



## Impact of Prime Time Programs on Telugu News Channels Rating

**Dr. Bollam Tirupathi**

*PDF Scholar, Dept. of Mass Communication and Journalism, Osmania University and Senior Journalist, Hyderabad, Telangana, (India).*

### **ABSTRACT**

*This research has been reported to have news channels provided by news in the theory that Infotainment Channels have become an entertainer, providing information and entertainment. Primetime has also shown that entertainment programs are more than just news, giving them a higher rating. This research has been selected from the popular news channels of Telugu language in tv9, Ntv, Tv5, Etv, V6 and T News. This research was taken into a survey of qualitative, quantitative methodology. Telangana state capital Hyderabad is the center of the survey which has taken 250 samples. In the Quantitative system, the questionnaire was compiled with 53 questions and was surveyed in April and May 2015. The news in April 2015 was reviewed as part of News Content Analysis. tv9 (51.2%) was the most sought-after news channel on prime time, followed by Ntv (27.2%). The Etv (GEC) channel, which includes all the news in prime time, is 87.6%. After that, tv9 is looking at 10 PM bulletin 86.5%. When the family members finished their daily works and went to sleep, tv9 was seen by 10 PM bulletin and was turning off the TV. It is also the most entertaining event in Saturday's weekend events. On Saturday, Etv (GEC) is 9pm 86.5% and tv9 10 PM News Bulletin has 86.5% viewership. It is also found that entertainment programs are also seen in Sunday's programs. Sunday tv9 has been seen as a spectacular show with 7 pm, T News, V6, Tv5, tv9 10.30 PM Weekend ET, Ntv ET, Tv5 Second Show.*

*News content was checked to see how the news content was transmitted over 30 days in all 6 channels. A total of 31,680 minutes of various activities were checked. News content ranged from Monday to Friday to 58.33% of entertainment and news with 41.66%. TV show weekly Tv5 89.59%, V6 89.07%, T News 82.82%, tv9 68.75%, Etv 64.04% and Ntv 60.93%. The lowest news was given by 10.41% in Tv5, followed by the V6.*

**Key Words:** *News Channels, Prime Time, Rating, Entertainment, and News Bulletin.*

### **I. Introduction**

The television innovation has changed this world (Remand Williams, 1974). Television has become a part of everyday life. Each individual has an inseparable bond (Bab Mullan, 1977). 24 Hours Television News Channels One of the greatest revolutions in the modern era (Robert D. McClure, 2005). It is a revolution that has dramatically transformed the newscast in India. The first news reports of television news, qualitative variations, In spite of the

# International Conference on Multidisciplinary approaches in Social Sciences, Humanities and Sciences

Sri S.Ramasamy Naidu Memorial College, Sattur, Tamil Nadu, India

(MASHS-18)



14<sup>th</sup> December 2018

[www.conferenceworld.in](http://www.conferenceworld.in)

ISBN:978-93-87793-61-3

consequences, every time the agenda is not set, the kinetic direction (Scott J Armstrong and Kesten C. Greene, 2007).

Television news coverage (Gulati, Just & Crigler, 2004; De Vreese, 2008) works as a communications engineer for citizens, government and political leaders around the world. Television is one of the main sources of intellectual development, such as television (understand, knowledge, political values, etc.), emotion (interests, politicians, problems with the political system), behavior (internal discussions, ideas, political partnership), television viewers in viewers' decisive perspective special item (Atkin, 1981)

There is more awareness among media intellectuals who regularly watch Television programs. Television News comes with a broader political understanding (Becker and Dunwoody, 1982; Chaffee & Schneider, 1986; Miller, 1991). The mass media response is a good link between audiences (Atkin, 1981).

There are a lot of news channels that are happy because of various reasons. Compared with those who are cheerful, the number of people who are missing is not the least (Chaffee, Seven H., Stacey Frank, 1986). Recall that days of Television monopoly in news broadcasting. This is the main news for the same Television news (Chustune Undandi, 2010) where the communications and communications minister is inaugurated on the day. Who does not think now that the government's dominance in the news streams would go back to the days that lasted? However, it has to be seriously concerned about the moral challenges faced by this modern media while celebrating the Television news revolution (Chaffee, Zao, X, & SH, 1994)

The telecom entry in India grew rapidly within a few days. From cities and towns to the remote areas. Sales of Television sets are increasing every year. As of 2010, India has an estimated 13.4 crore TVs (TAM-2010). There are 234 million TV sets in India at the end of 2013 (TAM 2013). Of them, TV seeing Household 153 million, C & S Household Holders 140 million, Digital 59 millions, 80 million in towns and 154 million in rural areas.

The number of Television channels in India is broadcast by 500 satellite channels in India up to 2010 (TAM-2013). That number reached 828 satellite channels in the country by March 20, 2013 (MIB). Of them, news channels are 472 but 356 are non news channels. All kinds of channels are 52 in Telugu (MIB).

Television now changes the way human life changes with the changes that have come to 70 years from unpredictable situations (Zao, X, & Chaffee, 1995). The Phillips Company has been launching an exclusive TV show that 21 TV sets have been given away before the end of an Exhibition. There are surprising that crowds of 2 times per week are on air. The Television revolution was delayed in comparison with developed countries like the US and Britain. For the first time in 1900 Television was used in India (Miller, 1991). After World War II, the influence of Television in Western countries increased. Color Television was invented by Peter Goldmark on August 29, 1940. Color Television came in 1954 at America.



## **2. TV broadcasts at home**

Television broadcasts began on September 15, 1959, to streamline education in India. In the beginning, weekend programs were developing with government programs. From 1965 onwards, daily radio programs were launched on All India Radio. With the expansion of the DD broadcasts, in 1972 radio and television were separated.

## **3. Color TV broadcasts**

In 1982, India launched Asia Sports in Color Television (MIB). On August 15, 1982, Prime Minister Indhira Gandhi delivered a speech of Independence Day celebration. The speech from Prime Minister Indhira Gandhi Red Fort was a historical event in Television history. Even when the news of the assassination of Indhira Gandhi in 1984 was broadcast, DD's second channel was launched in Delhi since 1984.

## **4. Private Satellite channels**

Until 1990, Television in India was monopoly on DD. CNN Channel, which broadcast lives on the Gulf War of 1991, has brought revolutionary change in Indian Television. CNN Channel has made broadcasts with star hotels in the major cities of India, with the help of Daisy antenna. It was not possible to opt for uplink in India. Between 1991 and 2010, Television viewers grew increasingly in the wake of subsequent economic reforms. Media Rupert Marthak started star Television in India in 1991 with a star name in India. These transmissions were available to nearly 50 countries from Japan to West Asia. In 2000, the star program 'Kaun Banega Crorepati' created records in the country and earned 10 corer viewers. STAR TV, which has a stake in Balaji Telefilms, has launched channels in regional languages. The Star TV acquired the channel.

## **5. News in Telugu**

DD Television started broadcasting in Telugu news from November 14, 1983. Since then, the newsprint has been growing. Telecast also launched a 24-hour news channel for private channels, after Prasara Bharti's grip on silence. Sun TV opened the news bulletin with news readers in the studio set up at its up linking center in March 1996. It was a short time since Etv was making news in Chennai and uploading the cassette to Colombo. News Bulletin was much more enthusiastic than those of Television in those days.

In February 1998, Gemini launched TV news. Television channels began to decentralize after the government allowed the company to build up its own landless station without VSNL. Etv news shifts to Hyderabad. Gemini, who does not have a land station in Hyderabad, has broadcast news from Chennai.

