02/12/21

Tutorial #1:

A summary of the original analysis can be found here: ([Unit 1](https://docs.google.com/document/d/1Bn4E1ajddfo6oAZ5Vhd6QLAhQx0ouQtHFLC7hCukAWk/edit?usp=sharing)) under the heading Tutorial #1, which was a channel by channel comparison of the 8 o’ clock news hour on the morning of 2nd December. Unfortunately, this was a slight misread of the brief as the assignment was to compare two news *stories* on different mediums/broadcasters & not two news *programs.*

Therefore, here is a comparison of the Mamata 2024 LS campaign, as covered by Zee News & India Today, (the medium, needless to say, is television).

India Today:

Format was a 1v1 Debate (moderated) with a multi-panel layout + marquee for their 8 o’ clock newshour. Panellists were a spokesperson each from TMC & Congress (Sushmita Dev & [Su]priya Shrinate respectively). Non chaotic presentation. The debate was civilised if pointless. The presenters let the guest speakers take a lead on the conversation & were neutral in mediation & stance, thus the angle was objective. English news, formal, impersonal language. There were no ad breaks in between the program.

Story Summary:

* Mamata’s 2024 Campaign begins
* NCB siding w TMC instead of INC
* “UPA is finished”
* “Congress doesn’t have stomach for fights”

Shrinate’s side:

* TMC has 4.1% LS seats, INC 19.7%, larger vote share
* Imp of Cong as opposition in UP, Bihar, Jharkhand (where TMC does not have a foothold)
* Prioritising doing away w BJP, need for united opposition

Dev’s side:

* MUFTI, THACKERAY, MAMATA; “does Cong. deserve title of ‘Principal Opposition'”
* Criticised cong campaigning (leading to a disagreement over the efficiency of traditional campaigning techniques)
* Larger vote share of Cong. conceded, but argued the emergence of a third front coalition w regional parties (TRS, YSRCP, TMC)

Moderator:

* Summarised scenario neutrally
* Abstained from opining politically
* Paraphrased both speakers to draw potential conclusions, but did not force acceptance of said paraphrasal.
* Brought up defection of UPA supporters

Zee News:

Format was a studio newsread (single reader no marquee) with a spotlight panel slideshow of illustrative pictures & slogans for their DNA (Daily News Analysis) program. Non chaotic, but heavily embellished.

Personality & character centric narration, the angle was politicised & extremely name-oriented (recurring photographs of Banerjee & Javed Akhtar were looped on screen, the political players were referred to by the celebrity monikers of their leaders as opposed to the parties themselves: a comment on the UPA is essentialized to be a comment on Sonia Gandhi, the TMC becomes Mamata becomes the ‘New Congress’, the BJP becomes ‘Modi’, etc.)

Story Summary:

* Strong presence of BJP throughout the narrative (dissent was b/w UPA & TMC)
* Continuous forgoing of direct quotes in favour of paraphrasals
* Catchy jingo’s & one liners
* Witty & entertaining script

Hindi channel, language used was formal but not impersonal. Subjective presentation.

[Ref: Mamata’s 2024 Campaign: Zee News: ([DNA: Mamata Banerjee ने UPA का 'खेला' कर दिया | Sudhir Chaudhary | Hindi News |Sonia Gandhi |PM Modi - YouTube](https://www.youtube.com/watch?v=QHu2uYLj9Q8)) v News Bharati, Dairya Mishra]

Personal remarks:

India Today’s story was definitely superior & more informative, no less attention grabbing than Zee News’, but still ultimately redundant. I don’t think every egotistical remark made by one party regarding another, cloaked or uncloaked, needs to become primetime news, or have an hour long program dedicated to it. Though to be fair, unbiased political reporting might well be the need of the hour, & the emergence of a potential third front, if indeed it happens, can change the face of Indian politics.