

Crises of Credibility of Indian News Channels and Its Impact on Indian Media: An Analysis

Dr. Kamlesh Meena

Assistant Regional Director

IGNOU, Regional Center, Khanna, Ludhiana, Punjab

Abstract: An issue of paramount ethical, legal, social, and political importance, the freedom of knowledge lies at the very foundation of any free human society. Half of the value of India's renowned computer software exports may be attributed to the media's success. There's no denying that contemporary India's complex social networks have endured. The vast majority of people nowadays watch television news to stay informed. India is one of the few countries that broadcasts news in both English and its many regional languages. India is one of few countries that provide news broadcasts in both English and regional languages. Cities like Bangalore, Jaipur, and Mumbai with their diverse populations and modern culture.

Keywords: News, Credibility, Indian Media, message credibility, source credibility

Introduction

At the turn of the 21st century, an enormous transition has occurred in the way information is generated, from a top-down mass media culture to a bottom-up network society, selection, storage, transmission, retrieval, and usage. An issue of paramount ethical, legal, social, and political importance, the freedom of knowledge lies at the very foundation of any free human society. Similar to the momentous shift from the Gutenberg press to the electric and electronic mass media of the 19th and 20th centuries, the shift from an oral to a written culture and then to the period of new media is also unprecedented in human history. The media has the power to influence audiences to take positions and adopt points of view that they may not otherwise adopt or consider. When it comes to societal wrongs, the media is mostly to blame. The news and regular life have many symbolic connections. Rather than being a dumping ground for problems that are routine and externally imposed, throughout the course of living, we face recurrent challenges in our relationships with others and the consequences of our actions on those around us. These issues become the focus of our attention in the context of everyday life, where we must make decisions and find solutions, if only for the time being.

Even if the Indian media sector has expanded greatly, the lack of quality and variety demonstrates a growing disconnection from the actual lives of the people in the nation and the most essential concerns they face. The media industry in India has expanded to become a major economic player, with a market value that rivals or surpasses that of several of the country's individual sectors and which exceeds one percent of GDP. The media sector is one of the fastest-growing and most exciting in the world. Half of the value of India's renowned computer software exports may be attributed to the media's success. From one antiquated Door darshan to more than 350 odd television channels, the Indian television scene has, to use a cliché, come of age. The uncertainty and hostility these have created in nature has also altered the news scene, and it is driven by the growth of knowledge and information about daily concerns and the manner this has been troublesome owing to its volume, exclusivity, and contradiction. The liberal democracy in India is, to put it mildly, hooked on the 24 hour news cycle. Both the way news is received and how it is reported have been altered by the continual flow of data. The television news media have shifted our conception of what constitutes news away from the usual political, social, sports, and related topics. This is rolling information and entertainment, to be more specific. One may reasonably presume that the trend is driven purely by the desire for higher ratings and readership. In India, the most popular news topics are related to crime, movies, and cricket. There is regular reporting on all three indicators. The news industry has been revolutionized by the sensationalized material and style that is used to attract viewers. The news industry has recast objectivity as a core virtue. The traditional approach to reporting without adding opinions has given way to a more sophisticated and multi-perspective style of reporting on television news. Because of this, people are starting to doubt the reliability of the news. Doctor N Bhaskar Rao, the organization's chairman, is cited by Yadav and Sharma (2006).

Aristotle, the ancient Greek philosopher, is credited with developing the idea of credibility. Aristotle, in his dissertation on the art of persuasion, defined credibility as "ethos," the Greek word for "character," which alludes to dependability of source. Although there isn't a consensus on what it is, most experts in the field of communication use quite similar language when defining it. O'Keefe defines credibility as "the belief in the truthfulness of a communicator on the part of the one doing the perceiving." Bracken (2006) defines source credibility as the degree to which information recipients see a certain source as reliable. As we can see from the

definitions given above, credibility can be summed up as the degree to which an audience believes a certain source to be reliable and trustworthy. Credibility, therefore, refers to the degree to which listeners or readers trust the information coming from a certain source.

