



RESEARCH ARTICLE

Overview on biased news reporting of Indian television with legal aspect

Sadhana Gaikwad^{1,2*}, Rajvardhan¹

Abstract

Indian Television plays an important role in shaping public opinion and distributing information. Various private channels, regional networks, and digital platforms are sharing news information. They are influenced by political affiliations, corporate interests as well as TRP's increasing intention. There is concern about bias and sensational news on TV channels which affect journalistic integrity and undermine public trust in the media. Indian television is governed by the Cable Television Networks (Regulation) Act 1995. The News Broadcasting & Digital Standards Authority faces challenges to enforce impartiality and accountability about news. Various cases relating to misinformation by TV channels are increasing in the judiciary. This research paper explores the study of biased news reporting through Indian television and related laws. This study analyses the types of biases in news reporting and its reasons. It examines the existing legal framework, lacunas and demand for a new legal framework to prohibit biased news. It highlights the implementation of journalistic ethics, laws applicable to prohibit biased news, regulatory gaps and solutions for more balanced and impartial news coverage.

Keywords: Media bias, Biased News, Indian Television, Laws and News.

Introduction

In a democratic country, media plays a pivotal role in the formation of a democratic government. This is the era of technology, the internet, and diverse media platforms. Nowadays, public opinion is shaped by media in an actual sense because the public depends on media for getting various kinds of updated information. Various media platforms like print media, electronic media, and social media are used by people for getting information but mainstream media is well known and popular for its reliability about their news. There is a well-established culture of news consumption in India. The news industry is sustained by three pillars print, television and now digital media. The expansion of the news industry to the digital sphere also became popular among the public to access

news. In an actual sense, mainstream media shapes public opinion which is necessary in a democratic country like India. However biased media outlets in India create more sensationalism on a subject while attracting viewers and readers. This sensationalism spreads misinformation and creates polarization in society based on religion, region, language, ethnicity, culture and social factors which affect public opinion and such public opinion influences electoral outcomes. Politics is actually polarized and the credibility of democratic institutions becomes questionable.

Various TV channels in India publish biased news reporting. "A thought or belief about something or someone" and bias as "a situation in which you support or oppose someone or something in an unfair way because you are influenced by your personal opinions" or "an unfair preference for one thing" (The Cambridge Dictionary). Biased news is the news where media support or attack a particular act, statement, ideology, person, a group of persons and various things for their interests, sometimes for the group's interest without any right and wrong justification. There are various kinds of media biases as political bias, advertising bias, corporate bias, language, cultural bias, religious bias, gender bias and regional, ethnic and other biases. Political bias has been a feature of the mass media since its birth with the invention of the printing press. Publishers often served the interest of powerful social groups. T.V. channels are biased politically for the candidate,

¹Shri Venkateswara University, Gajraula, Uttar Pradesh, India.

²MGM University, Aurangabad, Maharashtra, India.

***Corresponding Author:** Sadhana Gaikwad, Shri Venkateswara University, Gajraula, Uttar Pradesh, India, E-Mail: advsana3@gmail.com

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party to whom they belong and government which is in power is called '*political bias*.' Private media channels support or bias for the country they belong and partner country in ownership. Indian TV channels support to USA due to India's friendly relations with the USA and various agreements between India and the USA as well as the democratic form of government in both countries. Media present only news stories that never talk negatively against their advertisers but favor advertisers is called *advertising bias*. E.g. BBC (British Broadcasting Corporation) is a UK-based news agency that covers the entire World almost and is funded by advertising and subscription fees. BBC is blamed for advertising bias. Media select and present such news stories while keeping in mind that should not hamper corporate relationships called corporate bias in media. Despite the differences between India and China, both country's media favors each other through their T.V. news most probably because China has the biggest market in India. India is dependent on China for various goods. A corporate relationship is maintained by the media between these two countries. The choice of language in mass media may represent a bias towards the group most likely to speak that language and can limit public participation for those who don't speak that language. This is known as '*language or cultural bias*.' E.g. American media uses the English language which is common in the World; BBC uses English and more than 50 other languages to attract and increase the participation of the public who speak different languages. Al-Jazeera T.V. channels use English and Arabic language. The use of the Arabic language limits the audience.

After 1980, there is rapid growth in T.V. channels and radio stations due to the use of satellites. There are more than 1000 TV channels. Many more international T.V. channels are watched in India and it has become the daily order of Indian people. The Indian media landscape is about 1.4 billion inhabitants and 197 million homes with TV sets, nearly 900 privately owned TV channels and 50% of channels among them distributing news. Doordarshan National Public TV operates in 23 languages (rsf.org). Times News was the leading English news channel across India with over seven million views in week ten of 2022. The channel accounted for about 30% of viewers in the category. This was followed by Republic TV and India Today Television (Basuroy Tanushree, December 2023). India Today Television India has around 58% daily consumption of news whereas news apps and websites have managed 48% internet traffic daily (FICCI, 2023). It shows that news channels have a significant impact on public opinion. As of July 2023, the most viewed Hindi news channel in India was News18, owned by Network 18, with a viewership grossing over 90 million average minute audiences. The viewership across all News18 channels that year grew significantly. It was followed by TV9 Bharatvarsh, owned by the TV9 Network, with an AMA of more than 76

million during the surveyed period. (Basuroy Tanushree, August 2023).

