

Journey of Broadcast Journalism in Bangladesh: Challenges and Prospects



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Abstract: Globally, Broadcast journalism is considered the most powerful medium to influence audience. In Bangladesh, broadcast journalism thrives when private television channels started flourishing around two decades ago. Television journalism created news hungry among the masses giving hourly news bulletin. But the ongoing pandemic Covid-19 has impacted everything especially the media. During this time broadcast journalism was very crucial as people were news hungry but at the same time it was very risky as World Health Organization termed wrong messages as "Info emic". Giving proper message to the proper audience was a big challenge. And, information scarcity made it impossible as the pandemic is new for this generation. When the broadcast journalism was impacted globally, Bangladesh was also adversely impacted. Private television channels have failed to deliver messages for all types of audiences. There is a serious concern whether the audience was analyzed properly before preparing a message. On the other hand the journey of broadcast journalism in Bangladesh is not smooth at all. From the very beginning broadcast journalism has had to face a lot of challenges and obstacles to ensure its existence in the media industry. Television journalism faces pressures either from political -financial sectors or in the question of freedom of expression. Beside this it has the biggest difficulty or challenge in delivering news, because television journalism does not have much scope to go deeper. Even there is no opportunity to make detailed or analytical, rigorous reports. Moreover, in recent period social media plays an active role in media industry, but still there is no alternative of television media. So television journalism will clearly not die down soon.

Keyword: Broadcast Journalism, Media, Television, Challenges

I. INTRODUCTION

Bangladesh boasts a vibrant and robust media industry in terms of volume and influence. Print, electronic and digital media together play a big part in shaping the face of journalism and giving rise to a more informed and engaged political class. Globally, Broadcast journalism is the most powerful medium to influence audience. In Bangladesh, broadcast journalism thrives when private television channels started flourishing around two decades ago. Television journalism created news hungry among the masses, giving hourly news bulletin.

But the ongoing pandemic Covid-19 has affected everything, especially the media. During this time, broadcast journalism was very crucial as people were news hungry but it was perilous as World Health Organization termed wrong messages as "Info emic." When the world is under lockdown and misinformation runs rampant as well as rumors, the line between fact and fiction blurs to a point where one can't differentiate either. Something like this may trigger mass panic and impact individual health in an adverse manner. (Pandey, and Kaioum, 2020,[1]).

Giving proper message to the audience was an enormous challenge. And, information scarcity made it impossible as the pandemic is new for this generation. When the broadcast journalism was affected globally, Bangladesh was no exception... Private television channels have failed to create a message for many audiences. There is a serious concern for not properly conducting audience analysis before preparing a message. The whole world entered into a new normal situation and so the media. Now it is the high time to analyze what are the challenges for broadcast media in near future and how pandemic turn media's challenges into obstacles during this period. Most importantly, how pandemic has impacted the broadcast journalism in Bangladesh.

II. OBJECTIVES

In this paper author would try to analyze the journey of broadcast journalism in Bangladesh, to explore the raising period of television journalism as media industry, to observe the struggles of tv journalism as a challenging media and last but not the least, to examine the obstacles during pandemic situation.

III. METHODS

The paper titled "Journey of Broadcast Journalism in Bangladesh: Challenges and Prospects" requires an appropriate systematic framework. Considering the purpose of this paper and the questions it tries to find answers of, it is clear that this review will be largely analytical. The article in question requires a particular method that can make way for qualitative analysis. On the other hand, as the paper demands an analysis of the raising period of television journalism as media industry, to observe the struggles of tv journalism and the obstacles raise during pandemic situation, the use of multiple methods is required. In this article document analysis is done with great care in order to gain secondary data. It is possible to enrich the review of primary information through study of documents. Moreover, the information gathered from study of documents substantiates the primary data.

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Beside document study, the writer has done intensive interviews of five experts from different broadcast media, who were interviewed through different open questionnaires and were selected through purposive sampling method. They are: Shukanto Gupta Alok, editor of Desh TV; Zayadul Ahsan, editor of Dhaka Bangla Channel (DBC); Khaled Muhiuddin, team leader Bangla at DW Deutsche Welle; Naim Tariq, chief news editor of DBC and Shibabrata Barman, former current affairs editor of Independent television.

