

**An analytical study of Public Opinion  
regarding infotainment format of television  
programmes among youth in developing  
country with special reference to India.**

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## **Abstract**

*Over the decades, television has been one of the most effective and powerful tool of information, education and entertainment. TV news Channels have always seen a major source of information-cum-entertainment. However with changing times there has been a radical shift in the pattern of infotainment format. People in India prefer to watch those news channels which are able to inform and entertain at a same time. Talk shows, documentaries, reality shows, chat shows and discussions etc. have become increasingly popular among youth these days. As a result, there is a demand for infotainment format of TV News Programmes. A detailed study has been conducted to analyze infotainment format of two leading satellite news channels, i.e, NDTV India and DD News and the rightful impact of infotainment programme on youth.*

## **1.0 INTRODUCTION**

### **1.1 Statement of Problem:-**

From the past many decades, television news channel have been the best source of information-cum-entertainment to sit among the family and enjoy hours of relaxation. Nowadays people don't prefer to watch news channels as they have opinion that these days the news channels have become boring. As a result TV News programme in terms of audience reach and significantly to public discourse can be rightly said that the terms Infotainment is a new concept for developing country. It refers to a mixed bag of styles, formats and sub-genres and its distinguished feature is that it falls somewhere in the space between the two traditional pillars of television i.e, Information and Entertainment . The main problem of traditional account of journalism is that audience no longer finds it as important and sustaining as they once did. News and current affairs are moving down in terms of TRP. Finally, there is a demand for change. **So,**

*this study aims to find out preference of Infotainment format of TV News Programmes by the audience as well as to analyze the Infotainment format of TV Programmes used by the channels.*

## **1.2 Scope:-**

It has been noted that traditional news and current affair section is on decline in developing country like India and infotainment section has seen considerable growth. It is a wide-spread matter of concern that rise of Infotainment is overwhelming. The informative function of TV is turning the entire medium into mere entertainment and so dumbing down the public discourse. Therefore, there is a shift in audience preference where younger audience are drawn to innovative forms of current affairs programmes such as:- talk shows discussion programmes, reality shows, tabloid news, docu-soaps etc. Although the most effective journalism has always been a combination of news and entertainment. *Benjamin Fanklein* wrote ‘News as ballads and sold them on the streets of Boston’. By considering infotainment format it is then possible to interrogate how infotainment is actually used by audience and what impact it is leaving on public discourse.

## **1.3 Objective of the Study:-**

A Research has been conducted to analyze the public opinion regarding Infotainment format of TV Programmes among youth in developing country like India and specially in the rural as well as urban areas of NCR-Delhi.

*The objective of survey are as follows:*

- a. To study the preference of Infotainment format of TV News Programmes.
- b. To analyze the infotainment format of TV Programmes of two channels i.e, NDTV India and DD News.
- c. To find out the impact of Infotainment programmes on youth.

## **2.0 Review of Literature:-**

The term Infotainment has been derived by joining two words information and entertainment, which means providing information with entertainment which means providing information with entertainment. Infotainment occupies entire space between traditional news and current affairs programmes, talk shows, documentaries and variety of shows whose distinguished purpose is to entertain audience. A large number of researches have been done in western developed countries where as very few studies have been undertaken with respect to Infotainment in India.

## **3.0 Methodology:-**

The Study has been undertaken in the National Capital region - Delhi, India . A survey has been conducted to know the Public Opinion regarding Infotainment format of television programmes. The data has been collected through a structured schedule, specially designed for this purpose. The collected data has been analyzed using suitable statistical techniques. The result of such survey will be of great value to National broadcasters who wish to use such type of format for news dissemination.

