



## EVALUATION OF INSTITUTIONAL PROBLEMS OF 'NEWS MANAGEMENT': A COMPARATIVE STUDY OF TWO HINDI NEWSPAPERS OF HARYANA

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### ABSTRACT

News management is very essential and crucial parts of press. It requires diligent efforts by the working journalists as well as the press management personnel working at different managerial hierarchy. In this context ,the institutional problems are some of pressings problems which ' have been constraints in news management process .The present study is an empirical study , based on two prominent Hindi news paper .the finding of the , study of these two news papers indicate a little variability in the problems faced by these news papers. In order to verify the difference, a T- Test has been employed for testing the ' problems

institutional areas of ` news management ' aspects for the selected newspapers published from Haryana. On the basis of findings, a considerable variability has been testified by the t-test, which indicates the pitfalls of the pressing problems of press, belonged to two prominent news papers of Haryana.

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**KEYWORDS:** News Management, Institutional Problems, Empirical Study, Pressing Problems, Pit Falls.

### INTRODUCTION

News management is a very crucial part of print media. It is a well knit, cohesive and integrated process which helps to make the news .it is therefore, become imperative to integrate each and every news parameters in a systematic manner. it has been observed that the rise and fall of news paper depend upon the `quality of news management`. In order to analysis different problematic area of `news management ' various authors and the working journalists have been giving their views through their writing, research paper conferences and seminars at regional , national and international levels. They have been highlighting the pressing problems of news management of different regional and national news papers. According to Henary, `Feyol. The meaning of management is to predict, to plan ,to organize, to order, to-ordinate and to control , According to Stanley Vens," In order to achieve the predetermined targets , it is a process of decision making of human action . According to American society of mechanical engineers, " It is an art of organizing and directing the power human actions -which are meant - (1) Business management (2) managerial management (3) Functional and labour management. According to L. Apple, `the management is a human development, not direction given to the material. It is obvious form the definitions, given by different scholars in their writing in which deals with the news management process, organization of news papers, Line of organization , line of staff organization, functional & organization. the news management works on the principles of management which includes devision of labour, right and responsibility, discipline, unity of command, unity of direction , personal devotion for common cause, payments, centralization, public relation system, equality, stability of tenure of employers, incentives and the source of co-operation.

In context of `news management' there is not too much work has been done during past ample of work have been publishing in recent past .There are numbers of problems which have been faced by the news papers. In the `News management ' there are varied pit falls which lie within the internal system of `News management ' there `pitfalls is not visible superficially or externally, but these are the drawbacks which lie in the internet functioning of press.

Gulab Kothari (2003) has highlighted some of problematic areas of `News management'. He has classified the problems of news management in the present scenario. Similarly, Dr. Manoj Dayal (2003) has thrown



an adequate light on some of research aspects in his book 'Media Research' he has made on extensive discussion on media research ,nature of media research and the status of 'media research' in the present scenario. Anil Kishor (1999) has tried to examine multi faceted aspects of 'News Management' According to Purohit, ' There is penalty of different mode of media in the present scenario, Most of the media personal do not bother the professional ethics and indulge in 'Yellow journalism'. This type of practices creates a 'fallacious effects' on the mind of the readers. Rajinder Shanker Bhatt (1960) has discussed the problematic areas of journalism. Bhatt has tried to analysis the conflicting situation of professional ethics and feasibility of execution of coverage, influenced by the different pressure-groups. On the British based journalism Antony Simth (1974) has discussed some of factors which affected the journalism and press during World War II.

According to Smith the press has been changing in accordance with different successive periods. The 'Iron curt on policy' the nation like soviet (USSR) has always a 'wet- blanket' for growth of journalism in the west. How this 'Iron curtain' policy has affected the freedom of press? This agency has been extensively discussed by Smith in his book. 'The British press since the war. Similarly, Sara Née block (1996) has examined the impact of globalization on the internal function of journalism. Trilok N. Sindwani (1979) has highlighted the salient features of News paper Economics and Management. In this context, the author has mainly focused on rising price of printing paper, industrial relations'. He also emphasis on focus on professional value and the constant pressure of 'pressure groups' In order to highlight some of institutional pitfalls, Herbest Lee (1982) has discussed the institutional draw bakers in his book 'news paper organization and Managment'. In this context the author has worked out a SWOT Analysis of the factor affecting the organizational behavior of some of contemporary presses of serape and Asia. K.M. Shrivastav (1991) has thrown an adequate light on various factors of 'News management' and mainly focus on 'News reporting ' and Editing'. Hence, it obvious that the working journalist and the scholars who are affiliate to journalism research' has been emphases on directly nor indirectly on institutional problems of press, which affect the 'News management' In order to qualitative news management, a TQR ( Total quality management) is to be emphases for institutional factors in 'News Management The present study is based on two prominent Hindi news papers, form namely Danik Bhasker and Danik Jagran which published form Haryana.

