

# **INDIAN INSTITUTE OF MASS COMMUNICATION, DHENKANAL**

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**A Research Project  
Report On  
“An analysis of news headlines, their beats and their  
worthiness ”**



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# **INDIAN INSTITUTE OF MASS COMMUNICATION, DHENKANAL**

## **CERTIFICATE**

This is to certify that the project work entitled "*An analysis of news headlines, their beats and their worthiness*" is a bonafide work carried out by Surbhi Jaya of PGD in English Journalism under my supervision and guidance. To the best of my knowledge, the matter embodied in the project work has presented successfully by himself.

Prof. Dr. Mrinal Chatterjee  
Regional Director IIMC, Dhenkanal

## **DECLARATION**

I, *Surbhi Jaya*, hereby declare that this project report titled "An analysis of news headlines, their beats and their worthiness" is Bonafide work conducted by me towards the fulfillment of the requirement for the award of Post Graduate Diploma in English Journalism.

This project work is carried out by my own efforts and constant dedication, which are duly acknowledged under the guidance of Asst. Proffesor Dr. Jyoti Prakash Mohapatra.

The Facts and figures taken from various sources have been duly cited and properly referenced. The project contains no material that has been previously published or substantially overlapping with materials submitted for the award of any other degree at any Institution.

Place- Dhenkanal.

Date – 21/04/2022

## **ACKNOWLEDGEMENT**

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Surbhi Jaya

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## **ABSTRACT**

A lot can be figured about the different beats of news and their segments, taken from a prominent news broadcasting agency, over a period of time. This paper analyses the news headlines aired by All India Radio during the month of February 2022, and attempts to categorize all the news according to their beats, and then to further explain the relative importance of those news headlines according to their order. The study aims at analyzing the aired news contents to identify the trends in their presentation and the perceived contributing factors thereof. The study further aims at finding out the scope of the news', i.e., the geographical area covered and the population impacted, and their respective worthiness.

Keywords: All India Radio, Radio News, Morning Bulletin, Radio Bulletin,  
Beats' Trends

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## INTRODUCTION

All India Radio (AIR), which has been known as Akashvani (literally "Voice from the Sky") since 1957, is India's national public radio broadcaster and a subsidiary of Prasar Bharati. It was founded in 1936. It is the sister service of Doordarshan, an Indian television broadcaster owned by Prasar Bharati. The Drama Section, the FM Section, the National Service, and the Indian television network Doordarshan Kendra are all housed in the Akashvani Bhavan building in New Delhi (Delhi).

As India's National & premier Public Service Broadcaster, All India Radio has been serving to inform, educate and entertain the masses since its inception. All India Radio has been serving a fast changing Indian society within and abroad, with entertainment, education and information made with high production values in all regional languages of India apart from around 150 dialects, spoken across the country. This is one of World's largest radio broadcast networks that enjoys international acclamation. AIR is proud member of almost all international broadcast fora. AIR is connected to its audiences through satellite, terrestrially as well as through the web.

In terms of the number of languages transmitted and the socio-economic and cultural diversity it serves, All India Radio is the world's largest radio network and one of the world's largest broadcasting enterprises. The AIR home service has 420 stations around the country, covering almost 92 percent of the country's land area and 99.19 percent of the people. AIR develops software in 23 languages and 179 dialects.

The Sanskrit word akashvani means "celestial announcement" or "speech from the sky/heaven." Akashvanis are frequently mentioned in stories in Hinduism, Jainism, and Buddhism as a means of communication from heaven to mankind. Rabindranath Tagore nicknamed the Indian State Broadcasting Station (ISBS) All India Radio Akashvani, the voice that comes across from the clouds, in a poem written for the opening of Calcutta's shortwave service.

M. V. Gopalaswami popularised the term "akashvani" in the context of radio in 1936, after establishing India's first private radio station at his home, "Vittal Vihar" (about two hundred yards from AIR's current Mysore radio station). In 1957, Akashvani was chosen as All India Radio's on-air moniker, based on its literal meaning.

