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Alka Nigam
Research Scholar, College of Home Science, C.S. Azad University of Agriculture and Technology, Kanpur, Uttar Pradesh, India

Neelma Kunwar
Professor, C.S. Azad University of Agriculture and Technology, Kanpur, Uttar Pradesh, India

Impact of TV news debates on social issues organized by different news channels in shaping India's development

Alka Nigam and Neelma Kunwar

Abstract
Most of the Indian news channels have moved from serious news reporting and analysis to tabloid television that is sensational, impactful and dramatic format which relies more on breaking news of every kind rather than serious news. The prime time has become a platform for political debates where representatives of major political parties speak less on merit of issues and more about party view point, thus making their presence redundant as far as the issue is concerned. Media credibility is known to be situational. When media report and debate major events of national importance, audiences' credibility perceptions about the media are known undergo a change either in the positive or negative direction. Elections to legislative bodies are of great importance to democratic societies. And when the election schedule gets announced, news and debate programmes of television news channels become election-centric. But viewers' educational attainment and occupation had a bearing on their credibility assessments. These results unfailingly indicate that media credibility is situational. The debates shown the government, then the government makes a constitution and implements the issues among the people.

Keywords: Impact, social issues, development

Introduction
News channels are usually a main part of TV entertainment and there is no person who loves to watch TV can say that he never watches news. Also a person who lives in this world has to do something regarding gaining latest knowledge in miscellaneous fields. News is very important in any field as they make us aware of latest trends, changes and the conditions of the world. Due to the increasing impacts of news media, news channels have got a new role to play as a helper of the society. With their good attempts and exact coverage of news, news channels can really help to bring out a change in the society. Indian media has to show some extra responsibility as there are now serious issues that are concerned with the nation.

News media happens to be an integral part of modern life as it plays an informational as well as educational role. It helps people to update themselves and be aware of the surroundings. Furthermore it keeps them conscious of the society and world in general. Television news particularly provides its audiences 24 hour live coverage with repeated telecasts catering to a large number of audiences. The efforts and dangers taken by reporters to report the updated news are merited widely. However, with so many blessings there are some hidden alarming dangers. News channels according to many researchers have changed in their very nature.

In India, the television channels have played a very influential and major role in providing awareness and information to the audience through discussion programmes, talk shows, debates, news reports and opinion polls. Television programmes are constantly altering the lives of the viewers. Media production is influenced by extraneous economic elements, media owners and politics. Due to these intervening elements, media under their direct or indirect orders works for their interests.

Objectives
1. To assess the category of viewers who take interest in watching debates on various news channels.
2. To assess the impact of social media, selected programme on social issues and factors affected the categories of viewers.

Methodology
The study was conducted in Ayodhya district of Uttar Pradesh. 14 news channels were selected in this study and twenty wards randomly selected.

Corresponding Author:
Alka Nigam
Research Scholar, College of Home Science, C.S. Azad University of Agriculture and Technology, Kanpur, Uttar Pradesh, India

Out of total 60 localities in this district 20 localities were selected for the study purpose. 600 sample sizes were selected. Category of viewers includes students, teachers, lawyers, politicians, Government and private employees, doctors, social workers and housewives. Dependent and independents variables such as age, caste, satellite channels etc. were used. The statistical tools such as percentage, weighted mean, coefficient of correlation, chi-square test, skewness and kurtosis were used.

