



Television Journalism in Bangladesh

A BSS (Hons) Dissertation

By

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*Submitted to the Department of Journalism and Mass Communication
Daffodil International University in partial fulfillment of the requirements for the degree of
Bachelor of Social Science (BSS)*

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Subject: Application for submission of my dissertation for approval.

Dear Sir,

I have accomplished my dissertation on ‘Television Journalism in Bangladesh’ as a course requirement for my post-graduation programme.

I have tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this dissertation has enriched both my knowledge and experience. 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.

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Letter of Approval

This is to certify that Feroz Kabir ID: 142-24-379 has done his dissertation entitled, ‘‘Television Journalism in Bangladesh’’ under my supervision and guidance.

The study has been undertaken *in partial fulfillment of the requirements for the degree of Bachelor in Social Science (BSS)* 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 study about ‘Television Journalism in Bangladesh ‘.



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Declaration of Authorship

I do hereby declare that the work presented here is, to the best of my knowledge and belief, original and the result of my own investigations, except as acknowledged, and has not been submitted, either in part or whole, for a degree at this or any other University.

Sincerely,

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Abstract

The dissertation, based on content analysis, observation and literature review, details the aspects of the present situation of 'Television Journalism in Bangladesh'. In recent time, the rising of satellite TV channels is a remarkable phenomenon in Bangladesh. Being one of the developing countries in the South Asian Region, the country is experiencing approximately more than three dozens of satellite TV channels within two decades period. Such trend of growth is not seen in many other countries of the region. This study aims to explore the interests of growing TV channels in terms of news selection, coverage and presentation through analysing the contents of 604 reports selected purposively from five TV channels, both the state-run and corporate owned . It reveals that 185 reports (31%) concentrated on power and politics which is the highest thematic coverage by the selected channels. The ruling party got the maximum coverage where the Prime Minister and the senior political leaders were projected with importance. Besides, the investigative, interpretative and follow-up report are hardly seen in television news where the selected channels concentrated on only covering surface news. The 'OV' (out of vision) report has also got priority than package items. The quality of reports is moderately satisfactory in terms of analysing the language, source, script, completeness, synchronization, and pronunciation. The findings strongly suggest for improving further quality of television reporting in Bangladesh to serve the audience more professionally and effectively.

Chapter One

Background of the Study

1.1. Introduction

Among all the mass media, Television is a powerful electronic medium which attracts the largest number of viewers. Its audience is greater in size than any of the other media audiences as it can reach the audience with news, views, education, entertainment and developmental motivation programs. It is also able to attract the audiences of all age groups, literate and illiterate of the society. According to Bond, Television has the facilities to become one of journalism's ace reporters which can bring a unique dimension of news to its audience like sound plus sight, authenticity plus immediacy and variety plus intimacy.

Williams (2004, p. 3) 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) also states that TV is visual, oral and tactile media which is much more participatory and soothing than those of the print media. TV has multi-dimensional contents and varieties of programmes. Among them, news is one of the most powerful and attractive one. TV news has the ability to bring the audience to the spot of an event as if the audience might think that they were feeling the same even from the spot of an incident and understand the significance of the fact. The people can also get involved with the news because of audio-visual effect of TV news where the facts get lively presented to the audience. Therefore, TV news satisfies the interest of the audience mind through presenting video footage and audio description.

Hallin (1986, p. 26) wrote, "The TV news is a dangerously influential and dominant political institution serving the interests of the powerful class of a society"

In the context of Bangladesh, TV news is a powerful tool of communication having ability and access to reach about half of that population who is deprived of formal education. As TV news are delivered with clear voice and video footages, it can be easily communicative and understandable to the people who cannot read or write. According to Rahman (2007), in the perspectives of proximity, timeliness and credibility, the audiences feel more interests to the TV news. He also argues that TV can not cover an issue or event in in detailed due to limitation of time.

1.2. Expansion of Satellite Televisions in Bangladesh

According to the media specialists, Bangladesh is experiencing growing of satellite TV channels for the last two decades. Before 1990s, newspapers and magazines were the only dominance media of the country. During that period, the Bangladesh Television (BTV) and Bangladesh Betar were only two state-run broadcast channels in Bangladesh. Despite the massive geographic coverage ability, these two Electronic media couldn't reach the masses in the expected level because of control by the government. The privatization policy of the government has created a formal environment for the expansion of privatized print media development as well as private television channels and FM radio in 1990. In that period, Cable TV was introduced and it became popular quickly throughout the country.

At present, there are 30 television channels under private ownership which are not only running as the medium of entertainment but also as a good source of news (https://en.wikipedia.org/wiki/List_of_television_stations_in_Bangladesh). ATN Bangla is the first entertainment channel in the country which was launched in 1997. Channeli is the first digital Bangla channel which was launched in 1999 and ran 24 hours programme a day. The only state-

run TV in Bangladesh has also launched a satellite channel named BTV World in 2005. Recently many channels have been regarded as the medium of news only. Thus, the rising satellite channels are functioning as the sources of news, views, information, educational and entertainment programmes (Wahid: 2007).

1.3 Privately owned Television channels in Bangladesh

Name of the Channel	
ETV	the first private terrestrial and various programmes based channel in Bangladesh.
NTV	various programmes based channel in Bangladesh..
RTV	mainly broadcasts various programmes in Bengali
Boishakhi	various programmes based channel in Bangladesh.
ATN Bangla	it was one of the first generation satellite channels of the country
ATN News	the country's first digital news-based TV channel
Channel I	First digital programme based channel in Bangladesh
Desh TV	various programmes based channel in Bangladesh and started operation in 2009.
Diganta	Mainly broadcasts 16 hours of news and 8 hours of entertaining programs. Recently Its broadcast has been temporarily cosed
Islamic TV	the first Islamic television channel in Bangladesh. its operation has been temporarily banned
Somoy TV	24 hours news-based TV channels in Bangladesh

Mohona TV	various programmes based channel in Bangladesh.
Bijoy TV	various programmes based channel in Bangladesh.
Channel 24	a 24hours news channel in Bangladesh
Channel 9	various programmes based channel in Bangladesh.
Channel 71	the first full HD 24 hours news channel in Bangladesh
Independent	24 hours news-based TV channels in Bangladesh
Massranga	Various programmes based channel in Bangladesh.
Bangla Vision	various programmes based channel in Bangladesh.
SA TV	various programmes based HD television station in Bangladesh
Asian TV	various programmes based and full HD channel in Bangladesh.
My TV	various programmes based television channel in Bangladesh
Gan Bangla	First music channel channel in Bangladesh that launched on 16 December 2013
News 24	24 hours HD news channel in Bangladesh
DBC News	First 24 hours live Television news channel in Bangladesh
Gazi Television	various programmes based and sports channel in Bangladesh.
Jamuna Televison	24 hours news based TV channels in Bangladesh an associate company of Jamuna Group
Bangla TV	various programmes based channel in Bangladesh.
Deepto TV	various programmes based channel in Bangladesh.
Duronto TV	First kids channel in Bangladesh owned by Barind Media Group

1.4. Objectives of the Study

The overall objective of the study comprehend the tendency and present situation of covering the news programmes of the Television media in Bangladesh.

The specific objectives of the study include to:

- Understand the nature of news that usually receive more attention/coverage
- Analyze the issues and subjects that are generally covered with due importance
- Figure out the faces and figures which are usually projected more significantly
- Understand the quality of report in terms of source, language and presentation of the reports

1.5. Literature Review

The liberal pluralists think that the mass media can promote to accumulate the opinions from all ages of people of a given society. They want media free from bias, control of the powerful and influential quarters where media should stand on its own structure, policy and professional standards.

On the contrary, Marxist theorists believe that media works for the elite classes to maintain their dominant power in the society. In this regard, the media content is designed and disseminated reflecting the perspectives and interests of the influential and dominant class.

On the word of the classical Marxists, the influential and leading classes regulate the society through controlling the economy of society. The owners of the media control it through formulating favorable policy which mainly sets the types of news and ideology of the media.

Haider (2007) conducted a content analysis on ATN Bangla, NTV and Channel I where he shows that the political news gets the highest priority in the TV channels. The study also revealed that the coverage was prejudiced towards the political ideology of the channels. An important aspect of TV news coverage was that they preferred the protocol values rather than news values through highlighting the importance on the certain Members of the Parliament and Ministers.

The renowned media expert Professor Dr. Golam Rahman (2004) revealed that the TV channels showed inconsequentiality in choosing news items and stereotypical tendency of covering and presenting news items rather than the real values of news.

The role of TV is so vital in every stage of national development of a country. Satellite channels in western countries and even in neighboring country of India are playing a leading role in promoting socio-economic, political and cultural development. But this habit is still a far cry in Bangladesh. A gap in matured understanding by political leaders, poor socio-economic development and the absence of a long-term visionary plan about electronic media are the main causes why the mass media cannot serve the interest of the mass people (Rahman: 2006, p.18).