There are several facets to what constitutes credibility. The three components of Aristotle's concept of credibility were one's mental acuity, one's moral fiber, and one's good nature. Credibility is seen as a multifaceted concept by modern academics as well. In 1948, for example, Haiman conducted seminal research on the impact of credibility on persuasion, and he theorized that credibility stems from two interrelated factors: a source's reputation and their level of expertise. Following their research into communications during World War II, psychologists Hovland, Janis, and Kelley (1953) from Yale University proposed the three pillars of credibility: competence, trustworthiness, and purpose. With this precedent set, several studies have concentrated on using people as sources within the larger contexts of organizations and public discourse. Researchers have been trying to categorize the many components of media credibility since the 1960s. Their studies have focused on how audiences perceive the credibility of various forms of media, including newspapers, radio, television, and the internet.

There is a wide range of variables that influence how credible people believe the media to be. According to Rimmer and Weaver (1987), the greater the frequency with which a medium is used by the target audience, the more trustworthy that audience will find it. To rephrase, regular users have a more favorable impression of a certain medium's legitimacy than infrequent users do. Similarly, Severin and Tankard (2001) contend that believability is very context and medium dependent. Both Kiouis (2001) and Johnson and Kaye (2002) found that the more often a medium is used, the more credible it becomes. According to Bucy (2003), viewers who regularly tune in to a certain channel are more likely to give that station a positive review. Credibility has been linked to other characteristics, such as TV watching habits, in previous studies that aim to evaluate the media's involvement in the development of political opinions. In general, people tend to have a positive opinion of the media outlet they regularly consume for news. During election seasons, when there is a deluge of information, media credibility serves as a useful filter (Schweiger, 2000). Television seems to be more reliable than other forms of media in the vast majority of instances (Geary, 2005). Research has also revealed that people's opinions on the media's credibility change over time. Since credibility is an observer's impression, several academics have suggested that it fluctuates depending on the circumstances. It is well-known that important events, such as elections and natural disasters, may drastically alter people's views on the media's trustworthiness. The rise of television as a mainstream medium, for instance, altered the face of American journalism. As a consequence, television news gained the trust of twice as many people as newspapers by 1968 (Roper, 1967), thereby replacing newspapers as the most credible media (Erskine, 1970). However, that optimism suddenly collapsed in the 1980s and beyond. Pew Research Centre for People & the Press (2002) reports that between 1985 and 2002, trust in daily newspapers dropped from 80% to 59%. From 1985 to 2002, the credibility of three television networks fell below 80%, with CNN falling to 76%, MSNBC to 73%, and Fox News to 67%. The credibility of American television networks looks to be continuing to plummet. Where did confidence in TV and other media go wrong? The media's role in shaping public opinion is a contributing factor. Many Americans may not trust the news media because of bias, as shown by Doherty (2005). In a nutshell, the media loses credibility when ethical standards are ignored. In 2011, Rebekha Brooks, the CEO of News International, resigned when reports surfaced that her employees had engaged in the unethical journalistic practice of hacking into the phone accounts of murder victims and their relatives. As much as 51% of respondents to a You Gov poll from October 2011 said their confidence in the UK media has decreased as a consequence of the phone-hacking incident (Thomson, 2011).

Literature Review

Lakshmi M. Thomas¹ ET.AL (2017) The media and entertainment sector in India is expanding rapidly. A 13 percent compound annual growth rate (CAGR) is projected, with revenues rising from US\$ 6.24 billion in 2014 to US\$ 12.29 billion in 2019, as stated in the FICCI-KPMG2016 study. According to the data provided, the Indian media market has grown to become a significant economic resource. Before 1991, television in India was strictly regulated, and the news channel and any shows focusing on economic or social development served primarily as a propaganda tool for the government. Television has been shown to have far-reaching effects on viewers' social lives, cultural practices, and financial well-being. The influence of globalization on Indian newsrooms has been mixed, with the introduction of cutting-edge technology and a decline in journalistic standards. The news media seems to be participating in an 'obvious' race for Television Rating Points (TRP), in which networks put ethics and social obligations towards society to the side in favor of weaving the most quickly updated news information. As a result, organizations must resort to tactics like lobbying, sensationalism, public opinion manipulation, corporate bias, etc., merely to stay in the public eye. The news media is suffering from a severe lack of resources, making it difficult to preserve a wide range of perspectives. One of the most

crucial features of any news organization, credibility refers to the qualities of the sources themselves. Thus, the research aims to analyse the elements that contribute to the credibility of the news media, which is itself a consequence of globalization.

