



NEWS ANCHORING: A BRIEF TO UNDERSTAND ITS CHALLENGES IN THE INDIAN JOURNALISTIC DOMAIN.

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Abstract

We have seen news anchoring in India with a strategic revolutionary journey with changes in terms of presenting or making the news and technological advancements which are making this industry a flourishing and dreaming industry for today's mass comm. aspirants.

In this article, as a researcher with an analytical viewpoint, I attempt to frame the differences between a news reader and a news anchor, and the responsibilities which are embedded within the term anchor.

Over the last 2 decades, the role and responsibilities of a news reader have undergone major change and the major credit for this goes to private, 24x7 news channels.

For example, when breaking news comes in, and during Primetime, the anchor generally carries the entire bulletin on their shoulder with very little help from a script.

However, there are many challenges that still exist which actively do, or have the potential to inhibit the ongoing growth of this news anchoring.

I shall also discuss the barriers faced by the news anchors in India and try to provide some suggestions to resolve, or at least mitigate against them by analyzing previous research conclusions.

Introduction

Let us first understand the categories of journalists. An anchor, a reporter, and a correspondent are all types of journalists.

The anchor sits in the news studio, in front of the cameras and presents the news. The anchor gives the appearance to the viewer of being the one who organizes the reports coming in from the journalists in the field. (Generally, it is done by the producers and the production team behind the scenes; I think the UK name for an anchor — “presenter” — is more accurate.)

The reporter covers news on the ground, organizes it into a story, and sends news reports to the news organization. This may either be in writing (if print or text media), or standing in front of the camera in the field and, well, reporting what’s going on. Generally — though not necessarily — the reporter is a member of the news organization’s staff.

A correspondent does the same thing a reporter, generally from sites far from the news organization’s home territory (traditionally, they “corresponded” with the news organization- hence the name), sometimes on a specialized topic, and may or may not be a member of the news organization’s staff. Often, the correspondent is a freelancer or, in the case of the network news shows, a “consultant”.

We as journalists cannot always guarantee the ‘truth’, but getting the facts right is the cardinal principle of journalism. We should always strive for accuracy. Stories should be balanced and add context. Objectivity is not always possible, and may not always be desirable.

Journalists should do no harm. What we publish or broadcast may be hurtful or uncomfortable, and we should be aware of the impact of our words and images on the lives of others.

We may not change what readers write or say but we should always acknowledge and remedy when we are incorrect or unfair.

The difference between a news anchor and a news reader is that a news anchor is the main host of a television or radio program, particularly one relating to the broadcast of news, while a news reader presents a news program from a script.

A reporter is someone who regularly collects news and submits draft news to the relevant editors who edit the material for publication or broadcast. TV news reporters may appear in front of TV cameras and deliver live or pre-recorded news stories but are not technically and officially considered news anchors.

Consider the hurricane season as an example. A windswept TV reporter will be introduced to explain wave heights, floods, property damage, evacuation, etc., with video footage to support everything. Maybe 45 seconds. Then "Go back to you, XYZ".

However, science correspondents will discuss common weather patterns leading up to storms, civilian authorities' preparation (or lack thereof), economic implications, and perhaps global climate change. The correspondent is usually the "talking head" of the studio, probably helped by maps and charts. Maybe 3 minutes.

An Anchor plays multiple roles under one character.

In addition to newscasters and TV announcers, the news industry offers several other roles. You can be a columnist, a news editor, a contract reporter, and a news producer. Below is a description of the various newscasters in India.

Columnist: Columnists contribute articles to magazines, newspapers, and blogs regularly and produce articles with general criticisms and opinions. Columns, including her blog, appear in newspapers, magazines, and other editorials. A column generally takes the form of an article or write-up by one author who sets out a particular perspective on a topic. Some columnists write daily or weekly and may later reproduce the same in a book. They may also write columns under pseudonyms. Columnists create opinion columns for publication in magazines, newspapers, or websites. Some columnists work in syndicates that sell articles to multiple media houses. Columnists can write about their favorite themes. Most columnists focus on an area of expertise such as politics, sports, health, humor, and entertainment.

News Editor: Editing is the process of identifying the media of writing, photography, sight, audio, and cinema and preparing to convey the information. News editors improve the work editors by assessing the various characteristics and specifications of printed matter and digital media. They manage and generate accurate, flowable, and timely messages in the delivery of information. News editors develop creative and concrete approaches to improving daily news coverage. To increase the number of readers, they

follow and use interactive, non-linear, alternative storytelling techniques. News editors also monitor and update content to meet the needs of their readers and provide comprehensive information for the same purpose. It is the normal duty of a news editor to determine which news articles will appear in a magazine.

