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## Research Paper

## Analyse The Perception of Media Persons Regarding the Structure and Style of Published News Between Newspapers and Web Portals: In the Context of The Times of India

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### ABSTRACT

This study examines the perceptions of media professionals regarding the structure and style of news published in The Times of India, comparing its newspaper and web portal formats. Primary survey data were analysed using descriptive statistics and an independent samples t-test. The findings reveal a significant difference between the two platforms. Newspapers were rated higher ( $M = 25.12$ ,  $SD = 3.75$ ,  $N = 124$ ) than web portals ( $M = 23.07$ ,  $SD = 4.39$ ,  $N = 136$ ), with a mean difference of 2.05 points,  $t(258) = 4.02$ ,  $p < .001$ . Graphical analysis reinforced these results, showing that perceptions of newspapers clustered at higher values, reflecting consensus on their structured and formal style. Web portals, by contrast, displayed greater variability, suggesting flexibility and diversity but less consistency. The study concludes that print journalism remains more standardised, while digital platforms prioritise adaptability, offering key implications for editorial strategies and media convergence research.

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**KEYWORDS:** Media Professionals, Times of India, Newspaper, Web Portal, Perception Analysis

### 1. INTRODUCTION

The rapid transformation of the media industry has been driven largely by the growth of digital technology and the internet. Traditional newspapers, once regarded as the most credible and structured form of journalism, now coexist with web portals that emphasise speed, brevity, and interactivity. This transition has not only reshaped news consumption patterns but also altered

how news is produced, structured, and styled. The Times of India—India's largest circulated daily—represents an ideal case for exploring these dynamics, given its strong dual presence in both print and digital formats. Understanding how news is structured and styled across these platforms provides valuable insight into the evolving nature of journalism in India.

In the contemporary media landscape, the structure and style of news presentation have undergone significant transformation due to the rise of digital platforms. While traditional newspapers have long been regarded as the benchmark of credibility, uniformity, and editorial consistency, web portals have emerged as dynamic spaces that prioritise immediacy, interactivity, and flexibility. This shift has created an ongoing debate regarding how news is framed, structured, and perceived across print and digital platforms. The Times of India, as one of the largest and most influential newspapers in India, provides a valuable case for examining these differences. With its strong presence in both print and digital formats, it embodies the tension between conventional journalism and the demands of digital media. Understanding how media professionals perceive the structure and style of news across these platforms is therefore crucial, as they are both the producers and interpreters of journalistic practices. This study aims to examine the perceptions of media professionals regarding the structure and style of news published in The Times of India newspaper and its online portal. Employing statistical comparisons, it identifies whether significant differences exist between the two platforms. Such analysis not only contributes to academic debates on media convergence and framing but also offers practical insights for editorial strategies, highlighting the challenges of balancing credibility and consistency with speed and stylistic diversity in the digital age.

## 2. REVIEW OF LITERATURE

**Amaninder Kaur (2020)** interrogates the growing dominance of digital news portals in India, questioning whether they serve as vehicles of information or merely entertainment. A key theme is sensationalism, where exaggerated headlines are used to lure audiences. The author coined the term “Split Media”, highlighting the hybridisation of print and television into digital formats. While the study provides fresh conceptual language, its methodology—content analysis and interviews—lacks transparency about sample size and criteria. The paper’s contribution lies in exposing how commercialisation undermines journalism’s democratic role, but it does not fully explore global parallels or the constructive potential of digital interactivity.

**Malik Zahra Khalid & Aaliya Ahmed's (2014)** study explores the enduring role of newspapers as agenda-setters in society despite technological disruptions. The thematic emphasis is on social responsibility: newspapers should inform, educate, and foster public debate rather than yield to sensationalism. The paper traces how globalisation and competition have softened news, pushing newspapers toward entertainment. Its strength lies in the historical perspective, from Gandhi’s vision of fearless journalism to modern corporate pressures. However, it is somewhat normative, emphasising what newspapers should do without empirically analysing actual content. Still, it provides an ethical benchmark against which trends like “infotainment” can be judged.

**Mohamed Haneefa & Shyma Nellikka (2010)** analyse twelve Indian online English newspapers using website content

analysis. The main themes are design, interactivity, and accessibility. Findings show a common pattern across newspapers: emphasis on timely updates, multimedia integration, and audience engagement tools (blogs, RSS, polls). Unlike Kaur (2020), which critiques portals for sensationalism, this study provides a more descriptive and technical view, highlighting the advantages of online journalism—speed, interactivity, and global reach. Its strength lies in systematic comparison, but its limitation is the lack of deeper ethical discussion on commercialisation. Thus, it complements but does not challenge Kaur’s more critical framework.

