

Expectations for Delivering Entertainment News through Television.

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Abstract

This research was entitled “Expectations toward delivering entertainment news on televisions”. The 2 main objectives of this research are to search audience's expectations in terms of watching entertainment news on televisions, and to provide suggestions to properly develop further entertainment news programing on televisions.

The results of this research indicate that the number of times presenting about celebrities or stars's privacies are increased. The most type of entertainment news that many news agencies have focused on are gossips and stars's scandalous news. Public relation news and other news types are secondary interests of audiences. Some entertainment agencies can deliver scope of entertainment news details deeply. As a result, these agencies can increase various deepest entertainment contents plus higher quality if compared with some that produce just general gossips. Competitions for entertainment news productions tend to dramatically expand because there are larger numbers of mass media than in the past.

In addition, the key suggestions for delivering entertainment news on televisions are that mass media associations need to be reformed now to develop 4 main solutions. Firstly, those reformed associations should emphasize on policies which could manage delivering entertainment news efficiently. Secondly, administrate mass media agencies to create standardized entertainment contents. Thirdly, extremely present more advantage entertainment news to respond audiences who are looking for creative entertainment news.

Finally, educational degree of citizens is also important factor to be focused on, these reformed mass media should encourage people having higher education and tastes. People then could develop themselves and are likely to watch useful creative entertainment news more and more.

Key words: expectations, entertainment news and delivering

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Introduction

An entertainment news is another type of television programs which, nowadays, becomes popular among audiences due to it is the news presenting movements or issues related to the entertainment industry's members such as actors, actresses, singers, high societies and celebrities. In other words, the entertainment news is the presentation of issues related to celebrities or persons who are well-known among target audiences.

Contents of entertainment news include the delivery of both information and movements of celebrities or well-known persons. Its contents are totally different from those of general news which are related to important events influencing on national security. Entertainment news writers always add their own opinions or comments into the contents. Consequently, nowadays several mass media agencies turn their attention to the delivery of arts and culture-related news by incorporating with entertainment news reporters. Then, they form the team a "news desk" and call themselves "Arts & Entertainment Desk".

Rome Bunnag (2008) described the history of entertainment news in Thailand that after World WAR II in 1945, there were a small number of actors and actress who had come from theatre including Sala Chalerm Thai Theatre, Sala Chalerm Nakorn Theatre and from theatre parties including Sivarom, Thepsilpa and Asawin; at that time the film makers were also in a small number using the 16 mm. film for production.

Nowadays, the objectives of delivering entertainment news is to report daily movements and lifestyles of entertainment people regarding what they are doing, where they are, when their activities happen and how they are dealing with it, for instance, news about celebrities participating in events, beginning of film or series shooting, new released album of singers, concerts, game shows, behind the scenes of movies, news about executive persons of a television station and interesting affairs of celebrities. The objectives of those stated news are not only to report information but also to entertain and attract audiences to follow news presented by mass media.

The majority of entertainment news delivered at present are more outstanding than another type of news because there are negative news of celebrities delivered through the radio stations, television channels, newspapers, magazines and websites. Once these kinds of gossips are published, they always receive good response from audiences. Therefore, more and more gossip news are delivered through the television with an excuse that audiences like this kind of news. Accordingly, the reliability of news has been decreased. Moreover, some people, who have been mentioned in the negative news, are satisfied and try to make negative issues so that they would always be mentioned in the news; the entertainment industry people usually state that the more scandal the more famous a celebrity is. Consequently, some celebrities always create scandals or gossips for themselves to attract reporters' attention. By the way, the reporters themselves try not to deliver gossip news even though it is difficult; because their presentation will be out of trend due to the persons mentioned in the news are well-known among audiences.

Therefore the researcher would like to study whether audiences actually like or dislike the gossip news; if there is a chance for audiences to explain their opinion to executives of television station, what sorts of entertainment news they need to know; and whether entertainment news producers need to deliver only gossip new.

Objectives

- 1.To study the delivery of entertainment news through television
- 2.To study the expectation towards watching entertainment news through television
- 3.To propose the recommendation for delivering entertainment news through television

Research Methodology

This research is a qualitative research using purposive sampling method. To gather the data, the research applied an in-depth interview with selected samplings which are persons in the entertainment industry, academic persons and people in general. The samplings included Miss Sattakamol Worakul, the former president of the Entertainment Reporter Association, Mr.Thitiporn Jutimanon or Boy Nine Entertainment, the producer of Nine Entertainment at Modern Nine TV, Miss Wilawan Jaronrattanakul, the assistant editor of Entertainment News at Spring News Station, Mr. Chatree Sriyapai, the president of the Entertainment Reporter Association, Associate Professor Kulthip Sattrasuji, a lecturer of Graduate School of Mass Communication and Management Innovation at National Institute of Development Administration, Mr.Singh Singhkajorn, a lecturer of Public Relations and Corporate Communication Department of the faculty of Management Science at Rajabhat Bansomdejchaopraya University and 4 people who watch entertainment news daily; there were totally 10 persons as samplings of this research.