## **6. Private news channels in Telugu**

The new era began on 28 December 2003 in Telugu Television news broadcasts. Ramoji Group, which successfully launched Etv (GEC), launched its first news channel Etv2 in Telugu. tv9 news broadcasts began in May 2004. tv9,



which started as a small channel, initially impressed the Telugu viewers across the country. Contrary to the style of national level channels in Telugu Television news broadcasts, it has succeeded in attracting all the new trends in the style of traditions.

Subsequently, in March 2004, Television News launched a full-fledged news channel. In August 2007 Ntv launched Tv 5 news broadcasts in October. There are new channels in Telugu news channels from 2008 to 2010. There are 150 Channels (MIB) in Telugu, GEC, News, Music, Movie and Devotional Channels.

## II. Review of Literature

**Muchin University & University of Houson, 2015** - In this article, TV News Channels are raising racial discrimination in the society, and the racist discourse on the TV news coverage often increases in racial discrimination. In America, accusations have often been made against African-Americans, and that the disclosure of such news is reflected in discrimination among the local population. According to the second survey conducted in Australia, compared to TV news channels, magazines are slightly better. Munich University has found that people are not interested in racial discrimination because they choose to have their own favorite news.

**Saynthini, Satpaty, Ondrile Ray, 2010-** Explains the role played by Television in Indian politics. In the course of 2010, the BJP took up Jeyoho and Bharat Shining slogans. How successful was the campaign on Television, and how the equations were made. The effect varies depending on the content of the campaign mobilization. The powerful words that make it appear to have people in the TV.

**Edward C. Malthouse, 2010-** Face book, which is the new media, has opened up revolutionary changes to social media like YouTube, Google and Twitter. These new media have elaborated on long-term business relationships and corporate strategies. New Media Influence a New Pinball Premium Introduction It is important that the new media is a key factor in considering the consumer relations managing companies in the world.

**Robert D. McClure, 2005-** Political statements during the presidential election of the 1972 presidential election campaign, the effects of traditional media effects each week and arguments adequately in the case of Television news voter exposure and accountability for lesser confidence, as they consistently and regularly relate to voter exposure to political advertising, My Confirming that tactical belief was not a change.

**Taylor & Francis, 2003-** The study found that democratic news was shown in a soft perspective to attract audiences. Two issues were examined to attract news. The first is that people are more likely to be interested in entertainment activities. In the second approach, the importance of sensitive news with political knowledge in political analysis has been influenced. Entertainment enthusiasts have been given a lot of hottest news on entertainment while enjoying soft news programs.

**Helen Katz & Weina Lee, 2015-** This research article cites various types of social information in international advertising at the primetime. UK, US primetime analyzed the socio-cultural values of advertising in Television. There are also different types of formats used in adverts. Different sectors have identified the importance of cultural differences.



**Michelle R. Nelson & Hyein, 2015-** Peak has been found to be showing how vulgarly the women are shown in 2015 TV ads. Reproduced multilayer TV shows in countries such as Brazil, Canada, China, Germany, South Korea, Thailand and the US. In these countries, women showed nakedness to make the statements different and that there was no nudity in men. Part of the global advertising strategy was discussed.

**Abdul Muneer V, 2014-** Political discussions are taking place at prime time in news channels in India, analyzing how much time is being given. The political news in Malayalam news channels also examined the political consciousness of the audience. Prior to the election, News Channels identified political debates broadcasting in prime time, bringing political consciousness to political news audiences. Only 15 per cent of them are aware of politics. Men have more political consciousness and are less likely to be homework.

**Bushman, Brad J; Cantor, Joanne, 2003-** Divided the children into two parts, analyzed in article. One of the National Polo Shows is the age of the kids, the content of the content, rather than the rating of the children, the second one. The kids are looking at what shows and ratings feelings. Some claim that there are controversial content. The children saw the comedy shows coming out of cartoon networks channels during free time.

**Artz, 2015-** Media Entertainment generally finds out how news values are. The social development, social justice, general and quality values are the ones that are in the commercial non-commercial media. Instrument roll plays culture values. Social relations, culture, thinking, and work processes are one of the day-to-day relationships.

As part of this research, researchers in various fields and subjects have been examined in various journals. In the same way as in the literature review, there is entertainment in news channels and entertainment with news. In this sense, the researchers have been investigating to see how the viewers are watching entertainment in the news channels.

### III. Significance of the Study

There are many times big news for the Telugu News Channels rating. News as news Channels is also entertaining to present news. Because rating of news channels is important. On the other hand, millions of viewers watching the Telugu News Channels are watching a newscast. News viewing became part of the day-to-day action (Newhagen, John; Nass, Clifford, 1989). How much attention is given to the news at this time is to see a news channel to update every moment and immediately go to other channels. This research is the only way to get the ratings primetime impact on all news channels.

The entertainment programs are mostly cinematic audio functions, movie review functions, cinematic award functions, movie triumph shows, movie actor's interviews and movie comedy. The news of the day-to-day activities of the film industry, however, has been taken into consideration in the research as the film has special and favored satire programs.



#### IV. Hypothesis

**Hypothesis 1:** Audiences are increasingly looking at entertainment. So, the Telugu news channels broadcast at prime time in entertainment programs.

**Hypothesis 2:** News Channels prefer the entertainment programs at primetime as ratings have a high profile rating for viewers.

**Hypothesis 3:** The concept of news that the newsprint on the primetime is decreasing, and the news is not even coming up.

**Hypothesis 4:** News content streaming news channels is declining too much.

**Hypothesis 5:** Weekend, most of the entertainment programs, interviews of actresses, and movie reviews are the concept of women's viewers.

**Hypothesis 6:** The news is that news releases are the source of revenue and the news comes from news channels that most commercials are coming.

**Hypothesis 7:** News Channels also bring down news and a variety of recreational activities, as spectators move towards entertainment in festive times.

**Hypothesis 8:** News Channels are looking for a lot of youth.

#### V. Aim

News Channels are equal to Gold in primetime. At the same time the viewers are watching too. News channels use saucers to cache it. News Channel's main purpose was to give news of the news. Running is very good. In addition to the news in the news, the film music is also aimed to entertain TV viewers. This is all about news channels rating. What are the programs coming at primetime that most viewers see? Which of these viewers are watching most? Why are they doing channels? It is all for rating? This research is aimed at knowing.

#### VI. Objectives

1. To identify news programs and entertaining programs on mainstream Telugu news channels prime time.
2. To Analyze programming on primetime.
3. What are the major news programs on Telugu News Channels Primetime, and see what programs are watching most of the audience
4. To find the Programs on primetime are analyzed by what ages they are most likely to see.
5. To identify entertainment programs broadcast at week end.
6. To Channels identify the source of income.
7. To Identify commercials in entertainment activities.



## **VII. Methodology**

The researcher adopted the method of quantitative and qualitative content analysis of Telugu News Channels and a survey to obtain the results of set objectives. Six top rated Telugu News Channels of the year 2015, April have been selected for the purpose of content analysis. The selection of Prime time new programs for quantitative content analysis has been done randomly on the basis of availability of videos on YouTube and News Channels Recording. Focusing group discussions in the qualitative manner, making audience participation in discussion -ns. In-depth interview has been done by editor-level professionals working in news channels. The prime-time program ratings in the interview were made in view of the impact of the channel's revenue. In the April-May, 2015, 250 viewers' opinions and their answers were collected in the Quantitative method of questioning with 53 questions.

The news in April 2015 was considered as part of News Content Analysis. All 6 channels have been broadcast in 30 days. A total of 31,680 minutes of various activities are being examined.