Results

Table 1: Distribution of respondents according the age group

S. No.	Age group	Male		Female		Total	
		Number	Per cent	Number	Per cent	Number	Per cent
1.	Up to 20 years	38	9.5	12	6.0	50	8.3
2.	20 to 30 years	56	14.0	32	16.0	88	14.7
3.	30 to 40 years	68	17.0	50	25.0	118	19.7
4.	40 to 50 years	152	38.0	68	34.0	220	36.7
5.	50 years and above	86	21.5	38	19.-0	124	20.6
	Total	400	100.0	200	100.0	600	100.0
	χ^2	7.648			P > 0.05		

40 to 50 years is a stable age which shows the maturity of any person and at this stagnation of the person's age one wants to know about the society and country's awareness. Electronic media has developed very fast in our country, so every person of the country, whether it is urban or rural, and watches news channels according to their interest. All the news channels organize different programs for all categories i.e. men, women and children to increase their TRP. The news channels that organize debates focus on the burning topics of the society and the country, which are related to the people of the country. The debates that the news channels organize have a big impact on the people and the country. There are some examples like- Section 370, triple talaq among Muslims community, construction of Ram temple, is such examples which have been implemented by the government after the debate in the news channel. Therefore, organizing news debate is a very important step to improve the society.

Table 2: Distribution of male respondents watching TV debates on various news channels

| Sl. No. | Hindi News channels | News debate | | | | | | | | |
| | | Male | | | | | | | | |
		Student	Teacher	Lawyer	Politician	Govt. Employee	Private Employee	Doctor	Social workers	House wife
1.	Aaj Tak	16 (4.0)	44 (11.0)	24 (6.0)	4 (1.0)	64 (16.0)	68 (170)	8 (2.0)	36 (9.0)	-
2.	India Today	4 (1.0)	8 (2.0)	8 (2.0)	4 (1.0)	20 (5.0)	16 (4.0)	4 (1.0)	24 (6.0)	-
3.	News-18	8 (2.0)	20 (5.0)	16 (4.0)	4 (1.0)	28 (7.0)	24 (6.0)	4 (1.0)	20 (5.0)	-
4.	India News	12 (3.0)	8 (2.0)	12 (3.0)	2 (0.5)	16 (4.0)	16 (4.0)	4 (1.0)	20 (5.0)	-
5.	NDTV	8 (2.0)	8 (2.0)	16 (4.0)	4 (1.0)	16 (4.0)	12 (3.0)	4 (1.0)	8 (2.0)	-
6.	ABP News	20 (5.0)	48 (12.0)	28 (7.0)	6 (1.5)	60 (15.0)	52 (19.0)	8 (2.0)	36 (9.0)	-
7.	News Nation	18 (2.0)	32 (8.0)	20 (5.0)	4 (1.0)	20 (5.0)	20 (5.0)	8 (2.0)	20 (5.0)	-
8.	CNBC Awaaz	4 (1.0)	8 (2.0)	8 (2.0)	2 (0.5)	8 (2.0)	4 (1.0)	8 (2.0)	8 (2.0)	-
9.	Tez TV	2 (0.5)	8 (2.0)	4 (1.0)	-	4 (1.0)	4 (1.0)	-	-	-
10.	Sudarshan TV	8 (2.0)	16 (4.0)	12 (3.0)	4 (1.0)	20 (5.0)	8 (2.0)	-	4 (1.0)	-
11.	India TV	8 (2.0)	16 (4.0)	8 (2.0)	2 (0.5)	24 (6.0)	20 (5.0)	8 (2.0)	12 (3.0)	-
12.	Republic Bharat	12 (3.0)	20 (5.0)	20 (5.0)	4 (1.0)	28 (7.0)	24 (6.0)	4 (1.0)	16 (4.0)	-

In this study, the male community sees more news debates because most of the men live outside the house, they get more opportunity to meet the people of the society and they discuss the stir and politics in the country, in today's time TV is such a medium that works to bring news from every corner of the country to the general public.