Malini Srinivasan ET.AL (2017) When creating credible and effective content, publications must first understand the importance of credibility. In this analysis, we use the lenses of "media," "message," and "source" to assess the veracity of news pieces. Using 102 articles (covering 34 issues) from three English newspapers in the Indian state of Tamil Nadu, a triangulation experiment was done using text analysis and questionnaires to investigate the interdependence between these three credibility frameworks. The trustworthiness of these articles was assessed by as many as 306 readers. Results from the credibility tests conducted on the three newspapers indicated clear differences in medium, message, and origin. Readers' age and level of education were much more predictive of credibility than their gender. Credibility of the message increased with the reliability of the source and the medium. To the contrary, no correlation was seen between media credibility and source credibility, suggesting that readers' opinions of a newspaper's reliability were unaffected by the quality of its individual news sources.

Zeenat Baloch ET.AL (2018) After the PEMRA granted licenses to several private channels, a proliferation of Pakistani channels emerged, however the authority's decision to do so has since been called into doubt. Since trust is the bedrock of the media ecosystem, gauging viewers' faith in news programmers is crucial. An online poll was carried out to learn more about how people in Pakistan see the trustworthiness of two news networks, ARY News and Geo News, as a way to better comprehend the importance of this topic. The study delves at how people who regularly consume news report on the reliability of their favorite news sources. The study compared the viewers' trust in ARY News and Geo News, two different news media outlets. Two factors the source and the medium—are used to determine how trustworthy something is. Incorporating contributions from Infante (1980) and Jacobson (2012), a 12-point scale factor created by Graziano and McGrath (1986) is used to quantify these concepts. Both networks were seen as equally credible by the public, but their credibility as a medium was seen to be distinct. In contrast to the positive correlation between political affiliation and trust in the news media, the data demonstrates a negative correlation between age, gender, education, and profession and trust in the news media.

Kalyani Chadha (2017) India's media landscape has seen dramatic transformation over the last two decades, with the number of sources and their respective audiences growing exponentially. Recent estimates put the number of people with access to the Internet in this nation at around 200 million, with an additional 94,067 newspapers and 161 million TV homes. These changes have contributed to a growing body of literature that celebrates the evolution and vitality of India's media landscape. But the more worrying structural factors that increasingly define the country's media ecosystem are not addressed in this inevitably jubilant narrative. Factors that have contributed to the commercialization, consolidation, and cross-media ownership, as well as the expansion of political and corporate power in the media, are many. This essay takes a political economics approach to examine the development and functioning of these structural patterns. The article argues that recent changes in India's media environment have severe, far-reaching consequences for news production and the quality of journalism in the country as a whole, contradicting the common belief that India represents a vibrant and pluralistic media ecosystem.

Dr. Ashok Kumar ET.AL (2021) This study looks at Indian evening programming from both state-run and commercial channels. In this study, researchers studied the news material of three distinct news channels, totaling 32 hours and 60 various types of news programmers. This research compared the prime-time newscasts of three different news outlets in India. This research included recording the eight o'clock to ten o'clock prime-time broadcasts of the chosen news networks for six months. The study's unit of analysis was the whole corpus of news items and show formats. Using an ANOVA and Post Hoc Turkey HSD test, we discover that public service broadcasters and commercial broadcasters in India report the news in quite differently. The chosen networks have distinct approaches to news casting. When it comes to news content, public broadcasting stations are known to have the highest concentration and most strictly adhere to the news bulletin structure. Despite their smaller audience share, private news broadcasters often place more focus on covering and reporting on critical subjects.

Research Techniques

The scientific sampling and questionnaire design used in survey research allow for very accurate measurements of population characteristics. The poll included 250 people who were randomly selected from National Media Conference 2022 held in Mount Abu, Rajasthan from 28th August to 2nd September 2022 where more than 2400 Media persons, journalists and academicians were part of this National Media Conference. Before a large-scale survey was completed, the Questionnaire was piloted to confirm its validity and reliability. The population in Sirohi, Rajasthan, India who regularly watch television was sampled using a

convenience sampling strategy. The whole city of Sirohi was carefully blanketed. In order to get insight into the inner workings of the news channels, several top news channel leaders and senior journalists were interviewed. The information gleaned from this helped immensely in the development of the survey. The purpose of this research is to determine whether viewers place greater trust in their local news stations than they do in the national ones.

Design for credibility study

Several prominent news channel executives and veteran journalists were interviewed to shed light on the inner workings of the news media. This information was also helpful while creating the survey. The purpose of this research is to determine whether or not viewers place greater trust in their local news stations than they do in their national ones. Specifically, the research was motivated by the expansion of 247 news channels in India over the last decade and the effects such developments have had on the country's news industry.

