

# A Comparative Study of National and Regional Hindi News Channels among Indian Audience - A Review of Selected Studies

Ajmal Ali Khan<sup>1\*</sup>, Prof. Mohammad Fariyad<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Mass Communication and Journalism. Maulana Azad National Urdu University. Hyderabad

<sup>2</sup>Dean. School of Mass Communication and Journalism. Maulana Azad National Urdu University. Hyderabad

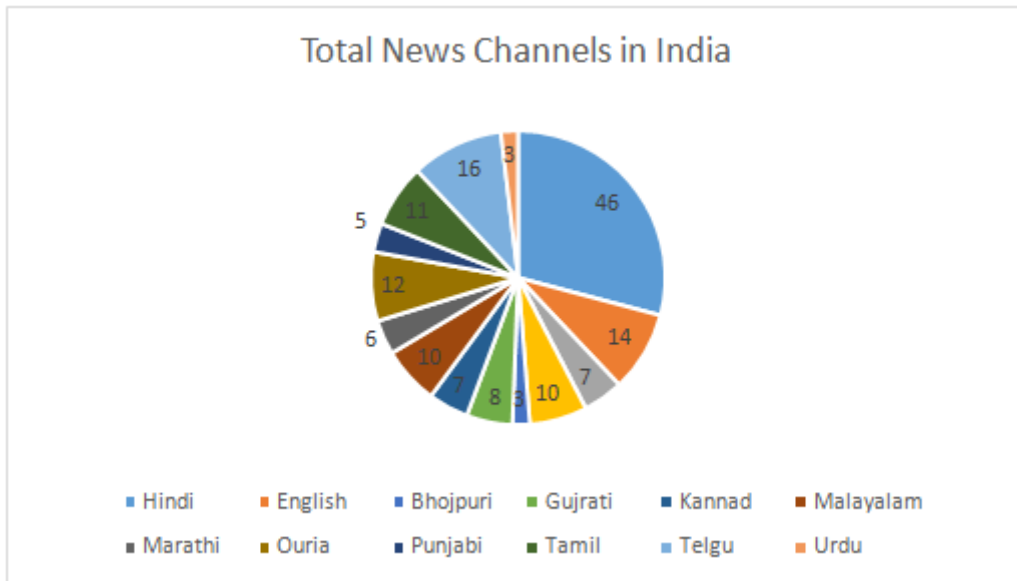
**\*Corresponding Author:** Ajmal Ali Khan, Research Scholar, Department of Mass Communication and Journalism. Maulana Azad National Urdu University. Hyderabad

**Abstract:** The primary objective of this review article is to examine the role of national and regional Hindi news channels in India by analyzing selected studies. The study finds that Hindi news channels play a significant role in shaping public opinion and providing information to the masses, especially in rural areas where print media has limited reach. The study also highlights the political bias of some Hindi news channels and the impact they have on their viewers. Furthermore, the review identifies the growing influence of digital media platforms on the news consumption habits of Indians, especially among the younger generation. The review concludes that Hindi news channels have a crucial role to play in the democratic process of India and that media literacy and critical thinking skills are essential for audiences to navigate the complex media landscape of the country.