Table 3: Distribution of female respondents watching social TV debates on various Hindi news channels

| Sl. No. | Hindi News channels | News debate | | | | | | | | |
| | | Female | | | | | | | | |
		Student	Teacher	Lawyer	Politician	Govt. Employee	Private Employee	Doctor	Social workers	House wife
1.	Aaj Tak	8 (4.0)	12 (6.0)	6 (3.0)	2 (1.0)	8 (4.0)	12 (6.0)	4 (2.0)	8 (4.0)	40 (20.0)
2.	India Today	-	4 (2.0)	4 (2.0)	2 (1.0)	8 (4.0)	8 (4.0)	4 (2.0)	4 (2.0)	20 (10.0)
3.	News-18	4 (2.0)	8 (4.0)	6 (3.0)	2 (1.0)	12 (6.0)	12 (6.0)	2 (1.0)	4 (2.0)	20 (10.0)
4.	India News	8 (4.0)	8 (4.0)	4 (2.0)	2 (1.0)	8 (4.0)	8 (4.0)	2 (1.0)	6 (3.0)	10 (5.0)
5.	NDTV	4 (2.0)	-	2 (1.-0)	2 (1.0)	4 (2.0)	4 (2.0)	2 (1.0)	2 (1.0)	4 (2.0)
6.	ABP News	10 (5.0)	14 (7.0)	6 (3.0)	2 (1.0)	16 (8.0)	16 (8.0)	4 (2.0)	8 (4.0)	20 (10.0)
7.	News Nation	4 (2.0)	6 (3.0)	4 (2.0)	2 (1.0)	12 (6.0)	12 (6.0)	4 (2.0)	4 (2.0)	12 (6.0)
8.	CNBC Awaaz	2 (1.0)	2 (1.0)	2 (1.0)	-	2 (1.0)	2 (1.0)	4 (2.0)	2 (1.0)	8 (4.0)
9.	Tez TV	-	-	-	-	2 (1.0)	-	-	2 (1.0)	-
10.	Sudarshan TV	2 (1.0)	4 (2.0)	-	2 (1.0)	4 (2.0)	2 (1.0)	-	4 (2.0)	8 (4.0)
11.	India TV	4 (2.0)	4 (2.0)	2 (1.0)	2 (1.0)	4 (2.0)	12 (6.0)	2 (1.0)	2 (1.0)	10 (5.0)
12.	Republic Bharat	2 (1.0)	4 (2.0)	4 (2.0)	2 (1.0)	4 (2.0)	12 (6.0)	4 (2.0)	8 (4.0)	16 (8.0)

(Figures in brackets are the percentage of the respective values)

The tendency to watch news debates is found less in women than men because they have the responsibility of cooking, looking after children and family, they get less time to watch TV. The condition of working women is even less because their most of time is spent in working in office and evening time in household chores, and they are so tired that they get time to watch TV only at night or on Sundays. Most of the women are interested in watching the debate only when the issue is somewhere related to the rights of women and them.

Table 4: Distribution of positive impact of male respondents watching TV debates on various news channels

Sl. No.	Positive impact	News debate								
		Male								
		Student	Teacher	Lawyer	Politician	Govt. Employee	Private Employee	Doctor	Social workers	House wife
1.	Knowledge and awareness	15 (3.7)	35 (8.7)	18 (4.5)	2 (0.5)	60 (15.0)	65 (16.2)	10 (2.5)	28 (7.0)	-
2.	Increase decision making power	18 (4.5)	40 (10.0)	20 (5.0)	5 (1.2)	50 (12.5)	70 (17.5)	8 (2.0)	32 (8.0)	-
3.	Focus on National and International level	24 (6.0)	50 (12.5)	25 (6.2)	6 (1.5)	40 (10.0)	85 (21.2)	12 (3.0)	45 (11.2)	-
4.	Increase thinking power	16 (4.0)	40 (10.0)	15 (3.7)	4 (1.0)	25 (6.2)	60 (15.0)	10 (2.5)	40 (10.0)	-
5.	Positive reinforcement	20 (5.0)	30 (7.5)	18 (4.5)	2 (0.5)	30 (7.5)	35 (8.7)	8 (2.0)	20 (5.0)	-
6.	Release burden	20 (5.0)	30 (7.5)	20 (5.0)	3 (0.7)	40 (10.0)	58 (14.5)	14 (3.5)	25 (6.2)	-
7.	Instant gratification	12 (3.0)	25 (6.2)	10 (2.5)	2 (0.5)	20 (5.0)	25 (6.2)	8 (2.0)	12 (3.0)	-
8.	Social attraction	15 (3.7)	35 (8.7)	12 (3.0)	3 (0.7)	25 (6.2)	38 (9.5)	8 (2.0)	30 (7.5)	-
9.	Perceptual skill enhancement	22 (5.5)	30 (7.5)	15 (3.7)	3 (0.7)	30 (7.5)	48 (12.0)	10 (2.5)	25 (6.2)	-
10.	Increase viewer's confidence	18 (4.5)	40 (10.0)	20 (5.0)	4 (1.0)	35 (8.7)	88 (22.0)	12 (3.0)	45 (11.2)	-
	Mean	18.0	35.5	17.3	3.4	35.5	57.2	10.0	30.2	-
	Skewness	0.05	0.61	-0.08	0.77	0.85	0.02	0.71	0.01	-
	Kurtosis	-0.46	0.44	-0.05	-0.13	0.25	-0.93	-0.45	-0.56	-

