

CHAPTER 7

SUMMARY OF FINDINGS AND

CONCLUSION

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7.1 FINDINGS

On the basis of the above analysis the chapter can be summarized into the following points-

1. PTI is one of the leading news agencies of Asia.
2. It is leader in the news business in India.
3. PTI is run by a Board of Directors with the Chairmanship going by rotation at the Annual General Meeting. The day-to-day administration and management of PTI is headed by the Chief Executive Officer.
4. Press Trust of India (PTI) is India's premier news agency, having a reach as vast as the Indian Railways.
5. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. Collectively, they put out more than 2,000 stories and 200 photographs a day to feed the expansive appetite of the diverse subscribers.
6. PTI subscriber base includes the mainstream media, the specialised presses, research groups, companies, and government and non-governmental organisations.
7. Currently, PTI commands 90 per cent of new agency market share in India.
8. News agencies are facing competition from other sources.
9. The reporting and news writing pattern of agency news is changed and now it is not restricted to factual reporting only. Nowadays agency journalists also add analysis and interpretations in reporting.
10. Technology has changed the functional mechanism of agency journalism In India. PTI has shifted its working from old teleprinter or wire services to Internet based service.

11. Computer has become most important equipment in the offices of PTI.
12. Journalists prefer to use laptops and sometimes mobile phones to send the news.
13. Due to technological advancement and to improve economic viability in its operations PTI has gone through several changes in work culture.
14. PTI now prefers to deliver its news contents through the internet and email services.
15. PTI uses social media platforms also and it has accounts on twitter and facebook.
16. PTI has widened its coverage area and apart from major national and international happenings it also covers business news with same seriousness.
17. PTI does not knowingly accept unsolicited submissions including, without limitation, submissions of scripts, story lines, articles, fan fiction, characters, drawings, information, suggestions, ideas or concepts.
18. PTI has included subjects like lifestyle news, human interest news, Bollywood and Hollywood news in its news coverage.
19. PTI improving itself on the front of technology and variety to face the Competition in the market successfully.
20. PTI keen in launching specialised services and apart from incident based News it provides photo feeds, data and graphics, visuals, share market rates etc.

7.2 CONCLUSION

The Principal Objective of a news agency is Delivered impartial and effective news flow from authorized, authentic resources with application of latest technologies to time bound news delivery manner .News agencies delivered national and Trans national news to Newspaper and reduces the cost of news production .The news

content meets public interest feature like government programme implementations effect, socio – economic factors coverage, political stability.

Newspapers all over the world extremely depend to a large extent on news agencies or wire services on news coverage. Leading papers do not have their own strong & well organized international news delivery network & News Papers dependence on News Agency's international News is chronic tendency. News agencies responsible for exchange of the international news & others more important that they play a major role ultimately, the role of news agencies cannot be ignoring in present conditions.

News agencies are generally concerned to establish a wide range of news category that highlighted the major geographical, political, economic and social happening in the country. The wholesaler' concept of news agency operations presently crack down , due to Internet boom , social media, citizen journalist and by the telecasting of Live News . The Internet would be the key of in era of the marketing, with total influence on traditional news gathering, production methods. The Internet makes the business environment more competitive as it is free source of news. Poorer media clients to withdraw their subscriptions to agency services. It is very alarming problem for national agencies .The Hindi media registered Commendable growth due to poorer financial status of some of the leading news agencies.

The challenges that news agency faces are the aggressive sales policy. Newspapers increasingly deviated towards the features article. News agencies are potential input of news to political, economic and financial sectors and considered dissemination tool for disseminating govt policy, programme in very effective manner. The News agencies 'have catalyzing the function of gathering and dissemination of news to newspapers and other subscribers,. News agencies keep media engaged in universal flow of quality news. In era of globalization and innovation in technology the role of news agency are very crucial.

News agencies have maximally utilizing the application of the latest communication tools for free flow of dissemination of news across the globe. Press Trust of India has, since its inception from 1946 being the torch bearers of Indian news agency. News agencies have played important role in the news exchange mechanism with the international news wire. On the basis of assessment of Interviews, news Content analysis, news Observation Study indicate the pattern of Utilization of agency news in

domestic Press, National Relations and projection of India, Positioning of News on India, Subscription methods, and Utilization of News agency input. News space of India Stories in international Newspapers, Handling news Biases and other issues.

