



PRESENT STATUS OF NEWS CHANNELS IN KANNADA- A STUDY

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Abstract

With the fast growing world, today television channels have become a part of modern man. A man who is a part of today's competitive world can't imagine his life without news channels. Usually, print media takes at least 24 hours for the news to appear, but news channels procure within a ten minutes some times its go on live. This paper will discuss the development of Kannada news channels and their present status. It will discuss how the channels work, the pattern of Fixed Program chart, the competition between the channels and TRP's and market. It will discuss what are the new techniques and ideologies adopted in channels. The digitalization of news channels, employees' migration, economic conditions and media corruption and ownership. It will also discuss how the people are influenced by news channels and what their effects are. It will find negative factors of news channels. It will suggest how the news channels should work. This article is based on various reports from news media and news portals, and interview with news channel heads, publics and media analysts.

Key Words: News Channels, Program Pattern, TRP, Digitalization.

Introduction

The television has become such an integral part of homes in the modern world that it is hard to imagine life without television. The boob tube, as television is also referred to, provides entertainment to people of all ages. Not just for entertainment value, but TV is also a valuable resource for advertising and different kinds of programming.

For over 100 years, engineers and scientists invented a lot of model useful machines, and television was one of them. Television has been very popular on society since it was developed in the 1940s. People have considered it as a gift which engineers and scientists brought for them. "By the late 1990s, 98 percent of U.S. homes had at least one television set, "according to the article by Michele Stephens, " and those sets were on for an average of more than seven hours a day." People have enjoyed spending their time by watching TV every day. Television has become an important part of people's life as a source of information and entertainment and a great tool for learning and communication. However, it has also promoted negative aspects, such as violence, lowered moral, time consuming, and fear, especially in children. Without a doubt, television has played an important role in our daily life, and it is beneficial to people in several ways. First, television is a great source of providing information and a helpful tool for education. Television shows people to see what is going on around them by giving current news, weather reports, sporting events, or information about places and criminals around the world.

Television in India

The television as we see it and know it today was not always this way. Let's take a brief look at the history of television and how it came into being.

The history of television in India started around later 1950's. In 1955 a Cabinet decision was taken disallowing any foreign investments in print media which has since been followed religiously for nearly 45 years. Under this circumstance, television in India was introduced on September 15, 1959 in Delhi When UNESCO gave the Indian Government \$20,000 and 180 Philips TV sets. Bombay was the second city in India to open a TV center on October 2, 1972.

Different experiments by various people, in the field of electricity and radio, led to the development of basic technologies and ideas that laid the foundation for the invention of television. In the late 1800s, Paul Gottlieb Nipkow, a student in Germany, developed the first ever mechanical module of television. He succeeded in sending images through wires with the help of a rotating metal disk. This technology was called the 'electric telescope' that had 18 lines of resolution.

Around 1907, two separate inventors, A.A. Campbell-Swanton from England and Russian scientist Boris Rosing, used the cathode ray tube in addition to the mechanical scanner system, to create a new television system. From the experiments of Nipkow and Rosing, two types of television systems came into existence: Mechanical television and electronic television.

In 1926, a British inventor known as John Logie Baird, was the first person to have succeeded in transmitting moving pictures through the mechanical disk system started by Nipkow. He also started the first ever TV studio.



From 1926 till 1931, the mechanical television system saw many innovations. Although the discoveries of these men in the department of mechanical television were very innovative, by 1934, all television systems had converted into the electronic system, which is what is being used even today.

Electronic Television History

The experiments of Swanton in 1907, with the cathode ray tube for electronic television held great potential but were not converted into reality. Finally, in 1927, **Philo Taylor Farnsworth** was able to invent a working model of electronic television that was based on Swanton's ideas.

Television Industry in Karnataka

Karnataka is one of the best Media industry hubs. From last one decade television industry has grown up. Since 1991 we have only DD Chandana channel, after 2000 Chandana has been well developed in all the ways like program and technical aspects, and later some new programs were introduced.