Ferdous (2009, p. 18) discusses that Bangladesh media mainly focus on urban areas where have the male-dominance in the content. Due to free-market economy, the media is changing their nature and do not show much attention to capture the struggles of the underprivileged classes and the common masses, who are the overwhelming majority in the country.

In a study Nipu (2016, p. 39) debates that reliability of television news in Bangladesh faces some challenges including presentation of imprecise information as a result of corrupt competition, relationship with the political parties and dependency on the corporate branding. He also points out that there is no mentionable variation and significant changes in the news bulletins of the on-growing channels (Ibid).

Ahsan (2013, p. 53) says that there are certain reasons for which the variety of TV reporting is almost absent in the country, syndicated journalism is a main cause for which many journalists share and using video footage captured by a single camera.

1.6. Theoretical Framework

The theoretical framework for this study bases on some specific theories of media and communication which include Normative Media Theory, Power Theory by Michel Foucault, Marxist Perspective of Media Theory.

According to the normative theory, the media have the ‘social responsibility’ which encourage them to act as ‘watchdog’ functions. According to V. Held (1970), the role of media are generally determined through the vote of ‘Majoritarian’ reflecting anticipation of the common people in the society while in the ‘Unitarian’ concept, the role of the same is defined based on a certain class of the people having supremacy and power”.

According to Mc Quail (2000), public curiosity is really challenging to understand although the matters of public well-being should be the preference of media content. However, Mc Quail highlighted four objectives of the role of media in a democratic society:

1. Access to information without interference of social and moral discipline in society
2. Constructive criticism have to placed in the functions of society and its organs

3. Ensuring the people's participation over access to information
4. Transmission of norms and culture of specific groups to generations

According to Foucault (1980), "Power exists in all the core elements of a society. But power is not a matter of implementation rather it can be established through communication. Power is not an institution, and not a structure; neither is it a certain strength we are endowed with; it is the name that one attributes to a complex strategic situation in a particular society" (Akash: 1994).

According to Karl Marx, the whole process of economy in the society is controlled by some groups or elites. It is also true for the media system where the influential and powerful class control and use the media as their agenda. From the view of Marxism, the media can be defined as follows:

- Media are maintained and owned by the influential class
- Media works for the interest of the dominant class
- Media spreads the ideology of the powerful class
- Media skips the ideology of the opposite political side
- Media exposes false perception and creates propaganda among the mass people

Chapter Two

Research Methodology

The study has been conducted on the content analysis method which is qualitative in nature. Content analysis is a scholarly approach of studying the content of media materials and messages. Content analysis can be carried out on news, articles, features, editorials, columns, post editorials, photographs, documentary etc.

2.1. Content Analysis

It is a specific research approached used frequently in all the areas of the media study. The method is popular with mass media researchers because it is an efficient way to investigate the content of the media. According to Walizer and Wienir (1978), ‘content analysis’ as ‘any systematic procedure devised to examine the content of recorded information’. Krippendorf (2004) defines it as a research technique for making replicable and valid references from data in their context. Kerlinger’s (2000) defined: “Content analysis is a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables (cited in Dominick et.al: 2011, p. 159). Lasswell (1948, p. 117), through his famous definition of communication, framed the base of the content analysis by stating: “Who says what, to whom, why, to what extent and with what effect? Wahlstrom (1992, p. 301) argues that content analysis determines the meaning of the message component and the cultural content. So, based on the aforesaid perspectives, both quantitative and qualitative aspects of the selected TV news will be analyzed.

2.2. Sampling for Content Survey

The study aims to understand the present situation of television journalism in Bangladesh through selecting a representative sampling from the existing TV channels. Out of the registered 39 Channels, five Channels i.e. ATN Bangla, Somoy TV, news 24, NTV and Bangladesh Television (BTV) were selected for the study and a total of 604 news items (reports) have been analyzed from the broadcast delivery of news on the channels from 09.01.2018 to 15.01.2018 purposively. All these TV channels were selected based on following aspects:

- i. NTV and ATN Bangla were selected since both are programme based popular channels of Bangladesh
- ii. News24 and Somoy TV were selected as both are news based channel of Bangladesh.
- iii. BTV was selected as it is a state-owned Television Channel of Bangladesh

2.3. Selected TV Channels for the Study

The selection of TV channel for content analysis is given bellow:-

ATN Bangla

Date	Time slot	Duration	Total content
09.01.2018	7.00 pm	32:10	19
10.01.2018	7.00 pm	31:27	21
11.01.2018	7.00 pm	28:09	16
12.01.2018	7.00 pm	17:08	10
13.01.2018	7.00 pm	25:02	15
14.01.2018	7.00 pm	28:16	21
15.01.2018	7.00 pm	29:25	21

News24

Date	Time slot	Duration	Total content
09.01.2018	7.00 pm	26:38	16
10.01.2018	7.00 pm	25:47	13
11.01.2018	7.00 pm	27:18	13
12.01.2018	7.00 pm	18:00	08
13.01.2018	7.00 pm	26:56	14

14.01.2018	7.00 pm	27:07	16
15.01.2018	7.00 pm	30:28	15

BTV

Date	Time slot	Duration	Total content
09.01.2018	8.00 pm	21:20	13
10.01.2018	8.00 pm	25:44	16
11.01.2018	8.00 pm	23:06	12
12.01.2018	8.00 pm	29:40	14
13.01.2018	8.00 pm	26:22	15
14.01.2018	8.00 pm	23:28	17
15.01.2018	8.00 pm	29:06	19

Somoy TV

Date	Time slot	Duration	Total content
09.01.2018	7.00 pm	30:07	17
10.01.2018	7.00 pm	25:03	13
11.01.2018	7.00 pm	28:39	15
12.01.2018	7.00 pm	25:07	15
13.01.2018	7.00 pm	27:58	17
14.01.2018	7.00 pm	32:55	19
15.01.2018	7.00 pm	33:07	21

NTV

Date	Time slot	Duration	Total content
09.01.2018	9.00 pm	38:53	25
10.01.2018	9.00 pm	40:39	24
11.01.2018	9.00 pm	37:51	23
12.01.2018	9.00 pm	40:01	21
13.01.2018	9.00 pm	33:35	17
14.01.2018	9.00 pm	40:44	24
15.01.2018	9.00 pm	39:33	24

2.4. Data Gathering Process

For the content analysis, a format was developed for extracting information from the selected TV news slots. The format contained information on the themes of reports, genre of reports, nature of the TV reports, focusing group or subject of the reports, sources of the reports, completeness of the reports, narration of the reports, language and pronunciation of the reports.

The analysis was carried out based on the analysis keys (mentioned earlier). The data extracted from the news slots in the format were then classified, connected and interrelated for identifying meaning. Similar type of data were summed up and interpreted together for creating explanatory meaning. An example of data gathering process format is given below:

A Study on TV Journalism in Bangladesh

Content Analysis Format-1

Name of the TV Channel: News24 Date: 15.01.2018 Time slot: 7:00 pm Duration: 30:28

Rundown / sequence	Theme/focus of the report	Genre of report	Nature/format of the TV report/item	Who was focused?	No. of sources	Name of sources
1.	Pranab Mukherjee attends in international Bengali literature conference.	Surface	package	Pranab Mukherjee	01	Pranab Mukherjee
2.	Pranab Mukherjee meets Sheikh Hasina	Surface	OV	Pranab Mukherjee	00	00
3.	New gas field in bhola	Surface	package	PM	01	Cabinet secretary
4.	Cabinet approves policy requiring uber,pathao in Bangladesh	Surface	package	Cabinet secretary	03	G. People cabinet secretary
5.	AL candidates submit nomination from today	Surface	package	Election candidates	04	Minister, election candidates

6.	BNP candidates submits nomination form to Rizbi	Surface	Ov+sot	Election candidates	01	BNP joint secretary general
7.	Bangladesh pratidin editors gets bail	Surface	Ov+sot	Editors+lawyer	01	Lawyer
8.	Bangladesh beat India beat by 8 wickets	Surface	package	Cricketer	00	00
9.	Obaydul Quader talks about BNP during distributing blanket cold wave victims	Surface	Ov+sot	Minister	01	Obaydul Quader
10.	Samim Osman talks about hawker in chasara,Naragonj	Surface	Ov+sot	MP	01	Shamim Osman
11.	Press briefing of Mahmudur Rahman Manna	Surface	Ov	Manna	00	00
12.	Trees of Jessore road	Feature	package	G.people,administrator	06	G. People, administrator, environment specialist
13.	FBCCI invites china to more invest	Feature	Ov	Businessman	00	00
14.	Secondary education quality and access enhancement project	Interpretative	Package	Teacher	06	Minister, education board officer, teacher
15.	Land collapse in USA	Surface	Ov	Victims	00	00
16.	Bangladesh U-19 cricket team beat Canada	Surface	Ov	Cricketer	00	00

Content Analysis Format-2

Rundown/sequence/order	No. of clear sources	No. of vague sources	Completeness (com, mcom, ncom)	Language/narration (com, sim, mixed, local)	Synchro (yes,no)	Script (G,M,W)	Pronunciation (standard, colloquial, mixed)
1.	01	00	complete	Simple	yes	G	standard
2.	00	00	complete	Simple	yes	G	standard
3.	01	00	complete	Simple	yes	G	standard
4.	05	00	complete	Simple	yes	G	standard
5.	04	00	complete	Simple	yes	G	standard
6.	01	00	complete	Simple	yes	G	standard

7.	01	00	complete	Simple	yes	G	standard
8.	00	00	complete	Simple	yes	G	standard
9.	01	00	complete	Simple	yes	G	standard
10.	01	00	complete	Simple	yes	G	standard
11.	00	00	complete	Simple	yes	G	standard
12.	06	00	complete	Simple	yes	G	standard
13.	00	00	complete	Simple	yes	G	standard
14.	06	00	complete	Simple	yes	G	standard
15.	00	00	complete	Simple	yes	G	standard
16.	00	00	complete	simple	yes	G	standard

Definition of terms

Genre of report: Investigative, Interpretative, Spot report, follow up report, surface report/straitjacket, feature

Nature/format of the TV report/item: OOV, IV, Package.

