should cover a wide range of activities like economic, technological, social, cultural and ethical aspects of life. Reporting of news should be factual accurate objective. Use of simple language and pleasing presentation styles will attract more local viewers towards national English news channels. Channels should always check on variety of news, before telecasting. Biased reporting and offensive advertising must be avoided. Providing Separate news bulletins for business, sports, employment and education will definitely help the channels to enhance its rating.

5. Conclusions

The study conducted on the viewer’s perception towards watching national English news channels with special reference to Malabar region of Kerala could identify and understand the preference of the viewers towards various aspects of news channels. The study also
helped to find out the expectations of viewers about news and news channels and helped in identifying strong as well as weak feature and attributes of the various national English news channels.

6. References