Sample size for the survey was 250 News Viewers from Five randomly selected zones from Hyderabad City, and the age group of the sample is above 18 years. The data was analyzed by using descriptive statistics with the help of SPSS. There are two variables for the study, one is independent and the other is dependent. The independent variables are TV. News, age, gender and nature of work and the dependent variables are values such as family relationships, education, profession, spendthrift and urban lifestyle. Statistical procedures were used to draw associations between the independent and dependent variables and conclusions were drawn

## **VIII. Scope and Limitations**

The research was carried out as an exploration. The problems that have been made so far have been attempted to explain the problems involved in the sample survey. In the 5 zones of Hyderabad taken under the research area, 50 samples were taken from each zone and 250 samples were taken. However, the results of the 5 zones audience of Hyderabad Police Commissioner Limits cannot be compared with the total population. Smaller things have been investigated, including evidence, without leaving them. Channels have used almost all of the sources in limited subjects related to audiences.

Qualitative, based on statistical and descriptive basis based on quantitative methods. In what way primetime programs are being investigated. Only analyzed based on data. Because the resources are low, the acquisition of Limited samples for research and primetime viewers.



### IX. Data Analysis and Interpretation

This section of the data analysis section presents the data obtained through quantitative content analysis.

**Table 1:** Reasons of watching TV

Education	1.Time pass	2.Entertainment	3.Knowledge	Others	1,2	1,3	2,3	1,2,3	Total
SSC	0	1	2	0	3	3	8	0	17
	.0%	5.9%	11.8%	.0%	17.6%	17.6%	47.1%	.0%	100.0%
Inter	0	3	0	0	15	3	23	1	45
	.0%	6.7%	.0%	.0%	33.3%	6.7%	51.1%	2.2%	100.0%
Degree	1	5	5	2	30	7	81	3	134
	.7%	3.7%	3.7%	1.5%	22.4%	5.2%	60.4%	2.2%	100.0%
PG	2	4	1	1	11	5	29	1	54
	3.7%	7.4%	1.9%	1.9%	20.4%	9.3%	53.7%	1.9%	100.0%
Total	3	13	8	3	59	18	141	5	250
	1.2%	5.2%	3.2%	1.2%	23.6%	7.2%	56.4%	2.0%	100.0%

Most viewers have a news channel 56.4% for entertainment and entertainment programs. It is understood that most people enjoy the entertainment. Then there are also 23.6% of the time watching and entertainment. This means that most of those looking for news channels are seeking more entertainment information. And for those who look for a single item, there is even more people who prefer the entertainment. Among them 5.3% entertainment, 1.2% for time pass, 3.2% for knowledge. 60.4% of the richest candidate in the degree is entertainment and watching news channels. Those who qualify for the PG are 53.7%. Inter-qualified candidates are 51.1% of SSC who see 47.1%. In all this, it is the most important thing for youth entertainment.

**Table 2:** Viewers are watching channels in prime time

Education	No of hours					
	1/2	1	1-2	2-3	3-4	Above 4
Degree	3.0%	6.0%	6.7%	53.7%	15.7%	14.9%
PG	.0%	3.7%	9.3%	51.9%	22.2%	13.0%
Total	6	13	23	129	41	38
	2.4%	5.2%	9.2%	51.6%	16.4%	15.2%

Primetime taken in research has been 51.6% of the TV watching for about 2 hours at 7pm and 11pm. Those looking for 3 to 4 hours were 16.4%, 4.2% looking for 15.2%, 5.2% for hourly and 2.4% for half hour. Degree readers are increasingly looking at primetime.

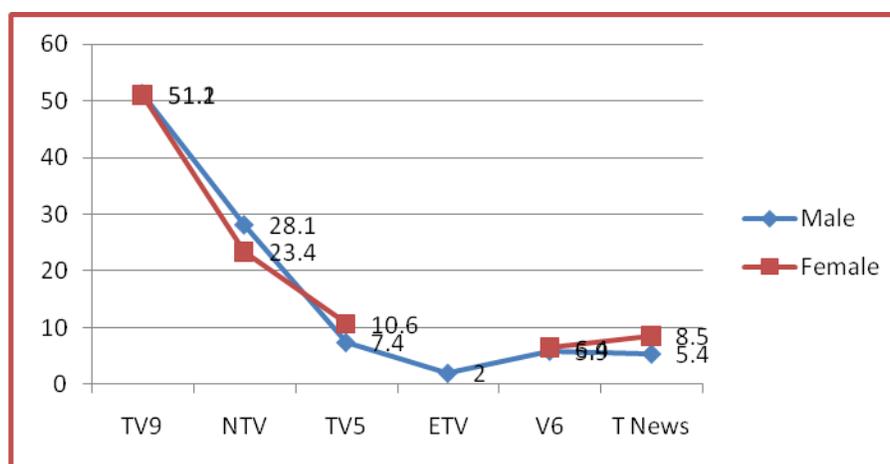


**Table 3:** Looking at different types of programs at primetime

	News and current affairs	2. Serials	3. Music	4. Comedy news	5. Realty show	6. Movies	1,2	2,4	1,2,3	1,2,5	1,2,6	1,2,7	Total
<b>Total</b>	21	12	17	6	24	7	24	7	11	24	76	21	250
	8.4%	4.8%	6.8%	2.4%	9.6%	2.8%	9.6%	2.8%	4.4%	9.6%	30.4%	8.4%	100.0

97.6% of those looking for entertainment. Among them were serials, music, comedy news, reality show, and movies. Those looking for news current affairs 8.4%, serials watching 4.8%, music 6.8%, comedy news 2.4%, reality show 9.6%, movies 2.8%. 9.6% who are looking for news current affairs? Serials and comedy news users are 2.8%. News and current affairs, serials, music looked at 4.4%. News and current affairs, serials and sports are 8.4%. There are more people in sports watching.

**Graph 1:** Women and men looking for news channel on primetime



Women and men watching tv9 at primetime were 51.2% and Ntv men 28.1%. Women constitute 23.4%. Tv 5 men were 10.6%, women 7.4%.

**Table 4:** primetime news channel

Education	TV 9	NTV	TV 5	ETV	V6	T News	Total
<b>SSC</b>	23.5%	35.3%	5.9%	.0%	17.6%	17.6%	100.0%
<b>Inter</b>	62.2%	28.9%	2.2%	.0%	2.2%	4.4%	100.0%
<b>Degree</b>	50.0%	27.6%	9.7%	1.5%	6.7%	4.5%	100.0%
<b>PG</b>	53.7%	22.2%	9.3%	3.7%	3.7%	7.4%	100.0%
<b>Total</b>	128	68	20	4	15	15	250
	51.2%	27.2%	8.0%	1.6%	6.0%	6.0%	100.0%

tv9 is mostly looking at the primetime for news. tv9 users are 51.2%. Ntv 27.2%. Tv 5 is watching 8%. T News and V6 6%. Those who watch Etv News are 1.6%.



**Table 5:** Programs looking at News Channels

	Social news	Entertainment	Knowledge test	14	15	24	25	34	35	45	Total
Total	8	16	8	18	50	4	1	22	10	113	250
	3.2%	6.4%	3.2%	7.2	20.0	1.6	.4	8.8	4.0	45.2	100.0

News Channels entertainment shows more. Entertainment programs and knowledge based programs are increasingly watching 45.2%. Social Issues, Knowledge Based Programs 20%, Recreation Programs and Women's Programs 8.8%. Most of these are households and women. 6.4% of those watching the same program, entertainment, sensational issues 3.2%, knowledge based programs 3.2%.

