

## Perception of Political News on Television among College Students in Salem

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### Abstract

Political news happens to be one of the important facets of news among people. Despite the presence of a variety of news available to the people, political news happens to be one of utmost importance as it shapes a lot of opinions and viewpoints across various issues and aspects. Also, people happen to be divided over a lot of issues and the one avenue where it could be identified happens to be politics and political news. Given today's vast variety of program varieties, there is a perception that there is less or no importance given to political news in television. There are umpteen research studies that have had been done on various aspects of television viewing and perception among college students and not much on the political news viewing and perception. This research study will seek to explore the perception and understanding of political news by college students in Salem district, Tamil Nadu by employing quantitative research approaches in the form of questionnaires to meet the afore mentioned objectives if the study.

**Key Words:** *Television, Politics, Perception, Students, Salem,*

### Introduction

Television, unlike other forms of mass media, has now become one of the most powerful media of mass communication. With a modest beginning in the 1930s, it has grown into a massive network of mass information and mass entertainment in the world today. The attraction of the visionless of the medium the capacity of beam images of actual events, people and places, is so great that people remain glued to the TV set for hours. Audiences now have multiple choices ranging from news information and entertainment of wide variety. Besides being exposed to actual events, audiences of TV enjoy packages full of fiction, drama, culture, sex, crime, violence, to mention just a few. (Biagi, 2012).

News to define its meaning is information provided to the public about the world around them. The importance of news has increased rapidly. News is everywhere. One can access news through newspaper, radio, television or the internet. In this changed development one would not be wrong in suspecting the truth of news- source becomes an important variable in both the method of access and the credibility of the news. With so many choices at hand, source

credibility is the most important thought behind the credibility of news. India has seen an increase of television news channels. Originally it was slow- after the government took the monumental decision to open the broadcast media to private and foreign players. The first ten years was mostly trial and error- slow and occasionally irregular start gave way to joining. The first takeoff in Hindi and the regional language channels finally concluded in the founding of an English news channel in the form of Star News in 1998. But it was some years later that it became a 24 hour news channel. Other English news channels started mostly from Delhi and were national in character; the only concession being Times Now from Mumbai. Some local English channels came up- a few were positive but many either closed down or have turned into multi-lingual for survival. (H.NareshRao 2015)..

News seeking viewers may be involved to a specific media outlet to consume their news for a number of several reasons. A purpose news seeking viewers may be more concerned in one news outlet over another. However, research has presented that the content among many news outlets are more related than one would accept (Maier, 2010).

Maier's (2010) study required to find the changes of news content between online foundations and majority media such as radio, television, and newspapers through content analysis. The study initiates that online news media content were related to Ordinary news media (Maier, 2010). For example, about six in ten of the top sections online were consistent with the important sections in newspapers, on television, or on radio (Maier, 2010).

## **Review of Literature**

Nojin K Wak, (2004) this young adults determine that entertainment talk shows matter for political engagement. Hetv related political information, particularly late night talk shows, was start to relate to all three categories of the criterion variables—political efficacy, political trust, and vote likelihood—either directly or via interacting with a third variable. The findings of this study call for a further examination of the role that non-traditional sources of political information, such as late night talk shows, play among young sections of the population.

Nageswar Rao, et.al., (2015) found that the research design used for this study is both exploratory and descriptive in nature. A sample of 150 viewers will be targeted for collected. Sample units will be taken from those respondents who watch Hindi news. In the present research work for four hypotheses related to the news media industry. We have concluded the following things: “TV is the best useful source of getting NEWS.” “Between the selected TV News channels AAJ TAK is the greatest popular TV News channel.” “Programmers other than News showed on TV News channels interest the viewers.” Many programmers are nowadays shown on the TV news channels connected to sports, crime, society and religion. Yet some persons like to watch current activities more on TV news channel than other programmers.

The purpose of this study is to explore Audience perception on coverage of political news programmers of Africa independent Television (AIT) in Enugu metropolis Enugu state. To conclude the survey exposed that African Independent Television (AIT) political news coverage is of good superiority, well-timed, particular and full political news programs. The investigator

mentions that since the primary resolution of the television is to inform the public, the media houses should ensure that contents of their news are completely free from bias, factual and significant to the greater society.

Biset Ayalew Nigatu (2014) exposes that Bahir Dar University instructors consume news on a daily basis. With respect to media usage, television stations, radio stations, and websites are the best selected information source of respondents. In addition, instructors use the Internet on daily basis, mostly for thorough for information connected to their topic areas, distribution and getting e-mails, and searching for daily news. The media satisfied that instructors regularly consume are social issues, sport and politics. Respondents observe media characters positively, and the highest level of agreement was said with the statement that the media help people developed improved knowledgeable and cultured. Objectivity and sincerity, and individuality from political interest are the main conditions for respondents to choose a particular media over another. Finally, age, background, sex, and academic rank are factors that affect respondents' media perception.

Lucy L. Henke (2009) conducted a study on College students' use of and approaches to traditional and nontraditional news media were perceived. Moreover considered were the role of the Cable News Network and the addition of CNN into developing news intake patterns. Significant variances by year in college were recognized, with future college years associated with heavier news consumption. CNN viewers were found to differ significantly from non-CNN viewers in their use of daily newspapers, weekly news magazines, and late night local news viewing.

