RESEARCH METHODOLOGY

Collecting material concerned with complete news anchoring in Indian Electronic Media and doing any kind of study on it becomes unfeasible in unlimited duration or span of study. Beside it can be topic of doctorate, so the topics of prime importance to News Anchoring as well as politics will be taken into consideration for the study.

To conduct a comprehensive “exploratory research and a content analysis” following measures will be undertaken.

1. Analysis in terms of importance of a news anchors in different political and non-political situations and difference between the prime time and the regular news anchors.
2. Through the study of all material, both critical and non-critical, especially about the news presentation in electronic media.
3. Classification according to formats of programmes and news anchoring provided by different news channel.
4. Through the personal interview with news anchors and viewers as well as through the desired response to the questionnaires. (To find the impact of news anchoring.)
5. Jotting down relevant quotations chapter vise.
Work Plan

Six Months

1. Analysis of previous work and search for the related literature.
2. Working on the non-research part of the thesis (other chapters about the understanding of the media).
3. Identifying the Channels and their shows.
4. Identifying the anchors and their impacts.
5. Collection of the current affairs related to the research.

One Year

1. Reviews of books and research papers on the same subject
2. Questionnaire formation for specific anchors and channels
3. Contacting anchors and channels
4. Appointment for personal interviews

One & Half Year

1. Completion of at least 10 interviews
2. Completion of at least 4 channels visit
3. At least 10 days research at a renowned channel (India TV)
4. Understanding the various aspects of the News Industry
5. Compiling the information for further processing

Two Years

1. Completion of all the data collection from anchors
2. Completion of all the research on various aspect of news industry
3. Data collection from viewers about their opinion
4. Comparative analysis between various channels and shows
5. Completion of the thesis