

A Comparative Content and Language Analytical Study of two Prime Time News Programs of Aaj Tak and ABP News Channels.

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Abstract:

“Halla Bol” and “Hunkar” are the most popular prime-time program on mainstream TV news channels “Aaj Tak” and “ABP” respectively in India is discussion programs. The study focused on the critical reporting practices and how the media station covers development news stories. Besides, the study also examined the kind of news the media station prioritized. To do this, the study mainly used qualitative content analysis as a major tool. To substantiate the data, interview also used as another tool of data gathering. In this present study Researcher has analyzed the 16 hours news content, 30 different type of news programs of two selected news channels *i.e.*; “Halla Bol” of “Aaj Tak” and “Hunkar” of ABP News respectively. This study looked at the primetime news coverage subjects and programme structure of both private news broadcasters. By creating a week for "Halla Bol" of "Aaj Tak" for forty minutes from 6 PM to 6.40 PM and "Hunkar" of ABP News for an hour from 5 PM to 6 PM correspondingly, during primetime, three months' worth of content from the chosen news channels were recorded for this study. The study's unit of analysis was all news items and programme formats. There is a substantial difference between the news coverage of the two private service broadcasters in India, according to the results of an ANOVA and a Post Hoc HSD test. In this research paper researcher will study comparative practices adopted by news channels in content creation and delivery. For the purpose of study ‘Aaj tak news channel’s programme “halla bol” and “ABP” News Channel’s programme “Hunkar” have been selected as a case study and have been analysed for its content creation and presentation. The study will bring in light in both the programmes broadcast on Aaj tak and ABP news channel, different formats and mannerism used to present content.

Keywords: Prime Time, Content Analysis, Aaj Tak, ABP, Halla Bol, Hunkar

Introduction and Contextual Background:

The 1990s were a difficult decade for Doordarshan. While providing satellite coverage of the combat, CNN broadcast the Gulf War on national networks in the majority of Western and Asian countries. It has made it possible for viewers, particularly those in developing countries, to

access and watch foreign programmes through satellite. In 1992, a group of companies with their main offices in Hong Kong launched STAR TELEVISION (Satellite Television Asian Region). Asian satellite receivers are used to broadcast the STAR Television programmes. Among the broadcasting channels are Star Plus, Prime Sports, BBC, and MTV (which has since been replaced by V Channel). The Hindi broadcaster Zee TV also rented a transponder from Star TV to transmit its programming.

The advent of satellite television was advantageous for cable companies. It urged viewers to tune in to shows on channels including NDTV 24x7, Aaj Taak, CNN, ATN, CNBC, ZEE TV, SONY, SAHARA ONE, and STAR Movies, among others. Cable providers not only connect satellite channels but also transmit their own local-channel programming, which mainly consists of movies, well-known television series, and programmes with a filmic emphasis. It provided a DD replacement for Indian middle class households. Outside of major cities, satellite television became increasingly popular, particularly in India's small towns and rural regions.

In India, television broadcasting began in a temporary studio of the state broadcaster All India Radio (AIR), and television sets were first installed in the homes of high-ranking officials and ministers (Khandekar, 2013). In 1976, Doordashan (DD) was separated from AIR and given its own identity (Doordarshan, n.d.). DD had a monopoly on the Indian television market until the 1990s, but this dominance ended in 1991 with the introduction of fresh economic reforms.

DD was initially forced by the expanding popularity of satellite TV to enhance the level of the programmes on its metro channel since it had assumed that the phenomenon of satellite TV would be restricted to metro areas. However, after learning about its popularity in small towns, the Ministry of Information and Broadcasting, Government of India, decided to launch a few more channels via Satellite INS AT 2B. In the lower middle class areas of Gujarat's and Maharashtra's largest cities, cable television was first provided in 1984. At first, it was thought to be more cost-effective to watch feature film cassettes that had been borrowed. The small amount of capital required meant that the neighbourhood business owners seized the chance.

CNN programming was only accessible to a select few at five-star hotels during the 1991 Gulf War. The star channels were available to cable operators later that year after the launch of ASIASAT-1. Pioneer Subhash Chandra, who was also in charge of the expansion of cable television, launched Zee TV in October 1992. In 2001, ZEE TV underwent a paid channel conversion. More than 80 nations now have access to cable or satellite TV, reaching more than 225 million viewers worldwide. This has resulted in a huge increase in demand for the growth of the satellite and cable industries in India. The emblem of the satellite networks came to represent excellent Indian entertainment. In India nowadays, one of the most lucrative industries is television (Roy, 2011). DD used to dominate the television broadcasting market in terms of popularity, reach, and accessibility. However, after 1991, the sector was opened to the private sector and eventually to the world's media companies. That marked the start of India's

development as a major media market. The nation has grown to become one of the largest television broadcasting industries in the world, despite only having 20 minutes of airtime twice a week when she first began broadcasting on television (Kewal, 2000).