Media Bias and Laws

'Media bias' occurs when journalists and news producers hide the truth and avoid disclosure of facts through their news reporting. The term 'media bias' undermines the belief of the public in journalism.

On an international level few principles are important to be followed by media persons. Article 10 Global Charter of Ethics for Journalists 2019 states that journalists shall not dissemination such information or opinion that is hateful or prejudiced and they shall avoid facilitating the spread of discrimination on grounds such as geographical, social or ethnic origin, race, gender, sexual orientation, language, religion, disability, political and other opinions Article 13 of Global Charter of Ethics for Journalist 2019 states that the journalist shall not use the freedom of the press to serve any other interest and to refrain from receiving any unfair advantage or personal gain by disseminating or non-disseminating of information. Any situation which leads a journalist into a conflict of interest in the exercise of his profession will be avoided. Any confusion between his activity of advertising or propaganda will be avoided. Any form of insider trading and market manipulation will be avoided (ifj.org).

There is not a specific law in India to prohibit media bias. Media regulations in India primarily focus on issues like defamation, national security, and content standards rather than directly targeting bias. Cable Television Network Act 1955 regulates content broadcast through TV channels in India. Sec 6 (l) of this Act prohibits the program that attacks religion, communalities and religious groups. It also prohibits encouraging and inciting violence (delhi.gov.in). This Act applies to TV news media channels as a primary rule even though the National Broadcasting Association has provided guidelines regarding news broadcasts.

The Press Council of India is a statutory body established under the Press Council Act 1978 to regulate journalistic conduct in India. Press Council of India has given the principle of accuracy and fairness as one of the ethics for journalists which states that the Press will not publish any inaccurate, baseless, graceless, misleading and distorted content or material as well as unjustified rumors and circumstances should not be published as facts. Journalists should not construe or misquote statements given by political leaders and not write any untrue story about any individual and institution (Press Council). It means facts should be put justified way. Journalists should not be biased or partisan for anyone for any purpose. News should not be created.

The News Broadcasting Association has given guidelines to T.V. News Channels about the content of news broadcasting. NBA has mentioned that TV journalists have the responsibility to give impartial, accurate and fair news.

They should maintain speed with accuracy. Channels should be transparent and errors must be corrected promptly and clearly. Channels should be fearless while broadcasting truth in case of public interest. TV news channels should be neutral in case of dispute or conflict relating to parties, players and actors and should provide equal opportunity for every person to clarify their side who is aggrieved by T.V. News (News Broadcasting and Digital Association).

Article 19 (1) of the Indian Constitution guarantees the right to freedom of speech and expression. Press freedom or media freedom is part and parcel of the right to Freedom of speech and expression indirectly as stated by Dr. B.R. Ambedkar in his speech before the Constituent Assembly. Reasonable restrictions are imposed under Article 19 (2) of the Indian Constitution that applies to all kinds of news outlets including Television News outlets are under obligation while publishing any kind news and information that is not to publish or broadcast any news that defames anyone unnecessarily, makes contempt of Court, disturbs law and public order and not to harm to national security, integrity and sovereignty of India, not to violate decency and morality through the news report. Indian Penal Code had a provision to prohibit spreading of misinformation and now Indian Penal Code replaced *Bhartiya Nyay Sanhita* which also prohibits spreading misinformation. This law is applicable to TV journalists.

It is observed that in spite of having laws to prohibit biases in media, various biased, partisan news or information is spread through T.V. news in India. A study report presented by Freidrick in 2016 confirms the existence of rampant media bias during a two-year period from 2017 to 2018 through Indian TV (Freidrick *et al.*, 2016). During the COVID-19 pandemic TV channels as well as social media spread many fake and misappropriate exacerbated biased news in India. National Herald expressed that Indian democracy is failing because the vast majority of citizens do not recognize media biases and supplemented propaganda and India needs *Azadi* from biased news. (Prem Mishra 2019). A recent incident happened in Bangalore about gender bias. A Christian woman in Bangalore threw acid and slashed the face of her lover because he refused to 'convert to Christianity'. In two days, this news will be quietly buried. The woman will get bail. The victim, if he survives, will have to learn to live with the scars on his face and heart and all will be normal. There will no candle marches for the victim, no media debates, no over-the-top articles in international media, no condemnation by everyone and their grandmother (Rajiv Gusain, 2017).

In 2022 a survey report stated that 45% of respondents stated that Indian media reported on the BJP government favorably whereas 37% of respondents opined that news organizations covered the opposition party very unfavorably.

