



## “ENVIRONMENTAL PROTECTION IS AN INTEGRAL PART OF DEVELOPMENT REPORTING: A COMPARATIVE STUDY OF PRIMETIME NEWS BULLETINS OF TWO REGIONAL TV CHANNELS”

**Dr. Fakira Mohan Nahak**

**Associate Professor , University Institute of Media Studies .  
Chandigarh University, Gharuan, Mohali, Punjab.**

### ABSTRACT :

Television can play a vital role in development communication. It can bring desired changes in the society by focusing on its content. Strategic telecast of content targeting the focus group can help in getting the expected outcome in the society. Development cannot be complete without environment protection. So in this study the researcher analyzed the content of 184 primetime news bulletins of two regional television channels of Odisha- ETV Odia and OTV. Each second was considered as the unit of the study and airtime given to different developmental stories including environment protection was analyzed. It was found that, both the channels have given equal importance to environmental protection stories whereas there was a difference in the airtime given to different developmental reporting.



**KEYWORDS :** Development Communication, Development Reporting, Environmental Protection, Regional Television, Environmental Reporting in Television.

### INTRODUCTION:

Television is the medium of masses. It has the capacity to motivate, encourage and also compel people to act. It is the facilitator for development of people, community, state and the nation. The message multiplier has the potentiality to create awareness in the society. So far as development reporting is concerned television is less interested in this sector. Mostly Cricket, Cinema and Crime rule the television content market. Still there are some brave-heart channels who give a little bit of their air time for development reporting which includes some share for content on Environment Protection.

Public television in India, according to various Prasar Bharti and Doordarshan publication, has different objectives. One of the significant objectives of broadcasting is “To promote and help preserve environmental and ecological balance.

Environment is a major source of livelihood in Odisha. It determines virtually all aspects of human existence. Hence, environmental protection must be the axis of development. The linkages between environment and poverty in India - and particularly in Odisha - are so strong that any attempt to delink them would result in devastating socio-economic consequences. So environmental protection was chosen as a content category in the study.

The content taken for analysis was from two major regional channels of Odisha viz. ETV Odia and OTV. ETV Odia is the first private satellite channel of the state of

Odisha mainly focused on Odisha and Odia speaking people living across the globe. It is basically an Info-tainment channel.

Out of 24 hours there are only 5 and half hours of news and current affairs programmes. Rests are entertainment programmes. As per the management of the channel, The FPC (Fixed Programme Chart) is designed in such a manner that, it can cater the needs of the viewers of Odisha.

Odisha TV or OTV is the flagship channel of the Bhubaneswar-based Odisha Television Network. Odisha Television (OTV) is the first private Electronic Media in the state of Odisha and Launched in 1997 in the twin cities of Bhubaneswar and Cuttack as a cable TV. Later slowly it spread to other major towns of the state. It continued as a cable channel till the end of 2006. On 2<sup>nd</sup> December 2006 OTV was re launched as a satellite channel. Now it has become the premier source of news, current affairs and entertainment for the people of Odisha. It is most viewed Odisha News channel in the world.

### OBJECTIVES OF THE STUDY:

1. To analyze the content of primetime news bulletins of ETV Odia and OTV.
2. To find out the airtime given to different developmental stories in the primetime bulletins of ETV Odia and OTV
3. To find out the airtime dedicated to the stories on Environment Protection in the primetime bulletins of ETV Odia and OTV.

### REVIEW OF LITERATURE

Today, 'DEVELOPMENT' is the key word searched by people from different walks of life. This is a relative term and used as well as interpreted by different people as per their convenience. It has universal demand but not universal supply. So far as Development Journalism is concerned, it is one of the latest disciplines. Though it is having great relevance, but it has not received due weightage and attention as expected. Neither the developed nations nor the developing nations give attention to this field. Still, the documents available in forms of books, journals, newspaper reports, research papers, blog articles are varied and vast. While making this study the researcher has tried to take the crême views on media, television's role in development of a nation-state, communication, development communication and the role of television in "Environmental Protection".

The primary purpose of this study is to better understand the concept of development, development reporting in the primetime news bulletin of two regional television channels- ETV Odia and OTV. Along with this, the Environment Protection as an integral part of development communication.