Alberto Bayo- Moriones (2015) the purpose of this paper is to explain the association between the political orientation of television viewers and their perception of television programming quality. Information from a sample of 2,843 viewers is used. Ordinary least square models are projected to test the theoretical hypotheses. The results suggest that the conceptual location of viewers has a significant behavior on their assessment of the excellence of television channels. They also share opinion to the important part played by news programming in the viewer's overall assessment of channels quality.

Haley Devaney (2013) the current media environment is now differentiated than ever before with limited news viewers self-selecting interested in news channels that provides to their political favourites. I use an experimental design to test if conceptual hints, via the outlet make, produced opinions of bias in the source's news content. The results confirm that when equal news content was credited to any of the MSNBC, FOX, or CNN outlet, views of bias were found and greatly diverse among each outlet.

Enders by (2011) revealed that political slant in news content still had a significant effect on voting behaviour. He found that a strong relationship exists between party preference and the type of newspapers read most often. Among labour party identifiers, 56 percent read pro-Labour newspapers, and 77 percent of Tories read Conservative papers. Similarly, those in favor of Conservative newspapers casted 76.9 percent of their votes for the Tories; readers of Labour papers gave 80.4 percent of their votes.

Pew Research Centre. 2012 from the Pew Research Centre, television said that the maximum generally used average for political news. In 2008, though, the Internet exceeded reporters as the best-favoured opening for national and international news. In a study requesting individuals where they got their news from, 70 % said television, 35 % said Newspapers, and 40 % answered they got their news from the Internet. Associated to the last election, television and newspapers have seen a small failure in respects to people who use these two channels for gaining news, whereas people saying they use the Internet to get their news has increased.

Peter Clarke and Eric Fred inhabit of newspapers is originate to correlate positively with having details for preferring one U.S senatorial applicant over another. Television contact is negatively connected to political reasoning to a nearly significant degree. Data were delivered by a 1974 countrywide, postelection study. Investigation showed that at the collective level, exploratory media behaviour and political knowledge in 67 news markets. News markets with competition among daily newspapers show greater levels of information than monopoly areas, directing for education and importance in politics.

Television viewers has been waning increasingly for years, the network news shows have lost a third of their viewers, and the contented of movement coverage in these news outlets has removed away from policy to scandals, gaffes, and the horse race. It is no wonder, then, that countries are viewed as less prepared to make electoral conclusions today than they were 50 years ago (Gilens, et al., 2009).

### Objectives of the Study

To study the understanding of political news on television by college students.

To discover the level of perception of television political news by rural and urban college students in Salem.

### Methodology

Quantitative research method is employed for this study. The researcher will conduct the study on the basis of Uses and Gratification Theory. The survey sample consists of college students. The population for the present study constitutes the college students from Salem, Tamil Nadu. A survey was conducted in which 100 respondents of college students in Salem were given questionnaires.

Table 1. Watch Political news TV of the respondents

Watch Political news TV	Frequency	Percent
yes	73	73 %
No	27	27 %
Total	100	100 %

- Majority (73%) of the respondents read political news where 27% of the respondents do not watch political news on TV.



Table 2. language of the respondents

Language	Frequency	Percent
Tamil	39	39 %
English	11	11 %
Both	50	50 %
Total	100	100 %

Majority of the respondents (50%) watching political news in Tamil, 39 % in English, 11% in other languages.

Table 3. Choose for TV news of the respondents

Choose for TV news	Frequency	Percent
Sun TV	40	40 %
Jaya TV	11	11 %
News 7	6	06 %
Puthiyathalamurai	27	27 %
Others	16	16 %
Total	100	100 %

Majority of the respondents (40 %) choose political news in Sun TV 27% in Puthiyathalamurai, 16% in others, 11 % in Jaya TV, 6% news 7 viewers.

Table 4. Political news viewing pattern of the respondents

PN viewing pattern	Frequency	Percent
Regularly	54	54 %
Occasionally	37	37 %
Rarely	9	09 %
Total	100	100 %

Majority of the respondents (54%) viewing political news in regularly, 37% in occasionally, 9 % in rarely viewers'

Table 5: political news viewing in a week of the respondents

TV time a week	Frequency	Percent
Everyday	58	58 %
Twice a week	29	29 %

Occasionally	13	13 %
Total	100	100 %

Majority of the respondents (58%) viewing political news in everyday, 29 % in twice a week, 13% in occasionally viewers

### Findings

- Majority (73%) of the respondents read political news where 27% of the respondents do not watch political news on TV.
- Majority of the respondents (50%) watching political news in Tamil, 39 % in English, 11% in other languages.
- Majority of the respondents (40 %) choose political news of Sun TV 27% then Puthiyathalamurai, 16% in others, 11 % in Jaya TV, 6% news 7 viewers.
- Majority of the respondents (54%) watch political news in regularly, 37% in occasionally, 9 % rarely view political news.
- Majority of the respondents (58%) view political news every day, 29 % twice a week, 13% occasionally.

### Conclusion

The study reveals that majority of the respondents are from urban areas and rural population is low among the respondents. Both Tamil and English political news in television are frequently viewed by the college students of Salem. Majority of the respondents watch political news in television Sun TV and Puthiyathalamurai Channels. The students see political news in television the regularly every day. Most of the respondents spend 5 minutes regularly for watching television news. Student's news in television mainly to get information. Respondents state that political news viewing as highly essential for them majority of the respondents spent more than 75% of their week for watching political news. The study helped to understand the political news viewing habit and its importance college students. Viewing news that is important to them. The students agreed that viewing political news in television is highly essential in comparison with other categories of news and news articles.

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