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“ENTERTAINMENT vs. INFORMATION”: A STUDY ABOUT THE NEWS PORTALS CONTENT

Amaninder Kaur

Assistant Professor

UIMS, Chandigarh University, Punjab, India

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Keyword:-News portal, Advertising, split Media, digital media and online journalism.

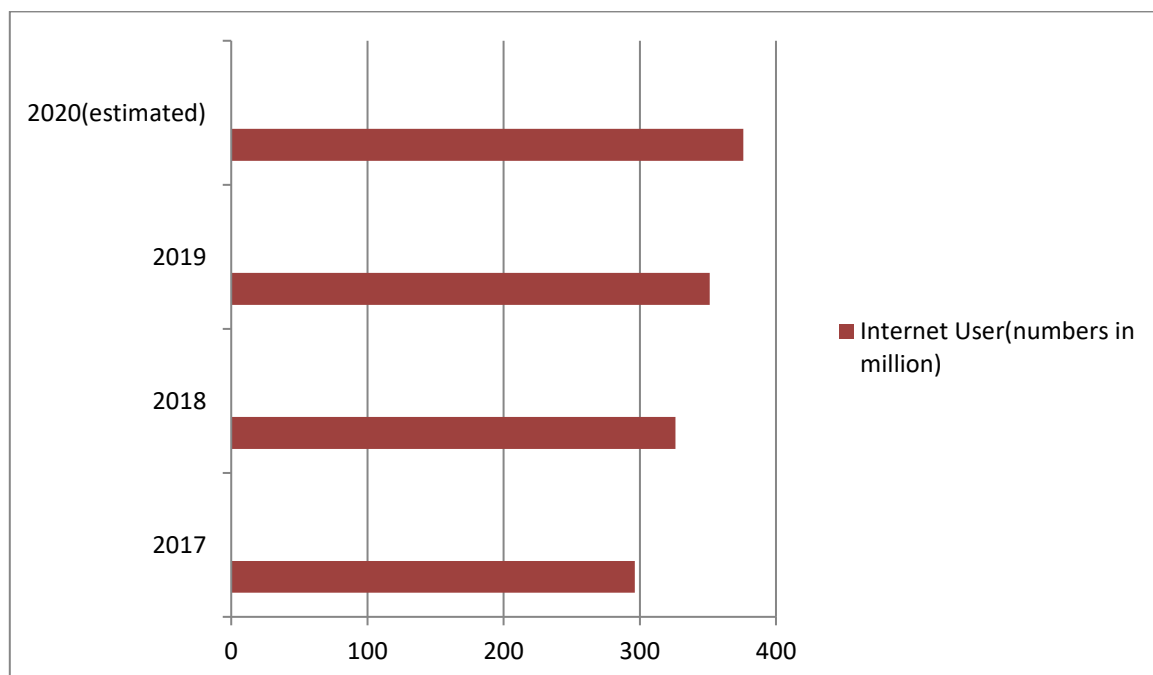
ABSTRACT

Present scenario of the media more into the digital media or can say that news portals are the best example of the media convergence. As there are more approaches for the audience to gather the information regarding anything happening in the surrounding or world but for gaining that information people don't have that much time to spend in front of television or newspaper. So, in this case, news portal of different news channels and newspaper focus on making the place in the busy schedule of audience to gain more and more popularity. Apart the popularity of News portal, Newspaper and television channel lose the interest of audience in their content of news. Because news portal more focusing on viewership instead of content. As the broadcast main three objectives: entertainment, information and education, but the News portal are mainly working on entertainment only. The content of news portal is focusing on the advertising content. No doubt they aren't doing directly but the link of their news not that much worth as the news is there. In this study, researcher examine the content analysis of different news portal of different news channels and newspaper for observe the content. The main objectives of the study is to examine the preference of audience in between social media page of the news channel and news portal of the specific Media. And to state out that is really worth for their news portal to showing the unnecessary content for just entertainment of the audience. Researcher took various news portals for these objectives to justify. Basically, sometimes news portal content is non essential for the audience but it is helpful to lure the audience into it. Researcher give the new name to news portal is “Split media”. Split media is more into the media convergence likewise news portal is mixture of newspaper and television and collectively it makes online media. Thus, in this research paper will find out that which kind of content is there on different portal for the allurements of the audience and gaining the more popularity among the society. On another hand that finds out the main agenda of the portal likewise they want profit or satisfaction of audience with providing them information.