**Table 6:** News Channels that are broadcasting most of the entertainment programs

Education	TV9	NTV	TV5	ETV	V6	T News	Total
SSC	10	4	2	0	1	0	17
	58.8%	23.5%	11.8%	.0%	5.9%	.0%	100.0%
Inter	29	8	4	1	3	0	45
	64.4%	17.8%	8.9%	2.2%	6.7%	.0%	100.0%
Degree	74	29	17	1	10	3	134
	55.2%	21.6%	12.7%	.7%	7.5%	2.2%	100.0%
PG	37	9	6	0	1	1	54
	68.5%	16.7%	11.1%	.0%	1.9%	1.9%	100.0%
Total	150	50	29	2	15	4	250
	60.0%	20.0%	11.6%	.8%	6.0%	1.6%	100.0%

The entertainment programs on Telugu News Channels primetime are mostly on tv9 at 60%, Ntv 20%, Tv 5 11.6%. In the case of 6.0%, T News is 1.6%. Less than 0.8% in TV. The tv9 is mostly entertainment programs with most of the above-mentioned PGs being 68.5%.

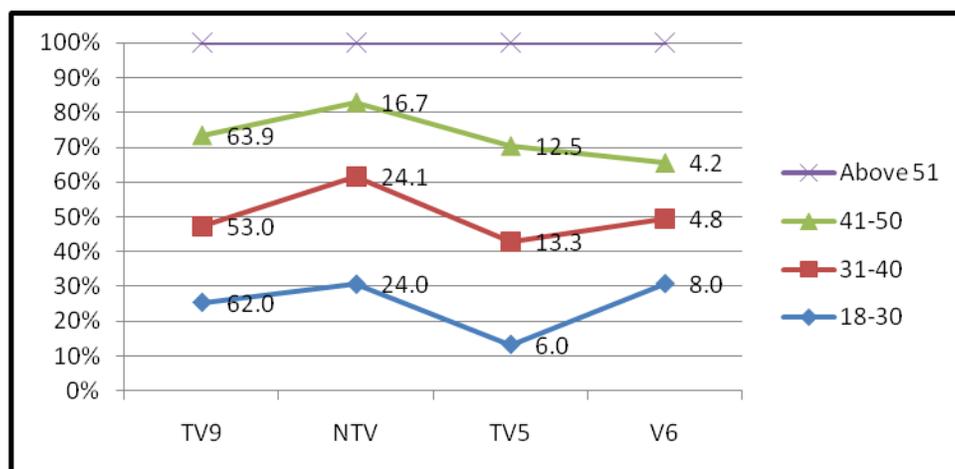
**Table 7:** Programs looking at the primetime

	Cinema audio functions	Cinema review	Cinema awards	Cinema victory functions	Comedy functions	Cinema news	14	24	34	Total
Total	22	27	12	20	68	21	69	4	7	250
	8.8%	10.8%	4.8%	8.0%	27.2%	8.4%	27.6	1.6	2.8	100.0

News Channels Primetime broadcast shows most of the cinematic audio functions and cinema reviews 27.6%. Cinematic comedy 27.2%, Movie reviews 10.8%, Movie Audio Functions 8.8%, Film Awards 4.8%. However, movie review, movie reviews, 1.6%, film awards and film reviews are 2.8%.



**Graphs2:** watching entertainment based on age



18-30 years old TV9 62%, Ntv 24%, Tv5 6%, V6, 31-40% tv9 53%, Ntv 24.1%, Tv5 13.3%, V6 4.8, 41-50 years old tv9 63.9%, Ntv 16.7%, Tv5 12.5%, V6 4.2%.

**Table 8:** Channels of entertainment

	TV9	NTV	TV5	V6	T News	Total
Total	136	84	7	14	9	250
	54.4%	33.6%	2.8%	5.6%	3.6%	100.0%

News Channels Primetime entertainment are tv9 54.4%, Ntv 33.6%, V6 5.6%, T News 3.6% have expressed their opinion. In the Tv 5, the audience said that entertainment programs would be good for only 2.8% less than T news.

**Table 9:** entertaining turned news channels

Education	Strongly Agree	Agree	Strongly Disagree	Degree	Total
SSC	11.8%	88.2%	.0%	.0%	100.0%
Inter	8.9%	86.7%	.0%	4.4%	100.0%
Degree	12.7%	83.6%	.7%	3.0%	100.0%
PG	14.8%	77.8%	3.7%	3.7%	100.0%
Total	31	208	3	8	250



Education	Strongly Agree	Agree	Strongly Disagree	Degree	Total
SSC	11.8%	88.2%	.0%	.0%	100.0%
Inter	8.9%	86.7%	.0%	4.4%	100.0%
Degree	12.7%	83.6%	.7%	3.0%	100.0%
PG	14.8%	77.8%	3.7%	3.7%	100.0%
Total	31	208	3	8	250
	12.4%	83.2%	1.2%	3.2%	100.0%

It is true that most of the entertainment channels are coming in news channels. 83.2% of the entertainment programs are coming. Those who say Strongly Agree are 12.4%, say 1.2% of Strongly Disagree, 3.2% who say Disagree. Of these, SSC qualified youth is 88.2%, strongly agreed at 11.8%, followed by 86.7%. Those with inter-qualified qualifications are eligible for Degree qualification 77%.

**Table 10:** Weekly entertainment programs in news channels

Education	Yes	NO	Neutral	As per time
SSC	88.2%	.0%	5.9%	5.9%
Inter	91.1%	2.2%	.0%	6.7%
Degree	87.3%	1.5%	1.5%	9.7%
PG	90.7%	1.9%	1.9%	5.6%
	88.8%	1.6%	1.6%	8.0%

In news channels, most of the entertainment programs on the weekend were 88.8%, while the average was 1.6%, neutral 1.6%. Some of them are 8%. Inter is 91.1%, 90.7% of PG.

**Table 11:** Shows watching the audience at the week end

Education	1.News	2.Entertainment	3.Science	4.Current	5.Crime	1,2	1,5	1,2,5	1,2,6
			<b>Education</b>	<b>affairs</b>					
SSC	29.4%	.0%	.0%	.0%	.0%	35.3%	.0%	29.4%	5.9%
Inter	6.7%	8.9%	2.2%	4.4%	.0%	28.9%	4.4%	33.3%	11.1%
Degree	14.9%	10.4%	2.2%	3.0%	.0%	26.1%	3.0%	29.1%	11.2%
PG	13.0%	22.2%	.0%	1.9%	1.9%	18.5%	1.9%	29.6%	11.1%
Total	14.0%	12.0%	1.6%	2.8%	0.4%	25.6%	2.8%	30.0%	10.8%

News, entertainment programs and movies looking at the week end are 30%. News and entertainment are 25.6%. News, Recreation, and Political Interviews 10.8%. Only 14% watching news, 12% watching entertainment. Those who are looking for crime are 0.4%. News and Crime are 2.5% who are looking.