Mass Communication Researcher **Srichandan, L. (2007)** in her study "Role of Doordarshan and ETV in Development: The Orissa Experience" explains the difficulties faced in comparing the programs focusing development communication in two different channels. After analyzing the programme content of both Doordarshan and ETV on the basis of Developmental and Non-Developmental programmes, she had found that "developmental program is given less priority compared to Non-Developmental programme by both the channels" with DD devoting 19.00% and ETV devoting 8.5% of the total programs transmitted to developmental programme."

**Rao, B.S.S** in his Study "Television for Rural Development" attempts to identify the information needs of tribal and rural audiences in India and examines to what extent television has met and has the potential to meet the communication needs of the people. The study area was Pune, Maharashtra. The performance of television as a medium of enhancing the quality of life in comparison to other forms of communication was analyzed. Considering the difficulties of life for the majority of the rural population, the study puts onus on television to respond more vigorously to meet the information needs centered on their livelihoods.

**Sathya Prakash (2012)** elaborates in his study, "Role of Indian television in national development: a critique" that, the Indian viewers are getting exposed to hundreds of Television channels every passing day. The growth of Indian Television market and mushrooming of channels shows that, Television is becoming an indispensable part of Indian houses. Exponential growth of

Television in the country compels Sathya Prakash to raise few pertinent questions. One of such question is "Does the media houses, which consider their journalistic practices as business enterprise, commit themselves to report the unreported and less reported?"

**Singh, A.K. (2011)** analyzes the content of a Hindi Newspaper "Hindustan" under the title "Coverage of Development News in Print Media (A content analysis)". He follows the methodology of content analysis in a qualitative manner through observation method. He had taken the following subjects for analysis: Health, Education, Agriculture and Rural development, urban development and Environment. His observations of contents of newspapers gives a very gloomy picture of the coverage of development program in the newspapers.

**Murthy, D.V.R. (2006)** analyzed the Development News content of 4 Newspapers published from Andhra Pradesh viz. *The Hindu, Indian Express, Andhra Jyoti* and *Eenadu*. He had divided the Development Stories into 12 different categories and analyzed the space, prominence and importance they got in these four dailies. Those categories are Health, Education, Literacy, Transport and Communication, Agriculture, Industry, Housing, Population planning, Energy, Ecology, Human Rights, National Integration. His findings states that, "In terms of the News whole (i.e. total print area of news in all the four newspapers) only 7.5% of the composite space was occupied by the developmental themes. *Eenadu* allocated 10.9% of space to the development category. Other Papers gave almost equal space to the development category: *Indian Express* (6.8%), *Andhra Jyoti* (6.3%), *The Hindu* (6%).

#### **METHODOLOGY:**

The researcher has gone for content analysis of primetime news bulletin of two regional channels ETV Odia and OTV. This secondary data in the form of recoded prime time bulletins of ETV Odia and OTV was the first and foremost task of the researcher. Enough care was taken to fine record the downlink bulletins from the transmission. The 7pm Amari Odisha bulletin of ETV Odia and 7pm Pratidin bulletin of OTV were taken for the research. So these half-an-hour bulletins were recorded during three consecutive months October, November and December of the year 2010.

In this content analysis the researcher tried to find the extent of development reporting in terms of frequency, space, approach and direction of coverage in the prime time news bulletins of ETV Odia and OTV. The universe of the study comprised all the news items aired in the 7.00PM bulletins during the period of October 2010 to December 2010 in the two channels. The unit of analysis was each and every news item aired during the slot taken under study. Space for all news items was noted in seconds.

The development news category was sub-divided into 14 content categories viz. agriculture, health, education, road-transport-and-communication, industry-and-employment, administrative reforms, communal harmony, women empowerment, children's issues, preservation of culture, environmental protection, scientific temperament, human rights and food security.

During tabulation only duration of total development report along with specifically duration of stories on Environment Protection was noted. Later the said data was analyzed.

#### **Data Analysis:**

Two different master sheets are prepared where all development communication stories in total and environment protection stories in particular are given date wise for both the channels taken for this study.

