Review of Literature

While doing a research on the important subject like importance of news anchoring in mass communication we don’t get much researches or previously done work on the same subject. Nonetheless it’s an important part of journalism and many issues related to it comes in various forms in different articles, researches and books. These common issues may be media ethics, media education, politics and media, expansion of media in India, comparative study of different media groups in India etc. Some of these and their critical reviews are as follow:


This book is based on the expert comments and special article by many Indian anchors including, Arnab Goswami, Rahul Dev, Umesh Upadhyay, Alka Saxsena, Sumit Awasthi etc. and academic person like Dr. M. S. Parmar (Vice Chancellor of KTU). This book deals with the various aspects of news anchoring including an anchors responsibility as a reporter and in various departments. Experts shared their experiences of social responsibility and precautions should be taken by an anchor before speaking anything on air. This book includes other aspects of anchoring like speech, personality and camera facing for an anchor.

Important content of the book

1. Anchoring: most tempting stream of the tv journalism
2. The advent of anchoring in India
3. Anchoring and the cut throat competition
4. Do you want to be an Anchor?
5. The fear of camera
6. How to prepare for panel discussions


It’s a popular and old book for journalism students and many of todays journalists are benefited by it. Content of this book can serve as useful guides to the practicing journalist. Nor are there adequate textbooks on professional journalism that meet the
exact requirements of the Indian students. It is this lacuna that M.V. Kamath one of the most prominent Indian Journalists, has tried to fill. This is a book on Indian Journalism for Indian Journalists citing examples of Indian writers, Kamath quotes profusely from the writings, Kamath quotes profusely from the writings of Indian editors to illustrate his ideas which considerably adds to the relevance of his work. The author has devoted a special chapter to English grammar; ignorance of which he says is becoming increasingly noticeable. He has much to say about Indianism a phenomenon of recent origin. Is there such a thing as Indian English? How should this be viewed in the context of contemporary Indian journalism? This book sets out to provide some answers, Kamath also drew upon his varied experience as a foreign correspondent to outline some of the problems he had to face in that capacity and how he solved them."

Important content of the book

1. So You Want to be a Journalist?,
2. The Editor and His Men,
3. The News Operation,
4. What is News,
5. Depth Reporting,
6. Government, Media and Social Responsibility


This book is another bestseller for media students but it's majorly focused on the print journalism. Nonetheless print and electronic media shares the same essence of journalism. Ethical part, News gathering part and types of reporting remains the same. In this book Major effort has gone in selecting Indian Examples which are familiar to Indian Students and relevant to the Indian situation. Effort has been made to cover the syllabi of several Indian universities. This book doesn't contain any thing about anchoring but has a small part of TV news in it. But to understand the basic of journalism it's a good book.

Important Content of the book

1. Concept of News
2. The news story
3. Press conference
4. Tips on beats
5. News at the desk


There are very few books available on Indian TV News and on anchoring it's even more difficult to find some books. In this book author expressed this desire of coming up with some literature about news anchoring in India. This book is a commentary on various TV news aspects and some most relevant terminologies like TRP in News and Sting Operations. Output, Input and some major part of News industry are also briefly described in it. Although this book is not based on the authors own experience still it has valuable information about the News Industry and News Anchoring for this research.

Important Content of the book:
1. Bharat me TV Patrakarita
2. TRP ke Khel
3. Newsroom ke master
4. Assignment-Khabron ke entry gate
5. News script
6. Anchor aur Anchoring

5. THE ABC OF NEWS ANCHORING BY RICHA JAIN KALRA; ISBN 9788131773413

Richa herself is an anchor and she has been serving various channels for last 15 years. She has given her valuable experiences in her book. It's always useful to read an academic compilation of somebody’s personal experience. It's very rare that Anchors write about their own experiences this book is one such effort. Dr. Pronoy Roy wrote it's preface in which he says as the role and requirement of a TV anchor have changed so
much over the decade a book on TV anchoring is long overdue. Primarily an anchor today must be a true journalist in total command of the news.

