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# **“A Comparative Study on Daytime TV Newscasts of Public and Private TV Channels in Bangladesh”**

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A postgraduate thesis submitted by

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This thesis is submitted to the Department of Journalism and Mass Communication of Daffodil International University as a partial fulfillment of the requirements for the degree

**Master of Social Science in Journalism and Mass Communication**

**Department of Journalism and Mass Communication**

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## **Application for Approval of Thesis Paper**

To

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**Subject: Application for approval of thesis paper.**

Dear Sir,

I have accomplished my thesis paper titled “A Comparative Study of Daytime Newscasts on Public and Private Television Channels in Bangladesh” as a course requirement for my Master of Social Science programme. I have tried my level best to work sincerely to cover all the aspects regarding the matters which I have been assigned.

I believe that working on this thesis paper has enriched both my knowledge and experience to conduct a social science study using content analysis.

I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my project. Your kind approval is solicited.

Yours sincerely,

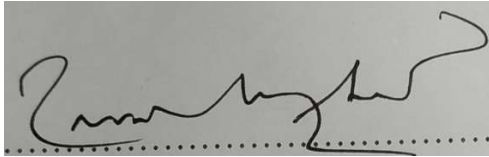
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## Letter of Approval

This is to certify that Sharif Ahmad Shabbir, ID: 191-28-285 has done his thesis paper titled “A Comparative Study of Daytime Newscasts on Public and Private Television Channels in Bangladesh” under my supervision and guidance.

The study has been undertaken in partial fulfillment of the requirements for the degree of Master of Social Science (MSS) in Journalism and Mass Communication at Daffodil International University.

The study is expected to contribute in the field of Journalism and Mass Communication as well as in further studies about television newscasts in Bangladesh.

A handwritten signature in black ink on a light gray background. The signature is cursive and appears to read 'Md. Golam Rahman'. Below the signature is a horizontal dotted line.

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## DECLARATION

I do hereby solemnly declare that the research work presented in this postgraduate thesis has been carried out by me and has not been previously submitted to any other University / Institute / Organization for an academic qualification / certificate / diploma or degree. I have also cited references appropriately whenever used in this thesis paper.



Sharif Ahmad Shabbir

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Sharif Ahmad Shabbir

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## **Abstract**

In today's information-driven world, there are many ways of getting information to empower oneself. Television is one such platform that has still maintained its popularity as an infotainment medium even in this modern era with the rise of digital and web based technologies. As television has the ability to cover news events live in real life with the aid of appropriate audiovisuals and graphics, it can quickly garner public attention and also reach to the masses using developed and advanced broadcasting technologies. Newscasts have since become a staple of many television channels' regular programming lineup. Considering the widespread nature of newscasts on television channels with the power to influence the masses, this thesis paper is an attempt to analyze newscasts of some public and private television channels in Bangladesh in terms of their content to have a better look at the trends of what makes the news on Bangladeshi television channels. This thesis paper also makes an effort to draw up comparisons between Bangladeshi public and private TV channels' newscasts to shed some light on the difference of their content styles. A total of 140 news stories of daytime newscasts from 4 different television channels have been taken into account for the content analysis study presented in this thesis paper. The study found that the nature and dynamics of television news in Bangladesh in the present age still goes with what has been said by previous scholars. The author of this thesis paper hopes that this study will help Bangladeshi television channels to better understand how to make their newscasts more diverse instead of following certain age-old news structures and will also enlighten any general reader about what makes the news in Bangladesh through the eyes of daytime TV newscasts that can give an idea of the overall condition of broadcast journalism in the country in terms of what topics are covered and to what extent they are covered.



## 1. Introduction

Since the twentieth century, television has been considered as an engaging medium of communication where any message can be easily transmitted to quickly reach the masses. Following the rise of newspapers and radio, television was able to revolutionize the mass media scenario with its immediacy compared to newspapers that report today's events for tomorrow and its power of visuals compared to radio that can only work with audio. Over the years, this mix of timeliness combined with moving pictures and sounds made television the platform for disseminating news as they soon as happen. Hence, the mass people turn to television to get breaking news updates and they can also see what is happening at the scene to stay abreast with all the latest happenings.

Even in today's internet-dominated world, television news is still going strong with the expansion of television channels, news networks and broadcasting technologies. Compared to the rise of fake news coming from anonymous sources on the internet, television news is still considered to be more credible (Mehrabi, 2009) as information is gathered from authentic sources along with real-time pictures and sounds.

It has been a long practice for many viewers to tune in to television channels of their choice in their free time just to catch a glimpse of the news to know about what is happening around them. Television news has been accepted as a regular program by viewers alongside the swathe of entertainment programs being broadcast. Hence, television is termed as the medium of infotainment with "info" coming from news and "tainment" coming from entertainment offerings of television channels (Thussu, 2004). Moreover, television channels dedicate a chunk of their programming slots for regular news broadcasts or newscasts and employ their own workforce of reporters or journalists who gather latest news round the clock.

With television news playing a vital role in informing viewers about the latest happenings around them and giving rise to a whole new level of broadcast journalism, media and communication researchers have always shown interest to study television news from various viewpoints to understand its dynamics, how it works, why it works and its efficacy in reaching the masses. Different research studies on television news have been carried out in

different countries that evaluated topics like what local news stories are getting the most coverage, what state or national news stories are being highlighted as the main lead story on newscasts (Martino, 2003), representation of male and female personalities in television news reports as sources, quality of translation of international news on local newscasts (Tsai, 2012), certain buzzwords used in newscasts, camera angles and audio-video dynamics used in television news reports and more.

This led the author of this thesis paper to garner interest in taking up his own study of television newscasts in his own country, Bangladesh and make an effort to analyze the content of the newscasts of a mix of public and private television channels of Bangladesh.

This thesis paper gives an overview of the relevant literature about television news in general and the television industry in Bangladesh. Furthermore, it tries to put the study of television newscasts into a theoretical framework through which research questions and objectives are formulated. The thesis paper then explains in detail how the study was carried out, which samples were used and why and what units and categories were analyzed and how. In the Analysis and Discussion segment, the author of this thesis paper has presented all his findings and tried to understand trends of newscast stories along with an attempt of comparative analysis of public and private television newscasts in Bangladesh. This thesis paper then provides some recommendations for how to improve this existing study that will help to pave way for further studies in the future along with some concluding thoughts.

## 2. Review of Literature

### *History of Television News*

With the popularity of the radio and its usefulness in disseminating information during the World War I, scientists got interested to bring in a new form of communication medium that would enable people to see and hear at the same time. With years of research and experiments with different forms of wave transmissions, the television came into being.

Talking about television, William (2004) wrote, “Television was invented as a result of scientific and technical research. Its power as a medium of news and entertainment was then so great that it altered all preceding media of news and entertainment”.

Marshal McLuhan (1967) described television as a “visual, oral and tactile media which is much more participatory and soothing than those of the print media”. Television has the ability to show a variety of programs that can engage viewers through sights and sounds stirring their imagination and affirming their sense of the real world.

Television news is one such way through which viewers get to make sense of the real world around them. With lively presentations of a news story, the viewers can easily get involved with the news and understand its significance. News on television can thus fulfill viewers’ interest of knowing what is happening in the real world and how it affects them.

The world’s first television stations were set up in America in the late 1920s and early 1930s (Hur, not.dated.). W3XK was the first TV station to broadcast in the world on 2<sup>nd</sup> July 1928. WRGB that started its operations in January 1928 is still broadcasting till date.

The British Broadcasting Corporation, BBC led the way of introducing news for television in 1935; however it was not news made for television but it was BBC Radio’s audio news that was broadcast on its television station without video on a trial basis (Shahriar, 2009). BBC Television started its official broadcast on 2<sup>nd</sup> November 1936 and covered the procession of the Coronation of King George VI and Queen Elizabeth live on 12<sup>th</sup> May 1937.

This is one of the first live television broadcasts in the world which informed viewers that television can go directly at a scene and show it in real time to its viewers by letting them know what is happening right on the spot. The Daily Mail commented: 'When the King and Queen appeared, the picture was so vivid that one felt that this magical television is going to be one of the greatest of all modern inventions.' The Express declared that television had 'arrived'. The Telegraph said: 'Horse and foot, the Coronation procession marched into English homes yesterday.' ("Television out and about - History of the BBC," not.dated.)

CBS in America was the pioneer of having dedicated television news broadcasts; its New York CBS television station, WCBW started broadcasting two daily news programs at 2:30pm and 7:30pm respectively in 1941. Both the newscasts ran for 15 minutes.

On 7<sup>th</sup> December, 1941 during Pearl Harbor's bombing in World War II, Ray Forrest, an announcer of WNBT television channel in America, announced the news of the attack in the middle of the broadcast of Millionaire Playboy movie while Sam cuff of WNBT's Face of the War stood in front of a map to show viewers where the attack took place. In *The Magic Window: American Television, 1939-1953*, James Von Schilling refers to televised reports of the Pearl Harbor attack as "TV's first bulletin". CBS's New York based WCBW also reported about the attack live later that day. However, no recordings of the both the broadcasts exist.

In 1958, CBS News published its own description of the attack's coverage: "During that Pearl Harbor telecast, (Richard) Hubbell showed on maps the location of islands like Wake and Midway, and pointed out the possible lines of attack against the Philippines and Singapore. The viewer saw the positions, at least as they were known on that day, of United States Pacific Fleet units.

The program, through diagrams, arrows, and other symbols, defined news in terms of the visual. Expert analyses, again with maps as visual aids, were offered by Major General Fielding Eliot and Fletcher Pratt, while Linton Wells reported the fast-breaking political developments." (Jay, 2016)

World War II forced major television stations in the US and BBC Television in the UK to close down as funding for television operations were cut to make way for more money to be used in war purposes (Shahriar, 2009).

