

Ques 1: name some
key approaches to
television study as
discussed by burton
essay...

[Media](#), [Television](#)



Graeme Burton gave some specific models of the mass media and theoretical approaches and in general for the study of television. He has said in his book and in his papers that television is a part of society and culture. As such it should not be considered as a separate entity. It does not exist outside of the realm of society and is, in essence, one with it. According to the approach stated by him, this concept is also applicable to those people who are a part of the television industry and the system i. e. they too are an integral part of the society. Culture and society are indistinguishable from each other to a large extent. Whatever culture exhibits itself in a society is a representation of the habits and traditions of that society. This culture also acts as a foundation on which the social structure and relationships are built in the future. Television only does the work of displaying the culture and relationships of a society i. e. television is a reflection of the reality that we see around us in our daily life. In fact we can say that TV is also a form of cultural behavior. Our actions and our philosophies are the things reflected on TV. We derive meaning of what we see based on these ideologies and values and thus proclaim whether something is right or wrong. When we discuss TV we need to be objective. Views about TV may co-exist but at the same time they can also be mutually exclusive.

Ques 2: What are the characteristics of transnational television?

When television was first launched it was limited by the boundaries of countries. However, with the advances in technology and, to some extent, globalization, television too has managed to cross borders and reach people in every corner of the world. This is what is called transnational television. At

the heart of this change is the current regional as well as global restructuring of media houses and companies. Some of the characteristics of transnational television are:

- It brings together contributors from all parts of the world and geo-cultural regions.
- In today's times, there is already a variety of existing cross border television channels.
- This has encouraged contributors to study in detail and analyze corporate practices to understand how TV channels can actually cross borders.
- International feeds are now adapted to suit the local tastes of the region in which it is to be broadcasted.
- The areas covered by transnational television are not limited. They cover a variety of niches like sports, movies, religion and adult entertainment among many others.
- Public as well private broadcasting companies have permission to launch transnational television channels. Every broadcaster can participate in this.
- The practices of adaptation will differ according to different channel types and the region in which it is to be broadcasted.
- The size of the audience or the receptors and their access to cable and satellite services is one of the main factors that determine development of cross border channels.
- Even though satellite providers are targeting to go global, communications satellite networks prefer to stay regional.
- Transnational flow and transfers can be seen not just in the way institutions and people move but also in the format of the programs as well.

- When considering the scope of transnational ties and cross border television, one needs to be equipped with the relevant written and audio visual sources as well as the necessary language skills.
- International TV is not just deterritorilizing but also bringing together different cultures.
- Many national TV channels are produced in more than one location.
- Transnational TV channels are not entirely free of geographical impediment. Most TV markets are bound by the local definitions and have to follow the national and international regulations.

Ques 3: Define and discuss news agenda and news values.

News Agenda: An agenda is a list of things prepared usually in order of importance. In relation to news and journalism, the agenda is always concerned with the audience or the public. One might say that in media, the news agenda is synonymous with the public agenda. Sometimes there are conflicts in deciding which news is important and which is not. This happens at times when the interest of the media agency and the public compete with each other. There is a very strong link between media agendas and the perception of the public. The link that exists between the perception of the public and the agenda of the media is actually what determines whether a news is important or not.

News Values: The various applications of gate keeping and agenda setting are very complex. However, they are governed by a set of rules, which even though might be vague, are concerned with the performance of the media. These set of rules are the news values. There are various authors who have

written about news values. Such values have been defined as culture free and linked to other cultures. James Watson has identified certain factors such as frequency, amplitude, unambiguity, familiarity, predictability, surprise, correspondence, composition, eliteness or people and countries, personification and negativity. Journalists and news editors use these set of values to determine what the viewers would like to see or what the audience expects. Some are discussed below in detail.

- Negativity: related to bad news like death, tragedies, scandals etc.
- Predictability: Mainly concerned with questions such as does the outcome of a particular event match what the audience had expected?
- Elite Nations: Stories related to a powerful and much talked about nation, especially those that are considered in power.
- Elite People: Stories related to powerful people such as politicians, celebrities, business men.
- Exclusivity/Surprise: Whether the news agency or newspaper is the first to relay this news to the audience.
- Personification: Stories that center around a person or human interest stories.