Important Content of the Book

1. Anchor is not a news reader
2. Challenges in News anchoring
3. An Anchor’s role
4. Anchoring secrets
5. Sustaining a news anchoring career


It's a Comparative Study of Three European Press Systems. This research says that for the vast majority of the citizens in today's advanced democracies, the media, in particular traditional media, represent the only window that can be opened daily into current public and political debates. In fact, a very small fraction of the population is actually able to experience politics directly. Consequently, it becomes crucial that those means – the media – that are assigned to keep citizens informed about politicians' management of public affairs obtain a sufficiently higher degree of trust from citizens. By comparing three press systems in the UK, Germany, and Italy, this manuscript aims to expose and explain the types of connections that can be established between the structural features of modern European press systems and the degree of trust in how the press performs. More specifically, particular attention is paid to the links between people's attitudes and the degree of pluralism achieved within the print media sector in fast evolving media environments.


Communication is not made of gaps, but of more or less successful attempts to bridge the spatio-temporal and interpretive distances that attend our individuality as embodied beings. Starting from the idea that communication is an activity of sharing through the mediation of signs, we try to bring out its gap-bridging potential and to indicate why all communication presses towards completeness of sharing through interaction. We
pursue this important question through Peter's essay: Can one embrace interaction models without depreciating or demeaning the various forms of mass communication?


The link between mass media systems and politics is widely acknowledged and has been confirmed by a significant amount of research. However, the degree of this tie and the forms that it can take vary significantly according to different national contexts. By conducting a comparative analysis that is centred on three cases in the United Kingdom, Germany and Italy, this study addresses the overlap between media and politics from a dual perspective: the politicization of public service broadcasting and the permeability of the political system for media-related personalities or practitioners. The data show that the natural connection between political and media systems is never completely absent, although profound differences can be detected in the extent and in the implications that these connections can have for the entire system.


Public service broadcasting continues to attract scholarly attention. In this chapter, Moe and Syvertsen critically reviews theories and approaches to the study of public service broadcasting. Four theoretical traditions of studying public service are discussed. First, policy studies: analyses of the changing conditions for public service broadcasting. Second, institutional studies: studies of how traditional public service companies have responded to changing circumstances. Third, the role of public service in democratic life. Fourth, and more tentatively, an emerging strand of postmodern approaches which are critical to the traditional approaches.


This paper identifies the significant ethical challenges expressed by journalists and editors working in media companies in the city of Hyderabad, India. Keeping those dilemmas and challenges in mind, the authors propose economist and Noble laureate Amartya Sen’s capabilities approach as a theoretical outline for the development of future journalism ethics curricula. The major challenges described by the journalists and
editors were cross-media ownership, which fosters a political economy focused on revenue generation rather than journalism for public good; problems with the publication of inaccurate information, which are now precipitated by the omnipresence of social media; and a culture of “democratic deficit” where journalists find it increasingly difficult to practice journalism safely and to report about poverty, corruption, crime, environment, caste, and gender. The specific knowledge systems from Sen’s capabilities approach suggested for integration are the study and coverage of injustices in a democratic society; the focus on whether people have flourishing lives that give them the opportunities, freedoms, and choices they need; and economic and political freedoms that give journalists an understanding and appreciation for reporting on inequality and strengthening democratic institutions.


Journalism education in India is framed in the higher education system, comprising of programs in the universities, both government-supported and media-backed private institutions, as well as in-service and short-term courses offered by press associations and other organizations. They are offered at different levels from certificate to diploma to both undergraduates and postgraduates. Due to requirements of the media industry, there is a constant friction about the need to balance the academic and professional aspects in the curriculum. This has led to skepticism in the past about the relevance of formal journalism education. However, with globalization and growth of the media sector, there is an enhanced need for professionals. Many big media groups have launched journalism programs. Institutional and professional aspects of the programs in India and issues pertaining to curriculum, responses, and critique have been factored in this article.


Over the past two decades, India’s media sector has witnessed profound and transformative change reflected in the expansion of both outlets and audiences. According to recent estimates, the country has over a 100 news channels that reach 161 million TV households, about 94,067 newspapers, as well as over 200 million Internet users. These developments have engendered a growing discourse that emphasizes the growth and dynamism of Indian media. However, this predictably celebratory narrative does not focus on the more troubling structural trends that increasingly characterize the country’s media landscape. These include commercialism, rising levels of concentration and cross-media ownership, as well as the expansion of control by politicians and industrialists over the media. Employing a political economy
perspective, this article explores the emergence and workings of these structural trends in depth. It challenges the popular perception that India represents a dynamic and pluralistic media landscape, and argues that contemporary trends in the Indian media landscape have significant and deeply negative implications for the production of news and the overall quality of journalism in the country.


