



Kannada TV News Channels and Social Awareness

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Abstract: Television media is getting more popular than that of newspaper media. The Television news, through their audio- visual impact, intimacy, instantaneity and the ability to bridge the gap of literacy or language and of space can be an integrating factor through the exchange of experience in a very live manner. The responsibility of Mass media is not limited only to the news, reports, Education and entertainment. It has a social responsibility more than that they have to protect the interest of the Community in They are working. The main objective shall be to eradicate poverty and ignorance” It is suggested that there should be a need in reduce the Repeated programmes in TV Channels, maintain the Social Responsibility among the common Citizens, reduce superstitions supported programmes, reduce the exaggeration especially Crime stories and overall programmes also and telecast more programmes on Agriculture because more farmers in India etc.

Key words: communicates, entertainment, responsibility,

Introduction

“Kannada is mother tongue of Karnataka; Bangalore is its capital and also the capital of Information Technology of our Nation. It is pride to Karnataka apart from this, in the field of silk and tea, our state’s contribution to nation and foreign countries is another crown to Karnataka. As such, many of the professional fields spreading their wings wide and in such occasions initiating of the TV Channels, particularly News channels are drawn the attention” The responsibility of Mass media is not limited only to the news, reports, Education and entertainment. It has a social responsibility more than that they have to protect the interest of the Community in They are working. The main objective shall be to eradicate poverty and ignorance” (G.F. Mount).

Television media is getting more popular than that of news paper media. In 1920 Television telecast has been started experimentally in America. In 1926 the mechanical Television has been introduced in Britain by Mr.J.L.Baried, like is in 1930 electronic camera and Home Television receivers have also been introduced. While writing articles or columns to the newspapers and magazines, you will have time and patience, where as in channels you never get all these. Heavy competition between

channels, breaking news will pull everybody is to stress. TV reporters may get important news after waiting for a long time. Camera man has to wait carefully for hours together to find such news. If he missed such opportunity he may miss the important news. Such types of challenges are there and the experience of such moment is a pleasure. Here you can find both positive and negative things.

The Television news, through their audio-visual impact, intimacy, instantaneity and the ability to bridge the gap of literacy or language and of space can be an integrating factor through the exchange of experience in a very live manner.

In 1959, the first Television station has been established in India, with this India entered to TV era on 5th September 1959 the first Television programme has been telecasted from Delhi station on 3rd Sep 1977, the first TV station started in Gulbarga and this Television entered in to Karnataka. In western countries, the TV which is being termed as “Chewing Gum for Eyes” is a powerful communication media. This magic box which communicates audio with video composition has got high quality of transmission technology. “TV can teach new things. It can enlighten from the darkness. It can inspire the individuals. In the mean time, it depends on



how people make use of this instrument for the above said purpose. Otherwise this will be a mere box with wires and lights” - Edward Morrow.

Objectives of the Paper

1. To aware the Social Responsibility in Kannada TV News Channels.
2. To Know realistic fact of the TV News channels.
3. To Reach to Common people of Kannada TV News Channels.
4. To aware the Social and Economic facts in Kannada TV News Channels.
5. To Compute the response and Social awareness creating in Common citizens, etc.

History of News Channels

The media Companies that had established satellite and cable services in the United States from the middle of the 1980's were becoming global media enterprises. Dominance of International news agencies and major International broadcasters in mediating the International flow of news and information was key element in the critic by developing countries in the 1980's which led to demand for a New world information order. The global speed of communication media as News agencies, overseas broadcasting and other services available to the Public has come about with great speed, in most cases since the end of the Second World War One obvious consequence of this sometimes referred to as 'overpressure of news. During II World War Journalism and Broadcasting were popular. These TV media emerged. TV came to India as an educational instrument which is now grown up gigantically. Due to this, after 1991 this kind of life style of people of our country has been changed.