**Navaneeth T. M. & Ramis Salam (2020)** examine the role of interactive infographics in Manorama Online and Times of India during the 2019 Lok Sabha elections. The central theme is interactivity as innovation, where readers are empowered to explore political data through visualisations. By employing Weber’s (2013) framework and Cairo’s visualisation wheel, the study offers theoretical rigour in analysing complexity and communicative intent. Unlike Kaur (2020), which critiques online portals for chasing entertainment, this study highlights the potential of digital journalism to enhance democratic engagement. Its limitation is that it focuses narrowly on elections and two portals, but its contribution is significant in documenting how interactivity can move journalism beyond passive consumption.

**C. S. H. N. Murthy, Challa Ramakrishna & Srinivas R. Melkote (2010)** investigate the first-page priorities of four English dailies (Times of India, Hindustan Times, Indian Express, and The Hindu). It identifies a shift toward crime, politics, and entertainment, with economic and developmental issues marginalised. The key theme is market-driven journalism, showing how advertising and competition reshape editorial priorities, leading to tabloidization. The study’s strength is systematic content analysis tied to Randal Beam’s theory of strong/weak market orientation. Its limitation is that it is confined to print, without extending the analysis to digital media. Nonetheless, it provides a critical backdrop for understanding the commercialisation trends that Kaur (2020) later extends to online portals.

**Sreekala Girija (2019)** critically examines Newslaundry’s ad-free model in India. While positioned as an alternative to advertiser-driven media, the study shows its for-profit structure and reliance on private investors compromise claims of public service journalism. Using interviews and textual analysis, the author demonstrates that interactive technologies do not automatically create participatory democracy, as editorial control remains producer-driven and user data is commodified through social media platforms. The article highlights both the promise and the structural limits of ad-free digital news.

**Pawan Koundal and Raghvendra Mishra (2018)** examine how the internet has reshaped the newspaper industry. Using Agenda-Setting Theory and Uses and Gratifications, the authors analyse how readers engage with print and online editions. They find that online newspapers provide immediacy, interactivity, and accessibility, while print editions continue to retain trust,

depth, and loyal readership, especially in India, where circulation is still growing. The study concludes that online and print platforms are more complementary than competitive, each fulfilling distinct audience needs.

### 3. OBJECTIVE OF THE STUDY

1. To compare the differences in perception between print and web platforms of the Times of India.
2. To identify whether statistically significant differences exist in professionals' perceptions of newspapers versus web portals.

### Data and Method

This study is based on primary data collected through a structured questionnaire survey administered to media professionals associated with The Times of India. The respondents included journalists, editors, content writers, sub-editors, and digital media staff working in both print and web divisions. The survey focused on measuring their perceptions of the structure and style of published news across two platforms: the newspaper and the web portal. A total of 260 media professionals were targeted, out of which 124 responses were received from professionals associated with the print

(newspaper) division and 136 responses from those working with the web portal. The data were coded and analysed using SPSS (version 22). The following techniques were applied: Descriptive Statistics (mean, standard deviation) to summarise perceptions. Independent Samples t-test to examine whether perceptions significantly differ between print and web platforms. Graphical Analysis (frequency distributions and comparative visualisations) to illustrate the clustering and variation of responses across platforms.

### 4. RESULT AND DISCUSSION

The results of the independent samples t-test revealed a statistically significant difference in the perception of media professionals regarding the structure and style of published news across platforms. The findings demonstrate that media professionals hold significantly different perceptions of the structure and style of published news when comparing newspapers to web portals. Newspapers, particularly in the case of The Times of India, are perceived as more structured, formal, and consistent. This is reflected in the higher average scores and the lower variability in responses. The standardised format of headlines, leads, body, and conclusion, along with editorial oversight, likely contributes to this perception.

Table 1. Group Statistics

	Which platform do you prefer most?	N	Mean	Std. Deviation	Std. Error Mean
Perception of Media Persons regarding the Structure and Style of Published News	Newspaper	124	25.1210	3.75162	.33691
	Web portal	136	23.0735	4.39466	.37684

Table 1. Group Statistics shows that the newspaper (N = 124): Mean = 25.12, Std. Deviation = 3.75, Std. Error = 0.34. This suggests that professionals, on average, rated the structure and style of news in newspapers higher and with more consistency. Web Portal (N = 136): Mean = 23.07, Std. Deviation = 4.39, Std.

