

# The Increasing Commercialism in English Dailies and Its Impact on News Content

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## Abstract

*The increasing trends of commercialism in media have affected information flow tremendously. Increasingly in the 21st century, news became a commodity valued for its profitability, then for its role in public information. The tendency to pay cash for content material is not uncommon in media organizations. As advertisers influence newspapers in directing their content toward consumers. Commercialism in news content is leads to news misrepresentation. Since the media would not like to lose a major customer, they do all within their reach to satisfy such clients that pays them enough money to the media to assign a concept, they need humans to simply accept whether or not it's superb or not. Media proprietors typically sacrifice public affairs and have trouble at regulate of profit.*

**Key words:** Editorial, Edition, Credit Line, Information, Advertisement, Byline, Journalism, Commercialism, Paid News, Circulation.

## I. Introduction

Commercialism has major influences on media, in numerous different ways. It has been always influencing the type of media that is being produced, whether it is local, national, or international. Today most of the media organization has been using means of communications to let a large number of people know about their products. Media nowadays is one of the most luxurious industries. It has reignited over political, social, and cultural troubles that are currently going on. However, as the years have progressed, the sophistication of advertising methods and techniques has advanced, alluring and shaping and even creating consumerism. It is well known fact that no industry exists without a product or service to offer to customers.

**Significance of the Study-** The study assumes importance based on the rapid commercialism of Indian News Media in general and Print media in particular. The study examines the extent of commercial news coverage over the editorial content in the selected leading newspapers. Besides, the study also is significant as the research aims to investigate the reason of growing commercialism in newspapers. The research subsumes that the modern newspapers are giving more importance to commercial news in comparison to its editorial content and the adverse effect it may have on its readership. In the light of above observations, present study attempts to explore the fact that why the commercialism in news content has grown fast?

How it is affecting the news space and indirectly damage to the value and standard of journalism. Their main objective is to generate more and more revenue through advertisement. The study also tries to look at the reasons for growing dominant of advertisement the editorial contents and its effects in the nature of news content, i.e. Its layout and desire of facts content. Now a days to attract the better rate of advertising, newspapers organizations came in the race to increase their circulations. They adopted all the techniques to win the competition. One of the major techniques was to subsidize the subscription cost of the newspapers because advertising was helping them to pay the expenditure. This was a win win situation for all the players. Apart from subscription revenue, the newspaper organizations got a major source of income from advertisement while the subscribers got a cheaper subscription cost of the copy and the companies got better option for marketing their products and ideas. There was no harm into that. Through the advertisement

innovative ideas and concepts were also shared with others. But as the years have progressed and the sophistication of advertising methods and techniques has advanced, it started to create consumerism in the society and developed the needs where there has been never before. They turned luxuries into necessities.

## II. Review of Related Literature

For that funding, advertisers want to achieve the following communication goals: (1) exposure to the favored intention audience, (2) increase in product logo recall, and (3) increase in sales (e.g., **Fortunato 2005**)<sup>5</sup>. The pivotal query as a consequence turns into whether or not the fulfillment of those marketing and marketing dreams necessitates managing the media content. **David Demers and K.Vishwanath, Surjeet (2004)**<sup>6</sup> 'The corporate newspaper publishes content that generally serves the interests of the powerful and that content, generally marginalizes social movements that have sought to increase benefits for poor and oppressed groups....the vast majority of scholars and professionals believe media become more hegemonic and less critical of the status quo as they become more corporate. 'Corporate Communications departments in most companies are nothing, but journalist contact points...if you analyze the trends in the media and juxtapose them with what is happening in the public relations and advertising domain, the line demarcating the two worlds has blurred and too close for called judicious comfort. It's blurred for any distinctive objectivity and that is showing up in the way in which we cover news and disseminate information. **Suhel Seth (2006).** **7 Sañjaya Gaurā(2012)**<sup>8</sup> It was only during liberalization and entry of multinational companies in India that the trend of paid news started. The materialistic world has changed the concept of everything, and media is no exception. **Thakurta et al. (2012)** <sup>9</sup> who co-authored the Press Council's report on paid news, stated whenever there has been a slowdown in the economy, the advertising revenues of the newspapers also start shrinking and the jobs are at stake. The values and ethical norms of journalism take a backseat. **Biswas (2014)**<sup>10</sup> observed that globalization affected the code of conduct of Indian media. He draws the opinion that the main cause of Paid News syndrome in India is growing commercialization in the media practices in post-2000 era.

## III. The Objectives of Study

- a) To examine space occupied by commerce relates news as compare to other category of news in The Hindustan times and The Times of India.
- b) To analyze the highest numbers of news items gets prominence in different pages
- c) 3 To study the variations of space per column advertisement and news contents in both The Hindustan times and The Times of India.
- d) To analyze the variations in number of news and advertisement in both the newspapers.

### 3.1 Research Hypotheses

News became a commodity valued more for its profitability there is extra commercial within side the newspaper than information content.

### 3.2 Researched Methodology

This study determines the most appropriate method for collecting the necessary data. This research methodology section of study deals with the method of study, research design, sampling technique, tools for study, source of data collection, techniques of data collection and description of technique used for statistical treatment of the data.

### 3.3 Research Methods

The research study involves the recent trends in relation to the commercialism in print media in the context of selected leading English newspapers and its impact on media business and journalism. This study involves a survey method. To make the study holistic, both, qualitative and quantitative approach has been incorporated which involves data collection through content analysis technique.