This qualitative study based on interviews at 10 digital news startups in India fills multiple gaps in entrepreneurial journalism literature by exploring how social identities of founders shape innovation and financing at their ventures. In line with extant managerial literature, this study showed founders can be classified according to a typology: Darwinian, Communitarian, Missionary, and Guardian, the last being a new identity specific to entrepreneurial journalists, and perhaps, India. Findings suggest social identity is tied to understandings of innovation, financing, experimentation, audience interactions, and mission. Results also indicate founders’ concepts of entrepreneur and journalist are not necessarily related to social identity.

With the evolution of digital media scope of anchoring is also increased rapidly. Now the art of anchoring is not confined to the big channels. Many new comers are doing great job as an anchor on youtube, facebook etc. These could be included in the research on the importance of news anchoring in India.


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This article employs theories of media framing to ‘the crisis in Punjab’ in 1983 and 1984. I argue that The Times of India frames Sikhs and the crisis in such a manner as to generate a stereotype of Sikhs as inherently violent, pre-modern and dangerous to the Indian state. Such a framing, I argue, mimics stereotypes of religion and violence critiqued by William Cavanaugh [2009. The Myth of Religious Violence: Secular Ideology and the Roots of Modern Conflict. New York: Oxford University Press.]. I employ Cavanaugh’s critical lens on the myth of religious violence to demonstrate that this framing of Sikhs is a tool of media and the state to justify illegitimate violence again Sikhs.


There are a number of questions of modern principles and training principles in higher educational institutions of Ukraine aimed at journalism professionals (social communication field) raised and proved within the article. Profanation of the social significance of mass media, journalists’ status and functions in Ukraine has led to the tragic consequences. There was an almost total loss of confidence in the institution of social communication and ideology in Ukraine. The revival of mass media institute expertise and professional liability in the modern Ukraine, based on ethical and philosophical grounds, is a priority. In the article, it is stated that journalist training, for both theorists and practitioners, for those, planning to be engaged in teaching activities and working in mass media, is a formation of specialist, armed at the fundamental basis—consciously mastered culture of philosophical and social knowledge. This condition is essential for the creation of proficient mass media space, providing civil principles and models of public affairs both within the country and worldwide. Therefore, the training of a modern professional in journalism (social communications) lies in simultaneous development in several directions. First and foremost are education and upbringing of a future practising journalist, socially responsible for the creation of mass media worldview and his/her recipients’ social self-image. It cannot be realized without strong conscious worldview position that should be formed during education. Second, it is upbringing of a lecturer for journalists (social communication); the latter should be acquainted with modern methodology and social philosophy. It is realized through revision of general principles, structure of educational process for journalists (social communication).

Archived webpages are a critical source of data for understanding the current state of the news media industry, as well as how the industry has changed over time. Dramatic changes in the news media industry in recent decades have occurred in tandem with the evolution on the Web. Archived webpages are valuable records for understanding and analyzing how newspaper companies have adapted to technological changes such as social media feeds and sharing of news content via Twitter. This article outlines a methodological approach to utilizing Web archives as a means of examining change in the news media industry. Researchers have developed new tools to improve researcher access to archived Web data in order to advance studies of the Web, and to enable the tracking of changes in news media as they emerge over time. A case study examining local news in the United States is used to illustrate the methodological challenges and promise of working with these data, highlighting the power and potential of Web archives for journalism research. Finally, the closing sections discuss challenges associated with the scale and scope of archived Web data and point to new areas for future research.

18. Conference Paper: International Conference on Communication, Media, Technology & Design, At Dubai, United Arab Emirates Adyanju Apeyanju, University of Salford

The advent of social media as a news platform and its patronage daily by people to know what is happening around them has elicited several comparative studies on the news credibility on social media, television and newspapers. This study conducted a comparative investigation of the news credibility of social media, television and newspapers. The study in its research design used both focus group discussion and the survey method. The researcher employed source effects model as the theoretical framework for the study. Findings of the research revealed that level of education and knowledge of internet have influence on the selection and believability of news by respondents. Likewise, most people rely on another media after their exposure to their preferred choice of media in other to authenticate the truthfulness of a news story. The study also revealed that those who placed television and newspaper news as higher on the credibility scale than the social media did so because news in the newspapers and on television are produced by well trained personnel and there are institutionalized ways of filtering news stories to ensure their accuracy and objectivity. Introduction Every day people receive information that is far more than they can possibly use. Information from the mass media, friends, books and lately the internet influences people in their decision making process and their perceptions of event and happenings around them. The mass
media particularly has become an important organ through which people make meaning out of their lives, social activities and issues within the society.