Later in 1946 after the war ended, television channels in America and the UK made their comebacks and were revived with new developments. In 1948, BBC started making its own newsreel for broadcast (Shahriar, 2009). BBC broadcasted its first ever live news bulletin on 5<sup>th</sup> July 1954 at 7:30pm which ran for 22 minutes (BBC Media Centre, 2014).



Figure 1: BBC's 1st live newscast on 5<sup>th</sup> July 1954

Meanwhile in America, CBS channel's CBS Evening News with Walter Cronkite's runtime was expanded to 30 minutes on 2<sup>th</sup> September 1963, becoming the first half-hour news show on American television. This then became the standard runtime of newscasts on television channels around the world. Nowadays, newscasts about an hour long can also be seen on television channels.



Figure 2: CBS Evening News with Walter Cronkite

Television came to Bangladesh on 25 December 1964 in the name of Pakistan Television, PTV Bangla as the country was called East Pakistan at that time. Later, it was renamed Bangladesh Television or BTV following the country's independence from Pakistan in December 1971 and became a state-owned public television channel of the country. It is said to be the first ever Bangla television channel in the world. BTV had broadcast both Bangla and English newscasts since its first day of operations and still continues their broadcasts till date (Shahriar, 2009).

### ***Television Channels and News in Bangladesh***

Television is the most popular source of news and entertainment in urban areas of Bangladesh. (Bangladesh Media and Telecoms Landscape Guide, 2012)

According to the Ministry of Information of Bangladesh in 2018, the number of approved satellite television channels was 44 (Bangla Tribune, 2018); however, some of them are yet to start their broadcast operations. The table below shows the television channels that are currently operating in Bangladesh:

<b>Public Television Channels (free-to-air via terrestrial transmissions)</b>	
1.	Bangladesh Television, BTV (the first channel in the country and the first Bangla television channel in the world)
2.	BTV World (BTV's satellite channel)
3.	BTV Chattogram (BTV's Chattogram Center broadcast)
4.	Shangshad Television (Parliament Television operated by BTV)
<b>Private Television Channels (transmission by satellite)</b>	
5.	ATN Bangla (the first private owned satellite channel)
6.	Ekushey Television, ETV (the first private owned terrestrial channel but was later shut down and now operates as a satellite channel only)
7.	Channel I (the first private owned digital television channel)
8.	NTV
9.	Banglavision
10.	RTV

11.	Boishakhi Television
12.	Desh TV
13.	ATN News (news channel)
14.	Somoy Television (news channel)
15.	Independent Television (news channel)
16.	Ekattor Television (news channel, also Bangladesh's first HD television channel)
17.	Channel 24 (news channel – it started as a general entertainment channel but was revamped into a news channel later)
18.	News24 (news channel)
19.	Jamuna Television (news channel)
20.	DBC News (news channel)
21.	MyTV
22.	Bijoy TV
23.	Ananda TV
24.	Duronto Television (kids channel)
25.	Deepto Television
26.	Asian Television
27.	Channel 9
28.	Nagorik Television
29.	Maasranga Television
30.	SA TV
31.	Mohona TV
32.	Gazi Television, GTV
33.	Bangla TV
34.	Gaan Bangla (music channel)

Earlier on various occasions, several television channels were shut down in Bangladesh which included CBS News (Bangladesh's first news channel), Channel One, Diganta Television and Islamic TV.

The television channels which have received their licenses but still haven't started their official broadcast operations (as of December 2019) include: Green TV, Cambrian Television, Rongdhonu TV, Titas TV, Millenium TV, Newvision TV, Renaissance TV, Jadoo Media TV, Amar Gaan TV, Channel 21 and ATV.

As per 2011 Nielsen Media and Demographic Survey of Bangladesh, 74% of people have access to television at their homes. Access to television in urban areas increased to 91% in 2011 from 69% in 1999. In rural areas, television was being watched by 67% of the people in 2011 compared to 24% in 1999. Both the trends in urban and rural areas indicated a positive increase hinting at the rising popularity of accepting television as part of one's household.

All the channels except Shangshad Television, Channel 9, Duronto Television and Gaan Bangla, airs regular newscasts. BTV World and BTV Chattogram simulcast news from BTV. All news-based channels except News24, broadcast news round the clock (mostly live, only late night newscasts are repeat broadcasts of the latest live newscast). News24 broadcasts news at regular 2-3 hour intervals.

According to Bangladesh Media and Telecoms Landscape Guide (2012), television is still considered to be an authentic source of news and information even when breaking news first appear online before coming on TV.

The National Survey of Bangladeshi Public Opinion in 2017 by Center for Insights in Survey Research found that 65% of people prefer television to get their news compared to 4% who preferred the internet.

Management and Resources Development Initiatives (MRDI) and Unicef jointly conducted a "News literacy, People's Perception" survey for Bangladesh in 2016 where 90% said they watch TV and the area of news are politics (21%), entertainment (24%) and crime (16%).



Rahman (2007) said that people are more interested about television news from the perspectives of proximity, timeliness and credibility. Furthermore, he mentioned that television has limited time to cover an issue or event in a detailed manner.

In the study conducted by Rahman et. al (2009), 48% of the respondents stated that they do not perceive news on Bangladeshi television channels to be highly accurate. 60% remarked that television news was biased while only 22.3% thought the news on television to be accurate.

Earlier in 2008, a study titled “The State of Governance in Bangladesh” by The Institute of Governance Studies of BRAC University (Bangladesh Media and Telecoms Landscape Guide, 2012) found that 82% of people thought news delivered by private television channels of Bangladesh is authentic and credible while public television channel, BTV’s news garnered the support of 78% people on the credibility index. 32% of people in urban areas chose not to rely on news delivered by BTV while 87% of people in rural areas said they found BTV’s news credible as there was less choice of television channels in rural areas at that time.

Dr. Md. Golam Rahman (Mapping the Terrain of Mass Media Research in Bangladesh, presented in 2016) said that BTV’s news “does not create much impact on audience’s minds due to its credibility reason.” He further argues that only “people who do not have any alternative are compelled to watch BTV.” He also stated that despite being a public medium, people do not own BTV as it serves as the mouthpiece of the ruling government in power.

Ahsan (2013) mentioned syndicated journalism to be a cause for the lack of variety in television news as many journalists working for different channels source their video footage from a single camera source.

Ferdous (2009) talked about how Bangladeshi media prefer to focus on issues related to urban areas where male-dominance is still prevalent.

### *Theoretical Framework*

Islam and Marjan (2013) stated that newscasts of Bangladeshi TV channels give more importance to news about political parties and the ruling government more than others. Their study examined 270 news items and found Ekattor TV presented 38% of its news about political parties and the government, the highest found in the study. It was followed by NTV (24%) and ATN Bangla (22.5%). The researchers remarked that the influential class is mostly shown on television news as these are the people with power, money and muscles.

Bergman (2013) stated that state-owned television channel, BTV's newscasts between September 1 and November 30, 2013 propagated negative or very negative remarks about opposing party the Bangladesh Nationalist Party, BNP, its leader Begum Khaleda Zia and the caretaker government system. On the other hand, remarks about the ruling party Awami League and its leader and also Prime Minister Sheikh Hasina were deemed positive or very positive. Rahman (2006) stated that BTV never sends its cameramen to cover events related to the main opposition party.

The findings of these three literatures confirm Hallin's statement (1986), "The TV news is a dangerously influential and dominant political institution serving the interests of the powerful class of a society." This is also in accordance with the Marxist theory that media, in this case – television, works on behalf of the influential elite classes of the society to hold onto their existing dominant power.

Rahman (2009) revealed that most of the owners of private Bangladeshi television channels are very rich with close ties to the two leading political parties of the country, the ruling Awami League and the opposing BNP party. Most of them are industrialists who own major corporate businesses in the country while others are politicians.

These rich owners of private television channels in Bangladesh set the agenda for their respective channels based on their own political ideologies and as a result, the editors of these channels act as gate-keepers to allow news stories that go with the interests and ideologies of the owners and other stakeholders. Haider (2007) showed through his content analysis study that news coverage of ATN Bangla, NTV and Channel I mostly supported the political ideologies of their channel owners.

This relates to agenda setting theory where the media has the power to set issues and topics of public agenda. It is perceived that if the media shows something, it must be important. In the case of Bangladeshi television news coverage, frequent news about ruling party politicians and entities related to the channel owners can make such news to be seen as important by the viewers when in reality, there might be many other really important issues that fail to make its place in the news on television. The editors of television news acting as gate-keepers conform to the gate-keeping theory where news media can only allow news that is deemed to be important and in case of Bangladeshi television channels, they allow news stories that favor the channel owner's interest and reflect the channel owner's political affiliation.

The Marxist perspective can also be related to this scenario as Karl Marx remarked that the economy is controlled by a group of influential elites. They also have control of the media which they used it to fulfill their own agendas. The media works as the representative of the dominant influential elite class by spreading their ideologies and ignoring other voices. With the control of the media, it is also easier for them to spread propaganda that works in their favor only.

Rahman (2008) found that out of 1653 news reports of a leading television channel in Bangladesh, only 16% were about public welfare. This shows how little interested Bangladeshi television channels are in serving the public interest as mass communication platforms. Bangladeshi television channels can benefit from social responsibility theory that states media should be free & fair by being socially responsible to give a voice to the public and also by exercising accountability and maintaining ethics.

This goes hand-in-hand with media democracy concept that allows for pluralistic media with greater public participation, space for alternative media, widespread media reforms and practice of democratic values. Although Bangladesh's television media has been pluralistic with more private owned television channels compared to public ones, there is still a long way to go to achieve complete media democracy in the Bangladeshi television industry.

