

PARTICIPATORY CONSTRUCT OF FEMALE TELEVISION NEWS ANCHOR IN DEVELOPMENT AFFAIRS OF THE COUNTRY

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Abstract

Women manipulating and gearing media provoke other women to participate in the woman liberation movement. Much debate has focused on the role of female television anchors in building an empowered environment for counterparts. The traditional female archetype sees a woman to company men in the field, cook bread, and expand the hierarchy. Media allow revamping the conventional image of a female into a strong, independent news presenter. Woman Television anchor inherits a strong character that puts her in the position of authority and responsibility. She balances family with 24X7 national duty and serves as an inspiration. These women 'on-air' hold a stake in collective voice and represent minorities, backward classes, and females and ultimately accelerate the wheel of national development.

In this paper, the researcher tries to compare verbal and body gestures of four female television anchors in covering events of national-international importance- two from international and Indian media each based on the following parameters:

- (a) Body language- paralinguistics (b) Verbal use of words (c) Type of presentation
- (d) Type of stories assigned (e) Ethical approach (f) Time slot (g) Physical appearance
- (h) Contribution towards woman empowerment (i) Contribution towards nation-building

Keywords: women, reporter, female television anchor, national, international

INTRODUCTION

Development is a participatory process of social change in the society which is incomplete without communication. Communication helps to empower people to recognise important issues of the society and creating a basis for concerted action. Media act as a powerful platform and provide tool to the people to communicate and interact by providing them the required information.

Media reflects a male dominated field. Despite this, there is a section of female television anchors who over and done through all the difficulties and emerged as an example for millions of women like themselves. She cooks at home, leaves home and work away from home. A survey of 128 local women anchors showed they are concerned about their physical appearance, difficulty in balancing career with family and juggling roles between

mother/wife and newscaster (Erika Engstrom, Anthony J. Ferri, 1998).

Their fight and role in development process is often neglected whereas men and masculinity have until recently escaped critical attention. Various representations of a woman television anchor construct the working at the intersection of sexism, fashion and compassion none of them effectively express her ability and subjectivity. According to Lavin and Cash (2001) physical appearance plays a key role in social interaction and is most obvious criterion to prove the credibility of the news.

Mahatma Gandhi wrote that nonviolence is woman's inborn virtue. For ages together man has been trained in violence. To become nonviolent they will have to generate womanly qualities in them. Women are accustomed to making sacrifices for the family; they will now have to learn to make an offering for the country and hence welcomed them to join the freedom movement. Media is influenced by rating game. A study reveals that the presentation of male anchors is more appealing to the viewers in comparison to female news anchors in private news channels (Abdul Rehmani Madni, Muhammad Shahzad, Mudassar Abdullah, 2012)

A woman guided by society restrictions stepping forth in media has to look after her family and manage career at the tip of deadlines and hustle in wild stampede of men. A woman has to resist structural sexism prevailing in the media industry. A study on life and professional challenges of female journalists in Kerala reveals that media is a platform of gender discrimination. They are not given stories that involve risk and are challenging. They are recognised secondary and considered as object of satisfaction. It is not the problem of Kerala solely but the scenario is same across the media of the world (Priyanka Rajeev, Midhila.M.S, Karthika.C).

Television dramas and cinema routinely features woman as victim, villain, lover, abused and assisted by paternity. A female television anchor is a confident woman who motivates to get educated, to have a strong will power and have goals. Media is a competitive terrain across which a woman struggle for expression through the image and already built perception of 'ideal' woman in a cultural society. Even though the global media provide a space for woman identification, she has to compete with other social forces that fantasise woman as a submissive sex object.

Content analysis of 450 news stories broadcasted by five Australian television networks over a period of one week found that men were overly represented as presenters and news experts. On the contrary to it female journalists were seen associated with low-frequency, low-ranked subjects and despite their increased participation they were exempted from hard news and high- status stories (David J. Cann & Philip B. Mohr (2001))

A study critically analysed how three national newspapers framed newcomer television between 2002 and 2006 who chaired the evening news programs of ABC, CBS, and NBC. The result showed that these newspapers regularly framed the anchors in terms of their reporting experience and reporting style as well as in terms of personal characteristics such as personality, appearance, age, and sex. The newspapers mostly formulated the image of female anchors on the basis of sex (Paul R. Brewer, Timothy Macafee, 2007)

OBJECTIVES OF THE STUDY

- To study the effect of female news anchors (national and international) on female viewers of India
- To know whether there exists a significant difference in male and female television news anchors
- To study the role of female television anchor in nation-building and as a role model

HYPOTHESIS

In order to know the effect of female television news anchors in Indian and international media, following hypothesis have been tested:

H01: There is no significant difference in effect of male and female television news anchors of Indian media

H02: There is no significant difference in effect of male and female television news anchors of International media

H03: There is no significant difference in effect of female television news anchors of Indian and International media

RESEARCH DESIGN

SAMPLE SIZE

This study is based on the survey of 122 Indian female respondents. A questionnaire was distributed to 145 respondents, out of which 125 were received. But due to some missing values in 3 responses, only 122 of them were considered for the study.