The following research questions will guide this study:

1. The people of Sirohi place a high value on news.
2. The importance of conventional news outlets cannot be overstated.
3. Most people now get their news and entertainment from TV.
4. Sirohi residents may trust their local TV news since it is produced locally.
5. Local news outlets have more trust than their national counterparts among viewers.

Hypothesis

The credibility of regional news outlets will increase relative to their national counterparts.

Research Questions

- Learn how young people interact with media.
- Find out what aspects of reliability matter.
- To learn how young people feel news programmes have impacted society and progress.

Sampling Techniques

The residents of Sirohi City who watch television were sampled using a convenience sampling method.

Data Analysis

Following are the findings from the survey: The news is crucial for the people of Sirohi. Older residents of Sirohi still prefer reading newspapers as their primary source of news. Interestingly, however, today's youth rely on the internet, and in particular online news portals and social networking sites, for their daily dosage of news. Newspapers are still more popular than television as a news medium, although television is making up ground. In the eyes of the public, TV is more of a source of light entertainment than of serious news. Because of the old saying, "if it's in print, it should be true," people of all ages have a high degree of faith in newspapers. Unfortunately, no one listens to the radio for the news; they just listen to music. The enormous number of people who still read newspapers despite the prevalence of television may be attributed to two factors: convenience and cost. Since younger people now outnumber older people in Sirohi, new media outlets are poised to eventually surpass newspapers in terms of readership.

The credibility of both outlets and its correlation with gender are tested using an independent sample-test. Table 6 clearly shows that the correlation between gender and credibility is positive. The credibility of both channels serves as the group variable and it is assessed on a continuous scale, while males are assigned a value of 1 and females a value of 2. The findings demonstrated that there is a statistically significant gender gap in the association with credibility.

Table 1: Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	110	2.9915	0.37585	0.3584
Female	90	3.1678	0.41546	0.05657

Table 2: One-way ANOVAs results: Media vs. Credibility Factors

<i>Groups</i>	<i>Message credibility</i>	<i>Source credibility</i>	<i>Media credibility</i>
<i>Male</i>	3.5587	3.5408	3.1964
<i>Female</i>	3.6648	3.4843	3.1964
<i>Rural</i>	3.5064	3.4403	3.1151
<i>Urban</i>	3.7226	3.5858	3.1014
<i>Young</i>	3.6465	3.5152	3.0771
<i>Old</i>	3.5823	3.6758	3.1061
<i>Employed</i>	3.7671	3.6560	3.0543
<i>Unemployed</i>	3.4436	3.4526	3.0150
<i>UG and below</i>	3.6000	3.4350	3.0621
<i>PG and above</i>	3.5734	3.4966	3.0555

The T-test was performed to analyze the relationship between the dependent variables and the credibility factors, and the results are shown in table 2. According to the results, the content and sources cited in the Rajasthan Patrika news report are more credible. Times of India's message credibility, however, was ranked higher than that of the other two publications.

Table 3: Correlation among Credibility Factors

		MessageCredibility	SourceCred	MediaCred
MessageCredibility	Pearson Correlation	1	.613**	.198**
	Sig. (2-tailed)		.000	.001
	N	305	305	305
SourceCred	Pearson Correlation	.613**	1	.056
	Sig. (2-tailed)	.000		.328
	N	305	305	305
MediaCred	Pearson Correlation	.198**	.056	1
	Sig. (2-tailed)	.001	.328	
	N	305	305	305
**. Correlation is significant at the 0.01 level (2-tailed).				

An association between the news items' Message Credibility, Source Credibility, and Media Credibility is shown in Table 3 as the outcome of a bivariate correlation test. Data shows a favorable association between the credibility of the message and the trustworthiness of its source. The same holds true for the relationship between the credibility of a message and that of the media reporting it. We established a statistically significant positive relationship between source credibility and message credibility in a sample of 306 persons. Contrarily, there is no proof that a reliable source will lead to reliable coverage in the media. There is a strong positive correlation between the media's credibility and the credibility of the message being conveyed. On the other hand, there is no evidence of a positive correlation between media credibility and source credibility.