Completeness: Information quality, easiness to use the information and appropriateness/utility of the information, whether give a complete message on what happened, Interview quality (Rapport between interviewer and interviewee, whether the interviewee was well guided, whether interviewee was ready or well prepared).

Script: Reporter designed script and unstructured script, how organized the script was (G-good, M-moderate, W-weak)

Narration/language: simple sentence, use of jargon and easiness to understand the script

Synchronization: Harmonization between audio and visual

Chapter Three

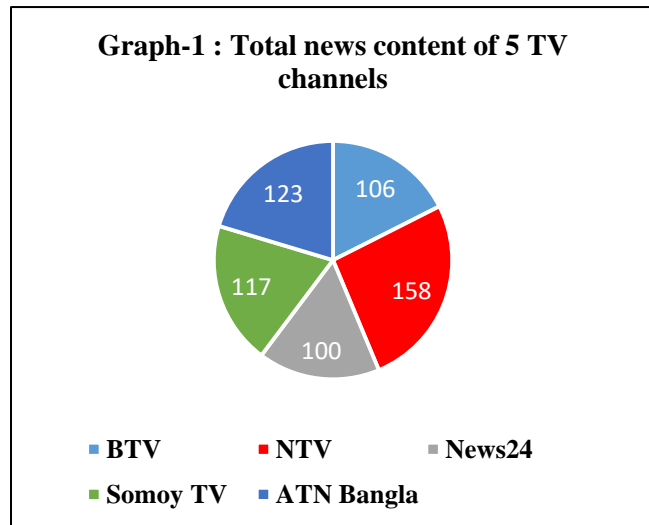
Discussion of Findings

The study was conducted on the basis of four objectives: i.e. to understand the nature of news that usually receive more attention/coverage, to analyze the issues and subjects that are generally covered with due importance, to figure out the facts and figures which are usually projected more significantly and to understand the quality of report in terms of source, language and presentation of the reports. The findings derived from the content analysis have been presented against the stated object of the study:

Objective One: to understand the nature of news that usually receive more attention/coverage

3.1.1. Total news contents

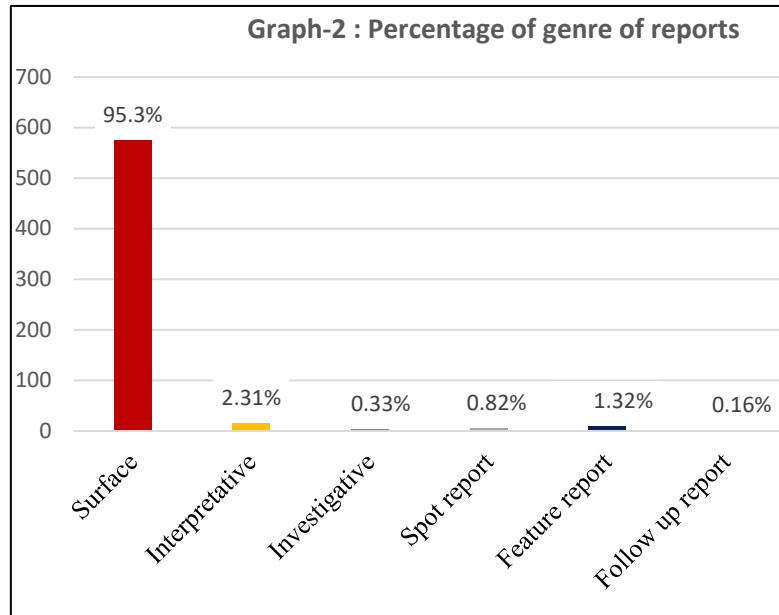
The study reveals that out of the total 604 items, NTV has presented the highest number of news items while the ATN Bangla held the second position, Somoy TV held the third position, BTV held fourth position and News24 held the last position in terms of covering the same (Graph-1).



3.1.2. Genre of reports

Out of the total 604 news items, Five TV channels shows their extreme interest on covering the surface report than investigative, interpretative, follow up and feature report. Of the total news

coverage, the number of surface report is 95.3% (574 items), interpretative report is 2.31% (14 items), investigative report is 0.33% (2 items), spot report is 0.82% (5 items), feature report is 1.32% (8 items) and follow up report is only 0.16% (1 item) [Graph-2].Among these



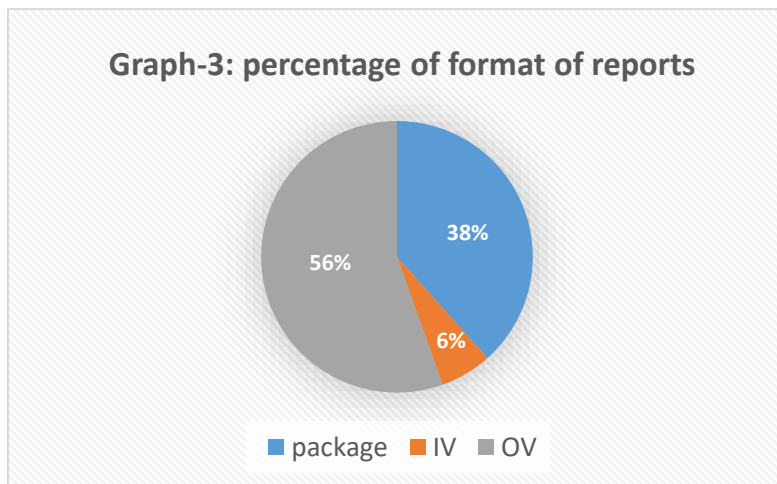
channels, NTV stands first position in covering the surface report where ATN Bangla stands second, Somoy TV third, BTV fourth and News24 stands the last position. In covering interpretative report, Somoy TV shows highest interest on it where others channel showed less interest. Besides, the five TV channels do not put emphasize on covering investigative report. Somoy TV and News24 both channels are covered all together only 2 reports out of 604 while rest of the channels have none. The coverage of spot report is only seen in news based TV channel where programme based TV channels do not show their interest to cover it. In covering feature report, The TV channels also shows little interest here. BTV has presented the highest 4 feature reports where NTV has covered 1, News24 2 and ATN Bangla 1 and Somoy TV has no feature reports. The five TV channels of content surveyed gives no priority covering the follow up report. Of the total news items, only one follow up report is covered which has done by Somoy TV (Table-1).

Table-1: Genre of reports

Name of TV Channel	Surface	Interpretative	Investigative	Spot report	Feature report	Follow up report	Total
BTV	99	03	00	00	04	00	106
NTV	155	02	00	00	01	00	158
News24	92	02	01	03	02	00	100
Somoy TV	107	06	01	02	00	01	117
ATN Bangla	121	01	00	00	01	00	123
Total	574	14	02	05	08	01	604

3.1.3. Format of reports

The attitude of the channels in terms of covering the format of the reports shows that “OV” report has got more priority than “IV” and package report. Among the total news items (604) by the channels undergoing the study, the total number of ‘OV’ report is 56% (335 items), ‘IV’ report is 6% (37 items) and package report



is 38% (232 items) [Graph-3]. Among the five surveyed channels, NTV has presented 57 package reports where ATN Bangla has presented 54, Somoy TV 53, News24 43 and BTV has presented 25 package reports. Somoy TV gives more priority to cover ‘IV’ report than other channel. It has

covered 21 ‘IV’ report while NTV has covered 7 , ATN Bangla 4, News24 3 and BTV 2 ‘IV’ reports. The number of sot is similar with the total number of ‘IV’ reports. In covering ‘OV’ reports, NTV is ahead of the other channel. NTV has broadcasted 94 ‘OV’ reports having 17 sot, then BTV has broadcasted 79 ‘OV’ reports having 9 sot, ATN Bangla has broadcasted 65 ‘OV’ reports having 19 sot, News24 has broadcasted 54 ‘OV’ reports having 14 sot and Somoy TV has broadcasted the lowest number of ‘OV’ reports including 43 having 21 sot (Table-2).