Error = 0.38. The lower mean shows weaker perceptions of structure and style for the web portal. The higher SD indicates greater variation in responses. Initial observation: Media professionals generally perceive newspapers as more structured and stylistically stronger than web portals.

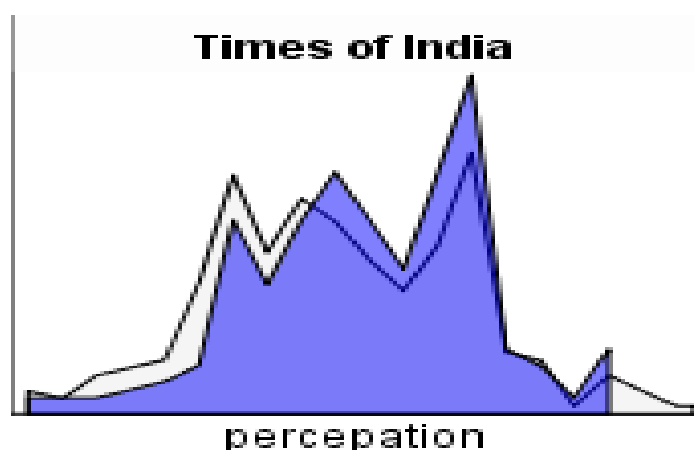
Table 2. Independent Samples Test

		Perception of Media Persons regarding the Structure and Style of Published News	
		Equal variances assumed	Equal variances not assumed.
Levene's Test for Equality of Variances	F	2.622	
	Sig.	.107	
t-test for Equality of Means	t	4.021	4.050
	df	258	256.911
	Sig. (2-tailed)	.000	.000
	Mean Difference	2.04744	2.04744
	Std. Error Difference	.50917	.50548

Table 2 shows that the Levene's Test for Equality of Variances: F = 2.622, Sig. = 0.107. Since  $p > 0.05$ , we fail to reject the null hypothesis of equal variances. This means we can assume equal variances when running the t-test. Independent Samples t-test: t (258) = 4.021,  $p = 0.000$  (two-tailed). Since  $p < 0.001$ , the difference between the means is statistically significant. The

difference of about 2 points is not only statistically significant but also meaningful in perception terms.

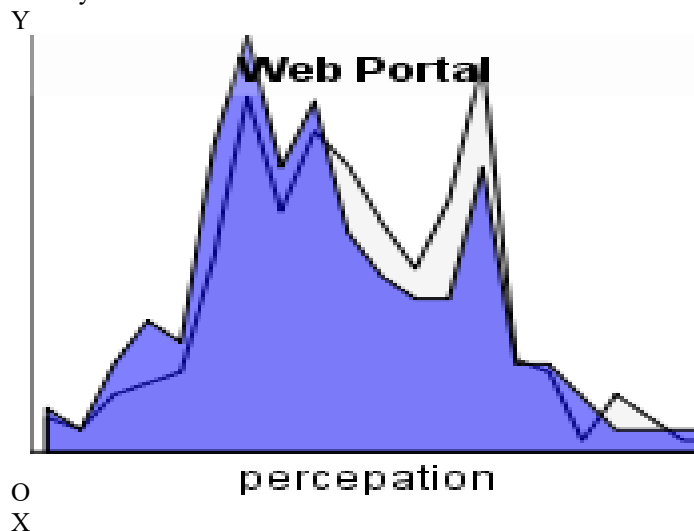
**Graph 1.** Perception of Media Persons regarding the Structure and Style of Published News in The Times of India  
Y



Source: Author's compiled with the help of primary data

Graph 1. Shows that the X-axis represents the perception score of media professionals (Likert scale responses). This indicates how respondents rated The Times of India on structure and style. The Y-axis shows the number of respondents who gave each score. The height of the curve at each point shows how common that perception score is. The distribution peaks in the mid-to-high range of perception scores, indicating that most respondents gave Times of India above-average ratings for structure and style. The presence of some variation (small peaks and dips) shows differing opinions among professionals. Compared to the background (grey outline), the blue area suggests stronger clustering of responses around higher values. The overall pattern indicates a strong professional perception of The Times of India as a structured and stylistically coherent platform for published news.

