

Effects of Breaking News on the Quality of Pakistani Television News: A Journalistic Perspective

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Abstract

The study explores the “Effects of breaking news on the quality of Pakistani television news; A Journalistic Perspective.” With the passage of time, viewers have become more interested in news, what is trending and what is breaking. The importance of breaking news has been increased as every channel wants to be the first to break the news and fill the time of 24-hours with numerous news stories. Breaking news stories varies from social, political and other significant issues which the viewers view every single day. This research examines the journalistic approach to the breaking news stories and what effect does it have on the quality of news coverage of channels of Pakistan. The questionnaire was used as a tool for data collection. The universe of study was Lahore and the journalists from different news channels were the population. Correlation statistical analysis was applied for testing hypothesis and findings which revealed that breaking news stories have a pessimistic effect on the eminence of Pakistani television news.

Keywords: *Breaking News, Quality, Effect.*

Introduction

Pakistan’s television has come a long way during the last decade. The light-years have been passed by from the original television channel, single-owned and operated by state-owned Pakistan television corporation. The beginning of the day would actually be from the Quranic verses that used to be recited at the late afternoons and the end of programs used to take place at the half-hour before the midnight with the Quranic verses. Gone are the days when the schedule for the half-day would have no longer than 4-news bulletin in the following four languages like Urdu, Arabic, English, and another regional language. The news on television in the evenings would usually be about provincial and federal leaders or with the sports news related to cricket or hockey (Ziauddin Sardar, 2012).

Accordingly, news can be divided into two classes which are the soft news and the other is the hard news. Hard news come under the horizon of cores issues which include such as crime, law, international affairs, politics, and the economy while the soft news covers the following aspects such as the sports, entertainment, film, cinema and the hobbies. Hard news affects the viewers more as compared to the soft news which creates interest among the viewers only (Nosheen Hussain, 2014).

In the tradition of journalism, excitement and urgency suggested in the breaking news is nothing more surprising and has immersed in it. The 'scoop' and the 'exclusive' are in the competitive race to echo the breaking news all the way. News has the element of newness and, nothing can be latest than the breaking news. According to the studies of Galtung and Ruge's (1965), they made an argument that why various stories got the importance and considered as breaking news whereas few stories did not even lie at the heart of journalism. Brighton and Foy's (2007) in their study stated that news selection for breaking news differs across media. An argument is made that the values of news are different from one type of news outlet then the other.

The Newslab defined breaking news comes under the category of hard news, comes suddenly and shocks everyone, as it is not pre-defined, pre-planned and cannot be envisaged beforehand. However, with the passage of time media houses has changed the connotation of breaking news and now there is a broader meaning of it. In Pakistan, media gets rumble in the last ten years and have come across to experience innovative ideas and new ideas. Some of the ideas have been copied from the international news channels such as news channels, entertainment channels, health channels, cookery channels, and others. Media houses have been one of the top rates channels in Pakistan which has the main content of 'breaking news' for its viewers to see and aims to inform all the time (Nosheen Hussain, 2014).

The role of the media is the focus of one of the perspectives that are the cultivation thesis. This usually portrays the world of difference from the real world, with the implication that the messages of media is helping to distort the messages for the audience and are also putting individuals into an emotional state and influencing the cognitive state as well (Kubrin, 2006). The magnitude of breaking news is dependent on value of information it contains within itself (MOJO: The Mobile Journalism Handbook, p. 56). As far as crime is concerned, media reports on crime disproportionately specifically on murder, where the patterns of crime are highly neglected, a little attention is given to the causes of crime and leaves an impression that most of the crimes are random. Apart from the crime news, the arrival of an important personality in Pakistan, the resignation of General Pervaiz Musharaf have all been part of the breaking news.

For instance, the arrival of King Saud was everywhere on the television channels of Pakistan where different news channels used different catch-lines in order to give a warm welcome to him. The purpose of these catch-lines was to cultivate a soft-corner in the hearts of people. On the contrary, the case of Asif Ali Zardari and Faryal Talpor or if it is about the recent attack in New Zealand. Every news story is able to leave some way or the other impact on the psyche of viewers and what they actually are viewing in the 24-hours news channels.

The research conducted by the researcher is the effects of breaking news on the eminence of news from the perspective of the journalists. Accordingly, it has become difficult these days for the journalists to meet the goals of a media organization and be able to demonstrate compatibility with other news channels in this modern era. The change in the media systems has also been able to increase the tension between the press and political elites which directly place a question mark on the future of reporting and quality of news. Yet those who have been in this field for the past many years particularly focus on the quality content shown on the television.

Previous researches have always been conducted from the perspective of a viewer and how they actually view a channel, drama or any series. The unique point of this research is that the rather than the audience, a study would be carried out from the point of view of a journalist specifically from Lahore, Pakistan and how to examine what is their perception on the 'breaking news stories' and do they actually leave an effect on the quality of new coverage or not. Professional journalists have examined that the attention that is given more to the audience has resulted in the loss of quality in journalism.