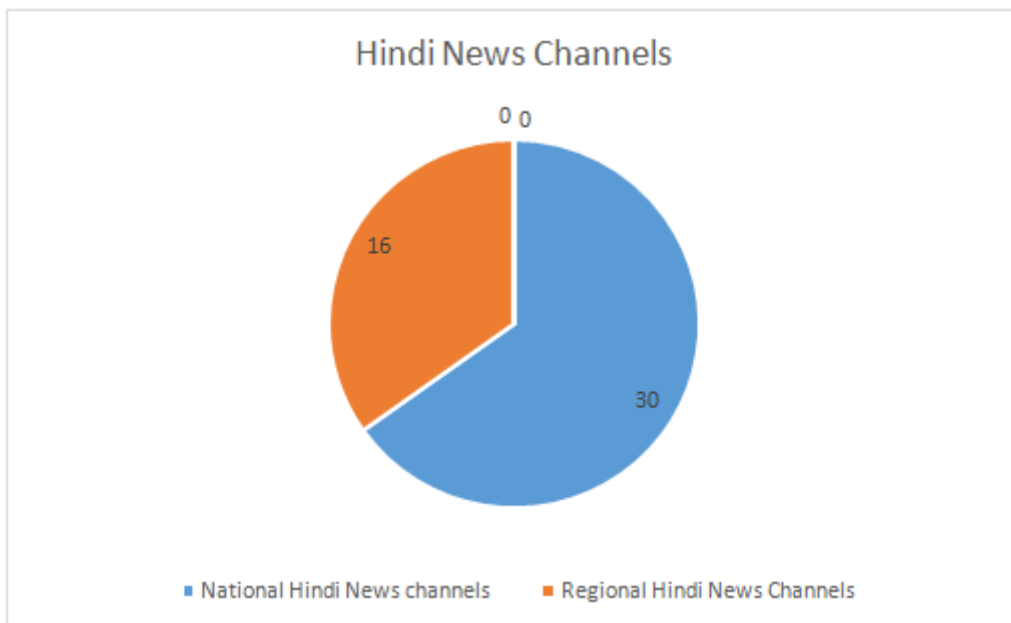
**Keywords:** Hindi, News channels, Regional, National, Regional language, and international news.

## 1. INTRODUCTION

National and Regional Hindi News Channels are a significant source of information for people living in different parts of India. These news channels broadcast a variety of programs, including news bulletins, talk shows, debates, and documentaries, among others. The audience's attitude towards these programs may vary based on several factors such as their age, gender, education, occupation, and socio-economic status, among others. One of the critical factors that influence the audience's attitude toward news channels is the quality and reliability of the information provided. The viewers expect the news channels to provide accurate and unbiased news, without any sensationalism or distortion of facts. They also look for a diversity of viewpoints and opinions in the programs, which can help them form a well-informed opinion on various issues. Another crucial factor that affects the audience's attitude towards these channels is the language and style of presentation. Hindi is the most widely spoken language in all over India except the south side of India, most of the viewers prefer programs that are presented in Hindi. The channels that can provide a good mix of informative and engaging content, using clear and concise language, are more likely to have a positive response from the audience. Apart from these factors, the audience's attitude towards news channels can also be influenced by their perception of the channel's bias towards certain political parties, religious groups, or social issues. The audience is likely to be more receptive to programs that represent their views and beliefs and may reject programs that contradict their beliefs or values. The audience's attitude towards programs broadcast on National and Regional Hindi News Channels in India can be influenced by several factors, including the quality and reliability of the information provided, the language and style of presentation, and the perception of the channel's bias. It is essential for news channels to understand the needs and preferences of their audience and provide content that meets their expectations. There are a few Hindi News channels like AajTak, ABP News, India TV, NDTV India, News18 India, News 24, News Nation, etc.



**Figure1.**



**Figure2.**

**Sources:** [https://en.wikipedia.org/wiki/List\\_of\\_news\\_channels\\_in\\_India](https://en.wikipedia.org/wiki/List_of_news_channels_in_India)

Above given figure -1 shows the total number of News channels currently available in India and figure-2 shows the total number of Hindi news channels on the basis of national and regional levels in India.

## **2. METHODOLOGY**

This paper is totally based on the review of papers, articles, and journals which are published in prestige and valuable journals. Researchers have chosen 20 published journals as a sample from selected studies.

## **3. REVIEW OF LITERATURE**

**Juluri, V. (2002)<sup>1</sup>.** MTV's political economy in post-liberalization India has ensured the construction of a music television audience that is neither antinational nor infielder. This study suggests that the emerging youth culture in India is not a case of audience resistance, but rather of co-optation by global hegemonic forces.

**Md. Nekmahmud and Md. Ferdush Rahman (2016)<sup>2</sup>**. The study found that 90% of audiences are watching private Satellite TV channels, 20% are interested in Indian Bangla channels, 40% are more preferred watching news and drama, 40% are more preferred watching movies, 1% are avoiding advertising, and 66% believe Bangladeshi satellite TV channels broadcast standard qualities of advertising.

**Pradeep Krishnatray, et al. (2010)<sup>3</sup>**. This article maps the relative position of seven leading Hindi news channels in two cities, finding AajTak enjoying a lead over its rivals. It also finds differences in viewers' tastes and preferences, emphasizing that TRPs should be taken into account.