No social scientist has paused to discover exactly what, if anything, local television news anchors contribute to the newscast beyond their obvious on-air performance, and the assertion that has categorized anchors as gatherers in the research literature hasn't been tested. With clear consonance, however, these researchers found that local television news anchors regularly complete news gatherer, news manager, and news performer tasks; they cross work roles to participate in multiple activities in the news process. Although this study doesn't answer why anchors complete some tasks, the results of this study do call into question the usefulness of the work roles typology of gatherer and manager, and the relationship of work roles to the news-factory analogy. Because anchors cross work roles and work under conflicting sets of norms—journalism and business or entertainment—there are implications for the understanding of the role anchors play in balancing those norms in the final on-air product. A survey of 895 top local anchors resulted in 451 usable surveys, for a 50.4% response rate. Future research about local television news workers should account for anchors as a separate group and not categorize them merely as news gatherers or merely as performers.


This paper deals with the future of public broadcasting in India. It examines the concept of the 'public', and traces its history and present status, particularly with reference to the model adopted in the United Kingdom. This foregoing analysis is linked to an examination of public service broadcasting in India. Its history, evolution and present status, is situated within the contemporary political economy in India, as well as the new communications environment. The paper concludes by defending the 'space' for public broadcasting in India, provided the State grants it genuine autonomy inscribed within a 'peoples' mandate.


Community radio can be considered as an appropriate media of developing the knowledge and attitudes of listeners by clearly identifying their ideas. Community radio services aid to motivate the community participation in communication successfully, as
well as to strength the cultural rights of community. It is a current necessity to use community radio services in the process of obtaining successful results through the currently activated developing projects in Sri Lanka. Many countries in the world use this system to succeed their development projects. In this background, there is a necessity to explore the developmental competencies of community radio in Sri Lanka. Community interests for restarting the community radio in Kothmale, Mahaelluppallama and Giradurukotte were identified by the field research. This research proposes a novel format to restarting and continuous implementation of community radio in Sri Lanka, with the factors revealed in the survey. This project is activated under several steps as a collaborative project of Sri Lanka Broadcasting Corporation (SLBC), the Department of Mass Communication, University of Kelaniya and the community. Proposed community radio will be controlled by a co-administrative system of University of Kelaniya and community. Technical support and frequency will be taken from Sri Lanka Broadcasting Corporation. The content of programs for community radio will be selected by University of Kelaniya and the community. Financial support will be given by the University of Kelaniya for a period of one year. After that, community radio should get the responsibility for its sustainability. Funds will be obtained through various departmental projects, public services, state and non-governmental organization. Those organizations don’t have a media to implement programs which focuses on rural development. This new radio format could be used for that purpose. This model named as Campus Community Radio (CCR). It is important to discuss the restarting of community radio services in Sri Lanka, based on the facts such as the incapability of supplying the necessities of listeners in a background of hypermedia. In addition, failure of identifying the developmental expectations of listeners for the radio services in a national level and the usage of community radio services by many countries in the world such as Philippines and India for the success of their rural projects. Keywords: community radio, restarting, community, campus community radio, development


Nearly 700 U.S. journalism and mass communication faculty reported their perceptions of student e-mail use via a Web-based survey. This nationwide study focused on content of e-mail received by faculty and made comparisons based on faculty gender. Nearly half of the respondents reported that they occasionally receive e-mails from students before a test or assignment is due claiming illness or some other emergency. Approximately 42% of the respondents receive e-mails from students that complain about grades. Additional results indicated significant differences based on instructor
gender. Findings suggest the need for journalism and mass communication faculty to
take a more active role in teaching students proper e-mail etiquette so students can
overcome perceived gender stereotyping and communicate effectively in the workplace.