IV. THE MEDIA INDUSTRY IN BANGLADESH UNDERWENT THREE BIG CHANGES IN THE LAST THREE DECADES.

In the 1990s, with the onset of a democratic, bipartisan, parliamentary form of government and the rise of urban middle class, a fresh breed of newspapers took hold. These newspapers ushered in new readership and business. Driven by a shift in printing technology, the newspapers expanded the horizon of journalism. It coincided with the boom in real estate, construction and banking sector. In the second wave of change a decade later, the private satellite television channels entered the scene. It broke from the past and made inroads to a completely unique landscape of broadcast journalism. Powered by advertisement revenue from the burgeoning telecom and real estate sector, these satellite channels multiplied in numbers. In two decades, we have 38 TV channels operating within the total revenue basket of more than Taka one billion, making it the predominant media. Two recent media surveys show a higher consumption (over 80 percent) of television in the country. Today some believe the broadcast market has gone past its heydays and there is a lack of innovation and spirit manifest in its contents. (Azad, M Abul Kalam, <https://medialandscapes.org/country/bangladesh> [2]). The television revolution accompanied the emergence of FM radio stations that brought back the listening culture in a new urban shape. The emergence of online news platform brought the third wave of change. The first online news portal bdnews24.com started its operation in 2006, claiming to be the country's first "internet newspaper". The media people and the readership had at that time lacked the foresight. They hardly realized that it was not a digital incarnation of the old ways of newspaper publishing, but was actually a prelude to a new era of news gathering and news distribution which over the next one and a half decades would become the overriding face of media in the country with at least three and a half thousand portals—bigger than the daily, weekly and monthly newspapers and magazines put together. Apart from the dedicated news portals, most of the traditional print and television media outlets also run online portals, some even taking the lead in the business. It coincided with the fastest growth of mobile and internet penetration (48.4%) all over the country. But despite the magnitude of growth in coverage and readership, online news portals are yet to see the expected turn in revenue flow. Today, with the social media outpacing and taking over the traditional news contents and news distribution systems, together with mobile journalism and the global outcry over fake news—the media business landscape has become overly complicated. The turn of the

third decade of the millennia is seeing a liquid state of media business landscape. Competition is very high among the media outlets struggling over to grab the limited revenue pie, which it is losing fast to social media giants like Facebook, YouTube and Google. Recent reports show that over the last five years the country's telecom giant trio, Grameen Phone, Banglalink and Robi alone have spent Taka 8 thousand, 744 crore on the online advertisement in platforms like Facebook, Google, YouTube etc. This makes up only a small part of the whole scenario. [Report submitted to the High Court by the Bangladesh Telecommunication and Regulatory Commission (BTRC)] (Asaduzzaman, 2019, [3]). Amid this new trend of multiple media platforms competing for the growing readership, there is a strong feeling that the standard of journalism is downhill and journalistic ethics is being ignored more frequently.

V. BROADCAST MEDIA: AN UNFOLD STORY

Bangladesh had to wait for almost three and a half decade to see the commercial operation of television as a news media. When in 1964 the first television channel was introduced in the land, it naturally was a state-owned venture as it involved expensive broadcast infrastructure. For the next three decades, Bangladesh Television or BTV, as the public channel was named after independence in 1971, remained the only source of broadcast experience for the audience. With handsome government investment in terrestrial broadcast infrastructure, the television channel got a rapid growth in nationwide coverage. However, with the enthusiastic airing of music programs, television drama etc., it confined itself to being a source of entertainment as it evidently failed to become a source of news and views because of an absence of journalistic freedom in its bulletins crowded with descriptions of routine activities of persons in office. (Shoosmith, Mahmud and Reza, 2013, [4]). However, this suffocating broadcast monopoly eased a bit in 1992 when the government legalized the Television Receive Only Dish (TVRO) and opened up the sky for international satellite channels. Cable operators spread satellite receiver networks and the audience, though mostly in urban areas, got the first ever taste of multiple and round-the-clock viewing options. This liberating experience created an initial cultural anxiety among the urban elites, but it failed to take hold. (Shoosmith, Mahmud and Reza, 2013, [5]).