### ***Research Questions and Objectives***

From the review of literature so far, the author of this thesis paper came up with the following questions in mind:

- 1) What news topics (genres of news) make up television news in Bangladesh?
- 2) What type of news reports are being shown in Bangladeshi television newscasts?
- 3) What treatment is given to them as news stories?
- 4) How many political or pro-government stories are covered by Bangladeshi television channels in a week?
- 5) Who are the subjects (the main person/theme on whom the news is based on) of the television news reports?
- 6) Are the news reports coherent in terms of audio and video synchronization?
- 7) How is the language of the television news reports (ease of understanding)?

Based on these questions, the objectives of the study of this thesis paper are as follows:

- 1) Monitor the genre of news on Bangladeshi television channels
- 2) Observe the type of news on Bangladeshi television news
- 3) Inspect the news treatment given to news stories on Bangladeshi television channels
- 4) Check political or pro-government stories on Bangladeshi television news
- 5) Examine the audio-video coherence of Bangladeshi television news reports
- 6) Scrutinize the language used in Bangladeshi television news reports
- 7) Observe who is the subject of the television news reports
- 8) Analyze trends in newscasts of Bangladeshi television channels
- 9) Compare news contents of public and private television channels of Bangladesh

### 3. Methodology

#### *Conducting the Study*

As this thesis paper aims to look at television newscasts in Bangladesh which is a form of media content, the author chose to use content analysis for conducting the study. The study will gather quantitative data through content analysis and use them to come up with a qualitative analysis.

Content analysis is a popular research methodology among media and communication scholars to analyze various types of media content and their message that appear on different media platforms such as newspaper, television, movies etc. Walizer and Wienir (1978) defined content analysis as “any systematic procedure devised to examine the content of recorded information”. Krippendorf (2004) defined content analysis as a research technique for making replicable and valid references from data to their context. Kerlinger (1973) said content analysis is a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables. According to Wimmer & Dominick (2011), content analysis was used by researchers studying propaganda in newspapers and radio after the World War II. Since then, the method has grown popular with mass media researchers.

To conduct a content analysis of television newscasts in Bangladesh, the author had to select some samples among the existing number of television channels in Bangladesh that air regular newscasts. The details of the study population and samples are given as follows:

<b><i>Total Population</i></b>	
<i>Total number of television channels in Bangladesh (currently in operation)</i>	34
<b><i>Real Population</i></b>	
<i>Total number of television channels in Bangladesh with regular newscasts (except Shangshad Television, Channel 9, Duronto Television, Gaan Bangla and both BTV World &amp; BTV Chattogram that uses BTV's original newscasts)</i>	28
<b><i>Selected Samples</i></b>	
<i>BTV, Ekushey Television (ETV), NTV and News24</i>	4

The reasons for choosing these 4 samples are as follows:

- a) BTV: It is the only public television network in Bangladesh. It is the largest television channel in the country in terms of reach (BTV's website at <http://www.btv.gov.bd> states that 95% of Bangladesh's population is covered by its terrestrial television network), number of employees, space of its headquarters (located in Rampura, Dhaka) and broadcasting equipment.
- b) ETV: It started out as Bangladesh's first private terrestrial television channel in 1999 and was also the first private channel to introduce regular newscasts as part of its programming lineup. It is said that ETV is the one that has revolutionized TV journalism and newscasts in Bangladesh by introducing the concept of news package reports, live phone-studio-source-reporter-expert interviews, modern TV studios and graphics which were also later adopted by other private channels of Bangladesh. Currently, it is operating as a private satellite channel and could not live up to the hype it had once created for modern day TV news in Bangladesh but still the author chose to select ETV as present day modern TV newscasts would not be possible if ETV had not shown the way earlier.
- c) NTV: It started out in 2003 and was founded by a leading politician affiliated with the main opposition party in Bangladesh, BNP. It has been included in the sample to see how a television channel associated with BNP forces covers their news during the regime of Awami League, the current ruling political party of Bangladesh.
- d) News24: It is a 24-hour news channel of Bangladesh owned by Bashundhara Group that has ties with the ruling Awami League party. It is also the newest 24-hour news channel in the country having started operations in 2016. It would be interesting to analyze how a new 24-hour private news channel covers their newscasts by maintaining a pro-government stance.



Figure 3: Logos of the 4 selected samples-BTV, ETV, NTV and News24

The regular daily newscast schedules of the 4 selected television channels are as follows:

<b>BTv</b>	<b>ETv</b>	<b>NTv</b>	<b>News24</b>
8am	1am	1am	12am
10am (English News)	9am	7.30am	3am
12pm	11am	10am (News Headlines)	5am
2pm	2pm	12pm	7am
4pm (English News)	6pm	2pm	9am
6pm	7pm	5pm	10am
8pm	9pm	6pm (English News)	12pm
10pm (English News)	11pm	7.30pm	3pm
11.30pm		10.30pm	4pm
			7pm
			10pm
			*The major newscasts are broadcast at these times; other news based programs are broadcast in the remaining time.

Out of all these newscasts, the daytime 2pm news of BTv, ETv, NTv and 3pm news of News24 have been selected for content analysis for 1 week from 23 October 2019 to 29 October 2019. The first 5 news stories of each newscast have been included in the content analysis to analyze the most important news stories ranked in order of the rundown of the newscasts. Hence, the number of news stories for every television channel is  $5 \times 7 = 35$ .

Hence, a total of 5 news stories from daytime news x 4 channels x 7 days (1 week) = 140 news stories have been taken into account for conducting the content analysis as part of this study.

The reasons for choosing daytime news are as follows:

- a) The author's main motivation for conducting the study was to analyze at least one newscast of BTV. The author had the intention of going for BTV's 8pm primetime newscast but due to limited resources, could not do so and also failed to find a copy of BTV's 8pm news later on as BTV itself doesn't keep an archive of its 8pm newscast and it was costly to gain copies of BTV's 8pm news from a third party named Ryans Media. After an extensive search, the author was able to find videos of BTV's 2pm newscasts and as this was an easy to access, readily available resource, the author had to change his choice to BTV's 2pm newscast and based on that, chose similar daytime newscasts of the selected Bangladeshi private television channels as part of this study.
- b) Furthermore during review of literature, the author found previous studies based on primetime newscasts only which were chosen due to high numbers of viewership. No studies were done on daytime newscasts which are now gaining prominence as almost every Bangladeshi television channel with regular newscasts has daily daytime news broadcast. People can conveniently catch a glimpse of the daytime news during their lunch breaks to have an idea of what has happened throughout the day and what can be expected to happen later in the day. As a result, the author got curious to choose daytime news which could add to the existing content analysis studies done on Bangladeshi TV news and give a better understanding of the nature of TV news in Bangladesh at various timeslots.

### ***Data Gathering Process***

The author collected newscasts from the following sources:

- a) BTV's 2pm news from BTV's official Facebook page at <https://www.facebook.com/btv.gov.bd/videos/>
- b) ETV's 2pm news from ETV's website at <https://www.ekushey-tv.com/videogallery/category.php?typeinfo=18>
- c) NTV's 2pm news from NTV's website at <https://www.ntvbd.com/video/ntv-news/dupurer-khobor>



d) News24's 3pm news from News24's Youtube channel at

<https://www.youtube.com/channel/UCHKvg7FqyEqmOkYx0y4KtIA/videos>

The newscasts were then viewed and the first 5 news stories were selected for content analysis. To facilitate the content analysis process, a format was developed to record data observed from the newscasts keeping in line with the objectives of this study mentioned in Page 12 of this thesis paper. The recorded data were then classified, counted and summed up for a qualitative interpretative analysis. An example of the data recording format is given below and for details, similar formats are annexed in the appendices:

<b>BTV 2pm news on 23 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Prime Minister announces list of new MPO schools (1 mins 56 sec)	Political (govt)	Surface news OOV + SOT	Yes	Easy	Prime Minister (female)
2	Prime Minister in Flight Seminar (3 min 56 sec)	Political (govt)	Surface news PKG	Yes	Easy	Prime Minister (female)
3	Prime Minister to go to NAM Conference (1 min 7 sec)	Political (govt)	Surface news GFX	Yes	Easy	Prime Minister (female) photo
4	President visits Japan Emperor (1 min 14 sec)	Political (govt)	Surface news OOV	Somewhat	Easy	President (male) and Japan Emperor (male)

5	Obaidul Quader about Awami League reforms (1 min 54 sec)	Political (govt)	Surface news OOV + SOT	Yes	Easy	Obaidul Quader (male) - minister
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Some terminologies:

- a) Genre of news: political (government), political (opposition), political (others), economy, sports, crime, national, entertainment, development
- b) News type: surface report, follow-up report, spot news, investigative report, interpretative report, feature report
- c) Audio-video coherence (Yes, Somewhat, No): how well are the audio and video in sync
- d) Language (of the script): how easy is it to understand the message of the news report (Easy, Moderate, Difficult)
- e) Who is the news about? The main subject or theme on which the news report is based on. (Male/Female/Others)
- f) News treatment: OOV (out of vision, showing video footage with news presenter narration), GFX (graphics), SOT (sound on tape-recorded audio of a speech), PKG (package – news report by a reporter with video footage and reporter narration and news presenter intro), live (any live interaction – on spot, on phone, in the studio or via social messaging platforms such as Skype), as-live (recorded live but broadcast later), IV (in vision, news presenter reading news script without any accompanying video or graphics)

### ***Limitations***

The study of this thesis paper has the following limitations:

- a) The content analysis only covers the first 5 news stories of each broadcast instead of all the news included in the newscast. The study only deals with daytime news from 4 television channels and uses that to form an analysis of all the newscasts on Bangladeshi television channels which may or may not be representative of the entire population.
- b) Only 1 week of newscasts has been taken due to time limitations.
- c) Due to financial constraints and high cost, the author could not arrange copies of BTV's 8pm primetime news for content analysis as it was initially planned.