Thus, media news outlets are biased in reporting in India (Basuroy Tanushree, March 2024). In Sushant Singh's murder case, the TV Channels focused on the actress and created more sensitivity about the murder by portraying the role of villain by the actress instead of focusing on the actual tragedy without any valid proof. (Jim Morrison, 2024) All TV news channels reported biased news about the issue instead of facts about the murder mystery. In 2023 a survey report states that 81% of journalists who worked in English reported that there is favoritism or bias toward one party in news coverage, 64% of journalists working in Hindi shared the same opinion and 15% of journalists working in other Indian languages believed that all political parties received the same and fair treatment in media coverage (Basuroy Tanushree, August 2024).

Businessmen and industrialists identified the importance of television to promote their business products and services. Private T.V. channels began to use various tactics to raise funds, to sustain channels in a competitive environment and sometimes these T.V. channels are biased. It is observed that various TV news channels are biased in India; they provide news in their own way, hiding the truth, lack of fairness, no proper justification, favor to wrong one in spite of known facts. It affects the opinion of the audience. Indian society is getting polarized and increased groupism and pluralism. There is an urgent need to prohibit biased news reports through Indian Television; therefore it was necessary to find biases under Indian Television news. To find the reasons for biases by Indian TV journalists or to find whether there is a lacuna in the existing legal framework is there a need for strict legislation to prohibit biased news reports or is there a correlation between the ownership structures of Indian television that impact news reporting?

Objectives

- To investigate types of biases in Indian Television news.
- To analyze the impact of biased reporting.
- To examine the legal framework and regulations for television journalism in India.
- To propose and recommend new regulatory mechanisms and practices to improve the standard of news in India.
- To find out the solution to prohibit biased news reporting.

Hypothesis

- There is a correlation between the ownership structures of Indian television which impact reporting practices.
- There are lacunas in an existing legal framework to prohibit biases in news reporting.
- There is a need for strict legislation to prohibit biases in news.
- Artificial intelligence can help to reduce biased-natured TV news.

Methodology

- Qualitative as well as quantitative methods have been used to complete this research study.
- Qualitative data has been collected through primary and secondary sources which include statutes, Acts and news reports and various authentic websites. The doctrinal method of legal research is adopted in this study to collect the data related to the legal framework regulating news broadcasted by Indian Television. Secondary Sources such as books, journals, and online materials were referred. To Study the Legal framework relating to media the respective bare acts and Constitution of India were referred.
- A Quantitative method was used to gather viewers' opinions about focused TV channels for a research study. Data was collected from 400 respondents residing in Chhatrapati Sambhaji Nagar (Aurangabad) Maharashtra, India through a survey method by using questionnaires and analyzed through SPSS, V-24. Marathi and Hindi linguistic people are the residents of Aurangabad therefore NDTV, Aaj Tak, BBC Hindi, ABP Maza, and DD News, these TV news channels are selected for study on the basis of the popularity of the channels in this region.
- 150 pieces of the news were analyzed to compare viewer's opinions and facts, and quantitative secondary data were collected based on various news reports broadcasted through five T.V. channels NDTV, Aaj Tak, ABP MAZA, BBC and National DD News in the period of October – December 2024 are available on channels Youtube site. A total of 150 news broadcasted by Indian Television news channels which includes NDTV, Aaj Tak, BBC, ABP Maza and National DD News TV. 30 news from each channel and 10 news from each category like corporate, social and political were selected randomly for analysis.

Result and Discussion

On the basis of data collected through the survey method by using a questionnaire and analysis of 150 news reports broadcasted by Indian TV channels and it is observed that biases occur in TV news reporting in India. Tanushree Bauroy also reported the same thing in her survey report about Indian media in 2024. Reporting biased-natured news is

a violation of article 13 of the Global Charter of Ethics for Journalists 2019, the Press Council of India's guidelines as well as the National Broadcasting Association's guideline specifically deals with principles of fairness and accuracy that must be followed by journalists. Biased-natured news and reasons for biased news reporting are varied.

Analysis of data collected through questionnaire

400 respondents were included in this survey. There were 69.8% male and 30.3% female, altogether from different categories which included 21% Professionals, 14% academicians, 52% students and 13% other. 58% of respondents were from the dominant age group of 20 to 30 years. 100% of respondents answered that they watch news on TV because while conducting a survey the respondents were chosen who prefer TV to watch news (Table 1).

Over 45% of respondents prefer national-level TV channels for news and 55% prefer regional channels.

They watch various kinds of news but a survey was conducted about the perception of respondents only for political, social, economic, corporal and cultural types of news broadcasted by NDTV, Aaj Tak, ABP Maza, BBC and DDNews. The Most preferred TV channels are ABP Maza, NDTV and Aaj Tak. Among it ABP Maza was given 1st preference, NDTV and Aaj were given 2nd preference, 3rd Preference was given to BBC and the less preferred channel was DD News (Figures 1 and 2).