Television: Television came in India in 1959 and at present it covers more than 85.5% of the population. He underlined the fact that television has a powerful impact as everybody watches TV and is a source of family entertainment in most of the households, the

television is a source of popular media and entertainment and can be utilized as a medium for instruction and information dissemination. The programmes that are aired on the television round the clock ranges from sports to film based programmes, talk shows to news and current affairs and demand a wide coverage, the use of television for educating the masses through its educational programmes really can be add on and specially for children who can grasp information better enough visual media than through the use of books.

Birth of Private News Channel: In 1990, the only television broadcaster in India, by law, was the public broadcasting system, Doordarshan. No other television system was permitted to broadcast from India. But this situation was totally changed by a event the Gulf War, which began with Iraq's invasion of neighboring Kuwait in 1990. Many Indian families had relatives working in the Gulf States, and they were desperate for news from the region, In January 1991, Warfare began between Iraq and America and other allied military forces, In cities across India, people huddled around television set in lobbies of the Taj Group and other Five Star Hotels that subscribed to various International television news networks.

Thus was born the idea of satellite television network broadcasting in to India, with programming uplink to satellite transponders from Hong Kong, Singapore, Moscow or other sites of outside of India until late 1998, each private network. Sites and its programming was then up linked for satellite transmission to India "Today, private networks in India can uplink their programme from India

English News Channels: CNN, BBC World, Headlines Today, NDTV 24x7, CNN IBN, Times now and ET are the News channels in English.



News: News is the communication of information on current event which is presented by print, Broadcast, Internet or word of mouth to a third party or Mass audience. One theory is that news was developed as a special use of the plural form of new in the 14th Century. In Middle English, the equaling word was news, based on the French nouvelles. A somewhat similar development is found in at least three Slavic languages (Ezech, Slovak and Polish), where there exists a word noving (news) developed from the work novy ('news'). Another theory is that the word, phonetically and its written style, is based upon the Germanic word 'news'.

A folk etymology incorrectly suggests that it is an acronym of the cardinal directions, North, East, West and South.

North, East, West and South what comes from their makes 'News'

News is something revealed.
News is something which somebody wants suppressed
News is anything you did not know yesterday
News is any event, idea or opinion that is timely that interests or affects is large number of people in commonly and that is capable of being understand by them.

Meaning of Breaking News: Breaking News or Special report is a current event that broadcaster feel warrants the interruption of Scheduled programming in order to report its details. Its use is often loosely assigned to the most significant story of the movement or a story that is simply of wide interest to viewers and has little impact otherwise. The format of special report of Breaking News on television commonly consists of an opening graphic, featuring music which adds an emphasis on the importance of the event. This is usually followed with the introduction of a news anchor, which welcomes the viewer to the broadcast and introduces the story at hand.

Lower thirds and other graphics may also be coloured differently than normal to convey a sense of urgency.

History of News reporting: In its infancy, news gathering was primitive by today's standards, printed had to be phoned in to a news room or brought there by a reporter, where it was typed and either transmitted over wire services or edited in manually set in type along with other news stories for a specific edition. Today, the term 'Breaking news' has become trite as broadcast and cable news services use live satellite technology to bring current events into consumers' homes live as they happen. Events that used to take hours or days to become common knowledge in towns or in nations are fed instantaneously to consumers via radio. Television, Cell phones and the Internet.

Growth Doordarshan in Karnataka:

- First Telecast in Karnataka in Gulbarga- 1977
- Temporary telecast in Bangalore- 1981
- Kannada news started -1983
- Kannada Programmes started from Bangalore- 1983
- Kannada satellite channel DD9- 1994
- DD9 renamed as a Chandana -2000

SUN TV NETWORK: Sun TV Network is a Rs. 16000 Crore Indian cable television network based in Channai, Tamil Nadu, India. Established in 1993, it offers a plethora of television Channels in 4 languages covering the whole of southern India. It was the first fully privately owned Tamil channel in India when it emerged in 1993. It's making it the most popular network of channels.