Table-2: Format of reports

Name of TV channel	Package	IV		OV		Total
		Total	Having sot	Total	Having Sot	
BTV	25	02	02	79	09	106
NTV	57	07	07	94	17	158
News24	43	03	03	54	14	100
Somoy TV	53	21	21	43	21	117
ATN Bangla	54	04	04	65	19	123
Total	232	37	37	335	80	604

Objective Two: to analyze the issues and subjects that are generally covered with due importance

3.2.1. Themes of coverage

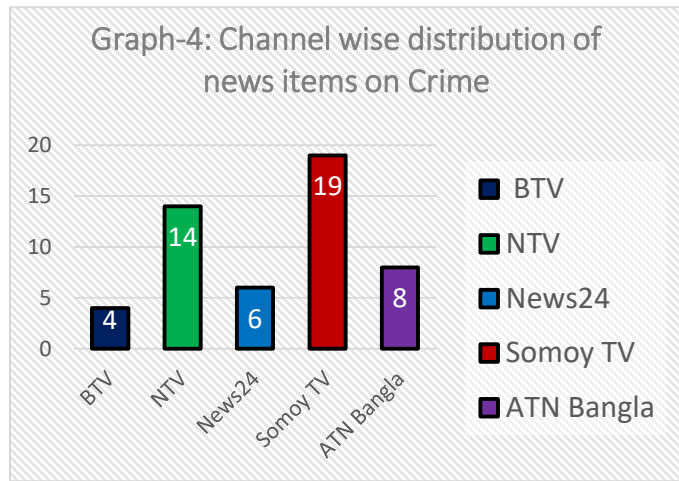
The study reveals that out of the total 604 news items, 185 (30.62%) news items concentrated on power and politics which is the highest amount in terms of the thematic coverage by the channels. The other themes covered included crime, corporate, cultural events, environment, judiciary, development news, mass people, international, sports and miscellaneous. Due to the interest of audience, international and sports news got the second and third priority respectively in terms of coverage with 65 (10.76%) and 55 (9.2%) items. Mass people got the least coverage with only 15 (2.48%) news items. The remaining thematic coverage of crime, corporate, cultural events, environment, judiciary, development and miscellaneous have been covered respectively 51 (8.44%) news items, 43 (7.11%) news items, 37 (6.12%) news items, 39 (6.45%) news items, 36 (5.96%) news items, 34 (5.62%) news items and 54 (8.94%) news items (Table-3).

Table- 3: Distribution of news items focused in the surveyed TV channels

Name of TV channel	Power and Politics	Crime	Corporate	Cultural events	Environment	Judiciary	Development	Mass people	International	Sports	Miscellaneous	Total
BTV	36	04	05	04	07	02	18	02	16	09	03	106
NTV	45	14	14	10	07	09	04	05	15	17	18	158
News24	31	06	08	05	08	09	04	02	11	08	08	100
Somoy TV	37	19	06	03	09	08	05	02	09	09	10	117
ATN Bangla	36	08	10	05	08	08	03	04	14	12	15	123
Total	185	51	43	27	39	36	34	15	65	55	54	604

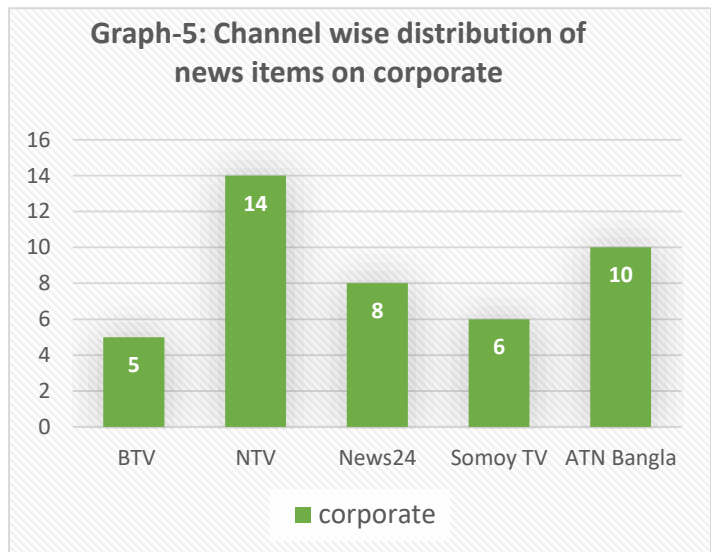
3.2.2. News on crime: Crime and violation is a significant news items of Television channel. Out

of the total 51 news items of five channels on crime and violation, Somoy TV stands first position while NTV has presented crime and violation news standing as second position. ATN Bangla and News24 have little interest than these two channels. The lowest interest has noticed in BTV putting coverage on crime and violation. (Graph-4).

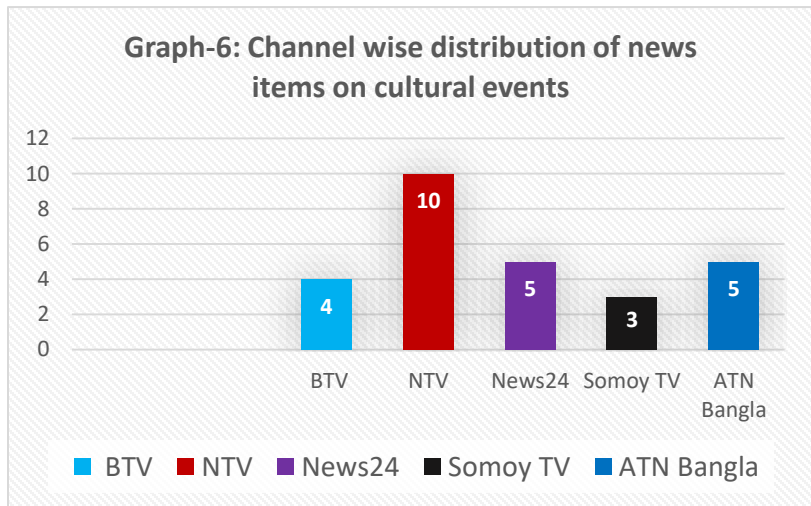


3.2.3. News on corporate: There was a common trend among all the five channels to cover

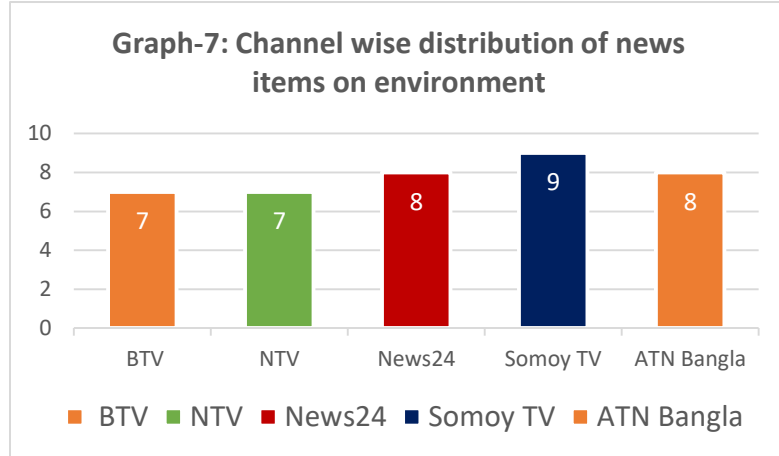
corporate affairs and events where have not benefit for mass people. Of the total 43 news items on corporate affairs, NTV has presented highest percentage of news items while BTV has shown lowest coverage. ATN Bangla, News24 and Somoy TV respectively stands as second, third and fourth position in covering the corporate news (Graph-5).



3.2.4. News on cultural events: The study reveals that out of 27 news items on cultural events, the NTV has presented the highest percentage of cultural events while the ATN Bangla held the second position, News24 third position, BTV fourth position and Somoy TV held the fifth position in terms of covering the same. (Graph-6)

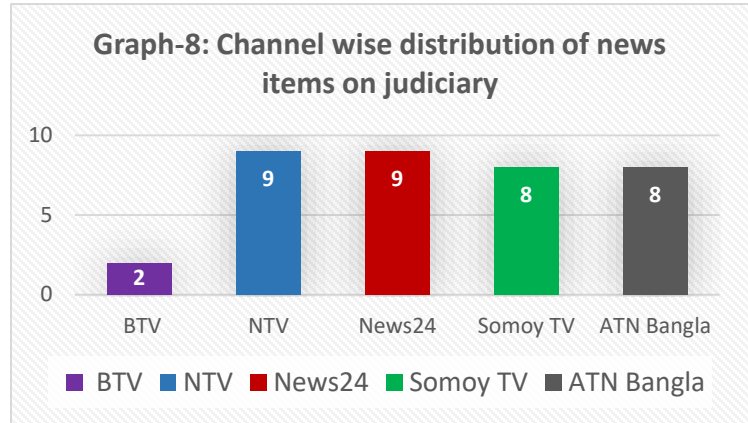


3.2.5. News on Environment: In covering environment news from 39 items, Somoy TV stands first position while BTV and NTV are jointly held the lowest position covering the same percentage of news items. ATN Bangla and News24 are stood second and third position respectively (Graph-7).