All respondents mostly watch political and social type news. 70% of respondents prefer political news, 30% prefer social news and less preference was given to watch economic, corporal and cultural news. 61% of respondents watch TV news daily, 24.5% watch frequently, 12% said they watch sometimes and 2.5% watch TV news weekly. 90% of respondents expressed that TV news channels have a bias reporting practices (Table 2).

Respondents were asked which kinds of news are mostly biased then 60% of respondents said that political news is mostly biased, 15% opined that sometimes biased, 15% said that such news is few times biased and 10% expressed that political news is less biased in nature. 15% of respondents opined social news is few times biased, 30% said that it is sometimes biased, 45% said it is less biased and 10% expressed that social news is not biased. Corporal news is not biased according to 20% of respondents and 55%

Table 1: Preferred TV news channels

<i>TV channels prefer to watch the news</i>	<i>Less preferred</i>	<i>Sometimes preferred</i>	<i>Frequently preferred</i>	<i>Everyday preferred</i>	<i>Mostly preferred</i>
NDTV	0 (0%)	60 (15%)	140 (35%)	120 (30%)	80 (20%)
Aaj Tak	0 (0%)	60 (15%)	120 (30%)	140 (35%)	80 (20%)
ABP Maza	0 (0%)	0 (0%)	140 (35%)	120 (30%)	140 (35%)
BBC	40 (10%)	340 (85%)	20 (5%)	0 (0%)	0 (0%)
DD News	300 (75%)	100 (25%)	0 (0%)	0 (0%)	0 (0%)

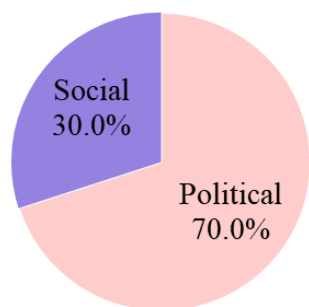


Figure 1: Most watched news type

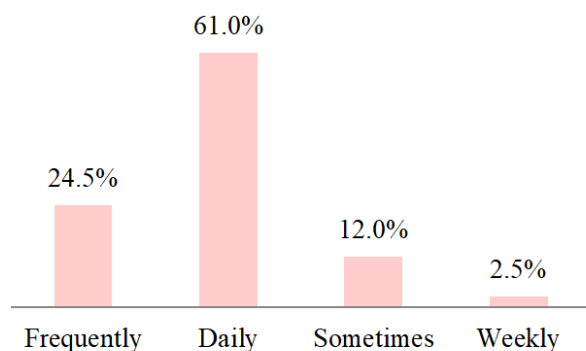


Figure 2: Frequency of watching

said such news is less biased, 20% said that it is sometimes biased and 5% said it is mostly biased. Economical news is not biased according to 45% of people and 45% said that it is less biased, 5% said it is sometimes biased and 5% said that it is mostly biased news. In 85% of people reacted that cultural news is not biased but 15% said that such news is less biased (Table 3).

Respondents were asked about their perception of the news broadcasted by NDTV, Aaj Tak, ABP Maza, BBC, and DD News TV channels. All respondents said that all TV channel's news is biased in nature. 45% of respondents said that news broadcasted by NDTV is biased, 10% said it is something biased and 45% said it is rarely biased. 35% of respondents expressed that Aaj Tak channel's news is biased in nature, 20% said it is sometimes biased, 40% said it is biased rarely and 5% said it is not biased. 35% of respondents opined that ABP Maza has a practice of biased news reporting, 30% said that it is sometimes biased, 25% said that it is only

rarely biased but 10% opined that ABP Maza is not biased. BBC and DD News are given less preference to watch but most respondents expressed that BBC and DD News do not broadcast biased-natured news. 65% of respondents said that BBC is not biased, 30% said that it is rarely biased and 5% said that it has neutral reporting. 50% of respondents expressed that DD News is rarely biased, 40% said that it is not biased and 10% expressed that it does neutral reporting.

Participants were asked the reasons for biased news reporting through mainstream media then 95% of respondents answered that channels are under the influence of ownership structure. Sometimes there is an impact of the ruling or other parties on channels. Channels try to grab the attention of viewers and competitors for TRP and their channel's benefit.

Table 4 includes Chi-square (χ^2) and *p-values* to indicate the statistical significance of associations. Males are more likely to perceive NDTV as "biased" (49.1%) compared to females (35.5%). More females (54.5%) consider NDTV "rarely biased" compared to males (40.9%). The *p-value* (0.031) suggests an association between sex and perceived bias. Sex, occupation, and age significantly influence how NDTV's bias is perceived. Males, academicians, and those aged 31 to 40 tend to see NDTV as more biased. Younger individuals (20–30), professionals, and older age groups (41–60) are more likely to perceive NDTV as "rarely biased." The strongest association is seen with occupation, indicating that professional background plays a major role in bias perception.