## 4. Findings and Discussion

### *Overview of Newscasts*

The findings of the newscasts taken into account in this study are presented as per the analysis indicators shown in the example of the data recording format table given in Page 17 and 18 of this thesis paper. For simplicity, all OOV, OOV+IV and OOV+SOT have been classified into one OOV category.

The findings from the first 5 news stories of BTV's 2pm newscast for the week of 23 October 2019 to 29 October 2019 are as follows (total number of news stories for the week included in this study is 35):

News Genre	Political (government): 30 (85.7%) Crime: 2 (5.72%) Economy: 1 (2.86%) Development: 1 (2.86%) Entertainment: 1 (2.86%)
News type	Surface Report: 21 (60%) Follow-up Report: 13 (37.14%) Interpretative: 1 (2.86%)
News treatment	OOV: 20 (57.14%) PKG: 10 (28.57%) GFX: 5 (14.29%)
Audio-video coherence	Yes: 30 (85.71%) Somewhat: 5 (14.29%) No: 0 (0%)
Language	Easy: 35 (100%) Moderate: 0 (0%) Difficult: 0 (0%)
Who is the news about?	Male: 13 (37.14%) Female: 18 (51.43%) Others: 4 (11.43%)

The findings from the first 5 news stories of ETV's 2pm newscast for the week of 23 October 2019 to 29 October 2019 are as follows (total number of news stories for the week included in this study is 35):

News Genre	Political (government): 17 (48.57%) Political (opposition): 2 (5.72%) Political (others): 1 (2.86%) Crime: 7 (20%) Economy: 2 (5.72%) National: 5 (14.29%) Sports: 1 (2.86%)
News type	Surface Report: 27 (77.14%) Follow-up Report: 6 (17.14%) Interpretative: 2 (5.72%)
News treatment	OOV: 18 (51.43%) PKG: 13 (37.14%) GFX: 4 (11.43%)
Audio-video coherence	Yes: 34 (85.71%) Somewhat: 1 (14.29%) No: 0 (0%)
Language	Easy: 35 (100%) Moderate: 0 (0%) Difficult: 0 (0%)
Who is the news about?	Male: 15 (42.86%) Female: 11 (31.43%) Others: 9 (25.71%)

The findings from the first 5 news stories of NTV's 2pm newscast for the week of 23 October 2019 to 29 October 2019 are as follows (total number of news stories for the week included in this study is 35):

News Genre	Political (government): 18 (51.43%) Political (opposition): 6 (17.14%) Crime: 4 (11.43%) Economy: 2 (5.72%) National: 2 (5.72%) Sports: 3 (8.58%)
News type	Surface Report: 33 (94.29%) Follow-up Report: 1 (2.86%) Interpretative: 1 (2.86%)
News treatment	OOV: 25 (67.57%) PKG: 9 (24.32%) Live (Reporter): 3 (8.11%)  <i>** 1 Live (Reporter) was done after an OOV and the other 1 Live (Reporter) was done after a PKG. Hence, the total here is 37 and the percentages have been calculated accordingly.</i>
Audio-video coherence	Yes: 35 (100%) Somewhat: 0 (0%) No: 0 (0%)
Language	Easy: 35 (100%) Moderate: 0 (0%) Difficult: 0 (0%)
Who is the news about?	Male: 18 (51.43%) Female: 11 (31.43%) Others: 6 (17.14%)

The findings from the first 5 news stories of News24's 3pm newscast for the week of 23 October 2019 to 29 October 2019 are as follows (total number of news stories for the week included in this study is 35):

News Genre	Political (government): 11 (31.43%) Political (opposition): 3 (8.58%) Crime: 8 (22.86%) Entertainment: 1 (2.86%) National: 9 (25.71%) Sports: 3 (8.58%)
News type	Surface Report: 32 (91.43%) Follow-up Report: 3 (8.58%)
News treatment	OOV: 28 (75.68%) PKG: 6 (16.22%) Live (Reporter): 2 (5.41%) IV: 1 (2.70%)  <i>** 1 Live (Reporter) was done after an OOV and the other 1 Live (Reporter) was done after a PKG. Hence, the total here is 37 and the percentages have been calculated accordingly.</i>
Audio-video coherence	Yes: 34 (85.71%) Somewhat: 1 (14.29%) No: 0 (0%)
Language	Easy: 35 (100%) Moderate: 0 (0%) Difficult: 0 (0%)
Who is the news about?	Male: 11 (31.43%) Female: 9 (25.71%) Others: 15 (42.86%)

### *Interpreting Data*

The analysis will focus on the comparison of the first 5 news stories of daytime news on BTV (public television channel) with private television channels namely ETV, NTV and News24 using the analysis indicators mentioned on Page 18 of this thesis paper.

The week of 23 October 2019 to 29 October 2019 saw three main news stories that were reported by all the 4 selected channels. They include the following:

- a) Prime Minister Sheikh Hasina's NAM Conference – BTV had covered this theme for all the 7 days while the private channels covered for 2-3 days. This tends to show how much interested BTV is in covering any news story related to head of state and also the leader of the ruling government.
- b) Nusrat Murder Case Verdict – All 4 channels had made reports on this story as it was a sensational case that has shocked the people of Bangladesh. BTV reported it from the perspective of the government's success that the verdict was given in the shortest possible time to ensure the rule of law in the country. The 3 private channels also reported about Nusrat's family and friends' reaction to the verdict which BTV did not report about.
- c) Action against Bangladeshi cricketer Shakib Al Hasan – The 3 private channels reported about this story extensively apart from BTV. NTV and News24 also did a live session with their reporters about this story while ETV used graphics only. As Shakib Al Hasan is an accomplished and internationally recognized all-rounder cricketer from Bangladesh, his story made its way into the first 5 news stories on all 3 private channels' daytime newscasts.

BTV's newscasts appeared tedious as the news rundown order was almost the same for every day. NTV's daytime newscast's pace seemed alright but ETV and News24's daytime newscasts seemed to be rushed as they were moving from one news story to the next.

**News Genre** – The following table is the comparison of the genre of news that have been included in the first 5 news stories on daytime news of BTV, ETV, NTV and News24 from 23 October 2019 to 29 October 2019.

	BTV	ETV	NTV	News24	Total
Political (government)	30	17	18	11	76
Political (opposition)	0	2	6	3	11
Political (others)	0	1	0	0	1
Crime	2	7	4	8	21
Economy	1	2	2	0	5
Development	1	0	0	0	1
Entertainment	1	0	0	1	2
National	0	5	2	9	16
Sports	0	1	3	3	7
Total	35	35	35	35	140

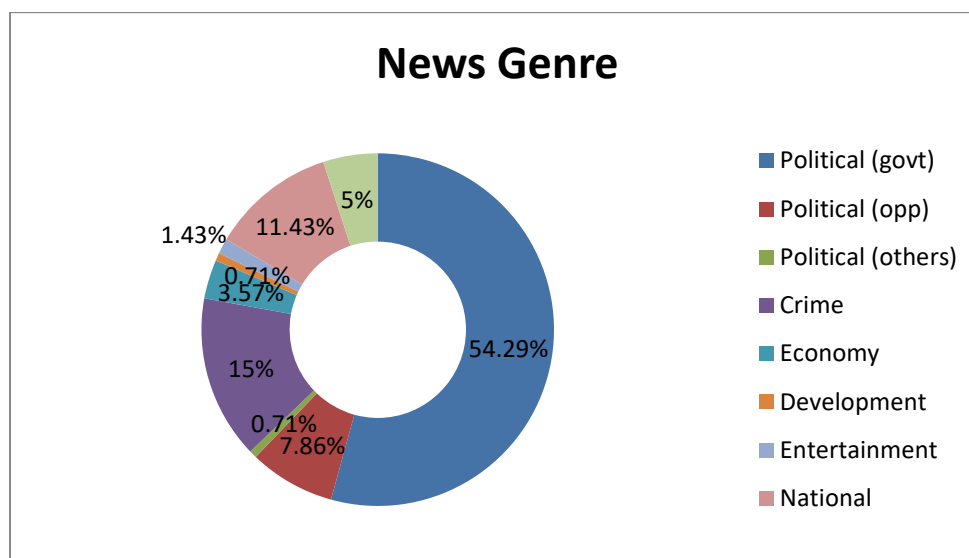


Figure 4: News genres on Bangladeshi television channels

News about the government ruled the daytime newscasts of all the 4 television channels. BTV, as it is being perceived as the mouthpiece of the government, has reported the highest number of news stories about the ruling Awami League government (30) while



News24, also being perceived as pro-Awami League, just ran 11 stories about the government. This can be attributed to the fact that News24's daytime news has a limited timeframe (the shortest news duration among all the 4 selected channels) that did not allow it to cover government stories in the first 5 news items of its daytime newscasts.

On the other hand, it is interesting to note that NTV, despite being founded by a politician affiliated with the opposition BNP party, was the highest among private channels to feature 18 stories about the government. NTV has also ran the highest number of 6 stories about the opposition BNP party, where 2 of the stories were presented as package news reports (no other television channels did any package news report about BNP), showing that NTV is trying to give space to BNP news as well to stay true to the political ideology of its BNP-affiliated founder.