The real watershed moment for broadcast journalism came in 2000, when Ekushey Television, a private channel with a professional news team, started its broadcast. In a genuine sense, in Bangladesh, TV journalism started its journey with Ekushey Television, the first private and terrestrial channel. The policy of attempting to involve the mass in the news and trying to cover all events of national life beyond just the news of the government took Ekushey Sangbad to the peak of popularity from the very beginning. (Shoosmith and Mahmud, 2013, [6]). Nearly everyone in the news department of Ekushey Television received intensive training in television journalism, even before the broadcasting officially began.



There was also the direct supervision from the acclaimed British television journalist Simon Dring. Mishuk Munier was also the part of that channel.

(Simon Dring was a British foreign correspondent, television producer, and presenter. He covered the Bangladesh's war for independence in 1971.

MishukMunier was a Bangladeshi media specialist and broadcast journalist. He was known for his cinematography.)

Although there were two satellite TV channels (ATN Bangla and Channel-I) in operation a couple of years prior to that, Ekushey Television brought about the revolution in television production with quality news bulletins and programs run by trained staff. It is worth mentioning that neither ATN Bangla nor Channel I' broadcasted news before this. Within a couple of years, Channel I began broadcasting news, too. Then ATN Bangla started doing the same in their own method. It is unclear whether these channels arranged any training for journalists before the two of them started distributing news. (Shoosmith, Mahmud and Reza, 2013, [7]).

Later, a section of journalists, previously affiliated with Ekushey TV prior to its shutdown, came on to NTV and another section joined ATN Bangla. We can say that after Ekushey Television, no other channel had taken any initiative for intensive training for journalists. The now closed Channel One hosted a brief training. Until the launch of news-only television channels, television journalism was basically imitating the news of Ekushey Television. However, nowadays, sufficient training is being provided to journalists on all television channels.

Another reason for its immense popularity was its nationwide coverage as it shared the terrestrial broadcast infrastructure of BTV, a strategic advantage which ironically would become its bane only two years later and make it lose its license following a legal battle after the change of regime. But this didn't affect the revolution, as by that time private televisions, based on the satellite broadcast structure, sprang up one after another. (Azad, M Abul Kalam, <https://medialandscapes.org/country/bangladesh> [8]). Television became a hugely popular media that catered to news and views and diverse entertainment programs. Surveys show a persistent increase in TV consumption among the audience.

A 2016 National Media Survey (NMS) reveal that the viewership almost doubled in just two decades—from 42 percent in 1998 to 82.9 percent in 2016. The urban-rural viewership gap narrowed down because of the widening of coverage. A Nielsen Bangladesh survey in 2017 also revealed TV is the most viewed media in Bangladesh as viewership rose to 84 percent in 2016 from 74 percent in 2011. However, it saw a little decrease 80 percent in 2017.

Now a day, in Bangladesh, 38 television stations are in operation, 35 of them are owned by private owners, a clear edge from West Bengal, its next door Bengali-speaking neighbor with 22 private TV channels. In Bangladesh, a dozen more persons got TV license while authorities' revoked licenses of four stations while in operation. Together, these channels broadcast 912 hours of content.

Broadcast journalism flourished with the increased demand for a fresh breed of energetic news gatherers and arrays of

broadcast technicians. It also increased the appetite for entertainment contents that resulted a full-blown production industry with myriad performers involved. A first ever survey of Bangladesh Bureau of Statistics shows that in 2013-14 fiscal year, 10,581 television fictions were produced at the cost of Taka 78 crore 67 lac.

But the ease in state-owned monopoly didn't properly open up the road to a competitive broadcast journalism because of the indirect control of government authorities in the way of issuing license and the partisan color of the investors who own these television channels.