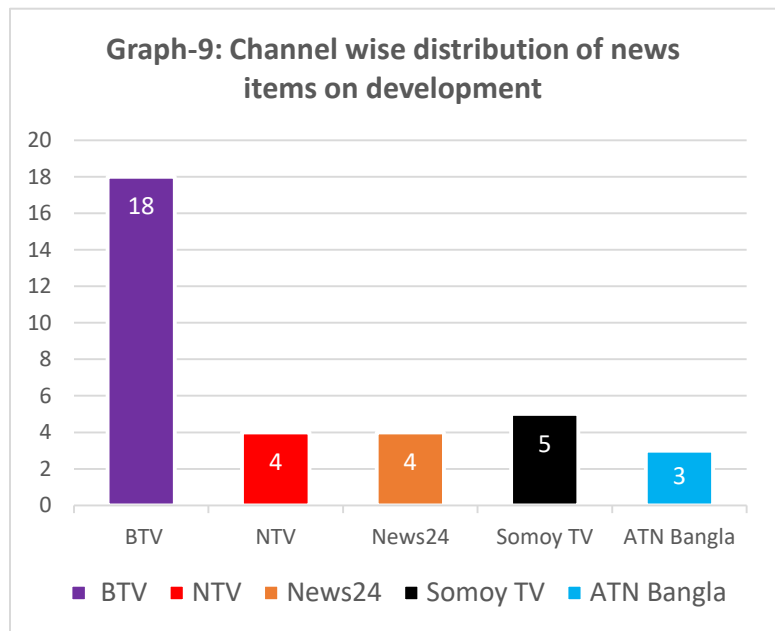
3.2.6. News on judiciary: Out of the total 36 news items in five channels on judiciary; the highest

coverage as per the graph has been put by NTV and News24 while the least was by BTV. Somoy TV and ATN Bangla stand second position jointly in putting coverage on judiciary (Graph-8).



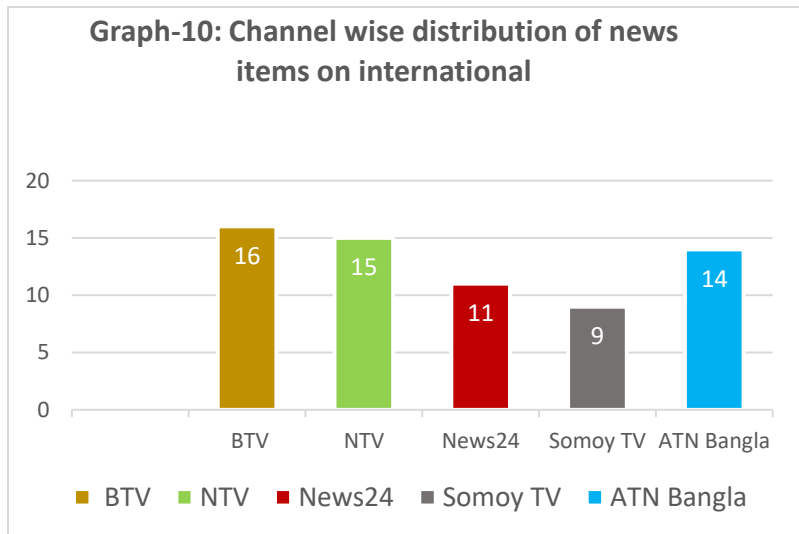
3.2.7. News on Development: Out of total 34 news items on development news, BTV has

presented the highest number of contents on development news which means it usually focuses the positive news of the country. The remaining channels show the less interest on covering such news. Somoy TV, NTV, News24 and ATN Bangla has presented 5,4, 4 and 3 development news respectively (Graph-9).



3.2.8. News on International: The study reveals that the five surveyed TV channels concentrated on covering the international news where the state owned TV channel BTV has presented most

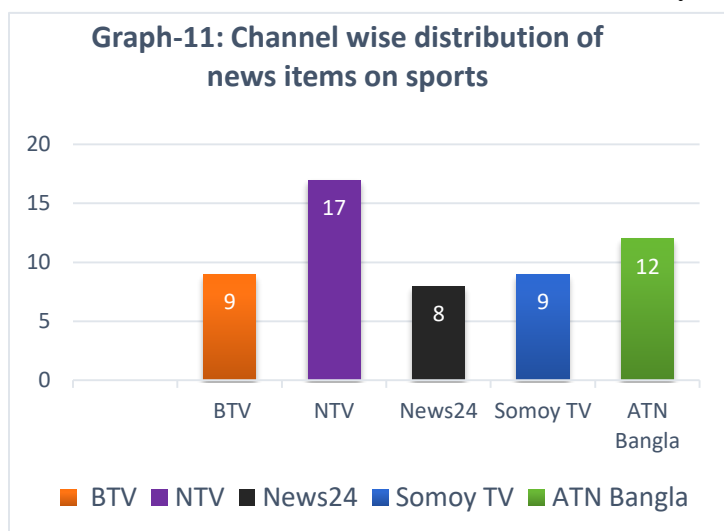
international news from other channel. Of the total 65 news items of international news, BTV has presented 16 international news, NTV has presented 15 international news, ATN Bangla has presented 14 internal news, News24 has presented 11



international news and Somoy TV has presented only 9 international news which makes this channel as the lowest position (Graph-10).

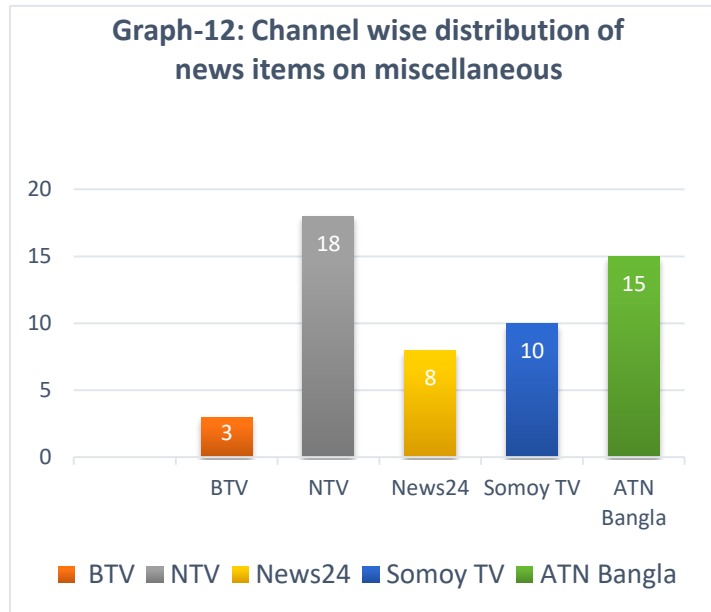
3.2.9. News on sports: Bangladeshi audiences are very fond of sports which motivate the channel to cover more sports news daily in their channel. But all the five channels concentrated only to

cricket rather than other sports. Out of the total 55 news item on sports of five channels, the highest coverage has been put by NTV with the total number of 17 while the least was by News24 with the number of eight news contents. ATN Bangla stands second position while



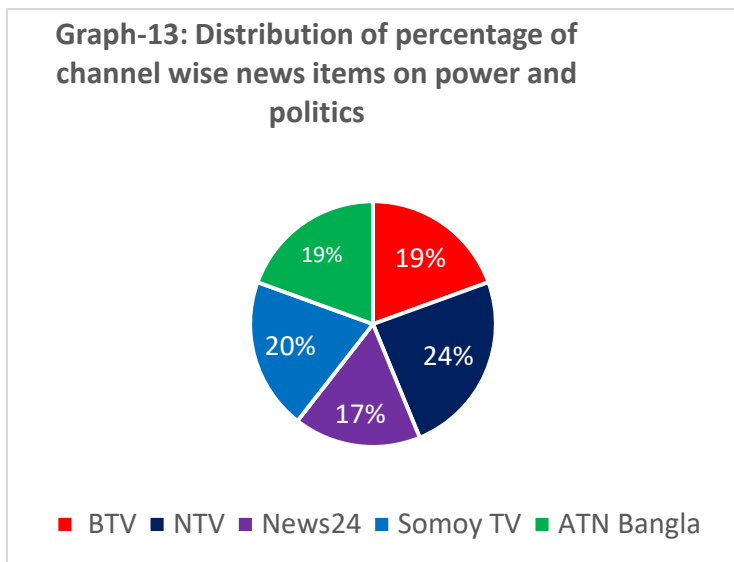
BTV and Somoy TV stands as third position having same percentage (Graph-11).