India is the world's second-largest TV market (Rotheray, 2010), just behind China. The number of private satellite TV channels has expanded from 721 in 2012 to 1129 in 2022, all of which are broadcast in various languages (TRAI, 2022). Currently, 402 news channels are broadcasting news nonstop throughout India, according to the Ministry of Information & Broadcasting, Government of India (2022) report. The policies, focal area, and target audience are taken into consideration when these news networks produce news material (Dewal and Kumar, 2019).

The content analysis presented here intended to comprehend the relationship between two television news and the two telecasters' respective news programmes by examining the similarities and contrasts between news programmes broadcast by privately held satellite channels.. The study also looked at the impact of programmes on content in television news. For that comparative content analysis of programmes we have chosen Aaj tak's programme "Halla Bol" and ABP news channel's programme "Hunkaar) for analysis in content and mannerism. Halla Bol and Hunkar are a popular Hindi TV show telecasted on Aaj Tak and ABP News every day from 6 P.M. to 6.40 P.M. and 5 P.M. to 6.00 P.M. respectively. Both shows highlight some of the major issues which exist in the society that is of concern to the nation. The makers invite people from various parts of the country to post their concerns to the decision makers of the country. The programs feature famous politicians, celebrities, and renowned personalities, who are invited to express their opinion during the debate. The presenters of the shows are Mrs. Anjana Om Kashyap and Rubika liyaquat. Their charming personality and dominant nature makes the show captivating for the viewers.

Halla Bol and Hunkaar on Aaj Tak and ABP respectively have always been vocal about various issues which exist in the society from the very beginning like corruption, women safety, healthcare, and inflation etc. The makers of the show have always tried to bring out the social issues in front of the media to be debated on. To fight various causes, the makers of Halla Bol and Hunkar use a unique strategy to create social awareness among people. According to Krippendorf, content analysis is "a research method for establishing reliable connections between data and context" (1980, p. 21). The content analysis conducted here was aimed at examining the way news was covered by both the news programmes of respective channels.

Literature Review

Indian Television Under a TRP Trap (2001) CNBC revelations on possible —rating fudge|| is significant since priorities of television in India are set by Television Rating Points (TRPs). —Stunned||, —shocked|| and —damaging|| are some of the reactions of TV channels. Certain hype on TRPs has been all across and as if they are sacrosanct. That is why the expose acquires

the proportion of a —scaml. But it is a wonder that despite a —TRP Trapl television in India has been under for some years, the intricacies were not brought out for public attention much earlier. Observed that Television viewing is considered to be the prime pastime activity in most Indian households. It is also the time when the family gets together, experiencing a bonding like never before especially when they get to discuss the various twists and turns of the Hindi soap unfolding on the 'idiot box'. The copious tears shed by the abject heroine moves us all and we secretly cheer the valiant deeds of hero who puts on a brave front and sides with the downtrodden eschewing all the wealth and opulence of his hugely wealthy family on the way.

Measuring Viewership: Misleading TRP phenomenon (2012) says that the idea of measuring viewership was mooted by advertisers to facilitate advertising outlays. Neither the scope nor the methodology used to measure TRP indicates programme preferences or even actual watching of programmes. The methodology of viewership measurement should depend on the kind of contents and the genre. For example, the one designed to cater to advertising agencies cannot be expected to provide insights for programme viewership or programme preference. The methodology cannot be expected to be relevant to know the viewership of news channels, more specifically news bulletins. Yet, we have been using the same methodology to assess viewership of news channels.

The most often used media (Geniets, 2010) TV has become a significant source of news and current events in India in recent years because to the availability of 24-hour news networks both nationally and locally and their capacity for live inclusion. The national, provincial, and market agendas for legislation, governance, and even markets are set by newspapers and the media. In certain ways, news media coverage affects markets and reflects national sentiment, representational concerns, and current administration agendas (Rao, 2016). TV news programmes have a significant impact on how viewers see reality psychologically, and news is an effective instrument for persuading people to believe in our preferred way (Afghahi & Sadat, 2014). The majority of people regularly watch primetime news and debate programmes (V, 2015), and it has an impact on people in addition to their daily life (Ahmed & Osmani, 2015). During primetime, all news networks compete to attract viewers' attention by airing their most popular shows or other programming (N, Chanakya C N. & Narasimhamurthy, 2020).

Primetime nighttime programming has typically been seen as significant in terms of viewership and its influence on networks' public perceptions (Bae, 2000b). The majority of people have a tendency to watch TV while they are at home and unoccupied after doing their regular jobs, which is the cause of this. This is the primary factor driving the current high ratings of TV shows and attracting the attention of advertisers (Ahmed & Osmani, 2015). The portion of each day's broadcast when the majority of viewers are watching television is known as primetime. Typically, it begins at 8 p.m. and concludes at midnight on weekdays, Monday through Friday (Nielsen, 2013). A significant portion of the viewers in front of the television are asking about substance and convenience. In light of this, it is after evening hours (Indian television, 2016).

DD News presented 79.7% (67 stories) of the total news stories covered by both news channels, while NDTV 24*7 covered on 20.2% (17 stories) of the total news stories covered, according to Panda & Tripathi (2016) who studied primetime news content of public service broadcaster DD News and private news channel NDTV 24*7 for one week at 9 PM. DD News provided more news pieces in the form of packages than NDTV did 24 hours a day. More global problems were discussed in the panel discussion on DD News than on NDTV 24x7.