**Table 12:** Weekend and crowd watching events

Education	1.News& current affairs	2. GEC	Musi	Comed	1,2
SSC	29.4%	11.8%	.0%	.0%	58.8%
Inter	24.4%	28.9%	2.2%	.0%	44.4%
Degree	32.8%	43.3%	2.2%	.7%	20.9%
PG	24.1%	38.9%	1.9%	1.9%	33.3%
<b>Total</b>	<b>29.2%</b>	<b>37.6%</b>	<b>2.0%</b>	<b>.8%</b>	<b>30.4%</b>

Week end and festivals are mostly seen in GEC channels at 37.6%. 29.2% of news channels watching. News, GEC looking at 30.4%. Music 2%, comedy 0.8%,

**Table 13:** News Channels preferred programs on week end

	Entertainment	News & current affairs	Political interview		2,3	1,2,3	Total
<b>Total</b>	<b>160</b>	<b>14</b>	<b>1</b>	<b>31</b>	<b>11</b>	<b>8</b>	<b>250</b>
	<b>64.0%</b>	<b>5.6%</b>	<b>.4%</b>	<b>12.4</b>	<b>4.4</b>	<b>3.2</b>	<b>100.0</b>

64% of entertainment at week end, news current affairs 5.6%, and political interactions 0.4%. Entertainment, News, Reviews 12.4%, Film Interviews Entertainment, News and Current Affairs and Political Interview 3.2%.

**Table 14:** Priority of entertainment programs during the festival

Education	Yes	NO	Some what
SSC	70.6%	.0%	29.4%
Inter	82.2%	.0%	17.8%
Degree	86.6%	1.5%	11.9%
PG	83.3%	1.9%	14.8%
<b>Total</b>	<b>84.0%</b>	<b>1.2%</b>	<b>14.8%</b>

It is said that entertainment programs are more important than festive occasions 84%, 1.2% of the say no, and some 14.8% who say something.



**Table 15:** Programs that impress the audience

Education	Yes	NO	Some what
SSC	94.1%	.0%	5.9%
Inter	77.8%	4.4%	17.8%
Degree	72.4%	3.0%	24.6%
PG	72.2%	5.6%	22.2%
<b>Total</b>	<b>74.8%</b>	<b>3.6%</b>	<b>21.6%</b>

There are 74.8% of the audiences who are appealing to the entertainment programs present in news channels. Some people say they are 21.6%, and 3.6% who are not chances. Most of these are eligible for SSC qualification and 94.1% of entertainment activities are more impressive.

**Table 16:** Entertainment programs for ratings on week end

Education	Yes	NO	Some what
SSC	70.6%	.0%	29.4%
Inter	80.0%	.0	20.0%
Degree	87.3%	.7%	11.9%

It is 85.6% who say that entertainment programs are on the news channel for ratings on week end. Not only are they 0.4%. Some say they are only 14%. Degree of those who say that they are giving a rating of 87.3%.

**Table 17:** Programming Content at Prime Time

Education	Enjoyment programmes	Political news	Science news	12	13	15	123	127	237	Total
<b>Total</b>	3	10	25	105	14	19	32	35	7	250
	1.2%	4.0%	10.0%	42.0	5.6	7.6	12.8	14.0	2.8	100.0

News and current affairs, entertainment, news and current affairs, entertainment programs and political discussions are 12.8% news and current affairs, entertainment programs, crime news and 14% good news on what programs content is available on news channels.

**Table 18:** Shrinking news content in news channels

Education	Yes	No	Neutral	Total
SSC	17	0	0	17
	85.0%	2.4%	12.4%	100.0%

News content in channels will be reduced to 85.2%, not 2.4%, neutral 12.4.



**Table 19:** Breaking with pricing at primetime news channels

Yes	No	Neutral	Total
202	1	47	250
80.8%	0.4%	18.8%	100.0%

80.8% of those who say that they are doing breaking at primetime. Not that they are 0.4%, neutral 19.8%.

**Table 20:** Commercial advertising during breaking

	Yes	No	As per time	Total
Total	196	8	46	250
	78.4%	3.2%	18.4%	100.0%

Even when major grievances, earthquakes, and floods, channels are preferable to commercial advertising during breaking yes say 78.4%, not 3.2%, sometimes say 18.4%.

**Table 21:** News Releases in News Channels

Education	Yes	No
SSC	5.9%	94.1%
Inter	4.4%	95.6%
Degree	11.2%	88.8%
PG	16.7%	83.3%
Total	10.8%	89.2%

The audience view that news channels are mostly commercial advertising. 72.8% of those who are most likely to come out say 2.4% of those who do not say, 24.8% who say little. The percentage of students in SSC is 82.4%, PG 74.1%.

**Table 22:** News Channels revenue sources

1 Beauty	2 Education related	3 Furniture	4 Food items	5. Vehicles	6. Health /Hygiene	1,4	1,5	2,4	3,6
16.8%	17.2%	2.0%	5.6%	10.4%	3.2%	16.8	9.2	11.2	7.6

Income is life of media companies. If the income is driven by the company. Such is the only source of income for the media, but only one. It's also advertising. News Channels earn 46% of advertising and commercial programs. Ads, Cables Rights 34.8%. Cables rights and trade shows 10.8%.

**Table 23:** Commercials mostly in news channels

TV9	NTV	TV5	Etv	V6	T News
22	35	162	1	17	13
8.8%	14.0%	64.8%	.4%	6.8%	5.2%



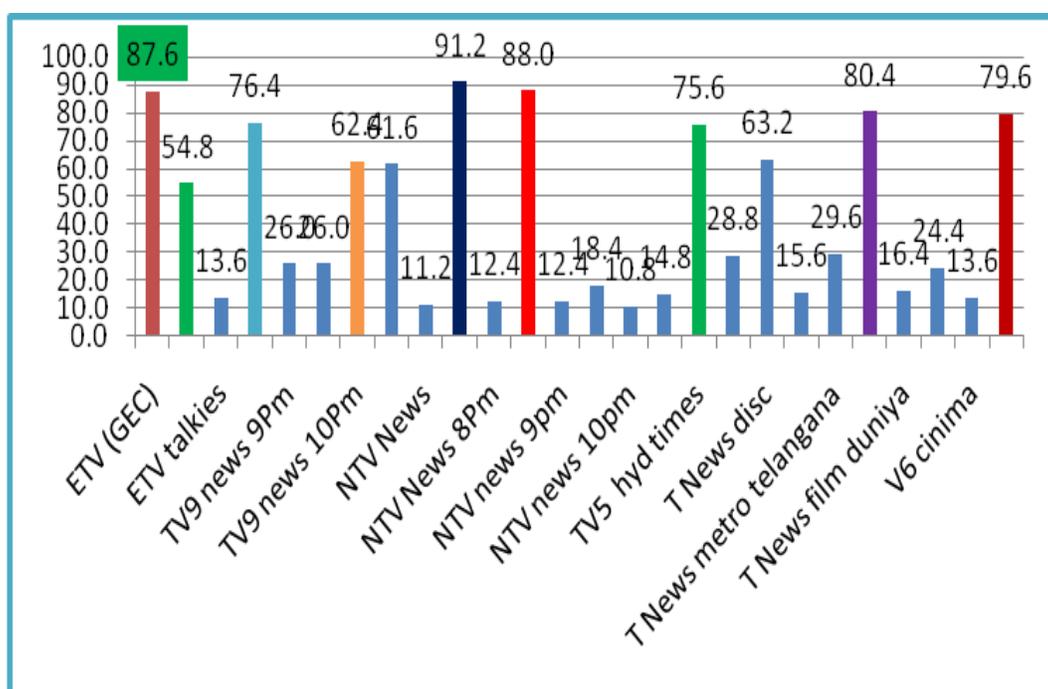
In news channels, Tv5 is the number one spot with 64.8% of the news. Ntv was followed by 14%, tv9 8.8%, Etv 4%, T News 5.2%, 6.6%.

**Table 24:** News Channels Main Revenue

Yes	No	Some what
80.0%	2.0%	18.0%

News ratings mainly lead to revenue receipts. 80% of the reason for rating. Not 2%. Some of the main reasons for rating are 18%.