**Straubhaar, J. (2014)<sup>4</sup>**. Cultural capital is important for audience choices about global, regional, and national television, and is concentrated in the middle and upper classes. Elite audiences are divided more by cultural capital than economic capital, with rural and poor urban Brazilians only beginning to acquire it through media and schooling.

**McMillin, D. C. (2001)<sup>5</sup>**. Focused on Ethnography in Bangalore, India, in 1997 and 2000 revealed regional, private, vernacular language networks play a crucial role in local imaginings and may rise in political power through their manipulation and reflection of regional identity.

**Devadas M. B and Dr. B K Ravi (2013)<sup>6</sup>**. Globalization has become a cultural theme, with globalized television redefining the parameters of culture among Indians, especially among the Televised Youth. This study aims to trace the cultural implications of television on urban youth in Karnataka.

**Thussu, D. K. (2012)<sup>7</sup>**. India's media landscape has changed significantly since the late 1990s, with Western-based transnational media corporations expanding and consolidating operations, affecting broadcast journalism.

**Punathambekar, A. (2010)<sup>8</sup>**

examines the changing relationship between television, everyday life, and public political discourse in India. It argues that reality television and mobile media technologies have enabled new modes of cultural and political expression, creating possibilities for the renewal of everyday forms of interaction.

**Mr. H. Naresh Rao and Dr. B.K Ravi (2015)<sup>9</sup>**. Locally produced news in the language of the people has more credibility than national networks, according to a nine-dimension credibility measuring scale. Researchers will conduct a combination of audience perception studies and interviews with local news channels to test this hypothesis.

**Dudrah, R. K. (2002)<sup>10</sup>**. Zee TV-Europe is creating an alternative version and vision of national and European identities across the South Asian Diaspora in Western Europe. It is able to depict daily and eclectic South Asian representations that have not been adequately served in mainstream media channels.

**Atikul Islam (2013)<sup>11</sup>**. Globalization has caused the extinction of 22,000 indigenous cultures and 90% of the world's languages will disappear in the next century. Satellite Television is a powerful medium to reach the public audience regardless of age, sex, income, or education level. Hindi movies, serials, cartoons have a large impact on human behavior, culture, and language, and undermine the national identity, and override local traditions. Indian channels like Zee TV, MTV, Star Plus, and Sony TV serials are influencing the cultural sphere of Bangladesh, and have impacts on fashion, clothing, and fast-food consumption.

**Nekmahmud, M. (2016)<sup>12</sup>**. The study found that 90.9 percent of audiences watch private Satellite TV channels, 20.0 percent are interested in Indian Bangla channels, 36.0 percent prefer news and drama, 40.7 percent prefer movies, 27.1 percent are avoiding advertising at the beginning of the program. 64.6 percent believe Bangladeshi satellite TV channels broadcast standard quality advertising.

**Cullity, J. (2002)<sup>13</sup>**. The introduction of satellite television in India during the 1990s led to the emergence of a new form of cultural nationalism based on the active and self-conscious indigenization of global media.

**Rao, S. (2008)<sup>14</sup>.** Globalization of the Indian broadcast landscape has allowed Indian journalists to seek accountability from the government and give voice to the voiceless, strengthening the democratic system and increasing democratic participation.

**Laskar, K. A., & Amir, S. (2022)<sup>15</sup>**

examine the symbolic annihilation of minorities in Hindi language cartoon shows, using qualitative content analysis to question the positioning of characters in secondary, antisocial roles.

**Shanker, S., et al. (2019)<sup>16</sup>.** Religion and television have been seen as important for sustainable development, but ethnography-based research found that there is an increase in tree conservation due to astrological shows on television. However, this has caused problems related to transportation, logistics, and traffic jamming, affecting businesses.

**Dua, M. R. (1998)<sup>17</sup>.** Television in India began in 1959 with a 2-hour-a-day, twice-a-week transmission from All India Radio's headquarters in New Delhi. It was equipped with improvised infrastructure and could only reach 20km from Delhi. On 15 August 1960, India's Independence Day was shown live on television for the first time.

