

A Content Analysis of DD News Show: - Good News India

Bharat^{1*} Amarjeet²

¹ Ph.D. Research Scholar, Institute of Mass Communication & Media Technology, Kurukshetra University Kurukshetra, Haryana, India-136119

² Ph.D. Research Scholar, Institute of Mass Communication & Media Technology, Kurukshetra University Kurukshetra, Haryana, India-136119

Abstract – Good News is the selective version of world positive events and happenings that we read daily in Newspaper, Television, Radio and Internet. Good News is the stories related to health, positivity, leisure, happiness, achievements, and victory. In the present scenario people start their day with negative stories that published on newspaper front page and watch on television breaking events, and listen breaking news on radio.

Now there are news applications available on internet that is full of negative and useless stories. But if we take a positive side there is national news channel of India DD news that provides us sensible, soft stories. We are mostly satisfied with the content of DD News (Only news, complete news).

The study was conducted for examining the content of DD News Show, Good News India. We analyzed the content of five episodes of Good News India show. It also investigated how this content is useful for the audience who are watching this show every week. We also analyzed the comments of audience that are available on you tube related to this show. We analyzed the content of the episodes dated- 20-11-2016, 23-02-17, 19-3-2017, 2-04-2017, and 9-04-2017.

Keywords – DD News, Good News India, Good News, Positive News, Leisure News, Bravery News, Soft News, Only News Complete News.

INTRODUCTION TO DD NEWS:

DD News (Doordarshan News) is the only 24-hour terrestrial TV news channel of India. The Prasar Bharati a statutory autonomous board approved the proposal to start a 24-hour news channel in place of DD Metro. DD Metro which is closed now. This was later approved by the Union Cabinet in a 3 October 2003 meeting. DD Metro was converted into a 24-hour TV news channel, into DD News, which launched on 3 November 2003. Its terrestrial reach is 21.6% by area and 44.9% by population of India. The DD News mobile application for Android was launched on 7 May 2015 by the I&B Minister of India Shri Arun Jaitley which aims to instantly communicate news on a 24x7 basis.

Doordarshan News is a Public broadcaster has a far greater share of viewership during evening prime time than private English news channels as per the latest Broadcast Audience Research Council (BARC) measurement data.

INTRODUCTION TO GOOD NEWS INDIA SHOW:-

Doordarshan News, a public service broadcaster launched a 30-minute weekly show, 'Good News India', which covers and success, positive, inspirational, and bravery stories involving people from across the country. The show was launched on 31 May.



Good News India Show

The main motto was to start a show that there is a lot of negativity in Television media and print media which saps the energy of the people of the country. DD News covered ordinary people doing extraordinary things. When people feel ashamed of watching crime, terrorism and other hard stories, DD News launched a show with a brighter side of the people. People feel really good after watching good news show.

The first episode of Good news show was aired on 31st May 2016 at 9:30 AM. This show is different from other shows because it carries stories, which may inspire and motivate people. The show is full of motivational and inspirational that inspires people to do better in their life. It also motivates to do good and quality work in their life. It also carries stories about individuals or organizations that are doing something of value to society.

Importance of Good News -

There is great importance of good news in our daily life routine. If you start your day with good news, it will feel you happy, pleasure and kind whole of the day. The show like good news Indian telecast on DD News has a great impact on your daily life. It starts with inspirational and motivational stories that feel you proud to be an Indian. The show is anchored by Nikhil Singh and Jaya Sinha. Both are eminent journalist of India. Both are soft spoken and present really well. Some Importance of good news is:-

1. Good news is always positive news that feel you positive whole of the day.
2. Good news is relevant information related to health, education and bravery.
3. Good news makes your life enjoy fully and happily.
4. Good news inspires and motivates people.
5. Good news educates and entertains people.

Research Question –

RQ1: how good news is important to your life.

RQ2: what are the advantages of Good News Show?

RQ3: how good news show is different from other show.



Nikhil Singh and Shahla Nigar Hosting Good News India Show

RESEARCH METHODOLOGY

For this research study, we are using content analysis and we analyzed five episodes of good news India. We analyzed the content of every episode separately. We also analyzed the comment and feedback related to this show. The show was started with a good message that will make smile on your face. The show was telecast in Hindi language and presented by Nikhil Singh and Jaya Sinha. Firstly we analyzed the content of the show which was telecast on 21-11-2016. The first story was related to senior police officers who teach needy students. The story was really inspirational. On 21-11-2016 the total 7 stories was shown in program in which 2 stories was related to inspirational and 2 was motivational and 3 stories was related to bravery.

Dated	Inspirational Stories	Motivational Stories	Bravery Stories
21-11-2016	2	2	3
23-02-17	3	2	4
19-03-2017	3	2	3
02-04-2017	2	1	3
09-04-2017	2	2	1
Total	12	9	14

FINDINGS:

The total 35 stories were shown in the show. We divided these stories into three parts. Inspirational, Motivational and Bravery stories. Inspirational stories are those which inspire people in day today life and it creates a positive impact on people. The stories related to police officer telecast on first episode which was inspired and influence to people.

The motivational stories which motivate people to do better in life and achieve their aim. The story related to Varanasi which was motivated. The bravery story in which people do some brave work in their life. The story related to a boy who saves his sister from Ducati that was considered as brave story. The 14 stories were related to bravery and 12 stories were related to inspirational and 9 were related to motivational.

There were 52 comments on bravery stories which people like a most. All comments were positive and salute by the people. We see 12 comments on inspirational and 6 comments on motivational stories. There was positive feedback from audience side on this show. People love to watch this show.

CONCLUSIONS

The study finds that the Good News India is really commendable by audience. Audience really appreciated the show. The show has positive publicity. But the only problem is audience did not like the commercial break in the show. They see more and more inspirational stories. The presenter plays an important role in the show. People really like watching the presenter in the show. They presented the show very soft spoken. The most of the stories was related to bravery. So the show targeted the bravery stories. The overall conclusion of the research paper is that if you start your day with good news and the show like good news India, it will definitely make your life easier and happier.

REFERENCES

<http://www.indiatelevision.com/television/tv-channels/news-broadcasting/good-news-india-on-dd-news-focuses-on-positive-side-of-life-150603>

<http://www.televisionpost.com/television/dd-news-to-launch-weekly-show-good-news-india/>

<http://tvnews4u.com/doordarshan-to-start-weekly-achhe-news-show-good-news-india/>

<https://www.youtube.com/watch?v=i8NbcegxQjM>

https://www.youtube.com/watch?v=ys_nd_RwyGU&t=929s

<https://www.youtube.com/watch?v=5XvGH8JuYhw>

Corresponding Author

Bharat*

Ph.D. Research Scholar, Institute of Mass Communication & Media Technology, Kurukshetra University Kurukshetra, Haryana, India-136119

biddy88@gmail.com