The specific objectives of this research will the effects of breaking news stories on the quality of news of Pakistani channels. The general objectives of this research would be to examine the perspective of the journalists.

Literature Review

Breaking stories are described and passed on to current events or 'break'. Events and events included in the news of the arrival of a major crash are not expected such as a plane crash, a burning building or the tragic death of a celebrity (Rogers, 2019).

Stanescu, G. C., 2015 in 'Breaking news and news awareness, between data and measurement observations' from Social Sciences and Educational Research. Research conducted into the concepts of news stories. Life in the digital age, a time when information travels at full speed and travels from one end of the earth to the other in just a few minutes. General interest information has a strong impact on humanity and is transmitted quickly, especially through the internet and news networks, capturing information directly from the place where the event took place or by the mediator of other media channels, such as news organizations or other TV channels. Therefore, it is very important for journalists to give some value to the research of the story before broadcasting it such as raising awareness of the news or controversial issues and analyzing the impact the information has on the audience. This is because, at present, the researcher has reached the point of creating 10-12 stories a day, a fact that leads to a decrease in the credibility of journalists and can lead to ridicule in journalism or news alerts (Stanescu, 2015).

Cushion, Lewis and Roger (2015) on 'Adopting or resisting 24-hour news details on bulletins in the evening? UK television news mediation 1991–2012' from Journalism: Theory, Exercise & Criticism undertaken a United Kingdom (UK) long-distance content review of the evening news period between 1991 and 2012 (N = 2040) for a systematic review. whether they have adapted their age-old news format with live and live meetings. Drawing on mediation concepts and journalistic interventions to interpret editorial changes, the findings further show that the modified media editing wallpapers range from 'daily' coverage to cover as many stories as possible '(as news channels now want). We found increasing reliance on written content under greater emphasis on live reporting from journalists (rather than external sources) who were frequently asked to respond quickly, update, and interpret stories, especially in the political world. We suggest that this represents the mediation of television news, and broadcasters are increasingly being enrolled in a journalism journal that is more closely related to 24-hour news values rather than a fixed time frame (Stephen Cushion, 2015).

Lewis, J., & Cushion, S., (2009) in 'Thirst for News: An analysis of news stories and their impact on the quality of 24-hour news in the UK' from Journalism Exercise explored the growth and denial character in two news channels for 24 hours in the United Kingdom, Sky News and BBC News 24. Our aim is to explore, in detail, the nature and role of news distribution and, in particular, their impact on the quality of television journalism. We are compiling a series of content analysis for news editing programs conducted in 2004, 2005/6 and 2007, and we are comparing the elements of a story that violates the news with the usual media trends. Our findings suggest that "illegal news" has become a culturally significant 24-hour news item. This growth means that the mainstream media is becoming an unthinkable and commonplace phenomenon. In addition, by many measures, news-breaking stories are less well-informed and include less independent reporting than conventional news items. As a result, we argue, the decision to cover high-quality news undermines the quality of journalism (Cushion, 2009).

Saltzis (2012) in 'Breaking News online: News on how news is updated and maintained day and night' from Journalism Practice explored the effects of online "day and night" news cycles on a news product. It emphasizes that due to the increasing emphasis on continuous restrictions, "news stories" are purified by mixing water, constantly updating / correcting a product that challenges media ideas as part of the work. In this context, "time" becomes the most important aspect of news production and enhances some of the earlier methods of news. A "continuous news story" can change many times during the day and challenge the concept of news as a finished product of journalism work. The study reaches six UK news websites and monitors how certain stories are violated and updated during the day. It focuses on the frequency of updates, the amount and type of additional information and their sources in order to investigate news update

patterns in each organization. Emerging media revitalization patterns suggest that we need to rethink “news stories” as a structured business associated with different media cycles. Although daily cycles are not completely completed, news stories are rarely completed.

Young (2009) in 'Sky News Australia: The impact of local 24-hour news on Australian political reporting' from the Journalism Study conducted a study that despite having very small viewers, Sky News (so far, Australia's The 24-hour news channel produced here has recently become an important political / communications player in Australia. A major broadcaster in Australia. He has been an important source of journalism and has promoted a fast, long-running media and digital media house, how to incorporate journalism content. Sky also influences the behavior of Australian politicians, enhancing its media coverage and a number of media outlets exist and serve as an important platform in which they try to influence the mass media coverage but also shape political outcomes such as leadership wars. This article explores these issues and looks at the kind of “high-profile communication” that is taking place with Sky News.

Meijer, IC, (2013) in 'Visible Journalist: The quest for quality from a good user environment' from Journalism has examined the fact that many trained journalists and journalists view the increased attention paid to audiences as one of the causes of the gradual loss of journalistic quality. They think that if ratings, circulation rates, hits and share define journalism content, lower journalistic values are offensive. This article explains why and why journalism quality studies should take serious students, listeners and viewers of journalism seriously. Reported to a different type of study measuring public interest interests and preferences; one that focuses on value - what makes journalism valuable to people and how media organizations can provide this. By introducing staff 'information and public knowledge of quality information instead of their focus on the topic, the article shows how entertaining viewers can be combined with producing excellent journalism.