VI. TELEVISION CHANNEL OWNERS: THE NAKED REPRESENTATION OF POWER PLAY

Under the broadcast rule of the country, a television channel requires having a broadcast license, issuing which doesn't follow transparent rules and criteria. Consecutive governments of Awami League and Bangladesh Nationalist Party (BNP) issued licenses only to the owners that clearly showed allegiance to its party or its cause. This resulted in a sharp divide of television ownership along the party lines and it blocked the way for independent, courageous television journalism.

In Bangladesh, there are two types of television channels according to its content: news channel and general channel (cover both news and entertainment). Mac bright Commission (UNESCO) said in 1980, 'in 3rd world country, news is progress, news is growth. 'But the accurate picture is quite different. In electronic media, there is a great pressure of corporate world and political parties. Most of the time, people are sure to get partial or biased news. The reasons are:

- The state owned channels are like the spoke person of the government
- Every private channel's owner is a political leader or a powerful business man
- The main earning source of these channels is advertisements
- The news of government activities is not transparent
- The lack of professionalism and to politicize their activities fails to establish their credibility
- And the most important thing is channel owners use their channel as a tool of the safeguard of all wrong doings and corruption.

On the other side, the advertising market for broadcast media is not big and its volume has not increased alongside the pace of the media. According to different advertising agencies, the advertisement volume ranges from US\$250m to US\$300m and television shares two-thirds of it.

NTV, one of the most popular television channels in the country, is owned by Mosaddek Hossein Falu, a business owner who made his fortune during the tenure of a political party (BNP) that he served as a political adviser of its chairperson. 'Channel-24' a news channel is owned by Ha-meem group, apparel and textile giant, whose chairman Abul Kalam Azad sought Awami League ticket in the previous election.

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The Independent, another news-based channel, is owned by Beximco Group, whose Vice-Chairman Salman F Rahman is a member of the Parliament from ruling Awami League and private sector adviser to the Prime Minister. Jamuna TV is owned by real estate giant Jamuna Group, whose Chairman Salma Ali is a member of the Parliament from Jatiyo Party. She was former state minister for Women and Children's Affairs.

Ekushey TV, that came into air second time in 2007, after it went off in 2002 because of legal battles over license process, saw its ownership changed several hands, before S. Alam Group, a steel and power giant, took it over, which has a clear liaison with the current government.

Somoy TV, the most popular among news stations, is owned by Morshedul Islam, a filmmaker and brother of Kamrul Islam, who is a parliament member from Awami League and former minister of food.

(Riaz and Rahman, 2021, [9]).

The trend reveals the partisan ownership of television channels, a scenario which impeded the way for a professional environment where independent journalism could flourish which could hold the men in power accountable and become the voice of the people.

On the other hand, business giants have owned media houses as their shields to protect their businesses and reputations, which are sometime illegal, unethical and unsolicited doings.

VII. ANALYSIS OF THE INFORMATION OF KIIS

A. Television: in The War of Information

Of all other media, television is by far the most popular and unique. Since information broadcasted on television reaches the audience immediately; there is a larger demand for it. Television alone can disseminate information and news in front of such many viewers at once. However, in today's digital age, television also faces various challenges. Even then, through watching and listening, television has become a unique medium.

Television can sometimes attract the viewers by broadcasting pictures of big events live. On the other hand, graphic news on television is much more credible and influential than other media. Just as still images tell a lot on a newspaper page, moving images can serve more powerful, strong, more reliable information. As a result, the news presented on television is much more believable and can influence the viewer a lot, can help viewer's interpretation, and above all has the power to bring the viewer to the scene to meet the needs of the viewer.

Because of the tremendous advances in satellite and communication technology, it is now possible to send news directly from anywhere, communicate directly to the reporter, broadcast the victim's statement live, receive expert's opinion, and even present it instantly despite the contingency of events. And that's why television news gets an additional dimension. That is why it is said that 20 percent of television journalism is journalism and 80 percent is the use of technology (Tariq, 2011, [10]).