Introduction

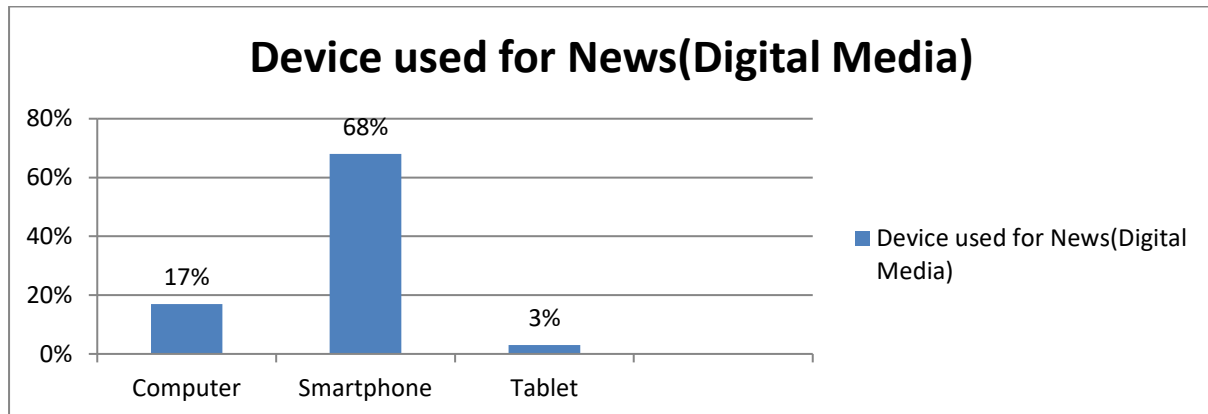
Journalism or media is forth pillar of democracy. There is no other way of this statement because in India journalism is product of struggle for the society. The main objective of the journalism is provide the accurate information to the audience and did a worth analysis of the story or information. With the current scenario of media journalism has been shifted itself a dramatic shift that led by the technology and the internet. There are several mode of information which is very fruitful to provide the information to the audience. As comparative to the traditional or modern mode of the media there is one mode available which new media is. Many newspaper and news channel are more into their news portal or news portal. Now the question is what news portal is and what are difference in between news portal and news portal? News portal is internet based platform which provide collective information from various sources on single space and the user can find relevant information from single mode or platform. Meanwhile the news portal is specific reference of news which is provided by their other platform like newspapers and news channels. If we are talking about the online media, mainly people rely on the internet as it is a primary source of the any news. With the special reference of this interest, all the broadcasting media and print media have their own web sites and provide the audience new information regarding anything happens in their surroundings. It has also proven that people are using this mode very frequently to perceive the information from any kind of sources. Actually people have not that much time for updated through newspaper or watching or listening broadcast media. And it is very require to be updated for the people. So in this manner, news portal has proven themselves very useful in information provider. Information have become digital through the various news portal. Many numbers of the people are feeling glad to reading newspaper through the online mode. Through this inciative, media industry is rapidly turning to present their content on internet.