PTI collects process and convey news to subscribing institutions around the India world. It is important to remember that PTI is not only the largest organization with the biggest infrastructure for newsgathering, but also plays very significant function in news processing and transmission. PTI technically produces raw information, but also more elaborate pieces of ready to print news reports, analysis and comment, which subscribing news organizations can freely reproduce, fully or in part, introducing any alterations or rewriting they consider necessary, without even acknowledging the source. In the journey of its service to the newspapers, media organizations and other subscribers PTI has gone through several changes in its working philosophy, work culture, work patterns and work environment. These changes or progress can be named as the paradigms in the life of PTI.

FDI and opening of doors of news media business for other country's news organizations also negatively affected the monopolistic position of PTI in the market. Number of media houses developed strategic cooperation with foreign news organizations and became able to get their news by themselves. 'With the proliferation of mobile communication technology and social media, news agencies no longer hold a monopoly over the fastest mass communication of breaking news.' (<http://journalismresearchnews.org/report-new-challenges-for-news-agencies/>).

In the early days Teleprinter was the main technology used by PTI to send news to its subscriber. Now in the age of ICT satellite and Internet technology has changed the mechanism of news transmission. PTI is sending news to its subscribers with the help of modern ICT technologies. Subscribers are connecting with PTI and after visiting website of the agency by using login and password they can download the news of their preference. Technology has changed the working culture also as now the deadline is reduced and reporter has to update information more frequently. First they send the news to New Delhi headquarters where editor after have a look pass it for open circulation.

PTI's site provides free access to major national, international, sports and commercial news, and its principal purpose is promotional. All services - text, pictures, graphics,

and data - are available to media and non-media subscribers by e-mail. The web is an additional delivery vehicle that extends the range and reach of services. Diversification does not depend on but is facilitated by the web.

PTI had been famous for reporting factual news without interpretations. But in the later stage it adopted new policy for news writing and reporters were allowed to use colours in the news as emphasis shifted from only serious news to the feature, human interest, sports and celebrity news. The approach of readers is being influenced with generation change in the society. Facilitating the process of news coverage, the technological advancements have effectively been enabling the content providers to offer what readers generally like to read. As PTI's subscribers required more news stories related to Hollywood and Bollywood, and sports, etc; and accordingly, PTI had to expand its offerings in these segments.

With increasing commercial activities and demand for such data graphics have become important part of the PTI coverage. This trend is even increased after coming of economic liberalization. Such inclusion has affected the presentation of information by agency journalists. PTI launched its graphic services in August 1993 to fulfil the increasing market demand and since then it is one of the regular and popular service of PTI. Prior to this launch PTI started its photo division in the year 1987. After starting separate photo division spectrum of PTI service widen and added colour into the basket of PTI.

PTI is a cooperative organization, a non-governmental body that serves the purpose of supply news to the news organizations. In opinion of most of experts and journalists major changes have been opted in the work culture of PTI. Due to technological advancement and to improve economic viability in its operations PTI has gone through several changes in work culture. ICT based system of sending information has influenced journalist to change of pattern of their reporting. Now internet feed is most common option of sending information. In recent years PTI has closed number of its bureau offices and reduced the supporting staff's number.

7.3 SUGGESTIONS

1. News agency journalism is one of the important and necessary institutions of the media world. Credibility, accuracy, objectivity are three pillars that are intact in the reporting of news agencies than any other news organization. This study recommends that this tone or commitment of the news agency journalism should be sustained.
2. Press Trust of India represents our country on the international forum and this representation is very crucial for international image building and image promotion. Though the necessity of agencies for foreign news is reduced but it is important for us to have one official but neutral platform to give right picture of the nation outside.
3. News agency journalism is facing serious challenges from social media, blogs and other interactive digital platforms. To cope up such challenges PTI needs to be very exclusive and determined in reporting truth. Nose of the news should be sharp.
4. This study suggests to incorporation of dynamic and progressive management policy to survive in the competitive environment.
5. Technology has played very important role in development of PTI. PTI should be very keen in adaptation of modern communication technology for effective organizational management and cost reduction.
6. Modern technology's use should be promoted to develop round the clock reporting and updating. This system can help in satisfying the needs of existing and conventional customers as well as can be helpful in getting new customers from unconventional fields like news websites.
7. PTI is in strategic collaborations with various organizations worldwide. Nowadays such collaborations are important for expansion and strengthening of network, therefore it is suggested that PTI should try to establish collaborative partnerships in unexplored areas like same players from Africa and Middle East.

8. The agency journalism is almost unexplored area in the media research. The present study finds immense scope for researchers to conduct research on the various aspects of the agency journalism.
9. Since most of agencies are working in private sector or in cooperative sector, so the meaningful data availability is very rare. Here news agencies should made available data related with their progress, history, partnerships and operations to the researchers. This may be a helpful effort to conduct meaningful studies.