The Bombay Presidency Radio Club and other radio clubs began broadcasting in June 1923, under the British Raj, with programmes. The private Indian Broadcasting Company Ltd (IBC) was authorised to operate two radio stations under an agreement signed on July 23, 1927: the Bombay station, which began broadcasting on July 23, 1927, and the Calcutta station, which began broadcasting on August 26, 1927. On March 1, 1930, the company was declared bankrupt. On 1 April 1930, the government took over the broadcasting facilities and launched the Indian State Broadcasting Service (ISBS) on a two-year trial basis, then permanently in May 1932, before becoming All India Radio on 8 June 1936.

Saeeda Bano, the first female newsreader employed by All India Radio in August 1947, read the news in Urdu.

## **History of AIR**

In India, broadcasting began in 1924 with the establishment of a private radio service in Madras. The British colonial government also gave a licence to a private corporation, the Indian Broadcasting Company, to operate radio stations in Bombay and Calcutta in the same year. The firm went bankrupt in 1930, but the colonial government took over the two transmitters and began running them as the Indian State Broadcasting Corporation under the Department of Labour and Industries. The co-op was renamed All India radio in 1936, and it was put under the Department of Communications. When India gained independence in 1947, broadcasting was tasked with assisting the country's economic development. As a result, the Ministry of Information and Broadcasting established a separate Department for All India radio.

The External Service debuted with a broadcast in Pushtu on October 1, 1939. It was

designed to counter German radio propaganda directed at Afghanistan, Persia, and Arab countries. Eastern India's Dhaka station, in what is now Bangladesh, opened in 1939 as well. The pioneers of Bengali intelligentsia were catered to and fostered at this station. Natyaguru Nurul Momen, the most prominent of them, pioneered the chat show in 1939. In 1942, he composed and conducted the station's first modern radio play. The AIR network had only six stations when India gained independence in 1947. (Delhi, Mumbai, Kolkata, Chennai, Lucknow, and Tiruchirappalli).

After the division, the three radio stations in Lahore, Peshawar, and Dhaka remained in Pakistan. Approximately 275,000 radio sets were in use in India at the time. The Vividh Bharati Service was founded on October 3, 1957, to compete with Radio Ceylon. Television broadcasting began in Delhi in 1959 as part of AIR, but on April 1, 1976, it was separated from the radio network as Doordarshan. [9] FM broadcasting began in Chennai on July 23, 1977, and grew in popularity during the 1990s.

On 3 February 1935, Deccan Radio (Nizam Radio 1932) became the first radio station in Hyderabad State (now Hyderabad, India). With a transmitting power of 200 Watts, it was introduced by Mir Osman Ali Khan, the seventh Nizam of Hyderabad. Deccan Radio was taken over by the Indian government on April 1, 1950, and amalgamated with All India Radio in 1956. (AIR). It has been called as AIR-Hyderabad since then (100 kW). AIR offers a variety of services in a variety of languages, each serving a distinct part of India.

Vividh Bharati is one of All India Radio's most well-known services. Its name means "diverse Indian" in English. The Commercial Broadcasting Service, or CBS, is another name for it. It is the most commercially accessible AIR network, and it is popular in Mumbai and other major cities. Vividh Bharati broadcasts news, film music, short plays, music, and comedy, among other things. In each city, it broadcasts on separate medium wave and FM frequencies. In 1957, the Vividh Bharati service was established.

## External Services

All India Radio's foreign services are delivered in 27 languages via high-power shortwave band broadcasts to countries outside of India. Medium wave is often used to communicate with neighbours. There is a Broader Overseas Service airing in English with 8+14 hours of content per day aimed at a general international audience, in addition to transmissions targeted at specific countries by language. The British administration began external broadcasts on October 1, 1939, to counter Nazi propaganda directed at the Afghan people. The earliest transmissions were in Pashto, and they were aired to Afghanistan and the North-West Frontier Province. Dari, Persian, Arabic, English, Burmese, Japanese, Chinese, Malay, and French were among the first languages broadcast. The external services transmit in 16 foreign and 11 Indian languages on medium and shortwave frequencies, with a total programme output of 7014 hours each day.

