

# Scenario Of Women Video Journalist In Telugu Regional News Media (A Study In Hyderabad)

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**ABSTRACT:** Women are very active and they make sensible choices or preferences when it comes to both the technical and non-technical fields of Mass Media. Every other profession which comes under the spectrum of Mass Media is taken up by women except Video Journalism as their career choice and profession. As every profession has its pros and cons yet it doesn't seem like a hindrance, but in case of Video Journalism, the reason why women abstain themselves from getting into this profession is the main point and issue to be addressed.

**Keywords:** Women Video Journalist, Camera Women, Telugu Regional News Channels, Television Production, Women, Mass Communication Students, Hyderabad, Communication and Journalism Students, Indian mindset on technical profession, Videographers, Empowerment, Media.

## I. INTRODUCTION

Women should be empowered to opt their profession and work as a Video Journalist in any of the broadcasting news channels. There are Women who took up their profession as the Videographers/ the freelancers in that stream/ the short filmmakers/ the Cinematographers in Telugu Media but, you can hardly find the Camera Women / the Female Video Journalists in Telugu Regional Broadcasting News Channels.

Although Indian Women are advanced in choosing any profession they're interested in, when it comes to the scenario of media few societal norms pull them back and push them into other professions.

### ROLE OF WOMEN ON-SCREEN AND OFF- SCREEN:

**WOMEN AS A REPORTER:** In a broadcasting news channel, you can find most of the Reporters as a Women. Among 100% if 60% of the men are Reporters, then the rest 40% of the Reporters are Women. This ratio would be better compared to the Video Journalists.

**WOMEN AS AN ANCHOR:** In a broadcasting news channel, you can find most of the women there working as an Anchors. Because they believe that "Women's presence on screen is better when Men's presence on the screen". Among 100% of Anchors, If 80% of the Anchors are Women then the rest 20% Anchors are Men.

**WOMEN AS A VIDEO JOURNALIST:** Very fewer chances that we can find the working women as a Video Journalist or Camera Women in the Telugu Media especially. All over the Video Journalists, you can hardly find 5 to 10% of Women among the 100% that includes Men who are working as a Video Journalist.

So, my areas of interest would be in two Broadcasting Telugu News Channels – NTV, Mahaanews.

**To know among these main Telugu based Regional NewsChannel how many Women compete as Video Journalists?** Without a Video Journalist, no individual can get any information about the daily news happenings. So the media surely plays a huge role in adapting Women as a Video Journalist. It's up to them how open they're to accept women being in that profession. Some might not choose because of the stereotypes, and some might not get opted because of the gender bias, and few because of the irregular timings. So through this research, we can surely know the role of media in Accepting women as a Video Journalist.

## II. REVIEW OF LITERATURE

**Dr. Jaya Chakraborty, Senior Assistant Professor, Dept. Of Mass Communication and Journalism, Tezpur University. Muktikamttazarika, Research Scholar, Dept. Of Mass Communication and Journalism, Tezpur University. Arunima Goswami, Dept. Of Mass Communication and Journalism, Tezpur University. December 2015. "Engendering Media Participation: The Case Of Women Journalists In Assam".** This Research examined the problems and issues confronting women working in the media, to gauge the extent of direct and indirect discrimination in the workplace and identified contemporary issues that need to be addressed. The study used qualitative methodological approach to explore the challenges of women journalists in different media houses in Guwahati. It had in-depth interviews with Journalists from all the media, which had the instrumental sampling technique. The ratios of working women journalist, compared the Men and Women Journalists in the media, the attitude of the family and society towards women's journalists. From where the Researcher had interviewed and focused on all the female journalists who played their crucial role as an Editor, Sub-Editor or a Reporter, but none among them

are a Video Journalist. So, even though the review through this literature had given me inputs regarding a Women Journalist, it also helped men knowing the women journalists in media, their working conditions and the gender discrimination in media.

**Neetu Singh, Bulletin Editor, DD News, New Delhi, India, Nov 5<sup>th</sup>, 2016. Vol 5 No 5**, did a research on “**Analysing Status Of Women Journalists in Indian TV News Channels**”. She says that the growing contribution and participation of women in Journalism has opened a new era for enhancement of socioeconomic condition of women. Increased exposure to media in India has resulted in the need for adequate representation of women in public and private sectors of the media. So, to analyze the increasing role of women in media, she conducted a survey amongst the media professionals. Her findings depicted that, though the involvement of the women journalists is increasing, they’ve to cross a long road to mark their impression on the Senior positions in the field of electronic media. Female Journalists always took this opportunity as a challenge. Even though, the issue of security remains a major concern for all the respondents, as it is related to the larger perspective of the society, women seem to be keen to take any task of reporting, editing or production and review of this literature had helped me to know the gender sensitization in electronic media, and about the women journalists who act as the decision makers in every field of the electronic media except as a video journalist.

**Bhama Devi Ravi, Journalist, December 30<sup>th</sup>, 2016. “Women In Journalism: Only Half The race Is Run**”. This Journalist had written in a Journal “The Hindu” about a Researcher, who is also a Senior Journalist **Akhileswari Ramagoud**. It mainly describes mainly the Status of the Women, the Author explores whether this transformation is complete or if there are gaps and imbalances. She chose Andhra Pradesh for her study and employing a very detailed and elaborate research methodology, the presenter seeks to evaluate the role and status of women journalists in India on 17 dimensions. By collecting quantitative data from a sample size of 133 respondents using a structured questionnaire and by carrying out in-depth interviews with over 105 professionals in the field, the book tries to arrive at conclusions on a wide range of subjects concerning Women Journalism in Andhra Pradesh. Citing figures related to the BBC’s Freedom of Information Act, she says, “Female Journalists working on the BBC’s flagship television news bulletins earn Euro 6500 less than male counterparts on average. She showed the transformation in the workforce since the 1960s, when women journalists were an exception. Today there are several women Editors, Columnists, and T.V. Anchors. In the last decade more women have entered the profession, many have equal access to all the beats, blurring the “traditional male area” line considerably .through this article, I got the point clearly that even though many women are entering into the Journalism since decades in all the fields of Journalism she hadn’t mentioned about the women who are working as the Video Journalists but has keen interest in the other fields of Journalism. So, this study helped me in gaining the knowledge on how the ratio of women being in media had been increased, even though, it has the male domination especially when it comes to the pay scale.

**Nagsen Torne, Writer 24<sup>th</sup> August 2016. “The Press And The Gender: Safety Of Female Journalists**”. In this research, the Writer phrased that, “Journalism historically has been considered as a male profession and hence women often encounter sexism from their colleagues as well as from outsiders on this account”. Lack of separate toilets on the field, safety, issues related to maternity leaves and certain other requirements. Also, included the Ammu Joseph’s 2005 research on Indian women journalists chronicled wide-spread harassment that ranged from gossip and character assassination to touching and demands for sexual favors. While some newsrooms adopt anti-harassment policies, the personal and professional implications of workplace harassment mean victims never report the abuse. The Impact of Intimidation, threats and Abuse, the Impact of Physical Violence, and the Sexual harassment and their safety measures are been understood through this literature review. So, it also helped me in knowing that if the writers are only facing those many problems in the media then, the female Video journalist might face even more worse conditions if in case they record the whole video through their camera lenses.