(Figures in brackets are the percentage of the respective values)

The thinking power of the viewers' increases and positive reinforcement. This gives satisfaction to the viewers; increases interest in knowing the society, skill enhancement, increases confidence and release the burden of viewers. Viewers have an addition to watch news debates.

Table 5: Distribution of positive impact of female respondents watching TV debates on various news channels

Sl. No.	Positive impact	News debate								
		Female								
		Student	Teacher	Lawyer	Politician	Govt. Employee	Private Employee	Doctor	Social workers	House wife
1.	Knowledge and awareness	8 (4.0)	22 (11.0)	4 (2.0)	2 (1.0)	18 (9.0)	15 (7.5)	2 (1.0)	5 (2.5)	22 (11.0)
2.	Increase decision making power	8 (4.0)	20 (10.0)	2 (1.0)	2 (1.0)	16 (8.0)	18 (9.0)	2 (1.0)	6 (3.0)	32 (16.0)
3.	Focus on National and International level	10 (5.0)	18 (9.0)	4 (2.0)	2 (1.0)	14 (7.0)	18 (9.0)	4 (2.0)	8 (4.0)	36 (18.0)
4.	Increase thinking power	10 (5.0)	16 (8.0)	2 (1.0)	1 (0.5)	20 (10.0)	16 (8.0)	2 (1.0)	10 (5.0)	30 (15.0)
5.	Positive reinforcement	6 (3.0)	12 (6.0)	3 (1.5)	2 (1.0)	18 (9.0)	16 (8.0)	2 (1.0)	8 (4.0)	20 (10.0)
6.	Release burden	6 (3.0)	16 (8.0)	4 (2.0)	1 (0.5)	16 (8.0)	20 (10.0)	4 (2.0)	10 (5.0)	30 (15.0)
7.	Instant gratification	8 (4.0)	10 (5.0)	2 (1.0)	1 (0.5)	10 (5.0)	16 (8.0)	3 (1.5)	6 (3.0)	16 (8.0)
8.	Social attraction	10 (5.0)	12 (6.0)	4 (2.0)	1 (0.5)	12 (6.0)	18 (9.0)	2 (1.0)	12 (6.0)	28 (14.0)
9.	Perceptual skill enhancement	10 (5.0)	12 (6.0)	2 (1.0)	2 (1.0)	16 (8.0)	20 (10.0)	4 (2.0)	10 (5.0)	12 (6.0)
10.	Increase viewer's confidence	12 (6.0)	20 (10.0)	4 (2.0)	1 (0.5)	12 (6.0)	22 (11.0)	2 (1.0)	12 (6.0)	40 (20.0)
	Mean	8.8	15.8	3.1	1.5	15.2	17.9	2.7	8.7	26.6
	Skewness	-0.11	0.07	-0.24	0.01	-0.23	0.53	0.74	-0.11	-0.24
	Kurtosis	-0.62	-1.51	-2.30	-2.57	-0.82	-0.56	-1.64	-1.31	-0.80

(Figures in brackets are the percentage of the respective values)

Women who watch debates on news channels like to watch the same debates which are for women or are related to them somewhere. Because the women of our country are mostly sensitive and emotional and have more tolerance power than men, so they watch only those channels which are for their benefit otherwise they change the channel.