Two high-powered FM stations of All India Radio are being installed in Punjab's border regions, Amritsar and Fazilka, to supplement programming broadcast from transmitters in Jalandhar, New Delhi, Chandigarh, and Mumbai, and to improve broadcast services during inclement weather.

Today, All India Radio's External Services Division broadcasts 57 transmissions per day, totaling nearly 72 hours of programming, covering 108 countries in 27 languages, 15 of which are foreign and 12 of which are Indian. Arabic, Baluchi, Burmese, Chinese, Dari, French, Indonesian, Persian, Pushtu, Russian, Sinhala, Swahili, Thai, Tibetan, and English are the foreign languages (General Overseas Service). Bengali, Gujarati, Marathi, Konkani, Kashmiri, Hindi, Kannada, Malayalam, Nepali, Punjabi, Saraiki, Sindhi, Tamil, and Telugu are the Indian languages.

The Urdu Service to Pakistan is the longest daily transmission, lasting 1214 hours on DTH (direct-broadcast satellite) and short- and medium-wave. The General Overseas Service in English is transmitted for 814 hours every day. Special Urdu-language broadcasts are broadcast to Saudi Arabia during the Hajj. AIR intends to generate Baluchi-language programming.

Between 1745 and 2230 UTC, AIR's external services are broadcast in DRM (Digital Radio Mondiale) on 9950 kHz to Europe. On shortwave, high-power transmitters are placed in Aligarh, Bengaluru, Chennai, Delhi, Gorakhpur, Guwahati, Mumbai, and Panaji; on medium wave, high-power transmitters are found in Jalandhar, Kolkata, Nagpur, Rajkot, and Tuticorin. The majority of programming originate in New Delhi's New Broadcasting House, with a few others at SPT Bengaluru, Chennai, Hyderabad, Jalandhar, Kolkata, HPT Malad Mumbai, Thiruvananthapuram, and Tuticorin.

The AIR External Services Division serves as a bridge between India and the rest of the globe, particularly in nations with large populations of Indian immigrants and persons of Indian descent. It broadcasts the Indian point of view on national and international issues and uses its programmes to illustrate the Indian way of life. Radio hobbyists are provided QSL cards (which are highly sought after by worldwide radio hobbyists) by AIR in New Delhi in exchange for reception reports of their transmissions.

## **RADIO AS MEDIA IN INDIA**

Until 1993, All India Radio, a government-owned corporation, was India's only radio broadcaster. After that, the government chose to privatise the radio broadcasting industry. [requires citation] Private operators generated their own programme material and bought airtime blocks on its FM stations in Indore, Hyderabad, Mumbai, Delhi, Kolkata, Vizag, and Goa. Until June 1998, the Times Group's radio station, Times FM, was in operation. The government opted not to renew contracts with private operators after that. Instead, in 2000, the government launched the sale of 108 FM frequencies across India, allowing private competition in the FM broadcasting business.

Radio City Bangalore is India's first private FM radio station, having launched on July 3, 2001. On the weekends, it included hosts including Vera, Rohit Barker, Seetal Iyer, Jonzie Kurian, Geeta Modgil, Suresh Venkat, Chaitanya Hegde, and Priya Ganapathy. The Times Group renamed its radio activities under the Radio Mirchi moniker. On October 4, 2001, the first Radio Mirchi station in Indore began transmitting.

According to current Indian regulation, these broadcasters must pay a one-time entry fee (OTEF) for a 10-year licencing period. This sum is amortised at 10% each year under the Indian accounting system over a 10-year term. Private broadcasters pay a yearly licencing fee of either 4% of revenue share or 10% of reserve price, whichever is larger.