Assignment reporter: Assignment reporters, also called general assignment reporters or media correspondents, report the prominent events. Their work involves writing articles about community news incidents, like road accidents or celebrity appearances. Assignment reporters function at the assignment desk, which seems to be the newsroom's nerve room. This is where members of newsroom personnel track various news reporting sources like police and fire detectors. They collaborate with reporters, photographers, producers, and other members of staff to develop and create story ideas whenever potential news occurs. News anchors right before airtime will often turn to the assignment reporters to confirm facts.

Challenges faced by Journalists working as anchors on TV/Radio/Social Media

India's communication revolution, in the post-liberalization era, has been well documented (Denyer 2014; Kamdar 2013; Singhal and Rogers 2001; Jeffrey 2000). Beyond the explosion of newspaper and magazine sales, tv and new media have played a major part in this transformation. With six hundred million viewers, India now claims to be the second biggest tv market in the world. Sixty percent of Indian households, about 119 million, have a tv, and 42 percent of these have cable services.

The rise of the internet and social media has been impressive, with 89 percent growth in connectivity in 5 years (Parthasarathi et al. 2012).

India had 825 registered television channels in all languages and over 80,000 newspapers as of March 31, 2010, according to official figures released by the Registrar of Newspapers of India and the Telecom Regulatory Authority of India. Indian media companies are one of the most profitable media companies in the world, with each of the top 10 media companies at least doubling in size over the five years from 2003 to 2008 (Vanita Kohli Khandekar 2010).). According to FICCIKPMG (2014), the media and entertainment sector is projected to grow by nearly 12% to 918 billion rupees (US\$ 14 billion) in 2013,

with a compound annual growth rate of 14.2% to 28.3 billion rupees. In the 2000s, as revenues continued to grow, the media industry began to concentrate into a media oligopoly, a trend that could continue.

Such a huge media market and the world's largest functioning democracy continue to wrestle with multiple various points of contention. The task of understand how prosperity can coexist with poverty and how the service sector can coexist with a failed agricultural system. Patterns of poverty and social exclusion along caste, class, region, and gender are often reproduced relatively isolated from the broader patterns of economic change. And why prosperity has not yet affected the lives of millions of people, but a big topic in the international media is about India's wealthy class. Recent changes in the media show a growing contradiction. On the one hand, the desire to defend the politics of redistribution and give voice to the voiceless, and on the other hand, the growing power of business in politics and the media. .. Over the last two decades, Indian states have increasingly prioritized economic growth and the economic and political importance of Indian indigenous business groups has increased.

The Indian economy has successfully invested in the media business. As the media environment has become corporatized and commercialized, some media outlets have tried to foster a culture of investigative journalism and have tried to hold power accountable and give voice to the marginalized (Rao 2008); many others have gone down-market and emulated Western tabloid-style journalism by exclusively focusing on, in Thussu (2005b) words, “the three Cs of Indian journalism ... cricket, crime, and cinema.” However, the overall trend is that the top circulation newspapers devote only a minuscule portion (2 percent) of their coverage to rural India’s crises and anxieties, almost ignoring issues of malnutrition, hunger, displacement, or farmers’ suicides (Mudgal 2011). India may be an IT powerhouse for the rest of the world but its projects under successive governments to bridge the gap between its digital haves and have-nots have fallen woefully short of the stated targets (Mudgal 2014, 43–44).

Serious academics on the role of journalists in these interrelated contradictions and fast-growing media and the practice of dramatically changing journalism in the weakening or strengthening of democracy, social movements, and civil society in India. There is a lack of research. Some scholars have written more about Indian journalism practices (Chattopadhyay 2014; Friedlander, Jeffrey, and Seth 2001; Ninan 2007; Ramaprasad, Liu, and Garrison 2012; Rao 2009; Somerville 2012; Thissu 2005a), but more. Much needs to be written and done. For example, if the state media (Doordarshan) declines and cannot provide

an essential framework for an informed democratic society, can the new media act as a pioneer of common good and sound advice? Can a large number of private cable news channels not only notify the ballot box results but also provide the discourse space needed to enhance the "Practice of Democracy" (Sen 2009, 218)? Can neoliberal media ownership patterns provide space for the development of a critical and free journalism culture? What are the ethical challenges editors and journalists face every day in the explosive media industry? In answering some of these questions, the authors of this volume are equally sensitive to the historical, social and cultural context in which Indian journalism evolved, but about the role of journalism in Indian civil society and democracy. Not all reach the same conclusion.

The downgrading of TV Journalism:: A ringing buzz

For the last two decades, Indian journalism has been on a downhill spiral, selling false information, praising excessive noise levels, and outright stating things that make no sense. The media has degraded the quality of India's public discourse in recent years. The growth of the media has narrowed the public realm and promoted elitist and socially backward values. And it is all because of the hunger of TRP.