It indicates A higher proportion of male respondents perceive Aaj Tak as *biased* (41.2%) (Table 5). A smaller percentage (16.5%) believes it is *sometimes biased*, while only 5% consider it *not biased*. Female respondents show a different distribution. The largest segment (46.3%) believes the channel is *rarely biased*, but fewer females (20.7%) think it is *biased* compared to males Chi-square (89.504, $p = 0.000$) confirms occupation impacts perceptions of Aaj Tak's bias. Professionals (54.8%) perceive Aaj Tak is *biased*, with none of them considering it as *not biased*. Academicians (46.4%) perceive it as *sometimes biased*. Students 43.3% believe it is *rarely biased* and 39.4% find it *biased*. Younger viewers (20–30) are more likely to see bias, while older age groups (51–60) tend to perceive less bias. Males are more likely to see Aaj Tak as biased, while females lean toward *rarely biased*

Table 2: Types of news bias

Types of news are mostly biased	Not biased	Less biased	Sometimes biased	Few times biased	Mostly biased
Political	0 (0%)	40 (10%)	60 (15%)	60 (15%)	240 (60%)
Social	40 (10%)	180 (45%)	120 (30%)	60 (15%)	0 (0%)
Corporal	80 (20%)	220 (55%)	80 (20%)	0 (0%)	20 (5%)
Economical	180 (45%)	180 (45%)	20 (5%)	0 (0%)	20 (5%)
Cultural	340 (85%)	60 (15%)	0 (0%)	0 (0%)	0 (0%)

Table 3: Perception of news broadcast by TV channels

<i>News broadcasted by TV channels</i>	<i>Not biased</i>	<i>Rarely biased</i>	<i>Neutral</i>	<i>Sometimes biased</i>	<i>biased</i>
NDTV	0 (0%)	180 (45%)	0 (0%)	40 (10%)	180 (45%)
Aaj Tak	20 (5%)	160 (40%)	0 (0%)	80 (20%)	140 (35%)
ABP Maza	40 (10%)	100 (25%)	0 (0%)	120 (30%)	140 (35%)
BBC	260 (65%)	120 (30%)	20 (5%)	0 (0%)	0 (0%)
DD News	160 (40%)	200 (50%)	40 (10%)	0 (0%)	0 (0%)

Table 4: Association between demographics and ND TV news

	NDTV			Chi-square	p
	Rarely biased	Sometimes biased	biased		
Sex					
Male	114 (40.9%)	28 (10%)	137 (49.1%)	6.966	0.031
Female	66 (54.5%)	12 (9.9%)	43 (35.5%)		
Occupation					
Professionals	46 (54.8%)	16 (19%)	22 (26.2%)	38.637	0.000
Academician	14 (25%)	12 (21.4%)	30 (53.6%)		
Student	94 (45.2%)	8 (3.8%)	106 (51%)		
other	26 (50%)	4 (7.7%)	22 (42.3%)		
Age group					
20–30	108 (46.6%)	12 (5.2%)	112 (48.3%)	27.339	w0.000
31–40	28 (33.3%)	16 (19%)	40 (47.6%)		
41–50	26 (54.2%)	10 (20.8%)	12 (25%)		
51–60	18 (50%)	2 (5.6%)	16 (44.4%)		

or *sometimes biased* perceptions. Professionals have the strongest bias perception, while academicians and others have a more balanced view. Younger respondents (20–30) are more critical, whereas older respondents (51–60) are more lenient in their bias perception.

The chi-square test indicates an association between gender and perception of BBC bias (Table 6). Males are more likely to view BBC as unbiased compared to females, who are more inclined towards a neutral or rarely biased stance. Professionals show the highest percentage (76.2%) of believing BBC is “Not biased”. Academicians have a relatively balanced view, with 67.9% considering BBC as “Not biased,” 25% as “Rarely biased,” and 7.1% neutral. Students have a slightly lower “Not biased” perception (61.5%) and a greater proportion (30.8%) considering BBC as “Rarely biased.” Professionals are more likely to trust BBC as unbiased, while individuals in other categories (students, academicians, and non-professionals) show slightly more skepticism. Older respondents (41–50 years) have greater trust in BBC’s impartiality, whereas younger groups (20–30) are more likely to perceive some bias or remain neutral.

Males (39.1%) are more likely to perceive the news as “biased” than females (25.6%), but females show a stronger inclination toward the “sometimes biased” category. Professionals have (50%) perceiving the news as “biased”,

with another 38.1% saying “sometimes biased”. Only 4.8% consider it “not biased.” Academicians show a more balanced distribution, with 39.3% saying “rarely biased” and 28.6% saying “biased.” Students tend to be less critical, with 27.9% considering it “rarely biased” and 34.6% perceiving it as “biased.” Young respondents (20–30 years) 12.9% seeing it as “not biased”, but 34.5% still considering it “biased.” Middle-aged individuals (31–40 years) have a higher percentage (40.5%) in the “sometimes biased” category, with 38.1% considering it “biased.” Respondents from age group (41–50 years) show a more even split, with 37.5% each in the “sometimes biased” and “biased” categories. Seniors (51–60 years) are less critical, with 16.7% believing the news is “not biased” and 38.9% saying it is “rarely biased” (Table 7)."