With television journalism, the biggest difficulty or challenge in delivering news is the lack of time. Television journalism does not have much opportunity to go deeper.

There is no opportunity to make detailed or analytical, rigorous reports. According to Shukanto Gupta Alok, the editor of a private channel named 'Desh TV', "television journalism sometimes has to gain momentum in the race to verify information in the race to present instant news to the audience in a competitive market." Though the major functions of the media are to teach, to inform, to persuade and to entertain, television journalism is engaged in the search for truth by remembering those functions.

With the spread of technology, the challenges faced by television are also increasing. As there is no opportunity for foreign capital to come in these media, it cannot keep pace with the foreign channels. As a result, it is lagging behind in competition. Then there are YouTube and Facebook videos, live streaming and various OTT media services. As a result, the challenge of survival of television is now more intense.

In addition, Zayadul Ahsan, the editor of a private news channel named Dhaka Bangla Channel (DBC) said; "online portals have also shared the urgency of television news. Along with broadcasting news with pictures on television, nowadays online portals are also delivering news instantly as well as offering video or live streaming." And with television, by the ongoing Covid-19 situation exacerbated these challenges. At the same time online portals such as YouTube and Facebook have also turned their attention to increasing the reliance of customers or viewers on the Internet.

B. Digital Media: New Challenge for Television

The single largest revolution in Bangladesh in the last two decades is the emergence of mobile phone. The handheld device has become so ubiquitous that even in remote rural areas; roughly four-fifths of households have at least one cell-phone set. This means almost every family in the country has a phone set, a growing number of whose screens are getting smarter (about 26 million smart phone users). According to the Bangladesh Telecommunication Regulatory Commission, there are about 90 million active internet connections in the country, thus indicating to an internet penetration more than 50 per cent. This is fundamentally changing the way people communicate with each other. The obvious impact of this change is the advent of online news platforms.

According to information minister Dr. Hassan Mahmud, the number of online news portals in Bangladesh is about three and a half thousand, although a tiny number of them have regular independent content updates. There are two distinct types of online news portal, based on the structures of operation and business. There are the independent, online-only media houses that source news contents with a dedicated team. The other type of portals functions as online derivatives of an offline media outlet, and these portals reuse the primary contents. These portals belong to the established newspapers and television channels and they share the name. Among the former type of portals, Bdnews24, which is the pioneer in the market, remains the largest outlet. Banglanews24.com, Bangla Tribune, Barta24, Priyo.com run professional and commercial operations.



There is a new trend among the latter type of affiliated news portals of developing independent contents for the website, in order to tap on the growing readership and revenue. Prothomalo.com, an eponymous portal that belongs to the second largest daily newspaper of the country, is foremost in this trend. This media house developed a full-fledged media team with separate teams of reporters and desk. But a recent downward trend in the revenue because of Covid-19 pandemic has forced the outlet to change strategy and integrate with the newspaper workforce.

An average 1.2 million visitors worldwide access ProthomAlo portal with over 7 million page views every month. According to the newspaper, it has over 13 million Facebook followers. Many people, around 1.3 million, are following it on Twitter. The English version of Prothom Alo has 382,000 followers on Facebook. The amount of revenue the newspaper earns from digital version has crossed US\$10m and the amount is going up.

The online portal of The Daily Star began operation in 2006. After a slow start, the portal followed the Prothom Alo strategy of developing independent content team and gained popularity. According to the newspaper, its website had over one million active users till January 2018, with over 70,000 daily active users. Most of the readers remain connected through their mobile. The daily has around 2.7 million followers on Facebook, 460,000 Twitter followers and 50,000 subscribers on YouTube. Of late, the portal has started a Bengali language parallel to gain wider readership. This helped the daily to generate more revenue, with around 53 percent growth in 2017 than the previous year.

There is a growing trend among the online portals of developing multimedia contents. Prothom Alo, Daily Star, Bdnews24 and Bangla Tribune are trying to build multimedia capabilities with news footage and video programs.