**Lis Howell, Professor. 20<sup>th</sup> May 2016. By Ed Grover, Senior Communications Officer. “Research Reveals Proportion Of Women In Flagship Broadcast News Shows**”. This Research by the Professor Lis Howell had revealed the proportion of women experts, reporters and presenters on the UK’s top broadcast news programmes. The figures were announced at the women on Air Conference on 19<sup>th</sup> May 2016. The Professor had done the research in few particular broadcasters/ broadcasting news channels, the ratio of men and women and the percentage from the period May 2014- September 2015. Through this literature review, I had found that the improvements have been seen in the ratio of male to female experts on five to six according to the monitored information. The overall ratio of experts remains at around three men to every one woman. Male reporters and presenters both outnumber women by two to one. So, this survey of women in Journalism from October 2015 to March 2016 focused only on the Experts, Reporters and Presenters ratio but not on the Women Video Journalists or the Camera Women’s in a Broadcasting channel. So, for my study, I could connect the Women Journalist ration in a news channel through this review of the literature.

### III. RESEARCH APPROACH

#### OVERVIEW

The previous chapter has presented the literature available in relation to the study of Scenario of Women Video Journalists in News Media. The Researcher also explained the relevance of current study at Hyderabad, Telangana State level. This chapter will present the Aim, Objectives of the study, Methodology, Scope and limitations and sample used for the study including the theoretical framework in a more elaborative manner.

The present study is designed to explore the reason why Women aren’t opting the Video Journalism and to check if any upcoming Journalism students are interested to become the Journalists, and why Female Videographers aren’t choosing this path of video Journalism. No single method such as a survey, content analysis or experiment can provide the breadth of information that is required. Therefore, this is an explorative study in which the analysis has depended on empirical data. To find out the results for the set objectives the researcher used a combination of methods such as student survey and interviews with Videographers and in-depth interviews with two Channel heads.

#### IV. AIM OF THE STUDY

The primary aim of the study is to evaluate the impact of News channels and Journalism on the Female Videographers, the Communication students. It includes the evaluation of the nature and content of the Women Journalists, Women Videographers, and the students who are pursuing Journalism, their values and perceptions.

#### V. OBJECTIVES OF THE STUDY

- To examine the portrayal of Women Video Journalists in Television News Channels.
- To find out the perception of Women on Video Journalism and the impact of their perception on Video Journalists.
- To find out their overall aspects and their value in society as a Women Video Journalist.

#### VI. DESIGN OF THE STUDY

Research design plays an important role in the conduct of any research. The researcher has chosen to conduct the study using the exploratory method and the justification for using the exploratory method is discussed below. The way the study is conducted, the kind of data collection instruments used, how the data is collected and analyzed is presented.

#### VII. RESEARCH APPROACH- QUALITATIVE AND QUANTITATIVE

The research questions make it imperative to adopt both qualitative and quantitative research approaches. Though both the research approaches have their own advantages and disadvantages. The Qualitative method is well suitable to know what the Women Videographers think about the Video Journalism profession and to have an in-depth discussion with the Channel heads, and Quantitative method like survey can give an opinion of a large number of audience with a more reliable approach. So, I opt these two methods as suitable for my research approach.

#### VIII. METHODS OF DATA COLLECTION

As mentioned earlier in order to meet the set objectives both quantitative and qualitative methods have been used for the research. The study is based on primary data collected through field survey, in-depth interviews and partially on secondary data collected from various reports and published materials which are just related to this topic.

##### QUANTITATIVE METHODS OF DATA COLLECTION

- **Survey:** Survey research involves the studying of large and small populations selecting and studying samples chosen from the populations to discover the relative incidence, distribution, and interrelations of sociological and psychological variables of women. The Researcher in this study selected a sample of 76 students from the Telangana State. The survey was conducted in three colleges (St. Francis College for Women, Villa Marie, and Loyola Academy Degree and PG College) in Hyderabad during the months of December 2017 and January 2018. The Researcher spent one week in each college to gather the data. Among the three colleges, two are the women's colleges and one is a Co-ed and they've been purposively selected for the study. The researcher with the help of faculty in colleges in this city has identified its audiences and took their willingness to participate in the survey before distributing the questionnaires. In Loyola, a minimum of 30 participants was asked to fill the forms, In St. Francis, a minimum of 25 students was asked to fill the forms, Students from Villa Marie have filled the online form and collect them immediately. The Researcher cleared the doubts of the respondents with regard to a questionnaire where ever necessary. On the whole, it took one and a half month to collect the survey data from three colleges in Hyderabad.
- **Selection of Sample area and size:** The Researcher had selected the Purposive Sampling as it is suitable to get the proper information for this Research through purposive sampling. As the Researcher chose two-degree colleges and one pg college in Hyderabad, the main purposive sample was done by selecting only the Mass Communication stream within these colleges. So, that at least the Researcher can get an idea if at all the Mass Communication and Journalism students are opting for Video Journalism as their profession or not. The samplings were taken from the Mass Communication students in Co-ed Loyola Degree and PG College, St. Francis College for Women Mass Communication and Journalism students and Villa Marie Women's college Mass Communication and Journalism students. 25 students of St. Francis, 21 Students of Villa Marie and 30 students of Loyola college are chosen and a total of 76 students have been given a questionnaire consists of 26 questions to respond. The data were analyzed and presented.

##### QUALITATIVE METHODS OF DATA COLLECTION:

- **In-depth Interviews:**
  - 1) **In-depth Interviews with the Channel heads:** In addition to the survey, the Researcher conducted In-depth interviews of the two selected Telugu Regional News Channels of the study as part of the explanatory research. This is to know the intentions of the T.V. Heads and the technical team on how they choose a Video Journalist. The interviews, conducted using an interview schedule, were recorded using a Smart Phone Voice Recorder and later the content was transcribed and was presented in the data analysis chapter.
  - 2) **In-depth interviews with the Videographers:** Apart from interviewing the channel heads, the Researcher also interviewed two Videographers, who are professionally called the "Wedding Journalists". The interviews were conducted using a phone call and through the social media application, Whats-App and later the content were transcribed and were presented in the data analysis chapter.
- **Content** **Analysis:**
  - 1) As this study needs an in-depth examination of the portrayal of Women as a Video Journalist in the technical team of a news channel. This method can be used for both quantitative and qualitative operations the researcher included this



method and analyzed media content of the problems of the technical team in Video Journalists of two Telugu Broadcasting News Channels quantitatively and qualitatively. 2)As this study also needs an in-depth examination of the portrayal of Women as a Video journalist. This method can be used for the qualitative operation and analyze why the Women Videographers aren't opting for a Video Journalist profession, even after knowing all the technical details.