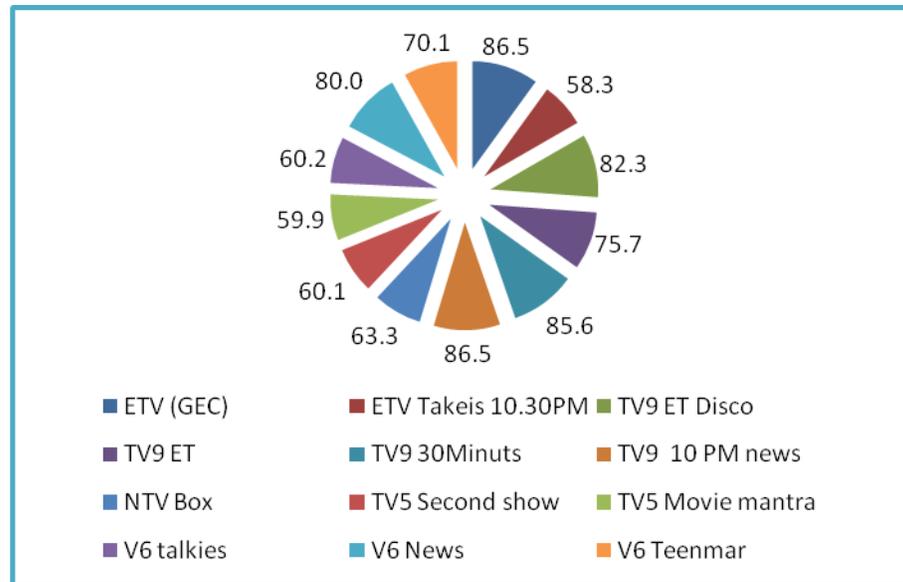
**Graphs 3:** Shows from the viewers between Monday and Friday



Comparison of Fixed Programs with daily broadcasts featuring general broadcasts. Among them, the Etv (GEC) 9 PM news is 87.6%. Ntv Mama Mia is 91.2%, Alert 78%, 88% off the record. tv9 7 PM Disco 76.4%, 10 PM News 63.2%, Et 80.4%. T News 7 PM Disco is 62.4%, Dhoom Dham 61.6%. Tv5 Hyderabad News 75.6%. Etv 8 PM News 54.8%.

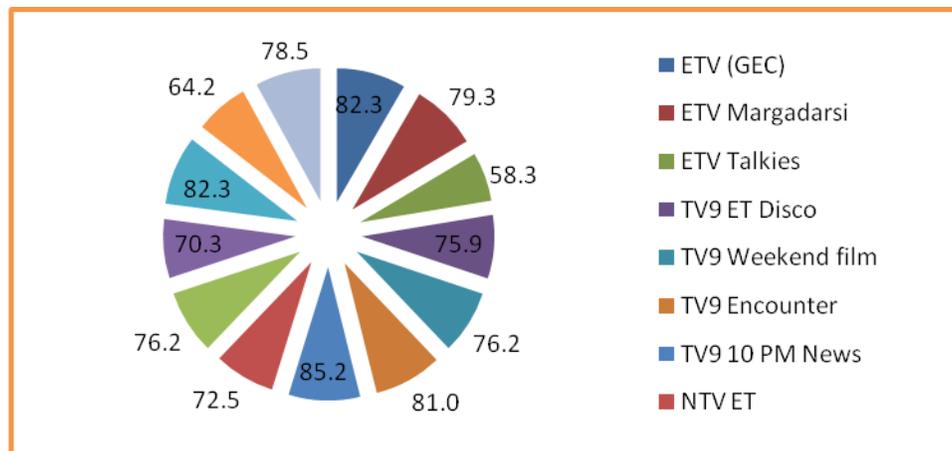


**Graphs 4:** Saturday is only the audience watching programs



Weekend Saturday Etv (GCE) 9 PM 86.5%. tv9 10 PM News 86.5%, 30 Minutes 85.6%, 7 PM Disco 82.3%, 10.30 PM ET 75.7%. Ntv box office with 63.3%. We have 6.2 talkies' 60.2%. TV 5 Second Show 60.1%, Movie Mantra 59.9%. Etv 10.30 PM Talkies 58.3%. We have 6.25% of the talkies and 70.1% respectively.

**Graphs 5:** Programs on Sunday only viewers



Weekend Sunday News tv9 85.2%. Etv (GCC) 9 PM News 82.3%. And then there are all entertainment related activities. tv9 30 Minutes 81%, Encounter 81%, 10.30 PM Weekend Et 76.2%, 7 PM Disco 58.3%. 82.3% of t news. Etv Margadarshi 79.3. V6 Weekend Teenmar 78.5. TV 5 Days News 76.2%.



## X. Quantitative content analysis

### 1. News Content Analysis from Monday to Friday

**Table 25:** News content details from Monday to Friday

News	Et Programs	Adds
2640(50%)	2640(50%)	759.07(14.37%)
2200(41.66%)	3080(58.33%)	1201.08(22.74%)
2640(50%)	2640(50%)	1016.17(19.24%)
2200(41.66%)	3080(58.33%)	1499.04(28.39%)
2640(50%)	2640(50%)	1098.12(20.79%)
2640(50%)	2640(50%)	961.56(18.21%)
14,960	16,720	6535.44(20.62%)

News content was analyzed for 30 days in April 2015, as well as news content. Weekdays and 22 working days were distinguished for 8 days in the month. Several programs have been screened in 6 channels on primetime. A total of 5280 minutes of activity on each channel and a total of 31,680 minutes of 6 channels have been identified. All news channels also featured 50 percent of entertainment programs. Channels broadcasting over 50 percent of entertainment programs

Weekends are removed and the rest is broadcast on prime time on tv9, Tv5. 58.33% of entertainment shows, news 41.66%. Etv, Ntv, T News, V6 channels have 50% news and 50% entertainment programs. In advertising too, the Tv5 was more than 28.39 %t. tv9 was followed by 22.74%, T News 20.74%, Ntv 19.24%, V6 18.21% and Etv 14.37%.

### 2. News Content Analysis on Saturdays and Sundays

News content was analyzed for 30 days in April 2015, as well as news content. Various programs were observed in 6 channels broadcasted primarily on Sun and Saturdays. The 1920 minute programs of 8 days were checked. A total of 11,520 minutes of activities in 6 channels have gone through many things.

### 3. News Content details on Saturdays and Sundays

**Table 26:** News Content details on Saturdays and Sundays

News	Et Programs	Adds
690(35.93%)	1230(64.04%)	323.52(16.85%)
600(31.25%)	1320(58.75%)	594.12(30.94%)
750(39.06%)	1170(60.93%)	373.03(19.42%)
200(10.41%)	1720(89.59%)	572.27(29.81%)
330(17.18%)	1590(82.82%)	455.29(23.72%)
210(10.93%)	1710(89.07%)	428.01(22.30%)
2,780	8,740	2747.04(23.85%)



News content was totally reduced after Week end. More than 39% of the more than one channel has been reported. The lowest news came in Tv5 with 10.41%, V6 10.93%, T News 17.18%, tv9 31.25%, Etv 35.93%, Ntv 39.06%. The Most recent news channel on the weekend is Ntv 39.06%. Most entertainment programs were airing. Most entertainment programs were 89.59% of Tv5, V6 89.07%, T News 82.82%, tv9 68.75%, Etv 64.04% and Ntv 60.93%. tv9 was 30.90%, Tv5 29.8%, T News 23.72%, V6 22.3%, Ntv 19.42% and Etv 16.85%.

## XI. Testing of Hypotheses

This research study is conducted on the basis of eight hypotheses.