C. The beleaguered freedom

There is a growing concern about the shrinking space for freedom of expression in the overall politico-cultural landscape, which mostly is reflected in the growing pressure on the media. A general feeling is that the government has turned overwhelmingly impatient and sensitive towards criticism. There is a tendency of forced silencing of adverse opinions as authorities put pressure through varied means, ranging from withdrawal of government advertisements, to intimidation or physical attacks or harassments through indiscriminate, unfounded libel charges. In recent years, there is growing outcry over the use of legal tools against journalists. Several provisions of newly enacted Digital Security Act, 2018, especially are allegedly responsible for shrinking the space for journalism. Section 32 of the act criminalizes the acquisition of any digital information from government offices, punishable with up to 14 years of imprisonment—a provision that makes journalistic enquiry or investigation and gaining documents almost impossible. A growing trend of implicating journalists under this act is clear. In 2019, there were 63 such lawsuits filed, predominantly targeting journalists. This year, the trend is even higher, which saw 45 cases in the first four months. Most of them are against journalists who earned wrath from local powerful quarters.

In the World Press Freedom Index, a comparative tally prepared by Reporters without Borders, Bangladesh regularly ranks lowest among South Asian countries. It hit 151st position in the 2020, one notch dip from the previous year. According to consecutive reports, Bangladesh has not improved in the press freedom ranking since 2016. The 2020 report mentioned that Bangladesh has "tougher politics and more press freedom violations," resulting in unprecedented levels of self-censorship, as editors are reluctant to risk imprisonment or closure of their media outlets. There is a general comprehension among the professional journalists and citizens that the level of control now imposed over press and media, especially the electronic media.

D. Unethical competition

Television journalism has now lost its grip on competition. According to Khaled Muhiuddin, team leader Bangla at DW Deutsche Welle, because of the competition to be the first to report news, especially on news-based channels, the basic practice of verifying information is moving away. In case of some news, the trend of copying it through other channels is increasing day by day. With this, a tendency to satisfy the audience due to pressure from social media has been added. Shibabrata Barman, former current affairs editor of Independent Television stated: "aside from this, there has always been an attempt to generate a sensation of hype with the news that daily newspapers publish. Besides, the media is not interested in taking an anti-government stance and is reluctant to cover scenarios sometimes". That is why the audience is turning away from the mainstream media. At the moment, the biggest challenge being faced by the media is to attract the audience and carry out the practices expected from ethical journalism.

E. Presentation of non-journalistic approach

Another problem of broadcast journalism is the lack of attention to visual content of television. Naim Tariq, the chief news editor of DBC News channel, stated that with no editorial consideration most of the television channels partake in competition of live broadcast. Instead of presenting their own point of view, they broadcast sponsored content presented by the government or various influential organizations.

VIII. SOCIAL MEDIA: A NEW AGENDA SETTER

In the modern day and age, social media often acts as an agenda setter. Even if an event occurs a certain way, social media might view it through a different lens or judge it in unrightfully. This makes it a challenge for the mainstream media, such as television, to uphold the news in honesty. There used to be a time where the agenda was set by the mainstream media or the public itself. But in the present day, social media has become influential so much that mainstream media is being forced to choose social media's agenda. Just like how we can perceive the influence of social media, the challenges faced by the mainstream media can also be highlighted.



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The pressure of fake news rarely hampers broadcast journalism because there are facts checking sites to separate fake news. Many social sites have also been working to remove fake news. The pressure for broadcast journalism occurs when social media determines the treatment of the mainstream news. Other than that, mainstream media is being provoked to display such news because of the power of social media that is not supposed to be exhibited on television.