- **Selection Of News Channels For Content Analysis:** To analyze the content the Researcher had selected two Telugu news channels which are in the top position. To know how many Video Journalists among Women are working in these news channels, at least to know if the top channels prefer women equal to men without any gender bias. NTV occupying 2<sup>nd</sup> position doesn't have a single Women video Journalist. Another channel Mahaa News, up growing news channel doesn't have a Video Journalist in their organization too. These two Regional Telugu news Channels are below top 10 position overall the News channels. So, as part of the content analysis the Researcher analysed the content of these selected two news channels, that could portray the facts why Women Video Journalists aren't chosen, how do they select them, what are the problems hidden behind these facts, and when chosen how do they perform, during the interview with the channel heads.

## IX.SOURCES OF DATA

### DATA COLLECTION TOOLS

The following tools were used for data collection.

- Field Observation.**
- Questionnaires.** Questionnaires were used to collect data from Women Videographers, Girls who are pursuing Journalism, Two Women Colleges. Cleared the doubts of the respondents if any and got the questionnaires filled.
- Interview Schedules.** In-depth interviews with Channel Heads, Women Photographers and Wedding Journalists were conducted using interview schedules. Different interview schedules were used to interview heads of two channels, and two Female Videographers.

## X.VARIABLES

The following research variables have been used in the study.  
**Independent Variables:** T.V News Channels, Gender, Nature Of Work.

**Dependent Variables:** Perception of Social, professional values and practice of value as per the respective educational system, professional influence, family values, relationships, sacrificing, anti-social elements, gender discrimination, urban lifestyle, Stereotypes, Strength.

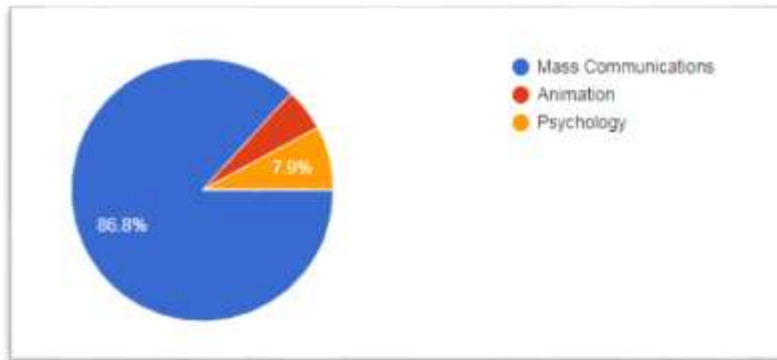
Statistical procedures were used to draw associations between the independent and dependent variables and conclusions were drawn.

## XI.DATA PRESENTATION AND ANALYSIS

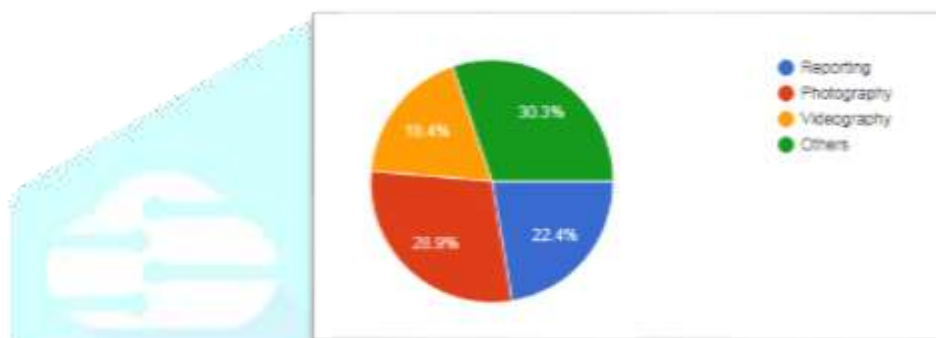
Chart 1: The group that the Researcher focused based on academics.



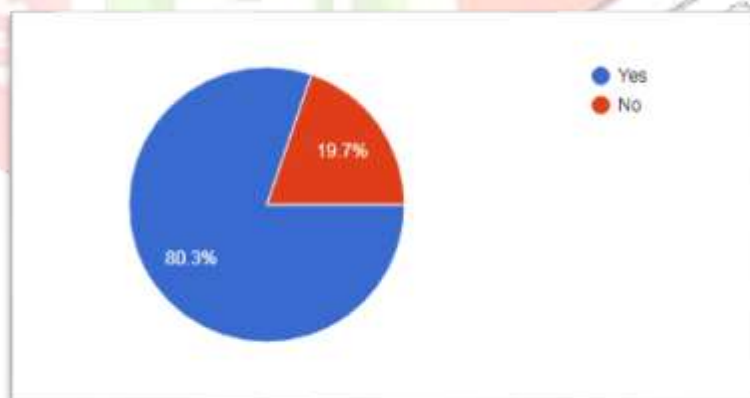
According to the Researcher out of 100% - 81.3% Students have chosen Arts group. Whereas 10.7% are from the Commerce background and the rest 8% are from the Science background. All of these students are from Loyola Academy Degree and Pg College, St. Francis College for Women, and Villa Marie College.

**Chart 2: Mass Communication among the Arts group is been highlighted the most.**

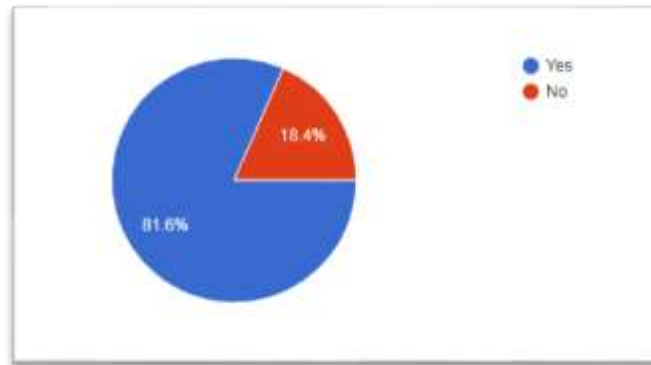
Among the Arts group, the Researcher found this valuable survey from Mass Communication, Psychology, and the Animation. When included all of these streams 86.8% students are from Mass Communication stream, 5.3% students are from Animation stream and 7.9% students are from Psychology stream. The focus was more on the Journalism based students so 86.8% students are chosen from the Mass Communication pursuing students.

**Chart 3: Student's favorite subject in Mass Communication and Journalism are**

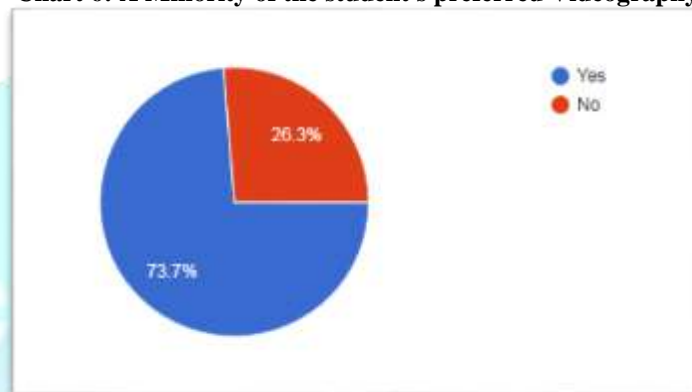
Students' favorite subject was asked because by knowing their favorite subject the Researcher can understand how much interest they've in Video Journalism subject. The Researcher also understood what are the other subjects that interest the students are. Out of 100% only 18.4% students like Videography, 28.9% students like Photography, 22.4% students prefer Reporting and the rest 30.3% chose the others i.e., Acting, Digital Audio Production, Advertising, Writing, Media Culture, and Society.