News24 took more interest in delivering the highest number of crime stories (8) and national stories (9). ETV also had a similar approach with 7 crime stories and 5 national stories, coming in just after News24 for both the news genre categories. Economy news about metro rail project in Dhaka was covered by BTV, ETV and NTV but News24 could not accommodate any economy news in the first 5 stories of its daytime news rundown. Only BTV was the one to feature a development news story about public housing in Brahmanbaria as one of its top 5 news stories but it was presented in a way that was praising the government. No other television channels covered any development news story.

#### News Type -

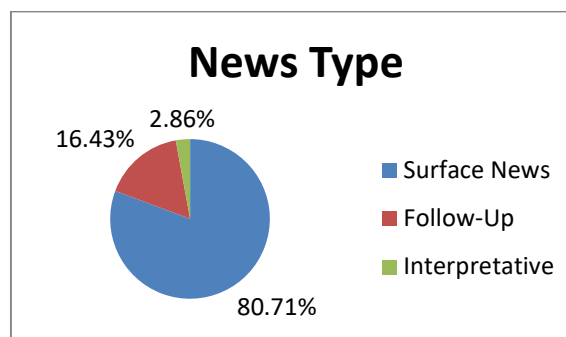


Figure 5: News Type on Bangladeshi Television Channels

For both state-owned BTV and the 3 private television channels, surface news report seemed to be the popular news type. Combinedly, around 81% of the news were surface news, follow up news constituted about 16.43% and the remaining 2.86% were interpretative news. This shows most Bangladeshi television channels prefer to report things as they are instead of engaging much in investigative or interpretative reports which are seen as the real essence of journalism.

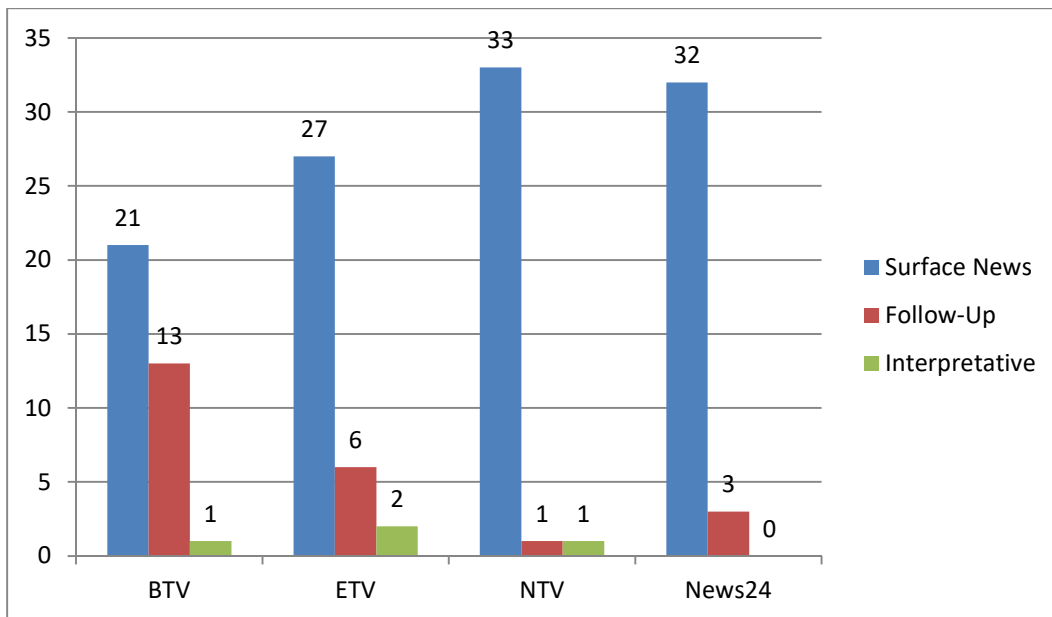


Figure 6: Comparison of News Type of BTV, ETV, NTV and News24

NTV had the highest number of surface reports at 33 while BTV had the lowest at 21. BTV ran 13 follow-up news, the highest among all the 4 channels, due to covering the Prime Minister's NAM Conference speeches and activities throughout the week. NTV had only 1 follow-up news, the lowest among all the 4 channels. Except News24, all the other 3 channels ran some interpretative news on their daytime newscasts (BTV had 1, ETV had 2 and NTV had 1 interpretative news).

**News Treatment –**

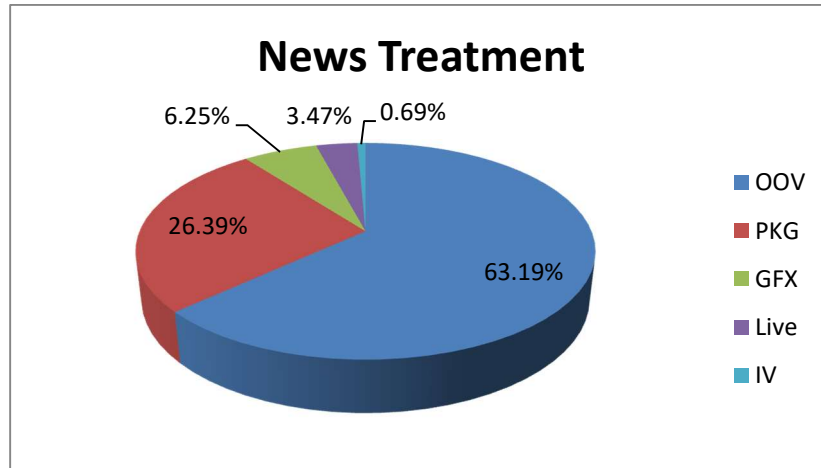


Figure 7: News Treatment on Bangladeshi television channels

For daytime news in Bangladesh, OOV is the most popular choice for the television channels. As there is shorter timeframe for daytime news compared to primetime night news, it is easier for the television channels to cover news stories by using OOV that take less time than package news reports. OOV was used as the news treatment for 63.19% of the total news covered, package news reports stood at 26.39%, GFX was only used by BTV and ETV and is at 6.25%, NTV and News24 used live news treatment for Shakib Al Hasan’s news making up 3.47% while News24 included 1 IV as the news treatment for one of its stories constituting 0.69%.

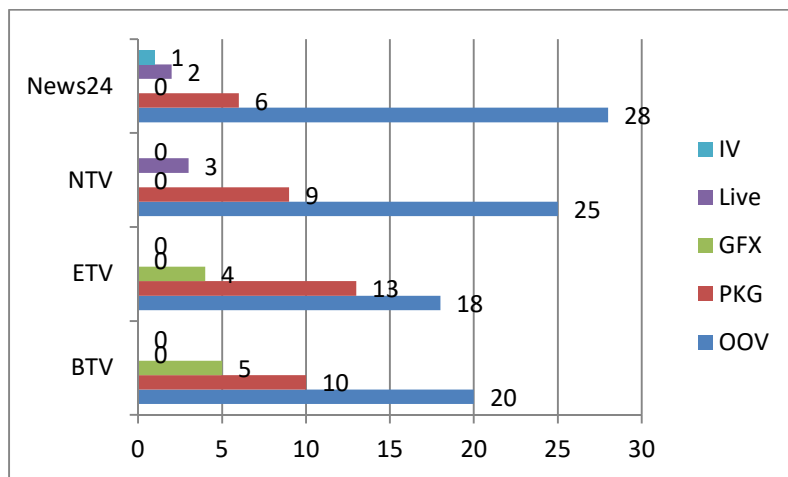


Figure 8: Comparison of news treatment of BTV, ETV, NTV and News24

News24 had the highest number of OOV at 28 which went well within the limited timeframe of its daytime newscasts (News24’s daytime newscast had the shortest duration among all the 4 channels). ETV had the lowest number of OOV at 18 but dominated in the highest number of package news reports at 13. GFX was used more by BTV (5 times) while ETV used it for 4 times. NTV had the highest number of live news session with its reporters at 3 and News24 had 2; these live news treatments had brought a variation to the news presentation of both the television channels instead of reusing the same OOV, PKG and GFX news treatments. News24 also did 1 IV which would have been better if it had any accompanying video footage as television is a completely visual media. If the viewers cannot see the news, they would also not be able to “feel it” as well.

### Audio-Video Coherence -

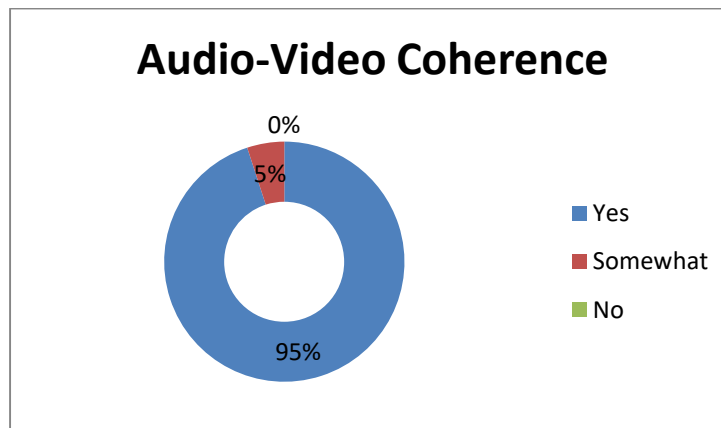


Figure 9: Audio-Video Coherence on Bangladeshi television channels’ daytime newscasts

During the content analysis study, it was noticed that 95% of the news stories on daytime newscasts of the 4 selected Bangladeshi television channels had audio-video coherence meaning the audio narration and the accompanying video footage were in complete synchronization. This can be attributed to the good work done by the video editors working in the news departments of these 4 television channels. For this, watching 95% of the news stories were soothing to the eye and did not create any discomfort. However, 5% of the news were somewhat coherent, mostly BTV’s news coverage of Obaidul Quader, the transport minister, contained unclear, shaky videos that were not pleasing to watch.