In a study conducted by Angela & Stella (2011) over a period of six weeks, one hour every day, they found that both CNN and Channels TV prioritise political news. Out of all the news articles that CNN covered, political concerns accounted for 27.2%. Channels TV, on the other hand, covered 32.1% of all political news. Crime-related stories that were shown on CNN and Channels TV came in second with 25,5% and 20,4% of the overall coverage, respectively. There was little coverage of news in the areas of business, sports, science and technology, and education. The substance of the evening news shows on Doordarshan, an Indian public service broadcaster, and Star News, an international television network, was examined by Rodrigues (2005). Over the course of a year, the study was conducted utilising a constructed week sampling technique. The study's findings showed that tales on "politics" received more attention than any other kind of story. Political news made up 45.5% of Doordarshan's coverage, compared to 34.9% of Star's. Sports-related articles received more attention from Star (19.5%) than from Doordarshan (10.6%) in this category. Compared to Doordarshan, which presents 49% of its stories via anchor with visuals, Star offered its news more frequently in the form of packages.

Researchers (Hester, 1978; Weaver et al., 1984) who looked into how foreign news was covered on American television came to the conclusion that while news about foreign affairs, internal politics, the military, and crime and terrorism received more coverage during the evening news broadcast, news about human interest, notable figures, the arts, culture, and entertainment, race relations, education, science, and health, and agriculture received much less. Therefore, the present study is an attempt to investigate the content of television news broadcasted by private Service Broadcaster of India and top rated Hindi private news channels of India on prime hours.

The thousands of distinct news stories that happen every day in various regions of the world must be chosen by journalists for the purpose of reporting, with some of them being purposefully or accidentally ignored. In this situation, certain requirements should be met by the news articles that are chosen. Recent studies have repeatedly noted that events are not presented objectively and are instead conveyed under the impact of particular ideological perspectives and economic and political actions.

When it comes to the selection and display of news items, critical approach's fundamental predictions diverge from pluralists'. The function played by the media in the many sub-varieties of critical approach, while varying in severity, is acting as a spokesperson for the powerful. The role of media is to support the state's right to exist, the dominant ideology, the economic might,

the religious institutions, etc. Even journalists strive to accomplish this fundamental objective. As a result, news is chosen and presented in a way that serves the interests of the dominating countries. According to this objective, journalists choose their news sources and report on stories that support the ruling class. News is primarily used to conceal the truth. News is defined as a mirror of the truth in the pluralistic approach, but it is seen as a hiding of the truth in the critical approach (Eker, 2003:17).

The extent to which people should be aware of what and how much about the social structure is determined by mass media, and the television in particular because of its increased popularity. Events frequently obscure the objective truth in news reports that are constructed within the reality setup of media on television, which instructs viewers as to what they should think about rather than what they should think, and viewers perceive and learn about external realities in accordance with how media portray them (Karaduman 2007:45). This is mostly due to how closely reality and television are intertwined.

Research Objectives:

1. How diverse is the news coverage on Aaj How do Halla Bol on Aaj Tak and Hunkar on ABP both cover news during prime time and influence viewers' ideologies and habits?
2. What types of news programmes have been employed on the prime-time television news a Halla Bol on Aaj Tak and Hunkar on ABP?
3. Do the ways or styles in which the news is reported, the verbs used to describe it, the adjectives that are used, and the sentence structures that are utilised differ depending on the TV station where the news is broadcast? Identifying the use of language mannerism in the prime time television news shows of Aaj Tak's Halla Bol and ABP's Hunkar?

Methodology

After a thorough assessment of the available literature, researcher realised that testing this phenomena or research problem empirically required a quantitative analysis strategy. To effectively accomplish the goals of the current research study, researchers adopted the content analysis method empirically. The news programmes "Halla Bol" and "Hunkar" of Aaj Tak and ABP have been chosen while keeping in mind that both broadcasters of India promise to provide unbiased, fair, and reliable information. Broadcast Audience Research Council of India (BARC), the largest TV audience measuring system in the world, ranked both networks #1 and second in its weekly Television Audience Measurement (TAM) ratings.

Sampling Techniques

In this study, researcher uses the quantitative content analysis method. This research focus on prime time news bulletins of television news channels. The present study covers a period of six months in 2022. In our sample two Hindi news channels are taken; that are Aaj Tak and ABP

News. Only prime-time newscasts are examined by the researcher. These channels were chosen as a sample based on the BARC-provided weekly TRPs. BARC, or the Broadcast Audience Research Council, is its full name. For a six-month period of editions, one created week was as effective as four, according to Riffe & others (1996) study on the efficacy of random, consecutive day, and constructed week sampling in newspaper content analysis. For the current investigation, we used the same strategy of a one constructed week sampling throughout a six-month period. Researchers examined a sample of prime-time newscasts from two national news channels for this study. Every day, a news bulletin lasts for an hour. This indicates that both newscasts will last four bulletins. Therefore, the examination of the 60 hours of data forms the basis of this study. The Aaj Tak and ABP news channels were chosen at random from the two groups in order to be able to disclose the representation and language strength of those channels in the study. The varied numerical weights of the channels belonging to different groups within the population were taken into account when choosing the sample. The study spans 115 news stories from October 15, 2021, to October 15, 2022.

