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## TELEVISION NEWS : REALITY AND ILLUSIONS

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**ABSTRACT:** An enquiry about reality and illusions of television news in contemporary world. There is a tendency to commercialize news. Every channel has their own views which they express through the news they provide. Thus in this research, the impact of different ways of presentation on humans is taken into account.

Television is a media which gained immense popularity during the 20th century. It occupied an important position, being a media with audio and visuals. It included the abilities of other media of the time, thus decreasing their popularity. Now, television has become an inevitable part of our life. It is now connected to individual, family and society. It is present everywhere such as railway stations, bus stations, hospitals, hotels, schools etc. If mind can be considered as our sixth sense, then television claims the position of seventh sense.

Books and newspapers were only reachable to the literate ones. Illiterate ones were dependent on radio for news. While newspaper and magazines were limited to visual and radio was limited to audio, television combined both these aspects. It became popular as it could be used even by the illiterates. Television owned people by disclosing various means of entertainment.

### NEWS

Television is a treasure considering the availability of news and information. It opens up immense possibilities of getting knowledge. Channels on separate fields are extremely helpful in this era of specialization. Various channels are available where we can select between business, music, sports, religion etc.

Television changed our newspaper habits to that of visual media. Full time news channels are now available. Channels try to convey more news at higher speed. The opinions of viewers and the evaluation by citizens are a part of it. Sometimes news is turned to acting by the dressing, language, pronunciation and gestures of the news reader. News also plays a leading role in protecting human rights, environment, freedom of women etc.

Legislature, Executive and Judiciary are known to be the three pillars which supports democracy. Media turns out to be the fourth one, among which television plays a major role. It stands along with the people. Some channels stand by the government, whereas some oppose them. Even though the channels hold on to specific principles, it offers a platform for people to express their opinion. Gandhiji said: "Democracy wins when the people gains the strength to correct the authority". This correction is empowered by media. They help in disclosing the facts held as a secret from people by the government. The disclosure of cheating done by the government to the ones who gave them the power is such a great service.

The discussions and criticisms during the news hours may compel the government to change their decisions. The criticisms need to be strong and repetitive for its effect to take place. Such intentions can be seen in the channels. Government channels popularize the deeds of the government, party channels promote their respective parties. The channels are successfully used by parties during elections and it seems to change the opinions of people.

The phone-in programs on television are democratic in nature. Television has the ability to ridicule political leaders. The fact that news is not real is also applicable to TV. Most channels have their own perspectives. They are often interpreted by their presentation. News become interpretations of reality. Interviews that are part of the news are done to empower the views of the channels.

What is happening in the world can be accessed by us at terrific speed. The print media is only for the literate; but TV does not have this limitation. Only reports are available in newspapers and radio. TV displays what is being reported; so the report gains credibility and could be easily grasped. Visuals on TV can be believed than the printed reports in newspaper. Fake additions are not possible in visuals. It is true that Cameras won't lie.

These were the general perceptions. But the channels are trying to trade the news nowadays. As a result, our perceptions had to be dismantled. An incident at the JNU Campus is an example of this. Students who recalled Afzal Guru on campus on February 9, 2016, were reportedly shouting anti-India and pro-Pakistan slogans. Zee News Channel released the footage. Police have arrested the accused.

Vishwa Deepak of Zee News channel resigned from the channel after admitting that the part of students arising anti-India and pro-Pakistan slogan was intently added that it was incorrect. It was then that we suddenly realized that the channel was making such news. This is only one event we know about. There may have been events like this that we have not even understood.

This is the era of news. Channels compete to report the events faster than other channels. It is the market culture to sell anything. Whether it is tragic or violent, the channel is trying to make it a cultural news. There is debate, analysis, and face to face feedback to create a multifaceted attitude to news reporting. Channel report seeking explanation from the scene and eyewitness serve as a way to establish the reality. But later you realize that many "realities" were deceptive. Nowadays it is becoming an industry like movies and serials. They deal with politics, corruption, elections, the environment, development and everything else. Not everything related to life is worth the news. Today, celebrity value is the main factor that determines the value of news. There is higher value for the deeds of the celebrities. Channels compete to celebrate their marriage and their divorce. Religion also influences the value of news. But the news is hardly ever a reaction to popular culture. The effort is to trade the news by appealing to the likes of the mainstream. They turn out in giving what the public like, and doesn't care to provide what they actually need.

Channel discussions result in a shouts for vested interests, rather than heading into reality. The vested interests are careful not to convey views of the one who knows the reality. They will have all the means to keep him shut. Many discussions drags the news reader out of words. The interests of the channel is more important than what is right and wrong. Anyone could understand that their debate is without any preparation and homework.

It is pathetic that the values of etiquette and tradition are brutally tortured when discussing issues of morality. When discussing matters such as homosexuality, drinking etc., should not cause their value to be depleted. There are many who argue that all of this is fashionable and that there is nothing sinful in modern society. This can be the seed of destruction in the heads of a growing generation who listen to them. The duty of leading media in right path primarily lies in media workers. It is said that "Vice is News". Even though the worse may be easily popularised, it leads the society to anarchy.