Table 6: Distribution of Hindi News channels conducting TV debates on social issues

Sl. No.	Hindi News channels	Male		Female		Total		χ^2	Significance P level
		Number	%	Number	%	Number	%		
1.	Aaj Tak	288	72.0	128	64.0	416	69.3	4.013*	<0.05
2.	India Today	180	45.0	46	23.0	226	37.7	27.486**	<0.01
3.	News-18	160	40.0	76	38.0	236	39.3	0.224	>0.05
4.	India News	100	25.0	50	25.0	150	25.0	0.001	>0.05
5.	NDTV	168	42.0	88	44.0	256	42.7	0.218	>0.05
6.	ABP News	230	57.5	110	55.0	340	56.7	0.339	>0.05
7.	News 24	240	60.0	80	40.0	320	53.3	21.429**	<0.01
8.	News Nation	140	35.0	70	35.0	210	35.0	0.001	>0.05
9.	CNBC Awaaz	70	17.5	30	15.0	100	16.7	0.600	>0.05
10.	Tez TV	80	20.0	30	15.0	110	18.3	2.226	>0.05
11.	Sudarshan TV	190	47.5	42	21.0	232	38.7	39.482**	<0.01
12.	India TV	200	50.0	90	45.0	290	48.3	1.335	>0.05
13.	R. Bharat	220	55.0	60	30.0	280	46.7	33.482**	<0.01
14.	Zee News	240	60.0	120	60.0	360	60.0	0.010	>0.05

There are many social issues that channels have organized like Lokpal Bill 2015 on NDTV, Z News, Namami Gange Yojana 2015 on Aaj Tak, Note Bandi 2016 most run on Z News, Pathankot Attack 2016 Z News, Aaj Tak, NDTV, JNU incident 2016 ran loudly on NDTV and all channels, resignation of RBI ex-governor Shri Raghuram Rajan 2016 DD. NEWS, Uri attack 2016, surgical strike 2016, Me Too campaign 2017, Padmavat film controversy 2018, Ram Mandir in Ayodhya 2018, Triple Talaq 2018, Moon Mission 2019 etc. were the social issues which were run by all the channels due to which their TRP increased. The knowledge of the people of the whole country on all these issues also increased.

Conclusion
The televised debates continued to play a unique role, as they have through history. "For almost five decades, studies have confirmed the power of presidential debates to increase voter knowledge and 2008 was no exception, they write, 'The debates' two-sided clash of competing ideas, unmediated by interpretation from reporters, spiked voter knowledge. In these often disparaged encounters, the presidential and vice presidential nominees took on the deceptions perpetrated by the other side, including those on health care and taxing proposals." One noteworthy area of potential impact of the debates is their capacity for what political scientists call "agenda setting". The salience of a given policy or campaign issue in the public mind can rise as a result and this may play to the strength or weakness of a particular campaign.

When these issues discussed on T.V. news channels get heated up in public. The politicians both of the ruling party and the opposition take up these issues in the parliament and legislative assembly. If majority of members of the parliament and the legislative assembly are in favour of the issue, then an ordinance is passed which becomes a rule with effect from a particular time which is in the favour of the society and helpful in shaping India's development.

Recommendations
1. The format in which the debates are presented by the anchors is very wrong. Anchor has to give equal opportunities to speak to everyone. Instead, it turns into bullfighting. It doesn't look good. They should change the format of their shows.
2. Authentic spoke person or good representative should be invited for news debate so that whatever topic they are

debating can be conveyed well to the public because such spokespersons leave their own mark on the public.

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