In 1992 Sun network started Udaya TV in Karnataka. This was the first cable channel. Later Ushodaya Enterprise started ETV Kannada in 2006. The first news channel was started in 2009 that was TV9Kannada. In Karnataka there are six general entertainment channels (GEC), eleven News channels, three music channels and one devotional and one children channel.

There is a tough competition in news a program channels. Every minute is challenging because of survival, so all channels have been fighting to telecast good programs, reality shows, serials and comedy programs. In news channel there is also a tough fighting for gaining GRP.

Weekly once on every Thursday the BARC will announce a GRP. According to the GRP the channels will boost by the strength of advertisement. All channels depending only on market, which Channel will get the highest GRP, they have a good commercials and revenue.

All television channels have a fixed program chart. According to FPC the channels will run. The serials, programs, interviews, reality shows, comedy shows and all programs will telecast as for FPC. But in news channels there is little bit change. Some major incident happened suddenly the FPC will be changed. Example: If one of the major personalities died. In case major accident happened, suddenly major scoops revealed.

Objectives of the Study

- To know the channels position, states and quality
- To know the viewer's opinions, feedback
- To analysis the televisions programs and news
- To know the opinion and suggestion of editors and media experts.

Methodology

This research article is based on analysis of BARC report from the last six months and Media expert's interview, newspapers and magazines articles on television programs and news content and industry. Majorly took Opinions from the viewers through direct interview in a simple random method.

The Competition between the Channels

There are a total of 13 entertainment channels in Karnataka. Including, music, movies, kids and devotional channels. All-time Udaya TV has number one position, and colors Kannada in second place.

First we have to see general entertainment channels' present conditions given below table.

| S. No | Television Channel | GRP (BARK Average) |
|-------|--------------------|--------------------|
| 1 | Colors Kannada | 450 to 500 |
| 2 | Zee Kannada | 300 to 350 |
| 3 | Udayatv | 250 to 300 |
| 4 | Udaya Movies | 120 to 150 |
| 5 | Suvarna Plus | 100 to 110 |
| 6 | Kasturikannada | 90 to 100 |
| 7 | Udaya Music | 80 to 100 |
| 8 | Public Music | 30 to 40 |
| 9 | Raj Music | 20 to 30 |



| | | |
|----|---------------|----------|
| 10 | Udaya comedy | 10 to 15 |
| 11 | Kalki Kannada | 5 to 10 |

According to BARC report colors Kannada always in number one position, zeeKannada getting second place and Udaya TV is in third position. In these channel most of the GRP will come by the reality shows and serials. Almost reality shows are remake of Hindi and other regional languages. Some serials are also remaked by other regional languages.

Competition between News Channels

TRP (Present Status)

In Kannada totally 11 news channel are here. TV9 Kannada maintained almost first place in all time in Television Rating Point (TRP) and GRP. The fight for second position will going between Public TV and Suvarna News 24/7 week by week. BTV gets third position. Praja TV in 4th position. We will see channels' average position in Karnataka mentioned below table.

| S. No | News Channel | GRP (BARC Average) |
|-------|-------------------|--------------------|
| 1 | TV9 Kannada | 80 to 90 |
| 2 | Public TV | 40 to 50 |
| 3 | Suvarna News 24/7 | 35 to 40 |
| 4 | ETV News | 20 to 25 |
| 5 | BTV | 20 to 25 |
| 6 | Praja TV | 15 to 18 |
| 7 | Samaya News 24/7 | 10 to 15 |
| 8 | Kasturi News | 15 to 17 |
| 9 | Udaya news | 8 to 10 |
| 10 | Raj News | 5 to 10 |
| 11 | Janashri News | 5 to 10 |

Digitalization of Channels

In a tough competition every channel has turned to digitalization. Almost all channels have a live telecast technology. Channels have been attracting viewers through you tube and websites, and using whatsapp for involving viewers and take good response. Almost all channels have good network through DTH like Tata Sky, Airtel, Vodafone and all channels have turned to HD quality.

Migration of Employees in Television Channels

Every year migration in television channels is common, because of salary, work pressure and rift with the Chief or management. Sometimes good opportunity will come. Fresher left out with little experience in salary and personal problem.