Many of the present FM broadcasters, such as the Times of India, Hindustan Times, Mid-Day, and BBC, are well-established media organisations in India, and they are making a strong case for news on FM, which is now confined to nationalised stations exclusively. Private FM stations are permitted to repeat news from All India Radio as long as no modifications or additions are made. [7] On October 17, 2013, the Supreme Court of India filed a public interest lawsuit against the central government, seeking that the regulations be altered to allow FM stations to broadcast news updates.

There are more than 369 operating private radio stations in India as of December 2018, spread over more than 101 cities and towns. All India Radio, which is controlled by the Indian government, has roughly 450 FM stations that serve 39 percent of the country's land area and 52 percent of its people. Radio has traditionally accounted for 7 percent to 8% of advertisement spending across the world. It currently stands at less than 2% in India.

## **CONCEPT OF BEATS AND BEAT REPORTING**

A beat is a particular topic or subject area that a reporter covers. The majority of print and internet journalists cover beats. A reporter can devote a significant amount of time to a single beat.

In journalism, there are numerous types of beats. Before we go any further, it's important to understand the distinction between types and beats. Investigative journalism, feature writing, column writing, and other types of journalism are

examples of types in journalism. They are often independent of one another and employ distinct pedagogical and research methodologies, for example. While beats can be thought of as subsets of various types of journalism, a beat in journalism refers to going in-depth on any topic, such as Business Magazines, Politics, Finance, Weather, Entertainment, TV Network Schedules, Sports News, Local News Resources, Government Directories, Horoscopes, Money, Personal Health Sites, PR Newswires, Social Media, and much more. The phrase 'beat' refers to a person's usual route or route of travel.

There are multiple types of beats which get assigned to any particular reporter according to their expertise and interest in that particular beat. It's hard to classify all the news into some typical beats, as the kind of news that gets presented is ever-changing. Still, the news beats can be broadly classified into:

- 1 General reporting
- 2 Political reporting
- 3 Education reporting
- 4 Research reporting
- 5 Environment reporting
- 6 Religious reporting
- 7 Cultural reporting
- 8 Sports Reporting
- 9 Parliament reporting
- 10 Court /Crime Reporting
- 11 War Reporting
- 12 Celebratory Reporting

## CONCEPT OF ORDERING IN HEADLINES

We have considered the Morning Bulletin headlines over a month broadcasted by All India Radio as our dataset, and hence we will focus more on the headlines part. The bulletin includes a commentary and headlines in the day's newspapers in addition to the news.

Following the preparation of the bulletin, the editor must pick which articles, other than the lead story, will be headlined. There is only one criterion: which items would pique the most curiosity among listeners. And then, those news items are selected and used as headlines. The headlines should be succinct. They are usually repeated since many listeners tune in late and only know the key news of the day from the repeated headlines.

Generally, there are 8-9 news headlines in the morning bulletin. It's generally understood that the most important news headlines are presented first, i.e., news which affect a large populace, or the news that is guaranteed to garner the most attention from the consumers, and then in the decreasing order of their subsequent importance, their ordering gets done.

In general, home stories are preferred. However, if there is any international news, such as the death of a foreign VIP, the toppling of a foreign government, or a big aviation catastrophe, it naturally takes precedence. If there are any additional big international news that day, they should go in the first group, while the domestic stories should go in the second and third bunches, or "breaks." A "break" in a broadcast occurs after around five minutes and is intended to provide a little respite for the narrator while also preparing the audience for more news to come. Editors usually like to wrap up the bulletin with sports or a human interest subject.

As it stands, news from the political beats, defence beats and health beats are considered the most important because of the aforementioned reasons. Similarly, news headlines from the sports beats and technology beats are ranked the last in



headlines section, with news headlines from other beats, such as international beat, educational beat, crime beat, environment beat finding their representation somewhere in the middle section of the headlines column.