Udaya TV: Udaya TV is a regional Kannada language Indian cable television station. It is also the very first Kannada satellite channel in India. The channel is part of the Chennai based Sun Network of Tamil Nadu. Udaya TV is



telecasted in several nations including India, Sri Lanka, Singapore, Malaysia and the USA.

Some of the other Kannada Channels from SUN Network group are, Udaya Movies, (24 hours Kannada Movie channel), Udaya Varthegalu (Morning 6.00am to Midnight 12.00pm News channel) and Udaya 2 (24 hours Kannada Music Channel)

History of Udaya TV: Udaya TV was incorporated on 2nd May 1994 as a private ltd., company engaged in television broadcasting with a registered office at Chennai, Tamilnadu. It was launched by the chairman of SUN TV, Kalanidhi Maran and it started broadcasting from 1st June 1994. It was the 1st Kannada satellite channel to go on air. It won the Indian Television Academy's best Kannada TV channel award in the year 2001 & 2002.

Udaya Varthegalu: First news channel in Kannada TV Channels.

Udaya Vaarthegalu (news):



This is the 1st News channel in Kannada. It is a Kannada channel (morning 6am to mid night 12) from SUN Network. It is dedicated to cover all the regional news. It was incorporated on Aug 5th 2003. News chief is Sri. Aradhya.

Major Programmes of Udaya Vaarthegalu: Kannada regional news, news reports, entertainment, children's programme, interviews on recent events, discussions, kala sourabha, panchayathi Katte, relating shows, finance, comedy, vanithe and live telecast of KPL (Karnataka Premier League) etc.

TV 9 Kannada News Channel (uttama samajakkagi) The TV 9 channel first started in Andhra Pradesh in Jan 2004 in the Tag Line of "Merugaina Samajam Kosam" is Telugu

language. It has reached viewers that with short period its 24X7, its effective news bulletin and some special incidents (events) very popular in Andhra Pradesh owned by Sneha TV Network, Andhra Pradesh and Mulchetti Ravi Prakash is the founder of Sneha TV Network. TV9 Kannada news channel incorporated on 22nd of June 2006 as a private company engaged in Television broadcasting at Bangalore. TV 9 is popular Kannada news channel. It has the tag line "for a better society" is Kannada (uttama samajakkagi).

TV 9 Kannada reporters put more efforts with responsibility; they report activities in life of common people, events, inter caste marriage, corruption, comedy, cheating, elections, especially political developments and report all types of events done in society, and review, follow up, analyses, discussion and Interviews, live news about event with concerned persons. TV 9 Kannada is a 24 hour free to air news channel that brings to the latest news and information to viewers, we understand that each event impact world history and that the direction that society takes its influence by the information that percolates down to people. It is the thought that has snapped our direction and content direct, incisive and factual reflecting the human angle and the focus being "for a better society. TV 9 stands for truth, unbiased, impartiality promoted by professionals from the media and technology industries. TV 9 seeks to integrate quality resources with the latest technologies to put together and deliver a thought provoking experience simple, crisp and bold news, mirroring the world for viewers. TV 9 is about information, accessing it, reporting it, analyzing it and telecasting it.

TV9 Kannada: Second news channel in Kannada TV Channels.

TV9 News Channel has become talk of town:



Though this TV 9 News Channel delayed to start telecasting news programme, it has reached viewers that with short period through its 24 hours first effective news bulletin and some special incidents (events) which are telecasting first. Previously this Channel was appointing well experienced employees than that of other Channels and it was in leading position.

Asia net Television: Asianet is one of the leading television channel companies in Kerala, India. The company is owned by Asianet Communication Ltd., headed by Sri Rajeev Chandrashekar, with its head office at studio complex, puligaru kona, Thiruvananthapuram (Trivandram). The channel reaches over 60 countries including the Indian Sub-continent, Sri Lanka, China, South East Asia, Middle East, Europe, USA, Singapore and lower half of the former Soviet Union.