Daily DC in 7pm Amari Odisha Bulletin of ETV Odia						
October-2010 (In Seconds)			November-2010 (in Seconds)		December-2010 (In Seconds)	
Date	Env. Pro.	Total	Env. Pro.	Total	Env. Pro.	Total
1		748		208		323
2		173	393	605		374
3		270	208	406		597
4		165		101		601
5	164	291		87		585
6		240		243		231
7	176	342		240		220
8		471		249		185
9	181	253		102	78	177
10		142		364		444
11		255	144	344		612
12	177	329		419		291
13		55		199		414
14		192	41	414		235
15		0		306		214
16		285		152		232
17		60	158	320		471
18		242	64	402		413
19	122	262		367	108	392
20		186		266		545
21		251	58	188		182
22		123		389	207	435
23		147		295		261
24		93	58	678		366
25		151		321		472
26		141	45	125	223	438
27		195	128	368		335
28		110	172	725	125	407
29		163		0		229
30	56	175		300		251
31		132				334
Total	876	6642	1469	9183	741	11266

**Table-1: Development reports and environment protection stories in Amari Odisha bulletin of ETV Odia.**

It is clear from this master sheet (Table-1) that, out of 92 days and 92 bulletins there were only 22 days where ETV Odia aired stories regarding environment protection. That means there was not a single environment related story for rest 70 days of these three months. In October 6 days, November 11 days and December only 5 days have got stories regarding environment protection. In October ETV Odia gave 6642 seconds to Development Reporting out of which only 876 seconds were given to environment protection. In November this ratio climbed the ladder and out of total 1469 seconds of development reports environment protection got 1469 seconds. But in December though the share of development reports increased to 11266 seconds, but the stories on environment protection declined to 741 seconds.

<b>Total DC in 7pm Amari Odisha Bulletin of ETV Odia and Airtime given to Different Categories (Oct-Dec'2010) in Seconds</b>				
<b>DC</b>	<b>OCTOBER</b>	<b>NOVEMBER</b>	<b>DECEMBER</b>	<b>Total</b>
<b>Agriculture</b>	<b>494</b>	<b>1502</b>	<b>2960</b>	<b>4956</b>
<b>Health</b>	<b>783</b>	<b>1400</b>	<b>2070</b>	<b>4253</b>
<b>Education</b>	<b>1119</b>	<b>542</b>	<b>162</b>	<b>1823</b>
<b>Road Transport &amp; Communication</b>	<b>407</b>	<b>214</b>	<b>523</b>	<b>1144</b>
<b>Industry &amp; Employment</b>	<b>854</b>	<b>524</b>	<b>973</b>	<b>2351</b>
<b>Administrative Reforms</b>	<b>287</b>	<b>548</b>	<b>438</b>	<b>1273</b>
<b>Communal Harmony</b>	<b>173</b>	<b>57</b>	<b>440</b>	<b>670</b>
<b>Women Empowerment</b>	<b>201</b>	<b>45</b>	<b>56</b>	<b>302</b>
<b>Children Issues</b>	<b>195</b>	<b>326</b>	<b>366</b>	<b>887</b>
<b>Preservation of Culture</b>	<b>306</b>	<b>1427</b>	<b>1460</b>	<b>3193</b>
<b>Environmental protection</b>	<b>876</b>	<b>1469</b>	<b>741</b>	<b>3086</b>
<b>Scientific Temperament</b>	<b>284</b>	<b>805</b>	<b>89</b>	<b>1178</b>
<b>Human Rights</b>	<b>188</b>	<b>301</b>	<b>390</b>	<b>879</b>
<b>Food Security</b>	<b>475</b>	<b>23</b>	<b>598</b>	<b>1096</b>
<b>Total DC</b>	<b>6642</b>	<b>9183</b>	<b>11266</b>	<b>27091</b>

**Table-2: Airtime given to different Development Reporting along with Environment protection by ETV Odia**

Development reporting in the prime time news bulletin of ETV Odia was studied by constructing 14 content categories viz. agriculture, health, education, road-transport-and-communication, industry-and-employment, administrative reforms, communal harmony, women empowerment, children’s issues, preservation of culture, environmental protection, scientific temperament, human rights and food security. The table-2 explains in details the duration devoted to different DC categories.

While agriculture got 494 seconds in the 7pm news bulletin of ETV Odia during October 2010, its share considerably increased in November and further got boost in December 2010. In November 2010 agriculture received 1502 seconds. The duration increased to 2960 seconds in December.

Health related news items also had a moderate start in October 2010 which almost doubled in November and had a steep rise in December. Such stories got 783s, 1400s and 2070s respectively in October, November and December 2010 in the 7pm news bulletin of ETV Odia.

Stories based on education followed a reverse trend. In October 2010 they had got 1119 seconds which declined to 542 seconds in November and further showed a diminishing trend in December by getting just 162 seconds.

Issues related to road, transport and communication got 407s, 214s and 523s respectively during October, November and December.