3.2.10. News on miscellaneous: Out of 54 miscellaneous news items of five TV channels, NTV has more miscellaneous items than the remaining channel. It stands highest position while ATN Bangla stands as second position in terms of covering the same. Somoy TV, News24 and BTV has placed third, fourth and fifth position respectively covering such items. Noted that, miscellaneous includes religious events, diplomatic news, human rights, Entertain and technology based news items (Graph-12).



Objective Three: faces and figures covered frequently

3.3.1. News on power and politics: The contents analysis shows that the persons having power and political affiliations are projected more and more in the television channels. Out of the total 185 news items in five channels on power and politics; the highest coverage as per the graph (Graph 13), has been put by NTV while the least was by News24 channel. Somoy TV stands second position while BTV and ATN Bangla stands third position having same percentage. This indicates



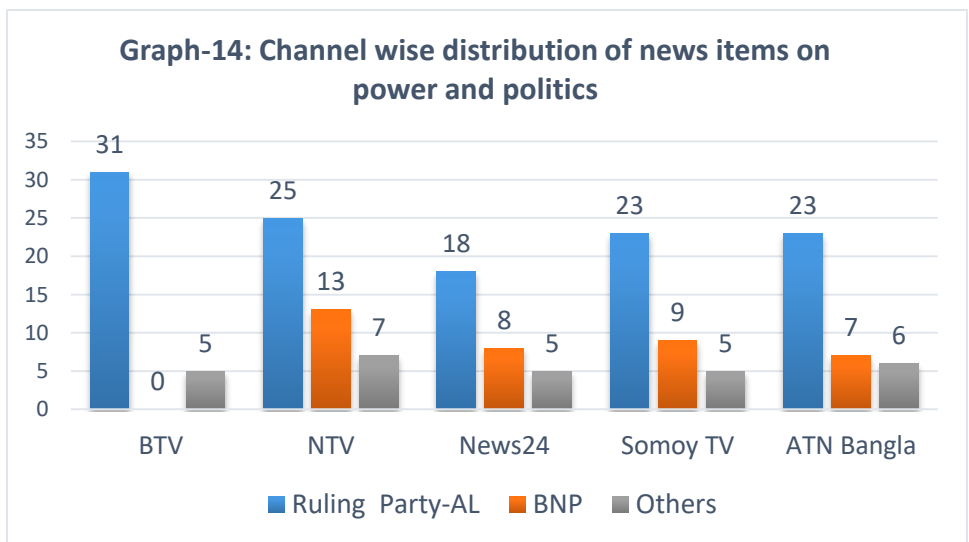
that NTV takes more interest in putting coverage on the power and politics and influential quarters of the society in their content.

3.3.2. Faces of the Power and Politics: Out of the total 185 reports covered by the five channels on power and politics; 120 items (64.86%) were covered on the ruling party while the BNP, one of the largest political parties in the country got 20% coverage with only 37 items covered. A total 28 items were covered on ‘others’ meaning the remaining political parties, elite persons, civil society members and so on.

Table-4: Faces of the Power and Politics

Name of TV channel	Ruling Party-AL	BNP	Others	Total
BTV	31	00	05	36
NTV	25	13	07	45
News24	18	08	05	31
Somoy TV	23	09	05	37
ATN Bangla	23	07	06	36
Total	120	37	28	185

BTV, being the state-run terrestrial TV channel, has put much importance on presenting the speech deliveries by the ruling party Bangladesh Awami League while the channel did not cover any item about one of the largest political parties in the country Bangladesh Nationalist Party(BNP). NTV stands second position



in terms of representing the voice of the political leaders belonging to the ruling political party. ATN Bangla and Somoy TV stand second position jointly in terms of covering the ruling party news. News24 also prioritized the political leaders of ruling party. However, a total of 37 items was covered on BNP by these channels having private ownership. In the category, ‘others’, the remaining political parties and the persons who have influence and power in the society were visible almost with equal importance in the news items.

3.3.3. Faces of the Ruling Political Party

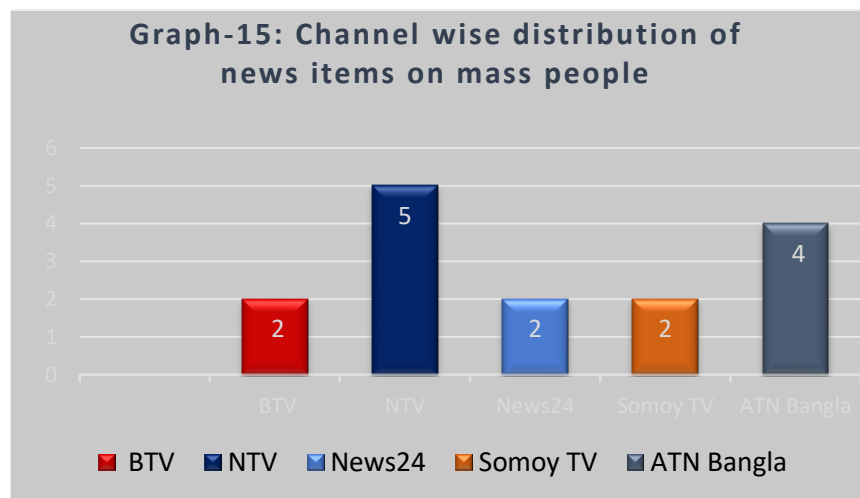
In covering of the faces from ruling political party, the Prime Minister, Ministers, member of the parliament and the senior leaders got priority. The PM was the subject of the 45 news items alone in the five channels. Among the ministers, the senior leaders also got priority in the coverage on ruling political party (Table-5)

Table-5: Faces Covered of the Ruling Political Party

Name of TV	PM	MP/Minister/Senior Leaders	Total on AL
BTV	08	23	31
NTV	10	15	25
News24	08	10	18
Somoy TV	09	14	23
ATN Bangla	10	13	23
Total	45	75	120

3.3.4. News on mass people: Though general people are the owner of airwave, the media do not focus interest on mass people. Out of total 604 items, the five channels only covered 15 news items

on mass people where the NTV stands the highest position of covering 5 news items and ATN Bangla stands second position of covering the same. The remaining three channel has covered the



lowest number of news items on mass people. This findings indicate that the channels do not consider the interest of the masses rather it played a role to some of the identical faces of the government and the ruling political party.

Objective four: Understand the quality of report in terms of source, language and presentation of the reports

3.4.1. Number of sources of the reports:

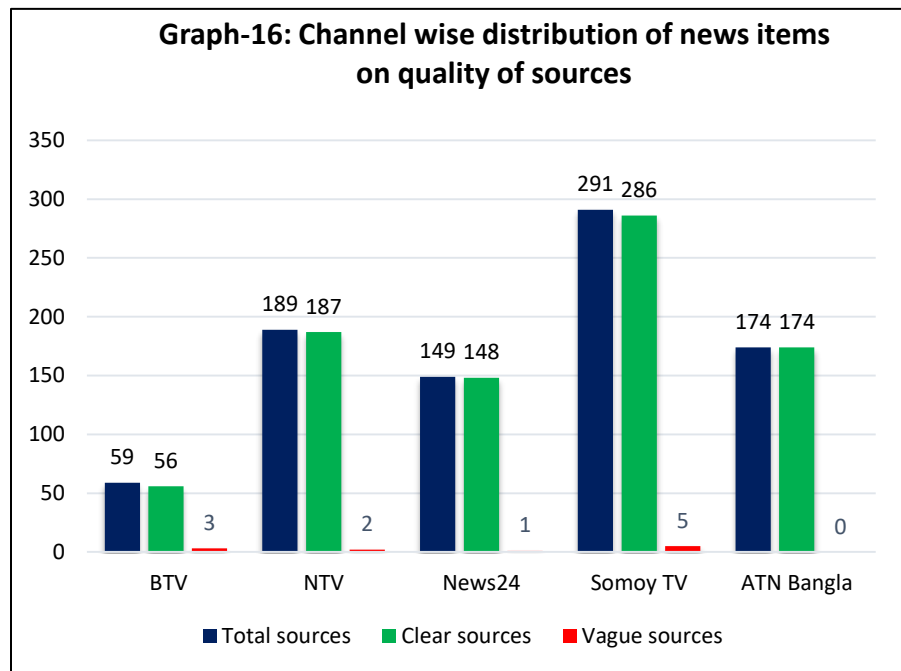
There are 862 sources are used while covering 604 total news items by the five surveyed TV channels. Among them 851 sources are being selected as clear while 11 sources are vague. It indicates that, TV channels are much conscious using clear and authentic source at the time of preparing a report (Table-6).