This TRP obsession is producing a severe and deadly credibility crisis. The worsening quality of Indian journalism can be evident in various ways, including the rise of TV debates and noisy newsrooms.

I shall discuss a couple of instances where TV journalism failed and it created a mockery of the role of News anchors. This is a major issue in News anchoring in India.

1. These ABP News reporters claim to be doing a 'Post-Mortem' on a dummy in a live telecast.

Prashant Kumar
@scribe_prashant

WATCH: Meanwhile, some "experts" are carrying out dummy "post-mortems" in the studios of ABP NEWS!!



2.

Srikanth
@JayaHolndia

When actress Sridevi died they were inside the bathtub, after #SurgicalStrike2 they are dressed as soldiers, you can't beat news channels in such stupid gimmicks



3.



Neelu
@DrNeelakshiG

This one has reached Olympic level of stupidity - reporting from a bathtub. #Sridevi



- 4. When Rahul Kanwal claimed to be deep in the forests of Bastar, Chhattisgarh, he claimed to be part of an anti-Naxal operation. It had all been a ruse.



Rahul Kanwal
@rahulkanwal

As Naxal infested Bastar goes to the polls, #JabWeMet profiles India's anti-Naxal forces. See what are the kind of challenges the CRPF's Cobra commandos need to deal with in their battle against Naxal terrorists.



youtube.com
Jab We Met | Rahul Kanwal With CRPF Cobra Comm...
#JabWeMet #Chhattisgarh #RahulKanwal This episode of Jab We Met, Rahul Kanwal takes you to ...

8:32 AM · Nov 12, 2018



- 5. When Arnab Goswami screamed in a live telecast, "Drugs do, Mujhe drugs do!" he became a famous meme material.



TRP: A challenge for TV journalists/anchors to compromise in all possible ways but to remain top on ratings. This has emerged as the biggest challenge for news anchors and very sadly the government and authorities have not done anything to correct the rating systems in India yet.

Dozens of new channels are launched each year in India. Leaving 4-5, the remaining channels are excluded from the TRP competition. But the ways top channels compete for TRP is very awful and shameful. The TV anchors are ready to move to any level to get the TRP. Recently, during the IndoPak suspense, an interesting situation occurred on these channels. If they were under their control at the beginning of the war. Some are wearing military uniforms and hitting the screen, while others are wearing cannons. And that too, by creating a war room and a war scene. However, the purpose of these channels was not to start a war but to create a war hysteria and increase TRP by filling pockets with their help. And he also had a lot of success with it.

(Timesofindia.com @[Satyendra Singh Rajpurohit](#) JUL 21, 2021)

The Broadcast Audience Research Council (BARC) has launched a TRP system that is effectively managed by the broadcaster itself. 60% of the council is owned by the National Association of Commercial Broadcasters, the Indian Advertising Agency Association, and the Indian Advertiser Association.

Even this system needs to be checked after BRC said last week that the Mumbai Police Department had found a TRP scam involving Republic TV and two Marathi channels at a dramatic press conference. I admitted that there is.

Source: www.newsindiaexpress.com. Published: 25th October 2020 05:00 AM

Summary

India's young TV news industry is well-positioned to keep up with the increasing changes in media technology, consumption, and production. Chadha (2017) said journalists could become increasingly vulnerable to elite surveillance due to the volatile foundations of the growing Indian television news industry, and the industry's political economy is not as rosy as it looks. I'm pointing out. Nonetheless, the professional journalists and news producers interviewed were unable to identify such trends. There was no mention of "management" that interfered with news production or the agenda. These world-class television journalists, whose role has evolved at record speed with the privatization of television, are now embracing the cultural diversity that characterizes their country. Diversity can contribute to the technical challenges of news production and reporting, but it also defines India's identity as TV news empowers the population by providing useful information to society. Useful.

This is the nature of 24-hour news channels around the world, each covering the same stories in similar styles. However, India's cultural diversity provides opportunities to appeal to both specific and national audiences in unique ways. Due to lack of resources and no real history of local TV news operations, some news channels and anchors find themselves adapting to regional identities to build trust and ratings with audience loyalty. Moreover, it seems new regional channels are being created as quickly as the cable spectrum allows for them. As a result, there may be challenges in regulating the growth of such news channels and maintaining quality reporting in the growing competitive market.

Further, as we have been witnessing the news anchors news making or breaking / prime time, almost everywhere a pressure is embedded on the mind and shoulders of news anchors to maintain the viewership on the TRP scale, and as a result reporting downgrading is taking place. Hence the government and media authorities are required to work on the rating scale more and more to keep the originality and genuineness of news and promote the interpersonal skills of the presenter of news to present the news, analyze it and conclude simultaneously for better journalism.

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