SAMPLING METHOD

Quota sampling is used. Quota Sampling is a sampling methodology where data is collected from a homogenous group. The respondents were school- going students, those doing graduation and post-graduation along with teachers, home maker, Phd scholars, business woman and journalists located in Delhi NCR. These females watch television news on daily basis and follow both Indian and International media channels.

RESEARCH TOOL

An Online Questionnaire was circulated to the target groups and responses were received over internet

RESEARCH STATISTICS

The survey was conducted on five point Scale where 1 means 'Always' and 5 means 'never'. The data was analysed with the help of SPSS 2.3. To test the various hypothesis given on the study, independent sample t- test and frequency distribution were used.

TABLES AND FINDINGS

Group Statistics					
	group	N	Mean	Std. Deviation	Std. Error Mean
Anchor	male	122	2.5902	.85042	.07699
	female	122	2.2049	1.00362	.09086

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
Anchor	Equal variances assumed	3.384	.067	-3.235	242	.001	.38525	.11910	.15065 .61984
	Equal variances not assumed			-3.235	235.651	.001	.38525	.11910	.15062 .61988

Table1.1. Effect of male and female television news anchors of Indian media

The table shows 1.1 shows the effect of male and female television news anchors on Indian females. Male television news anchors has a mean 2.5 whereas female television news

anchors has a mean 2.2. Standard deviation for male television anchors is 0.85 and for female it is 1.003. As per the Levene's test for equality of variances the p value associated with the test is 0.001. Here $p < 0.05$ the H_{01} is rejected. There is a significant relationship in the effect of male and female television news anchors of Indian media.

Group Statistics					
	group	N	Mean	Std. Deviation	Std. Error Mean
Anchor	male	122	2.7049	1.08855	.09855
	female	122	2.4180	1.23208	.11155

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
Anchor	Equal variances assumed	3.496	.063	1.927	242	.055	.28689	.14885	-.00632 .58009
	Equal variances not assumed			1.927	238.380	.055	.28689	.14885	-.00634 .58011

Table1.2. Effect of male and female television news anchors of International media

Table 1.2 shows the effect of male and female television news anchors of International media on Indian females. Here the mean value for male television anchor is 2.7 and 2.4 for female television anchors. The p value for the above test is 0.055. Here $p < 0.05$. H_{02} is rejected. This shows that there is a significant relationship between the two groups.

Group Statistics					
	group	N	Mean	Std. Deviation	Std. Error Mean
rolemodel	Indian	122	2.2049	1.17789	.10664
	International	122	2.0574	1.03891	.09406

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
rolemodel	Equal variances assumed	5.918	.016	1.038	242	.300	.14754	.14219	-.13256	.42764
	Equal variances not assumed			1.038	238.283	.301	.14754	.14219	-.13258	.42766

Table1.3. female television news anchors as role model

Table 1.3 shows female television news anchors of Indian and International media as role model for Indian females. The mean value for Indian female television news anchor is 2.2 and it is 2.05 for international female television news anchors. The p value for the above test is 0.300. Here $p > 0.05$. This indicates that Null hypothesis is accepted. The groups are not significantly different.

Group Statistics					
	Group	N	Mean	Std. Deviation	Std. Error Mean
Anchor	indian	122	2.2049	1.00362	.09086
	international	122	2.4180	1.23208	.11155

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Anchor	Equal variances assumed	6.873	.009	-1.481	242	.140	-.21311	.14387	-.49651	.07028
	Equal variances not assumed			-1.481	232.489	.140	-.21311	.14387	-.49657	.07034

Table1.4. Effect of female television news anchors of Indian and International media

Table 1.4 shows the effect of female television news anchors of Indian and International media on Indian females. The mean values for Indian female television news anchor is 2.2 and it is 2.4 for International female television news anchor. The p value for the above test is 0.140. Here $p > 0.05$. H_0 appears true. This shows that the two groups are not significantly different.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	always	42	34.4	34.4	34.4
	often	35	28.7	28.7	63.1
	sometimes	34	27.9	27.9	91.0
	rarely	9	7.4	7.4	98.4
	never	2	1.6	1.6	100.0
	Total	122	100.0	100.0	

Table 1.4 participatory role of Female television news anchors

Table 1.4 shows the participatory role of female television news anchors in Indian and International media analysed together.