Many discussions will give you the impression that this is going to happen very soon, but it turns out to be a big flop the next morning. Channels are eagerly competing to impart a movie essence to the news with music in their background, to hide the actual news. Their intention is to entertain the people with the news. People who have little knowledge of court proceedings discuss court cases. Those who have nothing to do with literary works are debating on literary issues. Channel news is now a product being marketed. With the news being a product, the goals of the manufacturer and the interests of the consumer have become influential. Criminal crimes, political controversies, and surveillance have become popular. Irrelevant news is being re-broadcasted even after it is expired. Anything that gets people's attention is repeated. Breaking News and the visuals are disrupting our thoughts. The channels also have a commercial intention to please different religious groups. Religious news and celebrations are featured in news and documentaries.

Each channel have their own perspective and expresses the news in their own ways. The confused spectator is therefore compelled to filter out the truth. Conflict between police and students is sometimes being used to create news. The pro-opposition channel will showcase scenes of students being attacked by police. The pro-government channel will feature scenes of police attacking the students. All these may have been part of the conflict. Each channel presents things in their own way.

Immense brainwashing is being done through the channels. Globally, there is evidence of this. Rupert Murdoch campaigned around the world for the popular opinion in favour of the US invasion of Iraq in 2003. According to Murdoch's Channel of Fox News, 67% of respondents surveyed said they favored the invasion. Although it was later found to be fake news, it remained a brainwashing act for a long time.

The tactical minority has been manipulating the vast majority of the population. This is even more dangerous for democracy. The application of such tactics is through a system of public money exploitation. It turns out to be a pathetic situation like small fishes being trapped in the grasp of sharks. In every news of this sort there is a shadow of these injections.

Due to the intense competition of the channels, the news is subject to full sensations. Many people are in crisis because of the tension in values. Some TV shows Scenes — the ones in the news — can lead to a disastrous confusion. We have read the news that the broadcasted visuals of the death sentence of Saddam Husein lead a student to suicide. Sensationalism undermines the sensitivity of news.

Channels force relatives and friends of the dead to share experiences before they can free themselves from the trauma of the deaths of some of the most prominent people. Channel's haste to make the death aesthetic reveals the painful faces of annoyance and cynicism. In Full Time News Channels, we see news stories repeated several days. It does not matter if the interests of people are changed.

Tennis player Sania Mirza, along with another partner, entered the final of the game and this news was broadcasted for three days. In the meantime, they lost. While the channel failed to mention the failure of the pair, it was in writings below that they entered the semis! What should it be called: paradoxical or ironical?

Most of the channels conducts polls in connection with the election, therefore making the election a pastime. The popularity of this cultural event lies in the curiosity and momentum of prophecy. Channels of political parties predict that their party will win! What else could they do? No political channel can impartially bring out the mass opinion about the parties. All these channels have their own inclinations; which is represented by their news. Each channel presents the results of the poles in a scientific manner. Analysis and prediction of charts and graphs are done with the pride of exploring reality. When the actual election results come, you can see that all of these bite the dust.

There are also daily programs that make news stories a laughing stock. All sorts of channels are awakening to mock politicians and make fun of them in front of an audience. The program becomes extremely daunting, using any of the leaders' misconceptions, mispronouncements, or personal failings. The trick is to create a new world or collage by manipulating any movie part and displaying their visuals. There seems to be more effort in doing these than utilizing news creation and presentation. It is not right to describe such events as comedy or melodrama which may influence the political attitudes of the masses. Such narratives, often sprinkled with humor, are often referred to as utter failure. But honesty is ruined by the desire to make the news sensational. Moreover, urge of the channels to broadcast first causes a loss of rationality and credibility. Political news and news-based programs are subject to much distortion. Wherever the channels attempt to brainwash the audience, the truth of the news is sacrificed. Truth, half-truth and untruth are appearing in the breaking news.

As part of the newsletter, some channels are taking up detective roles. As part of the police work, which analyzes crime in the detail, the channel has been bold in presenting scenes of beatings, assassinations and shootings, as well as torture and elephant attacks on human beings. It does not matter to them the mood and freezing they create in the audience. The constant presence of brutal scenes on TV, when viewed in everyday life, makes the viewers frozen. It does not matter to the channels that the effects on the child's mind are very disastrous.

Channels give too much importance to films, crime and cricket. We can see on TV that cricket is taking over the entire sport. Hockey, football and athletics are irrelevant before cricket. The same is true of domestic sports. Television is the main driving force for the people to make film and cricket a crazy entertainment. Our society is fooled by the political and non-political news that channels are making on their own. The lack of respect to opposition in the negotiations becomes a part of our political consciousness. The insensitive and dignified language of attacks and counterattacks significantly influences our interactions. The plight of the various faces of the commercialization of news channels leads us to blind slavery.

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