Analysis of the Content of News Channels

The evaluation of the content of the broadcast news bulletins and programmes was done by the researchers using news stories as the unit of analysis. The news story was defined as a topic prefaced by the anchor, which is usually followed by a video report presented or submitted by the reporter. In which the figures for eight days have been taken from the programme. Out of which Aaj Tak's "Halla Bol" program selected only political news for seven days out of eight days while ABP News' "Hunkar" program selected only political news for all eight days. It is clear from the comparative study of both the channels that there is a plurality of political news in the topic selection in the discussion program. In the classification of all these news, those who have been called as experts have also been taken care of and the news in which political experts have not been called and are not a part of social news, those news have been kept in the classification of other news.

Table 1. Classification of news related to the day

Classification of News	Aaj Tak (Halla Bol)	ABP News (hunkar)
Political News	7	8
Social News	0	0
Other News	1	0
No Information of News	0	0
Total	8	8

In the study, it has come to the conclusion that the Halla Bol program of Aaj Tak channel has given political news a place in the discussion, but other news has also been included. But ABP

News has given place only to political news in the discussion. The comparative study of the news of both the channels also shows that the only concern of both the channels is political agenda. For example, on 13-10-2022, Aaj Tak's Halla Bol program is discussing "Gujarat Mein Election: Nehru kii Khata",



while on the other hand, ABP News's Hunkar program "Neech Politics Ka Naya thekedaar Kaun?" Discussing as a topic, the news is almost the same in both and the approach of explaining both the channels is also the same (political). The agenda is becoming clear in the discussion program of both the channels. Studying the comparison of the panel of experts, both the channels have given place to political experts. On 22-11-2022, Aaj Tak channel has made "Rozgar Ka Mela, Siasat Ka Jhemela" the topic of discussion program, while ABP News's Hunkar program has made "Confirmed climb on POK" the topic of discussion program.



It is clear from both the programs that some agenda and point of view is being given a prominent place in the discussion programs. And then the panels of experts called in the programs are also correct. The channels selected experts to explain the news, that selection was absolutely subject wise. If the news is related to politics, then experts were also called from politics and if it is social, then experts were also called from social concerns. On this basis, it can be said that the panel of experts called for discussion is correct.

Table 2. TRP comparison chart of news channels

Source: BARC					Source: BARC					Source: BARC				
HSM CS 15+ Individuals NCCS ALL					HSM CS 15+ Individuals NCCS ALL					HSM CS 15+ Individuals NCCS ALL				
Share%					Cov'000					TS (Viewer) Cum mins				
Channel	Wk30'15	Wk31'15	Wk32'15	WK21-32'15	Channel	Wk30'15	Wk31'15	Wk32'15	WK21-32'15	Channel	Wk30'15	Wk31'15	Wk32'15	WK21-32'15
Aaj Tak	17.4	15.9	15.1	15.8	Aaj Tak	39,152	36947	37030	32,501	Aaj Tak	41	31	28	28
India TV	14.0	14.6	14.5	15.0	India TV	35,351	33287	32051	28,292	India TV	36	32	31	31
ABP News	13.6	14.2	14.4	13.9	ABP News	36,674	34295	34883	30,024	ABP News	34	30	28	27
Zee News	10.7	11.0	10.8	9.6	Zee News	31,669	30220	30876	24,893	Zee News	31	26	24	23
NDTV India	5.2	4.7	4.5	5.0	NDTV India	25,759	21369	22831	19,441	NDTV India	18	16	13	15
IBN 7	6.1	6.5	6.2	5.6	IBN 7	28,874	26465	25169	22,288	IBN 7	19	18	17	15
Tez	6.1	6.1	6.4	7.5	Tez	14,196	13684	14115	11,835	Tez	39	32	31	37
News 24	6.6	7.3	6.9	6.9	News 24	20,644	18941	18466	16,402	News 24	30	28	25	25
News Nation	9.9	10.5	10.8	10.1	News Nation	30,858	27199	27264	24,625	News Nation	30	28	27	24
India News	10.4	9.2	10.4	10.5	India News	26,617	23857	23380	21,372	India News	36	28	30	29
News Express	0.0	0.0	0.0	0.0	News Express	0	0	0	0	News Expre	0	0	0	0

Weekly Relative Share: Source: BARC, HSM, TG:CS15+,TB:0600Hrs to 2400Hrs, Wk 32

Table 3.