## **AIMS & OBJECTIVES OF THE STUDY**

The aim of the study is “Analysis of news headlines, their beats and their news worthiness broadcasted from a prominent broadcasting agency’s morning bulletin taken over the course of a month”.

The objectives of our study were as follows:

- Trends analysis, on the basis of quantity of news under any given beat.
- An insight into the reasons of why the trends come out, the way they come out.
- Analysis of the relative prominence among the news beats’ according to their number in the presentation, over a longer period of time.
- Content analysis, i.e., kinds of news in the beats, news worthiness.
- Scope of any given news headlines and its relation to the ordering.

## **IMPORTANCE OF STUDY**

People now have more means to obtain an expanding quantity of information thanks to technological advancements. Radio, on the other hand, continues to play an important part in today's globe. There's more to radio than broadcasters, news, and music. Companionship and an emotional connection with the listener are important to radio.

Radio broadcasts give real-time information, and some stations broadcast 24 hours a day, so listeners may get the most up-to-date information. Radio has the potential to traverse boundaries and may be a vital source of information in areas where credible news is hard to come by.

In times of emergency, such as when the mobile network is down due to an overload or phone lines are down, radio has proven its effectiveness. Most radio sets can be battery powered or hand-cranked even when there is no electricity available.

Radio is useful for more than merely receiving emergency messages and communications during natural disasters. It offers an avenue for regular community messages and activities such as local sports, community events, special events, local company promotion, and so on in tiny areas. More significantly, radio is simple to use, is real-time, and human. Radio has thrived and persisted because it is the most user-friendly medium.

Hence, the need to deep-dive into radio journalism, understanding how it works, how the bulletin gets made, how the headlines are compiled, how those headlines correlate to their respective significance according to their scope and mass appeal. All these factors become significant enough to warrant a research so that the quality of radio journalism remains as high as can be.

## HYPOTHESIS

All India Radio(AIR) is one of World's largest radio broadcast networks that enjoys international acclamation. All India Radio is proud member of almost all international broadcast fora. AIR is connected to its audiences through satellite, terrestrially as well as through the web. So, these are the reasons why I've chosen the news platform as AIR.

Now, after once finalising the broadcasting agency, the next challenge for me was to fix one particular time slot for getting the news, as it was not feasible for me to take all the time slots, i.e., morning, midday and afternoon, due to the time constraints of the research work. Also, the duration had to be significant to allow for diversity. So, after careful observations and considerations, I decided to go ahead with the Morning News segment for my research. The reasons for choosing the morning news was primarily that it was the news that came after the maximum gap and thus may offer fresher and more global content, where with other news timings I may

have got some follow ups to the previous news, and thus some amount of redundancy may have crept in, disrupting the order of the news, ultimately leading to mis-analysing of the importance of a news of any particular beat. Further, I have chosen duration of one month, i.e., month February of 2022, for gaining an insight as to how different beat and their stories span out over this course of time.

## **RESEARCH METHODOLOGY**

- Data collection from the AIR website.
- News sampling between various beats.
- Rank the news according to their order among beats.
- Categorize the news under different beats, observe the trends.
- Analyse the scope of particular news and its relation to the ordering and the reason behind the trends.
- Content analysis of the news under different beats.

## **DATA COLLECTION FROM THE AIR WEBSITE**

The data has been collected from the official website of All India Radio, which consists of morning headlines from the entire month of February 2022, amounting to 236 headlines.

## NEWS SAMPLING BETWEEN VARIOUS BEATS

The various beats that I chose for sampling all the headlines are:

Political Beat, which consisted of 50 news headlines.

Sports Beat, which consisted of 38 news headlines.

International Beat, which consisted of 35 news headlines.

Regional Beat, which consisted of 21 news headlines.

Cultural Beat, which consisted of 5 news headlines.

Finance and Business Beat, which consisted of 16 news headlines.

Defence Beat, which consisted of 7 news headlines.

Parliament Beat, which consisted of 5 news headlines.

Public Beat, which consisted of 6 news headlines.