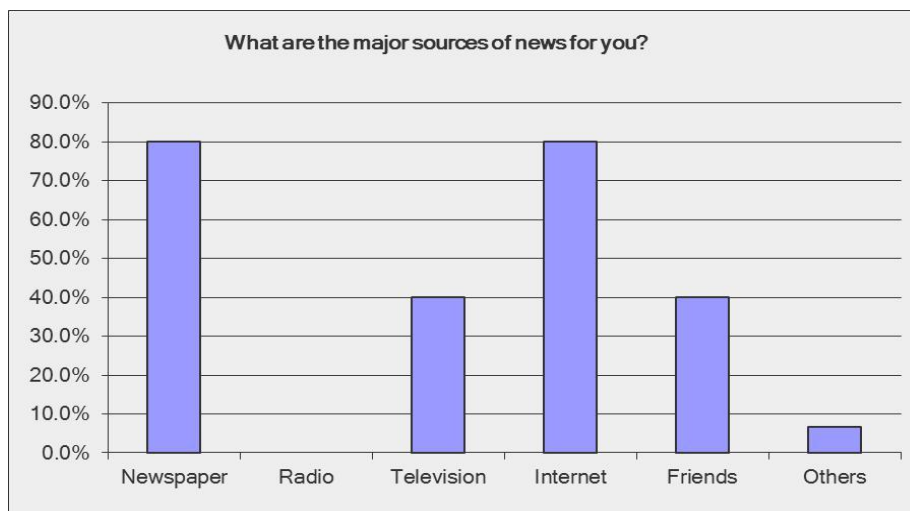
Consequently, we agree (Ha3) that there is a strong connection between the various facets of trustworthiness. The findings point to a favorable relationship between message credibility, source credibility, and media credibility. There is no statistically significant link between media credibility and source reliability.

Descriptive statistics for the two variables are shown in Table 3, and might be put to use determining whether or not there is a bias between people's preferred forms of news consumption.

Table 3 Descriptive statistics for the degree of bias and media type

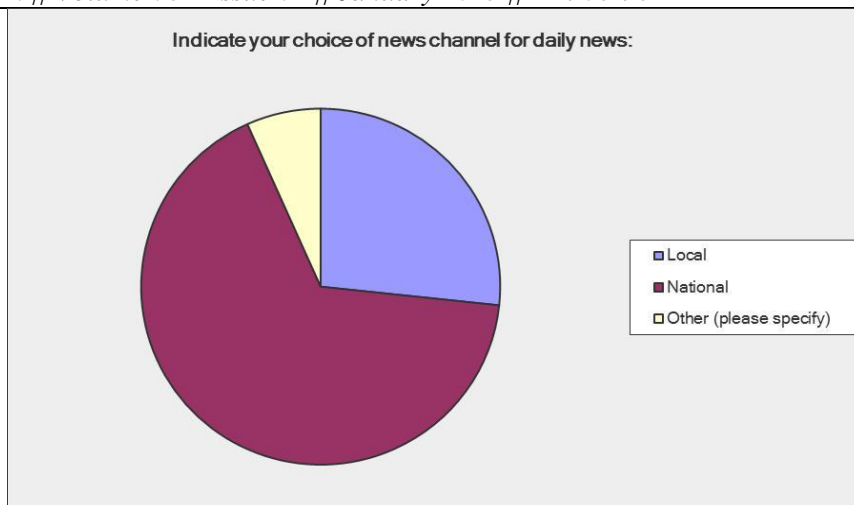
Degree of bias Media Type	N	M	SD
Traditional Media	80	3.98	1.099
Online Media	120	3.05	1.012

When looking at group data for both traditional and online media, table 3 reveals that online media is just slightly more biased than traditional media. There was no statistically significant difference in bias levels between internet users and those who relied on other forms of media when the means were compared. The news that peoples of various ideologies take in will seem different to them. A news article that one person finds very prejudiced may strike another as entirely objective. As a result, the correlation between ideology and prejudice is a major focus of this investigation.