Results and discussion

The research results and analysis of data revealed that a great deal of negative news about celebrities had been delivered through mass media due to the good responses from audiences. Consequently, plenty of celebrities' private issues were published through magazines, newspapers, radios, televisions and internet because they were sellable or very popular.

Miss Sattakamol Worakul, the former president of the Entertainment Reporter Association, reflected her idea related to 4 significant factors influencing on changes of Thai mass media as below:

1. Social change: In the past, celebrities hardly revealed their own private issues to mass media or public. At present, it has been changing. According to the modern technology, celebrities have been closer to audiences. Some celebrities who have maintained good relationship with their audiences would have their own regular audiences called "fan club". The new media in social network, such as, Facebook, Twitter and Instagram, bring celebrities and their fan club closer to each other and their private issues are revealed more. In addition, there are more and more new media in the society so that the competition of news delivery becomes higher.
2. Plenty of new-born media: Unofficial journalists always emerge from new-born media especially online media. Sometime audiences are confused which news are

truly produced by news stations or by social network. This is the reason why journalists of news stations must keep their eyes on news from social media.

3. Marketing: There are greater number of media therefore the competition is also higher. On contrary, the numbers of sponsors stay still. In this regard, each station must compete with each other, in order to gain more funding for their program as well as to deliver interested news to reach higher rating for more sponsors they would get.

4. Creativity: Each news station has its own direction of delivering news in order to make itself outstanding. This is the reason why it needs to invent new ways of presentation to make their news interesting.

This is in line with the opinion of Mr.Thitiporn Jutimanon or Boy Nine Entertainment, the producer of Nine Entertainment at Modern Nine TV regarding changes of news delivery in Thai society. He mentioned that there had been only 5-6 entertainment news stations on television in the old days; but, at present, there have been a lot of satellite televisions and other kinds of media so that the numbers of news presenters have been larger. Mr.Thitiporn also stated that, in those days, journalists would plan for broadcasting the news after they had finished interview; nowadays, the gathered news cannot be preserved. News must be launched daily like a hard news so news productions become quicker and faster. It would be better if live news capturing the attention of audiences could be broadcast. Therefore, the costs of news production become higher than the past for the news content would be delivered in the same time as other television channels, social network and others online media.

According to the above stated opinions from entertainment news producers, it revealed that changes of technology had influences on mass media. Journalists have had to adjust themselves to the new coming technologies and the dynamic social change in the modern world. The important responsibility of entertainment producers is to response to audiences' needs; so that they could gain more sponsors of funding. In this regard, many programs aim for receiving "high rating" in order to guarantee the popularity towards their entertainment news.

Wenner et al. (1985) conducted the research on satisfaction towards news gratifications. They had classified satisfaction into 4 categories. One of these categories was "Para-Oriental Gratifications" which referred to a process of implementing news for reducing stress or relaxing such as spending time for entertainment (Ong-art Singhlampong, 2014: 40-41) or serving curiosity and interest. In accordance with the opinion of Miss Chonnipa Soda, a senior student from mass communication department, who stated that she loved watching entertainment news and gossips about celebrities' love affairs, their incoming works and news about Thai and international movie stars in order to serve her needs and personal interests.

As for television news audience, Miss Manthana Phocharin, a junior student from mass communication department, expressed her opinion about the delivery of entertainment news through television that it still didn't cover all aspects; due to the majority of contents focusing only on celebrities' privacies, which seemed unnecessary to specify. The news should focus more on entertainment works even though a private issue was more interesting (or maybe a trend setting to attract people's attentions); it should leave a private gap for celebrities. In her opinion, celebrities are normal people who are working as actors or actresses. She also stated that even though actors and actresses have been considered as people of the public,

we should not intervene their privacy and present it through media in neither negative nor improper ways.

Most of entertainment people are also reflecting their opinion about the entertainment news delivery nowadays. They would like the media to concern about their works. In this regard, the opinion of Miss Yardthip Rajpal, a famous actress, would be a good reflection from celebrities' part. She stated:

I understand that people love gossip news because it is amusing. Anyway, I would like celebrities' positive issues as well as performance-related news to be revealed through media. In fact, there are plenty of good celebrities in the entertainment industry; only a few of them love to set a trend for themselves. Consequently, all of celebrities are accused of being negative news creators to become more famous. As for new blood celebrities, I would say that you could become famous if you are proficient enough!!!

All of above share the same idea that it is necessary to fairly deliver gossip news. The popular content is a love story which is not quite negative; because audiences can interpret the content in different ways. The content derived from some issues could be a lesson for family live. On contrary, it is curious why this kind of news should be revealed as it is the privacy of their life.