**Graph 2.** Perception of Media Persons regarding the Structure and Style of Published News on a Web Portal

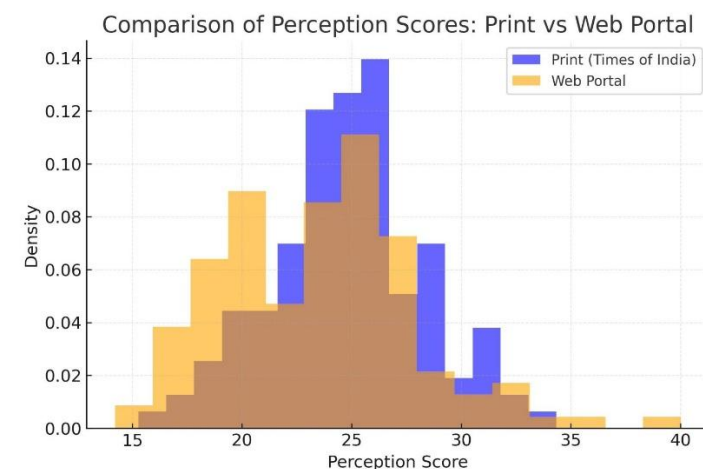


Source: Author's compiled with the help of primary data

Graph 2. Shows that the X-axis represents the perception score of media professionals regarding the structure & style of the web portal news. The Y-axis represents how many respondents gave each score. Taller peaks had more respondents rated at that score. The distribution is more spread out than the print (Times of India) graph. Several peaks appear across the mid-to-high perception range, indicating greater variation in professionals' views of web portals. Unlike the print distribution (which clustered higher), web portals show a flatter and more irregular curve. Still, the strongest concentration is in the medium range of perception scores.

The comparison of perception distributions (Figures X and Y) reveals that media professionals perceive print newspapers like the Times of India as highly structured, with scores clustering at the upper end of the scale, showing strong consensus. In contrast, web portals received more varied scores, reflecting their flexibility and stylistic diversity but also a lack of consistent structure. These visual differences support the statistical finding (t-test,  $p < 0.001$ ) that professionals rate print significantly higher than web in terms of structure and style of published news.

**Graph 3:** Comparative visualisation of newspaper (Print) and Web Portal



Source: Author compiled with the help of primary data

Figure 1. Print (Times of India, Blue): Scores cluster more tightly around higher values. The peak is sharp, showing greater consensus among professionals that print has a strong, consistent structure and style.

Web Portal (Orange): Scores are spread out more widely. Multiple smaller peaks indicate mixed opinions; some professionals value the flexibility, while others rate the web structure lower.

Variability, Print: Narrower spread, lower standard deviation. Web: Wider spread, higher standard deviation. This means perceptions of print are more uniform, while perceptions of the web are more diverse.

The comparative distribution of media professionals' perception scores for print and web platforms. The distribution for print

(Times of India) clusters around higher scores, indicating a strong consensus that print news is more structured and formal. In contrast, the web portal distribution is more dispersed, reflecting mixed perceptions of flexibility and inconsistency in online news presentation. The mean difference (2.05 points) and narrower variance for print support the statistical findings of the independent samples t-test ( $t(258) = 4.02, p < .001$ ).

## 5. CONCLUSION

This study set out to analyse the perceptions of media professionals regarding the structure and style of published news in The Times of India, comparing its newspaper and web portal formats. The findings revealed a statistically significant difference between the two platforms. Newspapers were consistently rated higher in terms of structure, consistency, and stylistic coherence, while web portals, though valued for their flexibility and adaptability, were perceived as less uniform and more variable in style. The tighter clustering of responses around higher scores for print indicates a strong professional consensus that newspapers maintain editorial rigour and standardised presentation. In contrast, the wider spread of responses for web portals reflects the diverse and sometimes conflicting perceptions of digital journalism, shaped by its emphasis on speed, interactivity, and multimedia content. The results highlight the enduring credibility and formal structure associated with print journalism, even in the digital age. At the same time, they underscore the challenges faced by web portals in achieving stylistic consistency while catering to rapidly changing audience demands. Overall, this study contributes to the ongoing discourse on media convergence, suggesting that the future of journalism lies in striking a balance between the stability of traditional formats and the innovation of digital platforms. The insights gained have practical implications for editorial strategies, newsroom management, and journalism education, particularly in preparing professionals to navigate the demands of cross-platform news production.

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