

**A CRITICAL ANALYSIS OF TV NEWS
BULLETINS**

AN OPINION SURVEY OF TV VIEWERS OF LAHORE

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DEDICATION

This thesis is dedicated to all those people who helped us in completing this task whether they are our parents who supported us or our teachers who guided us and friends who gave different suggestions. Without their continuous encouragement, this thesis would not have been completed successfully and it is also especially dedicated to batch 4, MMC session 2009-11.

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ABSTRACT

This research has been conducted to highlight the opinion of people toward news bulletins of popular TV channels. People generally think that news bulletins do not give proper coverage to social issues and they want news to be needed to professional as well as unbiased. The Problem is, news bulletins promote yellow journalism and exaggeration in news stories to increase viewership; they must promote social news coverage by highlighting people's issues in a positive and critic way. Researchers got quantitative results with the help of their questionnaire survey. The study concludes that 40% viewers like Geo News. 53% people believe that news bulletins fulfill their demands. 60% people consider technical quality of news to be satisfactory. A big number of our respondents dislike competition in news breaking stories. Language of news is easy to understand according to 55% of our respondents. 57% people take news bulletins as professional. National and political news coverage is dominated in news, say viewers. Mostly news coverage is spicy according to 52% viewers. Breaking news gets most of the viewership, 63% viewers think rural issues must be given more space. News channels mostly present same news stories and that is stated by 91% of viewers. This research shows that our private news channels are presenting bulletins to sensationalize news stories and highlight mostly political news to get business, no proper coverage is given to rural issues.

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INTRODUCTION

News bulletins are considered to be the most effective source of information in our society following the mushroom growth of electronic media during the last decade. Previously when only one TV channel PTV was providing news to viewers it failed to attract the attention of the masses owing to the state control and biased policy of the TV channel showing support of the government. There are a number of news channels that disseminate information about current affairs, politics, opposition, sports, infotainment and other national and international matters. There are some channels which are presenting balanced and impartial news on regular basis while there are others that are providing a compromise situation between the two extremes. At the same time some channels also have focused on Islamic and national values. News is anything that's interesting, that relates to what's happening in the world, what's happening in areas of the culture that would be of interest to your audience.

News is the communication of selected information on current events which is presented by print, broadcast, Internet, or word of mouth to a third party or mass audience. So what makes a story newsworthy enough to be published or broadcast? The real answer is, it depends on a variety of factors. Generally speaking, news is information that is of broad interest to the intended audience. News has two priorities: it must be current, and it must mean something to people. The objective of news is to inform the audience. It's the job of all the news media to tell people what's going on in their community - locally, nationally or globally. News is an important

thing, some people said news means some attractive talk, so we know news is how much important thing so important thing should be give attention.

This study aims at critically highlighting the opinion of people towards news bulletins of famous TV channels. The project is questionnaire based 24 questions are finalize from nearly 60- 70 question samples. Research assumed different areas to get the data, especially University students are focused and also other local areas are decided which are Allama Iqbal Tawn, Johar Town and Model Town. We collected 100 samples, 80 percent findings from universities and 20 percent from other people who belong to different walks of life.

STATEMENT OF THE PROBLEM

- News bulletins do not fulfill demands of people.
- News bulletins don not give proper coverage to society
- News channel producers lack professionalism in creating news stories.