

A STUDY ON REPRESENTATION OF WOMEN JOURNALIST DURING PRIME TIME TELEVISION NEWS

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Abstract

This research is conducted on two different Hindi news channels. The purpose of this research was to know the representation of women journalist during primetime television news in the form of anchor, reporter, voice-over artist and Piece to Camera. News being covered by women journalist is also being analyzed on source based also. Content analysis method is used to conduct this study. Journalists were also categorized on the basis of covering hard news and soft news also.

Key Words: Women Journalist, Soft News, Hard News and News Sources

Introduction

At present era in Indian scenario Women journalist are very easy to find in different mediums of media. Not only in print media but also in Electronic media both in Radio and television women journalist are playing very important role. Media researchers cannot forget initial days of Doordarshan news where we watched female news readers. Following these few female news readers from national broadcaster Doordarshan many females entered into the field of Journalism especially in television journalism.

The sphere of influence of the media is increasing day- by- day as the coverage of a small news article is very wide these days, and more importantly, in this modern society, media plays the role of a facilitator of development, disseminator of information, and an agent of change. Today, media is considered as the fourth pillar of the state the world over. More importantly, this is true in context of the biggest democracy like India (Kumar, K.J, 2002) [1].

Gender inequality issues are common topics within media research. A lot of research has been carried out on the frequency of women in news reporting as well as portrayal and stereotyping of women in the media. Women's representation in the newsroom, working conditions for women journalists and gender differences in areas of coverage has also been examined. [2]

Role of Women Journalists

There was a time when newsrooms meant areas where women were not seen and was an exclusive conclave of men. Times have changed and women have proved in more than ample measure that they are in no way inferior to men in the field. Women have established that they can take up any challenge. Women journalists who once confined themselves to newspapers, magazines, and radio have made their presence felt in a big way. Their numbers are also increasing along with those of men in equal measure. Their roles, which were confined to copy editing and translation, have changed now, and they can be seen in areas of reporting, live discussions, politics, crimes, sports, etc. In addition, programmes based on family, health, emotions, entertainment, and literature have been taken over by them and they have a large presence in these areas. [3]

Journalism is a field in India where women have made significant development in the past two decades. Female journalists have covered difficult news like Flood, earthquake and wars and reported from the edge of disastrous events. For example we cannot forget the coverage of famous journalist Barkha Dutt during Kargil War. Women Journalist has become the face of many news channels and is even accepted in cricket reporting, for long a male bastion. Given the above, the author, explores and evaluates whether this transformation is complete or if there are gaps and imbalances.

Review of Literature

Vaishali H.B 2015,” Changing Face of Women Journalists in Leading Kannada Television Channels: A Study”, International Journal of Scientific Research, Volume: 4, Issue: 8, Aug 2015, pp 663-665, ISSN No 2277 – 8179

This study focuses on the changing facets and status of women journalists in leading Kannada TV channels in Karnataka particularly in Bengaluru. The study sample consists of about 50 journalists including both men and women journalists involved in production and administrative positions in various Kannada TV channels. A detailed qualitative analyses will be made based on the in- depth interview method.

Grabe, M. E. Samson, L., Zelankauskiate, A., Yegiyan, N. (2011). Covering presidential election campaigns: Does reporter gender affect the work lives of correspondents and their reportage? *Journal of Broadcasting & Electronic Media*, 55(3), 285-306.

This study shows that men and women network news correspondents differed in how they covered four presidential elections (1992 - 2004). There were fewer women than men reporters involved in election coverage but on average women reported more stories than men and were tonally tougher watchdogs than men. In terms of framing candidates, male reporters were strongly associated with a masculine approach that emphasizes the competitiveness of campaigns. By contrast, women correspondents employed both more feminine and gender-neutral frames than their male colleagues. These content analysis findings were interpreted against the backdrop of information derived from in-depth interviews with five women reporters who appeared in the sampled content.

Strong, C. & Hannis, G. (2007),The visibility of female journalists at Australian and New Zealand Newspapers: The Good News and the Bad News. *Australian Journalism Review*, July 2007, Volume29 (1) p115-126

In this paper researchers found that, the females account for half the population in Australia and in New Zealand, our survey of bylines in major Australasian newspapers found female journalists” by line accounted for only 34 per cent of bylined stories in Australia and 36 per cent in New Zealand. Across both countries, male bylines outnumbered female bylines by a ratio of nearly 2:1. Disaggregating the results revealed that at some newspapers female bylines accounted for more than 50 per cent of front page and general news stories. But there were very few female bylines on the sports pages and in opinion pieces. Female readers therefore lack strong role models among sports reporters and, more importantly, among those who the daily newspapers regard as having opinions that matter. It appears more must be done to create a working environment that encourages women to stay in the journalism industry long term, move into traditionally male areas of journalism, and rise to senior positions.

Ivonne Martinez-Sheperd (2006), “Portrayals of women in prime time reality TV programs”, M.Sc. Thesis, Iowa State University.