Among males, the majority (51.3%) perceive DD News as “rarely biased,” while 42.3% consider it “not biased and 6.5% views it as “sometimes biased.” Among females, 47.1% believe DD News is “rarely biased,” while 34.7% find it “not biased” (Table 8). However, a higher proportion of females (18.2%) consider it “sometimes biased” compared to males. Professionals (66.7%) opined it is not biased with only 28.6% saying it is “rarely biased” and a minimal 4.8% finding it “sometimes biased.” Academicians have a more balanced view, with 42.9% saying “not biased” and 50% stating “rarely biased.” Students predominantly perceive DD

Table 5: Association between demographics and Aaj Tak news

	Aaj Tak				Chi-square	p
	Not biased	Rarely biased	Sometimes biased	biased		
Sex						
Male	14 (5%)	104 (37.3%)	46 (16.5%)	115 (41.2%)	17.592	0.001
Female	6 (5%)	56 (46.3%)	34 (28.1%)	25 (20.7%)		
Occupation						
Professionals	0 (0%)	30 (35.7%)	8 (9.5%)	46 (54.8%)	89.504	0.000
Academician	10 (17.9%)	16 (28.6%)	26 (46.4%)	4 (7.1%)		
Student	8 (3.8%)	90 (43.3%)	28 (13.5%)	82 (39.4%)		
other	2 (3.8%)	24 (46.2%)	18 (34.6%)	8 (15.4%)		
Age group						
20–30	8 (3.4%)	98 (42.2%)	36 (15.5%)	90 (38.8%)	40.134	0.000
31–40	4 (4.8%)	28 (33.3%)	34 (40.5%)	18 (21.4%)		
41–50	6 (12.5%)	16 (33.3%)	4 (8.3%)	22 (45.8%)		
51–60	2 (5.6%)	18 (50%)	6 (16.7%)	10 (27.8%)		

Table 6: Association between demographics and BBC news

	BBC			Chi-square	p
	Not biased	Rarely biased	Neutral		
Sex					
Male	195 (69.9%)	78 (28%)	6 (2.2%)	19.657	0.000
Female	65 (53.7%)	42 (34.7%)	14 (11.6%)		
Occupation					
Professionals	64 (76.2%)	20 (23.8%)	0 (0%)	17.035	0.009
Academician	38 (67.9%)	14 (25%)	4 (7.1%)		
Student	128 (61.5%)	64 (30.8%)	16 (7.7%)		
other	30 (57.7%)	22 (42.3%)	0 (0%)		
Age group					
20–30	140 (60.3%)	76 (32.8%)	16 (6.9%)	13.642	0.034
31–40	56 (66.7%)	26 (31%)	2 (2.4%)		
41–50	40 (83.3%)	6 (12.5%)	2 (4.2%)		
51–60	24 (66.7%)	12 (33.3%)	0 (0%)		

News as “rarely biased” (56.7%), with 32.7% considering it “not biased” and 10.6% “sometimes biased.” Other (19.2%) believes it is biased.

Findings

This research was carried out to find answers for these researchable questions that is there a lacuna in existing legal framework or is there need of strict legislation to prohibit biased news reports or is there correlation between the ownership structures of Indian television which impact news reporting (Table 8).

H1- There is correlation between the ownership structures of Indian television which impact reporting practices. 80% respondents answered that ownership structure of Indian Television has an impact of reporting practices. Hypothesis proved and need to accept that ownership structure of Indian TV impacts on news reporting practices.

H2- There are lacunas in existing legal framework to prohibit biasness in news reporting. 80% respondents expressed that there is lacunas in existing legal framework to prohibit biasness in news reporting. This hypothesis proved and need to accept that existing legal

Table 7: Association between demographics and ABP Maza news

	ABP Maza				Chi-square	p
	Not biased	Rarely biased	Sometimes biased	biased		
Sex						
Male	30 (10.8%)	72 (25.8%)	68 (24.4%)	109 (39.1%)	14.859	0.002
Female	10 (8.3%)	28 (23.1%)	52 (43%)	31 (25.6%)		
Occupation						
Professionals	4 (4.8%)	6 (7.1%)	32 (38.1%)	42 (50%)	48.551	0.000
Academician	10 (17.9%)	22 (39.3%)	8 (14.3%)	16 (28.6%)		
Student	24 (11.5%)	58 (27.9%)	54 (26%)	72 (34.6%)		
other	2 (3.8%)	14 (26.9%)	26 (50%)	10 (19.2%)		
Age group						
20–30	30 (12.9%)	60 (25.9%)	62 (26.7%)	80 (34.5%)	23.684	0.005
31–40	4 (4.8%)	14 (16.7%)	34 (40.5%)	32 (38.1%)		
41–50	0 (0%)	12 (25%)	18 (37.5%)	18 (37.5%)		
51–60	6 (16.7%)	14 (38.9%)	6 (16.7%)	10 (27.8%)		