While talking about the statics of the internet or social media user in India increased by great number. And number of internet user in India as below:-



(Source-Statista2020)

With the reference of 2.0 technology the internet and web is extending between populations meanwhile it is easy acquiring the information in very good manner. The automation of media content is beneficial for those are more into smart phone or any digital platform. There are some numbers of different digital platform used by the Indian for [news:-](#)



(Source:-Reuters Institute India Digital News Report)

This data is showing the audience with Smartphone are more likely used for the gathering of information from different news portal and social media pages. As comparative to the traditional media of news likewise newspaper and television, are more beneficial for the illiterate people because they used to watch the TV and understand the information by listening. Meanwhile those illiterate are not active on web portal but they are more into social media pages. Many online media took helps from social media like facebook, twitter or Instagram to spread the news and gain more popularity from these platforms. It is also helpful for the independent news portal those are taking the help of social media platform. These portals are creating independent content with their own sources and can call them independent content generator. The independent news portals are working on the objective of influencing the public with content. And sometime these portals are spreading rumours among the audience because the only motives of these portals are gaining the more and profit and advertising.

As researcher identify that journalism is moves into the digital world and authentication of the reporting content is not that much matter as compare to the print media. In the company of this action, the new term raised name Split Media. Split Media is that audience receive the news from the mixture of both media i.e. old and new approach. In this study researcher identified the why news portal making counterfeit headlines and how the news portal establish the audience interest.

OBJECTIVES

The study has been under taken to examine as to:-

- To find out that why news portals are making such overemphasize headlines to express the news.
- To state out that how the news portal are identified the audience/viewer preferences for the news content.
- To find out that which one is more easily accessible to the audience for get the information through social media or particular news portals.

RESEARCH METHODOLOGY

Content analysis is a deep rooted research technique that has been used to inspect multitude types of texts. In this method of the research, the researcher has to acquire the facts and information already available, and analyze these to make a critical evaluation of the given material. In the study researcher did content analysis of different news portal content and social media pages for one week of those specific news media. And also uses simple qualitative analysis of observation. The researcher has been conducted some interview of the news portal's content generator. Which is very helpful in identified the objectives of the study.

REVIW OF LITRATURE

James C. Faust (2005: online journalism, Holcomb Hathaway publisher, Pp-298) suggested that the internet has been greatest advancement in the flow of information. As the traditional way of information flow are time consuming for the audience. With the early time of newspaper reading the people have much time to spending while reading the newspaper. But rapid growth of digital media is acquiring this properly and people are known about the happening in the worldwide through online media. Digital Media has no boundaries to provide information and time to time update.

Paul McFedrics (Internet Simplified: Wiley Publishing, Inc, Pp-98) suggested that news portals are the web sites that convening the news from various wired sources. News portals are the same like other media i.e. newspaper, TV and radio. The only different is the platform.

RESEARCH QUESTION

The study of the various news portals content to the chosen parameters has given rise to the following research question:-

1. In the content of news portal which kind of headlines they chose.
2. What are more focusing objectives of the news portals?
3. Are the news portals are informative as compare to the other media i.e. newspaper and electronic media.
4. Which is easy accessible for the audience news portal of the newspaper/channel or social Media page of newspaper/channel