IX. NEW CHALLENGES DURING COVID19

Pandemic time has added a new challenge to broadcast journalism in collecting information and pictures in compliance with the newly laid out hygiene rules:

a. Awareness vs. misleading information: In the beginning, the issue was very new and journalists were not familiar with the issue. So they were misguided by both experts and medical people. With the time rolls down, the issue became clear to journalists.

b. Impact of social media: because of social media, people were getting updates on Covid-19 issues from various sources—be it CNN or any infamous website. So it was a challenging for the local television stations to give the news as the pandemic character was different here in Bangladesh. On the other hand, without broadcast journalism, more people would have died from the coronavirus. As people became aware because of the reporting, the authorities were also forced to take action to save lives at risk. Despite the crowd of rumors in social media and attempts to conceal information from the government side, the audience is able to perceive the real situation (Ershad, 2020, [11]). Because, media work has not stopped nor will it ever stop. Journalists are working with new challenges in this profession of new experience (Rahman, 2020, [12]).

c. Lack of information: Given that there is no alternative to quality pictures when it comes to providing quality news, TV journalism is now more important and dangerous than it has ever been in order to meet the needs of its audience and readers-viewers-listeners (Mondol and Paul, 2020, [13]). This was the biggest challenge for journalists during the pandemic period (Reza, 2020, [14]). Medical professionals, scientists and researchers were just struggling to find out the right information. Once they got the right information, they prefer to keep it within themselves. The government always plays a hide and seeks. So there was a huge crisis of information that led to wrong reporting sometimes. It widened the gap between the government and the people due to lack of information. People thought that the government was not giving a clear picture about the Covid-19 situation in the Bangladesh while the government thought that common people should not know everything about the issue. And for this, both the stakeholders had to pay. d. Info emic: World Health Organization coined the term. The biggest challenge for the journalists was to find out the right information. There were several rumors and untrue information about the pandemic. For example, at the beginning people won't touch any Covid patient even after death. But later it became known that Covid-19 does not transmit from the dead body. So tackling the wrong information was the biggest challenge for journalists as

people used to believe wrong and false information. e. Uses of Apps: Interviewing people by using various apps online, namely Zoom, has created a new trend. A lot of the news and content has to be disseminated through telephone interviews. f. Limited human resources to run TV channel: While it is possible to launch a home office in other media, it is not possible to do so for television or radio. To avoid Corona infections, the staff had to be divided into two or three teams and kept at home quarantine from time to time. This severely pressured on personnel.

X. CONCLUSION

The future of television journalism in Bangladesh depends on successfully tackling the challenges posed by social media. Television journalism will clearly not die down soon - but there is no substitute for intensive training and ethical practice to sustain it successfully.

With integrity of broadcast journalism, we could say that they should practice strictly the principles and ethics of journalism. Second, the ownership of televisions needs to change. We need at least a couple of news-based channels that will be owned by professional journalists - which will be supported by associations or in some other way.

Despite all the odds, media business in Bangladesh is trying to cope with the new readership/viewership trend and shape of business that is driven by social media. In a world of shrinking attention and the omnipresence of screens the traditional ways of doing journalism is struggling hard. However a new generation of journalists is fast adapting to the trend and they are finding ways to bridge between a fleeting revenue and old ways of journalism.

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Shabnam Azim received her MSS in Mass Communication and Journalism from the University of Dhaka, in 2003 and is now working as an Associate Professor at the Department of Mass Communication and Journalism, in the same university. As an academician her works are focused on media, journalism and communication. She is professionally skilled in teaching, research, advocacy and curriculum development. She is a media expert and the moderator of social and political talk shows since 2006. She was research fellow of : Counter Terrorism and Transnational Crime Unit-Center for Genocide Studies 2020 and 2021, National Human Rights Commission Bangladesh (NHRCB) 2018 and 2019, INSPIRE (UK) 2012, Bangladesh Film Archive 2012, Bangladesh Freedom Foundation (BFF) 2012, NOMA (Norway) 2010 and SUSI (USA) scholar 2013. Apart from a good number of articles, she has also authored books and book chapters. Her notable research works are: “The Symbiotic Relationship between Media and Terrorism: Critical Study on Bangladesh”, “Media Coverage of Terrorist Incidents in Bangladesh”, “Influx of Rohingya: Impact on Host Community”, “Rohingya Crisis: Current Law and Order Situation and Sustainable Solution towards Peace and Harmony” and so on. She has achieved three Gold Medals for academic excellence from the University of Dhaka. Email id: shabnamazim16@yahoo.com