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY (DAVP)

TIME BAND	AAJ TAK RATE PER 10 SEC	ABP NEWS RATE PER 10 SEC
12PM-1659PM	1692.00	910.00
5PM-2259PM	2474.00	1301.00
6AM-1159AM	2083.00	1105.00

*स्रोत डीएवपी वेबसाइट

TRP is affected by discussion related programs. Every program and bulletin in a news channel has an impact on TRP. As can be seen in Table 2, 30, 31, 32 (2021) Aaj Tak channel has been ahead of ABP News every week in TRP of three weeks. But the question is also how can we say that TRP is also affected by discussion programs? When we look at DAVP's rate in Table 3, it is clear that from 5 pm to 11 pm, Aaj Tak channel's rate is 2483, on the other hand, ABP News's rate is 1301. The time slot of both the discussion programs aired on the news channel is from 5 pm to 11 pm in DAVP. But even if the time slot is the same, the government rates for program advertisements are different in both the channels. And the same can be said from different rates that TRP is affected by discussion programs. It has become clear from the comparative study of

programs like Halla Bol and Hunkar that political news is given importance in discussion related programmes. Till date, these discussion related programs of Star News are working to spread the political agenda only. They have nothing to do with other social concerns. For this reason, the political outlook is shrinking and only one type of news is being circulated in the society. Due to this, there is a danger of controlling the intelligence of the people.

Re-defining of Methodology of content analysis of two respective channels.

The beginning of the anchor link for one news story was taken into consideration as the commencement point of the first story, which was then followed by the actual news story as reported by the reporter or bureau. The definition of an anchor link is "that portion of news that is read or delivered by an anchor" (Kalra, 2014). If the anchor mentioned the preceding story after the news narrative was over, that was also regarded as a part of the same news story commonly known as the Anchor tag. Two news stories were distinguished based on unique anchor links.

The chosen news stations covered news stories in a variety of programmes, and these programmes were described as:

1. News bulletin; a programme that features multiple news items, each of which is introduced by the news presenter (s). A news broadcast may occasionally cover a single topic but include a number of news pieces with varying perspectives.
2. Debate/Discussion is a term for a type of news broadcast that features a range of guests. In this genre, the host, anchor, or moderator first presents background information on the topic under discussion before inviting guests to provide their opinions. The visitor makes a statement either in support of or opposition to the topic. Political commentators, subject-matter specialists, and other participants as experts.
3. Rapid News (Speed News) is a term for news broadcasts that provide brief, no-anchor-link news items. The narrator moves forward more quickly than typical news reports. These may be delivered either with or without an anchor.
4. Interview. This category designates a show that cannot be placed in one of the categories above but has an interviewer usually an anchor and another.

News reports were categorised and analysed in terms of news topic, length, and news programme forms. The study excluded news that was provided in headlines, teasers, or promotions.

We used the ANOVA test to examine the variability among the means and compare it to the variability within each group in order to evaluate the hypothesis.

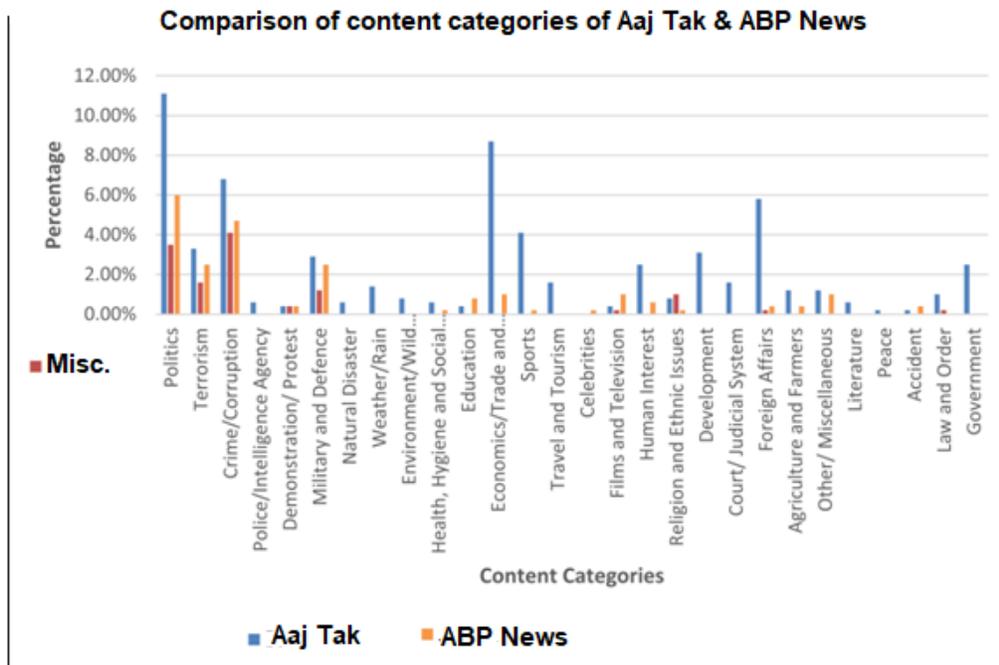
Table 4 : %age of Prime Time Covered by both the News Channels