**Chart 4: Majority of the parents were supportive based on the students the Researcher focused**

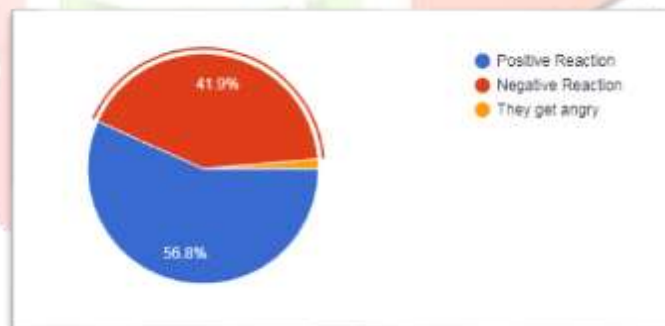
Not every parent would accept the career option that their child had chosen. So when the Researcher wants to know about how many parents actually supported their children then the result the Researcher had found was 80.3% accepted and let them choose what interest them whereas, 19.7% parents were against their decision by saying "no" but yet students continued choosing their aim.

**Chart 5: Very few students showed their interest in Photography**

As the Research is Video Journalism based the Researcher asked the students a question regarding their interest in Photography. 81.6% of the students opted for yes, that means they're interested in Photography and the rest 18.4% students opted for No, which clearly meant they're not interested. So most of the students like Photography as their subject.

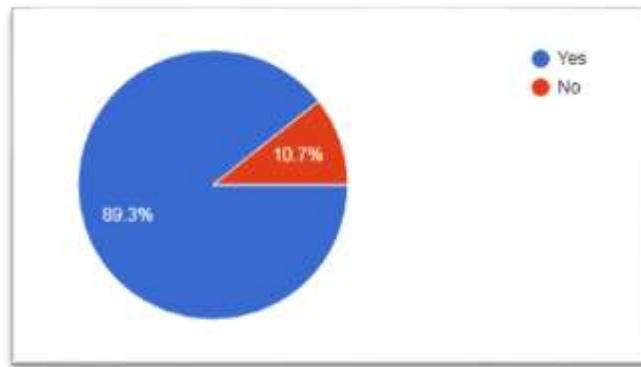
**Chart 6: A Minority of the student's preferred Videography**

Here when asked the main question How many of the students prefer Videography, 73% of the students opted "Yes", which clearly says 73% of them are interested in the subject, Videography and the rest 26.3% aren't interested in Videography based on the 76 responses the Researcher had got.

**Chart 7: Parents react in both negative and a positive way when their children work late night hours.**

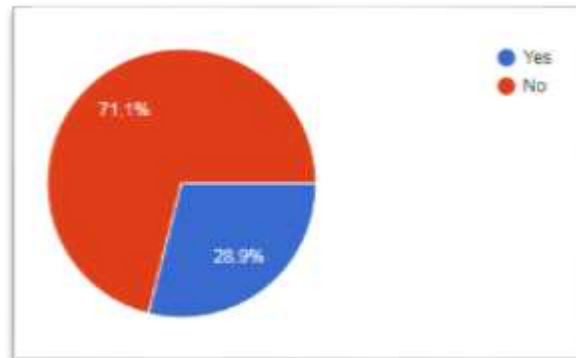
In general, parents get annoyed or they don't let their children work during late nights. According to the 74 responses that the Researcher has got, 1.3% of the parents get annoyed, 56.8% parents give a positive reaction, who supported their children to work during the nights. The rest 41.9% gave a negative reaction, who were against their children working late night hours, according to the 74 responses the Researcher had got.

**Chart 8: A minority of the families don't accept when the individual work with an opposite gender to gather information for news.**



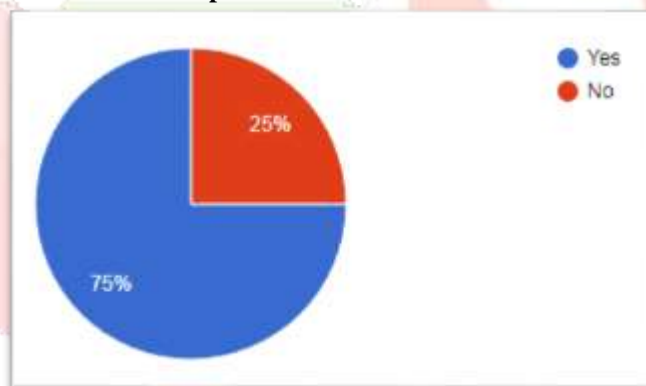
According to the 75 responses the Researcher received, 89.3% doesn't have a problem if the students work with an opposite gender and the minority 10.7% of the parents have a problem when their children, work with an opposite gender.

**Chart 9: Three-fourth of the selected groups proved that the journalism students aren't afraid of the crowd.**



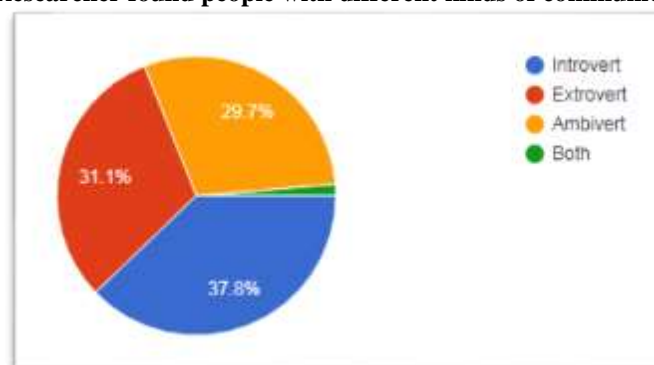
Not every individual is comfortable to get into the crowd. From the 76 responses, the Researcher got 71% aren't afraid of the crowd. Whereas, 28.9% of the students are afraid of the crowd. This question was asked because Journalism is for the people and crowded so there might be such reason why people step out this core subject

**Chart 10: Three-fourth of the selected groups also proved that the Journalism students can capture the news in any problematic condition.**



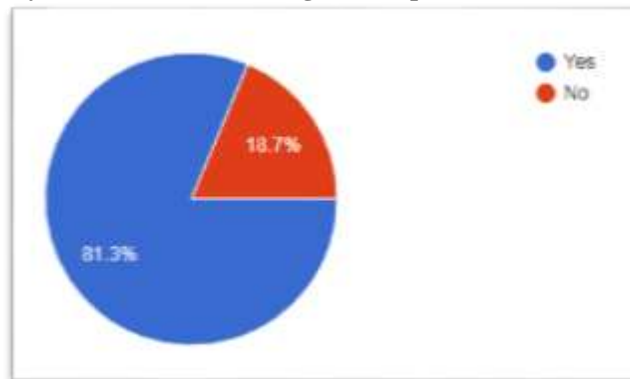
According to the Chart 10, the Researcher found that 75% of the students can capture the news in any problematic conditions. Whereas, the minority percentage of the students i.e., 25% cannot capture the news in the problematic conditions based on the 76 responses the Researcher got.