Kleemans, M., & Hendriks Vettehen, P. G. J., (2009) in 'Sensationalism in Television Issues: A Review of Sensationalism in Television Issues is frequently discussed in public debate. In many cases, it is considered a bad product of technological innovation driven by the market. Market-driven journalism is believed to have had very strong news stories using sensationalism as a way to attract the attention of the audience. In light of this, a growing number of academic subjects are paying attention to sensationalism, especially in the area of television news. This chapter provides a review of these studies. The review begins with a historical account of how the notion of learning sensationalism emerged decades ago. Next, the causes of sensitivity to television news are discussed. Finally, focusing on the effects of sensationalism on news viewers, taking into account the useful function of the media. This review gives us an opportunity to find questions that will be resolved to create a sense of awe. This chapter can therefore be seen as the starting point for further research on sensationalism in television news..

Theoretical Framework

This study analyzes the effects of breaking news stories on the quality of Pakistan news channels from the perspective of the journalists. With the changing trends in news reporting or live news reporting, several scholars have identified this ‘change’ and labeled it as the mediatization. As can be explained in more detail, this concept has been used to interpret the extent to which the media influences social differences that lead to changes in the way they operate over time. It is set in another way where the media has become like one of the great forces, the magnitude of their combined power manifesting itself in a news line informing institutional ethics. If television news outlets begin to accept formats that continue to stand out in broadcast or online journalism, it would be considered as the mediatization of journalism. Similarly, the Pakistani news channels have adopted the formats of breaking the news after every minute which has now turned into the mediatization of journalism where the trends have been increasingly changed and there is a significant change on the society as well. The society includes both the viewers as well as the journalists who are following the media logic to break a news story.

Research Methodology

The methodology that is selected in order to conduct this research is survey method. In this chapter, the research design and the research methodology would be discussed in detail.

Hypothesis

H1: The effects of breaking news on the quality of news is positive from the journalistic perspective
 H0: The effects of breaking news on the quality of news is negative from the journalistic perspective

Research Design

In the present study, the researcher has observed the effects of breaking news stories as being a media student on the quality of news coverage.

Reliability Statistics and Correlation Test

Reliability Statistics Through Cronbach's Alpha

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .376 | 3 |

Reliability statistics confirmed the consistency of the questionnaire. The final results of this research work were followed by data collection from 200 respondents and the data were reliable enough.

Hypothesis Testing

The researcher applied the correlation test to find the statistical findings.

Hypothesis

H1: The effects of breaking news on the quality of news is positive from the journalistic perspective
 H0: The effects of breaking news on the quality of news is negative from the journalistic perspective

Correlations

| | | Do you think that the quality of journalism has varied over time? | Do you feel that the credibility of journalists has declined due to the trend of breaking news? |
|---|---------------------|---|---|
| Do you think that the quality of journalism has varied over time? | Pearson Correlation | 1 | -.322** |
| | Sig. (2-tailed) | | .000 |
| | N | 200 | 200 |
| Do you feel that the credibility of journalists has declined due to the trend of breaking news? | Pearson Correlation | -.322** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 200 | 200 |

** . Correlation is significant at the 0.01 level (2-tailed).

The aforementioned results reveal that there is a negative correlation between these two variables. The $p > 0.05$ rating indicating that H1 of this particular method is not used and H0 was accepted concluding that the effect of high-quality news outcomes is not good from a journalistic point of view and as a result the credibility of journalists has been compromised.

Discussion and Analysis

The researcher had started this research as it was observed the trend of breaking news has been increased day by day and more television channels are emerging. The viewer's perspective is mostly studied in researches where what effect does television have on them and either it is positive or a negative one.

In this research, a new dimension has been explored and identified where the perspective of a journalist has been taken into consideration. A numeral of news channels such as SAMAA TV, ARY News, Dunya News/Lahore News were studied and different journalists shared their perspective on this statement that is the trend of breaking news affecting the quality of news coverage of Pakistani news channels.

Through this research, it has been proved that a negative effect is created due to the trend of breaking news stories which is affecting the quality of content that has been shown on the television through breaking news. The credibility of journalists is also decreasing due to this new trend of breaking news which places the future of journalists in doubt.

Conclusion

The trend of breaking news stories has been increasing day by day and every news channel is in the race to be the first one to break the news. A majority of journalists agreed on this statement that the quality of news has been varied over time.

A number of reporters and producers agreed on this question that the quality of journalism has been varied over time. They also agreed that due to breaking news stories, an informational environment is created but at the same time agreed that the credibility of journalists has declined due to the trend of breaking news stories.

The researcher also came to know that the majority of media people strongly agreed on the question of privatization and the race of rating has led Pakistani news channels to adopt the trend of breaking news stories after every hour and then.

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