This study aims to determine the extent to which women were shown and how they were portrayed in reality TV shows. It examined the content of a census of reality shows aired from June to July 2006 shown on primetime on the four major networks: ABC, CBS, NBC, and FOX. The results indicate that in terms of roles, attitudes, behavior and appearance, women were portrayed positively. They were also often depicted as the winners or victors in these shows. The females in the reality shows examined were mainly career professionals and were less likely to be featured in domestic roles. Although the proportion of minority females in these shows was still low, minority females were portrayed as enjoying the same benefits and opportunities as Caucasian females.

Objectives of the Study

1. To know the representation of Women Journalist during Prime Time Television News
2. To know the ratio between Male & Female news anchors

Research Methodology

The study uses content analysis to know the various technicalities done by women journalist given in two major Hindi news channels.

Content Analysis

Content Analysis is described as the scientific study of content of communication. It is the study of the content with reference to the meanings, contexts and intentions contained in messages. The term Content Analysis is 75 years old, and Webster's Dictionary of English language listed it since 1961. In 1952, Bernard Berelson published Content analysis in Communication Research, which heralded recognition for the technique as a versatile tool for social science and media researchers. Some scholars adopted it for historical and political research as well (Holsti, 1968). However, the method achieved greater popularity among social science scholars as well as a method of communication research (Wimmer and Dominick, 1994:163)

Selection of News Channels for study

The study covers two major Hindi News Channels i.e. IBN7 and NDTV INDIA. A Sample size of 5 bulletins (30 mins) of each channel was recorded which was from Prime-Time bulletin. It speeded over to one month as only one bulletin on a day. All these selected Hindi news channels are having good television rating points according to TAM media results.

NDTV INDIA: NDTV started its broadcasting along with Star Network in 1998. But in 2003 its owner Pranab Ray started two independent 24hours news channels on the name of NDTV INDIA (HINDI), NDTV 24X7 (ENGLISH). At present this channel has great impact on common people. NDTV INDIA also achieved number one position in the race of TRPs.

IBN7: This channel is from TV-18 group. This channel has also international support and contribution due to its partnership with CNN. In this TV-18 group mostly shares are in the hands of famous journalist like RajeevSardesai and Samir Manchanda. This group started its 24 hours news channel on the name of IBN7 in 2006, which was previously known as channel-7 (Jagran group). IBN7 also maintain good TRPs for standing in the race of Channel-War.

Date-Interpretation and Findings

On the above methodology and collected data following are the findings

Table-1 TV News Representation based on Voice Over

Category	Variables	%Age
Male Voice Over	129/233	55.36
Female Voice Over	104/233	44.63
Total	233/233	100%Approx

According to the table no.1, it reveals that 55.36% news was given with male voice-overs and 44.63% news was given with female voice-overs. The data shows that maximum stories were given by male journalist.

Table-2 TV News Representation based on By-line

Category	Variables	%Age
Male Byline	147/233	63.09
Female Byline	67/233	28.75
Bureau Report	19/233	8.15
Total	233/233	100%Approx

The data from table 2 reveals that 63.09% news byline was presented by male journalist and 28.75% news was given by women journalist. On the other hand 8.15% news was given as bureau reports. The data reveals that maximum by-lines were given by male journalist.

Table-3 TV News Representation based on PTC

Category	Variables	%Age
Male PTC	107/233	45.92
Female PTC	62/233	26.60
News without PTC	64/233	27.46
Total	233/233	100%

The data from table 3 reveals that 45.92% PTC were given by male journalist and 26.60% PTC were given by female journalist and 27.46% news were presented without PTC. It shows that maximum PTC was given by male journalist. Though there was also good representation of female journalist.

Table-4 Ratio between Male & Female anchors

Category	Variables	%Age
Male Anchor	6/10	60
Female Anchor	3/10	30
Male-Female Together	1/10	10
Total	10/10	100%

For this sample size was 10 bulletins

The data from table-4 reveals that 60% news bulletins was presented by male anchor and 30% bulletins was presented by female anchor, while 10% news bulletins was presented by both male & female anchors. The data shows that a maximum 60% news bulletin was presented by male anchors.

Table-5 TV News Representation based on Interviews

Category	Variables	%Age
Male Interviewer	14/23	60.86
Female Interviewer	9/23	39.13
Total	19/19	100%

Total news based on Interviews: 23

The above data shows that in 60.86% stories interviewer was male journalist and 39.13% was female journalist. The data shows that maximum stories which were based on interview were presented by male journalist.

Findings

1. 44.63% news was given with female voice-overs by selected news Channels during primetime.
2. 28.75% news was given along with by-line of women journalist.
3. 8.15% news was given as bureau reports by selected news Channels during primetime.
4. 26.60% PTC were given by female journalist.
5. 30% bulletins were presented by female anchor, while 10% news bulletins were presented by both male & female anchors.
6. Maximum stories which were based on interview were presented by male journalist.
7. 39.13% news stories which were based on Interviews were taken by female journalist.

Conclusion

It can be stated on behalf of the data and findings that in electronic media specially TV news channels, there is good representation of women journalist. PTC and By-Line representation is also not in bad condition. Women journalist played very important to make a news bulletin success. While working in studio and outside the studio women journalist really played very important role.

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