Data analysis and Interpretation

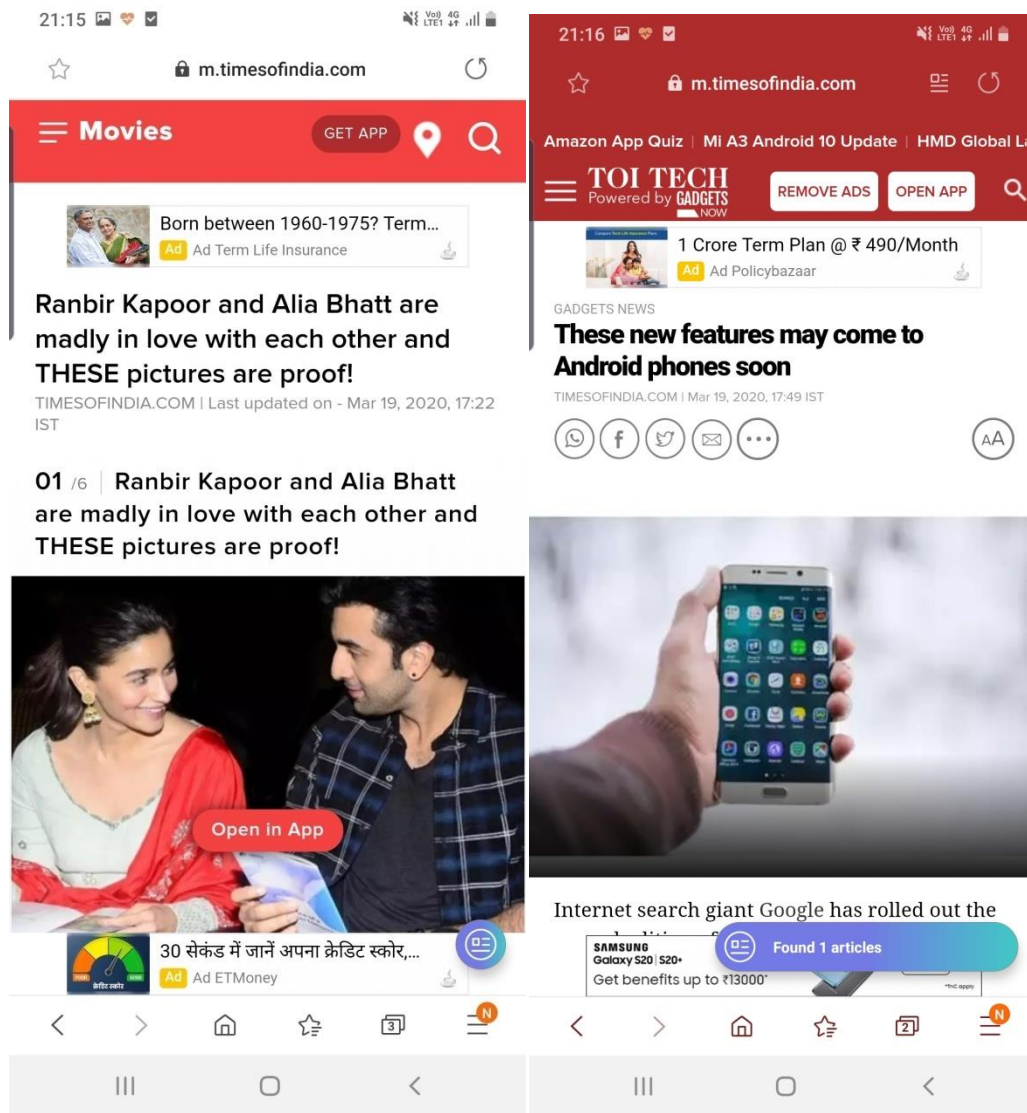
Researcher took some news portal content to identify the headlines, Objective and informative. They are below:-

News portal name	Objective	Social Media name
Daily post(image-1)	Entertainment/increase the reader	Facebook
Time of India(image-2)	Celebrity appeal	Web portal
Time of India(image-3)	Informative(targeted audience)	Web portal
Hindustan times(image-4)	Celebrity appeal	Web portal
Hindustan Times(img-5)	entertainment	Web portal
NBT(img-6)	Celebrity appeal	facebook
NBT(img-7)	Celebrity appeal	facebook
News 18(img-8)	Celebrity related news	Web portal

News-18 (img-9)	Celebrity appeal	Web portal
News trend(img10)	Entertainment	Facebook



(Image-1)



(Image-2 Celebrity appeal)(Image-3 Informative for Target Audience)

Above screenshots of the news from different news portals are clarify that the only motive of portal is to increase the number of viewer. And same as for the headlines are the catchy because only the headlines raised the interest of the viewer in the news content. The data is collected from the last one week.