**Ghatak, P. (2010)<sup>18</sup>.** Mass Media is an important component of the 10th Plan for revitalization of the agricultural extension system, focusing on issues related to education, health, environment, agriculture, and rural and community development.

**Singh, S. (2015)<sup>19</sup>.** Journalism is the 4th pillar of Democracy and plays an important role in nation-building. Media education can forge socially responsible professionals and academicians who can play their role in nation-building. This paper examines the present state of Indian Media Education, its problems and potential challenges, and the way out.

**Chadha, K., & Koliska, M. (2016)<sup>20</sup>.** Journalists in an interconnected world share values associated with the "professional model", but local socio-political and economic factors undermine the adoption of professional norms derived from the Anglo-European model by Indian journalists.

#### **4. FINDING AND SUGGESTIONS**

After the study, most of the research paper has found that there are major studies held on this area on the national and international level but in the Indian context, there are many news channels with different languages from their statehood or regional basis languages in the whole India but in these languages base news channels there is a majority number of Hindi news channels in comparison with other news channels. There are many news channels like Bengali, Tamil, Telugu, Kannada, etc. but among these channels, Hindi news channels have a majority power and it is also found except for South India whole Indian audiences will use Hindi News channels for their convenience. It is also found most of the Hindi News channels work on the national level and a smaller number of Hindi news channels work on the regional level or rural area. The texts provide a variety of insights into the role of television in shaping culture, politics, and society in India and beyond. Some studies suggest that television has been co-opted by global hegemonic forces, which are shaping emerging youth cultures and eroding national identities. Others argue that television is playing an important role in democratizing public discourse, holding the government accountable, and empowering the voiceless. Researchers also point to the importance of cultural capital in shaping audience choices and preferences, with the middle and upper classes being more likely to consume global, regional, and national television. Some studies focus on the role of satellite television in creating alternative versions of national and European identities across the South Asian diaspora in Western Europe, while others examine the symbolic annihilation of minorities in Hindi language cartoon shows. Overall, the texts provide a nuanced and complex understanding of the multifaceted role of television in shaping contemporary societies.

#### **5. RESEARCH GAP**

One possible gap in the literature is the impact of satellite television on rural audiences in India. None of the studies specifically focus on the rural population's experiences and perceptions of satellite television. Additionally, there is a lack of research on the impact of satellite television on marginalized communities, such as lower-caste individuals or those living in remote areas with limited access to media. Further research on these topics could help provide a more comprehensive

understanding of the effects of satellite television on Indian society. Limited focus on regional Hindi news channels: Most of the previous studies on audience attitudes towards news channels have focused on national news channels. There is a need for further research that specifically examines the audience's attitude toward regional Hindi news channels.

## **6. CONCLUSION**

Audience attitudes towards programs broadcast on National and Regional Hindi News Channels can vary greatly depending on a range of factors, including the demographic profile of the audience, the specific program or topic being discussed, and the perceived credibility of the news channel in question. However, some general trends can be observed, such as the tendency for audiences to favor programs that focus on hard news and current events, as well as those that provide insightful analysis and commentary. Additionally, audience engagement with Hindi news channels has increased significantly in recent years, with more and more viewers turning to these channels for their daily news fix. National and Regional Hindi News Channels in India are an essential source of information for people living in different parts of the country. The audience's attitude towards these channels can be influenced by several factors, including the quality and reliability of the information provided, the language and style of presentation, and the perception of the channel's bias. News channels need to understand the needs and preferences of their audience and provide content that meets their expectations. With the growth of globalization, Hindi television is redefining the parameters of culture among Indians, especially among the youth. While there are concerns that Hindi television may undermine national identity, it is also creating possibilities for the renewal of everyday forms of interaction and public political discourse. Further studies can explore the impact of Hindi television on Indian society and culture on the basis of regional level.