## Language-

The language used in all 140 news stories on daytime newscasts of the 4 Bangladeshi television channels were found to be easy to understand. This is significant because the easier the language of the news stories will be, the easier the viewers can connect with the news stories and make sense of the day's news. This shows that the news editors are doing their job well of keeping the language of their news stories simple and easily understandable.

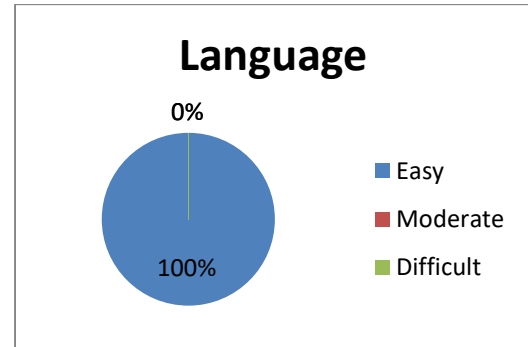


Figure 10: Language on daytime newscasts of Bangladeshi television channels

## Who is the news about? –

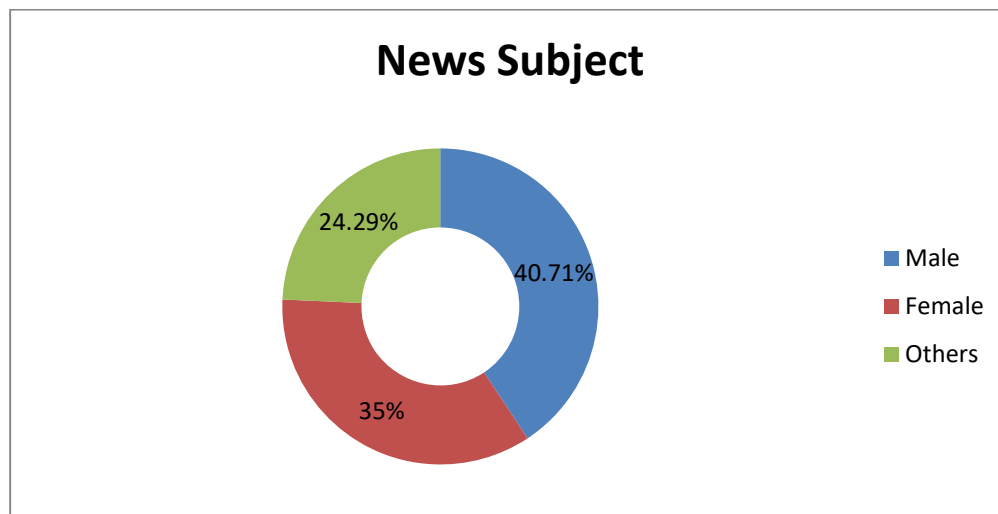


Figure 11: News subjects of daytime newscasts of Bangladeshi channels

Majority of the news stories covered in the daytime newscasts on the 4 Bangladeshi television channels were about men. Around 41% of the news stories were based on male subjects. This reflects the typical patriarchal societal system prevalent in Bangladesh where men are considered to be important figures in all matters of the society. 35% of the news stories had female news subjects; they were mostly about the Prime Minister and Education Minister who are females. Other issues were the subject of the remaining 24.29% of the news stories.

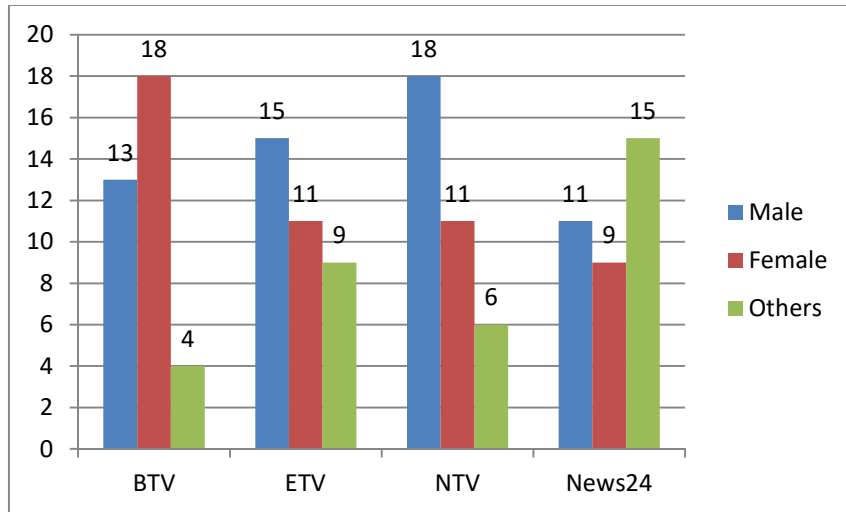


Figure 12: Comparison of news subjects of BTV, ETV, NTV and News 24

NTV ran the highest number of male-centric news stories at 18 while BTV had the highest number of female-centric stories at 18 which can be attributed to the fact that BTV gave utmost importance to the Prime Minister's news coverage who is a female. News24 was seen to be covering news stories related to 15 different issues as they covered more crime and national news stories than the other 3 channels (please refer to the table on Page 24).

The interpretation of the findings of the first 5 news stories on daytime newscasts of 1 public channel, BTV and 3 private channels – ETV, NTV and News24 confirm the following:

- 1) BTV news indeed serves as the government's mouthpiece and appears to be isolated from the public despite being a public television channel.
- 2) All the 4 television channels have limited timeframe for their daytime newscasts and their aim is to cover all the major fresh news stories of the day, hence they choose more to go with surface news reports along with using OOV news treatments. However, ETV showed interest in including package news reports (the highest number with 13 PKG among all the 4 channels) but did not have any live news treatment. Considering the fact that ETV paved the way for modern day broadcast journalism in Bangladesh, it can make use of various news treatments to make its newscasts more diverse.
- 3) Political news (mostly about the government) and male subjects are seen in majority of the news stories confirming the fact that the influential and powerful ones are highlighted more in the media.

## 5. Conclusion and Recommendations

After conducting this content analysis study, the author feels that the news content, in terms of news genres, content presentation styles, language and news subjects, of Bangladeshi television channels are quite alike. BTV has an age-old news format which it has been following all along even in this modern day of broadcast journalism. It seems BTV wants to just report news about the government and that is its only duty. Due to more private channels in the country, viewership of BTV has continued to drop; it is high time that BTV brings changes to its news structure and report on other topics as well instead of giving one-sided news only relating to what the government and its ministers are doing. The private television channels are trying to make use of various news treatments to diversify their news presentations but the content of their newscasts remain quite similar. There is always scope for improvement and the Bangladeshi television channels can improve by bringing variety in their news content and covering news stories that really interest the viewers so that they can remain socially responsible as broadcasters of the country.

The study presented in this thesis paper could be improved in a variety of ways as follows:

- a) This study just took the first 5 news stories of every newscast for time constraints, instead all the news stories could be taken into account to get a complete picture of every newscast leading to more elaborate data for analysis.
- b) This study took only 1 week of daytime newscasts, instead more weeks could be included to carry out a more thorough content analysis study. Different weeks of different months could be taken to have a month-on-month comparative study about the contents of the newscasts.
- c) This study could be repeated with a bigger sample of including more television channels; comparisons could be drawn on various levels such as, newscasts of general entertainment channels and 24-hour news channels or newscasts of pro-government and pro-opposition TV channels.
- d) This study could pave the way for future content analysis studies of daytime newscasts and primetime newscasts to get a better idea of how news content evolve throughout the day.

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## Appendix A

Data Recording Tables of the first 5 news stories from daytime newscasts of BTV from 23 October 2019 to 29 October 2019:

<b>BTV 2pm news on 23 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Prime Minister announces list of new MPO schools (1 mins 56 sec)	Political (govt)	Surface news OOV + SOT	Yes	Easy	Prime Minister (female)
2	Prime Minister in Flight Seminar (3 min 56 sec)	Political (govt)	Surface news PKG	Yes	Easy	Prime Minister (female)
3	Prime Minister will go to NAM Conference (1 min 7 sec)	Political (govt)	Surface news GFX	Yes	Easy	Prime Minister (female) photo
4	President visits Japan Emperor (1 min 14 sec)	Political (govt)	Surface news OOV	Somewhat	Easy	President (male) and Japan Emperor (male)
5	Obaidul Quader about Awami League reforms (1 min 54 sec)	Political (govt)	Surface news OOV + SOT	Yes	Easy	Obaidul Quader (male) - minister

BTV 2pm news on 24 October 2019						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Nusrat Murder Case (2 min 50 sec)	Crime	Follow-up PKG	Yes	Easy	Nusrat (female)
2	Prime Minister going to NAM Conference (1 min)	Political (govt)	Follow-up from 23 Oct 2019 GFX	Yes	Easy	Prime Minister (female) photo
3	President visits Japan Prime Minister (1 min 29 sec)	Political (govt)	Follow-up from 23 Oct 2019 OOV	Somewhat	Easy	President (male) and Japan Prime Minister (male)
4	Parliament Speaker at Daily Sun anniversary (1 min 8 sec)	Political (govt)	Surface OOV	Yes	Easy	Parliament speaker (female)
5	Obaidul Quader about Awami League reforms (1 min 30 sec)	Political (govt)	Follow-up from 23 Oct 2019 OOV + SOT	Somewhat	Easy	Obaidul Quader (male) - minister