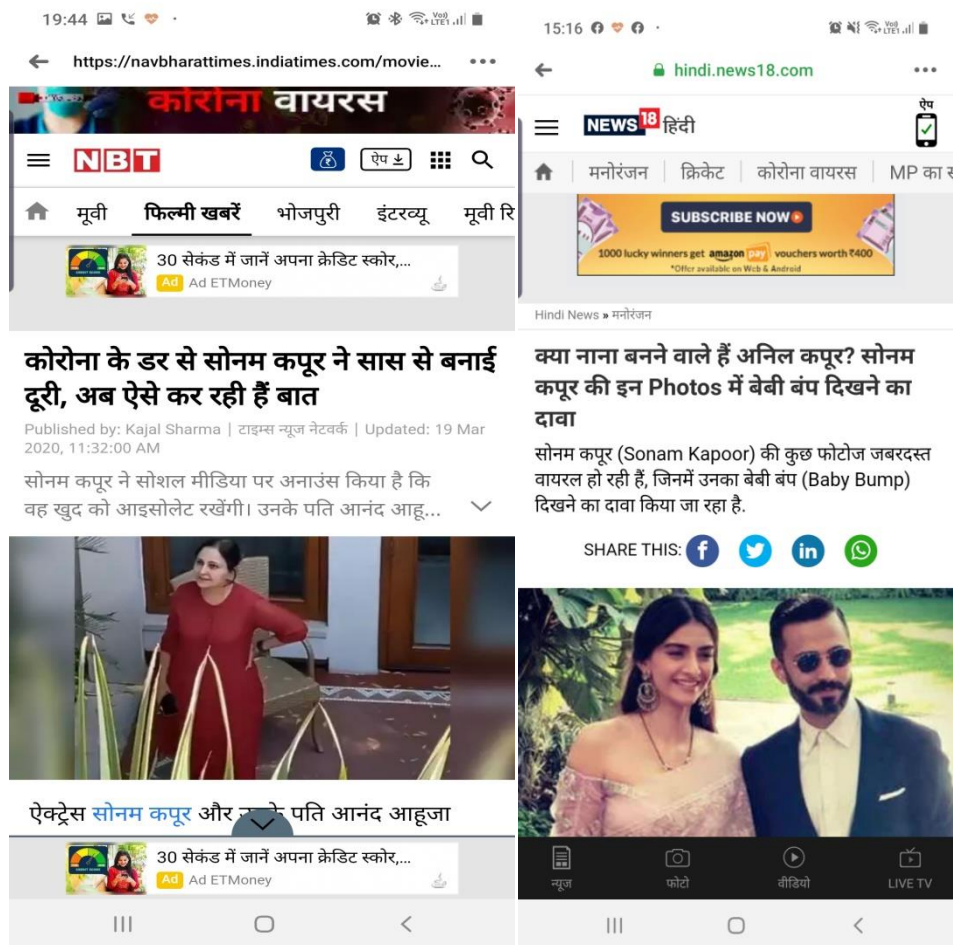
(Img-4)



(Img-5)



(IMG-6)