CONCLUSION

The role of female television anchor is not limited to news reporting and news reading. They influence many other females of the society around the world who watch them. Among the respondents 46.3% were between the age group of 15 and 20 years, 26% were between the age group of 21 and 25 years, 4.1% varies from 25 to 30 years and 23.6% aged above 30 years. Among them 52.8% respondents were enrolled in graduation, 12.2% completed their graduation, 7.3% were enrolled in masters, 14.6% completed their masters, 5.7% were PhD and 6.5% were school going females. According to the research the 83% respondents saw female news anchors hosting current affairs program.

Lyse Doucet is a senior BBC reporter and correspondent who is known for rigorous coverage of war inflicted areas like Pakistan, Afghanistan, Iran and across the Middle East. Lyse covered the Syrian war in-between guns and pistols without any fear on her face. She looked confident and bold. She talked to the civilians, children, and militants. Lyse has an emotional side to her as well. In an interview with ABC News, she said that war like in Syria is a war on society. Life is shattered. There is an opposition, there is a government and then there are people. She fiercely asks questions on human rights, humanitarian crisis and never afraid of questioning the governments of the world. Lyse looks confident in her short hair and western attire. While covering the impact of war in Qusayr and Yarmouk she relentlessly reported the pain and suffering of females without over-dramatic presentation. She never shouted or intimidated and never went loud. She is a living example of a brave and courageous woman.

Brooke Baldwin is the host of CNN Newsroom. She has always been critical of Trump and his policies. She stood for three female journalist colleagues on her show smashing Trump for calling the fraternity 'stupid', and 'nasty'. She showed her anger with US president Donald Trump without overdramatizing it or portraying a woman weak. Her anger did not turn violent. She hosted special shows on sexual assault and alleged abuse of vulnerable women. She often was seen getting emotional. In one of her shows she revealed that her boss called her to cover mass murder in the US, she went emotional throughout controlling her tears in eyes. Brooke is an example of an outspoken woman. She looks bold in her western clothes and blonde hair bangs. She uses her hand gestures while speaking.

Anjana Om Kashyap is an Indian news anchor and reader in Aajtak. She raises female related issues like rape, abuse, violence, and smuggling. She represents a brave Indian woman with straight forward approach. She wears western clothing with her open long hair. Her confidence in face blends with anger and loud expressions. She quite often gets involved in debates and starts arguing with her guests.

Rubika Liyaqat is a famous television news anchor currently in ABP news. She raises woman related issues on her shows. While hosting a program she went emotional and appealed viewers to put a stop on rape cases in India. She hosts television debates and often observed arguing with them with a negative body language. She once on her show interrupted a political leader who disrespected the traditional woman attire of India and made him on his knees.

The effect of female television anchors of Indian and International media shows that there is no significant relationship between the two. According to the research 55.3% respondents likes the language and tone of Indian female television anchors and 30.9% dislike their content. The research found that 42.3% respondents feel same in case of international television news anchors and like their language and tone. The researcher found that while international female television news anchors keep patience and calm, Indian television news anchors get loud in tone, get emotionally affected and uses a negative body language. Though Indian female television news anchors are epitome of an empowered woman they do not wear traditional Indian clothes on their programs that would reflect the Indian culture on televisions.

According to the research, only 3.5% of respondents like to watch government-owned news channels like DD News, Rajya Sabha TV and Lok Sabha TV. Aajtak is the most-watched

television news channel with 27.67% of respondents voted for it. 61.60% of respondents like to watch BBC. This shows that Indian females do not rely on television news channels run by the government in India. On the contrary, they like watching a quasi-autonomous corporation BBC. Fluctuation in viewership is observed in the case of news channels of Indian media. Only 8.9% of respondents like watching English based Indian television news channels.

According to the research, there is a significant difference in the effect of male and female television anchors of Indian media. The result is same in the case of International media where there is a significant difference in the effect of male and female television anchors on Indian females. According to the researcher, the presence of male television news anchors is more observed in Indian and international media.

In the case of female television news anchors as a role model, the two groups are not significantly different. The research found that female struggle in media is long-lived. Even a single television news anchor who comes on television sets an example for many other females from her community to raise voice against injustice and tyranny. Female television news anchors are confident, independent and possess leadership quality. They are a role model for females aspiring to reach the zenith of this field. However, the research also points out the fact that female television news anchors are watched out for their fashionable looks. Female television news anchors are accused of been biased in terms of following a line of ideology and one-sided content.

Among the respondents, maximum females believe that female television news anchors do contribute to the process of nation-building. They talk about women security, stand strongly against rape cases, sexual assault, acid attacks, and empower women. Female television anchors should be given powerful stories that are not endorsed on their looks. They are opinionated women. Even because of a considerable gender- gap in the media industry female television news anchors break the set stereotype.

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