Table-6: Number of sources

Name of TV channel	Total sources	Clear sources	Vague sources
BTV	59	56	03
NTV	189	187	02
News24	149	148	01
Somoy TV	291	286	05
ATN Bangla	174	174	00
Total	862	851	11

Out of total 862 sources, Somoy TV has taken maximum sources along with clear and vague sources too. However, the five vague sources is considerable with the amount of total sources it has used. After Somoy TV, NTV stands second position using the amount of total sources and clear sources. But two vague sources is found in their contents. Then ATN Bangla has used 174

sources having with no error or vague sources. The news based channel News24 stands fourth position using one vague source in their reports. And the state owned TV channel stands the lowest position using only 59 sources in their total contents having with three vague sources (Graph-16).



3.4.2. Completeness of reports: The surveyed

reveals that, some reports are not well organized according to the subject of the report. Besides, some reports are stopped suddenly before ending and some information does not match with the subject of the report which is considered as incompleteness in the surveyed. Out of total 604 contents in surveyed, the total number of complete report is 553 while 42 reports are considered as moderate complete and nine reports are not completed (Table-7).

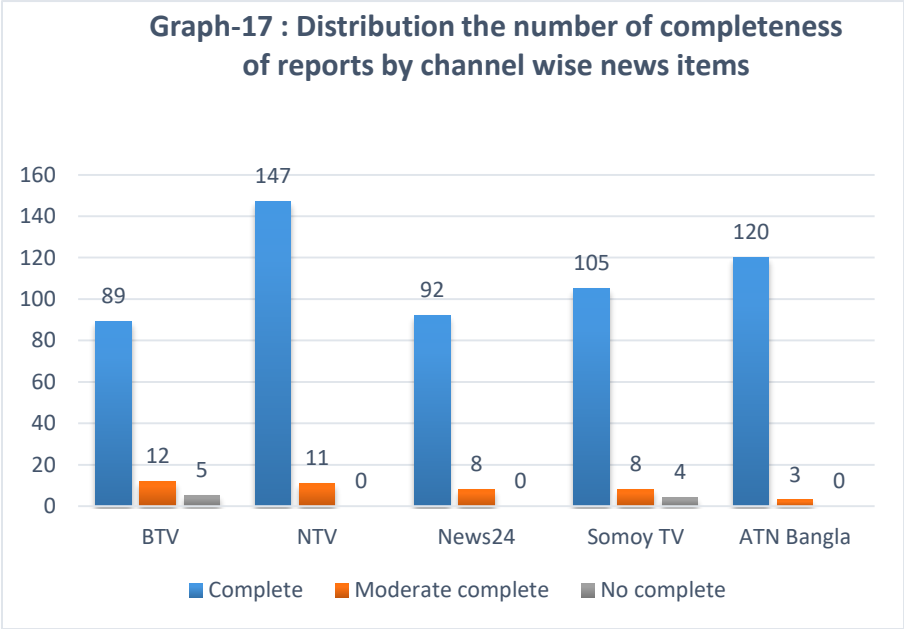
Table-7: Completeness of the reports

Name of TV channel	Complete	Moderate complete	No complete	Total
BTV	89	12	05	106
NTV	147	11	00	158
News24	92	08	00	100

Somoy TV	105	08	04	117
ATN Bangla	120	03	00	123
Total	553	42	09	604

Out of total 604 news items of five channel, NTV has presented the highest number of complete news than remaining the four channel. Having maximum number of complete reports, NTV has presented 11 moderate complete reports too.

Then ATN Bangla has got second position presenting 120 complete report having with three moderate complete reports. On the other hand, Somoy TV has



presented four incomplete reports having with 105 complete and eight moderate complete reports. The 24 hours news based channel News24 has presented 92 complete reports and eight incomplete reports of its total contents. The state owned TV channel BTV stands the first position of presenting incomplete and moderate complete reports than the fourth remaining channel. This channel has also presented less number of complete reports than the remaining surveyed channel (Graph-17).

3.4.3. Language of reports: The study reveals that all the surveyed TV channels have concentrated on using the simple sentence in their contents. Out of total 604 contents, the five TV

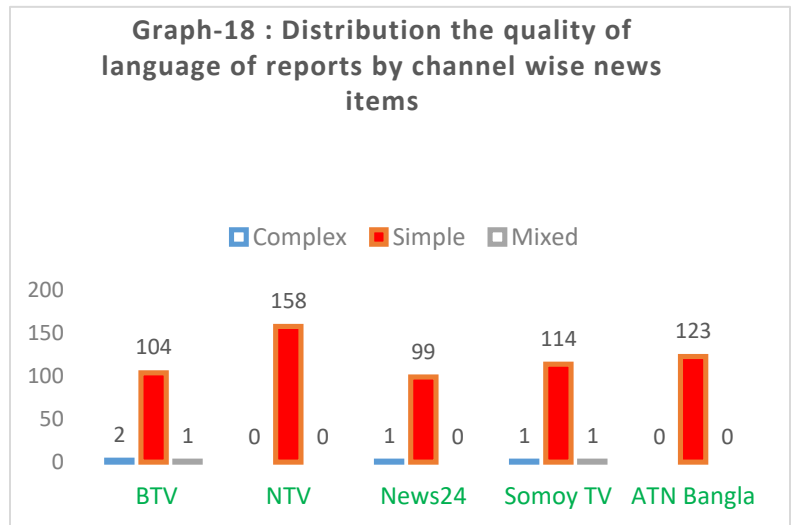
channels have used simple sentence in their 598 contents while four contents have been identified as complex and two contents as mixed (Table-8).

Table-8: Language of reports

Name of TV channel	Complex	Simple	Mixed	Total
BTV	02	104	01	106
NTV	00	158	00	158
News24	01	99	00	100
Somoy TV	01	114	01	117
ATN Bangla	00	123	00	123
Total	04	598	02	604

Out of total 604 news items, NTV has used more simple sentence in their total contents. This channel does not use any mixed and complex sentence in the reports. Then ATN Bangla have used

second highest simple sentence having no mixed or complex sentence in the reports. Somoy TV stands third position using the number of simple sentence having with one complex and one mixed sentence. The state owned TV



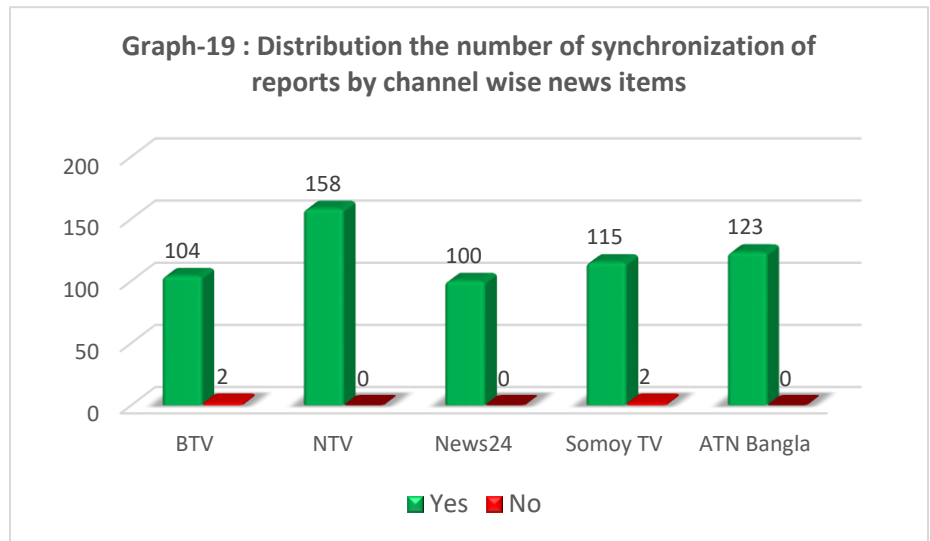
channel BTV has used 104 simple sentence in their total contents having with two complex and one mixed sentence. Lastly, News24 has used only one complex sentence out of its total contents (Graph-18)

3.4.4. Synchronization of reports: The study reveals that all the surveyed channels have used proper synchronization in their video contents. Of the total 604 contents, five channel have successfully applied the synchronization in their 600 video contents where only 4 items have been found as desynchronized (Table-9)

Table 9- Having synchronization in the reports

Name of TV channel	Yes	No	Total
BTV	104	02	106
NTV	158	00	158
News24	100	00	100
Somoy TV	115	02	117
ATN Bangla	123	00	123
Total	600	04	604

OUT of the total 604 news items, Only 4 items have been found as desynchronized in Somoy TV and BTV. Both channels have each two synchronization problems in their video contents. But rest of the channels have synchronized properly in their contents (Graph-19)