**Hypothesis 1:** Audiences are increasingly looking at entertainment. So, the Telugu news channels broadcast at prime time in entertainment programs.

The results of age-wise results show that most of the entertainment programs are prevalent in the channels, based on statistical data analysis. News channels have grown up in cinema culture. The news is being broadcast in cinematic style.

**Hypothesis 2:** News Channels prefer the entertainment programs at primetime as ratings have a high profile rating for viewers.

According to gender differences, viewers are strongly convinced that entertainment programs are broadcasting for news channels primetime rating in statistical data analysis. Every day news channels are giving well entertainment to entertainment. In all cases it is 50-50.

**Hypothesis 3:** The concept of news that the news on the primetime is decreasing, and the news is not even coming up.

Research in the statistical data analysis of academic results has led to a decrease in the news value of the Telugu news channel business. Advertisements are becoming more prominent than primetime news. Still in the statistical data analysis has shown that the news is also entertaining with news on the other hand.

**Hypothesis 4:** News content streaming news channels is declining too much.

News content is declining when the news channel, according to age and gender, is growing in business and business competition. No matter how much the viewers are looking to entertain, the channels are not available to viewers.

**Hypothesis 5:** Weekend, most of the entertainment programs, interviews of actresses, and movie reviews are the concept of women's viewers.

In academic data, academic weekly entertainment shows, actor's interviews and movie reviews have increased. News channels are broadcasting the entertainment programs the viewers are watching.

**Hypothesis 6:** The news is that news releases are the source of revenue and the news comes from news channels that most commercials are coming.



Primetime is the most prominent statistical data in terms of age and area. Primetime advertising is the reason for the increase... Channel owners are dependent on advertising when the news channels are responsible for advertising.

**Hypothesis 7:** News Channels also bring down news and a variety of recreational activities, as spectators move towards entertainment in festive times.

News has been declining in festive days in statistical data based on gender differences in terms of profession. Special entertainment is being broadcast in that place.

**Hypothesis 8:** News Channels are looking for a lot of youth.

News channels live 25 to 40 years in statistical data based on age, occupation and area. The educated people are watching news channels.

## **XII. Theoretical framework implication**

The findings of the study are very close to Political Economics Theory. According to the theory, the communication media has changed how politics has changed. Telugu News Channels have shown that the programs offered at the primetime are all in the business perspective. The survey found that viewers give preference to primetime to show news on news channels. The aim of the audience is to increase their ratings and aims to target their business targets. Analyzing many aspects of income for television channels, how to make programs, moral values, and a constitutional stand.

According to the Political Economic Communication Theory-3, the content produced by the media industry companies is distributed as revenue sources. The process of production, the expansion of media workers, and the division of labor has been identified. In today's society, news channels also add their rating bulletin to a commercial value rating.

## **XIII. Findings and Results**

### **1. Different programs at primetime**

1. News based programs such as 30 Minutes, Story Board, Off the Record, Spotlight, Wide Angle, etc. Second Show, Teenmar News, Dhoom Dham, Muchata, Avakai Biryani are entertaining programs.
2. Telugu News Channels Primetime is mostly news based programs. Some of the cinematic programs provide a few more channels of satirical news.
3. 25 to 40 years old are well connected to the news. However, all of these are shown only on the breaking news. After that, film based programs are very popular. After this, the satirical programs seem to impress the viewers.
4. Recently, entertainment programs that attracted viewers in Telugu News Channels were Thinamar News, Bullet News, Rivers Gear, and Running Comment. They are producing and looking at the emotional aspect of the news.
5. Most of the movie stars and politicians are interacting with the channel on the weekend. Encounter, Open Hurt With AK, Point Blank, Weekend Guest Attract Audience at Weekend.



6. Channels are major revenue sources is advertisement. The popularity and rating of the market put the ads to channels. Ads need to show their popularity in the market by rating.

7. Local companies only ask that we offer programs for entertainment or entertainment. Multi-national companies will not make such requests. Ads Adjustment sees the marketing divisions of all companies. The news channels are well connected to those who are between 25 and 40 years old.

## **2. Respondents' viewing patterns**

1. News Channels (34.8%) are watching the audience's priority in the research. Watching news channels at prime time (49.2%) of all viewers. Those looking for the morning also see more people at primetime.

## **3. Preferred entertainment programs at primetime**

1. The group discussions and survey results of this research show that Telugu news channels are increasingly entertaining. News channels are also preferred entertainment programs. The audience is also watching entertainment.

2. The entertainment programs in Telugu news channels are 18-30 years old. They are between 31-40 in the next place. Students often see entertainment, while watching the news and watching the news.

3. In this study, the survey was conducted through group discussions, while entertainment programs (97.6%) were primarily seen at prime time. In the entertainment section, serials, music, comedy news, satire programs, reality show, movies are watching.

4. tv9 (51.2%) was the most sought after news channel on primetime. Next point is Ntv (27.2%). Telugu News is the first to watch tv9 after switching to different channels. Watch tv9 to get accuracy, quality, national and international news in the news.

5. News Channels Primetime programs are mostly cinematic audio functions and movie interviews (27.6%). Cinematic comedy (27.2%), movie reviews (10.8%), movie audio functions (8.8%) and awards (4.8%).

6. Telugu News Channels Primetime are mostly entertaining programs (83.2%) in group discussions. Those who say Strongly Agree are (12.4%), who say Strongly Disagree (1.2%), who says Disagree (3.2%).

7. The content of the news in primetime is not high. The content is less likely to fall. There are also people who have no effect on it.

## **4. Primetime programs every day**

1. From Monday to Friday, most of the newsmakers found that they were looking for bulletin only to see more information on entertainment. Of these, 9pm News (86.5%) of Etv (GEC) has become more popular. Later tv9 was watching 10pm news (63.2%). The two channels are looking at the news.



2. Weekend Saturday shows that most of the entertainment programs have a rating. Etv (GEC), 9pm News (86.5%), tv9 10pm News (86.5%) Here's what you need to know: There is a lot of news coming from Etv (GCC). Those who have not seen the news are watching tv9 10pm News, according to a survey. The news of the other channels is still not the most important, but the entertainment channels are watching.

3. Sunday's effect also saw Etv (GEC) 9pm News (82.3%) and tv9 10pm News (85.2%). Entertainment, cinematography there are also feature films that are coming over the weekend. However, Sundays in the weekend are mostly cinematic audio functions and triumphs. There is no need for continuous news.

### **5. Income sources**

1. An important source of income for media is advertising. Without any subscription revenue, all news channels are based on advertising. News Channels are advertising revenue (46%) through commercials. Cables are more common in channels than GEC channels, and lower for news channels.

2. Advertising is a source of revenue and there are criticisms that news channels have more ads.

3. News Channels for Income There are times when news releases are declining.

4. Festivals and entertainment activities are mostly for revenue in the weekend. Because ratings will increase with entertainment programs. In the weekend, there are a lot of cinematic programs to increase revenue through advertising.

5. News Channels content is also entertaining in Oriented. Content increases more than news content.

6. Prickly trading is also trading. In advertising breaking news breaking times, advertising is increasing.

### **6. News Content**

1. News Channels will reduce news content day by day. In the observed month of the study, 41% news and 58.33% of entertainment were found. It has been shown that entertainment and news are being offered at the same level for ratings.

2. News on the content of news is too low on Saturdays and Sundays on weekend. News Channels have been experimenting to turn some spectators away from entertainment coming into the GEC in the weekend

### **IVX. Conclusion**

The research focuses on group discussions and also those looking for primetime news channels every day. Most people are watching news channels at primetime. There are also channels watching the news on the day. When tragic like breaking news came, it was found that news channels were rightly looking. At the other time, there are those who are looking at the prime time but not the channels. Family members watch serials and movies, but the youth is watching news channels too.