## **4.0 Research finding and Analysis:-**

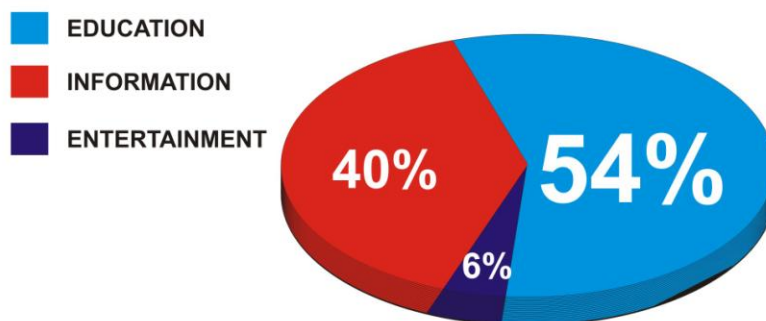
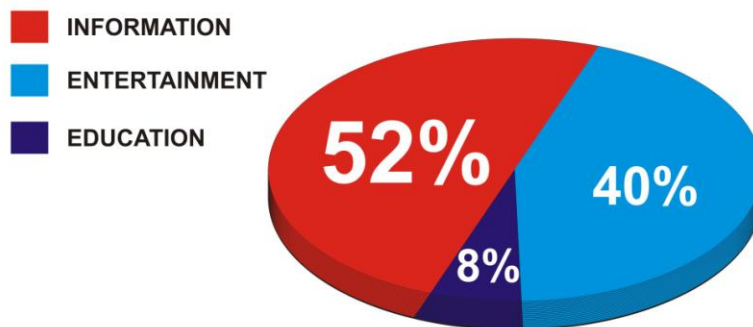
A research has been conducted to analyze the Public Opinion regarding Infotainment format of TV programmes among youth in India and specially in the rural as well as urban areas of NCR - Delhi. Total population is 1000 and the sample size is 100 people out of which 50% belong to rural background and 50% are urban. Sample size is one tenth of the total population. Out of the total population there are 50 male and 50 female respondent. 25 female respondents belongs to rural areas and rest from urban areas. The average age of sample size varies from 15 to 35 years. While conducting survey the education level of

respondents has been also checked as it is a very essential requirement of the survey study because their education level is directly proportional to their answering abilities and determine the effectiveness of their responses. So, final result comes out of the total, 85% of the population is literate.

Respondents were being asked which News Channel they enjoy the most or which is their favourite News Channel out of NDTV India and DD News. The majority of population responded in favour of NDTV India. Today very few prefer to watch DD News. Out of the total, only 30% prefer to watch it. The common reason given by most of the respondents was that it is the oldest, serious and boring news channels. They even added that the new and upcoming news channels are even not up to the mark and they don't know the exact format of Infotainment. So, the exact percentage was 70% who prefer NDTV India and 30% prefer DD News.

The respondents were questioned about the type of Infotainment format which these two news channels are using, then the answers are as follows:-

**For**



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By their responses we get to know that the information and entertainment together forms the crust of NDTV India as compared to DD News. However, in case of education, DD News is leading.

Besides this, they were asked which type of Infotainment format they like the most. The result concluded that 55% preferred entertainment format of news channel, whereas 52% of the total population liked only informative format. Only 10% went for educational type of programmes.

The infotainment programmes most preferred by the public were talk shows, documentaries, discussion programmes and interviews. Out of the total, 53% respondents said that they like entertainment-cum-informative programmes like celebrity interviews, documentaries, talk shows and social discussions.

The respondents were asked whether these programmes are impactful enough or do they have any impact on their life? The answer was almost fifty-fifty. 60% of the total population is of the opinion that these programmes are impactful enough and leave significant impact on their life. Such programmes play a serious role in the audience's day to day life. 29% people said that these programmes can only educate us. Whereas 55% said that these type of programmes first entertain us and then educate us. Only 16% people responded that these programmes play no role.

## **5.0 Conclusion:-**

On the basis of the data analysis, it is quite evident that public broadcasting channel i.e, DDNews has been presenting programmes which are educational in nature but their Infotainment format is not efficiently utilized.

Hence, their programmes do not meet the objective to provide education with entertainment. The private channel i.e, NDTV India has been providing

education through Infotainment format which is well appreciated by the viewers and educational concepts are being understood while entertained.

The presentation of News by following Infotainment format is being presented by private broadcasting organization i.e, NDTV India.

The public service broadcasting organization i.e, DD News has not been able to fully exploit the potentials of Infotainment format while presenting the news . Viewers do not appreciate the mode of presentation of news as it is not based on Infotainment format.

Television is still considered as a powerful medium of entertainment. Hence, any programme, whether it is news or education, not presented through Infotainment is not able to create impact on the mind of Viewers, in terms of knowledge gain, attitudinal change and adopting new skills of doing or performing things.

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