

ONLINE ACCESS OF TV NEWS BY COLLEGE STUDENTS

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ABSTRACT

Concerns have been raised about younger generations especially college students dropping out from news consumption through traditional media. Increasing opportunities for choice have been held responsible for distracting college students from the news access from TV channels. Though the TV news channels are available with live streaming videos with real-time telecast on the internet, still it is far behind to attract college students to accept the new web-based TV channel. This study analyses TV news viewing online among young people in India. A survey method is applied for this study among the college students. The results reveal that college students have spent less time watching news online via their mobile phones/laptop/Personal Computer than read the news from various websites even on social networking sites.

KEYWORDS: *TV News, Online Access, College Students, Social Media, Internet TV*