As for the expectation of entertainment news viewers, they expect to view entertainment news through television with the content related to performances of celebrities and TV series directors, especially the news revealing behind the scenes. Mr. Pathomwong Saejai, one of our samplings, said that it'd better presenting behind the scenes to show the capacity of the production team. Moreover, the effective entertainment news should reveal content in several aspects from different news stations. The content presented in the news should be derived from various resources especially rumors which have always been delivered through social network. Mr. Pathomwong also mentioned that journalists should carefully verify actual causes before delivery through mass media. This is in accordance with the concept of being a news gate keeper who should be responsible for the verification of news before delivery through public.

Also, Associate Professor Kulthip expressed her expectation towards journalists' roles and responsibility of delivering entertainment news that the entertainment news journalist associations have ignored professional ethics. Therefore, every supervising organization should involve in improving the code of conducts and professional ethics. The standards for considering qualified journalists should be clarified more; in case of the infamous conducts, the concrete penal codes should be legislated. In addition, the organizations should more consistently arrange a professional training and development program; because the organizations have hardly invested for developing journalists under their supervision. Moreover, she insisted that journalists should deliver the news for the public interests not for self-actualization.

According to the research result, it can be concluded that there have been creative entertainment news but they have been covert. Most of audiences wouldn't remember positive news; only negative news they would select. In addition, arts and culture-related news have been delivered through several television channels including the

National Broadcasting Services of Thailand (NBT) and Thai PBS as well as through magazines and newspapers.

In terms of producers, Mr. Thitiporn Jutimanon recommended:

As far as the educational level is different, people are still thinking differently. Whether the news are positive or negative, the mass media is only responsible for presenting the contents; but the trend may be set after the news have been spoken. Entertainment news is an illusion, therefore do not believe all details delivered through media. As the illusion comes from celebrities themselves, entertainment journalists must deliver it accordingly. The media are facing the same problem that they cannot reform anything because the audiences show clearly what they love to hear from media. Due to educational gap, the taste of audiences is always different. In conclusion, “education” is the significant variable and media reflects the society.

Mr. Chatree Sriyapai, the president of the Entertainment Reporter Association, proposed how to deliver entertainment news through television as below:

Journalists and any other professions should maintain their own code of conducts and ethics as a basis of roles and responsibilities. However, it cannot deny that more and more new entertainment media are born including online media, publications and television. The importance is television as it is not just free television or mainstream media; but there are also cable televisions and satellite televisions. These kinds of media own their rank which is difficult to control or manage; and in the meantime media or content makers nowadays are producing news with regard to commercial interests. Therefore the contents shown are focusing on expected funding and revenues from selling advertisement. Hence, journalists are maintaining their roles as supervisees acting according to executives’ or funders’ policies. This is quite different from free television channels. Even though there is demand on revenues gained from advertisement, they are controllable. Due to they have organized the Executive Board of National Broadcasting Commission to be responsible for censorship; and nowadays, there has been the National Broadcasting and Telecommunications Commission (NBTC) who is in charge of legislating the “Rating System” for television programs.

Miss Patcharee Srisawatpen, a viewer of entertainment reflected her opinion about delivery of news through television channels as below:

It is certain that rumors can attract viewers’ attention better than any kind of news. If producers don’t focus on producing qualified entertainment news, we won’t have a chance to consume any good entertainment news. This is a problem for producers. They are to find to solution how to make the news more interesting in order to enhance the audiences’ perception.

The result gathered from the poll revealed that roles and responsibilities of entertainment media nowadays have been changed. In the past, media was just responsible for delivering the news, nowadays it has been changed due to marketing factors and consumers’ needs. At this moment, the news delivery violates more and more celebrities’ privacy; where as mass media’s code of conducts and professional ethics depend on the corporate policies that would aim for marketing or ethics. If the organizations aim for ethics, they may lose their marketing channel; because there are plenty of new-born media in the society. The competition becomes higher that each organization must find the strategy to deliver news more noticeably and differently.

Thus, more financial support would come to their production; in addition, the entertainment news at present aims for selling celebrities' news, gossip news and private issues or becoming paparazzi.

Conclusion

Referring to the concept of Mass Communication's roles and responsibilities of Wilbur Schramm and Charles R. Wright, one of the important duties of mass communication was to entertain meaning to make people relax and relief from daily stress. Watching television has been the best way to relax. Moreover, the receivers could consume the contents according to their satisfactions. This is in line with the Uses and Gratification Theory. It stated that receivers who have been audiences would concern on their own satisfactions so that their consumption behaviors were prone to their own benefits; and they would consume what they were satisfied with. In this regard, to make consumers response to qualified and valuable contents, it is important that people themselves should collaborate. Mass communication should focus on elevating knowledge and values of perceiving qualified media and rejecting negative media. Hence, if we could enhance their sentiment and knowledge, we could also enhance the capacity of mass communication as well.

Recommendation for further researches

This research applied only the in-depth interview method with persons in the entertainment industry, academics and general publics. For further researches, the research recommended that the quantitative method such as questionnaires and surveys should be integrated. Apart from questionnaires, the number of populations should be increased and the age of target populations should be varied so that research results will be more reliable. Consequently, the expectation towards entertainment news delivery is going to be more in detail.

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