#### IV. Content Analysis

To find commercialism in news the study has analyzed the news content of two selected English newspapers and its advertisements in Jaipur city. The news contents and advertisements of Times of India and Hindustan Times have been used for content analysis for this qualitative and quantitative method of analysis has been adopted. The time period of the content analysis was approximately sixty editions as sample for study from 1st January 2016 to 30th June 2016. Among the 180 issues of each newspaper which forms the population for the study, a sample of approximately 30 issues of each newspaper has been selected using constructed week sampling method for analyzing the contents and advertisements of newspapers. Mutually exclusive categories have been developed to analyze the news content and advertisements. The contents of the newspapers and advertisements have been analyzed based on content categories of areas, sources] space, prominence in the selected samples.

S. no.	Description of content material of marketplace pushed journalism
1	Readers want information on what might be called the 'private sphere' lifestyle, entertainment, recreation, and news to use.
2	The behavior of robust marketplace-oriented papers differs from that of vulnerable marketplace-oriented papers within the experience; vulnerable marketplace-oriented papers provide greater records about 'public sphere' than robust market-oriented papers which offer 'private sphere'
3	The length of the company quarter, which gives data, determines the traits of marketplace-oriented journalism.
4	Weak market-oriented papers distinctly mirror investigative journalism in preference to robust market-oriented journalism.
5	In market driven journalism, editors of strong market papers spend less time on content and more time on lay out, graphics, type of faces, pictures and grabby headlines. Such layout and make up is considered as navigational tools for the readers to make an easy reading as they are facing crunch of time.
6	Market-pushed journalism worries the mass way of life and shifts from an elitist magnificence of information.
7	Newspapers with a robust marketplace orientation might location greater strain on visible content material than information papers with a surprisingly vulnerable marketplace orientation.

**Population of the study:** Target population refers to entire group of individuals to which researchers with interest in generalizing the conclusion. The intention population generally has numerous tendencies and it is also called the theoretical population. The researcher has selected the sample size of approximately 60 editions from the total population of 180 newspaper published during six months.

**Sample Size:** The research has studied total sixty edition of both the newspaper ie Hindustan Times & Times of India which is the sample size of the study. After selection of the sample size the researcher distributed the edition of the newspapers on the basis of constructed week sampling methods. In each week a consecutive day has been selected for the study and this process is continued for six months. Among the 180 editions of each newspaper, which forms the population of the study, the researcher has selected approximately sixty editions as sample for study



**Questionnaire** -A set of ten questions were prepared by the researcher to find out the result on the basis of categorization of various theme for analyzing their correlations, impact, significance of news content and advertisements for the content analysis. From the obtained responses, the researcher concluded that the designed questionnaire was very useful to be disseminated for data collection. Research methods used for the study gathered valuable and relevant data, which is analyzed in the conclusion. Proper care has been taken in clarifying commercialization of newspapers and its effects on the newspaper readers.

**Analysis and Interpretation of Data**-The content of the daily newspaper and advertisements is analyzed based on content categories of space, count, source, origin and prominence in the selected samples. In order to make the research more useful, comparative studies of news and commercials are compared. Besides that, a comparison between government commercials as well as private commercials has also been studied. The news content has been measured based on the standard measurement techniques of 'per column centimeter'. The analysis of the research content was conducted on the basis of different questionnaires, which were developed for the purpose to determine the objective of research. Based on a variety of topics the researchers prepared a series of 10 questions to find the results. Based on the responses received, the researchers concluded that the questionnaire designed was very useful for disseminating data collection. The research methods used in the study collected relevant value data and analyzed the conclusions. Appropriate attention has been given to clarify commercialization of newspapers in its editorial content.

## V. Findings and Results

Some of the main findings of the study are given below: -

- a. The study shows that news from games and political parties are maximum in space and number. Similarly, business/market/economy also gets considerable coverage. This indicates the probability in the rise of commercial news.
- b. The chart shows that the Reporters along with Correspondents and Special Correspondents are the highest sources of news for Hindustan Times and 54% for Times of India. However almost 40% of news comes from the News Agencies for both the newspapers. 10% of contents come from columnists and other sources for Hindustan Times and 5% of contents for Times of India from the same.
- c. The study found that the Page 3 got the highest number of news items. Second highest numbers of news items are on the front page. Both of them forms the 50% of news items while other 50% of news item are on OP-Ed, inside pages and other Pages. However, the TOI, the front page got the highest coverage in count. This is 7% higher than HT. Here page 3 got only 17% of coverage in count. This is much less than HT which is 29% in count and was the highest.
- d. The study indicate that the maximum number of advertisements displayed occurred on page no. 8 & 9. Although the front & last page have found a smaller number of advertisements, but this only in relation to the number of advertisements. The maximum number of news item occurred on page no. 14 & 15. The percentage of advertisements of the total items of news and advertisements is 33%. The research study found that the government advertisements generally occur in black and white and it is in inside pages of the newspapers. The ratio of full-page news is lower than the full-page advertisements.
- e. The number of pages on which half page advertisements and half page news is 92. This 21% of the total number of pages of selected newspapers. The number of pages on which Less than one fourth page advertisements and more than three fourth page news is only 14 which is only 3.24% of the total number of pages of selected newspapers. In most cases the ratio of advertisements to the editorial contents is almost.

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