In June 2007, Asianet started a new channel in Karnataka, (the language for Indian state of Karnataka) called Asianet Suvarna, in the tag line of "24 caret Manoranjana" as a general entertainment channel in Kannada. In March 31st 2008 Asianet started a news channel in Kannada that is "Suvarna News" in the tag line of "Nera, Ditta, Nirantara". This is the third news channel in Kannada. Now the suvarna news chief is Sri Visweswara Bhat.

Suvarna News 24x7: Third news channel in Kannada TV Channels.



NERA-NIRANTARA- (Straight-Bold-Continuous) is the tag line of this channel. This is a 24 hour news based Channel consisting Crime News, Sports, Political Scenario, Incidents Happenings in the life of common person and entertainment programs. Mr. Shashidhar Bhat,

chief of Suvarna News Channel has put more effort along with the employees to develop the Channel even though Channel has not developed or improved to that extent. Now Mr. Ranganath, editor of Kannada Prabha newspaper has been appointed for that post. As we see, these two are from Kannada Prabha only. There they were in higher posts. Worked together for many years in one office. Mr. Ranganath joined Kannada Prabha as an ordinary reporter and came up step by step from his skills, and improved the papers to a level. Basically he is from Hassan district. But he studied and grown up in Mysore. He has done some important changes along with the staff to bring this channel in to developing path and this is a key point.

Suvarna news channel is in good position:

Anyhow, new chief has been posted for Suvarna News Channel. Like win many leading news readers and staffs of other divisions have also came from various channels. Their speaking style, explanation, sharp discussion etc. attracted the viewers. While presenting the programs, it is looking like staffs are taking the viewers with them. Some changes have been made in news frame of the channels. Because of some sincere work and changed programme it is attracting the viewers. In view of these we can say that Suvarna News Channel is in good position.

Samaya News 24x7: Forth news channel in Kannada TV Channels.



This channel is called as Samaya news and current affairs channel tag line is 'Naija suddigagi' This new channel is launched at Bangalore on 20.06.2010 and stepped in to Karnataka as new kannada Tv news channel, The special of this channel is that , it is the TV channel of non-origin Bangaloreans of Karnataka People. Its logo is top right side of the frame this channel is owned by Jarakiholi. Who belongs to Political

family of north Karnataka Globally it is known to become a Regional channel. The heads of this channel have brought is leading news readers and staff who have already conquered the hearts of viewers through their anchoring style, explanations and have also attracted the viewers along with them. To this channel it seems. The news frame of this channel is also somewhat better. Still more effective experienced, skilled staff and some improved programmes which are in the pipe line to win the hearts of the viewers and also giving preference to the local news of north Karnataka and helping the farmers community by telecasting the 'KRUSHI SAMAYA' programme in the evening time based on agriculture samaya news is satisfactory about improvement in comparison with TV9 and Suvarna news, where samaya news can boast itself that it is in the Better position, now Samaya News chief is Sri G N Mohan.

Janasri News 24x7: Fifth news channel in Kannada TV Channels. Jansri news is one of the leading television channel companies in Karnataka, Tag line is "**Janara Balige janasri balaga**" Owned Karnataka Ex Ministers Sri Janardhana reddy and Sri ramalu (Jana+Sri) located at Koramangala, Bangalore, Karnataka. In *February 18th 2011* Janasri started a news channel in Kannada that is "Janasri News" in the tag line of "Jana mana dani". This is the Fifth news channel in Kannada. Now the janasri news chief is Sri Ananth Chinivar.

Kasthuri NEWS 24x7 : Sixth news channel in Kannada TV news Channels.