Content Category	Aaj Tak (Halla Bol in %)	ABP News (Hunkar in %)	Total (%)
Politics	28.1	20.1	48.20
Terrorism	2.3	1.1	3.40
Crime or Corruption	5.2	3.1	8.30
Defense	0.6	0.3	0.90
Demonstrations and Protests	0.3	0.3	0.60
Weather	1.4	0.4	1.80
Natural Disaster	0.4	-----	0.40
Wild Life or Forests	0.6	0.1	0.70
Environment	0.10	-----	0.10
Economics and Business	7.00	2.0	9.00
Travel and Tourism	2.6	-----	2.60
Sports	0.4	0.1	0.50
Films and Television	1.0	1.0	2.00
Celebrities	2.1	0.1	2.20
Health and Hygiene	1.4	0.4	1.80
Police	2.0	0.2	2.20
Religion and Ethnic Issues	0.8	0.2	1.00
Foreign Affairs/Bilateral Ties/Visits/Foreign Policy	5.8	1.0	6.00
Court and Judiciary	0.8	0.2	1.00
Agriculture and Farmers	1.2	0.2	1.40
Literature	0.5	-----	0.50
Peace	0.2	0.1	0.30
Accident	0.2	0.2	0.40
Law & Order	0.2	0.1	0.30
Government	3.5	1.5	5.00
Total (n)	100 (113)	100 {41}	100 (154)

Results Analysis:

154 prime time items from Aaj Tak and ABP News, totaling around 28 hours of information, were examined in total. Table No.4 lists the total number of news items carried by the two networks that were chosen, along with the percentage. The majority of the news topics were covered by The Aaj Tak (123 subjects), while ABP News covered 41 news topics. Politics and crime accounted for the majority of news topics (48.20 percent and 8.30 percent, respectively).

Aaj Tak reported on politics for 48.2% of its total news coverage and economics and trade for 7%. The Aaj Tak placed higher emphasis on issues relating to crime (4.1%), politics (3.5%), and other social issues. While 3.1% of the news that ABP News broadcast was about crime, 20.1% of the news overall was about politics.



The contrast between Aaj Tak and ABP News channels is seen on the graph. Compared to its rival ABP news stations, The Aaj Tak featured the widest range of news content categories. We used the ANOVA test to see if there were any variations in how the independent variables were covered by the news, and the results are shown in tables 5 and 6:

Table 5: Descriptive analysis of the variation in how Aaj Tak and ABP Story covered the news?

Mean Interval = 95%								
	N	Mean	Std. Dev	Std.Error	Lower Bound	Upper Bound	Minimum	Maximum
Aaj Tak	113	10.1487	3.77624	0.28314	4.0012	7.5522	1.00	18
ABP News	41	6.0231	1.24651	0.44172	1.0002	2.5523	1.00	16
Total	154	3.2836	0.79422	0.10035	1.9854	4.5246	1.00	18

Table 6: Variance of ANOVA

	Sum of Squares	Df	Mean Square	f	Sig.
Between Groups	2221.448	2	1212.225	11.845	00.00
Within Groups	33158.222	151	84.18		
Total	35379.67	153			

The hypothesis that there is no difference in news coverage between the chosen news channels was supported because the test shows a statistically significant difference in news coverage between the levels of independent variable ($F_{2, 151} = 11.485, p > .001$). We performed a Post Hoc test after obtaining the statistically significant difference to determine the precise location of the difference, and the results are shown in table 7. According to the findings of the post hoc test, there is no significant difference between the coverage provided by Aaj Tak and ABP News ($p > 0.05$) and there is a highly significant difference between Aaj Tak and ABP News ($p > 0.001$).

Prime Time Formats for News

Table 8 reveals that 51 primetime programming were broadcast on each of the two chosen news channels throughout the sample period. Debate & Discussion programme format was adopted by Aaj Tak (81.8%) more than Crime News (18.2%), which was the second format. The same programme format was used by ABP News as well as interviews (12% and 4%, respectively).

The graph below provides a visual picture of the comparison of public news broadcaster and commercial news broadcaster in terms of news programme format.

Table 7: Post-hoc Test Multiple Comparisons of Aaj Tak and ABP News Content

Name of the (A) program	Name of the (B) Channel	Mean Difference (A-B)	Std. Error	Sig.	Variance of 95%	
					Lower Bound	Upper Bound
Halla Bol	Aaj Tak	4.65655	0.99954	0	2.0547	9.0245
Hunkar	ABP News	-2.52524	0.25647	0	-4.5478	-1.4848

Aaj Tak and ABP's percentage of Prime Time formats is shown in Table 8.

	Aaj Tak	ABP News	Total
Debate & Discussions	100%	100%	100%
News Bulletin	-	-	-
Documentary	-	-	-
Rapid News	-	-	-
Interview	-	-	-
Total	100	100	100

Table 9: Descriptive analysis of variance of Prime Time formats of the both news channels

Mean Interval = 95%								
	N	Mean	Std. Dev	Std.Error	Lower Bound	Upper Bound	Minimum	Maximum
Aaj Tak	31	1.1487	1.0022	0.08314	1.0012	2.0000	1.00	4
ABP News	20	.0231	0.00000	0.0000	0.0002	2.5523	3.00	4
Total	51	1.1718	1.0022	0.08314	1.0014	4.5523	4.00	8