Table 8: Association between demographics and DD news

	<i>DD news</i>			<i>Chi-square</i>	<i>p</i>
	<i>Not biased</i>	<i>Rarely biased</i>	<i>Sometimes biased</i>		
Sex					
Male	118 (42.3%)	143 (51.3%)	18 (6.5%)	13.117	0.001
Female	42 (34.7%)	57 (47.1%)	22 (18.2%)		
Occupation					
Professionals	56 (66.7%)	24 (28.6%)	4 (4.8%)	39.024	0.000
Academician	24 (42.9%)	28 (50%)	4 (7.1%)		
Student	68 (32.7%)	118 (56.7%)	22 (10.6%)		
other	12 (23.1%)	30 (57.7%)	10 (19.2%)		
Age group					
20–30	82 (35.3%)	126 (54.3%)	24 (10.3%)	12.379	0.054
31–40	36 (42.9%)	38 (45.2%)	10 (11.9%)		
41–50	26 (54.2%)	16 (33.3%)	6 (12.5%)		
51–60	16 (44.4%)	20 (55.6%)	0 (0%)		

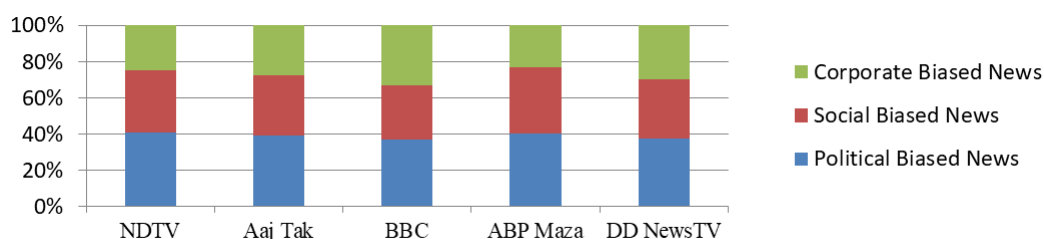
**Figure 3:** Analysis of the news broadcasted by focused channels

Table 8: Media influence and news bias

	No	Yes
Impact of media ownership	20 (5%)	380 (95%)
Sufficiency of legal framework	80 (20%)	320 (80%)
Need for stricter laws	80 (20%)	320 (80%)
Role of AI in bias reduction	220 (55%)	180 (45%)

framework is insufficient to tackle the issue of biased news reporting through Indian media.

H3- There is a need of strict legislation to prohibit biasness in news.

80% respondents demanded the need of strict legislation to prohibit bias practices in news reporting. This hypothesis proved and need to accept that there is need of innovation as well as to enact more strict legislations to prohibit biased reporting through Indian Television as well as Indian Media.

H4- Artificial intelligence will help to reduce biased natured TV news.

45% respondents supported believes in Artificial intelligence will prove beneficial for reducing biased news practices through Indian TV.

Analysis of the news broadcasted by NDTV, Aaj Tak, ABP Maza, BBC and DD News (October- December 2024).

On the basis of analysis of the It has been observed that corporal, social and political biases occur in news reporting of Indian Television (Figure 3).

NDTV has Strong focus on liberal and minority issues; criticism of right-wing policies. Aaj Tak has a pro-government stance; sensationalist coverage of social issues. BBC has a balanced international perspective; occasionally highlights systemic flaws. ABP Maza has focused on regional political issues; relatively lower corporate coverage. DD News TV has highly balanced and neutral reporting but sometimes favors to government.

NDTV leans toward opposition narratives, while and Aaj Tak oftenly align with the ruling party. BBC remains comparatively neutral but focuses more on global implications of political events. Most outlets show bias in reporting on caste, religion, and minority issues, often influenced by regional audience preferences. NDTV and BBC provide relatively critical coverage of corporate interests, while Aaj Tak is more inclined toward pro-business narratives. BBC tries to limit bias stories that they cover extremely depth coverage of World events and always avoid sharing any news which will affect their advertisers

Conclusion

On the basis of opinion provided by 400 viewers through questionnaires about the news broadcasted by each channel which includes NDTV, Aaj Tak, BBC, ABP Maza and DD News

between the periods of October to December 2024 survey conducted in Chhatrapati Sambhajanagar Maharashtra India, it found that biases have a place in the news reporting of NDTV, Aaj Tak and ABP Maza as well as rare biases in BBC and DD News also. Factors for biased news reporting are different based on ownership control, their advertising contributor; media ownership by political one, regional political impact as well paid news, current ruling power in a country and gender sensitivity. One of the remarkable points is that existing laws and ethics are easily violated by TV news channels; it means that there are no sufficient laws to prohibit biased TV news reporting. There is a need for a strict and new legal framework to regulate biased TV news reporting. Artificial intelligence will help but with strict legislation.