Muktha- Nyaya sammatha- Nirbitha- is the tag line of this channel. This is a 24 hour news based Channel consisting Crime News, Sports, Political Scenario, Incidents Happenings in the life of common person and entertainment programs. Kasthuri news is also one of the leading television channel companies in Karnataka, India. The company is owned by

by Smt. Anitha Kumara swamy, with its head office at studio compex, Kasthuri Ba road, Bangalore. In November 21st 2011 Kasthuri news started a news channel in Kannada that is "Kasthuri News" in the tag line of "Muktha-Nyaya sammatha- Nirbitha-". This is the third news channel in Kannadigas. Now the Kasthuri news chief is Sri.Manoj.

Public Tv 24x7: Seventh news channel in Kannada TV Channels.



"**Yaar asthiyu alla, idu nimma TV**" is the tag line of this channel.

This is a 24 hour news based Channel consisting Crime News, Sports, Political Scenario, Incidents Happenings in the life of common person and entertainment programs. Public TV news is also one of the leading television channel companies in Karnataka, India. The company is owned by by Sri H R Ranganath, with its head office at studio compex, Yeshwanthapura, Bangalore. In January 26th 2012 Kasthuri news started a news channel in Kannada that is "Public TV News" in the tag line of ""Yaar asthiyu alla, idu nimma TV"". This is the Forth news channel in Kannadigas

TRP Rating: Television Rating Points Rating is the total time spending to view any programme by a family is being measured by each members of the family who spending the time by viewing the same. This TRP Rating is published by a weekly survey in Karnataka. After two months survey of Udaya varthegalu (0.21), TV 9 (5.07) and Suvarna news (1.31) (may and June 2010 CS- 15+ Age Group)of Kannada news channels the average has been taken and shown in the figure. Among the above 3 channels TV 9 is at top suvarna news is next to it. But at the beginning of news



channels the Udaya varthegalu was at first place but could not come up in TRP. Television Audience measurement (TAM) week. (In this not included Samaya news because Samaya was not launched in this period)

Comparison of Kannada TV news channels especially (24x7) TRP Rating.

TV 9-6.08 (5.07) Suvarna news-2.10 (1.31) and Samaya news-1.14 of September and October 2010 CS- 15+ Age Group) of Kannada news channels Television (in bracket given rating is May and June 2010 both channels rating improved gradually when compare to the earlier rating) **Audience measurement (TAM) week.** (In this not included Udaya varthegalu because this channel not telecasting in 24 hours this is only 06.00am to 12.00 mid night)

TV Channel employees are becoming Flying butterflies.

We have seen that the people are jumping with or without saying any reasons to the places where they can get more money, power & position. Employees of govt. dept/company are moving to software MNC's as they can get good salary and facilities there. Though they are in govt jobs, they will jump to some other department if they get higher post. If we take examples of politics, when more of the political parties got absolute majority in assemble election which held in 2008 and BJP was the single largest party formed the government with the support of 6 independent MLA's and inducted then in to ministry. Further some MLA's from other parties resigned to this party and joined BJP and become ministers. Media other parties and BJP itself called this process as "Operation Kamala". Thus the resigned MLA's contested in the by-election and some of they were elected and stated that this is the strengthen our government (party). These leaders should throw away the basic principles rules and regulations of their parent party. Particularly

it is more in Channels and news Channels. Employees are jumping like butterflies from one Channel to another. This is also a kind of operation Udaya varthegalu (news), Suvarna, Samaya and TV 9 News channels and other channels etc.

Conclusion: Breaking news has become one of the most significant ways of presenting the news. It has gained significant attention in recent days. The History of breaking news began with the gulf war apart from the event itself it was the first to give way to Television war it the cool medium coming out with blood in the drawing room viewers. It is suggested that there should be a need in reduce the Repeated programmes in TV Channels, maintain the Social Responsibility among the common Citizens, reduce superstitions supported programmes, reduce the exaggeration especially Crime stories and overall programmes also and telecast more programmes on Agriculture because more formers in India etc.

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