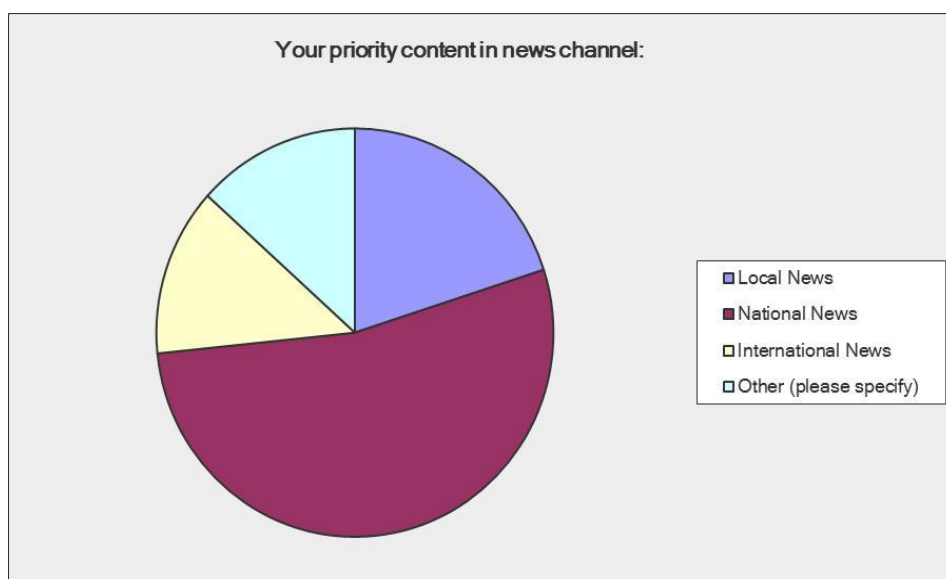
Graph 1: sources of news

When it comes to daily news, national news networks are favored above local news outlets. The vast majority of those who participated in the study said they prefer to watch national news rather than local news. Sirohi's global vibe stems largely from its national rather than regional focus.



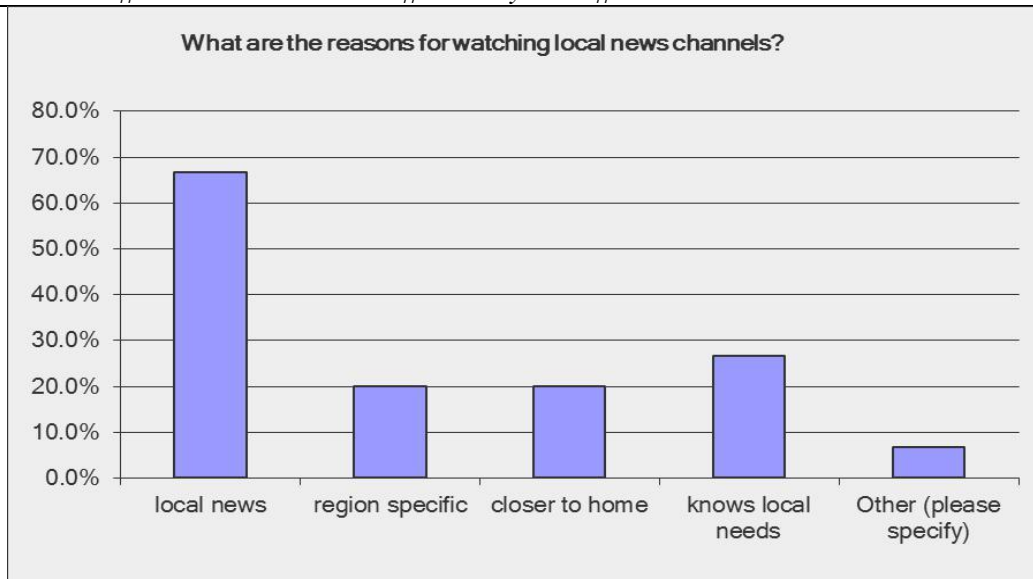
Graph 2: Choice of News Channel

Viewers prefer national news over local news. It's possible that people prefer national news even while viewing local news channels due to the sheer volume of stories covered by national news outlets and the demographic diversity of their audience. This research disproves the hypothesis that the rise of sub-nationalistic tendencies would lead to an increase in regionalist and localist sentiments. In reality, there is a growing sense of pan-Indianism among the city's citizens.



Graph 3: Priority Content of News Channel

When asked why people tune into local news, the vast majority cited a desire to be abreast of events in their own communities. If one investigates this issue thoroughly, it becomes apparent that individuals from various regions of the country desire some regional news in addition to the national news. It's important for them to be abreast of events in Ahmedabad or Udaipur.



Graph 4: Reasons for watching local news channels

News articles were labelled and filed away in distinct folders according to the region they covered. There were three types of news stories: Indian, international, and American. By simply encoding the articles' sources, we were able to distinguish between print and internet media. Stories from internet media were whittled down based on themes revealed by coding of print news articles. Eight categories were used to categorize the news articles. Concerning Influenza, A (COVID-19), the Economy, the Environment, Governmental Policies, Protest, Religion, Terrorism, and Other Topics.