# International Conference on Multidisciplinary approaches in Social Sciences, Humanities and Sciences

Sri S.Ramasamy Naidu Memorial College, Sattur, Tamil Nadu, India

(MASHS-18)



14<sup>th</sup> December 2018

[www.conferenceworld.in](http://www.conferenceworld.in)

ISBN:978-93-87793-61-3

There is another reason to look at primetime. The whole time in the morning is full of time, so most of the TV channels are spending time. In the group discussions, the recording shows, movie interviews, and reviews of the premiere are also looking after the next day. News Channels have fewer news items to cope with problems of people. Primetime is showing what the people are doing. There is a need to keep up with the issues that are facing everyday and the bad trends in society. Breathe of entertainment in news channels. If the entertainment programs are reduced, the rating also falls. The rating system is based on ratings based on ratings rather than programs. As long as this method is available, such programs can be added in the future to further mix.

News Channels have been found to be more interested in entertainment and knowledge than in group discussions. The viewers who tell GEC channels to see the Time Papers are more likely to say that they are looking for entertainment and knowledge until news channels. Viewers believe that knowledge of the future of youth will come only through news channels. If some viewers are enslaved to GEC channels in those sitting at home, the prime channels are watching news channels. At that time (What's Happen ... What's going), the group debates to see what's going on.

Channels that are based on ratings have also been criticized for making ratings of high-profile programs. As part of group discussions in research, the changing news channels have become more relevant to entertainment events, and the channels have become more entertaining. News channels to become news channels became infotainment channels.

The main debate on news values was part of the survey and group discussions. There is an opinion that news values have not gone unnoticed by the growing competition between the channels. Primetime also has a gossip of news. Apart from political gossips, cinema gossips are also coming in large numbers. There is a claim that the news of the movie gossips, especially the heroines, is going to be the worst ever.

Bargaining is aimed at profit maximization as business competitiveness rises. In addition, political parties are directly affected by the lack of media. This causes damage to business and politics in the media. The research group discussions have shown that entertainment programs that add to music to the political news have been exhausted. Competition between News Channels has already been reduced to entertainment and entertainment. There are a number of initiatives that are not useful for society, misuse programs, society that are not so sensitive to society and misleading programs.

The first priority for business programs, followed by political sponsored programs. Values of self-management by the politicians have collapsed. The interest of the public on the electronic media that is running to see us show us less. Programs in Telugu News Channels are coming in oriented. There are programs in the sense that people are more likely to see what kind of programs they are seeing. Channel ownership is sometimes in the interest of their financial needs. The popular consciousness, the political agenda, the needs also affect. News Channels share in the electronic media market does not exceed 5 to 15 percent. In this context, you have to share news channels of all languages across the country. The Telugu news channels share just 2 to 4 percent. That's why the rating has changed for 4''C'' with Celebrity, Comedy, Cricket and Crime. News Channel is a business. Political parties also create own



channels. They are competing for whose interests. Gate keeping in the media is reduced. No news filtering. But in the media the future of the media is the one who will provide accurate information in the competitiveness of the competition. News Channels have become infotainment channels, depending on the overall consequences.

## References

- [1] Abdul Muneer V, 2014- "Televised Political Learning: Influence of Prime-Time Televised Political News and Debates on the Political Awareness of the Viewers of Malayalam TV News Channels. *International Journal of Humanities and Social Science Invention.*" *ISSN (Online): 2319 –7722, ISSN (Print): 2319 –7714*, Volume 3, Issue 5, May (2014):37-43.
- [2] Atkins, Charles K, 1981-"Communication and Political Socialization." In D.D. Nomo., K. R. Sanders (Eds.), *Handbook of Political Communication*, (Newbury Park, CA: Sage, 1981) pp.299-328
- [3] Becker, Lee B., & Dunwoody, Sharon, 1982-"Media use, Public Affairs Knowledge and Voting in a Local Election." *Journalism Quarterly*, 59, (1982):212-218.  
Bushman, Brad J.; Cantor, Joanne, 2003- "Media Ratings for Violence and Sex: Implications for Policy Makers and Parents." *American Psychologist* 58.2 (2003):130.
- [4] Chaffee, S. H. & Schneider, J, 1986-"Measurement and Effects of Attention to Media News." *Human Communication Research*, 13, (1986):76-107.
- [5] Chaffee, Steven H., Zhao, Xinshu, & Leshner, Glenn, 1994-"Political Knowledge and the Campaign Media of 1992." *Communication Research*, 21, (1994):305-324.
- [6] Edward C. Malthouse, Christian Friege, Sonja Gensler, Lara Lobschat, Arvind Rangaswamy, Bernd Skiera, 2010- "The Impact of New Media on Customer Relationships." *Journal of Service Research August, vol. 13 no. 3 (2010): 311-330.*
- [7] Elahi, K Mushtaq, 1991- "Explorative Study on Television Programming in Third World Countries." *Journal of International Business Studies* (1991): 291-306.
- [8] Helen Katz & Wei-Na Lee, 2015- "Oceans Apart: an Initial Exploration of Social Communication Differences in US and UK Prime-time Television Advertising." *International Journal of Advertising* 11.1(2015):69-82.
- [9] Miller, W. L, 1991-"Media and Voters." *Oxford, England: Clarendon Press*, (1991):55.
- [10] Remand Williams, 1974-"Television: Technology and Cultural Form-1974." *Published in Rout ledge Classics, Rout ledge*, New York. NY 10001 (1974):23.
- [11] Babmullan, 1997-"Consuming Television: Television & its Audiences." *Publisher: Wiley*,(1997):53&55.
- [12] Robert D. Mc Clure, 2005-"Communication in Canal's Past: Essays in Media History- Edited by Gene Allen. *Denial Robinson.(Based on Papers Presented at the Conference on Media History in Canada in Toronto in Jun 2006).*

## International Conference on Multidisciplinary approaches in Social Sciences, Humanities and Sciences

Sri S.Ramasamy Naidu Memorial College, Sattur, Tamil Nadu, India

(MASHS-18)



14<sup>th</sup> December 2018

[www.conferenceworld.in](http://www.conferenceworld.in)

ISBN:978-93-87793-61-3

- [13] Saynthini, Satpaty, Ondrila Ray, 2011 - "The Impact of the Electronic Media on the Modern Indian Voter: A Study of the Post Liberalization Era." *Global Media Journal-Indian Edition*, 2011.
- [14] Scott J Armstrong and Kesten C J. Greene, 2007:"Competitor-Oriented Objectives: The Myth of Market Share." *International Journal of Business*, 12(1) (2007):116-134.
- [15] Taylor & Francis, 2003- "Any Good News in Soft News? The Impact of Soft News Preference on Political Knowledge." *Political Communication* 20.2 (2003): 149-171.
- [16] Gulati, Girish J., Just, Marion R., & Crigler, Ann N, 2004-"News Coverage of Political Campaigns." *In L. L. Kaid (Ed.), Handbook of Political Communication Research* (Mahwah, NJ: Lawrence Erlbaum Associates, (2004):237-256.
- [17] Zao, X., &Chaffee, S. H, 1995-"Campaign Advertisements Versus Television News as Sources of Political Issue Information." *Public Opinion Quarterly*, 59, (1995):41-65.

<https://www.tamindia.com>

[www.mib.gov.in/](http://www.mib.gov.in/)