Economic Condition and Ownership

Kannada news and entertainment channels have very good revenue. Udaya TV, Colors Kannada, Zee Kannada are in top position in revenue. In news channels, except Janashari, Samaya News and Raj News, almost all news channels have a good market. In revenue TV9 is in number one position, Suvarna News and public TV keep in better positions. Every Week both channels fight for a second position. From last 4 weeks Public TV occupied second position. TV9Kannada, Suvarna News and Public TV established good, as wells as Cable and DTH. Udaya TV, Colors Kannada, Zee Kannada, Suvarna, TV9, Raj News are network channels. Public TV, Janashri, BTV, Praja TV, Kalki Kannada Channels are running through partnership. Still there is no ownership issues arise.

Negative Factors of Television Channels

Television channels have negative factors. In major times news bulletins and programs are repeated, Sometimes news content missed or wrongly presented more over the news will not judge properly, than people commonly confused.

News channels have a short time, in that times in hurry burry mistakes are commonly happened. It will be corrected on later. News items will not be treated well in the purpose of public interest. News channels suffer from investments. There is a shortage of matured and well experienced and creative journalists. News editors will only concentrate on GRP's in tough competitions and marketing purpose. So publics are taunting in almost all times.

On the other way entertainment channels will touch the people through sentiments and colorful programs. Serials are unnecessarily dragged. Reality shows like singing compilations are good, colorful and worth. When we see the dance programs its horrible. Children's based dance shows are dangerous sometimes felt horrible. In these days the language which was used in television is vulgar and not hearable while sitting with family.



Expert's Opinion

According to Mr. H.R. Ranganath the senior journalist and founder of write men media private limited, channels should know the people pulse in both entertainment and news. Almost people watch the news channels because of to know the today's news. In generally people want to know what happening is going on in our surroundings, including our state and country. Most of the people concentrate on politics, crime, cinema, sports and development issues. The middle and lower class people very interesting on gossipsany d family issues. Human interesting and some special stories are marketing well in prime time.

According to Mr., Sham sunder a senior journalist and one India editor "People always looking spicy and gossips news" The Indians always suddenly react on religious issues like Ram mandir issues, demolition of temple.

I spoke to Mr. Ranganath Bharadwaj the editor of ETV news Kannada, he said "People will watching TV when it's presenting different manner and it could be more attractive" people will stay with the channels when they carried hot and exclusive news or debate and discussions. Viewers always will feel it as a new one.

Suggestion for Development of Television Channels

Television news, programs, debate, and discussions could have some moral and journalistic ethics. Discussions will concentrate on development and social concern issues don't be biased and one sided. The Language should be changed.

Serials and reality shows are very glorified. Sometimes these could be effects on children and senior citizens. In dance reality shows the participants made some horrible steps, in real life children will try to do same steps, in that time it could be happened something wrong. And some serious adventures like jumping on iron rod, walking on tug, these are all could be shock on heart patients and sometimes children will follow these.

Children sitting in front of the TV set and watching the cartoon shows hours together may lead them to suffer from the eye problems in a small age. Women sitting in front of TV sets watching serials are not a correct thing. This affects the whole family. The children come and sit in front of the serial get distracted from their studies. The emotional TV serials have a very big impact on the Women this can lead to unnecessary frustration and quarreling among the family members and etc. So the television should be used only for a limited amount of time and purpose.

- Television channels should have a general public interest.
- Television channels should know what the people expect.
- News channels will work like watchdog.
- Channels should always give a chance to viewer's feedback and their opinion.
- Televisions should not treat viewers like foolish.
- Journalists should work for a civilian society.
- Editors should not show personal interest in working place and should not have prejudices.
- Televisions should educate the people.
- Use good language and don't make nonsense news or program unnecessarily.

Conclusion

Kannada TV industry has a limited market. "Here, we face competition from Hindi and other languages. Hence, we should have something really different to sell our ideas to the audience. Rehashing the content will not work at this stage as audience are hungry for fresh and unique content. In this context Kannada TV Media industry should work.

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