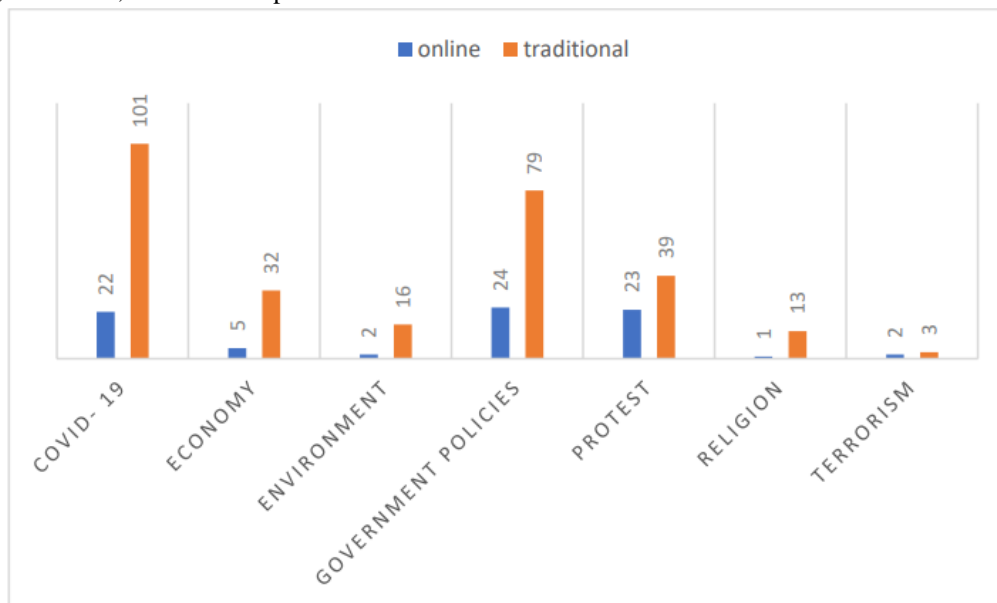


Figure 5 News coverage by media type and theme

Conceptual Framework

At the turn of the 21st century, the traditional methods of producing and disseminating information have undergone a dramatic transformation, moving from a top-down mass media culture to a bottom-up network society, selected, stored, transmitted, retrieved, and used. One of the most pressing ethical, legal, social, and political issues of our day is protecting the right of free expression online, which is fundamental to any really free human society. The transition from an oral culture to a written one, and then to the era of new media, is just as monumental as the introduction of the printing press and the advent of mass-produced printed materials in the 19th and 20th centuries.

That which individuals would not normally think about or believe may be swayed by the media. The media is to blame for a lot of the problems in today's society. The news and regular living have a mutually significant link. As opposed to being a holding pen for problems that have been regimented and imported from elsewhere, everyday life is a domain in which our relations with ourselves and others, and the ways in which we act upon ourselves and others, are constantly problematic through the very process of living, and turned into the object of decision making and resolution, if only in transitory ways. The proliferation of knowledge and information about commonplace problems is one factor driving the rise of service media; another is the fact that this growth has been problematic due to the volume, exclusivity, and contradictoriness of this knowledge and information, all of which have contributed to an atmosphere of doubt and negativity. Even while news outlets are susceptible to the "sensation bug," they do their best to prevent causing harm to their audience via excessive sensationalism. With regards to the recent Punjab state assembly election, it made no effort to defend its so-called exit poll.

A source or message's credibility is comprised of both its objective and subjective aspects. Having credibility goes back to Aristotle's Rhetoric. According to Aristotle, persuasiveness is all about being able to identify what could work in any given circumstance. He identified three types of persuasive techniques that may sway an audience: Ethos (the trustworthiness of the source), Pathos (emotional or motivational appeals), and Logos (the reasoning used to support a claim). The word "Ethos," according to Aristotle, refers to the speaker's personality. The speaker wants to come out as trustworthy. Television, radio, movies, print periodicals, online news sources, and video-sharing websites are all part of India's media landscape. The first examples of Indian press date back to the 18th century. In India, print media first appeared in the year 1780. Since its inception in 1927, radio has been an integral part of our daily lives.