Celebratory/Addressal Beat, which consisted of 9 news headlines.

Health Beat, which consisted of 20 news headlines.

Educational Beat, which consisted of 17 news headlines.

Court/Crime Beat, which consisted of 6 news headlines.

Weather Beat, which consisted of a solitary news headline.

## RANK THE NEWS ACCORDING TO THEIR ORDER AMONG BEATS

I have ranked the top 3 headlines of any day's headlines as the **most important**, with the next 3-5 as **moderately important**, and the last couple as **important** headlines for that particular section.

According to the aforementioned methodology, the ranking of the beats is as follows:

Parliament Beat, which consisted of 4 **most important** headlines, which is 80% of the total headlines that we have got in the dataset, under the parliament beat.

Cultural Beat, which consisted of 3 **most important** headlines, which is 60% of the total headlines that we have got in the dataset, under the cultural beat.

Political Beat, which consisted of 28 **most important** headlines, which is 56% of the total headlines that we have got in the dataset, under the political beat.

Finance and Business Beat, which consisted of 8 **most important** headlines, which is 50% of the total headlines that we have got in the dataset, under the international beat.

International Beat, which consisted of 13 **most important** headlines, which is 38% of the total headlines that we have got in the dataset, under the international beat.

Regional Beat, which consisted of 7 **most important** headlines, which is 33% of the total headlines that we have got in the dataset, under the regional beat.

Celebratory/Addressal Beat, which consisted of 3 **most important** headlines, which is 33% of the total headlines that we have got in the dataset, under the celebratory beat.

Educational Beat, which consisted of 5 **most important** headlines, which is 30% of the total headlines that we have got in the dataset, under the educational beat.

Defence Beat, which consisted of 2 **most important** headlines, which is 29% of the total headlines that we have got in the dataset, under the defence beat.

Health Beat, which consisted of 5 **most important** headlines, which is 25% of the total headlines that we have got in the dataset, under the health beat.

Public Beat, which consisted of 1 **most important** headlines, which is 16% of the total headlines that we have got in the dataset, under the public beat.

Sports Beat, which consisted of 1 **most important** headlines, which is 2.5% of the total headlines that we have got in the dataset, under the sports beat.

Court/Crime Beat, which consisted of 0 **most important** headlines, and all 6 are **moderately important** headlines that we have got in the dataset, under the court/crime beat.

Weather Beat, which consisted of a solitary news headline, which was **moderately important**.

## CATEGORIZE THE NEWS UNDER DIFFERENT BEATS, OBSERVE THE TRENDS

The news after being categorized into the aforementioned news beats, we see some trends emerging. We see the most headlines for political beats, followed by sports beat, international beat, regional beat, health beat, educational beat, cultural beat, Finance and Business Beat, Defence Beat, Parliament Beat, Public Beat, Celebratory/Addressal Beat and weather beat.

This coupled with the ranking of the news according to their order among beats provide us further insights.

We observe that **Health beat** along with **International beat** and **Regional beat**

have an unusually high number of news headlines. Similarly, we observe that Parliament beat has emerged out to have the highest **most important** news headlines percentage. Similarly, we observe another trend where sports beat, although having a significant amount of news headlines under its belt, has a meagre 2.5% of the **most important** headlines.

## ANALYSE THE SCOPE OF PARTICULAR NEWS AND ITS RELATION TO THEIR ORDERING, AND THE REASONS BEHIND THE TRENDS

We have seen that **Parliament beat** has emerged out to have the highest **most important** news headlines percentage, and this is supported by the hypothesis that the parliament news covers the entire population of India and thus, it seems logical that they are getting due importance.

Similarly, the **Cultural beat** closely follows the Parliament beat in the **most important** news headlines percentage, and this sector too gets supported by the same hypothesis that cultural icons or cultural norms are shared commodity of the entire population, and hence they are given prominence.

The **Political beat** closely follows the Cultural beat, and this can be supported partly by the same hypothesis, and partly because they pique people interest the most, and hence they are given the importance they get.