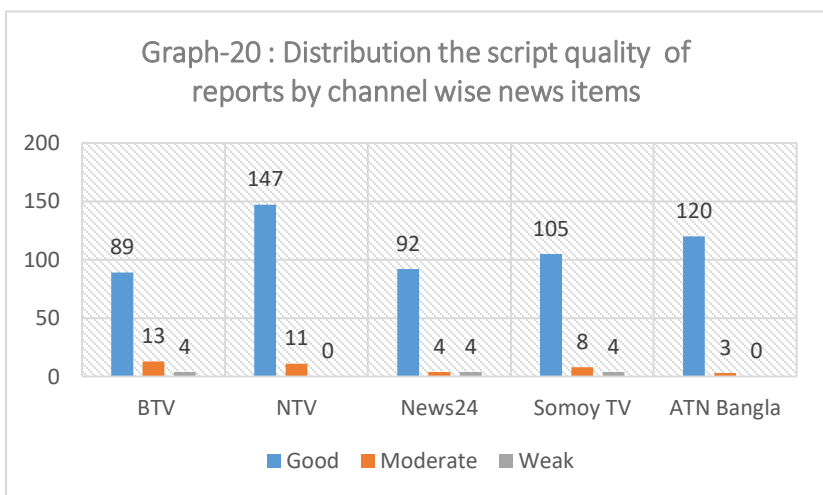
3.4.5. Script quality of reports: Script is the key source of delivering and understanding the reports perfectly. Well organized script can rearrange the information properly. The content surveyed study reveals that 553 items have good script quality out of total 604 news items of five channels where 39 items have been marked as moderate and 12 are weak script. This findings

shows that the channels do not put emphasize in proper way on the quality of content script (Table-10).

Table-10: The script quality of the reports

Name of TV channel	Good	Moderate	Weak	Total
BTV	89	13	04	106
NTV	147	11	00	158
News24	92	04	04	100
Somoy TV	105	08	04	117
ATN Bangla	120	03	00	123
Total	553	39	12	604

The findings shows that out of total 604 contents, NTV takes first position of covering good script quality reports where BTV also stands first position in covering moderate script quality reports. News24, Somoy TV and BTV ranks as first position all together in covering weak script quality reports. After



NTV, ATN Bangla has covered second highest good quality script report while Somoy TV stands

as third position, News24 fourth position and BTV stands the last position of covering the same. NTV has also covered 11 moderate script report, Somoy TV has covered 8 moderate script reports, News24 has covered four moderate script reports and ATN Bangla has covered three moderate script reports in their total contents (Graph-20).

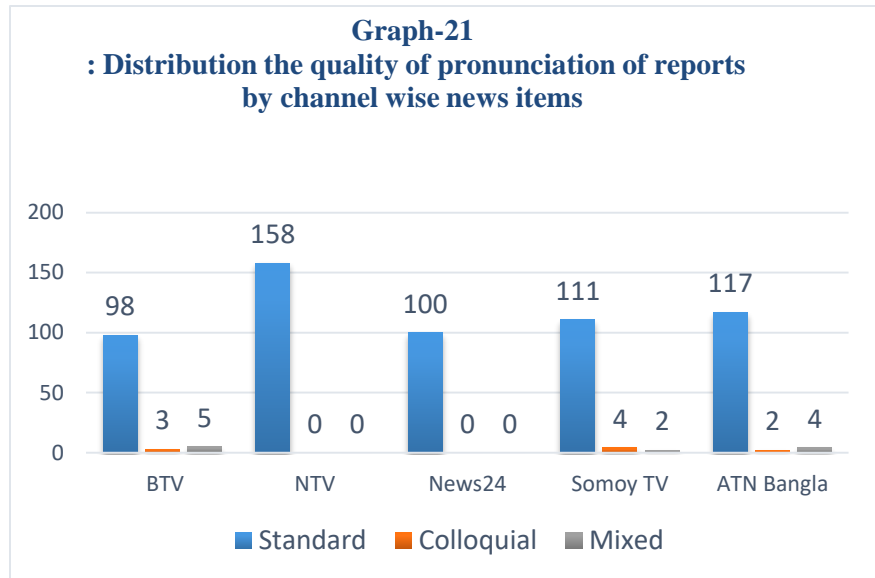
3.4.6. Pronunciation of the reports: Pronunciation is one of the key factor of a good report which makes the information more clearly and understandable to the audience. In covering the quality of pronunciation of the report, the survey findings show that most of the report delivering standard pronunciation while few reports have colloquial and mixed pronunciation problem. Out of the total 604 items, 584 news items have standard pronunciation while nine are colloquial and 11 are mixed pronunciation (Table-11).

Table-11: Pronunciation of the reports

Name of TV channel	Standard	Colloquial	Mixed	Total
BTV	98	03	05	106
NTV	158	00	00	158
News24	100	00	00	100
Somoy TV	111	04	02	117
ATN Bangla	117	02	04	123
Total	584	09	11	604

The number of pronunciation quality of reports by channel wise news items shows that NTV delivers the highest standard reports on the category of pronunciation without any colloquial and

mixed pronunciation while ATN Bangla stands second position in terms of delivering the standard pronunciation. With a good number of standard pronunciation, ATN Bangla has also delivered some



colloquial and mixed pronunciation. After ATN Bangla, Somoy TV has placed in third position of delivering the standard pronunciation reports though this channel also have some colloquial and mixed pronunciation in the reports. Then news24 has got fourth position in covering the report with standard pronunciation without having any colloquial and mixed reports. BTV holds the last position in terms of quality of delivering pronunciation in the reports (Graph-21).

Analysis of the Findings

3.4.7. Public's Voice Ignored:

All the satellite channels is the property of the mass people which means they are the owners of the country. But the reality is that the TV news channels is not focus the mass people's voice, rather it gives priority in covering the news about elite classes. In the study, the findings reveal that only 2.48% news were focused on mass people which means that the continual struggle of the mass people get a little coverage in the prime TV news. Even so, their contributions in agricultural and social development are ignored diplomatically. The TV news gives more focus on the city-based development and civilization through sidestepping sweltering struggle of the poor laborers. Though the satellite TV uses the property of the mass people, it deprives them to be presented positively, meritoriously and smartly in the screen.

3.4.8. News Value vs face value

The content surveyed shows that the TV news get priority on the face and protocol value rather than news value of an event. Some common and specific faces are shown repeatedly in the news. Even the 'expert' of a particular subject is interviewed from some elite and identical people who are actually having no skill on that field or subject. The TV news generally presented the face of political figures, ministers, corporate, business elites, bankers, sports persons, entrepreneurs, bureaucrats, intellectuals and civil society members. The study revealed that the prominent class of the society having power and money which are mainly reason to be projected them in the television news. On the other hand, most of the 'expert's opinion' are mainly male dominated where female experts are ignored. As a result, the contribution of the root level people of society is deprived of presenting their tights through media.

3.4.9. Favoring to Political Parties:

The common feature in the news surveyed is that the TV news are politically influenced and supportive to the activities of the political party to which the ownership belong to. The survey shows that out of total 185 reports covered by the five channels on power and politics; 120 items (64.86%) were covered on the ruling party while BNP got 20% coverage with 37 news items. Noted that ATN Bangla, News24, Somoy TV and BTV positively focused the ruling party activities whereas the NTV tactfully presented the encouraging activities of BNP against the government.

3.4.10. Lack of investigative, interpretative report and follow up report:

The findings shows that, Five TV channels shows their extreme interest on covering the surface report than investigative, interpretative and follow up report. Of the total news coverage, the number of surface report was covered 95.3% where interpretative report was 2.31%, investigative report was 0.33% and follow up report was only 0.16%. So some of the identical faces and events are covered frequently in most of the channel..This tendency is happened because of specific assignment given to cover surface reports rather than independent searching of the facts associated with investigation and follow-up on the issues related to the public interests.

3.4.11. Absence of uniqueness in news item:

The news observation from findings seemed that all of the channels collected the news in similar manner and sources. That is why, there is no variation in the content and style of presentation. The study shows that the TV channels typically cover same person and same event rather than finding

out different issues for reporting which even match the headlines of the channels largely with each other.

3.4.12. BTV acts as a representative of the government, not for the people:

Though the BTV is run by the people's revenue, it did not reflect the interest of the masses. The study reveals that, BTV was covered only two news items on mass people where it covered 36 news items on politics and power of their total content. It indicates that it played a role as the representative of the government through focusing positive news of the ruling political party. In this way, this channel sidelined the majority of the people through disregarding their issues.

Chapter Four

Conclusion and Recommendation

It is visible from the findings that the television channels in Bangladesh facilitate the dominance group of people who have power and political influence in the society where the majority of common people of the country are deprived due to lack of their access to the media. Besides TV channels sell their every news slot to some influential corporate organizations which creates controlling power over them. That is why, media cannot expose and investigate about the corruption and malpractices of these corporate organizations. As a result, the role of the media in the society is not performed in line with the expectation of people. This is a high time for the media management and the practitioners to concentrate on their actual role to the society and should be sincere to focus the rights of the masses as they use ‘airwave’, the property of the people. Otherwise, the media lose the credibility and might face the trial of the audience for this deprivation.

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Appendix

Screen shot of some TV news