Table: 10 ANOVA

	Sum of Squares	Df	Mean Square	f	Sig.
Between Groups	12.112	2	11.644	10.324	00.001
Within Groups	111.222	49	0.254		
Total	123.334	51			

Table 10: Prime Time News Program Post-hoc Test Multiple Comparisons

Name of the (A) program	Name of the (B) Channel	Mean Difference (A-B)	Std. Error	Sig.	Variance of 95%	
					Lower Bound	Upper Bound
Halla Bol	Aaj Tak	-2.42144	0.50154	0	-2.0333	-.1089

Hunkar	ABP News	-1.12524	0.15644	0	-3.2241	-.4848
				0.05 Level of Difference		

Table 8 and 9 shows that there is a statistically significant difference of prime news program formats between the levels of independent variable ($F_{2, 51} = 10.324, p > 0.05$) therefore hypothesis 2, there is difference of Prime time news program formats between the selected channels, was supported. To find the exact differences of Prime time program formats we conducted a Post Hoc test. The results are as under Table 10:

Table 10 reveals that there is a statistically significant difference ($p > 0.05$) between Aaj Tak's Halla Bol, and ABP News' Hunkar and there is no statistically significant difference ($p > 0.05$) between Aaj Tak's Halla Bol and ABP's Hunkar in terms of prime time news program formats.

Findings of mannerism and language used in the Prime Time Programs:

In order to reveal the manner/style of reporting, reporting verbs, adjective orientation, and descriptive findings about sentence structures, along with whether the structural features in question varied according to the TV channels or not, findings from cross tables and chi-square analyses were included in detail under this title. In this sense, the initial step of the investigation focused on "the manner/style of reporting used in the news."

Manner/Style of Reporting Used in the Prime Time News

Under this heading, the news reporting method or style was made clear. The findings of the numerous frequency analyses relating to the method/style of reporting employed in the news regarding the settlement process are presented in Table 11. Table 11 shows that informative style was used in 29.9% of the news regarding the settlement process, while promising style was used in 15.4%, critical style in 8.8%, appreciative/laudatory style in 8.5%, accusatory/judgmental style in 5.8%, and emotional style in 5.2%. These findings indicate that news reports about the settlement process on television channels were mostly positive.

Table 11. Manner/Style of Reporting Used in Prime Time News

Type/Style of Reporting	Frequency	Percentage
Informative	320	29,9
Promising	211	15, 4
Critical	123	8,8
Appreciative/Laudatory	119	8,5
Judgmental/Accusing	80	5,8

Emotional	73	5,2
Warning	68	4,8
Magazinish	56	4,0
Illustrative	52	3,7
Advisory	39	2,8
Narrative	29	2,1
Worrisome	25	1,8
Threatening	24	1,7
Confusing	19	1,4
Sensational	17	1,2
Advertisement	9	0,6
Technical/Scientific	8	0,6
Sum Total	1300	100,0

Following the descriptive revelation of the attitude toward the government in the news on the settlement process, a cross table was used to show whether or not the attitude in question varied according to the television channels examined. The cross-tabulation analyses between the news presentation style and the television channels revealed that 44.4% of the news on Aaj Tak's Halla Bol was "exaggerated," compared to 90% of the news on ABP's Hunkar and 94.7% of the news on Aaj Tak's Halla bol that was not presented in a "informative" manner. It's intriguing that 56% of the news on Aaj Tak was delivered in a "critical" manner, in contrast to the other networks. Additionally, 24% of the news stories on ABP were delivered in a "worrisome" manner.

On the other hand, Aaj Tak carried 40% of the "confusing" news. Aaj Tak carried 25% of the "magazine-like" news, and ABP transmitted 19.6% of it. Aaj Tak carried 58.8% of the sensationalised news, whereas ABP only aired 23.5% of it. ABP carried 37.8% of the news in a "appreciative/laudatory" manner, followed by Aaj Tak with 20,2%, and ABP with 12,6%. ABP had 28.2% of the news in a "advisory" manner, compared to Aaj Tak's 23,1%. Aaj Tak, on the other hand, aired 25.0% of the news with a "threatening" tone, compared to 29.2% on ABP. 51.1% of the news on Aaj Tak relating to the settlement process A "promising" presentation style was used in 50.9% of the settlement process news on ABP 1, 47.4% of the Aaj Tak news, and 43% of the settlement process news on ABP.

It was discovered that 16.5% of the news on ABP, 21.1% of the news on Aaj Tak, and 30.0% of the news about the settlement process were broadcast in a "warning" style. On ABP, 33.3% of the news concerning the settlement process was presented in a "judgmental/accusing" manner, as opposed to 23.7% of the news on Aaj Tak. ABP accounted for 43.8% of the "emotional" newscast. However, ABP once more accounted for 55.8% of the press coverage of the settlement process that was presented in a "illustrative" manner. Aaj Tak also aired 34.5% of the news in a

"narrative" style and 100% of the news in a "technical/scientific" style.