The Political beat is then followed by **Finance and Business beat**, and this can be again attributed to the scope of those news under this particular beat. They contain budget news and other such news which affects the entire population of the country, and hence are mentioned at the top segment of the bulletin.

Now, we can compare the above mentioned beats with other beats such as regional, international and other beats and we find that they are given relatively lower prominence and this also fits well with our initial hypothesis that scope of the news

matters. Regional news, for instance affects only a select portion of the populace and hence gets lower prominence.

Finally, we can observe that beats such as **court/crime, weather and sports** register the lowest percentage of **most important** news headlines. We again can attribute this to the fact that court/crime usually covers an individual or a group, and hence is unlikely to affect major sections of the population. Similarly, weather news are also for very specific regions, which also explains why there is a solitary news from that segment, as AIR broadcasts to the entire nation. Sports news low prominence also can be attributed to the fact that they although being national in nature, doesn't affect major sections of population.

## CONTENT ANALYSIS OF THE NEWS UNDER DIFFERENT BEATS

In this section, I attempted to do content analysis, as to what news constitutes under which beats, what is their news worthiness and other such content related analysis of those news headlines.

**Political Beat**, which consisted of 50 news headlines, consisted of 28 **most important** headlines, which is 56% of the total headlines that we have got in the dataset, mostly had news related to elections and their procedures. For instance, they had multiple news headlines on nominations, their dates, the phase-wise elections, the instructions of the Election Commission. However, there were 6 news among those 50, which were related to some political party, either because a leader made any statements or its candidate filed nominations or such news. Worthy of note is the point that all these 6 news headlines were amongst the **most important** segment, which furthers the hypothesis that these kind of news piques the interest of general public the most. For instance, "*Prime Minister Narendra Modi says family-run parties are biggest threat to India's democracy.*" this news was the first news headline presented on the 9th of February. Further, there was an indication of some bias that all these 6 news headlines were news of the ruling party.

**Sports Beat**, which consisted of 38 news headlines, and consisted of 1 **most important** headline, which is a meagre 2.5% of the total headlines that we have got



in the dataset is indicative of the fact that this beat doesn't affect day to day lives of people, despite having a national scope. This contained news of the sports world, particularly Indian teams of different sports, which included primarily cricket and hockey results. The solitary news which got in the **most important** segment of the bulletin was government approving some scheme for National Sports Federation, which had some financial background and hence the news gained some importance.

**International Beat**, which consisted of 35 news headlines, and consisted of 13 **most important** headlines, which is 38% of the total headlines that we have got in the dataset. This section contained the news from international segments. The noteworthy thing about this segment is that **all** the 13 headlines which were deemed **most important** involved India and its stance on some International affair. For instance, the news headline *"Prime Minister Narendra Modi speaks to Russian President Vladimir Putin; Calls for immediate end to violence; Raises safety issue of Indians in Ukraine"* was the top news on 24th of February.

**Regional Beat**, which consisted of 21 news headlines, and consisted of 7 **most important** headlines, which is 33% of the total headlines that we have got in the dataset, consisted of news related to openings and lockdowns measures due to Covid-19, which also contributed in such a high number of regional news in the AIR broadcast. Another kind of news which found its way in the regional segment, and was deemed **most important** was when the central government directed some regions in a particular way.

**Cultural Beat**, which consisted of 5 news headlines, and consisted of 3 **most important** headlines, which is 60% of the total headlines that we have got in the dataset. This segment contained news on unveiling of statue of equality, and condolences to a cultural icon, which were deemed **most important**.

**Finance and Business Beat**, which consisted of 16 news headlines, and consisted of 8 **most important** headlines, which is 50% of the total headlines that we have got in the dataset. They contain budget news and other such news which affects the entire population of the country, and hence are mentioned at the top segment of the bulletin.