<b>BTV 2pm news on 25 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	NAM Conference (51 sec)	Political (govt)	Follow-up from 24 Oct 2019 OOV	Yes	Easy	Prime Minister (female)
2	Prime Minister went to NAM Conference (2 min 2 sec)	Political (govt)	Follow-up from 24 Oct 2019 PKG	Yes	Easy	Prime Minister (female)
3	Obaidul Quader about Awami League and against BNP (2 min 14 sec)	Political (govt)	Surface OOV + SOT	Somewhat	Easy	Obaidul Quader (male) - minister
4	Law Minister about Nusrat Murder Case Verdict (58 sec)	Political (govt)	Surface OOV+SOT	Yes	Easy	Law Minister (male)
5	River encroachment and selling illegal plots (2 min 20 sec)	Crime	Interpretative PKG	Yes	Easy	Others as it is about rivers and land plots

<b>BTV 2pm news on 26 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	NAM Conference (52 sec)	Political (govt)	Follow-up from 25 Oct 2019 OOV	Yes	Easy	Prime Minister (female)
2	Prime Minister speech at NAM Conference (3 min 3 sec)	Political (govt)	Follow-up from 25 Oct 2019 PKG	Yes	Easy	Prime Minister (female)
3	Obaidul Quader about Awami League (2 min 30 sec)	Political (govt)	Surface OOV + SOT	Somewhat	Easy	Obaidul Quader (male) - minister
4	ICT Minister about TNT land phone bill (51 sec)	Political (govt)	Surface OOV	Yes	Easy	ICT Minister (male)
5	Subway Metro Rail Project in Dhaka ( 3 min 3 sec)	Economy	Surface PKG	Yes	Easy	Others as it is about metro rail project

<b>BTV 2pm news on 27 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	NAM Conference (1 min 12 sec)	Political (govt)	Follow-up from 26 Oct 2019 OOV	Yes	Easy	Prime Minister (female)
2	Prime Minister speech at NAM Conference (3 min 40 sec)	Political (govt)	Follow-up from 26 Oct 2019 PKG	Yes	Easy	Prime Minister (female)
3	President coming from Singapore (24 sec)	Political (govt)	Surface GFX	Yes	Easy	President (male) - photo
4	Obaidul Quader about metro rail in Chattogram (1 min 12 sec)	Political (govt)	Surface OOV+SOT	Yes	Easy	Obaidul Quader (male) - minister
5	NAM Conference (1 min 12 sec)	Political (govt)	Follow-up from 26 Oct 2019 OOV	Yes	Easy	Prime Minister (female)



BTV 2pm news on 28 October 2019						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Ministerial meeting presided by Prime Minister (39 sec)	Political (govt)	Surface OOV	Yes	Easy	Prime Minister (female)
2	Prime Minister return from NAM Conference (25 sec)	Political (govt)	Follow-up from 27 Oct 2019 GFX	Yes	Easy	Prime Minister (female) photo
3	14-party alliance meeting (1 min 28 sec)	Political (govt)	Surface OOV + SOT	Yes	Easy	Mohammad Nasim (male) politician
4	Brahmanbaria local housing project (1 min 37 sec)	Development	Surface PKG	Yes	Easy	Others as it is about a local community
5	Obaidul Quader about Awami League (1 min 3 sec)	Political (govt)	Surface OOV+SOT	Yes	Easy	Obaidul Quader (male) - minister

<b>BTV 2pm news on 29 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	ECNEC Meeting (1 min 51 sec)	Political (govt)	Surface OOV+IV	Yes	Easy	Prime Minister (female)
2	Prime Minister briefing about NAM Conference (30 sec)	Political (govt)	Follow-up from 28 Oct 2019 GFX	Yes	Easy	Prime Minister (female) photo
3	Information Minister at Radio & Song Festival (2 min 48 sec)	Political (govt)	Surface PKG	Yes	Easy	Information Minister (male)
4	Radio & Song Festival (42 sec)	Entertainment	Surface OOV	Yes	Easy	Others
5	Education Minister against rumors ( 1 min 23 sec)	Political (govt)	Surface OOV+SOT	Yes	Easy	Education minister (female)

## Appendix B

Data Recording Tables of the first 5 news stories from daytime newscasts of ETV from 23 October 2019 to 29 October 2019:

<b>ETV 2pm news on 23 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Prime Minister about Saidpur Airport at Flight Seminar (3 min 56 sec)	Political (govt)	Surface news PKG	Yes	Easy	Prime Minister (female)
2	Prime Minister about MPO schools (1 min 9 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Prime Minister (female)
3	Abu Kawsar out of his political post (39 sec)	Political (govt)	Surface news GFX	Yes	Easy	Abu Kawsar (male) photo
4	Teacher protests (1 min 21 sec)	National	Surface news OOV+SOT	Yes	Easy	Others, it is about teachers
5	Nusrat Murder Case Verdict (1 min 53 sec)	Crime	Follow-up PKG	Yes	Easy	Nusrat (female)

<b>ETV 2pm news on 24 October 2019</b>						
Run-	News Story	Genre	News type	Audio-	Language	Who is the

down	with duration	of news	& treatment	video Coherence		news about?
1	Nusrat Murder Case Verdict (2 mins 12 sec)	Crime	Follow-up PKG	Yes	Easy	Nusrat (female)
2	Nusrat Murder Case Verdict Reaction (39 sec)	Crime	Surface news OOV+SOT	Yes	Easy	Mahbub-e- Alam (male)
3	New traffic law (1 min)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Obaidul Quader (male)
4	Prime Minister NAM Conference (44 sec)	Political (govt)	Surface news GFX	Yes	Easy	Prime Minister (female) photo
5	Bhola attack on Hindu properties (2 min 6 sec)	Crime	Surface news PKG	Yes	Easy	Others, it is about a religious community

<b>ETV 2pm news on 25 October 2019</b>						
Run- down	News Story with duration	Genre of news	News type & treatment	Audio- video Coherence	Language	Who is the news about?
1	Nusrat Murder Case Verdict Reaction by Law Minister (1 min 34 sec)	Political (govt)	Surface news PKG	Yes	Easy	Law Minister (male)

2	Prime Minister NAM Conference (45 sec)	Political (govt)	Follow-up from 24 Oct 2019 OOV	Yes	Easy	Prime Minister (female)
3	Obaidul Quader about Awami League Conference (2 min 48 sec)	Political (govt)	Surface news PKG	Yes	Easy	Obaidul Quader (male)
4	BNP reaction about Awami League reforms (1 min 4 sec)	Political (opposition)	Surface news OOV+SOT	Yes	Easy	Moudud Ahmed (male)
5	Workers Party about 14-party alliance (1 min 54 sec)	Political (others)	Surface news OOV + SOT	Yes	Easy	Rashed Khan Menon (male)

<b>ETV 2pm news on 26 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Prime Minister NAM Conference Speech ( 2 min 16 sec)	Political (govt)	Follow-up from 25 Oct 2019 PKG	Yes	Easy	Prime Minister (female)
2	Obaidul Quader about Awami League's	Political (govt)	Surface news OOV+SOT	Yes	Easy	Obaidul Quader (male)

	position and against BNP (1 min 32 sec)					
3	Ragging in academic institutions (3 min 1 sec)	Crime	Interpretative (special) PKG	Yes	Easy	Others – it is about academic institutions
4	Home Minister remarks about rumors (1 min 52 sec)	Political (govt)	Surface news PKG	Yes	Easy	Home minister (male)
5	Report on Bhola attack on Hindu properties (1 min 15 sec)	Crime	Follow up OOV + SOT	Yes	Easy	Others, it is about a religious community

<b>ETV 2pm news on 27 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Prime Minister NAM Conference (2 min 4 sec)	Political (govt)	Surface news PKG	Yes	Easy	Prime Minister (female)
2	Shecchashebok League Conference (2 min 20 sec)	Political (govt)	Surface news PKG	Yes	Easy	Others, it is about a wing of the ruling party
3	BNP Remarks	Political	Surface	Yes	Easy	Mirza

	(1 min 5 sec)	(opposition)	news OOV+SOT			Fakhrul (male)
4	Dhaka Metro Rail (3 min 27 sec)	Economy	Surface news PKG	Somewhat	Easy	Others
5	Obaidul Quader about Chattogram Metro Rail (53 sec)	Political (govt)	Surface news OOV + SOT	Yes	Easy	Obaidul Quader (male)

<b>ETV 2pm news on 28 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Prime Minister receives Digital Bangladesh roadmap (41 sec)	Political (govt)	Surface news OOV	Yes	Easy	Prime Minister (female)
2	Muhammad Yunus court appearance (41 sec)	National	Surface news GFX	Yes	Easy	Muhammad Yunus (male)
3	Nusrat Murder Case Convicts condemn cell (1 min 3 sec)	Crime	Follow up news OOV	Yes	Easy	Nusrat (female)
4	Army Engineers Event	National	Surface news	Yes	Easy	Army Chief

	(1 min)		OOV+SOT			(male)
5	Pabna University students protests (47 sec)	National	Surface news OOV	Yes	Easy	Others

ETV 2pm news on 29 October 2019						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Action against Shakib Al Hasan (50 sec)	Sports	Surface news GFX	Yes	Easy	Shakib (male)
2	Education Minister against rumors (1 min 9 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Education Minister (female)
3	Food Minister about rice production (33 sec)	Political (govt)	Surface news OOV	Yes	Easy	Food Minister (male)
4	Foreign Remittance (1 min 14 sec)	Economy	Interpretative PKG	Yes	Easy	Others
5	Dhaka University Student protests (40 sec)	National	Surface news OOV	Yes	Easy	Others



## Appendix C

Data Recording Tables of the first 5 news stories from daytime newscasts of NTV from 23 October 2019 to 29 October 2019:

<b>NTV 2pm news on 23 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Obaidul Quader Remarks (1 min 30 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Obaidul Quader (male)
2	Prime Minister about MPO schools (2 min 54 sec)	Political (govt)	Surface news PKG	Yes	Easy	Prime Minister (female)
3	Prime Minister at Flight Seminar (1 min)	Political (govt)	Surface news OOV	Yes	Easy	Prime Minister (female)
4	BNP remarks (1 min)	Political (opposition)	Surface news OOV+SOT	Yes	Easy	Mirza Abbas (male)
5	Cricketer protest (3 min 11 sec)	Sports	Surface OOV+SOT +Live (reporter)	Yes	Easy	Others, it is about cricketer protests

<b>NTV 2pm news on 24 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?