#### **OBJECTIVES OF THE STUDY:**

- (1) The study is aimed at evaluating the institutional problems of the selected news papers.
- (2) To compare the institutional problems of both the news papers, selected for the study.
- (3) To test the hypothesis of variability of institutional problems through t-test for both the news papers, selected for the study.
- (4) To suggest for ameliorating institutional problems.

#### **METHODS AND MATERIAL:**

In order to know the attitudes of the respondent, who are the working journalists and the managerial staff which includes editors, deputy editors, news editors, sub-editors and the personnel of line management? In order to draw the precise inferences form the study 10% of the sample of the respondents has been taken the districts, where the presses are located. In order analysis the attitudes of the respondents, a structured questionnaire has been administered, In this context, two news papers, namely Danik Bhasker and Danik Jagran have been selected for carrying out the study. In order to carry out the study, the respondents of Rohtak, Panipat press have been taken in to consideration. In order to testing the Hypothesis, t-test has been employed, and drawn the inferences form the observation:

For T- test

For testing the Hypothesis, the t-test technique has been employed for drawing the desired objectives.

For t-test = Where,

Here 't' is based on (n-2) degree of freedom, if the calculated value of 't' exceeds 0.05 for (n-2). d.f. we say that value is 'r' is significant at 5% level . If it is 0.05 the data are consistent with Hypothesis of an uncorrelated no of respondents.



**Discussion & results:**

In this context, the respondents, who were the editorial staff and the managerial staff who work in the `shifting hours`? On the basis of questionnaire, a multiple response from the personnel, belong to different streams have been taken into consideration.

**Table -1 Attitude of respondents towards Institutional Problems on News Management**

Sr. No	Response of the Respondents	Dainik Bhaskar	Percentage	Dainik Jagran	Percentage
1	Low Salary	25	25	22	22
2	Pressure of work	17	17	20	20
3	Adverse working Conditions	12	12	10	10
4	Lack of technical Efficiency	7	7	8	8
5	Intervention of Advertisement staff	14	14	15	15
6	No fix working hours	23	23	22	22
7	Attitude of sr. staff	11	11	12	12
8	Lack of work force	22	22	20	20
9	All above	28	28	30	30
10	No Opinion	2	2	2	2

Source: Primary data \*

Multiple Response

feel more pressure than that of Danik Bhasker. In context of Adverse working conditions, the respondents of the press, indicate more or less same pressure. And same is the case with the problem of lack of technical efficiency, as indicated by the respondents of the both the press. The problem like excessive intervention of `advertisement department` is a common problem of both the `press` In this context, it has been observed that the situation is more or less same for both `press` same observation has been noticed in case of the problem like `No fix working hours` it is because of the case `shift system` is practiced in both the presses with regarding to the attitude of Sr. staff, which has been a problem for both the press , as observed by the personnel of the both the news papers. It has also been observed that there is dearth of trained work-force in both the presses. It is because of low remuneration paid for the `trained staff`. In this context, there are 28-30 p.c. of the `respondent` who mentions the `common institutional problem` in both the `press, lastly, only two percent of the respondents, who has failed to form any opinion for neither of presses, located in Rohtak and Panipat.

**TESTING OF HYPOTHESIS:**

Hypothesis for this study is as follows:

There is no difference between the attitude of personnel working at editorial and managerial staff in the `Danik Bhasker` and Daink Jagran`

**Table II**

**Composite response' of Respondents towards institutional problems of the presses' Danik Bhasker' & `Danik Jagran`**

Value Supposed Sample Mean	Null Hypothesis $H_0: \mu = \mu_0$		Calculated Value	Tabulated Value
	Dainik Bhaskar	Daink Jagran		
16.11	16.11	16.12	7.56	6.46
S.D	1.96	2.96		

$$V = 100 + 100 - 2 = 198$$



In this situation, it is obvious that the calculated value is more than the tabulated value; as a result, the hypothesis is rejected. Hence, the significant evidence indicates that there is slight difference in the attitudes of the respondents of both the press, but suffered more less same institutional problems.

### CONCLUSION

On the basis of empirical study, based on the respondents taken for the study, indicate the slight variability for the Institutional problems faced by both the press 'Danik Bhasker' and 'Danik jagran'. The press 'Danik Bhasker' and 'Danik jagran' can attain TQM, the total quality management position, when these institutional problems and other constraints are to be eradicated through their 'consistent efforts' at various problematic areas .In this context, there are few suggestions which are to be made to ameliorate the 'Institutional problems' in a systematic way . The wages should be in accordance with the 'Wage Board' constituted by the competent authority. There should be 'capacity building' of the personnel, working at various editorial /managerial hierarchy. The work -culture should be cultivated in harmonious working conditions. In order to maintaining the quality advertisement. In addition, there should be fixation of working members. Lastly, in order to fulfill the 'vacancies' of the different positions of both the press. Only then , the institutional problem will be overcome, and it will be proved conducive to enhance the 'capacity building' of personnel of staff, working at different editorial and managerial hierarchy for both the press, publishing the news papers in different regions of India.

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