## **REFERENCES**

- [1] Chadha, K., & Koliska, M. (2016). Playing by a Different Set of Rules: Journalistic values in India's regional television newsrooms. *Journalism Practice*, 10(5), 608-625.
- [2] Cullity, J. (2002). The global desi: Cultural nationalism on MTV India. *Journal of Communication Inquiry*, 26(4), 408-425.
- [3] Devadas, M. B., & Ravi, B. K. (2013). Cultural impact of television on urban youth-An empirical study. *International Journal of Humanities and Social Science Invention*, 2(8), 43-52.
- [4] Dua, M. R. (1998). Contemporary television scene in India. *Telematics and Informatics*, 15(1-2), 53-65.
- [5] Dudrah, R. K. (2002). Zee TV-Europe and the construction of a pan-European South Asian identity. *Contemporary South Asia*, 11(2), 163-181.
- [6] Ghatak, P. (2010). DEVELOPMENT OF MASS MEDIA AND ITS EXTENSION IN AGRICULTURE: A FEEDBACK REVIEW OF AUDIENCE RESEARCH SURVEY IN AIR, MURSHIDABAD, WEST BENGAL. *Global Media Journal: Indian Edition*. [https://en.wikipedia.org/wiki/List\\_of\\_news\\_channels\\_in\\_India](https://en.wikipedia.org/wiki/List_of_news_channels_in_India)
- [7] Islam, A. (2013). Indigenization of Bangladeshi Culture through the Penetration of Satellite TV: Paradigm of Modernization vs. Dependency Theory. *New Media and Mass Communication*, 18, 15.
- [8] Juluri, V. (2002). Music television and the invention of youth culture in India. *Television & New Media*, 3(4), 367-386.
- [9] Krishnatray, P., Roy, S., & Gadekar, R. (2010). Perceptual Mapping of Hindi News Channels. *Journal of Creative Communications*, 5(1), 47-62.
- [10] Laskar, K. A., & Amir, S. (2022). The underrepresented 'other': Portrayal of religious minorities in Hindi language cartoon shows. *Journal of Creative Communications*, 09732586221103953.
- [11] McMillin, D. C. (2001). Localizing the global: Television and hybrid programming in India. *International Journal of Cultural Studies*, 4(1), 45-68.
- [12] Nekomahmud, M. (2016). Satellite TV Program and Advertising in Bangladesh. *Global Media Journal*, 14, 27.
- [13] Nekomahmud, M., & Rahman, M. F. (2016). Audience attitude towards satellite TV program and advertising in Bangladesh. *Global Media Journal*, 14(27).
- [14] Punathambekar, A. (2010). Reality TV and participatory culture in India. *Popular Communication*, 8(4), 241-255.
- [15] Rao, M. H. N., & Ravi, B. K. (2015). Audience perception of the credibility of local news channels. *International Journal of Scientific and Research Publications*, 5(2), 1-11.

- [16] Rao, S. (2008). Accountability, democracy, and globalization: A study of broadcast journalism in India. *Asian Journal of Communication*, 18(3), 193-206.
- [17] Shanker, S., Saxena, A., & Saxena, A. (2019). Role of Religion and Television in Sustainable Management. *PURUSHARTHA-A journal of Management, Ethics and Spirituality*, 12(1), 116-124.
- [18] Singh, S. (2015). Journalism for Nation Building with special reference to Media Education. *Journal of Content, Community & Communication*, 1(1), 2-6.
- [19] Straubhaar, J. (2014). Choosing national TV: Cultural capital, language, and cultural proximity in Brazil. In *The impact of international television* (pp. 77-110). Routledge.
- [20] Thussu, D. K. (2012). Media Plurality or Democratic Deficit?: Private TV and the Public Sphere in India. In *Journalism and democracy in Asia* (pp. 54-65). Routledge.

#### **AUTHORS' BIOGRAPHY**



**Ajmal Ali Khan**, is a Research Scholar, Department of Mass Communication and Journalism. Maulana Azad National Urdu University, Hyderabad.



**Prof. Mohammad Fariyad**, is a Dean School of Mass Communication and Journalism. Maulana Azad National Urdu University, Hyderabad

**Citation:** Ajmal Ali Khan & Prof. Mohammad Fariyad. "A Comparative Study of National and Regional Hindi News Channels among Indian Audience - A Review of Selected Studies" *International Journal of Media, Journalism and Mass Communications (IJMJMC)*, vol 11, no. 1, 2025, pp. 1-6. DOI: <https://doi.org/10.20431/2454-9479.1101001>

**Copyright:** © 2025 Authors. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.