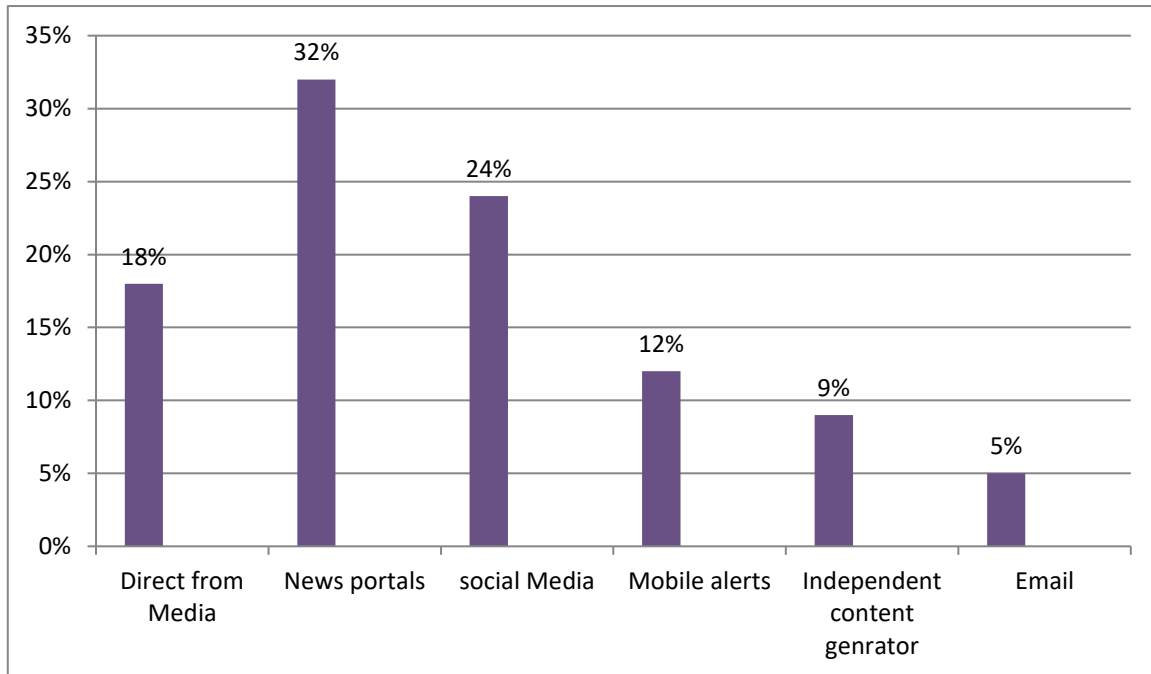
(IMG-7 & 8)



(IMG-9 & 10)

These are some news portal or social media pages which are showing this kind of content in the days of pandemic Covid-19. There are 5 to 6 portal where research analysis the content if the news and to identified the main objectives of the news portal media. Above 10 news are showing the considering of the various news portal. Most of the news is related with the celebrity lifestyle or their interest. Shockingly the main aspect which is comes out that portals are extended the entertainment instead of news. The headlines of the above news are in very laymen language. It shows that this kind of news are making for the entertainment and to increasing the readership of the particular news.

The below data shows that which platform is Easy accessible for the audience:-



Source:-India Digital News Report

This report shows that audience believe to search out the data related to News (what is happening around them) through search and various social media pages. 32% say that they go to the news websites or apps, and 18% using direct access through newspaper, TV and radio. As majority of the respondent identified that they access the news portal for the get to know about the happening. On the other hand, the social media is second choice of respondent for the same. 12% of the respondent have main source of the news are various mobile alert of notifications. The respondent believes that instead of all other medium, independent content generator and email are very less in use of gateway for the news.

Conclusion

This study has adopted the content analysis as a research methodology to clarify the objective. The researcher has presented a snapshot of the various news portals and their news, to identify their concern for the audience. As broadcasting has three objective which are to inform, educate and entertainment. While talking about the Media like newspaper and electronic media are still focusing on objectives. Meanwhile digital Media is running for the increase the number of viewer or reader. With the comparison of print media, online news content is not fixed. They are luring the audience with attractive and meaningless headline. And the news portals are making such news deliberately. They earned the profit by getting pay per click advertisement. Beside the knowledge of this kind of aspect it is clear that we are rapidly moved towards digital platform due to growing the internet across

India. Even this platform gives the shape to wider evolution to the Indian journalism and Indian news media industry. The main reason of the audience's first preference is interaction. The audience cannot have a quick response from newspaper as they can participate in give the opinion to the particular online media. With this quick action news portal are identified the audience choice for the news content. It is demonstrate that news portals are considering the feedback of the audience to provide them this kind of content. And it is simplify with the respondent's feedback that news portal and social media play a key role in how people access and use news.

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