**Chart 11: The Researcher found people with different kinds of communication mentalities.**



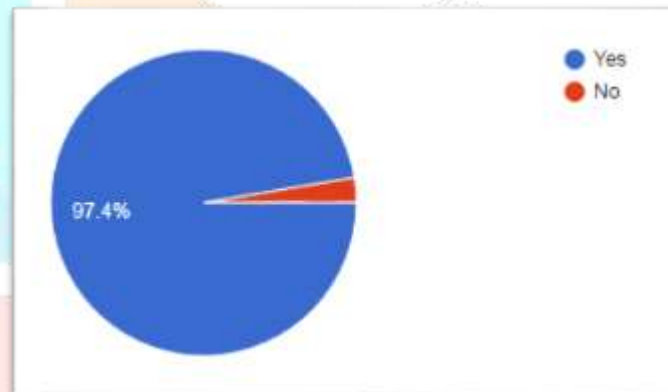
The way each individual communicates differ i.e., why the Researcher wants to know what kind of communication method each individual follows. According to the 74 responses the Researcher found 37.8% are Introverts, 31.1% are the Extroverts, 29.7% are the Ambiverts and the rest 1.4% are both Introverts and the Extroverts.

**Chart 12: There are few Introverts if you see the above diagram. The Researcher got to know how many people can actually interact with the strangers to capture the essence of news.**



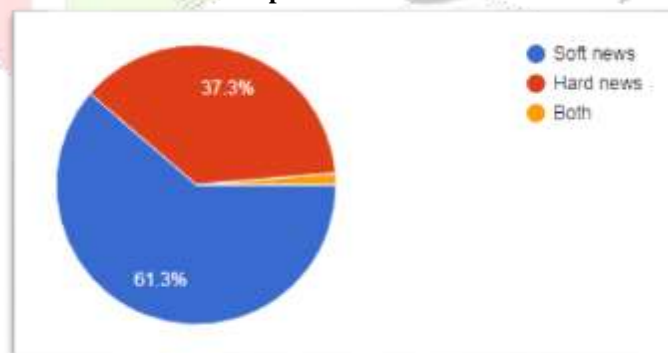
According to the observations in the Chart-11 diagram, as there were few introverts, the Researcher wanted to know if they would interact with the strangers to capture the essence of news. According to the 75 responses the Researcher had got 81.3% are able to interact with the strangers and the rest 18.7% of the students cannot do that.

**Chart 13: Majority of the women are comfortable get employed in the working conditions where there are 80% of men and 20% of women.**



According to the above Chart 13 diagram, when the Researcher asked if they're comfortable to get employed in the working conditions, where there are 80% of Men and 20% of Women. The majority of them i.e., 97.4% had told that yes they're comfortable and the rest 2.6% had said they're not comfortable based on the 76 responses the Researcher got.

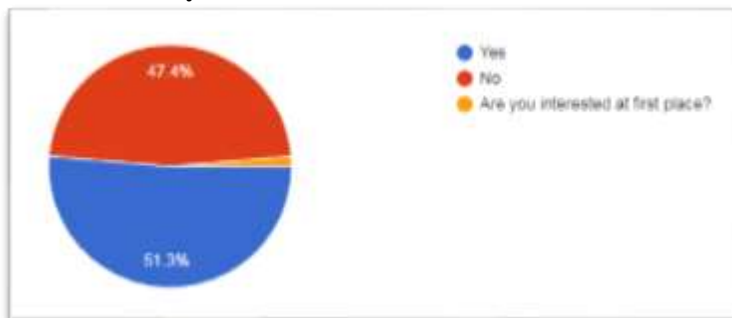
**Chart 14: Soft news is preferred more over the Hard news.**



The preference of the news coverage and the news stories among the individuals differ. When the Researcher asked the students regarding their preference the Hard news and the soft news, among the 75 responses, 61.3% of the students chose soft news, 37.3% of the students chose hard news and the rest 1.4% of the students prefer both hard news and the soft news.

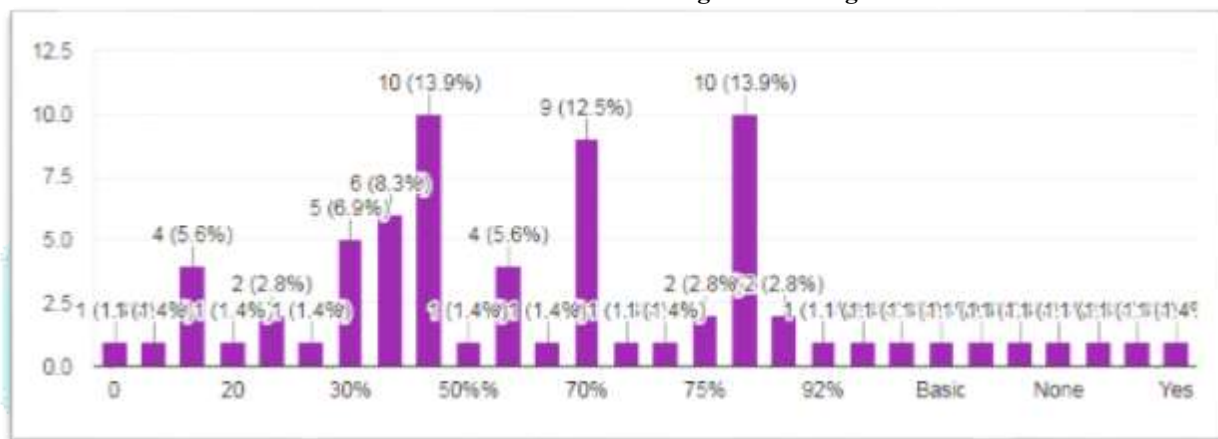


**Chart 15: The percentage is equal when it's the matter of parents' preference regarding their children's duty to go report in any adverse conditions like crime or war.**



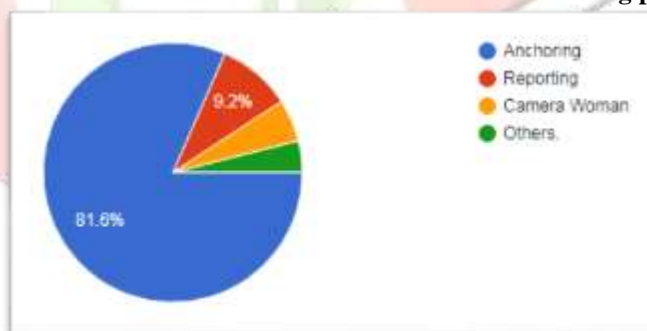
Being a Journalist there might come days when they've to work in adverse conditions. So when the Researcher asked will their parents allow them to go report or shoot in the adverse conditions like war or any natural disasters, 51.3% of the students said yes their parents will accept when such situation arises, 47.4% of the students said No, their parents will not allow them to visit such areas and the rest 1.3% of the students aren't interested themselves.