1	Nusrat Murder Case Verdict (3 mins 46 sec)	Crime	Follow-up PKG	Yes	Easy	Nusrat (female)
2	Nusrat Murder Case Verdict Reaction (1 min 54 sec)	Crime	Surface news PKG	Yes	Easy	Nusrat (female)
3	Obaidul Quader remarks (1 min 8 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Obaidul Quader (male)
4	Mirzal Fakhrul Remarks (44 sec)	Political (opposition)	Surface news OOV+SOT	Yes	Easy	Mirza Fakhrul (male)
5	Nusrat Murder Case Verdict Reaction (49 sec)	Crime	Surface news OOV+SOT	Yes	Easy	Mahbub-e-Alam (male)

<b>NTV 2pm news on 25 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Obaidul Quader Remarks (2 min 21 sec)	Political (govt)	Surface news PKG	Yes	Easy	Obaidul Quader (male)
2	BNP Remarks (1 min 48 sec)	Political (opposition)	Surface PKG	Yes	Easy	Moudud Ahmed (male)
3	Law Minister remarks (39 sec)	Political (govt)	Surface news	Yes	Easy	Law Minister

	sec)		OOV+SOT			(male)
4	PM NAM Conference (1 min)	Political (govt)	Surface news OOV	Yes	Easy	Prime Minister (female)
5	Rainfall in Dhaka (1 min 11 sec)	National	Surface news OOV+SOT	Yes	Easy	Others

<b>NTV 2pm news on 26 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Obaidul Quader about Awami League's position and against BNP (1 min 13 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Obaidul Quader (male)
2	BNP Remarks (1 min 22 sec)	Political (opposition)	Surface news OOV+SOT	Yes	Easy	Moudud Ahmed (male)
3	Prime Minister NAM Conference (44 sec)	Political (govt)	Surface news OOV	Yes	Easy	Prime Minister (female)
4	President's Singapore tour (34 sec)	Political (govt)	Surface news OOV	Yes	Easy	President (male)
5	BGMEA Building break	National	Surface Live	Yes	Easy	Others, it is about a

	down (2 min 36 sec)		(reporter)			building
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<b>NTV 2pm news on 27 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Prime Minister NAM Conference Speech (1 min 18 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Prime Minister (female)
2	Obaidul Quader in Chattogram (1 min 7 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Obaidul Quader (male)
3	BNP Remarks (2 min 30 sec)	Political (opposition)	Surface news PKG	Yes	Easy	Mirza Fakhrul (male)
4	Begum Khaleda Zia Gatco Case (45 sec)	Political (opposition)	Surface news OOV	Yes	Easy	Begum Khaleda Zia (female)
5	Home Minister about Bhola attacks (1 min 9 sec)	Political (govt)	Surface news OOV + SOT	Yes	Easy	Home Minister (male)

<b>NTV 2pm news on 28 October 2019</b>						
Run-	News Story	Genre	News type	Audio-	Language	Who is the

down	with duration	of news	& treatment	video Coherence		news about?
1	ACC wants details of Jubo League leaders bank accounts (50 sec)	Crime	Surface news OOV	Yes	Easy	Jubo League leaders (male)
2	Jubo League leader's encroached land recovered (1 min 18 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Jubo League leader (male)
3	Mohammad Nasim about Worker's Party (1 min 27 sec)	Political (govt)	Surface OOV	Yes	Easy	Mohammad Nasim (male)
4	Prime Minister's NAM Conference briefing (1 min)	Political (govt)	Surface news OOV	Yes	Easy	Prime Minister (female)
5	Poultry vaccination and production (3 min 27 sec)	Economy	Interpretative news PKG	Yes	Easy	Others

**NTV 2pm news on 29 October 2019**

Run-down	News Story with	Genre of news	News type &	Audio-video	Language	Who is the news
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	duration		treatment	Coherence		about?
1	Bangladesh cricket squad (55 sec)	Sports	Surface news OOV	Yes	Easy	Others
2	Action against Shakib Al Hasan (8 min 14 sec)	Sports	Surface news PKG+Live (reporter)	Yes	Easy	Shakib (male)
3	Education Minister about JSC exams (1 min 34 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Education Minister (female)
4	Prime Minister's NAM Conference briefing (48 sec)	Political (govt)	Surface news OOV	Yes	Easy	Prime Minister (female)
5	Press Conference about Stock Market corruption (2 min 9 sec)	Economy	Surface news PKG	Yes	Easy	Others

## Appendix D

Data Recording Tables of the first 5 news stories from daytime newscasts of News24 from 23 October 2019 to 29 October 2019:

<b>NEWS24 3pm news on 23 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Cricketer protests (4 min 41 sec)	Sport	Surface news OOV+SOT +Live (Reporter)	Somewhat (especially during Live-Reporter)	Easy	Others
2	More about cricketer protests (30 sec)	Sport	Surface news OOV	Yes	Easy	Others
3	Prime Minister about MPO schools (1 min 33 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Prime Minister (female)
4	Prime Minister at flight seminar (58 sec)	Political (govt)	Surface news OOV	Yes	Easy	Prime Minister (female)
5	Teacher protests (48 sec)	National	Surface OOV	Yes	Easy	Others

<b>NEWS24 3pm news on 24 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?

1	Nusrat Murder Case Verdict (2 mins 4 sec)	Crime	Follow-up PKG	Yes	Easy	Nusrat (female)
2	Obaidul Quader Remarks (1 min 22 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Obaidul Quader (male)
3	BNP remarks (54 sec)	Political (opposition)	Surface news OOV+SOT	Yes	Easy	Mirza Fakhrul (male)
4	Brahmanbaria temple attack 3 <sup>rd</sup> anniversary (2 min 15 sec)	Crime	Follow up PKG	Yes	Easy	Others
5	JU student protests (37 sec)	National	Surface news OOV	Yes	Easy	Others

<b>NEWS24 3pm news on 25 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Prime Minister NAM Conference (50 sec)	Political (govt)	Surface OOV	Yes	Easy	Prime Minister (female)
2	Shecchashebok League leadership (2 min 32 sec)	Political (govt)	Surface PKG	Yes	Easy	Others (it is about a wing of the ruling party)



3	Law Minister Remarks (2 min 12 sec)	Political (govt)	Surface news PKG	Yes	Easy	Law Minister (male)
4	Mohammad Nasim and Food Minister Remarks (1 min 9 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Mohamma d Nasim and Food Minister (male)
5	BFDC Election (1 min 16 sec)	Entertai nment	Surface news OOV+SOT	Yes	Easy	Others

<b>NEWS24 3pm news on 26 October 2019</b>						
Run- down	News Story with duration	Genre of news	News type & treatment	Audio- video Coherence	Language	Who is the news about?
1	Bhola Attacks (54 sec)	Crime	Follow-up OOV	Yes	Easy	Others
2	Home Minister remarks (45 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Home Minister (male)
3	Prime Minister NAM Conference (47 sec)	Political (govt)	Surface news OOV	Yes	Easy	Prime Minister (female)
4	Rainfall (33 sec)	National	Surface news OOV	Yes	Easy	Others
5	Traffic Congestion in	National	Surface OOV	Yes	Easy	Others

	Dhaka (43 sec)					
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<b>NEWS24 3pm news on 27 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	ACC Investigation about DPDC Chairman (55 sec)	Crime	Surface news OOV	Yes	Easy	DPDC chairman (male)
2	Workers return from Saudi Arabia (53 sec)	National	Surface news OOV	Yes	Easy	Others
3	Bhola Rape (49 sec)	Crime	Surface news OOV	Yes	Easy	Female victim
4	Home Minister remarks (30 sec)	Political (govt)	Surface news OOV+SOT	Yes	Easy	Home Minister (male)
5	BNP remarks (32 sec)	Political (opposition)	Surface news OOV	Yes	Easy	Mirza Fakhrul (male)

<b>NEWS24 3pm news on 28 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?

1	ACC investigation about Jubo League leaders (39 sec)	Crime	Surface news OOV	Yes	Easy	Jubo League leaders (male)
2	Social menaces-rape, sexual abuse (2 min 5 sec)	Crime	Surface news PKG	Yes	Easy	Different female victims
3	Former Chatra League leader arrested for rape (38 sec)	Crime	Surface OOV	Yes	Easy	Former Chatra League leader (male)
4	JU student protests (46 sec)	National	Surface news OOV	Yes	Easy	Others
5	Begum Khaleda Zia health condition (47 sec)	Political (opposition)	Surface news OOV+SOT	Yes	Easy	Begum Khaleda Zia (female)

<b>NEWS24 3pm news on 29 October 2019</b>						
Run-down	News Story with duration	Genre of news	News type & treatment	Audio-video Coherence	Language	Who is the news about?
1	Action against Shakib Al Hasan (4 min 5 sec)	Sports	Surface news PKG+Live (Reporter)	Yes	Easy	Shakib (male)

2	Dhaka University student protests (1 min 2 sec)	National	Surface news OOV+SOT	Yes	Easy	Others
3	JU student protests (36 sec)	National	Surface news OOV	Yes	Easy	Others
4	Education Minister remarks (1 min 30 sec)	Political (govt)	Surface OOV+SOT	Yes	Easy	Education Minister (female)
5	Pabna University Student protests (45 sec)	National	Surface news IV	Yes	Easy	Others