**Defence Beat**, which consisted of 7 news headlines, and consisted of 2 **most important** headlines, which is 29% of the total headlines that we have got in the dataset. This contained news about various technological advancements in defence as well as launching of defence projects. For instance the news headline "*President Ram Nath Kovind to review Indian Naval Fleet in Vishakhapatnam this morning*" was deemed under the **most important** segment of news headlines dated 20th of February.

**Parliament Beat**, which consisted of 5 news headlines, and consisted of 4 **most important** headlines, which is 80% of the total headlines that we have got in the dataset. This contained news on the working of the parliament, when the sessions started, what all got discussed, when they ended, and hence the prominence.

**Public Beat**, which consisted of 6 news headlines, and consisted of 1 **most important** headline, which is 16% of the total headlines that we have got in the dataset. This segment contained news about various schemes from government or deeds done by government. For instance, news headline "*Government to launch SMILE scheme today for welfare of marginalised individuals*" found its representation under public beat.

**Celebratory/Addressal Beat**, which consisted of 9 news headlines, and consisted of 3 **most important** headlines, which is 33% of the total headlines that we have got in the dataset. This section contains news on inaugurations, celebrations and such news events.

**Health Beat**, which consisted of 20 news headlines, and consisted of 5 **most important** headlines, which is 25% of the total headlines that we have got in the dataset, had mostly news related to the vaccination status of the citizens and other such Covid-19 related news headlines.

**Educational Beat**, which consisted of 17 news headlines, and consisted of 5 **most important** headlines, which is 30% of the total headlines that we have got in the

dataset, contained news about reopening of classes and schools following the Covid-19 outbreak. A typical news headline under this segment looks like this *“Council for Indian School Certificate Examinations to announce the results for ICSE Class 10 and ISC Class 12 results for Semester 1 exams today.”*

**Court/Crime Beat**, which consisted of 6 news headlines, and consisted 0 **most important** headlines, and all 6 are **moderately important** headlines that we have got in the dataset. This section usually covered news of an individual or a group, and hence is unlikely to affect major sections of the population. It reported convictions of terrorists and other such news.

**Weather Beat**, which consisted of a solitary news headline, and was presented at the last of the bulletin. This may be attributed to lower number of news on that particular day.

## ANOMALIES IN THE TRENDS AND THEIR REASONS

There was an unusually high number of health beat and regional beat related news headlines, when compared to news headlines of other months. We hypothesise that India was hit by 3rd Covid wave in January end and February was feeling its after effects, thus accounting for this unusually high number of news headlines.

Further, content analysis of this beat, i.e., the kinds of news and their contents, reveal that most of the news are Covid related (vaccination tally, vaccination status, comments on the outbreak and such), with only a couple of news in this segment not related to Covid, proving our hypothesis correct. This is attributed to Covid-19, as India had just gotten free of the third wave of the pandemic and hence this anomaly. Regional news headlines can also be attributed to this factor, as slow reopening was being done across parts of India, as the pandemic was passing on.

There was an unusually high number of international beat related news headlines, when the later half of the month gets compared with the former half. Also, the news headlines belonging to the later part were deemed **most important** in most of the

cases. This can be attributed to the Russia-Ukraine war that began in the later half, and India's subsequent stance on international affairs which gave these headlines prominence.

## **CONCLUSION**

We observe that news which have greater scope, i.e., affects a major chunk of population of the country in their day to day lives are deemed more important. Similarly, political news seem to pique the interest of the audience, as they are the fulcrum around which the entire bulletin runs around. Finally, there is some bias in the AIR broadcasting, as they tend to lend voice to the government and its party only.

## **FUTURE SCOPE**

Some bias has crept in the dataset, owing to the small time frame I chose, thus making for some dis-informative trends when analysed. This can be rectified by analysing news within a significant time frame.

## **LINKS**

The link to the original dataset, the categorization document, as well as the ordered document can be found [here](#).

## REFERENCES

<https://egyankosh.ac.in/bitstream/123456789/7580/1/Unit-1.pdf>

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