**Table 1: Student's technical knowledge in handling a DSLR.**



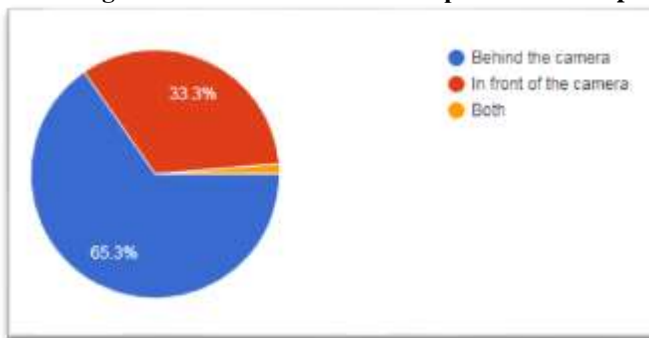
Among the 72 responses the Researcher had got when the students asked how much knowledge do they've in handling the DSLR, 13.9% of the students have told that they've 80% knowledge in handling the DSLR, also 13.9% people told that they've 40% knowledge in handling the DSLR, and rest percentage depended on their individual preference.

**Chart 16: The students find women more often in the Anchoring profession.**



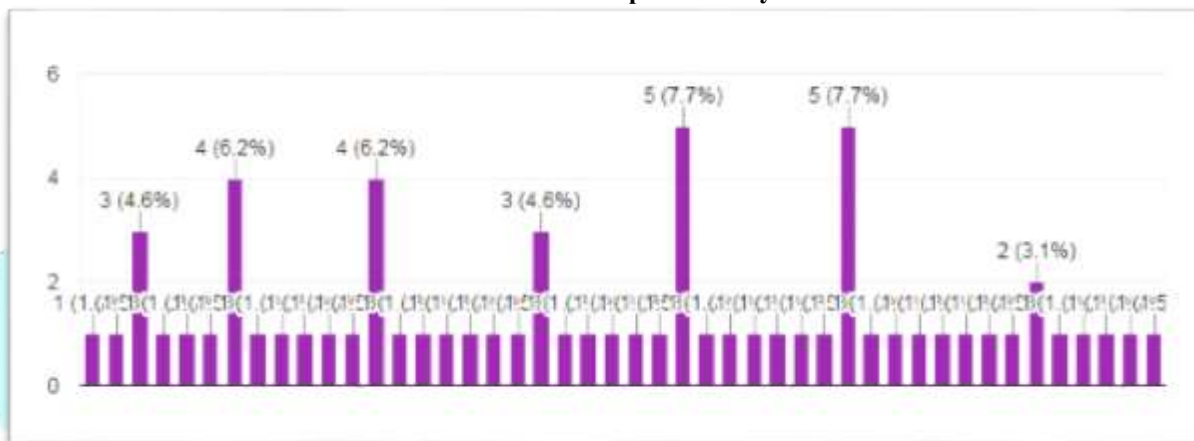
As the Research is on "Scenario of Women Video Journalist" in Telugu regional news channels, the Researcher first wants to know where the students see women more often in the news channels. Majority of the students i.e., 81.6% of them see women more often in the Anchoring field, 9.2% of women see them in the field of Reporting, 5.3% of the students observed them as a Camera Woman, and 3.9% of the woman observed them in other professions based on the 76 responses the Researcher has got.

**Chart 17: It's a good point that working behind the camera is more opted when compared with in front of the camera.**



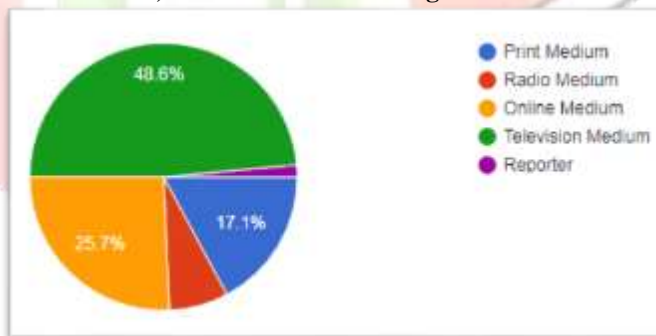
As the Video Journalism is a profession related to behind the camera, the Researcher wanted to know how many students among the 75 responses would like to work behind the camera and how many students would like to work in front of the camera and based on these responses, 65.3% of the students like to work behind the camera, 33.3% of the students like to work in front of the camera and the rest 1.3% of the students prefer both.

**Table 2: The beat that's more preferred by the Students.**

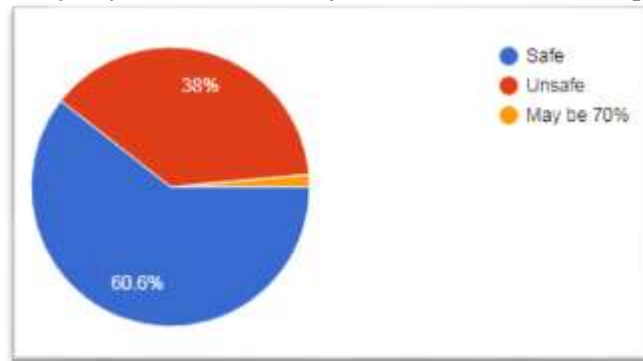


When the Researcher asked which beat of Journalism does students prefer the most. At the most, Lifestyle and Political beat stood on the same poll i.e., 7.7% when compared to all other beats. And the Science and Technology were least preferred by the students that are only 1% based on the 65 responses the Researcher had got. And the rest are the beats like Crime, Film, Entertainment, Travel, Investigation.

**Chart 18: Among all the Media, Television broadcasting media is more chosen by the students.**



According to the above diagram, based on the 70 responses the Researcher had got majority of the students i.e., 48.6% chose Television broadcasting media when asked which medium is more chosen by them among all the media, 25.7% of them chose the Online medium, 17.1% chose the Print medium, 7.1% chose the Radio medium, and the 1.4% said they like reporting in any medium.

**Chart 19: Majority of the Students say that Journalism is a safe profession.**

According to the above chart 19, When the Researcher asked the students how safe they think Journalism is then, majority of the students, 60.6% of them said it's a safe profession, 38% of them said it's an unsafe profession and the rest 1.4% had stated that Maybe 70% of this profession is safe for women to work.

### ANALYSIS

Not every parent would accept their child's career option. So when the Researcher firstly wanted to know about how many of their parents accepted to pursue Journalism and among 100%, 19.7% of their parents didn't accept and were against the decisions of their students yet they stepped into this stream.