7pm news bulletin of ETV Odia dedicated total 854 seconds to issues related to industry and employment in October 2010. In November it decreased to 524s and in December it increased to 973s. Stories on administrative reforms could get 287 seconds in October, 548s in November and 438s in December 2010 in the 7pm news bulletin of ETV.

Communal harmony had a share of 173 seconds in October 2010. The duration became just 57s in November. In December 2010 however 7pm bulletin of ETV Odia had a better coverage of news on communal harmony as the duration increased to 440s.

Stories on women empowerment received least emphasis in the 7pm bulletin of ETV Odia during Oct-Dec 2010. October 2010 saw the bulletin giving 201 seconds to this content category.

November had only 45seconds dedicated to stories on women empowerment. The scene in December was not better either with only 56s given to such stories in the entire month.

Children’s issues got 195 s in October 2010. It was 326s in November and 366s in December.

Preservation of culture is the only category which recorded tangible gain in airtime during both November and December. Because it had got 306s in October but the duration was 1427s in November and 1460s in December.

News items communicating message on environmental protection got 876s in 7pm news bulletin of ETV Odia during October 2010. They got 1469s and 741s respectively during November and December the same year.

Scientific temperament registered a big gain and a still bigger loss as well. While in October it had received 284s of the total airtime, the duration significantly increased to 805s in November but almost had a free fall in December with just 89s in its account.

Stories on human rights got 188s, 301s and 390s respectively during October, November and December 2010 in the 7pm news bulletin of ETV Odia.

The category of food security manifested a clear flip-flop by getting 475s in October which sharply reduced to 23s in November and jumped to 598s in December.

The Master Sheet (Table-3) of 3 months i.e. 92 bulletins of OTV says something different. There are only 20 days when at least a single story on environment protection aired in the 7pm prime time bulletin Pratidin of OTV. That means there are rest 72 days when there was not a single story on environment protection was aired. In October out of total 8009 seconds of development reporting stories only 694 seconds were of environment protection related stories. Similarly there was a rise in the airtime of environment protection stories in November. Out of total 7866 seconds of Development stories 1106 seconds were given to environment protection stories. In December the Development stories were of 10579 seconds of duration, but the environment stories were only 610 seconds.

Daily DC in 7pm Pratidin Bulletin of OTV (in Seconds)		November-2010 (in Seconds)		December-2010 (In Seconds)		
Date	Env. Pro.	Total	Env. Pro.	Total	Env. Pro.	Total
1		270	178	418		175
2		160		151		187
3		435		211		342
4		290		126	124	208
5		170		206		40
6		105		190		280
7	115	150		75		39
8		160		56		541
9	165	580	0	0		267
10		340		206	65	817
11		60	150	434		586
12		510	0	0		472
13		255	0	0		601
14		296	42	200		175
15		380		127		91
16	180	475		298		494
17	120	416	148	384		116
18		243	155	398		344

19		151		206		568
20		157		186		146
21		182		162		476
22		255	64	513	145	477
23		205		382		410
24	59	239	122	517		123
25		305	94	544		406
26		230		701		345
27		205		191		577
28		165	153	479		542
29	55	245		84	207	207
30		200		421		299
31		175			69	228
Total	694	8009	1106	7866	610	10579

**Table-3: Development reporting stories Vs. Environment protection stories in the primetime news bulletin Pratinidin of OTV.**

Total DC in 7pm Pratinidin Bulletin of OTV and Airtime given to Different Categories (Oct-Dec'2010)				
DC	OCTOBER	NOVEMBER	DECEMBER	Total
Agriculture	1008	1156	3491	5655
Health	303	573	175	1051
Education	808	443	492	1743
Road Transport & Communication	560	271	550	1381
Industry & Employment	615	997	975	2587
Administrative Reforms	521	1155	1230	2906
Communal Harmony	205	0	705	910
Women Empowerment	180	122	0	302
Children Issues	232	158	796	1186
Preservation of Culture	340	1053	515	1908
Environmental protection	694	1106	610	2410
Scientific Temperament	1231	466	78	1775
Human Rights	859	247	38	1144
Food Security	453	119	924	1496
<b>Total DC</b>	<b>8009</b>	<b>7866</b>	<b>10579</b>	<b>26454</b>

**Table-4: Total DC in 7pm Pratinidin Bulletin of OTV and Airtime given to Different Categories (Oct-Dec'2010)**

14 different content categories were developed to find the space given to development reporting during Oct-Dec 2010 in the 7pm Pratinidin bulletin of OTV. These categories are: agriculture, health, education, road-transport-and-communication, industry-and-employment, administrative reforms, communal harmony, women empowerment, children’s issues, preservation of culture, environmental protection, scientific temperament, human rights and food security and all these categories and the airtime they got respectively are explained in (Table-4).