The Indian television scene has "grown up," to borrow a cliché, from the single, dated Doordarshan to the hundreds of other stations available now. With hundreds more projects in the works, this momentum shows no signs of slowing down. Satellite television's reach and continuous coverage have also reshaped the media landscape. The Indian liberal democracy is, to put it mildly, hooked on the 24-hour news cycle. In this age of frequent updates, the traditional boundaries between newsmaker and audience have blurred. Television news media have refashioned the idea of news from its traditional political, social, sporting, and associated themes. In a nutshell, it's mobile information and entertainment. From a critical perspective, this practise may be seen as nothing more than simple sensationalism designed to boost ratings.

In India, the most popular topics for news broadcasts are crimes, movies, and cricket. The ongoing stream of information about all three factors. Format and presentation are sensationalized to attract viewers, which has led to a rethinking of what constitutes news itself. The media's long-held emphasis on objectivity as a core virtue has been recast. As opposed to the traditional approach of delivering facts without providing context, today's television news is more sophisticated and multi-perspective. Because of this, less people trust what they read in the news. According to Dr. N. Bhaskara Rao, head of the Centre for Media Studies (CMS), New Delhi, as cited by Yadav and Sharma (2006), "Studies suggest that the degree of public trust in the media has been on the fall." Arrogance, insensitivity, prejudice, inaccuracy, sensationalism, stereotyping, trivialization, conflict of interest, and a blurring of the boundaries between advertising and news, on the one hand, and news and opinions, on the other, are all common complaints leveled against the media.

In only 15 years, India's media landscape has seen a radical transformation. Because of privatization and deregulation, news organizations increasingly focus on entertainment rather than public service. Issues of journalistic ethics, including accountability, independence, and conflicts of interest, are being impacted by marketing demands, the tabloidization of news, and managerial and economic constraints. Being able to speak up and understanding and upholding the media industry's ethical ideals and standards are more important than a degree in traditional newsgathering. But modern media, whether print or broadcast, care more about readership or viewership than they do about accuracy, therefore they often highlight ambiguous or open-ended events. It used to be that only local news stations would air such tales, but now major TV news networks have joined in. Others are making up their own episodes on unrelated topics like magic and superstition.

Future Scope

Given the lack of study in this area, it is crucial that future studies in this subject focus on uncovering bias in television news media, this might be really skewed data-wise. There is a good reason to believe that news produced in countries where political parties or large corporations' own television news networks is rife with production bias. In addition, future research might benefit from choosing news sources based on the most pressing topics identified by the public, since this would give additional data for assessing the existence and form of bias. It's important to keep in mind that this was rather small research that relied on data from a relatively small subset of the sample, and that the study population was not uniformly dispersed. To that end, it may be useful for future studies if researchers acquire a much bigger dataset from a more representative sample

of the population. The research also has issues with their survey distribution strategy. Our 56-question survey was widely disseminated online, but this created a difficulty in that we may have failed to reach those who do not have Internet access but who may still get their news from print publications. It's worth emphasizing that more extended field survey research covering more space and, most importantly, addressing the population that does not have access to the Internet could be useful in future studies.

Conclusions

The purpose of this research was to determine whether television news programmers can still be trusted by the general public, and the results, based on a survey of college students, support this conclusion. With the introduction of a new Hindi news station, there has been a clear shift toward sensationalism in India's news industry. The 1995 debut of Hindi news channel Aaj Tak was met with optimism that, like Doordarshan before it for almost 30 years, private channels will eventually emerge to serve the needs of the country's vast Hindi-speaking population. In all of this, it seems that competition is fueling the TRP wars at the expense of the credibility issue. It's totally acceptable to lie to convince a new audience to tune in to your channel; journalistic ethics are something that should be taught in classrooms but not applied in the field. The news and opinions on the news that viewers of news channels get to see as a result of its influence are plain to discern. Even if the Indian media sector has expanded greatly, the lack of quality and variety demonstrates a growing disconnection from the actual lives of the people in the nation and the most essential concerns they face. The research found no correlation between gender or location and newspaper credibility. When it came to establishing the veracity of their claims, Rajasthan Patrika was indispensable. The newspaper has a solid reputation among its readers for reporting reliable news. Both the Rajasthan Patrika and The Times of India were deemed reliable sources. This newspaper's readers said they thought it utilized better sources than others. When it comes to trustworthiness in the media, The Times of India ranks quite high. This newspaper was also seen as a reliable source by the audience. Message credibility, media credibility, and source credibility were all determined to be poor for The New Indian Express.

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