Suggestions

The media owner or authority should take undertaking while choosing reporters or journalists that represent diverse or balanced opinions.

- There should be a standards mechanism to ensure news reports present facts without undue influence from political, social, or commercial biases.
- There is a requirement of such media outlets which will disclose funding sources as well and conflict of interest.
- Media Authority should be established to issue warnings, mandate corrections, and impose fines as well as take appropriate action against such media outlets which frequently violate neutrality standards.
- Strict penalties should be applied based on the severity of biased news content as well as its impact on the public.
- There should be added a rule about media organizations disclosing editorial policies, ownership structures, and sponsorships that might impact reporting.
- There should be compulsory establishment of a feedback mechanism where the public can report against media bias and can hold media accountable. This feedback should be checked by the Media Authority.
- There is a need to educate their audience on how stories are selected, produced, and presented, fostering an informed and discerning public.

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Questionnaire

Dear Respondent,

Please answer this questionnaire as honestly as possible. There is no wrong answer, so do not leave any question unanswered. Let me assure you that your answer will be treated with utmost confidentiality.

Part I. Respondent's Information

1. Name:
2. Age:
3. Sex: Male/ Female
4. Occupation:
 - a) Professionals
 - b) Academician
 - c) Student
 - d) Other
5. Age group:
 - a) 20-30
 - b) 31-40
 - c) 41-50
 - d) 51-60
6. Do you watch news on TV?
 - a) Yes
 - b) No

If yes, answer part II of this questionnaire.

Part II. Below are the questions for the viewer's of the news.

1. How many times do you watch TV news?
 - a) Frequently
 - b) Daily
 - c) Sometimes
 - d) Weekly
 - e) Monthly
2. Which TV Channels are preferred to watch news mostly?
 - 1) Local
 - 2) Regional
 - 3) National
3. Select the news you watch most frequently?
 - a) Political
 - b) Social
 - c) Corporal
 - d) Economical
 - e) Cultural
4. Do you think that TV news are biased in nature?
 - a) Yes
 - b) No.

If Yes, answer the following questions -

5. Which types of news are mostly biased? Rate each category on the basis of biasness for each type of news as given below. Not biased-1, Less biased-2, Sometimes biased-3 Few times biased -4, Mostly biased -5

- a) Political
- b) Social
- c) Corporal
- d) Economical
- e) Cultural

6. Which TV channels you prefer to watch news? Rate the channel as:

Less preferred-1, Sometimes preferred-2 Frequently preferred -3, Everyday preferred -4, Mostly preferred-5.

- a) NDTV
- b) India TV
- c) ABP Maza
- d) BBC
- e) DD News

Parts III Below are the questions about focused TV news channels.

1. What do you think about the nature of news broadcasted by NDTV?

- a) Not biased
- b) Rarely biased
- c) Neutral
- d) Sometimes biased
- e) Biased

2. Which types of biasness occurred in the news broadcasted by NDTV?

Answer-

3. What do you think about the nature of news broadcasted by Aaj Tak?

- a) Not biased
- b) Rarely biased
- c) Neutral
- d) Sometimes Biased
- e) Biased

4. Which types of biasness occurred in the news broadcasted by Aaj Tak?

Answer-

5. What do you think about the nature of news broadcasted by BBC?

- a) Not biased
- b) Rarely biased
- c) Neutral
- d) Sometimes Biased
- e) Biased

6. Which types of biasness occurred in the news broadcasted by BBC?

Answer-

7. What do you think about the nature of news broadcasted by ABP Maza?

- a) Not biased
- b) Rarely biased
- c) Neutral
- d) Sometimes Biased
- e) Biased

8. Which types of biasness occurred in the news broadcasted by ABP Maza?

Answer-

9. What do you think about the nature of news broadcasted by DD News?

- a) Not biased
- b) Rarely biased
- c) Neutral
- d) Sometimes biased
- e) Biased

10. Which types of biasness occurred in the news broadcasted by DD News?

Answer-

11. What are the reasons for biased news reporting through above mentioned TV channels?

Answer-

Part IV. Below are the general questions.

1. Do you think that ownership structure of media impacts on news reporting practices?

- a) Yes
- b) No

2. Do you think that the existing legal framework is not sufficient to prohibit biased TV news?

- a) Yes
- b) No

3. Is there a need for strict legislation to prohibit biased news reporting on TV?

- a) Yes
- b) No

4. Whether artificial intelligence will help to reduce biased news reporting?

- a) Yes
- b) No

5. Suggest any other strategy to prohibit the bias in TV news reporting?

Answer