Agriculture received 1108s in 31 7pm Pratin bulletins of OTV in October 2010. In the subsequent month, the time slightly increased to 1156s. With 3491s, December 2010 saw a remarkable increase in the airtime dedicated to agriculture.

Health related issues got 303s, 573s and 175s respectively in October, November and December 2010.

Education had a considerable beginning in October as it received 808s of airtime in the 7pm primetime bulletin of OTV. But it could get 443s in November and 492s in December.

Stories on road-transport-and communication exhibited a zigzag path as 7pm news bulletin of OTV gave 560s to them in October 2010 which declined to 271s in November but climbed to 550s in December 2010.

The category of industry-and-employment managed to get 615s in October which showed a positive trend in November with 997s but a small decrease in December 2010 with 975s.

News items on administrative reforms gained more and more airtime as the months passed. Because in October 2010, they had received 521s in the 7pm news bulletin of OTV. But the airtime increased to 1155s in November and 1230s in December 2010.

Communal harmony shows a peculiar pattern as far getting airtime in the 7pm bulletin of OTV is concerned. In October 2010 the category fetched 205s but could not a single second in the month that followed. However December 2010 saw issues on communal harmony getting 705s.

Women empowerment received 180s in October which was decreased to 122s in November but was invisible in December.

The 7pm Pratin bulletin of OTV dedicated 232s, 158s and 796s respectively to children’s issues in October, November and December 2010.

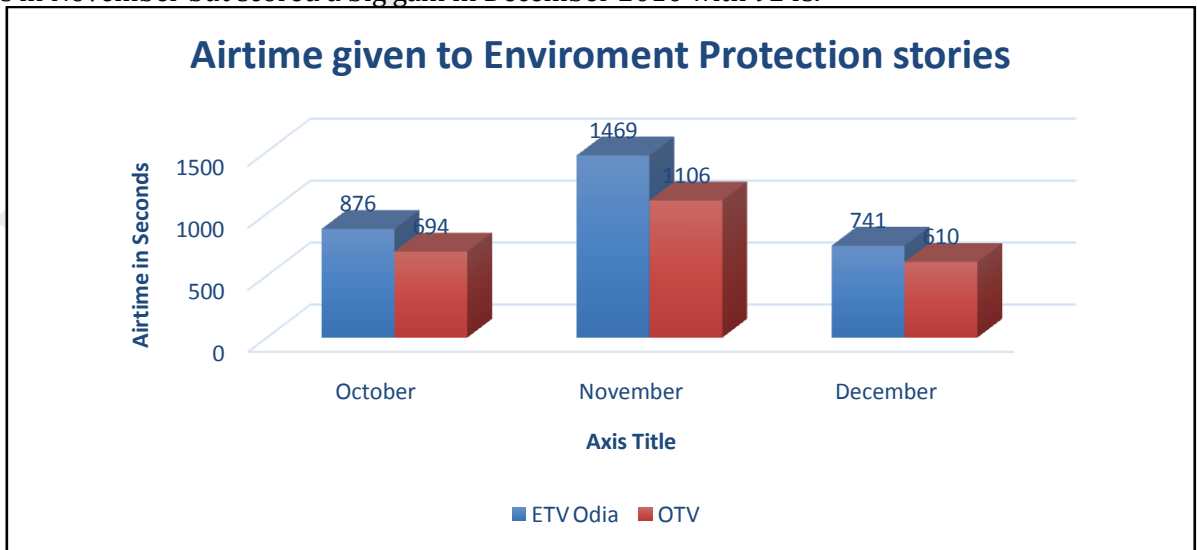
Preservation of culture also reflected a more or less zigzag pattern with 340s in October, 1053s in November and 515s in December 2010.

Environmental protection follows the same trend as the bulletin under study gave 694s to the category in the first month. It increased the duration to 1106s in the second month but again decreased it to 610s in the third month.

Issues on scientific temperament manifest a clear negative trend as they got 1231s, 466s and 78s respectively during October, November and December.