The Adjectives' Orientation in Prime Time News

Table 12. Orientation of the Adjectives Used in the Prime Time

Attitude	Freque ncy	Percent age
Positive	225	54,3
Negative	151	36,5
Neutral	38	9,2
Sum Total	414	100,0

The outcomes of the multiple frequency analyses of the orientation of the adjectives used in the news to describe the settlement procedure are presented in Table 12. As shown in Table 12, the adjectives employed in a sizable amount of the news regarding the settlement process were positive in orientation. Contrarily, negative adjectives were utilised in 36.5% of the news, while neutral language predominated in 9.2% of the news. These findings indicate that prime time, in large part, maintains the optimistic perspective it takes on the settlement process.

After the descriptive orientations of the adjectives used in the news regarding the settlement process were revealed, a cross table analysis was utilised to determine whether or not this attitude differed depending on the relevance of the prime time. The cross table analysis revealed that 54.3% of the adjectives used to describe the process in the news were good, 36.5 percent were negative, and 9.2 percent were neutral. Positive adjective orientations were present in 82.0% of the news on Aaj Tak, 66.7% of the news on ABP, and 60% of the prime time news regarding the process. On the other side, 61.2% of the news regarding the procedure on Aaj Tak had an adjective orientation that was unfavourable.

Sentence Structures Used in the Prime Time News

Table 13 . Sentence Structures Used in the News about the Settlement Process in Prime Time

Sentence Structures	Freque ncy	Percent age
Active	518	89,3
Passive	62	10,7
Total	580	100,0

Studies on the manner and orientation of adjectives used in news reports concerning the settlement process were done under the first two of the aforementioned topics. The sentence structures utilised in the news articles on the settlement were finally examined under this new title. In this context, frequency analysis results were initially presented in order to describe how ideology-building techniques were used. The findings of the multiple frequency analysis about the grammatical patterns utilised in the news articles about the settlement procedure are shown in Table 13. Table 13 shows that 89.3% of the news articles about the settlement process utilised active sentence form, whereas 10.7% of the pertinent articles used passive sentence structure.

Following the descriptive disclosure of the sentence structures utilised in the news concerning the settlement procedure, cross table analysis was employed to determine whether or not the pertinent sentence patterns varied among the television channels under investigation. The findings of the cross-tabulation analysis between sentence types and television channels showed that all of the news segments on those channels used active sentence types.

Conclusion:

This study covered the news coverage and programme formats for Aaj Tak's Halla Bol and ABP's Hunkar during prime time. According to the study, there is a statistically significant difference between the two channels' evening newscasts in terms of the variety of news coverage. Both channels' coverage of politics dominates the news, which is in line with earlier studies' conclusions (Angela & Stella, 2012, 2013; Garg, 2016; Rodrigues, 2005). Another topic that has been widely and frequently covered on all two channels is news connected to the crime category. During evening, Aaj Tak offers more news about economic, trade, and business-related issues than ABP. Aaj Tak has a presence in nearly every news category. In general, news stories about police, demonstrations, the environment, health, hygiene, and social issues, education, travel, and tourism, movies, and television, as well as the court system, agriculture, and farmers, received less attention during primetime.

This comparative investigation also discovered a statistically significant variation in the programme formats between the two news networks. This study looked at 51 different news programme forms, including 21 news bulletins, 27 debate and discussion segments, 3 documentaries/special programmes, 0 interview, and none miscellaneous categories. The debate/discussion programme format is the one that Aaj Tak and ABP both favour the best. Regarding news programme formats, there was no statistically significant difference discovered between Aaj Tak and ABP.

The categories that Aaj Tak focused on were News Bulletin, Debate & Discussion, Documentary/Special Program, Interview, and others. Aaj Tak included some debate and discussion segments on a related issue in its news bulletin presentation. The Aaj Tak's Debate & Discussion programme also utilised the Package: and Flash/Breaking News formats.

The current analysis discovered that the news coverage of Aaj Tak and ABP is not significantly different. Both Prime Time News provides news to its viewers at primetime in the classic news bulletin format. Compared to ABP, Aaj Tak has the highest percentage of news pieces. Both make an effort to place less attention on critical subjects during primetime and broadcast the news accordingly. According to a study, both news networks present a range of news programming to keep their viewers interested. They are also looking after the variety of news programming throughout prime time. An important tool for understanding what the news aims to communicate to the public is information about the news's style. A startling result of our research is that the "informative" style, which is the core purpose of news, came out ahead of the "promising" type. This circumstance is consistent with the perception that proponents of the settlement process, most notably the government, wish to instil in the public consciousness. According to the findings of the content analysis done on the news stories regarding the settlement process, the structural elements of the stories under investigation differed greatly depending on the kinds of TV channels. In this regard, it is intriguing that ABP's Hunkar, who had a "promising" reporting style, received the lowest score.

In actuality, the news on the TV networks under investigation generally has a positive attitude. However, compared to the news on the other stations, Aaj Tak's Halla Bol took a more pessimistic stance in both the reporting verbs and the adjectives' orientation. As a result, the news discourse included some degree of stylistic, reporting verb, adjective, and sentence structure manipulation. Another study should be conducted to examine how the news reporting practises of the pertinent television channels affected the public's perceptions of the settlement process.

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