When an individual should gain interest in Videography, there are chances that their interest might grow by beginning with photography. 81.6% of the students opted for yes, that means they're interested in Photography and the rest 18.4% students opted for No, which clearly meant they're not interested. Comparatively majority of the students are interested in Photography. But, when it comes to their in-depth knowledge in it, 13.9% of the students have told that they've 80% knowledge in handling the DSLR, also 13.9% people told that they've 40% knowledge in handling the DSLR, and rest percentage depended on their individual preference. Even when the students like Photography, their knowledge in that subject matter a lot.

When Researcher asked students about their interest in Videography the Researcher found that 73% of them were interested in the Videography subject and the rest 26.3% of the students aren't interested in the Videography subject. So through these findings, there are few chances where a student can step into the Videography.

In Journalism, it's mandatory that every individual should be available round the clock. So according to the researcher findings, 1.3% of the parents get annoyed, 56.8% parents give a positive reaction, which supported their children to work during the nights. The rest 41.9% gave a negative reaction, which was against their children working late night hours. So most of the students cannot work round the clock to get the news stories. Apart from the timings, there are also issues regarding the places where an individual need to give news coverage.

Being a Journalist one has to work in the Adverse conditions So when the researcher asked, how many of the students are interested in the coverage of Adverse conditions or how many of their parents are supportive or against their duty in adverse conditions then the Researcher found that 51.3% of the students said yes their parents will accept when such situation arises, 47.4% of the students said No, their parents will not allow them to visit such areas and the rest 1.3% of the students aren't interested themselves. So this might be one reason too when their interest might decrease on the major aspects of Journalism like Photography, Videography, Reporting or any news coverage.

It's always better when an individual has got the extrovert communication features, or an ambivert communication features. When the researcher asked about the flow of communication Researcher even found that majority of the students are Introverts i.e., who doesn't want to interact with the people. Analysed through the responses, the Researcher found that 37.8% are Introverts, 31.1% are the Extroverts, 29.7% are the Ambiverts and the rest 1.4% are both Introverts and the Extroverts. But it's always better when the Journalism based students are more interactive so that they can increase their sources and gather more information. So when the Researcher asked if they'll be able to interact with the people to get the essence of a news story, the Researcher found that 81.3% are able to interact with the strangers and the rest 18.7% of the students cannot do that. But when it comes to their scenario of dealing with the crowd, the Researcher got 71% aren't afraid of the crowd. Whereas, 28.9% of the students are afraid of the crowd. It is where you get so much of public exposure and it's always good to have a group communication so when the students are afraid of the crowd there are chances that they step out of the core subject.

### XII.IN-DEPTH INTERVIEWS WITH THE TELUGU NEWS CHANNEL MANAGERS

**RachanaChoudaryTummala.**

**Founder CMD- JMD- the NTV, Vanitha TV, Bhakti TV.**

- ❖ I never saw any woman working as a Video Journalist in Telugu Regional News Channel.
- ❖ No woman approached me for a Video Journalist profession.
- ❖ I always prefer a woman over a man, if they come to me with same skills and talent.

When it comes to the matter of On- Screen we prefer more of women because women have pretty faces. Nobody is going to watch if the 'News Presenter' isn't presentable. To sell the news also you should have a beautiful person talking on screen. Just because they have a pretty face doesn't mean that they'll fit on every screen. They should maintain a good diction which is very

important.

This is the pattern I've seen in all the Telugu channels. For Example, there is Devi in our channel she isn't good looking but her diction is on point. She can communicate anything to her audience.

Within the administration over the years, many think that Men behind the screen can do a better job in writing, in handling the camera, and the whole production process, who thinks that women lack the talent. To break all these stereotypes lot of women has to come forward. Most of them apply for on-screen jobs. For Example, in Vanitha channel you can find most of the women in the production team. Because that's a woman based channel and women can write the content well as they relate to it.

I studied Journalism in states for three years. I handled cameras, I did editing on my own, I set up the lights to shoot, In America, no one is going to help you out even the producer class, you've to get all the props on your own, and help yourself, work and after the class put it back. There is no comparison between men and woman and no differences. Everyone is allotted the same kind of work.

I felt that difference in India. Why is not the same system followed in India? Why it is the production guy or a camera guy or floor manager is always a Man and not a Woman? Many women apply on screen or for writing and not technical field work.

But when I stepped into the field as a managing director and a founder of my Humans of Hyderabad, I think a woman can do a better job, they're more capable and more creative, more intelligent, in every term. Women are more broadminded. So I prefer women over men. I cannot change the hierarchy and the system they're following in my news channels that are built since 10years but when it comes to my channel and my project, I want to set everything on my own, I want more women working in my team because they can give their best in every aspect. I want women to be the face of my project and not men. Society has to break the stereotypical statements like, "Woman cannot balance the office work and the housework". Practically it's possible. I've seen my mom doing it and I'm doing it. It's not an easy task to work post-marriage to be with parents, to be with in-laws and then get back to work. It's a difficult task sometimes a woman even breakdown because she has to handle everything and maintain a balance so I think they can do work so effortlessly when they're dedicated.

One cannot be in Journalism if they don't take a risk and meet those challenges. In my office, there are few women who are asked to take challenges like just one call at 4 AM and asked them to take a flight and go Chennai or to the border anywhere just to go report in a situation that's newsworthy. So they work hard with dedication and just do anything by taking the risk. So they put their work as their priority.

#### Quote:

"A woman has to change the minds through this profession. The beauty of being in this profession is Millions of people have the trust in you. You can change an individual through this mass media. So it's even more beautiful when a woman is showing them the reality".

- Rachana Choudary Tummala

#### Murthy

CEO

Mahaa News Channel.

- ❖ Yes. I've seen women working as a Video Journalist in Telugu News Channel.
- ❖ Yes. One woman approached me to become a Video Journalist.
- ❖ I would prefer a woman over a man any day. Anyone is equal to me until and unless they have an interest.

Years back when I was working in NTV, there came a woman asking me, "Why can't we women work behind the screen, holding a camera? Why are only men given that opportunity?", No woman has come that way with so much fierceness. Then we gave her the chance saying okay this is your chance to work as a Video Journalist here. We trained her very well. She gave her best, very strong and daring. But she left in half a year because of some personal reasons.

I've seen two live examples in my career where a Women Video Journalist did a Marvelous job. Once when a terrorist attack happened in Mumbai there were no building around and I want to shot from a top so that we can get the better coverage view. And there is only one building which is under construction. So my cameraman refused to climb that under construction building. I climbed with my assistant. After I am done then came a woman video journalist along with her reporter shot amazing visuals in a more creative way.

One more time during the tsunami we all Journalist was in a very bad condition due to the climatic conditions over there. It was difficult for us to get acclimated. In such adverse conditions, I've seen two women video journalist from BBC giving their best. They were so dedicated and hard-working, gave the best output and very much updated when compared to all the other men who worked for the same cause and situation. Since then I always felt that there is nothing that a Woman cannot do. If she steps in the field, she can be more dedicated, more creative, more capable, more understanding, than any men.