Human right also registers similar pattern. In October 2010, the 7pm Pratin bulletin of OTV showed human rights issues for 859s. But the airtime decreased to 247s in November and sharply reduced to 38s in December 2010.

Stories on food security have a mixed bag. They received 453s in October which became just 119s in November but scored a big gain in December 2010 with 924s.



(Chart-1: Comparison of Airtime given to Environment Protection in two channels.)



In all three months of study, ETV Odia has given more airtime to environment protection than OTV. In October to this content category ETV Odia gave 876 seconds whereas OTV gave 694 seconds. The trend was progressive in November and ETV Odia dedicated 1469 seconds to environment protection stories and OTV 1106 seconds. In both the channels airtime given to environment protection in December was declined and ETV Odia gave 741 seconds whereas OTV gave 610 seconds of its airtime to stories on environment protection.

Though there was a difference in airtime given to Environmental protection, but the priorities to this content category was same by both the channels. In both the channels Environmental protection gets 4<sup>th</sup> position among the 14 content categories.

### SUMMARY OF FINDINGS AND CONCLUSION.

After second-by-second analysis of news content in 184 bulletins (92 each of 7pm Amari Odisha bulletin of ETV Odia and 7pm Pratidin bulletin of OTV) it is time to summarize the findings about development reporting in the concerned bulletins. The following paragraphs communicate the key findings and inferences drawn from them by the researcher.

ETV Odia gave total 27091s of development reporting in its prime time bulletin during Oct-Dec 2010 which puts the total share of DC stories during this entire period at **16.35%**. At the same time, OTV's primetime bulletin dedicated 26454s to development reporting which puts the total share of DC stories during this entire period at **15.97%**.

There is not much difference in the total time dedicated by ETV Odia and OTV to development reporting. At the same time, number of DC stories is much higher in ETV Odia than OTV which suggests that the time share of each DC story is higher in OTV than in ETV Odia.

From the above summary it is concluded that television can play its part in boosting development by giving space to development reporting. So far as environment protection is concerned, television channels can create awareness and contribute a lot in this regard. However, inconsistent reporting of development issues in general and environment protection issues in particular, there does not reflect a particular pattern indicates that the channels do not have a planned approach towards development communication. The television news channels should increase the airtime dedicated to development reporting in their primetime bulletins. More investigative and interpretative reporting on environmental issues must be incorporated in the news. Just like rating agencies place different TV channels in ascending or descending order in terms of their viewership, independent agencies should come up to assess and accredit channels according to the airtime they dedicate to development reporting and environment reporting.

### REFERENCE

- Abdul Kalam, A.P.J., Pillai, A.S. *Envisioning an Empowered Nation: Technology for societal transformation*, New Delhi: Tata McGraw Hill.
- Anderson, A. (1977). *Media, Culture, and the Environment*, News Brunswick, New Jersey: Rutgers University Press.
- Childers Erskine (1966), *Support Communication in Rural Development*, 2nd World Food Congress, FAO, Rome.
- Dasgupta, A. (2008). "TV-Yesterday, Today and Tomorrow", *Mass Media in India*, India: Publication Division, Ministry of Information and Broadcasting, Government of India.
- *Doordarshan-1997*, New Delhi: Audience Research Unit, Director General, Doordarshan
- Kumar, R. (2011). *Development Communication: A Purposive Communication with social conscience- An Indian Perspective*, Global Media Journal – Indian Edition/ Winter Issue/Vol.2/No.2/ISSN 2249-5835
- Melkote, S.R. (1991). *Communication for Development in the Third World: Theory and Practice*, New Delhi: Sage Publication.

- Murthy, D.V.R. (2006). *Development Journalism What Next?*, New Delhi: Kanishka Publishers, Distributors.
- Prakash, S. (2012). "Role of Indian television in national development: a critique", International Multidisciplinary e-Journal (Vol-I, Issue-V)
- Rao, B. S. S. *Television for rural development*.
- Singh, A.K. (2011). *Coverage of Development News in Print Media (A content analysis)*, Bilingual journal of Humanities & Social Sciences, Vol. 2, Issue 1 & 2. ISSN 2249-9180 (Online)
- Srichandan, L. (2007). "Role of Doordarshan & ETV in Development: The Orissa Experience", Ph.D. dissertation. India: Berhampur University.



**Dr. Fakira Mohan Nahak**

**Associate Professor , University Institute of Media Studies . Chandigarh University,  
Gharuan, Mohali, Punjab.**