Traditionally, urban public spaces integrated inhabitants of a city. It provided the setting for the "space of access to information", and this characteristic was often expressed in the architecture with elements of visual information: inscriptions, sculptural detail of the "communicative" role. Symbolism of hierarchy was expressed by the dominants of sacral and secular buildings. As mass communication takes over, the fact of "detachment" of communication from a real space becomes a fact, and it remains not without consequences on the space.


This paper provides a systematic analysis of media framing studies in the world's leading communication journals. A quantitative content analysis of 131 studies published in fifteen international journals demonstrates how frames are conceptualized and measured. Current problems in framing research include lack of operational precision, the descriptive focus of many analyses, neglect of visuals, and insufficient reporting of reliability.


The head of the Institut für Demoskopie at Allensbach, Germany, cites the findings of empirical studies to show how they frequently are more enlightening than conventional sources of information. Her paper was read at the 1959 assembly of the International Association for Mass Communication Research.

26. An Assessment of Quantitative Research in Mass Communication, Article Information, Volume: 53 issue: 2, page(s): 308-31, Issue published: June 1, 1976 doi.org/10.1177/107769907605300217 Professor Lawrence J. Chase Faculty Member, Professor Stanley J. Baran Faculty Member California State University. Sacramento, and Cleveland State University.
Analysis of 48 articles in two mass communication journals finds statistical power relatively high. Interdisciplinary comparisons are favorable.

27. Civic Duties: Newspaper Journalists' Views on Public Journalism Paul S. Voakes, First Published December 1, 1999 Research Article, Volume: 76 issue: 4, page(s): 756-774, Paul S. Voakes assistant professor, Indiana University School of Journalism, doi.org/10.1177/107769909907600411

In a national survey of 1,037 newspaper journalists, this study found strong support for four practices associated with civic journalism. In order to minimize respondents' preconceptions, the terms “civic journalism” or “public journalism” did not appear in the survey instrument. The study also found that journalists at smaller-sized papers, who accord importance to neighborhood news, who approve of top editors’ and staff members' joining community organizations, and who feel their own paper is improving, are more likely to approve of civic journalism practices. The study seems to confirm preliminary findings from earlier research that a new conception of journalism's role in society may be emerging.

28. Closing the Professional Gap Between Journalism and Civic Engagement Using the Culture-Centered Approach Abigail Borron, Emily Urban, Emily Cabrera, First, University of Georgia, Athens, USA Volume: 94 issue: 1, page(s): 286-302 Corresponding Author: Abigail Borron, Agricultural Communication, Department of Agricultural Leadership, Education, and Communication, Univ of Georgia doi.org/10.1177/1077699016681987

With the need to promote the ideals of democracy in the journalism field as a whole, increased focus on the preparation of future upcoming professionals is required. This article proposes and tests a theoretical model intended to pedagogically revitalize the preparation of journalism and communication students for their professional roles within a democratic society. Using the culture-centered approach to guide students' experiences with a marginalized segment of the community, the authors conclude that this curricular model provides value by facilitating students' critical investigation of personal identity and self, their positionality amid structural complexities, and how this relates to their professional role.

29. Libel by Algorithm? Automated Journalism and the Threat of Legal Liability: Seth C. Lewis, Amy Kristin Sanders, Casey Carmody, University of Oregon, Eugene, USA, Northwestern University in Qatar, Doha, Qatar, University of Minnesota, Minneapolis, USA Article first published online: March 12, 2018 doi.org/10.1177/1077699018755983 Corresponding Author: Seth C. Lewis, School of Journalism and Communication, University of Oregon, 1275 University of Oregon, Allen Hall Room 219, Eugene, OR 97403-1275, USA.
The rise of automated journalism—the algorithmically driven conversion of structured data into news stories—presents a range of potentialities and pitfalls for news organizations. Chief among the potential legal hazards is one issue that has yet to be explored in journalism studies: the possibility that algorithms could produce libelous news content. Although the scenario may seem far-fetched, a review of legal cases involving algorithms and libel suggests that news organizations must seriously consider legal liability as they develop and deploy newswriting bots. Drawing on the American libel law framework, we outline two key issues to consider: (a) the complicated matter of determining fault in a case of algorithm-based libel, and (b) the inability of news organizations to adopt defenses similar to those used by Google and other providers of algorithmic content. These concerns are discussed in light of broader trends of automation and artificial intelligence in the media and information environment.