From a media people perspective, many think that they aren't capable of working in a technical team and they're that strong enough to handle all the situations to shoot. For a technical team, they prefer more of men than women to be frank. But for me everyone is equal and I prefer women more. But here you see none coming to choose this profession in their career. I encourage women more often and let them choose any profession they're interested in. For example, we get many interns who work under us. Women join as a reporter and after observing they get an interest in the Production team. Then I leave it to their choice and ask them to try on anything that interests them. Because we don't know how their beautiful minds will give the best.



**Quote:**

“It will be more beautiful when the woman shoots the visuals through her vision to the vision of our audiences”.

- **Murthy**

**ANALYSIS**

She compared the situation to the news channels in western countries to the news channels in Hyderabad. According to her, the administration thinks that technically a man can do a better job than a woman. The pure difference she found was when she pursued her education in States, there everything in a production process was done by her own Example, from setting the camera to lights, a to z production process and none helped her. But in India, she couldn't do that because the society doesn't treat her the same way. They would wonder what is she upto if she does the same. She is a media head had this perception herself.

She is a daughter of the Chairman of three news channels, she has found different hierarchy's in all the channels. When it comes to the Vanita news channel, most of the team member are women, because it's a feminine based news channels. But no woman came for a video journalist position even though most of the production team is filled with awoman. And if it's about their will and their dare, there isawoman who takes all the risk and report news in adverse conditions without any time limit according to her observations in NTV news channel.

She is a Managing director, she opts for a woman if there comes a woman and a man with similar skills. So she is ready to choose a woman when one comes for a video journalist profession. But according to her, women choose on-screen profession rather than off-screen. She says that appearance itself isn't enough and the talent is very important even when they chose to be in front of the camera. Women are preferable on screen because they're the face of the channel and are more presentable. And behind the camera, anyone can work.

She also says that there are no statements like 'Women cannot handle house and office both' because she is doing it and her mom is also doing it despite their personal life issues.

So the channels welcome and encourage any woman but they're not coming in front and they should make their stand, take a risk, and just step in as any profession in Journalism is a risk-taking.

**ANALYSIS**

“Why can't we women work behind the screen, holding the camera?” these lines were first ever furious lines he ever heard in his entire life from a woman. As that was his first encounter he thought about it very seriously and gave her an opportunity to fill her thirst. He was excited that it was the best output he had seen in his media career by a woman.

He says anywhere and everywhere woman have the capacity to achieve more than what's required. But as the society is different and varies from places to places women in Hyderabad and women in North have huge cultural, psychological and societal differences. For instance, he had seen strong women in North working in the adverse conditions like Tsunami and terrorist attack, he said, “No other cameraman could've done the job that the female video journalist did (Camera woman). When asked about their output he said it was a visual treat because those were once in a lifetime kind of output and also mentioned this happened only because they didn't have any other thought other than their profession.

**IN-DEPTH INTERVIEWS WITH THE VIDEOGRAPHERS****Siddanti****(Videographer and Photographer)**

I'm into photography - videography for 3 years. I took up this profession because I'm a creative head and very passionate towards this profession. I always like to capture and record the human interest and candid moments. I absolutely agree the fact that when a woman holds a camera people stare at you in a very different way. It's mainly because they, the society assume that it's a man's job and not woman's. I've personally come across many situations where I'm judged for my work. Especially in the premises of wedding projects I have come across certain people who stare in a creepy manner.

But the flow of work and the keen interest I've in it, keeps me going and confident :)

If you ask me regarding my opinion on a Video Journalist or a Camera Woman, there is nothing wrong if a woman opts for a Videography – Camera woman I believe that a woman can perform any task given, much more skillfully.

As I'm passionate I love to explore in the field of Journalism as a Photographer – Videographer. But I've given more weightage to photographer rather than a Videographer because it was tedious to manage few critics which discourages any women at work.

**RebeccaAishwarya****(Videographer and Photographer)**

It's been six and a half years that I am in this profession. From the days I was pursuing my Bachelors in Communication and Journalism, beginning itself I was always passionate to get into the film-making and live production so I chose this field as a Wedding Journalist, or a Photographer, Videographer whatever you name it as because it's a path of filmmaking too.

In films there is a lot of re-shooting is done. When it comes to the matter of Wedding Journalism especially, emotions at weddings are 'Raw' and cannot be re-shot. That's what impresses me a lot about shooting the weddings.

If you ask me about the society's attention when I as a woman handle the camera, Yes! We definitely get a lot of unwanted attention also we are asked way too many questions because we areawoman and they think we are dummies who would know how to use a camera?

I am happy with the way I'm contributing my work to the wedding journalism and so I'm not interested to get into the Video Journalism.

#### ANALYSIS

She is very much passionate about the photography and videography she chose as her profession as she truly likes to capture the human emotions and the candid photographs.

When I asked her about how does society react when she holds her equipment, she said, "Especially in the weddings she attend they stare at her in a very creepy manner and the society thinks that it's a man's duty holding such huge technical equipment on the field." Let anyone come in her way she doesn't bother about all that as she is confident in her work and so continues to record or capture.

She believes in working as a photographer rather than a videographer because people criticize more when a photographer wear the shoes of a Videographer. She also says any women even when they opt to become a Video Journalist they can perform much more skillfully than any individual.

#### ANALYSIS

Rebecca's main aim was to always get into filmmaking and live production. Thus she stepped into the Weddings as a wedding photographer and a videographer where she considers herself as a Wedding Journalist. Even though she is interested in filmmaking to make such cinematic videos, she doesn't like editing the videos or reshoot any emotion, she prefers more of candid than a planned scene. In the weddings she attends itself people act dumb when she handle her gun (camera) and people react as if she doesn't know how to handle a camera and record their visuals and ask her dumb questions too.

That's the main reason that she is very much satisfied as a Wedding Journalist than stepping into a different profession as a video journalist for now.

### XIII.RESULTS AND DISCUSSIONS

Beauty is one factor that affects women in the workspace. Women Video journalists, though are interested in taking risks and have shown creative talent at work are asked to perform in front of the camera rather than the technical side of it. People who understand this situation are trying to change it from within by hiring women over men in video journalism. This creates some space for women to be more interested in taking up video journalism as profession and with passion. Having a whole women production team today is a rare scene but if it happened yesterday, there's more scope for it tomorrow. When it's a woman who's the face of the project, it creates enormous confidence in budding journalists who're still learning journalism in video. It's not uncommon that parents fear for their daughters' safety but at the end of the day, a little support from parents goes a long way in achieving what a woman set out to do. Talent in producing great content in journalism lies with everyone. Videographers being versatile about journalism and its ethics will change the way we consume news and the way it's produced. Women care about the morality and the ethics involved as seen in many cases as they create content in the context of humanity.

It's practical that women show balance in work and home and they all are happy about it. The stereotype that a woman is weak in practical situations is wearing off slowly but it ceases to exist completely only if women are just as honest to their profession as they are about achieving the position in video journalism. It's also true that the media heads do not see a lot of women seeking this particular profession after they've undergone learning journalism. It seems to change as time is getting better. Women, today, in video journalism are content with what they've chosen and they continue to do so and they never hesitate to experiment and learn and be better at producing content.

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